

BROADCASTING TELECASTING

THIS ISSUE:

Search To Solidify
Its Position
Page 19

Power Tested
D.C. Survey
Page 19

Tops Network
1950 Gross
Page 21

Follies' Thrive
Radio Spots
Page 25

TELECASTING
begins on Page 53

20TH
The Newsweekly
Radio and
television.
year

cents weekly
7.00 Annually

**We hope you're not forgetting
that...**

1. WOR has the largest audience, during the day and during the night—from Maine to North Carolina—of any station in America.

2. During the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

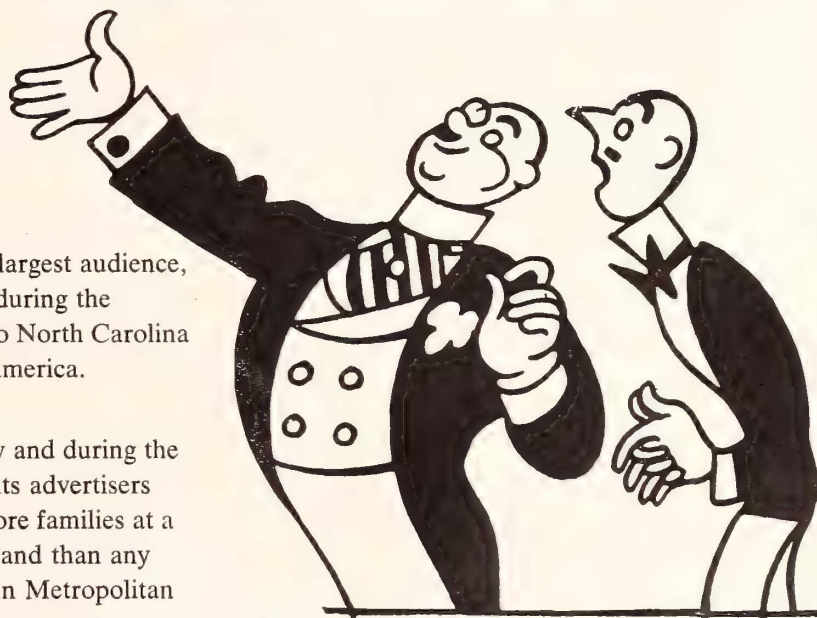
3. WOR's nighttime audience is 25% greater than the combined nighttime audiences of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to the three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than the leading independent station in New York. (During the night, WOR tops this station by 270%!)

4. WOR's average daily audience is greater than the weekday circulation of any newspaper in America.

5. In Metropolitan New York, WOR's audience *each* night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME and NEWSWEEK!

*frankly, how can you not buy
WOR to sell what you want to sell?*

our address is
WOR
*that power-full station at 1440 Broadway
in New York*



**RADIO'S
EVER MAGIC
TOUCH**

Listeners have paid nearly

\$1,500,000 to see the

NATIONAL BARN DANCE

broadcast from Chicago's 8th Street Theatre!

**TODAY'S
NATIONAL BARN DANCE
ADVERTISERS**



**PHILLIPS PETROLEUM
7 CONSECUTIVE YEARS**

**FLEX-O-GLASS
13 CONSECUTIVE YEARS!**

**MURPHY PRODUCTS CO.
14 CONSECUTIVE YEARS!**

**KEYSTONE STEEL & WIRE CO.
19 CONSECUTIVE YEARS!**

In the eighteen years since the NATIONAL BARN DANCE was moved to the 8th Street Theatre (it was a studio broadcast for eight years before that) 2,008,065 loyal WLS listeners have paid \$1,462,750 to see the program broadcast from this one spot alone — an unequalled record in paid admittance for any radio program. And with age, its share of audience has increased—in the last year alone, according to A. C. Nielsen Company, by 49%.

It is more than just another program. The NATIONAL BARN DANCE is radio's oldest continuous, commercial program. It is a tradition — which has maintained — and increased — WLS leadership in developing loyal listeners — and customers. Its list of sponsors is impressive — even more so is the constancy of their sponsorship. It has proven and will continue to prove that radio is the magic touch that turns *people* into *customers*.

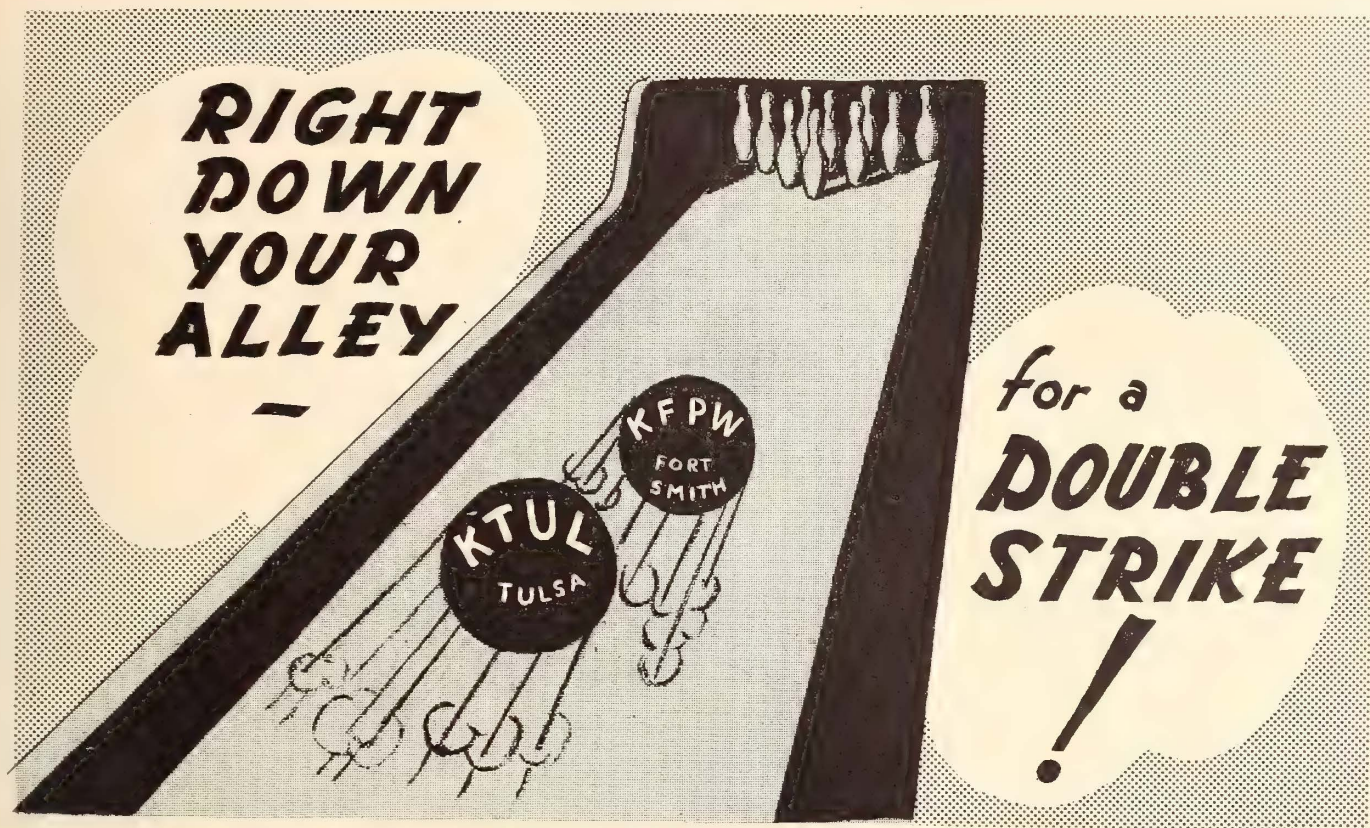
WLS can introduce you to new customers in the rich Midwest. Write WLS, or contact your John Blair man today for availabilities and facts on how Radio's magic touch can sell for you.

And now Pequot Mills, Inc., who began ½ hour sponsorship of the NATIONAL BARN DANCE late last year — another advertiser destined to turn people into customers!

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.





• **EXTRA IMPACT** FOR YOUR
ADVERTISING DOLLAR—WHERE IT COUNTS MOST !

- STRIKE THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA—Plus THE RICH FORT SMITH TRADE AREA OF WESTERN ARKANSAS With —

- ★ ONE OPERATION
- ★ ONE REPRESENTATIVE
(AVERY-KNODEL, Inc.)
- ★ ONE NETWORK →
- ★ ONE BUY - THE BEST



KTUL - KFPW

JOHN ESAU — Vice President — General Manager

AFFILIATED WITH KOMA, OKLAHOMA CITY

BROADCASTING TELECASTING



...at deadline

Closed Circuit

ENTHUSIASTIC response of retailers to new point-of-sale technique pitting radio against newspapers—and consistently showing superiority of time over space—will bring proposal to Broadcast Advertising Bureau that it conduct nationwide survey project. Series of 50 tests by Advertising Research Bureau Inc. reveals radio produces more traffic and more buying per retail advertising dollar than newspaper space.

WHEN LINNEA NELSON, dean of lady timebuyers, retires March 31 after 23½ years' service, her post as chief radio and TV time-buyer at J. Walter Thompson Co., New York, probably will go to her team of assistants. They are Jim Luce, Jayne Shannon and Anne Wright. Chief buyer may be appointed later, however.

SOME SMOKE, but apparently little fire, in persistent report that General Tire's Don Lee and Yankee Networks might get together with Liberty Broadcasting System on some kind of amalgamation. There have been conversations, it's admitted, and Liberty also has been talking acquisition of 51% interest in WINS New York from Crosley Broadcasting Corp.

FINAL phase of FCC functional realignment—creation of Broadcast Bureau—is about to be entered. Staff reports in works several months, due upon Chairman Coy's return in mid-March, with action to follow as soon as personnel is selected. In forefront among prospects for key post of director of broadcast services is Harry Plotkin, assistant general counsel, FCC's most powerful and controversial staff figure. So far, no others mentioned and Mr. Plotkin himself has not formally announced his candidacy.

SEQUEL to new era of harmony in Radio-Television Mfrs. Assn., reflected in unanimous election of RCA Vice President Glen McDaniel as first paid president [BROADCASTING • TELECASTING, Feb. 19], may be affiliation of Admiral—only top manufacturer outside fold. Admiral's president, Ross D. Siragusa, understood to like new organization structure, which becomes effective with Mr. McDaniel's assumption of office April 1.

CONVENTION hall will be needed if NAB, NAB-TV and first cousin, BAB, ever bring boards of directors together. Sixty directorships now filled by 54 persons with NAB having 27, NAB-TV 11 and BAB 22 directors.

LESS COMMERCIALISM for Canadian Broadcasting Corp., separate regulatory body for Canadian broadcasting, and divorcement of CBC from regulating industry, are to be recommended by Royal Commission on Arts, Letters and Sciences. Report to be out March 1.

AMERICAN Cigarette & Cigar Co. (Pall Mall) planning to go weekly with *Big Story* program effective May 6. Program now running alternate Fridays 9:30-10 p.m. on NBC-

(Continued on page 82)

Upcoming

Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters meeting, Chateau Frontenac, Quebec, Que.

March 1: BAB Board Meeting, BAB Hdqrs., New York.

March 2-3: Fourth Annual Western Radio-TV Conference, Hollywood, Calif.

March 3: Sixth Annual Radio-TV Conference, Michigan State College, East Lansing.

(Complete list of Upcomings on page 70)

Bulletins

AMERICAN SAFETY RAZOR Co., New York, through McCann-Erickson, New York, preparing spot announcements radio campaign in 25 markets for Silver Star blades. Starting March 29, contracts will range from seven to 25 weeks.

SEAPAK Inc., St. Simmons Island, Ga. (Quick Frozen seafood), appoints Gordon Baird, New York, as agency. Firm currently using spot TV and radio in eight markets and plans to expand schedule as distribution expands. Frank Cogan is account executive.

PROCTER & GAMBLE'S Spic and Span, through Biow Co., New York, in March will start one-minute spots nighttime in about 30 radio markets.

RADIO SET OUTPUT HOLDS HIGH 1950 LEVEL

JANUARY radio set production held near 1950 levels, only 1% below average for year, according to Radio-Television Mfrs. Assn. Last month's production was estimated at 1,203,591 radios, including 785,983 home sets, 346,799 auto receivers and 70,809 portables. Monthly average in 1950 was 1,215,825.

TV set production, estimated at 639,499 in January, was 3% above 1950 monthly average of 621,983 sets. RTMA showed total of 7,068,000 TV sets shipped during 1950. Difference between this total and estimate of TV set production in 1950 of 7,463,800, was accounted for by delay in distribution of receivers from the manufacturer through distributor and to nation's dealers. December TV set shipments amounted to 691,000.

RADOX REPLY DEADLINE

A. C. NIELSEN Co. and C. E. Hooper Inc. have until March 1 to answer amended complaint filed in Philadelphia by Albert E. Sindlinger, in behalf of his defunct Radox research operation. Unfair business practices, interference with patent relationships and anti-trust violations are being charged [BROADCASTING • TELECASTING, April 3, 1950].

RATE WARNING

ESTHER O'JALA, timebuyer for Doherty, Clifford & Shenfield, New York, on Ipana account, has notified several stations that Ipana will cancel its advertising on any station that allows local rates to national advertisers.

Business Brief

ELGIN TO Y&R • Elgin National Watch Co., Elgin, Ill., names Young & Rubicam, Chicago, to handle all advertising on its watches and products of company's new subsidiary, V. Worth Watch Case Co., in Dayton, Ky. pointment effective immediately. Media discussed. Former agency, J. Walter Thompson Co., Chicago.

RADIO, TV PLANNED • Lee Pharma Shadow Wave to name McCann-Erickson agency. Both radio and television planned.

STARTS 'HOTEL' • Cluett Peabody & New York, sponsoring *Holiday Hotel* alternate week basis, over ABC-TV, 9-9:30 p.m., beginning March 15 [Circuit, Feb. 19]. Agency, Young & Rubicam, New York.

SPOT URGED • Spot radio campaign for Vio (bleach) recommended by Hilton & Gilman, New York.

PIEL'S LOOKING • Piel's beer, recently acquired by Kenyon & Eckhardt, New York, market for TV show for local station campaign.

NEW HUDNUT ITEM • Richard Hudnut will name Dancer-Fitzgerald-Sample, New York, to handle new hair color product. TV campaign included in plans.

C&W MAIL ORDER FIRM FACES CONTRACT SUIT

COWAN & WHITMORE ENTERPRISES, Los Angeles mail order firm, already under investigation by Federal grand jury for Christmas ornament deal, now faces breach of contract suit filed by Joseph T. Maloof, Albert L. Leisy, owners of Endure, New York, strengthening product.

Plaintiffs also demanding accounting profits, claiming in suit that \$11,200 is due them. Contract reportedly made last July for product was heavily advertised on TV during summer and fall. Cowan & Whitmore enter general denial.

RICHARDS PLEA DENIED

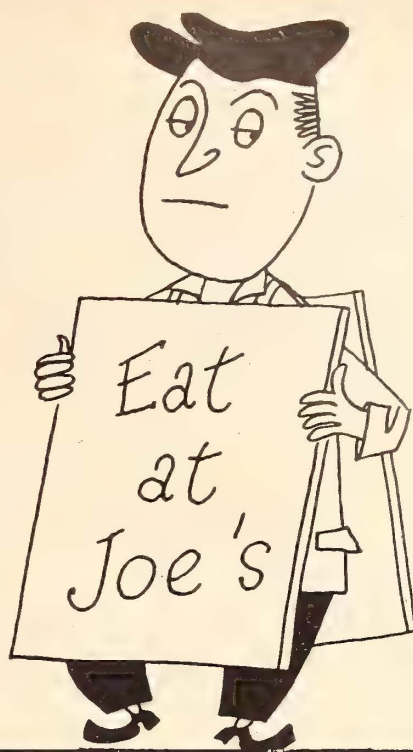
FCC Friday announced adoption of memorandum opinion and order denying Nov. 20, 1949, petition of G. A. Richards Stations' counsel seeking reconsideration of designation of station license renewal applications for hearing and grant without further hearing; or in alternative, that FCC specify sole issue whether record of stations since last renewal established that granting would serve public interest. FCC also denied request for oral argument on petition.

AFM SESSIONS RECESS

AFM-network retroactivity deadline (see story, page 24) extended indefinitely late Friday, as negotiators in New York recessed until 3 p.m. today (Monday). AFM President James C. Petrillo said definite progress had been made. Network spokesman had no comment, but it is believed substantial portions of national issues were resolved, subject to subsequent agreement on remaining issues and demands of locals.

If you ran a single diner

a solo sandwichman might
make a perfectly adequate
advertising campaign



But if you ran a thousand diners

in scores of different markets.. if you had to keep many thousands of chairs occupied, instead of only a dozen.. you'd want to tell the world of your wares. Literally, you'd want to *broadcast* your story.. to an ever-growing number of men and women and children, at home, at work, in cars, and on vacation. This is exactly what leading advertisers are doing today.. in the rich and populous market-areas of Philadelphia, Pittsburgh, Boston, Springfield, Fort Wayne, and Portland, Oregon.. via Westinghouse Radio Stations. All told, these stations reach areas with a population of more than 23 million. And their audience keeps increasing! For availabilities, check Free & Peters.



WESTINGHOUSE RADIO STATIONS Inc

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

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

NEWS DIRECTORS SAY

"WOW'S NEWS IS BEST!"

The NATIONAL ASSOCIATION
OF RADIO NEWS DIRECTORS
awarded WOW its 1950 plaque for
**"OUTSTANDING PREPARATION
and PRESENTATION of the NEWS"**

• When 400 men in the same profes-
sion agree that WOW's news presen-
tation is the best, it MUST be good!

WOW Newscasts carried 77,237 sto-
ries in 1950 — an increase of nearly
2,000 stories over the previous year!

**RIGHT NOW NEWS is the
Hottest Advertising Buy in
Radio.**



FRANK P. FOGARTY, General Manager ★ JOHN BLAIR CO., Representatives

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1021

IN THIS BROADCASTING

Research Showdown Underway	1
Radio's Power Tops Papers in D. C. Test	1
P&G Tops 1950 Time Purchases	2
Hill Discs—Politics or Public Service?	2
NAB Announces Board Changes	2
Ad Club Meet Sees No Doom for Radio	2
Rate Issue May Be Revived by ANA	2
BAB Announces 21 Directors Chosen	2
'Voice' Study Advocated by Senator Benton	2
Hanging S.R.O. Signs for 'Ice Follies'	2
Changes Urged in Radio-TV Control Plan	2
CAB Opens Annual Meeting Today	2
Meeting Set on ASCAP License Rates	2
Two State Groups Favor NARBA Ratification	2
FCC Still Split on McFarland Bill	3
Network Renewals Granted by FCC	3
Lang-Worth Files Complaint Against AFRA	3

TELECASTING Starts on Page 53

DEPARTMENTS

Agency Beat	12	New Business	1
Aircasters	52	On All Accounts	1
Allied Arts	73	On Dotted Line	3
Editorial	46	Open Mike	1
FCC Actions	74	Our Respects to	4
FCC Roundup	79	Programs, Promotions,	7
Feature of Week	11	Premiums	7
Front Office	50	Strictly Business	1
Upcoming	70		

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

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

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

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Roger K. Baer, Doris J. Buschling, Jonah Gitlitz, Grace Motta, Warren Sheets.

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

Bruce Robertson, Senior Associate Editor.

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

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

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

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

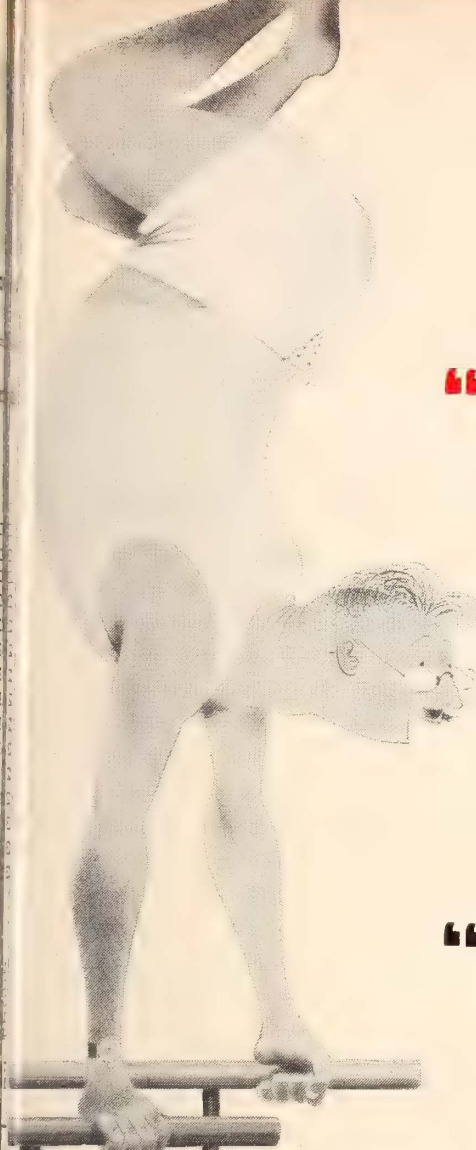
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

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

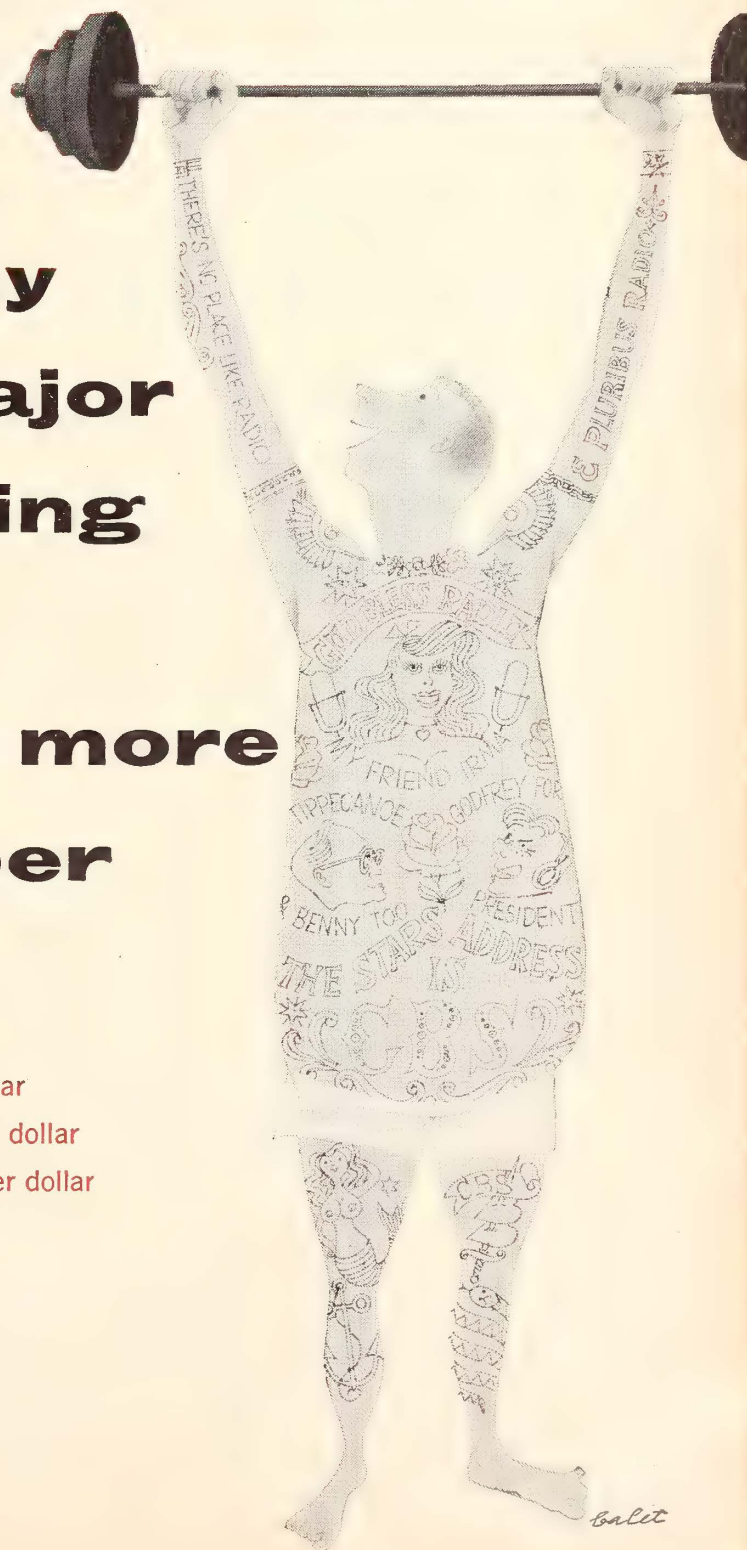
BROADCASTING • Telecasting



**"What's the
right time to
cut down on
radio?"**

**"When any
other major
advertising
medium
reaches more
people per
dollar."**

CBS reaches 591 people per dollar
Magazines reach 365 people per dollar
Newspapers reach 249 people per dollar



All data latest
available;
percent of
radio homes
reached based
on Nielsen
ratings,
Dec. 3-9, '50

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	Drew Pearson (273) R*	Wildroot Charlie Wild (185)	Roy Rogers	The Big Show OT (166)	Not in Service Mon-Fri. 6-7 p.m.	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	Not in Service
6:15	Seeman Bros. Mon. Headlines (268) R	"	Quaker Roy Rogers (512)	"	"	You and the World S	"	Parade of Sports 6:15-6:20 S	"	You and the World S	"	Parade of Sports 6:15-6:20 S	"
6:30	TBA	C-P-P., Our Miss Brooks (152) R	Cudahy Packing Nick Carter (332)	*OT	"	No Network	"	Music 6:20-6:45 S	"	No Network	"	Music 6:20-6:45 S	"
6:45	"	"	"	"	"	P & G Ivory Lowell Thomas (103) R	"	Sun Off Co. 3-Star Extra (34)	"	P & G Ivory Lowell Thomas (103) R	"	Sun Off Co. 3-Star Extra (33)	"
7:00	Richard Wallace	Amer. Tob. Co. Jack Benny (190) R	Affairs of Peter Salem	OT	Co-op* Headline Edition	P & G Drell Beulah (110) R	Co-op Fulton Lewis jr. (302)	Pure Oil Co. Kallenborn (31)	Co-op* Headline Edition	P & G Drell Beulah (110) R	Fulton Lewis jr (302)	Pure Oil Co. Harkness (27)	Co-op Headline Edition
7:15	"	"	"	"	Co-op Elmer Davis	P & G Tide Show (143) R	Dinner Date S	Echoes from the Tropics	Co-op Elmer Davis	P & G Tide Show (143) R	Dinner Date	Echoes from the Tropics	Co-op Elmer Davis
7:30	Mystery File S	Rexall Amos 'n' Andy (183)	General Foods Juvenile Jury	Phil Harris- Alice Faye Show S	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (97)	Miles Labs. News of World (153)	General Mills Armstrong of the S.B.L. (162)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (224)	Miles Labs. News of World (153)	General Mills Lone Ranger (145)
7:45	"	"	"	"	"	Am. Oil-Hamm. Ed. Murrow (115)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R	"	Am. Oil-Hamm. Ed. Murrow (115)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R	"
8:00	Stop the Music S	Coca-Cola C. McCarthy Show (192)	Singing Marshal	Hedda Hopper Show S	Mars Inc. Inner Sanctum	Bromo Seltzer Hollywood Star Pl'house (161) R	Hashknife Hartley	A. A. of RR's Railroad Hour (169)	Mars Inc. Can You Top This?	Sterling Drug Mystery Theater (151) R	Count of Monte Cristo S	duPont Cavalcade of Am (154)	Mars Inc. Bob Barkley American Age
8:15	Stop the Music S	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Mars, Inc. Stop the Music (171)	P&G Tide Red Skelton (152)	Enchanted Hour	U. S. Steel Theatre Guild (169)	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (139)	I Fly Anything S	G-P-PT'nPdr. Mr & Mrs. North (152) R	Official Detective S	Lewis-Howe Baby Snooks (167)	Fat Man S
8:45	Old Gold Stop the Music (198)	"	"	"	World Wide Flashes S	"	"	"	"	"	"	"	"
9:00	Richard Hudnut Walter Winchell (281)	Electric Cos. Corliss Archer (167)	Opera Concert	"	Martha Lou Harp S	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (158) R	Co-op Town Meeting	Wm. Wrigley Life with Luigi (175)	John Steele Adventurer	Liggett & Myers Bob Hope (169)	Rogue's Gallery S
9:15	Andrew Jergens Louella Parsons (283)	"	"	"	Manhattan Maharajah S	"	"	"	"	"	"	"	"
9:30	Sterling Drug Album of Famil- iar Music (212)	Philip Morris Horace Heidt (179)	Wm. Hillman	Tales of the Texas Rangers S	Johnny Desmond S	"	War Front— Home Front	Cities Service Band of America (93) N	"	Philip Morris Truth or Conse- quences (150)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (151)	Mr. President S
9:45	"	"	War Review	"	"	"	"	"	Chr. S. Monitor Views the News R	"	"	"	"
10:00	Botany Mills Ginny Simms Show (83)	Carnation Co. Contented Hour (160)	Oklahoma Symphony Orchestra	\$64 Question S	US Army & Air Force, Let's Go With R. Flanagan	Lvr.-Pepsodent My Friend Irma (176)	A. F. of L. Frank Edwards (133)	Boston "Pops" Orchestra *OT	Met Auditions of the Air S	U. S. Army The Lineup (181)	A. F. of L. Frank Edwards (22)	Lever Bros. Big Town (134)	Miller Brewing High Life Revu
10:15	Burton Dixie Corp., Paul Harvey (119)	"	"	"	"	"	I Love A Mystery	"	"	"	"	"	"
10:30	Co-op George Sakolsky	Longines-Witt- nauer, Choraliers (149)	"	Voices and Events	Sterling Drug J. B. Kennedy (207)	R. J. Reynolds Bob Hawk (166)	This Is Europe	OT	Sterling Drug J. B. Kennedy (207)	Capitol Cloak Room	Dance Orchestra	Brown & Wmsn. People are Funny (168)	Sterling Drug J. B. Kennedy (207)
10:45	Harry Wismer S	"	"	"	United or Not? 10:35 to 11 S	"	"	"	Treasury Show 10:35-11 S	"	"	"	Speaking of Songs 10:35-11 S

DAY TIME

	SUNDAY				MONDAY - FRIDAY				SATURDAY					
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC		
9:00 AM	Milton Cross Opera Album S	* World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson	General Mills Breakfast Club (261) R	Co-op News	Co-op Robt. Hurlleigh	Jack Baker Show S	Co-op No School Today	Co-op News	(Network Opens 10 a.m.)	Coffee in Washington S	1:30	N V
9:15	"	* E. Power Biggs S	"	Wormwood Forest S	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell You Neighbor	"	"	Barnyard Follies S	"	"	1:45	
9:30	Voice of Prophe- cy, VoP Ind. (105)	"	Dixie 4 Quartet	We Remember (9:30-10 Spl.)	"	"	Tennessee Jamboree	Clevelandaires S	"	"	"	Boston Sym. Dress Rehearsa S	2:00	Dr. Bil H De
9:45	"	Trinity Choir	Music	Hudson Coal D&H Miners Spl. (14)	Phileo Corp. Breakfast Club (290)	"	"	"	"	Garden Gate Ferry-Morse (183)	"	"	2:15	
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	Sterling Drug My True Story (216) R	Toni A. Godfrey (171) R	Co-op Cecil Brown (30)	P&G, Welcome Travelers (142)	"	Carnation Family Party (127) R	Miscellaneous Program S	Mind Your Manners	2:30	Phil's Ore
10:15	"	"	"	"	"	Lever-Rinsco A. Godfrey (179) R	Faith Our Time S*	"	"	"	"	"	2:45	
10:30	Negro College Choirs S	"	Voice of Prophecy (319)	Dr. Peale Art of Living S	General Mills Betty Crocker (202) R	Pillsbury, Reid- Murdock, God- frey (180) R	Dixieland Breakfast Club	Swift & Co.* Red Foley Show (48) Spl.	"	Coca-Cola Refreshment Time, Morton Downey (181)	News	Pet Milk Mary Lee Taylor (151)	3:00	This Arou Wor
10:45	"	Church of Air S	"	News Highlights S	Serutan V. Lindlahr (148)	Natl. Biscuit A. Godfrey (183) R	"	Campbell 10:30- 11 Double or Nothing (132)	"	"	Helen Hall	"	3:15	
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Christian Ref. Church Back to God (266)	Faithless Starch Time (50) Spl.	Philip Morris Modern Romances (228)	Liggett & Myers A. Godfrey (190) R	Co-op Ladies Fair	Bristol-Myers Break the Bank (165) M-W-F	The New Junior Junction S	Cream of Wheat Let's Pretend (154) *	B. Moore & Co. Your Home Beautiful	Adventures of Archie Andrew S	3:30	Lthrn. Luther (1
11:15	"	"	"	The UN Is My Beat	David Amity S	"	"	"	"	"	Soldier's Serenade	"	3:45	
11:30	The Christian In Action S	Invitation to Learning* S	N'western U. Review S	Prentice-Hall W. W. Chaplin Outwitting You Years (40)	Quick as a Flash S	Contnl. Baking Grand Slam (49)	Lorillard-Kraft Queen for A Day	Prudential Ins. Jack Berch (141)	Bible Messages S	Bymart Somerset Maugham (147)	Georgia Crackers	Brown Shoe Ed McConnell (163)	4:00	Gospel Old-Fi Reviv (3)
11:45	"	"	"	"	"	P&G Ivory Snow Rosemary (136)	"	Armour Dial Dave Garraway (166)	Bill Watson S	"	"	"	4:15	
12:00 N	News S	People's Platform	College Choirs	America United S	Philip Morris J. Olsen Show (231)	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service	101 Ranch Boys S	Armstrong Cork Theater of T'day (176)	Quaker Oats Man on the Farm	Barriault Washington News	4:30	
12:15 PM	Foreign Reporter S	"	"	"	Sweeny & March S	Lever Bros. Aunt Jenny (90)	Lanny Ross S*	Pickens Party S	"	"	"	Public Affairs S	4:45	
12:30	Piano Playhouse S	Howard K. Smith	News	The Eternal Light S	Not In Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service	American Farmer S	Pillsbury Mills Grand Con. Sta. (154) *	"	US Marine Band	5:00	Autho Ci
12:45	"	Richfield G. Collingwood (35)	Dawn Bible Frank & Ernest	"	"	Whitehall Our Gal Sunday (161)	Crust Dough Burrus, Li. (MWF)	Manhattan Soap Love & Learn (157)	"	"	"	"	5:15	
1:00	Sammy Kaye's Sun. Serenade S	N. Y. Phil. Sym.	Acousticon Fulton Lewis At Home	U. of Chicago Round Table	Baukhage	P&G Ivory, Spic & Span, Big Sister (142)	Co-op Cedric Foster	Radio City USA M&T, Music W-Th-F	Navy Hour S	Armour Stars Over Hollywood (181)	News S	Allis-Chalmers Natl. Farm & H Hour (166)	5:30	Good Great Ever T
1:15	"	"	Washington Report	"	Co-op Nancy Craig	P&G Oxydol Ma Perkins (147)	Luncheon with Lopez	Lou Webb Orgnst., Pickens Party Rot.	"	"	Jerry & Sky S	"	5:45	

BROADCASTING

WEDNESDAY		THURSDAY				FRIDAY				SATURDAY				6:00 PM
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Heat of Strips	News Bob Warren S	Not in Service	Metrol. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metrol. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	6:05 p.m. Saturday Strings Una May Carlisle S	News Griffing Bancroft S	Harmony Rangers	Bob Warren News	6:00 PM
"	Parade of Sports 6:15-6:20 S	"	You and the World S	"	Parade of Sports 6:15-6:20 S	"	You and the World S	"	Parade of Sports 6:15-6:20 S	Harry Wismer S	Memo from Lake Success S	"	Earl Godwin's Washington	6:15
"	Music 6:20-6:45 S	"	No Network	"	Music 6:20-6:45 S	"	No Network	"	Music 6:20-6:45 S	Labor-Management S	Saturday Sports Review	Organ Music	NBC Symphony S	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (32)	"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (33)	Management S	Richfield L. Leseuer (35)	"	"	6:45
Lewis Jr. (291)	Pure Oil Co. Kaltenborn (31)	Co-op Headline Edition	P & G Dreft Beulah (110) R	Fulton Lewis Jr. (291)	Pure Oil Co. Harkness (29)	Co-op Headline Edition	P & G Dreft Beulah (110) R	Fulton Lewis Jr. (291)	Pure Oil Co. Kaltenborn (29)	Management S	Yours Truly Johnny Dollar	Co-op Al Heller	"	7:00
er Date	Playboys	Co-op Elmer Davis	P & G Tide Show (143) R	Dinner Date	Playboys	Co-op Elmer Davis	P & G Tide Show (143) R	Dinner Date	Playboys	Co-op Bert Andrews	"	Twin Views	"	7:15
lone Heater	Miles Labs. News of World (153)	General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (155) R	Gabriel Heater	Miles Labs. News of World (153)	General Mills Lone Ranger (145)	Campbell Soup Club 15 (155) R	Pearson Pharm. Co. Gabriel Heater	Miles Labs. News of World (153)	Buzz Adlam	R-J. Reynolds Vaughn Monroe (166) R	Comedy of Errors 7:30-7:55	Brown & Wmson. Pple. are Funny (72) Spl.*	7:30
Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R	"	Am. Oil-Hamm. Ed. Murrow (115)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R	"	Am. Oil-Hamm. Ed. Murrow (115)	Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R	"	"	7:55-8: State Farm Auto Ins. Co. O. Brown	Noah Webster Says S	7:45
Hidden Ruth S	Schlitz Halls of Ivy (170)	Screen Guild Players S	P & G Gen. M F.B.I. (149) R	California Caravan S	Gen. Foods Aldrich Family (152)	Rylands, The Co. R. Diamond Pvt. Detective (251)	Songs for Sale	Magazine Theatre	Nero Wolfe S	Shoot the Moon S	Wrigley Gene Autry (173)	Renson Metal 20 Questions (501)	Dangerous Assignment OT	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
national Airport	Kraft Gildersleeve (151)	"	Whitehall Mr. Keen (157) R	Pat Blades Rod & Gun Club (133)	Gen. Foods Father Knows Best (170)	Equitable Life This Your FBI (286) R	"	Music	Sam Spade S	Marry-Go-Round S	Gen. Foods Hopalong Cassidy (150) R	Take A Number	The Man Called "X" *OT	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
60 Plus S	DeSoto Plymouth Dealers (171) Groucho Marx You Bet Your Life	Old Gold Orig. Amateur Hour (232)	Electric Auto-Lite, Suspense (178)	True or False	L & M Fatima Dragnet (167) R	Ozzie & Harriet (288)	Hear It Now	Air Force Hour S	The Magnificent Montague OT	What Makes You Tick? S	Gen. Foods Gangbusters (150) R	Hawaii Calls	Amer. Tob. Co. Your Hit Parade (167) R	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Bristol Myers Dist. Attorney (169)	"	Hall Bros. Hallmark Playhouse (174)	Co-op Reporter's Round-up	Guilt Refining Counter-Spy (117)	Pac. C. Borax The Sheriff (114)	"	Bandstand U.S.A.	Duffy's Tavern *OT	Jay Stewart S	Gen. Foods My Favorite Husband (153)	Lombardo U.S.A. S	G-P-P Co. Dennis Day Show (147)	9:30
"	"	Lee Hats R. Montgomery (276)	"	"	"	"	"	"	"	"	"	"	"	9:45
F. of L. & Edwards (133)	Am. Cig. & Cig. The Big Story (173)	Time for Defense S	Philip Morris Playhouse (149)	A. F. of L. Frank Edwards (22)	Screen Directors' Playhouse OT	Gillette Fights (334)	Phillips Petro. Rex Allen Show * (66)	A. F. of L. Frank Edwards (133)	Pabst Life of Riley (161)	Saturday at Shamrock S	Carter Prod. Sing It Again (134)	Chicago Theatre of the Air S	G-P-P Co. Judy Canova (145)	10:00
Love A Mystery	"	"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	Sing It Again	"	"	10:15
Dance Orchestra S	Short Story S	Sterling Drug J. B. Kennedy (207)	Frankie Carle Orchestra	Dance Orchestra OT	"	American Sports Page S	Dance Orchestra	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (76)	Dixieland Jam-Bake S	Sterling Drug Sing It Again (141)	"	R. J. Reynolds Grand Ole Opry (161)	10:30
"	"	Illusion 10:35-11 S	"	"	"	"	"	"	Pro & Con S	"	"	"	"	10:45

SUNDAY		MONDAY - FRIDAY				SATURDAY			
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Lutheran Hour (Lutheran)	Amer. Trucking Assn., Am. Frm. of the Air (166) R	Not in Service	P & G Crisco Dr. Malone (144)	Luncheon with Lopez	Co-op News George Hicks S	American Jazz	Toni Co. Give and Take (150)	Jose Melis Trio	Radio City USA
"	"	Not in Service	P & G Duz Guiding Light (146)	Tony Fontaine & Co.	Love & Learn (Rpt.) (154)	Baron Elliott Octette	"	"	"
Music with Trendler	The Catholic Hour (News 3 min.)	Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (75) Quaker (35)	Co-op Heater's Mailbag	Campbell Soup Double or Nothing (133)	Texas Co. Met Opera	Hormel & Co. Music with H Girls (114)	Symphonies for Youth	Battleground for Peace
"	"	"	P & G Tide Perry Mason (149)	Harvey Harding Sings*	"	"	"	"	"
Co-op Bill Cunningham (75)	Mutual Benefit Ins., Bob Considine (160)	Serutan John B. Kennedy	Toni Co. Nora Drake (156)	Say It with Music	General Mills Live Like A Millionaire (75)	"	Sonolone Galen Drake (84)	"	Slim Bryant & His Wildcats
Mr. Mystery	The Girl From Paris	Frances Scully S	P & G Ivory Fl. Brighter Day (108)	"	"	"	Dave Stephens Show	"	"
Challenge of the Yukon	Hormel Music with the Hormel Girls (45)	Benny Rubin Show S	Miles Labs. Hilltop House (141)	Co-op Bob Poole Show	P & G Life-Beautiful (153)	"	"	Caribbean Crossroads	TBA
"	"	"	Col.-Palm.-Peet Kings Row (59)	"	P & G Road of Life (156)	"	Adv. in Science	"	"
Bobby Benson	Miles Labs. Quiz Kids (161)	Hannibal Cobb S	Pillsbury House Party (157) *	"	P & G Pepper Young (157)	"	Report From Overseas	Dunn on Discs	US Army Band
"	"	Talk Back S	"	"	P & G Right to Happiness (155)	"	Farm News	"	"
Under Arrest S	Kraft The Falcon (151)	Surprise Package S	Col.-Palm.-Peet Strike It Rich (134) R	Miscellaneous Programs	Sterling Drug Backstage Wife (147)	"	Make Way For Youth	Sports Parade S	Green Cross Song Festival
"	"	"	"	"	Sterling Drug Stella Dallas (147)	"	"	"	TBA
US Tobacco Wm. Gargan Private Investor. (389)	The Saint S	Recipe for Listening S	Treasury Bandstand	B & D Chucklewagon	P & G Lorenzo Jones (144)	"	Cross-Section USA	Brewing Corp. of Am., Carling's Takes You to the Races	Big City Serenade
"	"	Ted Malone S	"	"	Sterling Drug Y. widder Brown (147)	"	"	Hoffman Quintet	"
US Army & Air Force The Shadow	Pepsi-Cola Co. Dimension "X" Sts. 3/4, 5-5:25	Big Jon & Sparky S	M Music You Know T-W	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)	Tea & Crumpets	Radio Reporter's Scratchpad	Bobby Benson	First Piano Quartet
"	Robt. Trout Norwich Pharm. 5:25-5:30 (160)	Eff. 3-5-51	The Chicagoans Th-F St. Louis Mat.	National Biscuit Tu-Th S. Arrow (343)	General Foods Portia Faces Life (92)	"	Songs By Symington	"	"
Williamson True Detective Mysteries (472)	Trans World Airlines, Mr. & Mrs. Blandings (39)	"	M-F Top Tune Time	Derby Sky King* Tu-Th 5:30-6	Whitehall Just Plain Bill (110)	"	Saturday At The Chase	Challenge of the Yukon	Living 1951
claim (155)	"	"	Miles Labs. Curt Massey Time (143) R	Kellogg M-W-F 5:30-5:55 Beatty 5:55-6 V. Borge	Whitehall Front Page Farrell (119)	Club Aluminum Club Time (20)	"	"	"

Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time is EST.

ABC
6-6:15 PM Sun., Sponsorship cancelled eff. 3-18-51

8:50-9 AM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.
5:30-6 PM Mon. & Fri., Space Patrol.
5:30-6 PM Tues., Thur., Superman.
5:30-6 PM Wed., Black Hawk.
7-7:05 PM Mon.-Fri., Edwin C. Hill.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS
8:30-9:15 AM Sun., General Foods, Sunday Morning Gatherin', 103 stations.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 58 stations.
11-11:05 AM Sat., Campana Sales Co. Bill Shadel News, 178 stations.
11:30-35 AM Sun., Animal Foundation Inc., Bill Shadel News, 58 stations.
3:55-4 PM M-F., also Sat. 12:55-1 PM Pillsbury Mills Inc., Cedric Adams, 154 stations.
10-10:30 PM Fri., We Take Your Word, sustaining, split network.

MBS
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.
10:25-10:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.
5:55-6 PM Tues., Thur., Bobby Benson, Kraft Foods Co.

NBC
*OT—Operation Tandem programs sponsored by Whitehall Pharmaceutical et al.
8-8:15 AM Mon.-Fri. Alex Drier, Skelly Oil Co. 26 stations.
8-8:15 AM Sat. This Farming Business, Skelly Oil Co. 26 stations.
10:30-10:45 AM Mon.-Fri. Cal Tinney, General Mills, 11 stations.

BROADCASTING
The Newsmagazine of Radio and Television
TELECASTING

EQUIPMENT
PRODUCTION
STUDIOS

RADIO DAILY TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

NEW YORK, THURSDAY, JANUARY 25, 1951

Radio-TV Audience Gains In 28 Cities

Radio listening and TV viewing has risen to a new high in 28 of 33 cities, according to the January Hooperatings Pocketpiece just released. In 22 of these cities 40 per cent or more of the homes called were using TV and/or radio in the evening. This is a record high in broadcast audience reception in Hooper's sixteen years of continuous comparative broadcast audience reporting. This high was achieved despite the fact that December, the month reported, is not normally the peak month of the year.

Cities with the highest per cent of evening set-use reported in the January Hooperatings Pocketpiece are:

City	Dec., 1950 Broadcast Audience	PerCent of Increase Over '48
1. Cincinnati	49.4	38
2. Pittsburgh	48.9	35
3. Buffalo	48.5	28
4. Dayton	48.1	44
5. Milwaukee	47.4	30
6. Syracuse	47.3	39
7. Cleveland	46.9	35
8. Minneapolis-St. Paul	46.8	11
9. Philadelphia	46.8	64
10. Columbus	46.1	28

Compared with 1948, the last pre-TV year, the increase in the percentage in total broadcast audience also is unusually high.

Philadelphia, which boasts three TV stations of its own, shows the highest gain (64 per cent), while Dayton (44 per cent), Syracuse (39 per cent), and Cincinnati (38 per cent), also registered steady gains. The lowest gain is the Minneapolis-St. Paul section, which, although having two TV stations operating in its immediate area, shows only an increase of 11 per cent over 1948.

*Philadelphia advertisers—
people who know
Philadelphia best
and who are on the
scene to check results—
spend more of their
advertising dollars on
WCAU and WCAU-TV
than on any other
Philadelphia radio or
television station.*

5 (value)
bonus
TO NEW

BROADCASTING

Newsweek of Radio and Television
TELECASTING
SUBSCRIBERS

a limited time the 1951
BROADCASTING — Telecast-
Yearbook will be sent as
bonus to new subscribers.

ill refer to this 3½ lb.
radio-tv source book through-
the year for vital business
information, available from
other source.

ill find the answers—and
ny, many more hard-to-get
ts—in the 1951 BROAD-
STING Yearbook. It has a
complete directory of radio-tv
stations, including top person-
nel, network affiliate, national
representative, services—plus
the 50 directories covering
the wingspread of radio, tele-
vision and related businesses.

art your subscription with
next week's issue. For \$7.00
you'll receive 52 weekly issues
and the 1951 Yearbook. Use
this handy order form:

BROADCASTING • Telecasting
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

please enter my BROADCASTING sub-
scription immediately and be sure to send
the bonus '51 Yearbook as part of this
order.

☐ \$7 enclosed ☐ please bill

NAME _____

TITLE _____

STREET _____

COMPANY _____

CITY _____ ZONE _____ STATE _____

BROADCASTING • Telecasting



feature of the week

MEDIA of exchange vary from one part of the world to another. Some people like to trade with gold, others with dollars, and some primitive folks will even sell you their house for a handful of sea shells. But in Duluth, Minn., they use bottle caps at times.

At least that's the way it was every Saturday morning at the Arrowhead Auction on KDAL Duluth. Kids and grownups—anybody who had a few thousand Arrowhead milk bottle caps stowed away in an old sock—used to throng to the studio and bid for skates, bikes, sleds, dolls, Erector sets, using the bits of round cardboard for money.

Crowds got so big at the auctions, bottle caps became so plentiful, the market became so bullish, that KDAL personnel were often marooned out in the street during the weekly program, unable to get through the human log-jam to their offices. The shrewd Minnesota traders didn't help the situation much by hauling their bottle caps to the station in gunny sacks and



Don Dahl (l) and Hunter Como of KDAL with some of the 100,000 bottle caps received.

* * *

duffle bags, boxes and bushel baskets, which often made the studio look like an Army loading depot.

As foreign governments have sometimes done, station and sponsor got together and made drastic
(Continued on page 49)



strictly business



Mr. DUNCAN

A MIDWESTERN station manager visiting New York asked an amused salesman from the Paul H. Raymer Co. recently. "Do you by any chance have two men on your payroll named Wally Duncan?"

The mild bewilderment of the station manager was understandable. Quite a lot of people among agencies, stations and clients think there must be at least two Raymer executives with the name of Wally

Duncan. No one man, they feel, could be in so many different places in such a short space of time.

Walter Irving Duncan, who holds the title of assistant to the president of the Paul H. Raymer Co., station representative, has pretty much of a free hand in promoting new agency contacts and new affiliations for his firm, and covers an enormous amount of territory—70% of his working time is spent "in the field"—calling on the managers of Raymer radio and TV stations.

When in New York, Wally Duncan will nearly always be found in the company of some major agency executive, discussing trends in spot radio and television, local programming, and new services of the Raymer firm. At other times, Mr. Duncan holds what he calls "bull sessions" in his office at 444 Madison Ave. These consist of small-group meetings with the Raymer staff and conducting what amount to advanced seminars in radio-TV advertising techniques.

Wally Duncan, who went to the Raymer firm from the sales managership of the New York News TV station, WPIX, even lives in the "storm center" of the advertising business. His New York
(Continued on page 48)



"It's a Law..."

Stuart Finley, the author and voice of WRC's "Capital Scrapbook" unearths unusual Washingtoniana for his listeners. Spending long hours to prepare original and sprightly copy, Stuart recently intrigued his ever-growing list of fans with the information that—

Any person who shall throw into the Potomac River, or any of the docks, any brickbats, shall forfeit and pay a sum of not exceeding twenty dollars, nor less than one dollar.

—Alexandria-D.C. Corporate Laws, 1844

Finley compiles a 15-minute program of light chatter, music and droll Americana from 1:30-1:45 PM Monday through Friday. The popularity of the series has necessitated a special 45 minute airing from 9:15-10:00 AM on Sundays.

You may never wish to toss around a brickbat in the Washington market . . . but for a fraction of the above fine, you can forcefully draw attention to your product with thousands of loyal "CAPITAL SCRAPBOOK" listeners.



WHO ARE THE BLACKWOODS?

W

ELL, THEY'RE THE most sensational act of their kind in radio today. And how about these—

FLASH FACTS:

In 15 years of broadcasting the **Blackwood Brothers Quartette** has appeared on more than 200 radio stations from coast to coast, with guest appearances on **ABC, CBS and NBC.**

They have made personal appearances in 35 states and in most major cities. In 1950 alone, over 350,000 people from coast to coast paid to see the **Blackwood Brothers** perform.

In addition, the Blackwoods have released 44 phonograph records which enjoy nationwide distribution and their three books of radio's favorite songs are in constant demand.

CONLAN'S??

See Memphis November 1950 Conlan's!!

Blackwood Brothers Quartette are heard from 12:15 to 12:30 P.M., which is currently sold out. Program now expanding from 12 noon until 12:30!

FOR PARTICIPATION DETAILS

Contact

RADIO REPRESENTATIVES, INC.

WMPS

68 ON YOUR DIAL

Memphis, Tennessee

AMERICAN BROADCASTING COMPANY



agency

JULIEN FIELD, vice president and creative director William Esty (N. Y. appointed vice president and creative director Grey Advertising Co., same city.

BETTY LANCASTER, MacWilkins, Cole & Weber, Portland, Ore., vice president Alport & O'Rourke Adv., Portland and San Francisco.

TED M. WHITE, manager Beaumont & Hohman, Seattle, for past years, named manager of San Francisco office of firm. He succeeded **HERBERT D. CAYFORD**. Mr. Cayford will continue as Pacific Coast manager of agency. Mr. White will be succeeded in Seattle by **CHARLES BEAUMONT** who has been with Los Angeles office for 15 years.

DUANE JONES, board chairman of Duane Jones Co., N. Y., named last week to head promotion of New York City's cancer committee for the straight year.

ROBERT G. GRIAR, traffic manager Maxon Inc., N. Y., named assistant to **EARL KENNEDY**, on radio and TV production.

A. C. BOYD Jr., creative staff Erwin, Wasey & Co., L. A., named assistant copy chief.

CHARLES B. STRAUS Jr., Federal Adv., N. Y., to Cunningham & Walcott, same city, as service executive.



on all accounts

IN THE ADVERTISING agency fraternity Stanley C. Boynton is known as a custom tailor.

Mr. Boynton may not be able to run up a double-breasted sharkskin, with a modified drape, but he is handy at the intricate job of putting together custom-tailored radio networks.

That is one of the fortes of the Detroit agency which bears his name. Organized 30 years ago, after Mr. Boynton abandoned his first career as a freelance artist, the Stanley G. Boynton agency began specializing in building custom networks for its clients some 20 years ago.

Among the early examples of this business were broadcasts of professional football games under sponsorship of the Wilson Sporting Goods Co. For the past 10 years Mr. Boynton has planned the annual broadcasts of the national tennis matches and those Davis Cup matches that were played in the U.S., under sponsorship of A. G. Spalding & Bros.

Spalding's agency is Hanly, Hicks & Montgomery, New York, but that firm engages the Boynton organization to arrange the special networks that carry the tennis features.

The reason that Spalding uses a custom network instead of buying time on an established one is to reach only those markets where the biggest Spalding retail outlets are situated. Mr. Boynton buys telephone lines that link the stations on these occasions, and arranges the scheduling of the broadcasts.

The Boynton agency does not confine its radio activities to tailored networks. At present its accounts include the *Radio Bible Class* carried by MBS and a number of other stations; the *Cowboy Hour*, *America Back to God* and the Highland Park Baptist Church program—all of them transcribed and placed on a spot basis.

Mr. Boynton's advertising success came in the city where he was born Jan. 20, 1895, Detroit. His two sons, Stanley Jr., 21, and Bud, 19, appear destined to follow the same formula. Both

intend to join their father's agency some day.

Young Stanley is now in the Air Force. Bud, at Michigan State, expects to be called into service.

Mr. Boynton is a member of the Recess Club and the Orchard Lake Country Club as well as the New York Radio Executives Club.



Mr. BOYNTON

beat



MICHAEL CARROLL named vice president J. R. Pershall Agency, ago.

R. MAXON, president Maxon Inc., Detroit, received hand-illumination scroll from the Sisters of Bon Secours commemorating his chairmanship of successful drive for funds to furnish and equip the new Bon Secours Hospital, Grosse Pointe, Mich.

GINIA MILLER, Biow Co., S. F., to Harrington-Richards, S. F., in advertising department.

LIP KLEIN Adv. Agency, Philadelphia, received award from Junior Advertising Club of Philadelphia, for help to young people entering the advertising field.

RNEY McClURE, Conner, Jackson, Walker & McClure, S. F., named publicity chairman Pacific Dairy & Poultry Assn.'s convention in San Francisco March 4-6.

IES C. CAMPBELL, BBDO, S. F., to Mervin D. Field & Assoc., same city.

ANK X. BANKO and FREDERICK W. PAYNE to G. M. Basford Co., N. Y., as account assistants.

TTY McNEILL, Grant Adv., Chicago, to Foote, Cone & Belding, S. F.

ANK C. PETERSON appointed creative director Grant Adv., N. Y. was with Marschalk & Pratt, N. Y.

H. BROWN Adv., Chicago, announces publication of 1951 *Advertiser and Data Guide*. The 26th annual edition lists rates, circulation, printing and issuance dates for general, farm, mail order and direct sell magazines. Complete classified advertising information for all leading newspapers is tabulated by states. Guide is available to advertisers without charge upon request. Agency is located at Opera Bldg., 20 N. Wacker Ave, Chicago 6.

DO New York held its annual staff meeting last week, with all executives reporting to New York for the event.

LT GRANDBURG, art director Joseph Magnin Co., S. F., to art department of McCann-Erickson, same city.

FRED W. McQUILLAN, business and government economist, lecturer and administrator, named head of all research activities at Pedlar & Ryan Co., N. Y. Mr. McQuillan was director of post war planning for Sylva Products and before that director of market research at Paramount Pictures. He also worked at J. L. Hudson, Detroit, and Acme Co. among others.

M ELKINS, KVON Vallejo, to Richard N. Meltzer Adv. Inc., S. F., assistant radio and TV director.



ADVISORY Council formed by radio-TV broadcasters in Greater Miami area at request of Miami U. is to "act as a liaison between the university and the industry and to promote the radio-TV media for mutual benefit." Council will work with radio-TV department at Miami in order to strengthen curriculum offered to broadcasting undergraduates. Executive Committee includes: Standing (l to r) John I. Prosser, manager, WKAT Miami Beach; Harry Camp, assistant general manager, WQAM Miami; S. P. Kettler, manager, WGBS Miami; seated, George Thorpe, manager, WYCG Coral Gables; Professor Sydney W. Head, chairman, U. of Miami radio-TV department, and Ann Morrow, public relations director, WTVJ (TV) Miami, representing Manager Lee Ruwitch.

What kind of a TEST CITY is ROCHESTER, N.Y.?

According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

- No. 1 in New York State
- No. 1 in the Middle Atlantic States
- No. 7 in all cities of population from 250,000 to 500,000
- No. 15 in all American cities of all sizes

BUT . . .

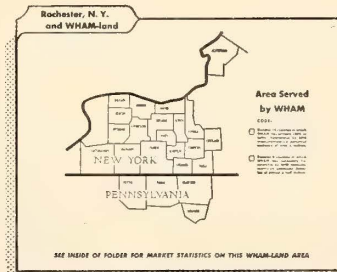
"Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

What is the BEST RADIO BUY in ROCHESTER, N.Y.?

WHAM—and WHAM outstandingly—the only station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM's coverage.

FACTS FOR FREE!

Write WHAM—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the WHAM-land area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.



The Stromberg-Carlson
Station
ROCHESTER, N.Y.



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

new business



PHILCO Corp., Philadelphia, has prepared 30-second and one-minute radio announcements to be used by Philco dealers and distributors throughout country on local level to promote its television sets. Series features 12 television stars who promote their own shows and sponsors as well as Philco. In effect performer says "I hope when you tune in on my show (name of show, time and network) you will watch it on a Philco set because Philco is the finest set . . . etc." The stars lined up to record the announcements are Ralph Bellamy, Joe DiMaggio, Faye Emerson, Bill Garrigan, Groucho Marx, Bob Montgomery, Ken Murray, Ed Sullivan, Paul Whiteman, Peggy Wood, Alan Young, and Art Linkletter. Agency: Hutchins Adv. Co., N. Y.

WESTON ELECTRICAL INSTRUMENT Corp., Newark, appoints United Adv., same city, to handle advertising and public relations campaign for recruitment of personnel. Radio and television will be used.

ART-COPY Adv. Agency, Newark, appointed by Patricia Stevens Model Finishing School, Philadelphia, to handle advertising. Radio, television will be used.

KAYWOODIE Co. and KAUFMAN BROS. & BOND, N. Y. and London (Kaywoodie Pipes and Yello-Bole Pipes) names Grey Adv., N. Y. to handle advertising.

MINARD'S LINIMENT Co. Ltd., Yarmouth, N. S. (proprietary), starts spot announcement campaign on number of Canadian stations. Agency: McKim Adv. Ltd., Toronto.

PABST SALES Co. (Pabst Blue Ribbon beer), Chicago, appoints Publicidad Badillo Inc., San Juan, P. R., to handle advertising in Puerto Rico.

CANADA & DOMINION SUGAR Co. Ltd., Chatham, Ont., starts daily spot announcements on five Ontario stations. Account is placed direct.

HARRY FEIGENBAUM Adv. Agency, Phila. named to handle advertising Liberty Bell Mutual Insurance Co., same city. **J. Leonard Schorr** account executive.

Network Accounts . . .

U. S. STEEL in conjunction with **RCA VICTOR** will present one and half-hour special production of *Hamlet*, on March 4 over NBC. Advertiser will use its usual Sunday time, 8:30-9:30 p.m., plus following half-hour for that day only, 9:30-10 p.m. The 90-minute broadcast will star John Gielgud, Dorothy McGuire and Pamela Brown. **BBDO N. Y.** is agency for U. S. Steel and J. Walter Thompson for RCA Victor.

WILSON ELECTRIC SUPPLIES Ltd., Calgary, Alta. (appliance distributor), starts weekly half-hour transcribed program on four Alberta stations. Agency: Stewart-Bowman-Macpherson Ltd., Calgary.

ITALIAN SWISS COLONY, San Francisco, signs to sponsor half-hour weekly television show in 16 cities of DuMont TV network for 52 weeks. The show, *Famous Jury Trials*, originates at WABD (TV) New York. Agency: Honig-Cooper Co., S. F.

LEVER BROS. Ltd., Toronto (Lipton products), starts for 52 weeks French-language program, *Entre nous Mesdames*, on nine CBC French network stations, Mon. through Fri. 10:30-10:45 a.m. Agency: Young & Rubicam, Toronto.

BENJAMIN MOORE Co., Ltd., Toronto (paints) starts for 11 weeks *Betty Moore Decoration Talks* on 11 Dominion network stations. Tues. 10:30-10:45 a.m. Agency: O'Neill, Larsen & McMahon, Toronto.

Adpeople . . .

PAUL H. HILL appointed director of sales Nesco Inc., Chicago.

FIRST in Georgia's third market...

Georgia's 3rd market is a buying market. 1950 retail sales exceeded \$110 million. 1951 will be greater because of the new \$600 million AEC Hydrogen Bomb Facilities Plant, the Clark's Hill Dam and Comp Gordon operating at full capacity.

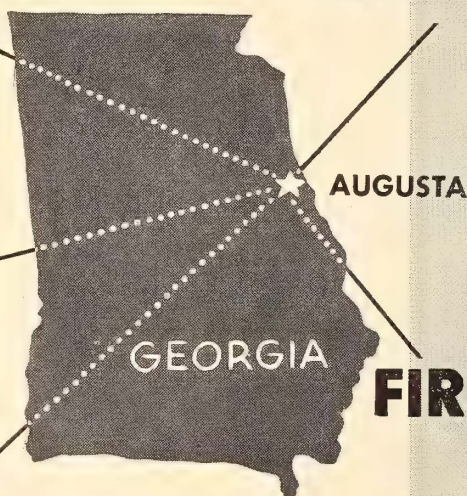
FIRST (power) 5000 W

WRDW's powerful 5kw signal dominates the Augusta market, day and night. We have figures to prove it. Or ask Headley-Reed for complete information.

FIRST in selling power...

FIRST Hooper-Wise

According to the latest Hooper Survey (Dec. '50-Jan. '51), WRDW is First in the morning with 34.9%; First in the afternoon with 36.5%; First at night with 37.3%. WRDW has a 35.5% in total rated periods.



FIRST in the market (oldest station)

WRDW

CBS for Augusta, Ga.

here it is!



"SOME FUNDAMENTALS FOR RADIO SALESMEN"

recorded by Maurice B. Mitchell
vice president and general manager
Associated Program Service

A great new idea in selling comes to life!

Beginning this month, all APS subscribers will receive regular, instructive talks on radio selling, prepared and delivered on transcriptions by Maurice B. Mitchell.

Here's a service every live-wire station manager in the country has dreamed about, but never before been able to give his sales staff. These are complete sales meetings, covering all phases of radio selling, and presenting frequent guest experts who have many important suggestions to offer. The scope of these talks will range broadly through sales fundamentals, facts about important retail fields, selling techniques—everything needed to make a sales staff more aggressive and more productive.

Each month a new meeting...each meeting complete with outline and operating forms so that you can quickly judge its effectiveness through actual selling results.

It's just one more example of how Associated is giving stations what they want!

Think how this series of professional, informative sales meetings right in your station, staged expressly for your staff, can help you plan new business efforts. Then remember that this service is actually yours—at no extra cost—IF you're an APS subscriber.

And you still can be. There's room for a few more stations to share the sales-building potential of the Associated library. If you want to be one of them, wire, write or phone for details today.

APS

"the library that pays for itself"

Associated Program Service

151 West 46th Street, New York 19, N. Y.

.....
• Maurice B. Mitchell, General Manager
• Associated Program Service
• 151 West 46th Street
• New York 19, N. Y.

• Tell me how I can get this valuable training aid, plus all the
• other great APS features, for my station.

• Name.....

• Title.....

• Station.....

• Street.....

• City..... Zone..... State.....

open mike



'More Such Champions'

EDITOR:

I was delighted to read the account (Feb. 5) of Lloyd Vernard's talk before the SCBA. AM radio needs more such champions whose realistic grasp of the TV-AM controversy can restore the industry's confidence.

As a radio commentator, listener and viewer, I have marveled at the anxious defeatism rampant throughout the profession. Ever since the advent of TV I've watched AM operators, consorting with worry and fear—chewing their

nails and yielding to a defeat which is nothing more than a sorry manifestation of their own chicken-heartedness. AM radio is sound and, in my opinion, far superior to anything yet offered by TV. It can stay on top if its leaders will place their faith in this great entertainment and educational medium and knuckle down to the job at hand.

If station managers would take into consideration the public's reaction to AM listening they'd be comfortably reassured on the question of AM's real power. The imagination factor alone is one of its greatest assets. Can TV, for

example, offer the listener anything which equals the wonderful pay of conjecture and curiosity which are so important to listening pleasure? An *imagined* personality is frequently more acceptable than many of those viewed on TV. Another AM triumph lies in its daytime audience acceptance. I cite the American housewife who for years has coordinated her listening habits with her daily home activities. Mr. Vernard's figures on the number of AM sets in the average home dramatically illustrate this fact. . . .

Ethel Grey
78-12 35th Ave.
Jackson Heights, N. Y.

* * *

'Midland Caper'

EDITOR:

I should like to add my comments on the Midland caper and

the long gone Mr. Jett. . . .

"All I want for Xmas is my front teeth" is usually pret popular around the Yuletide season. If one of the rooked station managers wrote a ditty entitled "All I want is Mr. Jett about feet away," I am sure it would be a tremendous hit. . . .

Al Tedesco
General Manager
WKLK Cloquet, Minn.

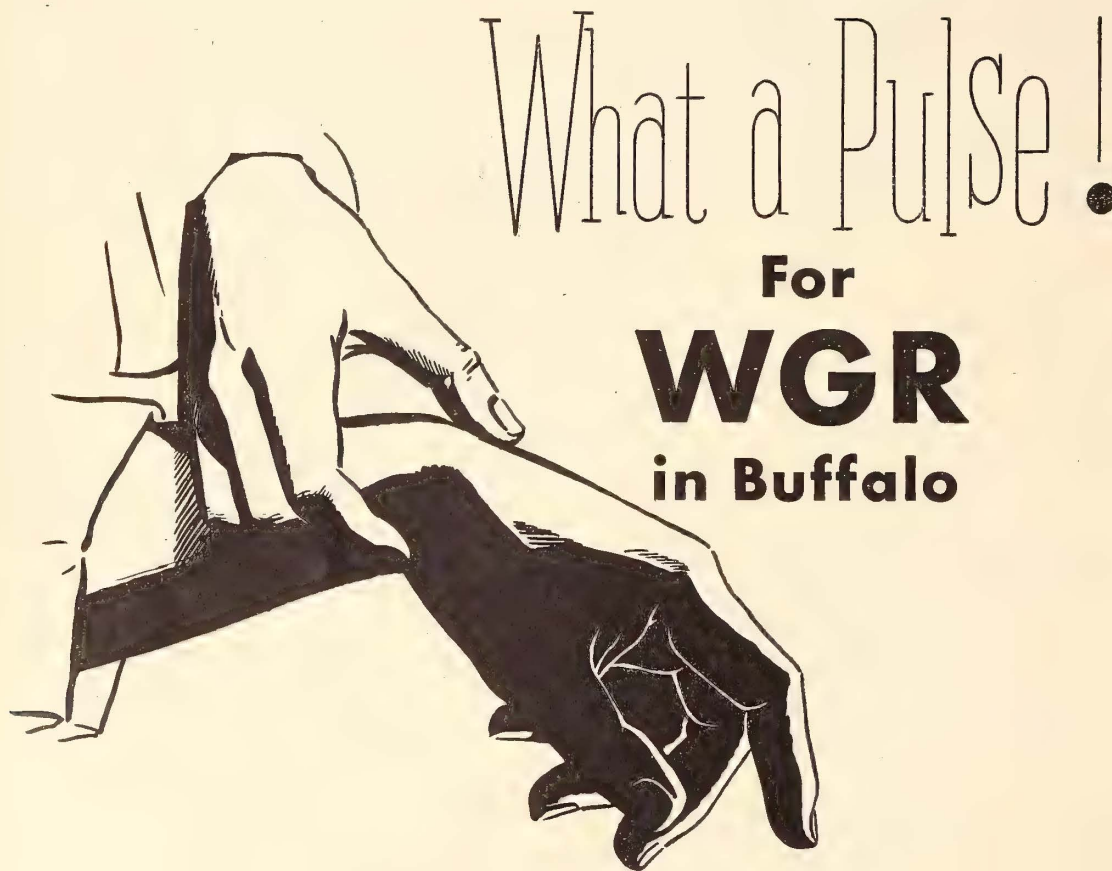
* * *

Great Loss

EDITOR:

My hut in Tasmania was broken into and, among a few other things, my highly valued 1949 BROADCASTING • TELECASTING YEARBOOK was taken. Although I got a spot of dough from the Scottish Union Insurance Co., Ltd., in compensation for its loss (the full amount of value, in fact) it did not bring that very, very fine publication back to me. I almost feel as if I had been a Holy Bible stolen from me, though fortunately your YEARBOOK does come out once a year. Please dispatch a copy of the latest YEARBOOK immediately.

R. T. Hargreaves
% The National Bank of
New Zealand Ltd.
North Island, N. Z.



Check Buffalo's Pulse Ratings lately? See the record number of top shows on WGR!

COLUMBIA
NETWORK



Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry



GIFT of FM station equipment Kansas State College (KSDB-FM) WIBW Topeka is acknowledged (l to r): George L. Arms of the school's radio department and James A. McCain, president of the college as they thank former U. S. Sen. Arthur Capper, owner WIBW and Capper Publications Inc.

Well, Could You?

FOLLOWING is, in part, a letter sent to "any and all radio announcers" of WROL-AM-FM Knoxville: Mssrs: My battery expired in last July, I was listening to the afternoon stories, can you type them for one to read from last July to the present? I mean all the afternoon Stories Live can be beautiful including the Bill Davidson story Barber of Hartville. Yours Respt.

Tape Recording gives WIP on-the-spot news coverage



WIP SPECIAL EVENTS DIRECTOR, Sam Serota, covers a fire in downtown Philadelphia with his portable tape recording unit.

BATTERY-OPERATED RECORDING UNIT GOES EVERYWHERE, HEARS EVERYTHING

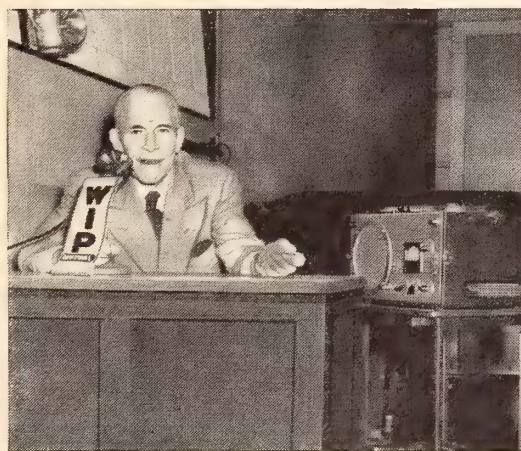
Dramatic, close-up coverage of all kinds of special events . . . that's what WIP, Philadelphia, offers its listeners. Using a portable tape-recording unit, WIP staffers get news events on tape while they're still news . . . cover fires while they're still hot, follow stories and celebrities into moving taxis, elevators, helicopters, blimps.

Tape takes down *everything*, reproduces it with lifelike fidelity . . . voices, background noises, music. The tape can be edited and spliced, padded or cut. It can be erased and re-used, or played thousands of times with no noticeable loss of quality.

Want more information about the shortcuts, new twists, savings you can make with sound recording tape? Write to Dept. BT-21, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a sound engineer give you the whole story.



"TAPE IS FLEXIBLE"—words, sentences can be dropped with the flick of a splicer," says Varner Paulsen, WIP Production Manager. "That's a great asset to me in cutting down production problems. And in addition, tape reproduces the sound **QUALITY** that enters the microphone."



WIP SPORTS DIRECTOR, Stoney McLinn, got more than 80 exclusive interviews with big-league ball players and officials on a single swing through spring-training camps, credits tape recording with making the feat possible. Immediate playback proved invaluable.



IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, for matchless fidelity, clarity of reproduction, freedom from mechanical and physical distortion. It's used by all the major networks and recording companies.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.**, St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.



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



RESEARCH SHOWDOWN

By J. FRANK BEATTY

DIO research, whipping boy of competitive media field, is starting to fight back.

The whole research structure is entering a period of wide-open analysis in which the merits of different measurement systems will be exposed to field testing and professional scrutiny.

At stake are millions of radio and TV dollars as the three parties most concerned—advertisers, their agencies and the broadcast media—begin in a sincere effort to learn the truth about audience research.

Also involved is the share of advertising dollars that competing media will obtain.

A series of developments in the research field includes:

- Completion of a preliminary analysis of radio research by the Special Committee on Audience Measurement, headed by Dr. Kenneth H. Baker, NAB research director.

- Demand by two top timebuyers that radio show who is listening and to what.

- Charge that radio and TV research need housecleaning.

- Growing confusion over differences in research data of different firms measuring the same programs.

- Disclosure that radio is vastly superior to newspapers as a medium for retailers, as based on separate point-of-sale studies.

- Announcement by WWDC Washington of point-of-sale research showing radio's powerful impact (see story this page).

For the first time in radio's three-decade history a joint effort about to be made by agencies, advertisers and radio itself to clear up the whole audience research structure; to reconcile the merits of different measuring systems, and to satisfy the demand for a continuing picture of what listeners and viewers are doing.

This joint action gets its first public airing later this week in the form of a detailed analysis of the radio research problem by the Special Committee on Audience Measurement. Dr. Baker is chairman of the committee, which was formed last summer at the suggestion of Stanley Breyer, commercial manager of KJBS San Francisco.

In an advertisement published

in the July 3, 1950, BROADCASTING • TELECASTING, Mr. Breyer threw the whole radio research subject into the open by proposing a special analysis of different program ratings and apparent inconsistencies in their findings.

The report, likely to be couched in the drab, scientific jargon of the

professional analyst, is expected to dissect radio research and show the way each method works, what it purports to portray and how such material should be used.

Preliminary answers to these questions would be welcomed by broadcasters and telecasters in meeting powerful and persistent

attacks by competing media—attacks that have left their mark in the form of countless millions of dollars of lost radio-TV business.

Besides explaining legitimate differences in survey results covering identical situations, the report is expected to show what comparisons have been made of existing survey services and what additional experiments should be conducted.

It will not be a "this is right, that is wrong" type of report, however, judging by committee discussions.

A principal feature, judging by present indications, will be a recommendation that NAB take the responsibility for initiating a series of field tests in perhaps a half-dozen cities. Committee members are said to feel NAB should provide the initial push, but not carry out the long-range project.

The committee's report will represent months of study and meetings by a number of top research people.

Even so, signs are apparent that not all firms conducting professional research will approve all phases of the report. Since research doctors disagree frequently and violently, committee members are steeled for all types of comment

(Continued on page 66)



SCROLL in appreciation of 24 years of service to advertising was presented to Linnea Nelson, chief timebuyer of J. Walter Thompson Co., by Washington Ad Club at Feb. 20 radio-TV seminar. Taking part in ceremony (l to r): Walter Compton, WTTG (TV) Washington, seminar co-chairman; William F. Sigmund, Henry J. Kaufman Assoc., club president; Miss Nelson; Ben Strouse, WWDC Washington, also seminar co-chairman.

RADIO'S POWER

Tops Papers in D. C. Tests

RADIO advertising outpulled newspapers, producing more customers who spent a great deal more money in two large Sears Roebuck & Co. department stores in Washington, according to a series of tests conducted by Advertising Research Bureau Inc., Seattle, for WWDC Washington.

Scientific studies conducted in Kent's Jewelers and Bates Jewelers, Washington, bore out the basic conclusion that radio is an effective medium for retailers and that it produces more results than newspapers per dollar spent.

A study of transit radio's appeal showed it on a par with newspapers in traffic brought into Julius Lansburgh Furniture Co. and only slightly below newspapers in amount of money spent.

The Washington tests confirm findings produced in 50 research projects conducted in Pacific Coast,

southwest and midwest markets, Joseph B. Ward, ARBI managing director, told BROADCASTING • TELECASTING (see story this page).

Ben Strouse, vice president and general manager of WWDC, said, "Radio gets less than a nickel of the retail advertising dollar and has to fight for that. Now we can prove we're entitled to a greater share of store advertising budgets.

"We think the end result will be greater use of radio in the Washington area."

Cites Radio Pull

Mr. Ward said the Washington tests marked "the first move into the highly competitive East" by ARBI with its point-of-sale technique. "Washington has four newspapers, four television stations and more than a dozen AM stations along with about that many FM outlets.

"The Washington tests showed that radio brought into Sears Roebuck and other test stores many people who had never been in the stores before, making a much better showing than newspapers in this respect. We added a new question in the Washington studies, designed to show if customers had shopped in the store before. Two transit tests have been completed and they show the importance of transit radio for the first time.

"A higher percentage of radio traffic will buy, and they will buy more than newspaper customers."

ARBI began its experimental work in 1949, Mr. Ward said. First actual field tests were started in January of last year in Bellingham, Wash., and other northwest cities [BROADCASTING • TELECASTING, June 26, 1950].

Mr. Ward said the results show, (Continued on page 80)

VOD CLIMAX

Washington Fetes Young Winners

WEEK-LONG activities in honor of four young Americans who won the nationwide Voice of Democracy Contest, held last fall as part of National Radio & Television Week, were climaxed by presentation of awards at a Feb. 22 luncheon held at the Statler Hotel, Washington.

Frank Pace Jr., Secretary of the Army, presented \$500 scholarship checks to each of the contestants on behalf of the NAB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce. Chairman of the luncheon was Dr. Earl J. McGrath, U. S. Commissioner of Education. The U. S. Office of Education co-sponsors the contest with the three private groups.

Each of the winners received radio-television consoles presented by RTMA member companies, who also joined with dealers and distributors in awarding hundreds of local and regional prizes. Richard W. Kemler, president of the USJCC, presented inscribed Bulova wrist watches to each of the winners.

High government, Congressional, diplomatic and broadcast officials took part in the Thursday ceremony. Speakers included NAB President Justin Miller, James D. Secrest, RTMA, and Robert K. Richards, NAB public affairs director and chairman of the Voice of Democracy Committee. Radio-

TV consoles were unveiled by W. B. McGill, Westinghouse Radio Stations Inc., a committee member for RTMA.

Also receiving console gifts were Secretary Pace and Justice Tom C. Clark, of the Supreme Court, honorary chairman of the committee. The consoles were provided by Philco Corp., General Electric Co., Hallicrafters Co., Stromberg-Carlson Co. and Westinghouse Electric.

Winners presented excerpts from their winning broadcast scripts at the awards luncheon. They were introduced by Mr. Richards.

The week's events [BROADCASTING • TELECASTING, Feb. 19] included a visit with President Truman at the White House, audiences by Supreme Court justices, reading of winning scripts into the *Congressional Record*, visits with Cabinet and other high government officers. The winners were chaperoned by C. E. Arney Jr., NAB secretary-treasurer, and Mrs. Arney. Over the previous weekend they had



PRESIDENT TRUMAN greeted four Voice of Democracy contest winners Tuesday during week-long Washington ceremonies. With the President (l to r): Ricardo Romulo, Washington; Robert A. Burnett, St. Louis; Marcia Anne Harmon, San Bernardino, Calif.; Norita Newbrough, Baton Rouge, La.

been guests of Colonial Williamsburg, Va.

Numerous broadcasts and telecasts marked the week, as well as transmission of the spoken scripts by Voice of America to the entire world.

Preliminary estimates indicated that the total number of entries in the contest would approach the 2,000,000-mark. The four winners were selected after local and regional eliminations. State and national judgments were done by transcriptions identified only by key numbers.

Contest Finalists

The winners were Robert A. Burnett, 17, St. Mary's High School, St. Louis; Marcia Anne Harmon, 16, St. Bernardine's High School, San Bernardino, Calif.; Norita Newbrough, 16, Baton Rouge High School, Baton Rouge, La.; Ricardo Romulo, 17, St. John's College High School, Washington.

Gen. Carlos P. Romulo, famed diplomat, sat at the head table and heard his son, Ricardo, speak with the skill and ease characteristic of an experienced orator. Mr. Richards explained that young Romulo had complained his father "got all the credit but he did all the work."

In the annual contest the winners wrote and delivered five-minute

broadcast scripts on the subject "I Speak for Democracy." The contest is in its fourth year.

National judges who selected the winners were Erwin D. Canham, editor, *Christian Science Monitor*; Rabbi Norman Gerstenfeld, minister, Washington Hebrew Congregation; Frieda Henneck, Commissioner, FCC; H. V. Kaltenborn, NEA news analyst; Corma A. Mowbray, president, National Education Assn.; Secretary Pace; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, CBS news analyst.

Realtors' Radio Plans

NATIONAL Assn. of Real Estate Boards is thinking of taking to the airwaves to dramatize home ownership as an integral part of American living. Herbert U. Nelson, executive vice president of NAREB, has revealed that the association at regional boards' level is seeking approval and funding for a 15-minute weekly radio program. It is estimated by the national board that some \$600,000 would have to be raised through voluntary pledges from realtors before the radio campaign can get started. Benton & Bowles, New York, is the agency.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He can't figure out an answer to the BAB brochure on the Pittsburgh newspaper strike."

Clear Young Voices . . . and the Future

THERE IS so much florid oratory on the misused subject of "democracy" to be heard these days that a thoughtful person must occasionally conclude that deafness can be an asset.

Last week, however, this publication was grateful that its hearing is good. Four winners of the annual Voice of Democracy contest spent the week in Washington. If what they had to say was representative of the 2,000,000 others like them who competed in the contest this year, this nation's great history is only beginning.

The Voice of Democracy contest has attained about the most admirable level that

any promotional effort could reach. The fact that it enrolled 2,000,000 high school students in a healthy purpose is in itself commendable. That they were engaged in the not-easy assignment of articulating what democracy meant to them seems to us about as sensible a method of encouraging good citizenship as anybody has yet invented.

It is also the very best kind of insurance policy that broadcasters, who through the NAB provide one-third of the stimulus for the contest, could buy. Some of the 2,000,000 youngsters who this year spoke out for freedom will some other year be in a position

to defend it or let it expire.

Their defense of it could mean the difference between the kind of society we have today and the hopeless other kinds that are future alternatives—more specifically, the difference between the relatively unshackled radio and television system of today and one indentured to an authoritarian government.

This publication hopes that the Voice of Democracy contests will go on indefinitely. At least once a year the clear, young voices—speaking serious young minds—should be heard above the flamboyance of the professional and self-serving orators.

AN EDITORIAL

1950 TIME PURCHASES

P&G Tops Again—PIB

PROCTER & GAMBLE, with 12 operas, two news programs and six other type programs, spent \$5,551,752 from January-December 1950 to lead all other network advertisers in gross time purchases during that period, according to Publishers Information Bureau figures. P&G also took top place during December 1950, with expenditures of \$1,504,258 for network advertising.

A total of \$7,892,701 for nine programs was expended by Miles Labs, which placed second for 1950 purchases, while the December figure of \$547,184 placed Miles in seventh among the monthly leaders. General Mills ranked third during January-December 1950 by buying \$7,820,752 worth of network time but the food company was fourth in December with \$576,503. Fourth and fifth in gross 1950 time purchases were General Foods' expenditures of \$7,596,216 and Sterling Drug's of \$7,591,040. During December, General Foods ranked third and Sterling Drug, second, with \$779,721 in total purchases. General Foods spent \$704,069 during the month.

Analysis of the expenditures by product groups showed that 10 had experienced an increase and 18 a decrease during January-December 1950, while in December 1950, 13 classifications increased and 13 decreased their purchases. The food producers bought the greatest amount of time in both December 1950 and January-December 1950.

P RADIO NETWORK ADVERTISERS BY PRODUCT GROUP IN DEC. 1950

Agriculture & Farming—	
Allis Chalmers Mfg. Co.	\$1,858
Apparel, Footwear & Acces.—	
Frank H. Lee Co.	47,336
Automotive, Automotive Equip. & Acces.—	
Electric Auto-Lite	76,392
Beer, Wine & Liquor—	
Pabst Sales Corp.	134,889
Bldg. Mat., Equip. & Fixtures	
Johns-Manville Corp.	102,072
Confectionery & Soft Drinks—	
Wm. H. Wrigley Jr. Co.	160,386
Drugs & Remedies—	
Miles Labs	547,184
Entertainment & Amusements—	
Food & Food Products—	
General Foods	672,739
Gasoline, Lubricants & Other Fuels—	
Standard Oil of Indiana	126,650
Horticulture—	
Household Equip. & Supplies—	
Philco Corp.	128,849
Household Furnishings—	
Armstrong Cork	44,735
Industrial Materials—	
U. S. Steel	137,063
Insurance—	
Prudential Life Insurance Co.	113,115
Jewelry, Optical Goods & Cameras—	
Longines-Wittnauer Watch Co.	201,205
Office Equip., Writing Supplies & Stationery—Hall Bros.	71,052
Political—	
Christian Science Monitor	9,428
Radios, TV Sets, Phonographs, Musical Instruments & Acces.—RCA	190,366
Mail & Direct Mail—	
Save-By-Mail Inc.	8,204
Smoking Materials—	
Liggett & Myers	512,061
Soaps, Polishes & Cleaners—	
Procter & Gamble	1,058,387
Sporting Goods & Toys—	
Toiletries & Toilet Goods—	
Gillette Safety Razor Corp.	486,574
Transportation, Travel & Resorts—	
Assn. of American Railroads	67,660
Miscellaneous—	
American Federation of Labor	112,464

GROSS AM NETWORK TIME SALES BY PRODUCT GROUPS

Product Group	Dec. 1950	Jan.-Dec. 1950	Dec. 1949	Jan.-Dec. 1949
Agriculture & Farming	\$73,401	\$972,781	\$109,435	\$1,160,172
Apparel, Footwear & Acces.	146,090	1,508,237	117,639	1,292,367
Automotive, Automotive Acces. & Equip.	398,889	5,009,076	447,423	6,718,766
Aviation, Aviation Equip. & Acces.				
Beer, Wine & Liquor	296,491	2,774,866	201,496	1,344,746
Building Material, Equip. & Fixtures	112,991	1,322,279	103,290	1,281,775
Confectionery & Soft Drinks	409,216	6,147,725	398,625	6,253,333
Consumer Services	164,733	1,896,271	143,795	1,938,031
Drugs & Remedies	2,004,412	24,433,274	1,925,326	21,054,786
Entertainment & Amusements		5,619	3,906	9,246
Food & Food Products	3,831,238	44,861,425	4,342,130	45,312,432
Gasoline, Lubricants & Other Fuels	563,339	5,508,767	462,639	5,641,227
Horticulture		105,696		97,642
Household Equip. & Supplies	215,669	3,085,968	322,714	6,118,005
Household Furnishings	132,804	600,557	47,224	903,648
Industrial Materials	202,091	2,146,246	172,590	2,174,673
Insurance	250,994	2,852,728	290,506	3,737,682
Jewelry, Optical Goods & Cameras	201,205	1,167,309	312,620	2,789,721
Office Equip., Writing Supplies & Stationery	71,052	1,282,246	150,723	1,413,696
Political		281,513		56,574
Publishing & Media	17,246	663,147	57,338	911,814
Radio, TV Sets, Phonographs Musical Instr., & Acces.	224,713	1,232,294	17,712	749,257
Retail Stores	8,204	46,136	2,160	40,632
Smoking Material's	1,796,967	22,488,587	2,215,044	23,667,403
Soaps, Polishes & Cleaners	1,831,430	20,700,173	1,615,367	19,334,813
Sporting Goods & Toys		29,614	38,880	106,623
Toiletries & Toilet Goods	2,272,835	25,783,015	2,474,682	29,370,134
Transportation, Travel & Resorts	67,660	870,332	67,668	1,075,169
Miscellaneous	539,461	5,293,156	368,132	3,245,962
TOTALS	\$15,833,131	\$183,519,037	\$16,408,884	\$187,800,329

with purchases mounting to \$3,831,238 and \$45,312,432 respectively.

Within this group General Foods ranked first in December with \$672,739. Second place was taken by the Toiletries & Toilet Goods manufacturers who spent \$2,272,-

835 during December and \$29,370,-134 for the year. Gillette Safety Razor Corp. invested \$486,574 for network advertising to lead the group in December. The Drugs & Remedies category purchased \$2,004,412 worth of time to advertise their products in December and

TOP TEN NETWORK ADVERTISERS FOR JAN.-DEC. 1950

1. Procter & Gamble	\$15,551,752
2. Miles Labs	7,892,701
3. General Mills	7,820,752
4. General Foods	7,596,216
5. Sterling Drug Co.	7,591,040
6. Lever Bros.	6,826,149
7. Campbell Soup Co.	5,733,819
8. Liggett & Myers Tobacco Co.	5,217,562
9. American Home Products	5,150,884
10. Philip Morris	4,629,105

TOP TEN NETWORK ADVERTISERS FOR DEC. 1950

1. Procter & Gamble	\$1,504,258
2. Sterling Drug Co.	779,721
3. General Foods	704,069
4. Lever Bros.	681,608
5. American Home Products	583,599
6. General Mills	576,503
7. Miles Labs	547,184
8. Liggett & Myers Tobacco Co.	512,061
9. Gillette Safety Razor Co.	486,574
10. Campbell Soup Co.	464,308

\$21,054,786 during January-December 1950 to place third. Miles Labs topped the drug-makers with December expenditures of \$547,184.

Advertising on all four networks during 1950 totaled \$183,519,037, a decrease of only 2.2% under the 1949 gross time sales total of \$187,800,329. The \$15,833,131 spent by advertisers for network time in December 1950 was only 3.5% less than the December 1949 gross of \$16,408,884.

HILL DISCS

By DAVE BERLYN

FREE use of the airways to tout the good name and political fortune of a Senator or Congressman is legal but hard on the pocketbook of the broadcaster, who is assessed as station owner and as taxpayer.

This is a general view of certain broadcasters who have been approached by their Senator or Congressman to give him free time in the interest of public service—an approach which, they feel, is putting a strain on interpretation.

Some of the disc offers, these critics admit readily, do serve the public interest and provide an avenue for official information to be passed to the voter at home. But, they add, the line between "public interest" and "propaganda" wears thin at times.

Two events, independent of each other, pose interesting sidelights to the general nature of the broadcaster's public interest - politico problem. They are:

● A sampling of Capitol Hill legislators by BROADCASTING ● TELECASTING which shows 25% of Senators and a like percentage of Representatives turning out recordings for radio station use.

● A widely circulated report last week that Sen. George W. Malone (R-Nev.) allegedly has been using his Senate telegraph privilege to wire news releases to radio stations and newspapers throughout the country at the government's expense.

The Senate disclosure reportedly showed news handouts, ranging up to 500 words on at least three of Sen. Malone's Lincoln Day speeches broadcast early this month, and each charged to the government.

The report, as published in the *Washington Post* last Wednesday, also claimed that last month a 300-word "news release" on a bill favored by the Nevadan was wired "unsolicited to about 110 newspapers and broadcasting stations at an estimated cost of nearly \$900. This also was Government-charged."

Senate Rules Cited

It was indicated by the newspaper that the Senate Rules Committee would be asked to look into the matter. Senate rules provide no fixed ceiling on the number of telegrams that can be charged to the Senate but stipulate that only telegrams "on official Government business" can be so charged.

The committee's regulations say "personal telegrams, the subject matter of which relates to the private business of the sender, cannot be sent by Senators and charged as official Government business telegrams."

Last January, BROADCASTING ● TELECASTING has learned, Sen. Estes Kefauver's office sent telegrams to stations in Tennessee offering a series of weekly radio broadcasts, *From Your Senator's Office*, "in which Sen. Estes Kefauver reports to the people of

Tennessee on the happenings in Congress each week. These 15-minute programs are to be carried as a public service."

The telegrams continued: "Discs cost \$3.50 each week plus transportation. Tapes are \$4.80 each (you would probably need three) and service charges of \$1.50 plus transportation is made each week for re-use of tapes. First program is to be transcribed tomorrow, Jan. 5. Please advise us *official business collect* [italics ours] whether or not you can schedule these programs."

One irate broadcaster wired the Senator's office, "We are not interested in carrying Sen. Kefauver's propaganda and believe he should devote his time to the critical situation we are now in."

Sen. Kefauver is chairman of the celebrated Senate Crime Investigating Committee that has been making headlines and getting top play in newscasts and special radio news features throughout the country (see story page 56).

The Kefauver discs are prepared by the Joint Senate-House Recording Facility, which is responsible to the House and to the Senate, for an accounting of its expenditures.

At the time that the Kefauver office solicited stations in Tennessee, it was said that plans were to line up about 30 stations in the (Continued on page 34)

NAB ELECTIONS

Board Changes Announced

Runoff Contest . . .

EIGHT changes have been made in the NAB board of directors as a result of the elections for odd-numbered districts and at-large positions. Results of the balloting were announced last week by C. E. Arney Jr., NAB secretary-treasurer.

Four present board members were re-elected. In a number of cases, incumbent directors were not eligible for re-election because of an NAB by-laws clause that limits service to two consecutive terms.

One tie developed in the balloting. John Esau, KTUL Tulsa, incumbent director-at-large for medium stations, had the same number of votes as Hugh B. Terry, KLZ Denver, who retired last year as District 14 director under the two-term rule.

Runoff election will be completed as soon as possible in the case of the Esau-Terry contest.

Another board post remains in doubt—election of a successor in District 8 (Ind., Mich.) to George J. Higgins, WISH Indianapolis, who resigned from the board last month when he moved to KMBC Kansas City. Ballots are to go out this week for nominations. After that the final election will be held. It will be completed by early April.

Re-elected to the board were Glenn Shaw, KLX Oakland, who had no opposition in District 15; John H. DeWitt Jr., WSM Nashville, director-at-large for large stations; Edgar Kobak, director-at-large for small stations; Ben Strouse, WWDC-FM Washington, director-at-large for FM stations. Messrs. DeWitt, Kobak and Strouse are completing their first one-year terms under revised NAB by-laws.

New directors elected to the board were:

District 1 (New England)—Craig Lawrence, WCOP Boston, succeeding Paul W. Morency, WTIC Hartford.

District 3 (Pa., Del., W. Va., Md. in part)—Leonard Kapner, WCAE Pittsburgh, succeeding George D. Coleman, WGBI Scranton, Pa., ineligible.

District 5 (Ala., Fla., Ga., P. R., V. I.)—Thad Holt, WAPI Birmingham, unopposed, succeeding Allen M. Woodall, WDAK Columbus, Ga., who declined nomination.

District 7 (Ky., Ohio)—Robert T. Mason, WMRN Marion, Ohio, succeeding Gilmore N. Nunn, WLAP Lexington, Ky., ineligible.

District 9 (Ill., Wis.)—Merrill Lindsay, WSOY Decatur, Ill., succeeding Charles C. Caley, WMBD Peoria, Ill., ineligible.

District 11 (Minn., N. D., S. D. in part)—H. W. Linder, KWLM Willmar, Minn., unopposed, succeeding John F. Meagher, KYSM Mankato, Minn., ineligible.

District 13 (Tex.)—Kenyon Brown, KWFT Wichita Falls, suc-

ceeding Clyde Rembert, KRLD Dallas, ineligible.

District 15 (Calif., Nev. in part; T. H.)—Mr. Shaw re-elected.

District 17 (Alaska, Ore., Wash.)—H. Quenton Cox, KGW Portland, Ore., elected last August at district meeting to succeed Harry R. Spence, KXRO Aberdeen, Wash., ineligible.

Even-numbered districts hold

Re-elected to the NAB Board . . .



Mr. Shaw



Mr. Kobak



Mr. Strouse



Mr. DeWitt



Mr. Esau



Mr. Terry

Fletcher, WARL-FM Arlington Va., for FM stations.

The TV-at-large directorate were eliminated under recent by-laws revision. Robert D. Sweze, WDSU-TV New Orleans, and Eugene S. Thomas, WOR-TV New York, no longer are NAB board members, but have been elected to the separate TV board (see TV board story page 55).

Voting picked up toward the final days of the elections, resulting in a cumulative 72% return from the membership for the 13 vacancies on the 26-member board.

NEWLY ELECTED NAB BOARD MEMBERS

Kenyon Brown

KENYON BROWN is a new director with benefit of past board service. He first joined the board in 1949 as director-at-large for medium stations but returns after a year's absence to represent District 13. He is president of KWFT Wichita Falls, Tex., and previously was at



Mr. Brown

KOMA Oklahoma City, serving NAB in various roles with both stations. Born in 1913 in Kansas City, he taught for a while at First National Radio & Television School and still holds a first class ticket. Radio career includes engineer-announcer at former KXBY Kansas City; announcer at KCKN Kansas City; announcer and sportscaster at Iowa Broadcasting Co. stations; active in sales at KVOO Tulsa, and then general manager at KOMA.

H. Quenton Cox

H. QUENTON COX, general of KGW Portland, Ore., brings to the NAB board extensive radio and advertising experience. He was elected to the board at a District 17 meeting last August, being the only member not elected at the recent balloting. Mr. Cox was born in 1906 at



Mr. Cox

Murdoch, Neb. After studying pre-med at Willamette U., in Ore-

gon, he went to the Portland Oregonian as a classified salesman, later moving to Sherman Clay & Co. in 1927 as bookkeeper and then to Meier & Frank Co., Portland's largest department store, as assistant advertising manager. After seven years at the store, he joined KGW in merchandising and promotion, advancing to program director, assistant general manager and in 1946 to general manager. He is a member of the NAB AM Committee. During the war he held top advisory posts in Treasury bond drives.

Thad Holt

THAD HOLT, who had no opposition in the District 5 election, is president - treasurer of Voice of Alabama Inc., Birmingham (WAPI-AM-FM-TV). Born in 1898, he was graduated in 1920 with AB degree from Colorado College. He



Mr. Holt

spent a score of years in advertising and sales work before getting into radio. He has held many important public positions, including assistant national administrator of the WPA in Washington. Other activities—vice president and half-owner of Famous Features Syndicate; consultant with Swann Chemical Co.; chairman of the board, Birmingham branch, Federal Reserve Bank of Atlanta. This is his first NAB board service but he has served on committees.

Leonard Kapner

LEONARD KAPNER entered ra-

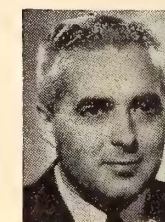
dio 20 years ago at WCAE Pittsburgh and has been there ever since, holding the position of president since 1930. Born in New York in 1903, he went to evening school at University of Pennsylvania and later attended the Pitt business school. During the '20s he sold space in Pittsburgh publications, joining WCAE in 1928 as salesman and continuity writer. In four years he had become sales manager, a few months later general manager and soon president. He represented WCAE on the NAB board until it joined ABC. Since 1942 he has been a director of BMA. In 1944 he added the job of Hearst Radio Inc. general manager, resigning in 1946 to confine his activities to WCAE. He is active in Pittsburgh civic and radio affairs and has served on many radio committees.



Mr. Kapner

Craig Lawrence

CRAIG LAWRENCE, executive vice president and general manager of WCOP Boston, will soon reach the 20-year mark in broadcasting—of it spent with the Cowles group. He became interested in advertising while studying journalism at Iowa State and turned the interest into a career in 1926 by joining Paul C. Des Moines, known at that time as Continental Adv. Service.



Mr. Lawrence

(Continued on page 34)

NO RADIO DOOM

Seen at Ad Club Meet

CRITES HEADS

General Mills Radio-TV

RADIO and television will move forward side by side, offering high value per advertising dollar, in the opinion of two agency officials who took part in the annual Radio-TV Seminar of the Washington Ad Club, held Tuesday at the Statler Hotel, Washington.

Linnea J. Nelson, who retires next month as chief timebuyer of Walter Thompson Co., New York, and George Castleman, vice president and radio director of Bermingham, Castleman & Pierce, criticized loose remarks and printed comments that assign radio to an early doom.

Miss Nelson, described as Miss timebuyer, was presented a scroll tribute to her 24 years in time-buying (see photo page 19).

The day-long ad club seminar brought together a group of advertisers, agency and media leaders who wound up by debating the relative merits of media and finally dissecting the whole radio-TV research structure (see research story page 19).

Mr. Castleman took the premise that radio and TV are companion. The "death struggle" concept is entirely wrong, he contended. Actually, he explained, it can be demonstrated that both are good buys, including daytime and late-evening television.

He advised timebuyers to acquire a good knowledge of stations and found too much buying by

formula. Good stations develop strong trade relations and other qualities that do not show up in ratings, he said. Commercials should be related to product and audience, he reminded.

Miss Nelson said she had "no fears whatsoever for the future of broadcasting—either radio or television." She argued, though, that "a great deal can be done to improve radio's overall programming to make it less vulnerable," referring to long and aggressive commercials.

Phases Neglected

Miss Nelson deplored the fact that the quality and public-service value of the program is completely overlooked by those who fight radio commercialism.

Frank E. Pellegrin, Transit Radio sales vice president, recalled a prediction at the NAB Atlantic City convention in 1947 by Charles R. Denny, then FCC chairman, that AM radio would be dead in three years. He reviewed the progress of transit radio and said 90% of its tests had been successful. Among success stories he cited were Whitehall Pharmacal and Kent Jewelers.

The joint radio-TV problem was discussed by Edward D. Madden, NAB vice president in charge of television operations and sales. Comparing media costs in Boston, he said radio is the lowest-cost purchase, followed by TV, *Life* and *This Week* and then local papers.

"Obviously the TV costs per 1,000 will decline, widening the gap between TV and the printed media, and radio costs will rise," he said.

"I am convinced that today and for some time to come in the future, there is no other way for the advertiser to achieve, over a period of time, the maximum of 100% family coverage except by the companion use of radio and TV. And at the lower cost."

During many of the panel dis-

cussions, independent and network station participants engaged in a lively duel on relative merits of the two. Ben Strouse, co-chairman of the seminar and manager of WWDC Washington, wrapped up the running debate this way, "All spot radio is local except chain breaks. You buy a good station, not a network or independent." Frequent reference was made to the fact that WWDC, heretofore an independent, will join MBS in March.

Among those arguing on behalf of independents were R. C. (Jake) Embrey, WITH Baltimore; Billy Banks, WINX Washington and WHAT Philadelphia; Frank U. Fletcher, WARL Arlington, Va.; Howard Stanley, WEAM Arlington; M. Robert Rogers, WGMS Washington; Joe Brechner, WGAY Silver Spring, Md.

Mr. Embrey said his station, following a sports-news-music formula, had strict rules limiting number of commercial words per time segment. Under no circumstances are these rules relaxed, he said, and added that an independent outlet needs better announcers than other stations.

William Shaw, CBS Radio Sales eastern sales manager, led a panel on the case for the network station, with George Hartford, WTOP Washington, as chairman. Joining the discussion were Ben Baylor, WMAL Washington; Mahlon Glascock, WRC Washington, and Mr. Strouse.

Walter Compton, WTTG (TV) Washington, co-chairman of the seminar with Mr. Strouse, led the TV panel at which Mr. Madden was speaker. On the panel were Kenneth Berkeley, WMAL-TV; John S. Hayes, WTOP-TV, and William R. McAndrew, WNBW (TV), all Washington.

The radio-TV timebuying panel, with Mr. Castleman as speaker, was led by Mr. Baylor. Panel mem-

LOWRY H. CRITES has been named director of radio and television programming for General Mills, Minneapolis, S. C. Gale, vice

president in charge of advertising, announced last week. Mr. Crites continues as advertising comptroller and media director.

Mr. Crites has hired Henry Cox, former program manager at ABC New York, as his

assistant, with the title of manager of radio and television programming [BROADCASTING • TELECASTING, Feb. 19]. Mr. Crites has been associated with General Mills since 1929, when he joined the statistical department in Wichita Falls, Tex. He was transferred to Minneapolis headquarters in 1940 as advertising comptroller, and in 1942 was given additional responsibility as media director. His former supervision of the advertising production and premium department, coupon service and advertising warehouse is now handled by George S. Barnes. Mr. Barnes is also advertising manager of general flour and feeds, farm service and special commodities activities.

Among other changes announced by Mr. Gale is the appointment of A. Wells Wilbor, former market analyst director, as coordinator of Betty Crocker activities for the firm. Gordon A. Hughes, former manager of market analysis, takes Mr. Wilbor's former position.

bers were Harwood Martin, Harwood Martin Adv. Agency; Jeff Abel, Henry J. Kaufman & Assoc.; Alvin Miller, Cohen & Miller; Henry Kronstadt, Kronstadt Adv. Agency.

An FM panel was led by Mr. (Continued on page 34)



Mr. Crites

BAB SPOT KIT

How NRDA Winners' Plans

BAB last week began distributing 40-page "Spot Saturation Sales Kit" outlining plans, copy techniques and results of radio campaigns of four department stores which won awards in the spot saturation division of the 1950 retail radio contest sponsored by the National Retail Dry Goods Assn. and the BAB.

The stores are Joske's of Texas, San Antonio, which won the grand prize with a six-day campaign for Joske Days Sale; George Wyman Co., South Bend, first prize with 10-day campaign for its 90th Anniversary sale; Pomeroy's Inc., Pottsville, Pa., second prize with a daily, year-around campaign for First Floor Flurries; and Wolf & Dessauer, Fort Wayne, third prize with eight-day campaigns for three events.

The kit, distributed to BAB members and available at BAB headquarters in New York at \$1 per copy, reports on four features of the prize-winning campaigns: (1) "How the winning four get more from radio spot saturation campaigns"; (2) "How we sell with radio," by Advertising Manager Paul C. Robinson of Wyman's; (3) "How Wyman's radio copy is produced," by Retail Sales Manager Mitchell Morris of WSBT South Bend, and (4) "Radio sales event advertising techniques."

RATE ISSUE

ASSN. of National Advertisers, whose campaign against radio rates last summer stirred up widespread opposition and was finally abandoned, may revive the issue next month, when it holds its 42d spring meeting March 28-30 at the Homestead, Hot Springs, Va.

A new radio rate study within the ANA organization, now in progress, is expected to be completed in time for the Hot Springs sessions.

New Factors Considered

The new survey, covering radio rates in TV markets, also is understood to take account of changes in radio tune-in resulting from the Korean war and the national emergency [CLOSED CIRCUIT, Jan. 1].

Last summer's campaign, based on a report prepared by ANA's Radio-TV Committee, held rate cuts ranging as high as 50 and 55% for some individual stations in TV markets might be "reasonable," based on mathematical calculations [BROADCASTING • TELECASTING, July 31, 25, 1950].

The networks at that time rejected an ANA invitation to a meeting, and the campaign subsequently appeared to have been suspended. It was passed over lightly at the ANA convention in September, reportedly with a decision that the studies should continue but that each advertiser should handle his own rate negotiations, as he saw fit.

The ANA Radio-TV Committee

May Be Revived by ANA

is now headed by George Duram, Lever Bros. media director.

Scheduling of the March meeting at Hot Springs was announced by ANA President Paul B. West last week.

Accent on Defense

"Advertising in a defense economy" will provide the theme of the sessions, according to Ben Donaldson, director of advertising and sales promotion of Ford Motor Co., who was named program committee chairman. Mr. Donaldson said present plans "call for a careful review of advertising so that it can continue to meet the many new problems in our constantly shifting economy."

BAB BOARD NAMED

21 Directors Announced

AFM-NETWORKS

Talks Enter Final Stage

SELECTION of a top-level group of executives from all phases of broadcasting to serve on the first board of directors of Broadcast Advertising Bureau, the industry's projected million-dollar sales agency, was announced Thursday by BAB President William B. Ryan.

Networks, stations of all size groups, transcription companies, and the consulting field were represented among the 21 directors named, and these are to be joined

shortly by two from the station representative field, one from the talent field, and probably two from the manufacturing industry. With President Ryan automatically a board member under BAB's by-laws, the group as now envisioned will consist of 27 members.

Robert D. Swezey, WDSU New Orleans who was chairman of the incorporating board which with Mr. Ryan selected the permanent board, was named acting board chairman. The first meeting is scheduled Thursday, March 1, at the BAB headquarters, 270 Park Avenue, New York.

Board members thus far chosen, with the two from the station representative field expected to be selected before the March 1 meeting, are as follows in addition to Messrs. Ryan and Swezey:

Other Members

NBC Board Chairman Niles Trammell; CBS President Frank Stanton; ABC President Robert E. Kintner; MBS President Frank White; Paul Kesten, consultant and former CBS executive vice president; Frederic W. Ziv of Frederic W. Ziv Co., transcription and program package firm; Theodore C. Streibert, WOR New York and chairman of the board of Mutual; George B. Storer, Fort Industry Co.; John Patt, Richards stations; Walter Evans, Westinghouse Radio Stations, and Martin Campbell, WFAA Dallas.

William B. Quarton, WMT Cedar Rapids, Ia.; Charles C. Caley, WMBD Peoria; Hugh B. Terry, KLZ Denver; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen M. Woodall, WDAK Columbus, Ga.; Edgar Kobak, WTWA Thomson, Ga.; Simon Goldman, WJTN Jamestown, N. Y.; Harry R. Spence, KXRO Aberdeen, Wash.; and William J. Beaton, KWKW Pasadena, Calif.

Industry-wide response to the BAB project was praised by Mr. Ryan, who compared the overall support which has been accorded BAB with that achieved in the ASCAP battle of 10 years ago. He also noted that there were no refusals among any of those invited to serve on the BAB board.

The invitations were extended by BAB's incorporating board, composed of Chairman Swezey and Messrs. Kobak, Quarton, Caley, and Woodall.

Board officers will be elected, terms of office will be fixed, and other organizational details will be handled by the new board itself in its March 1 meeting.

In their first session the directors also are slated to receive a tentative program and budget estimates being prepared by President Ryan, as well as chart broad policies and define fields of activity. While BAB's initial budget remains to be set, the ultimate goal is at least \$1 million.

AFM-NETWORK negotiations for national-local, radio-television contracts entered the final stages New York Wednesday, when attendance at meetings was narrowed to network vice presidents, AF President James C. Petrillo, his assistant and representatives from New York and Los Angeles local stations.

Meetings shifted to a hotel room and continued through the George Washington Birthday holiday, an agreement appeared to be in sight.

Deadline for retroactivity of an agreement reached to Feb. 1. Expiration date of the old contract was extended to last Saturday midnight, it was announced.

Discussions, it was understood had reached "the hard core," although none of the major issues apparently had been resolved—such as a ban on recordings over the air between 8 a.m. and midnight and TV film terms. A negotiation subcommittee was scheduled to meet Friday afternoon to discuss terms for copyists and arrangements understood to be so complex that major negotiators would not deal with them immediately.

Spot Campaign Planned

FIFTH Army, Chicago, begins radio spot recruiting campaign March 1 in 13 midwestern states through Schoenfeld, Huber Green Ltd., Chicago. Campaign will be expanded to 500 stations.

EXCISE HIKES

House Group Sets Hearings

HEARINGS on proposed excise tax hikes, including increases in radio and television set levies, have been set for March 7-15, the House Ways & Means Committee announced last week [BROADCASTING • TELECASTING, Feb. 19, 12].

Among those applying to the committee for permission to testify on the administration's proposal are: NAB; Radio-Television Mfrs. Assn.; Capitol Records, Hollywood; WIOD Miami, Fla.; Florida Assn. of Broadcasters; The League of New York Theatres.

The administration's excise tax request would boost the federal assessment on the manufacturing level for radio-TV receivers from the present 10% to 25%.

As yet, no definite date has been scheduled on the consideration of radio-TV excises but March 7 and 13-15 are open dates. Testimony on tobacco excises is being reserved for March 8 and 9; alcohol and beer for March 12.

NAB probably will be represented by Ralph W. Hardy, director of government relations [BROADCASTING • TELECASTING, Feb. 19]. The association has reported a volume of correspondence from AM, FM and TV broadcasters labeling the contemplated legislation as "discriminatory," challenging it on the grounds that it would threaten the wide distribution of sets, deemed essential for information and educational purposes.

RTMA probably will be represented by Robert C. Sprague, president of Sprague Electric Co. and retiring president but continuing board chairman of RTMA. Glen McDaniel, newly-elected RTMA president, also may testify.

The theatre league in its application said James F. Riley, executive director, would testify on "admissions paid to radio broadcasts and television shows" but did not amplify.

United Electrical Radio and Machine Workers of America also is expected to testify during the hearings in opposition to the proposed radio-TV excises. This Wednesday is being set aside by the committee for testimony on income tax problems and the excess profits law.

'VOICE' STUDY

Advocated by Senator Benton

A COURSE for a fresh inquiry into the Voice of America—exploring possible operational separation from the State Dept. and touching on the "maximum utilization" of medium and short wave radio broadcast facilities—was charted on Capitol Hill last week by its most avid advocate.

Sen. William Benton (D-Conn.) called on the Senate Foreign Relations Committee to conduct a "full and complete study and investigation" into a number of possibilities, among them:

- Creation of an "independent agency" reporting directly to the President, or indirectly through the National Security Council, with perhaps full cabinet status.

- Formation of a "wholly-owned" government corporation, with a board of directors comprising outstanding representatives of communications, publishing and other fields.

- Retention of Voice operations within the State Dept.—but only with concomitant establishment of a Psychological Strategy Board of communications specialists reporting through the National Security Council.

In a detailed statement accompanying his new resolution (S Res 76) designed as a followup to the

"Marshall Plan of Ideas" enunciated last summer, Sen. Benton called for action by the Senate Foreign Relations Committee or subcommittee, in conjunction with two other Senators to be appointed by Vice President Alben Barkley. The group would explore:

- (1) "Objectives, operations and effectiveness of existing foreign information programs" of the State Dept. and other agencies;
- (2) "prompt development of techniques, methods and programs for greatly expanded and far more effective operations"; and
- (3) the extent and scope of any reorganization of Voice structure. Manpower, facilities and funds also would be among the topics.

No Action Set

The Senate committee had not scheduled action on the proposal, which Sen. Benton introduced jointly for himself and Sen. Alexander Wiley (R-Wis.). But a Foreign Relations Public Affairs subcommittee, headed by Sen. Brian McMahon (D-Conn.), already has announced it will hold hearings March 5 when State Dept. officials are slated to report on Voice progress [BROADCASTING • TELECASTING, Feb. 19]. Sessions will be held jointly with a House Foreign Affairs subcommittee.

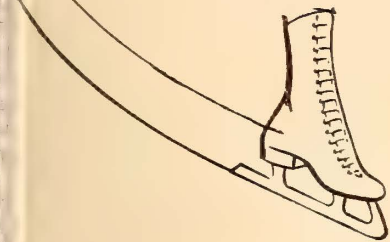
In pressing for action last Monday, Sen. Benton stressed that his "Marshall Plan," which included proposed \$200 million worldwide radio network, had the strong support of Brig. Gen. David Sarnoff, RCA board chairman, and other "distinguished men."

"The first and most important argument for pulling out of our State Dept. the Voice and kindred activities," Sen. Benton stated, "is the seemingly greater chance to bring into operation the best brain and talent in the country." With a proposed staff of 13,000 for the information program—Secretary of State Dean Acheson indicated that figure is contained in the current budget—the operating force "will be larger than the combined full-time staffs of AP, NBC and MGM," Sen. Benton noted.

While government "can never compete" with private industry for services of outstanding communication executives, it could attract them "if their work is given the recognition and status it deserves," Sen. Benton felt. Under the present setup, no Assistant Secretary could hope to have "top news and creative talent," he added.

Asserting that "we are amateurs" (Continued on page 73)

Hangs S.R.O. Signs For The 'Ice Follies'



IT WAS no folly back in 1938 when three young producers under names of Shipstads & Johnson decided to test the selling power of radio in building the box office for their *Ice Follies*.

They now consider it one of their wisest investments. For the modest \$2,000 they allotted for a local spot announcement campaign on Los Angeles area stations to supplement other advertising media brought phenomenal results for the touring musical revue on ice. A virtual nightly sell-out resulted during the *Ice Follies* brief showing in Los Angeles.

Now playing 20 cities from coast to coast, records show that more than 30 million persons have attended performances in the 15 years it has been in existence.

Average annual expenditures for radio and TV spots has been estimated at \$300,000.

The Shipstads & Johnson *Ice Follies* had been in operation but two years when its first appearance was made in Los Angeles. It had been using what previously had been normal show business advertising. That included newspapers, outdoor, direct mail, publicity and exploitation.

Walter McCreery, then an executive of Allied Advertising Agencies, and now president of Walter

McCreery Inc., Beverly Hills, Calif. agency, approached the three producer-owners of the ice production—Eddie and Roy Shipstad and Oscar Johnson—with a plan for a saturation spot announcement campaign to supplement, on the local level, the *Ice Follies* regular advertising.

These progressive minded young men listened and were interested. They saw the potentials of the comparatively new medium. They appropriated the necessary \$2,000 to give it a try.

Broadcast Formula Draws Crowd

Resultant attendance at *Ice Follies* during the Los Angeles showing was beyond the fondest expectations of the youthful owners. And since then radio has been an integral part in Shipstads & Johnson *Ice Follies* advertising budgets, both on a national and local level.

Live copy was used by staff announcers that first year. Copy slant emphasized the fact that this was an entirely new form of show business.

The formula worked, according to Mr. McCreery. Hard-to-sell Angelenos flocked to the box office.

And it worked so well that the three producer-owners eyed the plan for use in their cross-country tour. Here though, they came upon a minor obstacle. The planning and actual cost of the advertising budget depended upon each individual arena in which it played.

This meant that use of spot radio had to be sold individually to each arena manager. This was no easy task the partners will tell you.

This process extended over a period of almost three years, according to Mr. McCreery. At the end of that time almost every arena manager on the 20 city circuit was acutely aware of the importance of spot radio in his local advertising budget.

Next step, after radio was in general use in the local campaigns throughout the circuit, was to fill

the need for unified, strong-selling material to be used in each city.

Transcribed spots, done with top talent and production obviously were the answer to this problem. Here again Mr. McCreery and the agency stepped into the picture and put to work his background in radio which extends back to the early '20s.

The first transcribed spots were good ones, station managers throughout the country agreed. *Ice Follies* was one of the first organizations to make use of name voices and identify them in the body of the spot announcement, Mr. McCreery pointed out.

Cream of radio industry talent was used for these transcribed spots. There were Ken Carpenter, Ted Husing, Phil Stewart of the *Lady Esther* program, Franklin McCormick, Bob Burns, Ozzie and Harriet Nelson and a host of others. And that has been policy over the years.

Included in the set were 16 different cuts of varying length. They include station breaks, 30-second and one minute.

Entire series was trade-marked musically by a lilting string arrangement of *The Swing Waltz* by Josef Strauss. This particular melody has been used to close the first act of every edition of *Ice Follies* in its 15 years of existence to accompany an exuberant dance on skates.

Another problem had to be solved to make those same transcribed spots usable in every city on the circuit. Playing dates, performance time and price scales varied in the different cities. To accommodate these changes, a portion of each transcribed announcement was left open for a live tag, Mr. McCreery explained.

A "tag book" accompanied each set of transcriptions. It was for convenience of the arena manager to use in his local campaign. Included in this book was format of

live tags for every possible contingency, Mr. McCreery declared.

One illustration of the intense faith those youthful *Ice Follies* producer-partners have in their radio spot plan was displayed in 1946 prior to show opening in Madison Square Garden, New York.

Up to that time, Madison Square Garden, where the ice production plays annually, had never used spot radio to promote any of its attractions, Mr. McCreery said. When approached with the *Ice Follies* spot plan, Garden officials were dubious.

Radio Put to Test In New York

"Maybe it will work in other places, but not in New York," they said. "New York is different."

Ice Follies owners, to give their radio spot plan a test in the metropolitan area, agreed to gamble. They underwrote a ten-day \$12,000

(Continued on page 40)

* * *



Mr. McCREERY



Producer-owners of *Ice Follies* (top to bottom): Eddie Shipstad, Roy Shipstad and Oscar Johnson.

RADIO-TV CONTROL

By JOHN OSBON

A SUBSTITUTE for the controversial military radio-TV control plan—advocating a new Communications Act amendment to include all electro-magnetic radiation devices but eliminating the far-reaching implications of the Defense Dept. proposal—was being weighed by the Senate Inter-

CAB REPORT

Signpost To Future

NO CONTEMPLATED increase in license fees, cooperative war reporting for member stations and increasing public relations were featured in the annual report of General Manager Jim Allard of the Canadian Assn. of Broadcasters, Ottawa.

On finances, Mr. Allard reported that despite a heavy drain on the CAB reserve due to the NARBA and Royal Commission hearings in the past year, there is no need for an increase in license fees, basis of which has not changed in the last 11 years. With "prudent management and barring substantial rises in cost of doing business," Mr. Allard said he felt present fees would be sufficient.

He reported that CAB attendance at NARBA conferences has resulted in only two minor changes for British Columbia member stations. Mr. Allard told in detail of preparations and help for stations appearing before the Royal Commission on Arts, Letters and Sciences last year, and intimated the Commission report will not be available before April.

The report also contains details on civil defense planning for broadcasting stations, associations with the Brand Names Foundation, plans for Sales Director Pat Freeman to go to Great Britain to round up radio business, issuance of a CAB booklet on the Canadian market being distributed now in the United States to advertisers and agencies, operations of CAB Radio Bureau at Ottawa, sending Bert Cannings, CKWX Vancouver, to Alaska, Japan and Korea for member stations, and liaison with various government departments.

He dealt in detail with public relations functions, from giving talks before various public organizations to supplying data for theses on commercial radio to university students, and contacts with many national associations. Report mentioned close cooperation with other national and international broadcasting station bodies, advertising agencies, technical planning board, special services planned for French-language stations and the assistance given to individual member stations. There are now 103 member stations plus 36 associate members, and only 11 non-member English broadcasting stations in Canada.

state & Foreign Commerce Committee last week in the wake of a united broadcast industry stand.

The amendment was offered by the committee during the course of two-day hearings on legislation (S 537) introduced by Sen. Ed C. Johnson (D-Col.), committee chairman, at the request of the department, and reportedly had the tentative though unofficial endorsement of at least one military official.

Sen. Johnson recessed the hearings, held Wednesday and Thursday, pending further study of the committee proposal by the Dept. of Defense, NAB, FCC, Radio-Television Mfrs. Assn., and other groups. While recessed "until a later date," Sen. Johnson told BROADCASTING • TELECASTING that future hearings may not be necessary.

If the reaction proves satisfactory, as is generally expected, the committee may take up the bill

in executive session this Wednesday and report it out favorably, he indicated.

The bill in its present form would empower the President to control radio-TV broadcasting and other radiations whenever he "deems it advisable in the interest of national security," or authorize use of stations and devices by such agencies and departments he may designate.

The industry stood united, through NAB and RTMA, on the common ground that power over stations is provided under Sec. 606 (c) of the Communications Act, and that the military plan is potentially "very dangerous" to the nation's broadcasters under the loose-jointed language inherent in the legislation.

Text of the proposed amendment:

Sec. 606(c). Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the

neutrality of the United States, the President, if he deems it necessary in the interest of national security, may suspend or amend, at such time as he may see fit, the rules and regulations applicable to any all stations or devices capable of emitting electromagnetic radiations within the jurisdiction of the United States prescribed by the Commission, to cause the closing of any station of radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, and the removal therefrom of its apparatus and equipment, or he may authorize the use, control of any such station or device and/or its apparatus and equipment, any department of the government under such regulations as he may prescribe upon just compensation to the owners.

NAB, which felt an amendment to the Communications Act would be preferable to new legislation, was studying the committee proposal at week's end. It was understood that NAB might question the leeway suggested in the phrase alluding to the President's discretionary power.

Spearheading the industry (Continued on page 68)

CAB CONVENES

By JAMES MONTAGNES

ABOUT 300 Canadian broadcasters, agency executives, station representatives and their associates from the United States are expected to attend the annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac at Quebec City this week from Monday to Thursday. While no definite assurance has been given the CAB, it is hoped that the report of the Royal Commission on Arts, Letters and Sciences, headed by Hon. Vincent Massey, will be available for discussion by CAB members on the final day.

Unlike previous annual CAB meetings, this year's meeting will be largely in the form of panel discussions. Business meetings will be left to two sessions, on Tuesday afternoon and on the last day. New directors have been appointed by the various regional

groups, and will hold their first meeting on the afternoon of March 1. Business to be discussed will include, in addition to annual reports, changes in wording on rate cards and contracts and related matters.

Agenda for the annual meeting includes Monday morning panel on "Earnings and Services" under chairmanship of F. H. Elphicke, CKWX Vancouver; Monday afternoon panel, "Information Please," with W. Vic George, CFCF Montreal, as chairman, and will deal with national business; Tuesday morning session, "Earnings and Audience," under chairmanship of Ralph Snelgrove CKBB Barrie, will deal with audience measurement. The Tuesday afternoon program on "Civil Defense and Local Disaster" will be a closed session at which it is expected that

Annual Meeting Opens Today

Canada's civil defense administrator, Gen. F. F. Worthington, will present. Wednesday afternoon panel, "Operations and Earnings" under chairmanship of W. F. Soule, Canadian Marconi Co., Winnipeg will deal largely with the equipment situation.

The annual meeting of the Bureau of Broadcast Measurement, slated for the Wednesday morning session. Maurice Mitchell, Associated Program Service, New York will be luncheon speaker on the opening day. Dr. J. R. Petrie, Canadian Tax Foundation, will be guest speaker at the annual dinner Tuesday when the first John Gillin award will be made. Additionally Canadian General Electric Award and the CAB Quarter Century Club memberships will be presented. R. G. Lewis, *Canadian Broadcaster*, will be luncheon speaker on Wednesday.



THE seldom seen board of governors of the Canadian Broadcasting Corp., seen at the January meeting in the new CBC Radio Canada Bldg., Montreal, included (l to r), Jesse P. Tripp, Oxbow, Sask.; Prof. J. A. Corry, Queen's U., Kingston, Ont.; Dr. G. Douglas Steel, Charlottetown, P.E.I.; Rene Morin, vice chairman, Montreal; A. D. Dun-

ton, chairman, Ottawa; Dr. A. Frigon, general manager, Ottawa; Donald Manson, assistant general manager, Ottawa; Dean Adrien Pouliot, Laval U., Quebec, Que.; F. Crawford, Toronto; W. H. Phillips, Ottawa, and Mary E. Farr, Victoria, B. C.

MR. SPONSOR: **SATURDAY AFTERNOON MAGIC**

60 TO 75% OF AUDIENCE AND TOP SPONSOR
IDENTIFICATION... **ALL IN THREE WEEKS!**

Richard Jones, Gen. Mgr.,
Radio Station WJBK,
Detroit 1, Michigan

February 5, 1951

Dear Dick:

The January Videodex rating of Twin Pines Farm Dairy "Twin Movie Party", which appears on WJBK-TV, is so terrific that I want to tell you how we feel about the program's success.

Within the four half-hour segments on WJBK-TV from 4:00 to 6:00 P.M. each Saturday afternoon, the Twin Pines double feature western program captures from 60% to 75% of the audience.

And talk about sponsor identification! "Milky", the Twin Pines magician-clown who handles the commercials, appeared at a Mother-Son party in a Detroit public school. Without fanfare and with no introduction, "Milky" came out on the stage. The kids, in a single voice, roared . . . "It's Milky"!

At the time, Twin Pines "Movie Party" had been on WJBK-TV for only three weeks. Yet the program had so endeared itself that all the young fry immediately identified "Milky" and the sponsor!

We frankly feel that no other medium could possibly have made so complete and deep an impression in so short a time as did this television program on WJBK-TV.

I'm happy to report all this to you, Dick, and to tell you how pleased we are with the cooperation we have had from WJBK-TV in making this program such a rousing success.

Sincerely yours,

LUCKOFF, WAYBURN & FRANKEL, INC.

Leon Wayburn
Leon S. Wayburn

LSW/cn

YOU, TOO, CAN REGISTER YOUR NAME AND SELL YOUR PRODUCT
WITH REAL IMPACT IN DETROIT. WJBK delivers the goods—YOUR GOODS!



WJBK -AM -FM -TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2485

Represented Nationally by THE KATZ AGENCY, INC.

ASCAP LICENSE RATES

Meeting Set On TV Issue

HOPE for a peaceful solution to the current controversy with ASCAP over per program license rates increased last week.

Basis for this new turn was acceptance by ASCAP of an invitation by Dwight Martin, WLWT (TV) Cincinnati, chairman of the All Industry TV Per Program Committee, for a meeting this week [BROADCASTING • TELECASTING, Feb. 19].

The committee will meet in New York this Wednesday and will meet again with the ASCAP committee on Thursday.

In his letter of Feb. 14 to Herman Finkelstein, general attorney of ASCAP and head of the society's negotiators, Mr. Martin declared his refusal to believe that court actions are necessary to fix reasonable charges between ASCAP and its biggest customer, the broadcasting industry. Noting that in the past 25 years that industry has paid the society "well over \$100 million" and that "as our industry grows your royalties increase proportionately," Mr. Martin pointed out that differences not unlike the current issue have arisen in the past, but they somehow managed to be settled without recourse to litigation."

No Back Down

Mr. Martin's plea that ASCAP reconsider its announced plan to issue licenses on its own terms, with no further consultation with the TV broadcasters, either before or after the appearance of the unilateral license forms, apparently persuaded the ASCAP leaders that a resumption of talks with the telecasters committee could do no harm and might even do some good. However, Mr. Martin made it plain in his letter that there was no inclination on the part of his committee, nor on the part of the TV station operators, to back down on their stand against giving any consideration to the ASCAP proposal that payment be made to ASCAP for revenue derived from announcements broadcast adjacent to programs of ASCAP music. He noted that the meeting of some 60 telecasters in Chicago on Jan. 18 upheld the committee's position on this vital point without a single dissenting vote.

In his acceptance letter Mr. Finkelstein made a number of pointed comments on ASCAP's difficulties in trying to reach an agreement. Agreeing the matter should be settled out of court, he complained the industry committees "negotiate for concessions but never purport to have authority to speak for the individual broadcasters or telecasters."

Mr. Finkelstein reviewed negotiations since a Lancaster, Pa., meeting in August, 1949. He then recalled a Dec. 12, 1950 meeting

at which ASCAP felt an agreement had been reached, with language to be worked out the next day. Instead, he claimed, a group of three TV members made an effort "to reopen negotiations completely."

"In the face of this complete reversal by the representatives of your committee," he wrote, "it was obvious that no progress would be made unless we were willing to start our negotiations all over again at the point where we had been two years ago.

"No one could reasonably ask us to do this. There was, therefore, no other course open than to offer to send a form of per program agreement to the individual stations in accordance with the provisions of our interim license agreement. At the risk of being criticized for delay in forwarding this form of agreement to the stations, we have postponed sending it because, as you know, we have been urged to demonstrate our willingness to keep an open door and possibly avoid litigation, by awaiting further developments within your industry.

"Our doors are always open to anyone authorized to negotiate on behalf of any station or group of stations; but the history of our past negotiations leaves little hope of making progress with your committee. However, we are genuinely interested in avoiding litigation,

and toward that end we are willing to have a final session with any committee representing your industry."

Further efforts to avoid costly litigation were advocated last week by Roger W. Clipp, WFIL-TV Philadelphia, member of the industry negotiating group, in a letter sent to members of the NAB-TV board. Mr. Clipp contended the industry committee had already arrived at the best possible deal that could be made in or out of court.

Left to Committee

Another indication of industry backing for the Per Program Committee came last Monday when Mr. Martin and Stuart Sprague, counsel for the committee, rendered a full report on their year-long dealings with ASCAP to the NAB-TV board of directors, (see story, page 55). After an exhaustive consideration of the problem, spearheaded by Clair McCollough, WGAL-TV Lancaster, the board left the problem in the hands of the committee, which received no instructions except "to make the best deal you can."

Mr. McCollough some weeks before had written to Eugene S. Thomas, WOR-TV New York, NBA-TV board chairman, suggesting a joint meeting of the board and the Per Program Committee

with the purpose of reopening negotiations with ASCAP [BROADCASTING • TELECASTING, Feb. 12].

In his letter, which also was sent to board members and other industry leaders, Mr. McCollough expressed the feeling that per program licenses are of interest only a few of the nation's 107 TV stations, with the vast majority likely to take the blanket licenses already negotiated. Under the circumstances, he stated, to allow these per program licenses to become the subject of lengthy and costly litigation might "become an exceedingly ill-timed and unnecessary debacle on the part of the television industry."

Replies to this letter indicate that a majority of the video station operators support his views. Mr. McCollough reported. However, there are those who, while agreeing that court action should not be taken except as a last resort, nonetheless feel that such action would be preferable to acceding to any infraction of the present policy. This policy was laid down by the ASCAP consent decree that royalty payments for the use of ASCAP music on a per program basis be strictly confined to programs actually containing ASCA tunes.

In addition to the danger to TV licensees of agreeing to a break (Continued on page 70)

NARBA

By FRED FITZGERALD

TWO more state broadcaster associations last week reported their support of the new NARBA agreement, while on the Capital front indications grew stronger that proposed detailed hearings before the Senate Foreign Relations Committee of Sen. Tom Connally (D-Tex.) may evolve into a first-rate donnybrook.

Though no hearing date has been set, it's expected that sessions will be scheduled for late March or early April. It's also felt that in addition to study of reported opposition to the pact, the Committee will delve into the whole issue of clear channel stations [CLOSED CIRCUIT, Feb. 19] with purported duplication of network programs on clear channel stations as one issue.

State Dept. has requested the hearings, and key witness will be FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation, which successfully negotiated the treaty last Nov. 15 with Canada, Cuba, Dominican Republic, Bahamas and Jamaica.

Further support for the new NARBA agreement, sent Feb. 5 by President Truman to the Senate for ratification, came from the California State Broadcasters

Assn. and the Florida Assn. of Broadcasters.

The California group at its fourth annual meeting Feb. 16 in San Francisco (see story, page 33), voted its favor of ratification in the following resolution:

California Resolution

Whereas, an agreement between the United States and other North American nations relating to the use of radio frequencies in the various countries concerned is vitally important to the welfare of all radio stations in this country; and, whereas, the FCC and the State Dept. of the United States have, after four years of negotiation, concluded an agreement which is, in their opinion, the best one obtainable at this time; and, whereas, this agreement will soon go before the U. S. Senate for ratification; now therefore be it resolved that the California State Broadcasters Assn. do hereby go on record as favoring the ratification of the said agreement and instruct the officers of the association to send to the appropriate Senate Committees this resolution expressing the association approval of the agreement.

In a like manner, the Florida Assn. of Broadcasters notified the Commission that its organization had gone on record favoring ratification.

Spokesman for the Clear Chan-

nel Broadcasting Service last week reiterated the opposition of CCBS to what it termed "a paper treaty" and declared that appropriate testimony would be presented by farm groups and other organizations who concurred in the feeling that "the treaty should be rejected

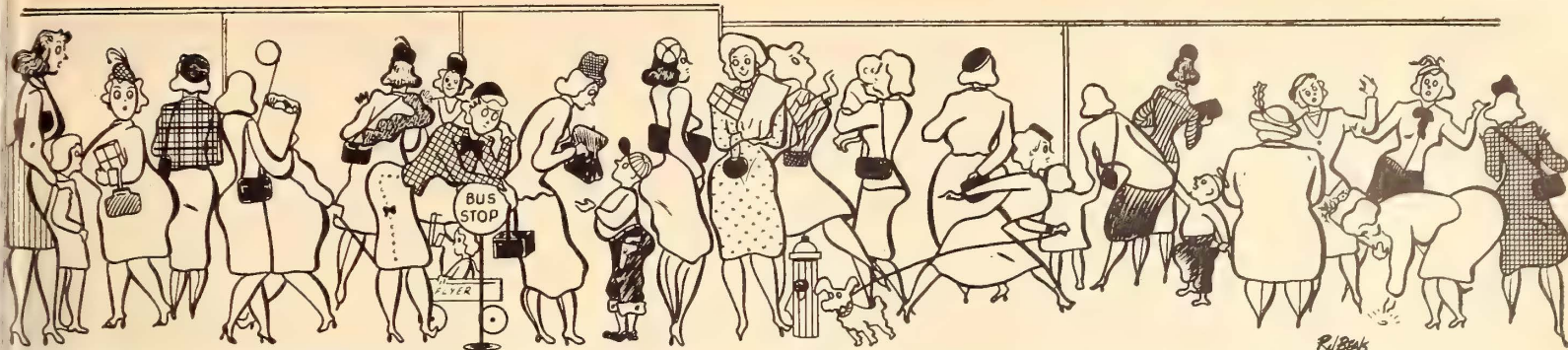
Pointing out that neither Mexico nor Haiti had signed the agreement, CCBS stated that there was no guarantee of engineering protection to U. S. stations even if the treaty were accepted. The time period covered by the treaty was also scored by CCBS, which contended that any pact "should be long-term treaty" and that the current agreement could be terminated by a signatory nation should it desire to demand reopening of negotiations.

The CCBS spokesman alluded to possible differences that may exist in so far as radio operation within the United States are concerned and declared "if there is any quarrel, let's fight it out domestically."

Also heard last week were conflicting reports as to where certain organizations and stations stood in the NARBA fight. One source maintained that though some

(Continued on page 64)

Two State Groups Favor Ratification



Half of the Married People in the KFAB Area are Women



By **HARRY BURKE**
General Manager

YES—half of the married people are women—BUT, 81% of all the radio listening is by women, both daytime and nighttime. Furthermore, women are the motivating force behind 92% of ALL purchases.

This is one of the biggest reasons why radio is the best advertising medium today. The people you must sell, to make profitable sales, are women. They are the ones you can reach easiest, most often and at least expense.

In KFAB's great "Midwest Empire," according to recent reports from Hooper and Conlan, more women listen to KFAB than any other radio station.

It is non-sense that "half of the married people are women" — BUT, *nonsense-that-makes-sense* because women are your largest group of listeners and your best prospects.

KFAB offers you this year's audience at this year's price. Let us submit program ideas and availabilities to help you sell more women.



Represented by **FREE & PETERS INC.**

General Manager, **HARRY BURKE**

"HOOPER

with **LANG - WORTH**

Service

writes glenn clark miller...

STATION DIRECTOR OF

**WCPO
CINCINNATI**

Writes Mr. Miller:

"I am pleased to report how WCPO achieved a 95.2% increase in evening audience through the exclusive use of Lang-Worth's transcribed music.

The period from 6:00 PM to 10:30 PM, Monday through Friday, has always presented a problem to us in the winter months. The evening competition of other network stations in Cincinnati has always been strong. Added to that situation now is television. Our metropolitan area has the highest saturation of television sets in the country.*

To offset these two bulwarks of competition, we decided to program our evening hours with music—but not, however, of the disc jockey variety. Our head librarian, Miss Betty Geisler, was given the

responsibility of selecting the right kind of music to provide rich entertainment for those TV set owners who prefer an evening of music and for those many radio listeners who have often indicated their desire for this type of musical program.

We cleared our evening schedule from 7:45 PM to 10:00 PM and decided to use music from the Lang-Worth Program Service—exclusively. I repeat that this is not a disc jockey show where success is largely dependent upon a personality—the format is simply good music intelligently selected and presented.

We inaugurated this new type of programming last October. The Hooper reports for this evening period (November and December 1950) are in

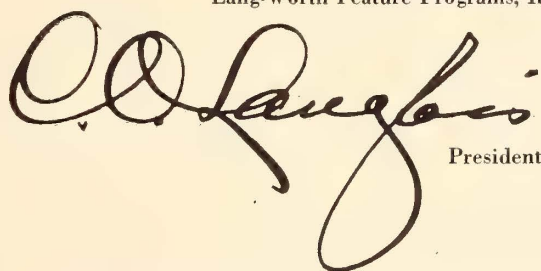
*Population 456,000—TV Sets 235,000

UP 95.2%

The signed statement from Glenn Clark Miller, Station Director of WCPO, Cincinnati, proves that AM broadcasting is strong and healthy despite

TV hullabaloo . . . that dollars alone cannot guarantee a high program rating because People (may the good Lord bless 'em) still listen to what they like!

Lang-Worth Feature Programs, Inc.



President

We are delighted to report that WCPO's evening Hooper rating for this period jumped to 12.3 which is a 95.2% increase over the Hooper evening rating of one year ago. Our position among the Cincinnati stations, nighttime, has moved from fifth place to a virtual tie for third!

It occurred to us that other radio stations in highly competitive markets might find this information useful. We believe that the intelligent use of the Lang-Worth Program Service can do much to increase programming ratings for any station that finds itself in the same competitive situation as WCPO."

Glenn Clark Miller
Station Director, WCPO
Cincinnati, Ohio

Send Today for a typical WCPO (Cincinnati) program schedule—Monday through Friday—and free 48-page booklet containing sample pages from Lang-Worth's 1951 program manual and music encyclopedia. This 260-page book is an integral part of Lang-Worth's amazing new program service used exclusively by WCPO and many other successful broadcasters to increase prestige and revenue and decrease program cost.

LANG-WORTH
FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

**IN NORTH
CAROLINA**

WSJS

DELIVERS



**A 15-COUNTY MARKET
With Over
\$31,193,000* Home
Furnishing Sales**

* Sales Management 1950
Survey of Buying Power

**MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR**

WSJS

The Journal-Sentinel Station

**AM-FM
WINSTON-SALEM**

NBC Affiliate

Represented by:
HEADLEY-REED CO.

HILL BRIEFING

FCC Still Split on McFarland Bill

FCC briefed the full House Interstate & Foreign Commerce Committee last week on legislation it believes essential in the broadcast field in the light of present conditions [BROADCASTING • TELECASTING, Feb. 19, 12, 5].

Significantly, the Commission's spokesman, Acting Chairman Paul A. Walker did not request action on the McFarland Bill (S 658), now pending before the committee, nor did he refer to the measure as one needing immediate attention. The McFarland legislation, passed by the Senate early in the Congressional session, would realign FCC procedures, strip away powers of the Commission's staff and set deadlines on the FCC workload.

Closed Session

Behind closed doors, Comr. Walker reviewed the McFarland Bill and formally presented the FCC majority's objections to a number of its provisions. He also offered the Commission's recommendations in the form of a "model bill," similar to that presented on Capitol Hill a year ago [BROADCASTING • TELECASTING, March 6, 1950]. It was revealed last week that the FCC had revived the document [BROADCASTING • TELECASTING, Feb. 19].

It was understood that the "model bill" again shows how FCC

splits when confronted with the question of what its staff's proper role should be in Commission affairs. Again, Comr. Robert F. Jones was the dissenter, objecting to the position taken by the other Commissioners that the public interest will suffer if they can not consult at will with staff members before hearings are held on contested cases. Comr. Jones holds that such advice should be placed on the record when hearings on cases actually take place.

Comr. Walker was accompanied by Comr. Jones, E. M. Webster, Rosel H. Hyde and George E. Sterling. Only Comrs. Walker, Sterling and Hyde took part, the latter giving the committee members an explanation of the North American Regional Broadcast Agreement, currently awaiting ratification in the Senate (see story, page 28).

Next step for the committee is to set up its priority on radio legislation, as indicated in the FCC testimony during Monday's executive session.

Comr. Walker stressed the need for Commission authority to purchase lands and construct buildings for the purpose of monitoring broadcast signals. This measure (HR 1730), seen as essential in view of the national emergency, passed the House a few hours after Comr. Walker concluded his talk

(see story, page 26).

Purpose of HR 1730 is "to provide specific legislative authority for FCC to acquire land and construct stations, building, and related facilities for use in connection with radio-monitoring work engaged in by the Commission according to the House committee report on the bill.

Meanwhile, the FCC asked Congress to enact a radio fraud law with language similar to the postal fraud law. This provision is contained in the McFarland Bill.

Crosser's Bill

The FCC request was referred to the House Judiciary Committee.

At the same time, Commerce Committee Chairman Robert Crosser (D-Ohio) introduced a bill (HR 2794) that would not make necessary for government radio stations, amateur stations, or mobile stations to have a construction permit before being issued an operating license. In addition, it provides that the Commission could on a case-by-case basis waive the requirement of a CP if it finds that the public interest, convenience, or necessity would be served for other stations, excepting those stations in the broadcast or common carrier field.

Here is a summary, by topic, of (Continued on page 60)

RENEWALS

INDICATING that questions about ABC's relations with its affiliated stations have been resolved to the satisfaction of the FCC, regular license renewals were issued last week to the ABC outlets operating with temporary licenses since the fall of 1949.

At the same time, the Commission last week announced extension of temporary licenses for NBC-owned affiliates to June 1, 1951.

ABC and NBC stations along with those of CBS had been put on temporary licenses at the same time. Eventually, CBS was given regular renewal when the FCC upheld the networks' right to serve affiliates as advertising representatives—a point challenged by the National Assn. of Radio Station Representatives as a violation of the FCC network rules or at least contrary to the public interest [BROADCASTING • TELECASTING, July 24, 1950].

Question involving ABC and NBC differed somewhat, with the Commission advising these two networks that it wished to further study networks' relationship with their respective affiliates. Issues were likened to those in the Don Lee renewal case. The Don Lee case involved charges relating to affiliate relationships with respect to FCC rules on option time, exclusive affiliations, territorial ex-

clusivity and rights of an affiliate to reject programs offered by a network.

The FCC at that time advised the major national networks that action on regular renewals would have to await the outcome of the Don Lee case, a decision rendered Dec. 28, 1949, when the Commission found the network guilty of the violations but nevertheless proposed to renew the licenses for want of a penalty short of a "death sentence."

In the case of ABC, complaints had been filed by WING Dayton, WJW Cleveland and KPRO Riverside, Calif., charging violation of the FCC network rules.

Telegram Cited

Insofar as NBC was concerned, the Commission referred to a telegram by Sidney A. Strotz, then administrative vice president of the network, to KHQ Spokane, an NBC affiliate, during negotiations over a program to be broadcast in station (non-option) time. The telegram, introduced during FCC hearings arising from the NARSR charges, referred to "loyalty" to NBC and mentioned that "if you don't like our affiliation we would like to know about it now."

FCC advised NBC that this testimony would appear to present a substantial question as to whether

the network "has violated or attempted to induce or coerce its affiliate to violate certain of the Commission's Chain Broadcasting Regulations."

From time to time, sentiment has been expressed at the FCC on Capitol Hill that a study of the network practices with affiliate would be in order. The post-World War II influx of stations into the competitive market picture gave further fuel to these views.

The FCC is also on record labeling as "clumsy" the present procedure whereby action against a network for alleged coercion of an affiliate must be taken through the network's owned stations.

In the order last week, the ABC stations given regular renewal were WENR-AM-TV Chicago, KGO AM-FM-TV San Francisco; WJW New York and WXYZ-TV Detroit.

The NBC outlets given temporary extension to next June 1 were KNBC San Francisco, KOA Denver, WMAQ-AM-FM Chicago, WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WTAM-FM Cleveland.

Other stations owned by ABC or NBC were not involved since their licenses did not come up for renewal within the time period between the original order in late 1949 and the present date.

Granted Network Owned Outlet

LANG-WORTH

Files Complaint Against AFRA

DESCRIBING American Federation of Radio Artist picketing and "scott activities as an attempt to gain" the reputation of Lang-Worth Feature Programs Inc., New York, and to "drive" it from the industry, the library service in last week filed a complaint with the New York State Supreme Court and sought to enjoin further union activity [BROADCASTING • TELECASTING, Feb. 19].

In addition to AFRA and its New York local, the complaint named Knox Manning, A. Frank Mel, Janet Baumhover and Alan Pence, respectively national president, executive secretary, treasurer and first vice president. Mr. Pence was named a second time president of the AFRA New York local, along with its executive secretary, Kenneth Groot.

Complaint alleged that AFRA members with whom Lang-Worth dealt were "engaged independently and for their own account in the

radio industry" and were themselves employers; that AFRA had demanded abolishment of transcription libraries; and that Lang-Worth had been asked to sign a contract (transcription code) "providing, among other things, for the control and supervision of the business and commercial relationships between . . . (Lang-Worth) . . . and performing artists . . . and radio . . . stations."

Lang-Worth had refused to sign, the complaint continued, "because, under the laws and statutes of the state of New York and of the

United States, the plaintiff is not required to enter into such agreements . . . and because plaintiff does not wish to become a party to the violation of said laws and statutes."

As a result, the complaint said, AFRA had "maliciously and intentionally performed and carried out with deliberate design and purpose by unlawful means to destroy plaintiff's business and the Lang-Worth program service, to ruin plaintiff's reputation and good will and to drive the plaintiff from the radio

broadcasting industry."

AFRA had ordered its members to refrain from further contractual relations with Lang-Worth, as well as refuse to perform existing contracts, the complaint alleged. The union also had advised station managers in New York state that the firm had been "unfair" to AFRA, and had said that it believed stations "will not want to pay good money" for "non-AFRA talent," or "give financial support to the Lang-Worth method of doing business," it said.

WNEW New York had discontinued use of Lang-Worth transcription libraries because AFRA had "wilfully and intentionally issued and circulated false statements and publicity" concerning the firm, the complaint alleged.

Placards that were "untrue," it continued, were carried by pickets in front of the company offices in New York. The placards read: "AFRA, American Federation of Radio Artists (A.F.L.), against Lang-Worth Feature Programs Inc.," and the like.

Alleging that "there is no labor dispute" between the company and AFRA, and that Lang-Worth was being injured, the complaint requested a temporary injunction, to be followed by a permanent injunction, against union activities.

In an affidavit to support the request for an immediate, temporary injunction, C. O. Langlois, Lang-Worth president, elaborated on the allegations of the complaint.

CSBA ELECTS

Smullin, KIEM, President; Other Officers Named

WILLIAM B. SMULLIN, president and general manager of KIEM Eureka, was elected president of the California State Broadcasters Assn. at its fourth annual membership meeting in San Francisco Feb. 16.

He succeeds Donn B. Tatum, vice president and general counsel of the Don Lee Broadcasting System. Mr. Smullin served the association last year as a vice president.

David McKay, general manager of KGYW Vallejo, was elected to fill the vice presidency vacated by Mr. Smullin. Merle Jones, general manager of KNX Los Angeles, and Paul Bartlett, president and general manager of KFRE Fresno, were re-elected vice president and secretary-treasurer, respectively.

Newly elected to the board of directors for two year terms were Galen Gilbert, general manager of KGER Long Beach; Arthur Westlund, president and general manager of KRE Berkeley; Les Hacker, owner and general manager of KPRL Paso Robles and general manager of KVEC San Luis Obispo; Leo Schamblin, general manager of KPMC Bakersfield.

Directors retained to serve their second year on the board were Harry Butcher, president of KIST Santa Barbara, and the four officers of the association.

Top subjects on the agenda were a report on state legislative matters affecting the industry and a panel discussion of radio and tele-

vision's role in civilian defense. In recognition of the increasing importance of television, the members voted to change the name of the organization to the California State Radio and Television Broadcasters Assn.

They also voted to go on record favoring ratification of the NARBA agreement and voted to oppose the proposed 25% excise tax on radio-TV sets.

ABC EXECUTIVES

Promote Rawls, Wylie

RICHARD R. RAWLS has been promoted to manager of ABC Television Stations Department and William Wylie to manager of the network's Radio Stations Department, ABC announced last week.

Ralph Hatcher, former manager of WPLH Huntington, W. Va., and CBS station relations, joins ABC AM station relations department March 1.

Mr. Rawls, who joined ABC in 1946 as manager of television operations, is experienced also in radio, the theatre and motion pictures. Mr. Wylie, with the network since joining its program promotion division in 1945, has been a regional manager of the radio Department since 1948.

Announcement of the promotions followed the previous week's realignment of ABC executive personnel as part of a program to split the network into "ABC Radio" and "ABC-TV."



EXECUTIVES involved in ABC's realignment into radio and television operational parts [BROADCASTING • TELECASTING, Feb. 19] are (l to r): James H. Connolly, who becomes supervisor of network O & O radio stations and national spot and local radio sales; Otto Brandt, newly appointed supervisor of O & O TV stations and national spot and local TV sales; Burke Crotty, promoted to assistant national director of TV program production, and James S. Pollak, new WJZ-TV New York TV program manager. In addition, William Phillipson was promoted to assistant director of television, programs and operations, and Leonard Blair succeeded Henry Cox, resigned as ABC New York production department manager, all of whom are not shown above.

BROADCASTING • Telecasting



"THE ELEANOR ROOSEVELT PROGRAM"

In New York on WNBC

In Los Angeles on KFWB

9:30 to 10:15 AM (PST)
Monday thru Friday

"The First Lady of the World" daily comments on domestic items, interviews with outstanding personalities and world figures; plus her own analysis on important news developments. Participations available.

Represented Nationally By
William G. Rambeau Co.

980 ON THE DIAL

KFWB

IN HOLLYWOOD

Hill Discs

(Continued from page 21)

state to provide overall coverage.

Last year, 38 Senators out of the 96 in the upper chamber were recording discs at the facility. Currently the rate is 26, with more Senators expected to be added. There are approximately 105 out of 435 House members recording their reports. Not all discs are necessarily weekly, some are every other week.

Spot checking showed varied methods of recording and charging of stations.

For example, Sen. J. William Fulbright (D-Ark.) records programs at the specific request of stations. The usual format in this instance is for the Senator to interview a guest.

In California, Republican Sens. William F. Knowland and Richard M. Nixon record programs. Sen. Knowland's program is a 15-minute weekly disc.

Florida's Sen. Spessard L. Holland, Democrat, records a regular show. His colleague, Sen. George A. Smathers, also a Democrat, occasionally records a disc for home consumption.

Sen. Holland's office said that some stations pay for transcription costs but others do not, depending on what arrangements are made. This also applies to mailing costs.

Newly-elected Sen. James H.

Duff (R-Pa.) plans intermittent recording for state stations.

Sen. Henry C. Dworshak (R-Ida.) cut about four records last spring. Stations receiving the discs were not asked to pay the costs of mak-

ing the transcriptions.

Iowa's Sen. Guy M. Gillette, a Democrat and chairman of the Senate Rules subcommittee on Privileges and Elections, records programs only on request.

Newly-Elected NAB Board Members

(Continued from page 22)

the agency he handled two radio accounts and the broadcast bug bit him, leading in 1932 to a merchandising-selling job at KSO Des Moines, then a Cowles outlet. He rose to an Iowa Broadcasting Co. vice presidency in 1942. Since leaving Des Moines he has been vice president at WHOM, at that time a Cowles outlet in Jersey City, and now WCOB. He has served NAB in committee work.

Harry W. Linder

HARRY W. LINDER heads a thoroughly electronic - electrical family. He makes his first NAB board appearance as director representing District 11. He is president of KWLM Willmar and KTOE Mankato, and owner of KMHL Marshall, all in Minnesota. His two sons, both electrical engineers, are associated with him in operating the stations. Age 50, Mr. Linder is vice president of Minnesota Broad-



Mr. Linder

casters Assn.; member of Chambers of Commerce in three cities where he has station; is active in civic and fraternal work and holds the Willmar "outstanding citizen" trophy; loves fishing and hunting. Mr. Linder is president of a wholesale electrical distributing firm in Willmar, with branch in St. Cloud.

Frank Merrill Lindsay Jr.

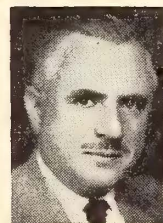
FRANK MERRILL LINDSAY Jr., who prefers the Merrill tag, returns to the NAB board after absence of a year. He has been general manager of WSOY Decatur, Ill., for more than a decade, adding sports and commentator roles to his duties. He was elected to the NAB board in 1949 as a small stations director-at-large but now joins the board as director representing District 9. He has served on NAB committees and has been president of Illinois Broadcasters Assn. He was born in 1910 at Decatur; graduated from Kenyon College; received MBA degree in 1935 at Harvard business school; radio ham for years; went to work on Decatur newspapers; joined WJBL (now WSOY) in 1937 as business manager; was Navy commander during war, working in radar.



Mr. Lindsay

Robert Mason

ROBERT T. MASON is president and general manager of WMRN Marion, Ohio. He served previously as a director for small stations, 1947-48, and was a member of the former Small Market Stations Committee of NAB. Born in Milwaukee in 1900, he is a graduate of Ohio



Mr. Mason

State U; published newspapers and magazines for 15 years; started WMRN in 1940. He has been a candidate for Congress from his Ohio district. Active in Chamber of Commerce work, he is a member of the U. S. Chamber's advertising advisory group. Other activities include Ohio Assn. of Broadcasters, of which he is a past president as well as Broadcast Measurement Bureau and Broadcast Audience Measurement boards. His illustrious brother is Frank T. Mason, ex-president, INS, former NBC vice president and until recently, head of the U. S. Brewers Foundation, who now lives in semi-retirement in Leesburg, Va., where he publishes the county newspaper.

No Radio Doom

(Continued from page 23)

Fletcher, with Mr. Pellegrin joining Allen Jones, Storecasting, and Everett Dillard, WASH (F) Washington, in the discussion.

Robert K. Richards, NAB public affairs directors, was dinner speaker. He brought along the four young winners of the annual Voice of Democracy contest (see story page 20). They delivered excerpts from their winning scripts.

Lee Hart, assistant director, Broadcast Advertising Bureau, told how to write planned radio copy in a panel led by Fred Palmer, WOL Washington.

Don McClure, of McCann-Ericson, New York, spoke at a production panel, led by Mr. Compton. Participants were Alvin Epstein, of Alvin Epstein Adv.; Gordon Manchester, Manchester Lyles; Robert Maurer, Henry Kaufman & Assoc.

NEW AD AGENCY

Sought by National Guard

SPADE work for National Guard media plans beginning July 1 and for selection of a new agency to handle its advertising account will be undertaken by Guard bureau officials at a preliminary session tentatively set for March 15.

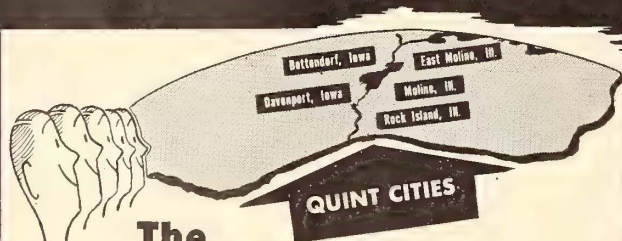
Representatives of advertising agencies which desire to compete for the account are invited to attend a Pentagon briefing session in Room 3180, Lt. Col. Ernest Smith, chief of the NGB's information office, said last week. Interested agencies should submit acceptance for the meeting March 12.

Representatives will be comprised of the Guard's advertising background in recent years and of media plans, including fund requests, for the new fiscal year (1951-52). Bureau officials have asked Congress for between \$550,000 and \$600,000 in advertising outlay, it was disclosed.

The advertising allocation has varied since World War II, ranging from \$298,000 for the current year to over \$800,000 during fiscal 1947-48. Radio and television generally have fetched about 25% of the total outlay.

The account currently is being handled by Robert Orr & Associates, New York and Washington. Garner Advertising Co. and N. V. Ayer & Son held it in previous years. Theme of new campaigns will be directed at the 18½ year age group, urging National Guard membership and desirable pre-draft training and embracing radio-TV stations, newspaper and magazine ads, and booklets, pamphlets and other industrial aids.

After the March 15 briefing competing agencies will be asked to prepare presentations for the account. A board of officers will sift through all bids and select agencies to appear for oral presentations this spring.

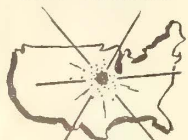


The QUINT CITIES

5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC blankets these five cities. . . . One metropolitan area! It reaches thousands of rural listeners in a rich agricultural area, too. Diversified? Of course! From managers to machinists . . . from cooks to clerks. They all listen . . . they all buy in the Quint City market! Truly a test market . . . an accurate indicator for your product, your sales or your campaign. Dependable surveys prove that WOC saturates a metropolitan market . . . and a rural market . . . and SELLS YOUR PRODUCT!

Basic
NBC Affiliate



WOC
5,000 W 1420 Kc

B. J. Palmer, President
Ernest C. Sanders, Manager

WOC

Davenport, Iowa
AM-FM-TV

Free & Peters Inc.

Exclusive National Representatives

The search for oil takes to the air

In today's all-out search for oil, American oilmen are using specially equipped planes over vast stretches of ocean, jungle and arctic wastes.

The airborne magnetometer, developed for spotting submarines in World War II, "surveys" underground rock formations by recording facts about the earth's magnetic field. This is only one of many developments that helped bring in nearly 25,000 new producing oil wells last year alone.

With more wells than ever in operation, America now produces more oil than at the peak of World War II. Equally important — oil scientists have constantly improved the oil products America uses. For instance — although taxes have gone up, the price of gasoline itself is about the same as it was 25 years ago. Yet the *quality* is so much improved that 2 gallons today do the work that 3 used to do.

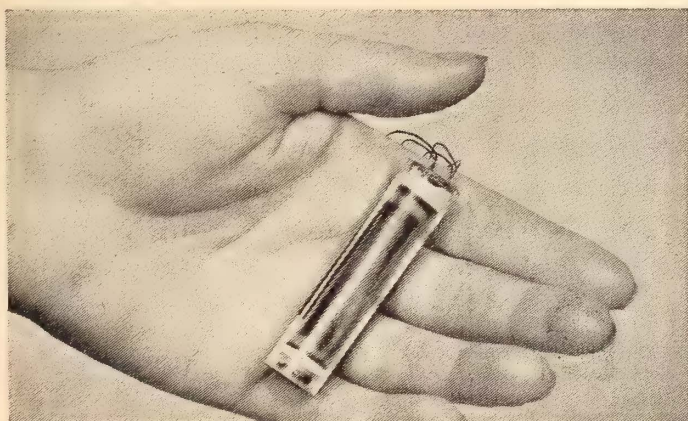
In peace or war, America's thousands of privately-managed oil companies provide the public with the finest oil products at the world's lowest prices.

This has come about because free men, competing freely, are always working to improve their companies' methods and oil products. *And the benefits of this competition go to you.*

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N. Y.



TRAILING BELOW THE OIL EXPLORER'S PLANE, the airborne magnetometer records the earth's magnetic field. Other new ideas and devices are developed by thousands of oil companies in the race to meet oil needs. The driving force—competition; the result—a stronger America—more and better oil products for you.



TINY BRAIN OF THE MAGNETOMETER, no larger than a cigarette, does a job thousands of surface explorers couldn't do. Such inventions helped put U.S. oil reserves past the *trillion* gallon mark last year — an all time high. Other developments have brought amazing improvements in fuels and lubricants for peace or war.



HELICOPTERS TOO ARE USED as many companies search for oil—first step in bringing the public more and better oil products. Result of this competition: price of gasoline today is about the same as 25 years ago, yet the gasoline is worth 50% more by every measure of performance and economy.

HOOPERATINGS

New Reports Available

AVAILABILITY of city radio and TV Hooperatings "on all programs, in all major cities in terms of individual monthly reports up to 12 times annually" was announced last Wednesday by C. E. Hooper, of C. E. Hooper Inc.

He called it the "most significant announcement of the Hooper firm since 1940, when the availability of local city-by-city Hooperatings was made known."

Already Operating

The new schedule already is in operation on television in New York, Los Angeles and Detroit, and on radio in Los Angeles. The development, Mr. Hooper said, was made possible "by modifications of, and adaptations in our coincidental method, designed to (a) increase frequency and speed of service, and (b) increase the scope of programs and time periods rated.

He said the improvements have been made without altering comparability with past Hooperatings.

The announcement listed two factors involved in the change,

greater frequency and greater scope.

It will now be possible, the company explained, to have individual program Hooperatings in individual cities up to 12 times a year, with each month's report delivered before the end of the following month. ("Local" Hooperatings are now typically published three times a year.)

The expanded Hooperatings also will include early morning radio and late evening radio and television indicative ratings.

Upon their acceptance, the firm said, these reports will replace the "typically" three-times-a-year city-by-city Hooperatings. The announcement anticipated that with cooperation of radio and TV time-buyers and sellers they will be in publication "in most cities" by October.

The development "offers relief from the (a) tardiness, (b) infrequent publication and (c) failure to rate all programs which have been the only valid criticism of city Hooperatings to date," the announcement said. It said the new service also should be welcomed in the industry as "an escape route from the welter of conflicting local



FCC Rule Book is good-naturedly thrown at three Southern California station representatives at SCBA meet in Los Angeles. L to r: Joseph Brenner, FCC regional attorney; John Merino, manager, KFSD San Diego; Herbert Comstock, commercial manager, KAVL Lancaster; Roland Vaile, manager, KCM Palm Springs.

rating services which have sprung into being."

Letters and individual presentations are being used to explain the expanded service to radio and TV stations in major markets. Time-buyers will be given full details upon request, the company said.

EDUCATION

Radio-TV Role Analyzed

EDUCATION ON THE AIR. Edited by O. Joe Olson. Columbus, Ohio: Ohio State U. Press. 479 pp.

AN overall analysis of the status of education through radio and TV is presented in this "Twentieth Yearbook of the Institute for Education by Radio" as the latest edition of *Education on the Air* is subtitled. Included are addresses by Ralph W. Hardy, NAB director of government relations; FCC Comr. Frieda B. Hennock, Commentator H. V. Kaltenborn and Comr. Paul A. Walker.

General topics discussed include: Do We Need a New National Policy for Radio and Television?; Radio and U. S. Foreign Policy; Educational Television—A Progress Report; Television Training in Colleges and Universities; Educational Administrators Look at Radio and Television; Promotion of Educational Programs; Educational Broadcasting Through Commercial Stations; Radio in Agricultural Broadcasting, and Radio Writing and Production. Reports of several clinics held at the Twentieth Institute for Education by Radio also are given; among them are Clinic for 10-Watt Stations, Clinic for Campus Stations, and Clinic for Educational Stations.

PHILCO AWARDS

For Technical Achievements

SOME 1,200 research scientists, engineers and other technical personnel of Philco Corp. were on hand at a company dinner last week in Philadelphia, announcing the company's first annual Research and Engineering Achievement Awards. A total of 130 awards consisting of blocks of Philco common stock will be presented each year to those "making outstanding technical achievements."

The highlight of the evening was an address by Leslie J. Woods, vice president and director of research and engineering, who spoke about the opportunities ahead for Philco engineers. "Philco management is engineering minded," he stated, pointing out that many of the company's top executives have engineering backgrounds, including its president.

Mr. Woods outlined the expansion of Philco's engineering activities during recent years and said that expenditures for these activities in 1951 will exceed \$7,000,000.

William Balderston, president of Philco, and John M. Otter, vice president and general manager of sales, also addressed the group.

White Agency Branch

L. E. WHITE Jr., of the White Advertising Agency, Tulsa, has announced opening of a branch office in Oklahoma City. Steve Olesiuk, advertising veteran, has been named manager of the new office, located in the Exchange Bldg.

WLW Asks MacArthur

ACTING on published reports that GIs in Korea were complaining in letters home that they were not getting enough food, Milton Chase, WLW Cincinnati news commentator, asked Gen. Douglas MacArthur about it. Last week the general wired Mr. Chase that American soldiers in Korea were getting "ample clothing and food" and that "there is no concern regarding provisions made for the care of the soldiers." The reply was picked up by wire services and received nationwide attention.

**"TO THE AMERICAN SYSTEM
of free, competitive and self-
sustaining radio enterprise..."**

**With that pledge the lead editorial in
BROADCASTING'S first issue back in 1931
was concluded.**

**Today, twenty years later, those lines
still remain our philosophy and our creed.**

In the years between, BROADCASTING has challenged every inroad into radio's free charter on the premise that without free radio there could be no truly free America. The story of American radio is the story of democracy in action. The story of BROADCASTING parallels that of radio.

**In its 20th year, BROADCASTING
rededicates itself... "To the Amer-
ican System of free, competitive
and self-sustaining radio..."**

'FREEDOM' AWARDS 'Cavalcade,' Others Cited

PROGRAM *Cavalcade of America*, E. I. duPont de Nemours & Inc., Wilmington, over NBC received top radio honor by Freedom Foundation, a "non-profit, non-political, non-sectarian awards foundation" which last week announced its 1950 awards for Americans who make outstanding contributions to a better understanding of freedom by the things which they write, do, or say.

Awards were made in the following categories: advertising campaigns, single cartoon strips, college commencement addresses, community programs by boys' and/or girls' clubs, community programs by men's and/or women's groups, company employee publications, editorials, general category, high school commencement addresses, magazine articles, 16mm motion pictures, 35mm motion pictures, photographs with captions, public addresses, radio programs, sermons, union publications and civil defense. For each category, a total of \$5,000 in cash awards was made, along with Honor Medals and Certificates of Merit.

General Omar N. Bradley, chairman of the Joint Chiefs of Staff, presented the first and second place awards in special Washington's Birthday ceremonies at Valley Forge, Pa. The remaining awards are to be presented at regional ceremonies throughout the country during March and April. Other radio award winners:

SECOND PLACE:

What America Means To Me, public service series, WFIL-AM-TV Phila. *The Freedom Story*, series by Spiritual Mobilization, Los Angeles. A transcribed series on many stations. *Mosinee*, public service broadcast, Oct. 25, 1950, WWJ-AM-FM Detroit. *Salute to the Dead*, public service broadcast, June 30, 1950, KFJH Wichita, Kan.

THIRD PLACE:

Your Land and Mine, series by Henry J. Taylor, sponsored by General Motors Corp. on ABC.

Adventures in Freedom, public service series, WLS Chicago.

Mark Adams, series sponsored by Employers' Assn. of Detroit, WWJ Detroit.

Background for Peace and War, public service feature broadcast Nov. 26, 1950, KSVU Richfield, Utah.

Captain Eddie Rickenbacker on Americanism, recorded for broadcast, KMPC Hollywood.

FOURTH PLACE:

Women's Town Meeting of the Air, series of programs sponsored by Detroit Trust Co., WWJ Detroit.

Young America Speaks, public service series broadcast, KFI Los Angeles.

Sam Jones, American, series sponsored by Bank of Douglas, KOY Phoenix and Arizona Network.

Freedom, U. S. A., series of programs sponsored by C. F. Hathaway Co., WTVL Waterville, Me.

Hometown, Ohio, series of programs, WGAR Cleveland, Ohio.

Destination Freedom, public service series, WMAQ Chicago.

Living—1950, "Malice in Wonderland" series, NBC.

America Is People, recorded for broadcast Armed Forces Radio Services of the Armed Forces Information and Education Division, Washington.

America Speaks, public service broadcast Sept. 18, 1950, WFBR Baltimore.

Forward America, broadcast recorded by World Broadcasting System, New York.

Boy Scouts Jamboree 1950, public service broadcast July 3, 1940, WCAU Philadelphia.

"Yes, It Can Happen Here," *Americans Speak Up* program, Dr. Herbert C. Mayer, president, American Viewpoint Inc., transcribed series. *The American Way*, public service broadcast, WMOH Hamilton, Ohio.

HONOR MEDALS:

Life With Luigi, sponsored by William K. Wrigley, on CBS Sept. 19, 1950.

One Nation Indivisible, series by CBS.

Pal Theatre, dramatic episodes by boys and girls of PAL on WNBC New York.

The Greatest Story Ever Told, series sponsored by Goodyear Tire & Rubber Co., Akron, Ohio, on ABC.

This Land is Mine, series sponsored by General Federation of Women's Clubs, Washington. Program script distributed thru local clubs.

Operation Survival, sponsored by National Council of Catholic Men, Washington, on NBC *Catholic Hour*. *Good Citizenship Series*, WTIC Hartford, Conn.

Know Your America, U. S. historical drama series, WJR Detroit.

Band of America, Cities Service Co., New York, on NBC.

Serenaders, The Washington Water Power Co., KHQ Spokane, Wash.

Carnegie Hall, American Oil Co., ABC, Baltimore, Md.

CERTIFICATES OF MERIT:

Detroit Public Schools, Div. of Instruction, Dept. of Radio Education,

Detroit.

Stamford High School Day, WSTC Stamford, Conn.

Junior Town Meeting, series sponsored by Nat'l. Conf. of Christians and Jews, WTCN St. Paul, Minn.

The Ohio Story, series sponsored by Ohio Bell Telephone Co., Cleveland, on WTAM Cleveland.

Story of A School and A Neighborhood, WAVZ New Haven, Conn.

I Speak For Democracy, Willard Wienke, single broadcast, Wilber, Neb., submitted in Voice of America contest.

Radio Station WHLI, Hempstead, Long Island, N. Y.

American Democracy, William Leonard, single broadcast, Waterloo, Iowa, submitted in Voice of America contest.

I Speak For Democracy, Donald Wilson, single broadcast, Lemoore High School, Lemoore, Calif., submitted in Voice of America contest. Standard Oil Co. of Ohio, intermission broadcast talks on Cleveland Orchestra Sunday afternoon program, Midland Bldg., Cleveland.

George Washington Carver, Chloris

(Continued on page 49)

CENTRAL OHIO HAS A BIG APPETITE FOR FOOD



*Source: Latest SRDS Cons. Mkts.

and WBNS, Columbus, is first with listeners and advertisers



Healthy appetites call for big food orders. Why not sell your brand via WBNS? Latest Hooperatings show that WBNS has more Central Ohio listeners than any other station. And in the Columbus zone, WBNS has the highest percentage of listeners every night of the week. That's why WBNS is first choice with advertisers, too. Write us for latest ratings or ask your John Blair representative. Then watch your sales figures grow fat when you sell through WBNS.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM

Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO



On the dotted line...

WMNB North Adams, Mass., featuring Sheldon Jones, New York Giants pitcher, on 12:30-1 p.m. Sunday program, *Hot Stove League*. At the signing are (seated, l to r) Ed Nassif, co-sponsor; Mr. Jones, and Bob Steele, co-sponsor; standing, Bucky Bullett, WMNB sports reporter, and Chuck Kuhner, WMNB coml. rep.



WORZ Orlando, Fla., has announced complete sellout of *Lucky Social Security Numbers*. Listeners are offered \$3,000 weekly. Signing are Jake Holton and Julian Laughinghouse; Winston Clark, WORZ salesman, and Gene Hill, WORZ mgr., look on.



COWBOY SINGER Red Allen (standing) has been signed for another year on KLZ Denver, six mornings weekly, by Ben Kortz (r), owner of sponsoring Kay's Better Jewelers. Seated is R. Main Morris, KLZ asst. mgr. Kay's has been a KLZ advertiser for over 10 years.



WWDC Washington Sportscasters Bob Wolff and Arch McDonald (seated, l to r) have been signed to handle the 1951 Washington Senators baseball games by the Heurich Brewing Co. Standing are Charles B. Eckles (l) and Edward R. Wade, v. p., and gen. sales mgr., respectively, of the brewing firm.



FRITZIE ZIVIC (seated), former world's welterweight champion, signed to handle sports program for WPIT Pittsburgh, and Don Ioset (r), v. p. and station mgr., congratulates him. Standing (l) is Robert Connelly, acct. exec. who obtained Philco dealer sponsorship for first half hour of 5-6 p.m. weekday program.

CUTTING BIRTHDAY CAKE in studios of WWSW Pittsburgh is H. O. Shamblen Jr., of local Shamblen Furnace Parts Co., marking first year of sponsorship of weekday news program. Looking on are Ben W. Muros, station mgr.; Sidney D. Berlin, station account exec., and Ray Schneider, newscaster. Mr. Shamblen has signed for a second year.



LeVALLY CLOSES

Illness of Owner
Cited as Cause

LeVALLY Inc., three-year-old Chicago agency with \$4.5 million billing was preparing last week to close its doors "on or before May 1" because of the illness of Norman W. LeVally, president and treasurer.

Mr. LeVally, in a prepared statement, said he was liquidating the 10-account agency on orders of his physician. He will take an "indefinite rest," but any other plans are "indefinite." He explained, however, the move is a "temporary retirement from the advertising business."

A letter reportedly went from him to all clients Feb. 17, notifying them of cancellation of the account within 90 days. Two of the firm's major clients, both users of radio and TV, were Household Finance Corp., Chicago, and Frank Fehr Brewing Co., Louisville, which announced their plans to name new agencies about a month ago. Fehr, which uses local AM spot and TV programming, plans "no curtailment" in its use of either. It will name an agency which has had brewery advertising.

Other Accounts

Other LeVally accounts which will name new agencies are Marathon Corp., Menasha, Wis. (paper products); Hamilton Mfg. Co., Two Rivers, Wis. (clothes dryer); Deep Freeze Appliance Div. of Motor Products Corp., North Chicago, Ill.; Kitchen Art Foods Co., Chicago (Pyomy mixes); Scott Radio Labs, Chicago; John Meek Industries, Plymouth, Ind. (TV sets); Virginia Parks Inc., Chicago (VP deodorant); Snappy Cheese Co., Denmark, Wis.; American Family Magazine; Chicago Electric Mfg. Co. (appliances).

Only broadcast accounts are Kitchen Art Foods, which uses AM spot, and Deep Freeze, which bought local TV programs in Chicago.

Mr. LeVally, who is 45, established his own agency three and one-half years ago after working as equal partner with John W. Shaw, head of the Chicago agency

of the same name, in Shaw-LeVally for three years. Mr. LeVally, a former account executive at Leo Burnett, has been in the advertising business 20 years.

He reportedly turned down an offer of six key executives within the agency to assume management of the operation. The group was understood to have included James G. Cominos, vice president and general manager; Stuart H. Rae, vice president in charge of art; Robert E. Blackburn, vice president in charge of copy; Rhoades V. Newbell, vice president; Leslie R. Gage, vice president in charge of media and research, and Frank W. Chaffee, vice president in charge of merchandising.

The Chicago firm has offices at 360 N. Michigan Ave., and employs 61 persons.

'DREAM TIME'

Ziv Series Meets Success

AS A RESULT of the success of its transcribed radio series *Dream Time*, Hamilton Watch Co. plans to underwrite a new 13-week series transcribed by Frederic W. Ziv Co.

The quarter-hour *Dream Time* was first offered early in 1950 by Hamilton to a relatively small number of jewelers for local sponsorship. It caught on so quickly that by year's end it reportedly was aired on 417 stations in 46 states, Alaska, Hawaii and Canada.

Hamilton pays for the production costs of the program and has a middle institutional-type commercial, with open ends for the local jeweler's message. The retail jeweler pays time costs. The show was offered on an exclusive, one-jeweler-to-a-city basis.

A majority of the sponsoring retailers reported that increased sales could be attributed directly to *Dream Time*. Several jewelers in fact, repeated the series.

Retailers who sponsored the original series will be given preference when the new series is released.

BBDO New York, is the agency for Hamilton.

VWOA AWARDS

At 26th Anniversary Fete

MARCONI Memorial Medal of Achievement was to be awarded to J. R. Poppele, vice president and chief engineer of WOR New York, at the Veteran Wireless Operators Assn. 26th anniversary dinner last Saturday, Feb. 24. Other life members of the association to receive that honor were Louis G. Pacent, president of the Pacent Engineering Corp., New York, and Haraden Pratt, vice president and chief engineer of Mackay Radio and Telegraph Co.

Marconi Memorial Wireless Pioneer Medals were to be awarded to E. C. Cochran, former FCC electronic engineer; Comr. George E. Sterling; John B. Gambling, WOR; Arthur Godfrey; Comr. E. M. Webster; Dr. Lee de Forest, and others. Two hundred pioneer wirelessmen and their friends were to attend the dinner.

Radio Script Catalog

BOOKLET, *Radio Script Catalog* (sixth edition) offering a list of more than 1,300 annotated radio scripts, on free loan from the Radio Script and Transcription Exchange of the Office of Education, is now on sale. Price is 25 cents per copy, available from the U. S. Government Printing Office, Division of Public Documents, Washington 25, D. C.



HONORARY Doctor of Journalism degree is conferred upon Walter H. Menberg (r), editor and publisher of the Philadelphia Inquirer (WFIL-TV), by Dr. Robert L. Johnson, president of Temple U.

C. RADIOMEN

Re-elect Elphicke Pres.

H. ELPHICKE, CKWX Vancouver, was re-elected president of the British Columbia Assn. of Broadcasters and representative of the BCAB on the board of directors of the Canadian Assn. of Broadcasters, at the annual meeting at Victoria, B. C., Jan. 29-30. Al Rea, CKNW New Westminster, was re-elected vice president, and P. Finnerty, CKOK Penticton, was elected director.

After hearing reports from AB General Manager Jim Allard and Sales Director Pat Freeman, the association dealt with a sales presentation kit for use by all British Columbia stations in promoting radio in the province. Civil defense officials and station operators discussed how stations could be of service in case of a war emergency.

MED COURSE

Teaches Broadcasting

KMED Medford, Ore., last week began a public 10-week course in broadcasting principles. Seven KMED personnel who will assist the instructors are: Jennings Pierce, manager; Ray Johnson, chief engineer; Jack Ellison, promotion and national sales manager; Bud Homsey, program director; Bill Hansen, local sales manager; Russ Amison, production manager, and Katherine Lindsey, continuity director.

The station reported that all instructors will receive the normal salary paid for instructors of extension study. This they will contribute toward a scholarship for a deserving high school student to attend college. Radio Medford Inc., licensee of KMED, reportedly will match the instructors' donation.

Join Liberty

WIN Ashland and KFIR North Bend, Ore., have signed as affiliates of the Liberty Broadcasting System.

RADIO AUDIENCE SIZE

Can Be Increased Despite TV, Study Shows

LOCAL stations can increase average audience size despite the decline in radio listening caused by television, according to a study conducted by Advertest Research, New Brunswick, N. J., on behalf of WCTC New Brunswick.

The analysis is based on matched studies conducted in January 1949 and the same month this year.

Comparison of the two periods shows radio listening has declined overall by 23.7%, with the bulk of the drop occurring in the evening, according to Advertest Research. Morning radio listening increased 12.6%; afternoon radio listening fell off 15.2%, and evening radio listening dropped 35.6% during the two-year period, it was found.

This average decrease varied sharply among stations, the re-

search firm noted in supporting the claim that local stations can expand audience despite TV. Advertest Research pointed out that the two studies were based in each instance on more than 8,000 cases, and were matched in every respect. The area (Middlesex and Somerset counties in New Jersey) was described as "probably unequal in the country for degree and media competition." It is covered by 10 TV, over 25 AM and numerous FM stations.

TV viewing has increased sharply in the two years, especially in evening hours, it was found.

BARBARA WELLES, women's commentator WOR New York, was feted by station with five-day birthday celebration, from Monday, Feb. 5, through Friday, Feb. 9.

'THOUGHT WAR'

Report on Korean Activity

PROGRESS in the psychological warfare phase of Korean operations, entailing loudspeaker transmissions to enemy forces and UN radio broadcasts to the civil population, is stressed in a report filed with the United Nations Security Council.

The report, one of a periodic series, revealed that loudspeaker broadcasts from air and ground are "proving effective in complementing the influence of leaflets in inducing surrender of enemy soldiers." During the latter part of November numerous broadcasts and leaflets were employed as psychological warfare was stepped up. Civilian broadcasts were aired by Radio Seoul and Radio Pyongyang giving "authentic news reporting," the report added.

WTAG

the Station with
the Healthiest

"PULSE"

in Worcester

Average Quarter-Hour Ratings
Monday Thru Friday
Oct.-Nov. 1950
Pulse, Inc.

TIME	WTAG	STA "B"	STA "C"	STA "D"	STA "E"
6:00 A.M.— NOON	10.9	4.6	2.6	1.8	1.3
NOON— 6:00 P.M.	12.8	5.6	1.8	1.5	1.8
6:00 P.M.— Mid-Night	12.5	3.2	2.2	1.5	2.6
6:00 A.M.— Mid-Night	12.1	4.5	2.2	1.6	1.9

There are 340 quarter-hours
of broadcast time Monday
through Friday in Worcester

Of these:

WTAG has a higher average
rating than all other stations
combined...

300 of WTAG's Monday
through Friday quarter-hours
have higher ratings than the best
rated quarter-hour on any other
station heard in Worcester...

Even WTAG's lowest quarter-
hour rating (2.3 at 6:00 a.m.) is
higher than 168 quarter-hours
on other stations heard in
Worcester...

WTAG WORCESTER

580 KC 5000 Watts



PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram — Gazette.



'Ice Follies' Success

(Continued from page 25)

campaign, using virtually every station in the city. If it worked, they would be repaid their investment on a sliding scale of increased attendance over the previous year.

Their faith was justified. Attendance increased enough that year to completely absorb the \$12,000 they had risked to prove their point.

Eddie and Roy Shipstad and Oscar Johnson have been extremely conscious of television and the effect of its growth on theatrical attractions. They have watched it since its infancy.

Ice Follies was one of the first shows ever to be televised in its entirety, they stated. That was back in 1944 when Philco was operating its experimental TV station in Philadelphia.

From time to time since then, and quite consistently in the past two years, *Ice Follies* has cooperated with stations in presenting the show on video. However, it has established a policy of never telecasting a complete show, and never more than three or four minutes consecutively.

TV Spots Newest Addition

Ice Follies has added well-produced TV spot film to its series of radio spots in the past few years.

For the division of budget appropriation between radio and TV, *Ice Follies* management and Walter McCreery Inc. have worked out an interesting formula which is recommended to arena managements in television areas. The money is proportioned in direct relation to the number of radio and television receiver sets in each area.

In most instances where video has been included in the budget, additional funds have been appropriated so that the expense of the newer medium is not subtracted from radio.

While most of the *Ice Follies* plan concerns spot radio because it is best adapted to the peculiar problem of the traveling ice ex-



TIMEBUYERS are feted in New York by WSOC Charlotte, N. C., at cocktail party Feb. 13. Not showing are blankets bestowed on each guest as souvenir. Among those present were (l to r) Chet Slaybaugh, Morse International; Ned Midgley, Christopher Lynch, McDonald Dunbar and Ed Small, all Ted Bates & Co., and Richard Grahl, William Esty Co.

travaganza, Shipstads & Johnson have made effective use of network radio for a specific purpose.

Each September when *Ice Follies* has its annual world premiere in Los Angeles Pan-Pacific Auditorium, a half hour show is broadcast over a tailor-made network of Mutual Broadcasting System. Some 50 stations are used to cover quite thoroughly the 20 areas in which *Ice Follies* will appear during its winter tour.

This broadcast is designed to show-case the first performance of the new edition, thus giving regular *Ice Follies* patrons an idea what is in store for them when the production reaches their community.

Its format is the narrative-interview type. Top network names are used as interviewers. Among them are Ken Carpenter, Frances Scully for the women's angle, Johnny Grant, Bill Welsh and others.

The narrative includes a building up of a Hollywood premiere and top name motion picture talent in attendance are interviewed.

Some form of line reversal has been used in the network program on several occasions. One year Ted Husing interviewed General John Reed Kilpatrick, president of Madison Square Garden in New York. This was fed into the line at the Hollywood originating point.

Last year a local cut-in was featured. In each area the local arena

manager, a friend of long standing and an important personage in the community, congratulated Eddie and Roy Shipstad and Oscar Johnson on the 15th anniversary of their ice production. A special closing tag in each city gave *Ice Follies* playing dates for that area.

Ads are run on the local newspaper radio pages listing station and time of broadcast. In addition, spot announcements are employed to plug the coming network show. This type of promotion has paid off in a surprisingly large unsolicited mail pull for a one-time network special events type broadcast, according to Mr. McCreery.

As do the AM transcriptions, TV film spots and other *Ice Follies* advertising, production of these annual network "specials" come under personal supervision of Mr. McCreery. He considers *Ice Follies* his particular "baby," having been associated with it for 12 of its 15 years of existence.

A pioneer in Western radio and advertising, Mr. McCreery has the reputation of being a perfectionist.

He was a member of Smith, Bull & McCreery Inc., Hollywood, before forming his own agency a few years ago. And wherever Mr. McCreery has gone, *Ice Follies* has followed.

Local Campaigns Also Handled

Besides representing *Ice Follies* as advertising agency, Walter McCreery Inc. has handled campaigns on the local level with conspicuous success for arenas in Los Angeles, Chicago, New York, Philadelphia, Portland, Ore., and San Francisco.

Because cost of radio and TV operations for *Ice Follies* are scattered among a score of widely separated advertising budgets, it is difficult to arrive at an exact dollars and cents figure, according to the ice production owners.

However, combining the production costs of the material furnished by the traveling ice extravaganza and the cost of station time used in each city for spot radio and TV, an estimate for the total would ap-

proach \$300,000 for the 48-week tour of 20 cities, they said. Rule-of-thumb percentage for the radio and TV portion of the over-all advertising budgets has been approximately 20%.

The executive organization of *Ice Follies* is quite simple. It is a partnership wholly owned by the two Shipstad brothers and Oscar Johnson.

The operation, too, is conducted with a surprisingly small staff. The three owners closely supervise both the business and production phases.

P. K. von Egidy is executive director and was a well-known Los Angeles announcer-sales executive before he joined *Ice Follies* in 1944. His job at the start was to act as liaison between the executive staff, local arenas and advertising agency. But since that time responsibilities have multiplied and he includes many other phases of *Ice Follies* operation in his duties.

With a cast of 165 professional skaters, *Ice Follies* headquarters are being established in Los Angeles, where a new \$100,000 building is being erected to house operations.

Eddie Shipstad and Oscar Johnson were skating partners doing a professional comedy act when they first got their idea that a musical show on figure skates could be successful. But it wasn't until March 1933 when with aid of brother Roy Shipstad, then a professional teacher of figure skating that they carried out that idea. They presented *The Greatest Arena Show* in Minneapolis Arena. It opened on the night of the great bank holiday. As a result it wasn't a success financially, but it was from a production point of view.

In the next two years the three youths produced a series of charity shows on ice in St. Paul. Then in early 1935 they obtained a contract to produce a "tank" show in Chicago's College Inn. They were booked for one month, but played sixteen. It was at College Inn that the idea for *Ice Follies* took form and grew.

The three youths formed a partnership and in Nov. 1936 with a small band of 28 figure skaters left their home town of St. Paul by bus for Tulsa where the new venture was to have its premiere. But a polio epidemic had put the town under strict quarantine. First night audience on Nov. 7, 1936, virtually was out-numbered by the small cast, the three producer-owners relate.

Since those days the cast has grown to its present 165, and production has become steadily more elaborate and spectacular. Where audience was then but a few scattered people, in recent years annual attendance has approached the three-million mark, with a total of more than 30 million having attended *Ice Follies* since it first made that modest debut in Tulsa in 1936.

THE ONE FOR 1951

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

NEWS DANGER

'Smugness,' Not TV Cited At Minneapolis Meet

AM NEWSCASTERS were told that their greatest danger comes not from TV but from their own smugness.

This charge was leveled by Prof. Baskett Mosse, Medill School of Journalism, Northwestern U., who spoke before more than 50 radio newsmen from five states attending the Fifth Annual Radio News Short Course at the U. of Minnesota School of Journalism in Minneapolis.

To meet the competition of TV, AM broadcasters need better trained and better paid news men and news programs that "go far more heavily into interpretative material," Professor Mosse declared.

"Actually, our greatest danger is not from TV itself, but rather from our own smugness—our refusal to see the changing situation," he said.

AM-TV Operations

Professor Mosse's talk closed an all-morning session devoted to problems of AM-TV news competition and of AM and TV news operations within one station. Two newsmen from KSTP Minneapolis-St. Paul—Sandy Miller of the AM newsroom and Bill Ingram, who processes and voices KSTP's nightly TV news show—told of the areas of cooperation in the two types of news broadcasting. Bob Redeen, news director of WOC-AM-FM-TV Davenport, Iowa, told how his two varieties of news are necessarily in direct competition.

Last act of the short course, going into session as a business meeting of the Northwest Radio News Assn., was to elect Glenn Flint, news director of WDAY Fargo, N. D., president for the coming year. He succeeds Charles D. Hilton, news director of KGLO Mason City, Iowa. Other officers elected were William Krueger, news director of KDAL Duluth, vice president; Art Smith, Sioux City, manager of KNAX Yankton, S. D., secretary, and Don Wright, news director of KLER Rochester, Minn., treasurer.

Four panels on radio news problems occupied sessions of the short course. Use and operation of wire

services were discussed at a panel with Mr. Hilton as leader and Don Richardson, KAUS Austin, Minn.; Ed Brandt, United Press field representative, and George Moses, Minneapolis Associated Press bureau manager, as participants. Charles McCuen, KRNT Des Moines, led a panel on "How to Make the News Show Different," with Prof. Charles E. Swanson, U. of Minnesota School of Journalism, and Dean Montgomery, KELO Sioux Falls, S. D., taking part.

A panel on crime news on the air brought forth statements that some of the taboos on broadcasting such news are beginning to disappear. Crime news, said the participants, should be treated with the same "responsibility and judgment

that are applied to any other news, always with the added problems of good taste that characterize news broadcasting." Mr. Krueger was chairman of the panel; Paul Presbrey of the *Minneapolis Star*, Paul Ziemer of WKBH LaCrosse, Wis., and Sheriff Ed Ryan of Hennepin County, Minnesota, the participants.

The fourth panel, dealing with use of recording devices in news broadcasting, was led by Julian Hoshal, KYSM Mankato, Minn. Assisting him were John Leslie, WDGY Minneapolis.

Two speeches by foreign correspondents were given to the short course—one by Herbert Lewis of the St. Paul *Pioneer Press*, just returned from Southeast Asia, and the other by Philip Potter, Baltimore *Sun* foreign correspondent, who was wounded in Korea last fall.

Northrop Dawson, program director of KUOM, the U. of Minnesota station, played a sample of the new KUOM documentary series, *Minnesota Mid-Century*, which is being furnished on discs to 39 of



TWO-YEAR rights to services of Penny Pruden (r) and Penny Pruden's Pantry Inc., Cincinnati club center and product testing outlet, are assigned to WLW-WLWT(TV) Cincinnati as Robert E. Dunville, president of Crosley Broadcasting Corp. (WLW owner) looks on. "Penny's Pantry" will be a merchandising service of the radio-TV stations.

the 44 Minnesota AM stations without charge. United Press played host to a cocktail party Friday evening.

Others who attended: Katherine Barzen, KTRF Thief River Falls, Minn.; Jim Bormann, WCCO Twin Cities; Paul Brown, KSTP Twin Cities; Ray Brune, Minneapolis bureau, United Press; Roger Cowell, WCCO Twin Cities; Jack Dunn, WDAY Fargo, N. D.; Allen Fobes, Mankato, Minn.; Bob Franzen, WTCN Twin Cities; Garth W. Germond, WEBC Duluth; Jerry Gill, Associated Press, Omaha; Jeff Gorham, KILQ Grand Forks, N. D.; Max Guttman, WDAT Fargo, N. D.; Brooks Henderson, KSTP Twin Cities; Gardiner Jones, United Press, Sioux Falls, S. D.; Don Kelly, KELO Grand Forks, N. D.; Jack Kelly, WRFW Eau Claire, Wis.; Walter Losk, KELO Grand Forks, N. D.; Bill McGivern, KIJV Huron, S. D.; Jim McGovern, WDGY Minneapolis; Orrin Melton, KSOO Sioux Falls, S. D.; Howard Morgan, Associated Press, Minneapolis; Robert L. Owens, KVOX Moorhead, Minn.; Marie H. Prosser, KATE Albert Lea, Minn.; Francis Robbins, KDHL Faribault, Minn.; Charles Sarjeant, WCCO Twin Cities; Ronald Schaffer, KASM Alvany, Minn.; Jim Schwartz, WOI Ames, Iowa; Jack Shelley, WHO Des Moines; Ray Stougaard, KSUM Fairmont, Minn.; Jack Swenson, KFYR Bismarck, N. D.; Ray Thompson, KROC Rochester, Minn.; Dick Vogl, WEAU Eau Claire, Wis.

WIND Chicago will broadcast Indiana High School Basketball Tournament for 16th year under sponsorship of same client, Northern Indiana Public Service Co. Bud Campbell will handle commentary on games, three daily on four Saturdays beginning Feb. 24.

RADIO PRAISED

"Public Spirit" Hailed by Congressman

AN ELOQUENT appraisal of the radio industry's "vigilance and public-spirited" service to the nation was voiced in Congress last week by Rep. Harold C. Hagen (R-Minn.), who is serving his fifth term in the House.

The Congressman said he was singling out radio stations because "in these times, when it seems to be popular to criticize and find fault, we very often overlook the great good accomplished by Americans and American industry."

Referring to the "iron rule of dictatorship," Rep. Hagen noted the contrast between the operation of American radio and stations behind the iron curtain "where radio is used constantly to divide and subjugate the people, to thwart the freedom of mankind, and to instill hatred and greed into the hearts of the citizens."

He continued:

Compare this use of radio with the operation of the radio stations in America. We are all familiar with the public service programs of the American radio industry, the free time made available for the purpose of education and the sharing of knowledge, the programs dedicated to humanitarian causes, the unselfish devotion to the ideals of freedom of thought and expression, and the constant effort to make life better for all our people as well as the people of all the world.

The radio industry of America stands unchallenged in its service to the ideals which are America's heritage and the industry asks nothing in return, being content to operate freely in a land where freedom is the paramount tradition.

In paying tribute to the radio industry, Rep. Hagen pointed out how KROX Crookston, Minn., an independent outlet, has contributed its share of public service

to its community.

The Congressman cited service of KROX and other stations which saved lives and avoided property damage during destructive floods in the Crookston area last year. Another incident, he said, was a public campaign launched by KROX which succeeded in apprehending a hit and run driver.

Rep. Hagen concluded: "I am proud of these services KROX is giving to its community. I am more proud to know that hundreds of radio stations all over America are equally vigilant and equally public spirited."

"We need have no fear for the future of our democratic way of life as long as we have free and unafraid avenues of information. Our free way of life is safer and more secure because of the services of America's radio stations, television stations, newspapers, magazines and other publications."

KOREAN POLL

House Hears KSUM Results

A RADIO station's poll of listeners on the Korean situation was presented to the House of Representatives by Rep. Joseph C. O'Hara (R-Minn.).

The poll was conducted in a one-week period ending Jan. 30 by KSUM Fairmont, Minn. Two questions were asked: Whether the U. S. should pull out of Korea and who should determine whether American troops be sent overseas, Congress or the President.

According to Rep. O'Hara, the poll showed 89% of the respondents believing the U. S. should take its troops out of Korea, 97% said Congress should make the decision on whether troops be sent abroad.

OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

REPRESENTED NATIONALLY

by the

GEORGE P. HOLLINGBERRY CO.

Deposits and assets in Mississippi banks are now at an all-time high. This is more reason than ever why you should reach this prosperous market through WJDX... "the voice of Mississippi."

AUTO RADIOS

CHANCE that an auto radio will be turned on increases with the number of passengers, according to a study of car listening made in Georgia by Donald P. Schrader, radio journalism instructor at Iowa State U.

This important audience, often overlooked, takes on added significance with TV's growth, according to Mr. Schrader. In addition, the auto and portable radio audience offsets the normal summer drop in the case of in-home listening.

The Schrader study was conducted in Macon, Ga., last August, with 12,000 interviews and observations made at traffic lights, drive-in theatres and restaurants, and ball parks.

In general he found:

Men are more likely than women to listen to the car radio.

Likelihood the car radio will be turned on increases with number of passengers.

Likelihood the set will be turned on at a given time increases with the distance the car has travelled that particular trip.

Interviews were conducted between 7 a.m.-8 p.m. weekdays, covering both white and negro drivers. So few negro drivers were found that they were eliminated from the findings.

Of all cars observed parked on streets in downtown Macon, 63.66% had radios, and 71% of all cars in which drivers were interviewed had radios. This may be accounted for by the fact that other research has shown that cars with radios are driven more than cars without radios (Whan 1949 Study of Iowa

Importance Stressed in Audience Study

Radio Audience), Mr. Schrader said. Thirty-seven percent of all car radios were turned on at the time of the interviews, but this figure is given more significance when reported by sex, time and distance travelled, he said.

The following table reports listening by sex:

TOTAL % LISTENING BY SEX IN RADIO CARS

Sex	Sets in Use
Male	40.0%
Female	23.3%
Male and female in same car	37.3%

The fact that listening generally increases as the number in the car increases is clear from the following table:

LISTENING BY NUMBER IN CAR BY SEX

Sex	No. in car	% radio cars in which radio on
Male	1	38.2
Male	2	29.1
Male	3	50.0
Male	4 or more	71.5
Female	1	17.6
Female	2	28.5
Female	3	33.3
Female	4 or more	91.1
Male and Female	2	32.8
Male and Female	3	25.0
Male and Female	4 or more	59.6

The likelihood that a driver will

have his radio on enroute to work in the morning is also determined by the distance travelled. Interviews were conducted at the entrance to industrial plants and military establishments from 7 a.m. to 10 a.m. with the results shown as follows:

PER CENT OF RADIOS ON BY DISTANCE TRAVELLED TO WORK

Distance travelled	Sets in use
one to three miles	16.5%
five to nine miles	30.1%
eighteen to twenty-two miles	47.4%

The percent listening varied little from day to day, and the high station identification is construed as further indication that this is regular listening. Ninety-three percent of all those interviewed on their way to work could identify the station to which they were listening.

From 1-3 p.m. interviewing was conducted at traffic lights on main highways through the city. Twenty-three percent of all radios were turned on, and 93.8% named the station to which they were listening.

In the evening, 28% of the radio-cars entering drive-in theatres and restaurants and ball parks had their radios on, and 85% of the drivers named the station to which they were listening.

It is difficult to come to any conclusion about the program preference of car listeners in the morning and evening because all four stations in Macon had similar programs, according to Mr. Schrader. In the afternoon major league baseball had the largest audience.

Listening on the car radios was to local stations. The number of radios tuned to non-Macon stations was less than one-tenth of one percent.

WHDH PROJECT

Controls Unwanted Brush

THE BRUSH CONTROL project of WHDH Boston is being hailed throughout New England as one which can save railroads, public utilities and farmers millions of dollars annually.

WHDH is successfully combating rapid growth of brush at its transmitter site in Needham, Mass., where constant resprouting was obstructing ground wires and threatening transmitter operations. Attempts in 1948 and 1949 to destroy the brush failed. But Robert B. Choate, publisher of *The Boston Herald-Traveler*, which owns WHDH, was convinced that science—plus determination and ingenuity—could solve the problem. In December 1949 he initiated the current project.

Heading the project were Dr. Frank E. Egler, plant ecologist, with the program carried on under Philip K. Baldwin, WHDH, chief engineer, and William B. McGrath, WHDH managing director. Results have been successful beyond expectations and at a cost below other brush-killing expense.

ANTENNAS

FCC Procedure

FCC REVISED Part I of its rule to establish internal procedure for handling applications in the light of the provisions for aeronautical study of antenna sites contained in the recently adopted Part 17 of its rules [BROADCASTING • TELECASTING, Jan. 1].

The Commission said the amended rule, Sec. 1.377, provided that antenna data presented station applications will be examined by the antenna survey branch of its chief engineer's office and if no aeronautical study is necessary, the information will be forwarded to the appropriate Commission bureau for further action. If study is needed, the data will be forwarded to the appropriate regional airspace subcommittee of the Civil Aeronautics Administration.

Those cases in hearing, in which no initial decision has issued, will be handled on a case-to-case basis and no special provision has been made, FCC said. In general, FCC said it did not believe it would be necessary to reopen records already closed to take evidence pertaining to air safety, but in some cases where the record is not closed, such evidence may be desirable.

ANDREWS TO TEACH

Leaves Consultant Field

L. W. ANDREWS, who for the past several years, has served in the capacity of radio consultant through his organization, L. W. Andrews Inc., left the consulting field Feb. 17.

Mr. Andrews took the step in order to be free to instruct in and supervise the Eastern Iowa Radio School which he has developed from a night school to a full time school.

In leaving the consulting business, Mr. Andrews is requesting FCC to dismiss the CP for his radio station KFMA Davenport, Iowa. A corporation has been formed, however, to be known as the KFMA Broadcasting Co. and an application has been filed for his facilities with the FCC.

NEW DIRECTOR

At Fordham U. Station

APPOINTMENT of Rev. Leo M. Laughlin, S. J., as director of WFUV (FM) Bronx, N. Y., Fordham U. station, and a realignment of station personnel, were announced last week.

Personnel changes include Judson La Haye Jr. to chief supervisor and programming assistant to the director; William A. Coleman to director of national emergency operations; Edwin J. Turner to chief announcer; John J. Mahoney to under-graduate supervisor of production, and August A. Rickert to director of publicity and promotion.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

"PROOF OF THE PUDDING"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 27 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

*Ask Free & Peters for the complete WDBJ story.

WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA

FREE & PETERS, INC. National Representatives

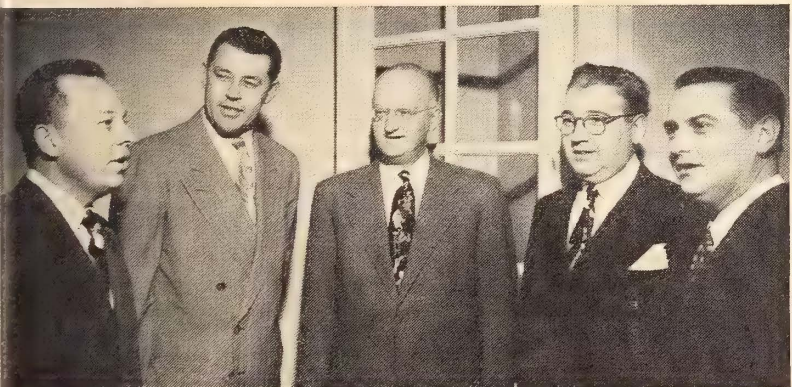




CHECKING the agenda for the two-day CBS District 9 sessions in San Francisco [BROADCASTING • TELECASTING, Feb. 19] are (l to r) FCC Chairman Wayne Coy, CBS District 9 Director Clyde Coombs, and CBS President Frank Stanton.



ENJOYING a cocktail party ending the first day of District 9 sessions are (l to r) Charles E. Salik, KCBQ San Diego; John Karol, CBS sales manager; Charles Garland, KOOL Phoenix, and Hi Wells, KOLO Reno.



NORTHERN CALIFORNIA station representatives who gather with their San Francisco host, Arthur Hull Hayes (second, r), CBS vice president and general manager of KCBS San Francisco, at the Mark Hopkins Hotel include (l to r) Paul Bartlett, KFRE Fresno; Walter Baziok, KREN Bakersfield; John Hamlyn, McClatchy Broadcasting Co.; Mr. Hayes, and Leo Ricketts, McClatchy Broadcasting Co.

IAAB MEET

In Sao Paulo March 19-29

HEMISPHERIC broadcasting will be discussed in detail at the Inter-American Broadcasting Assn.'s second convention, which will be held at Sao Paulo, Brazil, March 19-29. More than 300 delegates are expected.

IAAB agenda includes approval of next year's budget, study of proposed radio station regulations, need for cooperation in an international radio-educational plan, analysis of private broadcasting

in Canada, and selection of country for IAAB's home office.

The board of directors includes Goar Mestre, Cuba; Emilio Azcarraga, Mexico; L. B. Sicco, Uruguay; E. M. de Assis, Brazil, and Gilmore Nunn, U.S.A. (WLAP Lexington, Ky.).

READING of North Dakota Poet James W. Foley's poetry by Karleton Johnson on KDIX Dickinson, N. D. *Sunshine Hour* was a big factor in state legislature's voting next day to place poet's statue in Statuary Hall in U. S. Capitol, station reports.

LaMOTTA FIGHT

'All-Time Great'—Pabst

"WITHOUT a doubt, the LaMotta-Robinson classic will go down in history as one of the greatest sports events ever staged," according to Nate Perlstein, director of advertising for Pabst Sales Co., Chicago, radio and TV sponsor of the bout.

"We are delighted that we could bring this event to the millions who could not attend in person. The fact that some 15,000 people came out in person indicates that the public is hungry for well-matched and carefully-planned sports events. We are happy to be playing a part in keeping sports alive.

"For many years, Pabst Blue Ribbon has taken an active interest in the development of sports."

Lester Malitz, vice president of Warwick & Legler, New York, was agency supervisor of the event.

BEST PROGRAMS

Named by Los Angeles Poll

NBC *Halls of Ivy* and ABC-TV *The Ruggles* were named the outstanding radio and television programs, respectively, of the past year in the second annual awards poll announced last week by the Southern California Assn. for Better Radio and Television.

Selected as "outstanding" in other categories were: Drama—Radio, CBS *Lux Radio Theatre*; Television, *The Ruggles*; Comedy and Variety—CBS *Jack Benny Show*; CBS *Alan Young Show*; Music—NBC *Standard Hour*; KTLA *Harry Owens' Hawaiians*; Education and Information—CBS *University Explorer*; KFI-TV *University*; Reporting-News Interpretation—CBS *Chet Huntley*; KLAC-TV *Clete Roberts*.

Programs were selected from those heard in the Los Angeles area.

CIVIL CENSORS

Urged For Korean News

PUBLIC representatives as well as military personnel should set policy on news censorship in Korea, M. M. Opegard, president of the *Grand Forks Herald*, licensee of KILQ Grand Forks, N. D., said in Chicago Feb. 13. He spoke at the midwinter meeting of the Inland Daily Press Assn.

Pointing out "there should be some kind of civilian committee dealing directly with military authorities in Korea," Mr. Opegard said "they should have sufficient official recognition that they could argue with the military over the wisdom of withholding information the military wishes suppressed." He concluded that "when what we are to be told rests wholly with the military, the suspicion arises that what is blacked out is something which would reflect on our military leadership."



Our belief

Religious Freedom is a most cherished right.

Our belief in action

WGAR offers its mike . . . free . . . to all creeds and to all religions. Every Sunday morning for 13 years, WGAR has presented the "Hour of Worship". This public service is an example of religious freedom in action.

WGAR

Cleveland's Friendly Station

Represented Nationally by

Edward Petry & Company

RADIO - America's Greatest Public Service Medium

THE LATEST WCKY STORY

WCKY IS THE ONE TO WATCH IN 1951!

**JANUARY 1951 SHOWS A LARGE INCREASE OVER JANUARY 1950
FOR WCKY**

MAIL

32% more mail was received in January 1951 over January 1950. 95,692 pieces from 41 states and 16 foreign countries, all ordering WCKY advertised merchandise.

ADVERTISING

NATIONAL ADVERTISERS spent 11% more in January 1951 than January 1950. National advertisers know that in Cincinnati WCKY gives them more listeners at less cost.

LOCAL ADVERTISERS spent 6% more in January 1951 than January 1950. The local boys know what stations produce for them and they keep coming back for more and more WCKY advertising.

BOTH LOCAL AND NATIONAL ADVERTISERS KNOW THAT

IN CINCINNATI

YOUR BEST BUY

IS WCKY

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

RESULTS

NO WONDER WCKY KEEPS INCREASING YEAR AFTER YEAR! RESULTS LIKE THIS BRING ADVERTISERS BACK EACH YEAR AND EACH YEAR WCKY PRODUCES BETTER RESULTS:

"OUR CLIENT, GALGANO RECORDS, HAS TO DISCONTINUE THEIR RECORD OFFER. WE CAN'T GET DELIVERY. WHO'D EVER FIGURE THAT WCKY ALONE WOULD SELL IN EXCESS OF 200,000 RECORDS IN LESS THAN 4 WEEKS."

Alvin Eicoff
Marfree Advt. Corp.

WATCH WCKY IN 1951!

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

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER



TV for Tycoons Only?

RADIO AND television manufacturers and broadcasters are exercised over the excise tax foray. Understandably so. Pending legislation, proposed by the Treasury, would buck the excise impost from the present 10% to 25%, lumping radio and TV sets in with "durable goods" in the luxury class.

Luxury, indeed, when the whole civil defense plan is built around the broadcast media as the "communications nerve center?" Is it fair to raise the cost of receivers to the point where only those in the upper income brackets can afford them?

The problem for radio isn't nearly as serious as for TV. There's virtual aural radio saturation now, and the units are lower in price. But in TV, a 25% tax on a \$300 set would practically price the unit out of the reach of the average citizen.

We're glad to see the Radio-Television Mfrs. Assn., NAB and CIO-UEW go all out in opposition to this rankly discriminatory impost.

Owning a radio and TV set in the U.S. is a "luxury" enjoyed by no other people. It is the "luxury" provided by the broadcast arts which were born, nurtured and developed by Americans, making them the best-informed populace in the world. And the most accessible in times of stress.

Voice or Babel?

SENATOR BENTON'S proposal for a Senate investigation of the Voice of America and related government propaganda efforts strikes us as deserving of prompt and sober attention.

A full-dress inquiry is needed to find out whether our propaganda arm is as muscular as it ought to be. Mr. Benton reported that an expansion of the staff of the Voice and its sister services is in the wind, that the budget for fiscal 1952 authorizes a total payroll of more than 13,000.

As Mr. Benton pointed out, that would be a staff larger than the number of people employed by NBC, Associated Press and Metro-Goldwyn-Mayer put together. We suspect that unless there is a considerable change in operations and policies, the State Dept., in building up the Voice staff to that enormous total, will be adding fat, not muscle.

So far there seems to have been no serious effort to include among the Voice personnel any appreciable number of practical broadcasters—men who have demonstrated their abilities in the tough climate of commercial competition. True, such outstanding figures as Brig. Gen. David Sarnoff have given advice to the Voice on an informal and consultative basis for some time. James D. Shouse, chairman of the board of Crosley Broadcasting Co., has been conducting a special survey intended to discover means of enlarging the overseas audience to Voice broadcasts.

The advice of such men is worth far more than the government could afford to pay. They, and others like them, are willing to help the Voice, despite personal sacrifice, because they recognize the perils of our present crisis. The pity is that the services of so few men of such stature have been enlisted by the government.

We fear that unless a very much greater effort is made to create at least a core of practical radio experience in the vast staff of the Voice, the government will build a huge and

awkward broadcasting service in the image of most bureaucracies.

The fact is that the Voice of America should not only serve to pump a U.S. information and education program around the world, in answer to the propaganda effort of the Soviet. It should also prepare the way for its own liquidation.

Eventually, when the present tension is relieved, it should be possible for free radio systems—like the one that flourishes in the U.S.—to exist everywhere. Government-operated radio is out-of-keeping with the fundamental American concept of government. It is at best a temporary expedient to which we are driven in a period of international controversy.

It seems to us that if a greater number of practical broadcasters exerted their influence on the Voice, two desirable ends would be attained. First, the effectiveness of the service would be improved. Second, the Voice would not become the tool of professional bureaucrats determined to perpetuate it forever.

TV, NG: CIO

TELEVISION has been blamed for the collapse of the theatre boxoffice, for bankrupting sports promoters, in short for all the ills of other enterprises that cannot easily be excused by some more obvious cause.

Last week television was even indicted for union-busting.

The *CIO News* reported that TV was keeping members away from union meetings. Absenteeism from union meetings is an offense just short of treason, so it is safe to say that the CIO leaders must think of TV as a scabrous influence indeed.

We agree with the CIO that it must be difficult to make a strategy committee report as beguiling as, say, an evening with Faye Emerson. Perhaps the solution for the CIO is to harness TV to its own use—surprise the absentees by chasing them right into their own homes.

Union leaders, performing on TV, could surround themselves with showmanlike trappings—a chorus of shapely dancers, for example—and keep the boys glued to the sets. It might not be the sort of thing old Sam Gompers would have done, but then things were different in his day.

On the House

AFTER THREE long years, the House Interstate & Foreign Commerce Committee is ready to consider the McFarland Bill (S 658), which has passed the Senate three times. It would realign FCC procedures to expedite handling of business, and it would place the full burden of responsibility upon the FCC itself—not its staff.

We have supported the McFarland measure because we have felt that its many good features over-shadowed one or two objectionable aspects. There's a provision to allow the FCC to issue "cease and desist" orders, as a sort of middle-ground sanction against law violators. We have always been wary of this provision for fear that it might be abused. Licensees have been disposed to accept it, however, as a small price to pay for the benefits that otherwise would accrue.

The House committee certainly isn't committed to all of its provisions. We hope that it will appraise the "cease and desist" provision and that it will move toward its elimination in any joint conferences between Senate and House.



our respects to:



THOMAS JAMES ALLARD

WHEN CANADIAN broadcasters this week hear a report on the activities of their national association, it will be the third such report given them by youthful Thomas James Allard. Sandy-haired, thin, dynamic and serious Jim Allard will not mince words; he will give the Canadian Assn. of Broadcasters in convention at Quebec the facts about their industry as he sees them from the vantage point of general manager of the association with headquarters in Canada's capital city, Ottawa.

Mr. Allard has been representing Canadian broadcasters at Ottawa since 1943, and knows practically all Canada's members of Parliament personally through frequent contact in the interest of the Canadian independent broadcasters. When he first went to Ottawa from the Canadian west, from where so many of Canada's most aggressive broadcasters have come, it was his job to sell radio to the men and women in the Canadian Parliament. He went to operate the co-operative Canadian Radio Bureau, an office whose main aim is to have members of Parliament record weekly or less frequent reports to their constituents, the record to be aired over the hometown station. These *Reports from Parliament Hill* are now a regular feature of Canadian broadcasting.

Canada has two official languages, English and French. Outside Quebec province and a few scattered section of western Canada, French is however seldom spoken. The majority of Canadians speak only English. Mr. Allard was no exception when he went to Ottawa. Like all Canadians he had learned French at school, but that was not a speaking knowledge of the language. So when he went to Ottawa, which is separated from Quebec province by the Ottawa River, he decided he had better brush up on his French. After all there would be French-speaking members of Parliament to see, and they would appreciate seeing a representative of Canadian broadcasters who could speak their language. There also were French-language station members of the Radio Bureau.

Mr. Allard did so well in his French that his first report to the CAB membership on their co-operative Radio Bureau was given verbally in both English and French. That made a big hit with French-language station operators. Mr. Allard has continued his study of French and is a member of the Eloquent, Elegant and Erudite order of Orateurs du

(Continued on page 51)

3,163,033 Different People Listen to

WOV

at Least
once a week!

WOV is your best bet for
Sales Impact, Coverage and Economy

YOU CAN BUY:

1,972,921—Italian Listeners

1,190,112—English Listeners*

3,163,033 DIFFERENT PEOPLE

at a cost of approximately

11 cents per THOUSAND

PEOPLE reached — naturally

you'll reach most of these people

several times weekly.

*WAKE UP NEW YORK • 1280 CLUB • RAMBLE IN ERIN—PRAIRIE STARS

WOV's New Animated Sound Film
"3,000,000 People" tells the whole story.

730 FIFTH AVE., NEW YORK 19

ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.



st in

POPULATION

4,051,740*

RETAIL SALES

\$2,294,535,000**

NET INCOME

\$3,487,827,000**

FARM INCOME

\$809,026,000**

MANUFACTURING SALES

\$4,497,300,000***

... among
the 12 states in
the rich, growing
Southeastern
Market

*1950 U. S. Census

**1949 Sales Management

***1949 Manufacturers
Record

**NORTH
CAROLINA**

DEPARTMENT OF CONSERVATION
AND DEVELOPMENT, RALEIGH

Strictly Business

(Continued from page 11)

abode is at the corner of 46th St. and Fifth Ave.

Born in New York on Feb. 12, 1897, Wally attended De Witt Clinton High School and Cornell U., where he majored in the chemistry of food preservation—a far cry from his present field. During World War I, he was in the Navy, winding up as a deck ensign on destroyer duty. After the war, he went back to Cornell to take an M.S. in food chemistry.

After several weary months behind test tubes and beakers, he decided on a sales job. In 1923, he took such a job with the Elyria Co., which then manufactured glass-lined steel tanks for use in the food processing industry.

The following year, 1924, he married Doris Dunning, a Smith College graduate, and got another sales job, with the old *New York World*.

Enters Radio Field

A succession of sales jobs followed. In 1926 he met Scott Howe Bowen, who later became a pioneer station representative and found himself with a new kind of sales job—selling radio transcriptions.

He started a major campaign, on his own behalf, with NBC—a campaign that lasted for two years and paid off in 1930 with a spot in the NBC network sales department.

For eight years, Wally Duncan was one of NBC's top sales personnel. In 1938 he was offered a key sales job at WNEW New York. The job was a challenge as well as an opportunity, and he took it.

At WNEW, Mr. Duncan rose quickly—as the station prospered—to be one of the industry's best-paid and best-known sales executives, eventually becoming vice president in charge of sales. He was a prime mover, with Bernice Judis and Herman Bess, in developing WNEW's highly-successful "block programming," formula of music and news.

Mr. Duncan retired from WNEW in 1948 to run a Dutchess County (N. Y.) hog-and-dairy farm of some 400 acres with his wife, two daughters (Ann, 21; Heather, 19), and two sons (Ian, 13; Jeffery, 9). Meanwhile, he accepted a vice president's job on a consultant basis, at WSNY Schenectady.

Finally Wally Duncan decided farm life was a little too isolated. Early last year he moved back to New York and into the top sales slot at WPIX, where he remained until shortly before he assumed his newer duties at the Paul H. Raymer Co.

Mr. Duncan is a member of Phi Gamma Delta, the American Legion, the New York Grange and the Cornell Club of New York. In what little spare time he has, he



HOOSIER broadcasters plan saturation coverage of the Indiana High School Basketball Tournament March 17. Fifty-three AM and FM stations will be fed by 32 separate origination set-ups at the tournament, in addition to one TV origination. Coverage plans are discussed by (l to r): Emmett Jackson, WCNB Connersville; L. V. Phillips, commissioner of the Indiana High School Athletic Assn.; Richard L. Pyles, WCSI Columbus; Daniel C. Park, WIRI Indianapolis, and president, Indiana Broadcasters Assn.; Joe Jordan, WSAI Logansport; Robert Hinshaw, assistant to Mr. Phillips, and O. E. Richardson, WASK Lafayette.

KXLY'S LOVE STORY

With Radio as the Heroine

HERE is a love story sure to be interesting to the radio and advertising fields.

KXLY Spokane has put out an attractive booklet entitled, *Why Are Listeners and Advertisers So in Love With Radio?* The booklet

is preparing a chapter for a TV book due to be published this summer.

The basic success secret in his field, Mr. Duncan feels, is really very simple. "Most of our business increases," he states, "comes from steady clients—agencies and advertisers—who have decided to expand their schedules with us. I feel, as my boss, Paul Raymer, does, that once the client believes in you and your stations, and once you start delivering more than you promise, the rest is fairly easy."

showers compliments on the aura of the medium and quotes from Pliny the Younger who 1,800 years ago eulogized the spoken word.

KXLY is placing the booklet into the hands of store managers, their department heads, owners of small stores and even store clerks. Then the station manager's wife and to the department head's wife. "This gives him a chance to see it both at the store and at home," KXLY explains.

As a poet would write of his beloved, so KXLY describes radio. There are sections under such headings as:

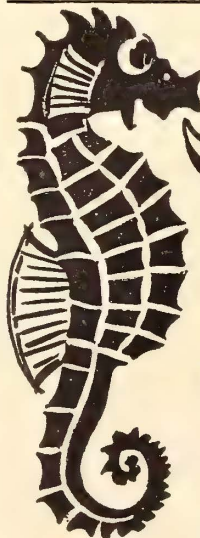
"Radio creates the most beautiful pictures of any medium—the pictures that people draw in their minds."

"Radio delivers prospects in the right frame of mind and heart."

"Radio reaches the new generation who make tomorrow's profits possible."

"Radio is the happy medium."

THE OLD SEA-HORSE SAYS:



No Other Medium "Offers So Much For So Little".

Now affiliated with Progressive Broadcasting System.

May We Hear From You?

WVMI

**BILOXI
MISSISSIPPI**

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES



NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK JANUARY 7-13, 1951

Rank	Previous Rank	Programs	Current Ratings Homes %	Current Rank	Previous Rank	Programs	Current Ratings Homes %
1	2	ONCE-A-WEEK (Average For All Programs)	(8.5)	5	5	Arthur Godfrey (Nabisco) (CBS)	8.4
2	1	Jack Benny (CBS)	22.0	6	10	Rosemary (CBS)	8.2
3	6	Lux Radio Theatre (CBS)	19.4	7	6	Ma Perkins (CBS)	8.1
4	3	Amos 'n' Andy (CBS)	18.7	8	16	Backstage Wife (NBC)	8.1
5	4	Charlie McCarthy (CBS)	17.1	9	9	Big Sister (CBS)	8.0
6	5	Godfrey's Talent Scouts (CBS)	16.0	10	17	Right to Happiness (NBC)	8.0
7	7	My Friend Irma (CBS)	15.1	1	1	DAY, SUNDAY (Average For All Programs)	(3.6)
8	11	Walter Winchell (ABC)	13.9	2	1	True Detective Mysteries (MBS)	8.1
9	9	You Bet Your Life (NBC)	13.4	3	2	The Shadow (MBS)	7.9
10	10	Red Skelton (CBS)	12.7	3	2	Martin Kane, Private Eye (MBS)	7.6
11	1	Hollywood Star Playhouse (CBS)	(5.8)	1	1	DAY, SATURDAY (Average For All Programs)	(5.7)
12	2	BEULAH (CBS)	11.7	2	2	Armstrong Theatre (CBS)	10.3
13	3	Tide Show (CBS)	10.1	3	3	Stars Over Hollywood (CBS)	10.3
14	5	Lowell Thomas (CBS)	9.3	3	3	Grand Central Station (CBS)	9.8
15	1	WEEKDAY (Average For All Programs)	(5.7)				
16	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.1				
17	2	Romance of Helen Trent (CBS)	9.3				
18	3	Our Gal, Sunday (CBS)	9.1				
19	4	Wendy Warren and the News (CBS)	8.7				

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.
Copyright 1951 by A. C. NIELSEN CO.

'Freedom' Awards

(Continued from page 37)

Waterbury Colflesh, single broadcast on *Know Your Neighbor* program sponsored by Junior League of Des Moines, Des Moines, Iowa. Des Moines school radio system.

Maine Council of Churches, single broadcast over *The Church School of the Air* during Brotherhood Week, Portland, Maine. WCLH Portland, WRDO Augusta, and WLBZ Bangor. KGVO Missoula, Mont., single broadcast dramatizing periods of civilian hoarding in wartime.

Among General Awards, second-place awards were won by The Advertising Council Inc., New York, for *The Miracle of America*, and by Thomas J. Filas of the Don McNeill Radio Productions, Chicago, for his original song, "Freedom Bell March." Honor medals were awarded the Assn. of National Advertisers Inc., New York, for its 1950 series, *Effective Employee and Community Relations in Action*; and Anheuser-Busch Inc., St. Louis, for *Between Americans*, a single telecast on the Ken Murray Show of Oct. 14, 1950.

For a commencement address at Hastings High School, Marion Harper Jr., president of McCann-Erickson Inc., New York, received a third-place award.

In the public address category, a fourth-place award went to George E. Sokolsky for "The Peace of Truth," delivered at St. Bona-



DR. ALLEN B. DuMONT (l) was willing to let his 50th birthday on Jan. 29 slip by but executives and early employees surprised him with an informal party in the cafeteria of the DuMont Allwood cathode-ray tube plant, Clifton, N. J. Dr. DuMont prepares to cut the birthday cake while Leonard F. Cramer, vice president of DuMont Labs, beams a congratulatory smile.

venture U. A certificate of merit was given Stuart Peabody of The Borden Co., New York, for "Advertising and Total Diplomacy," delivered at an AAAA meeting.

DIRECT MAIL did total dollar volume of \$918,660,480 during 1950, according to figures released by Direct Mail Advertising Assn.

Feature of the Week

(Continued from page 11)

reforms in the currency—no more bottlecaps! After one last program for the benefit of those hapless souls who had invested their all in Arrowhead milk so that they could save the caps, the new medium of exchange became Arrowhead ice cream wrappers.

The Minnesota traders reacted swiftly, bottle caps being at a premium during that last hectic week before they would again be like any round scraps of cardboard—worthless and unwanted. There was a run on bottle caps. And when the day of reckoning finally came, when the last bottle cap auction began, hundreds of thousands of the ubiquitous discs were piled up in the KDAL studios, their anxious owners waiting for the test of power, the bottle cap's last hour of glory.

Inflation is a mild way of describing the hullabaloo that followed. Imagine 11,400 bottle caps for an Erector set! The traders were falling over each other to get rid of their prized currency. Two bikes were snatched up for 13,000 caps apiece.

Then it was all over. The old economic laws reasserted themselves, and the traders left—those who were lucky enough to have gotten rid of their bottle caps—clutching whatever they had been able to buy. Those who had not been so fortunate left with their bulging bags and boxes of worthless trash. Fittingly enough, those caps remaining with the station were turned over to the janitor to be burned, and according to the station's building engineer, they were used in place of coal for three hours by the four story Bradley Bldg. in 10-below-zero weather.

Thus all bottle caps come to a good end someday and fulfill their natural destiny, and many Minnesota hearts were happy with their gains. But of the wretched hundreds who were unable to convert their bottle caps, we hear little. They watch and wait hopefully for a new financial revolution, while, in Duluth at least, the ice cream wrapper reigns supreme.

Radio Market Data

for
Oakland,
California

1. How many people?

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

2. How rich are they?

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

3. What does Hooper say?

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

4. Do San Francisco Independents cover Oakland?

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

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

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

KLX

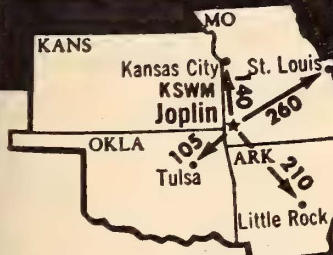
TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

KSWM

JOPLIN, MO.

REACHES 446,600*
PERSONS WHO SPEND...
\$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!



* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

Austin A. Harrison, President

KSWM

CBS in JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

front office



BILL HUMBERT, manager KVMA Magnolia, Ark., appointed manager KPAS Banning, Calif.

ROSS CASE, production manager KWAT Watertown, S. D., named acting manager, replacing THOMAS L. YOUNG, called to duty with Marine Corps.

WOLTER H. PATTERSON JR., vice president, treasurer and station manager Clinton County Broadcasting Corp. (WIRY Plattsburg, N. Y.), leaves corporation. The following officers have been elected, JOEL H. SCHEIER, president; THOMAS A. ROBINSON, vice president; JOHN M. NAZAK, treasurer, and ARMAND A. MANCUSO, secretary.

EDWARD P. MORGAN, member of the Washington radio law firm of Welch, Mott & Morgan, last week took office as head of the price enforcement division of the Office of Price Stabilization. He replaced F. Joseph Donohue, who succeeded Guy Mason as District Commissioner. Onetime FBI agent and specialist on Fascist, Communist and other un-American groups, Mr. Morgan was associate counsel for Joint Congressional Committee investigating Pearl Harbor.

ROBERT ROHRS, sales department WPAT Paterson, N. J., to sales staff WONE Dayton.

LOUIS E. SMITH, sales-service department WOAI-TV San Antonio, appointed account salesman, succeeding FRED VANCE, resigned. JOHN BAADÉ, TV commercial staff, replaces Mr. Smith in sales-service.

PAUL H. BENSON appointed commercial manager Palmetto Broadcasting System (regional network), Anderson, S. C.

W. S. GRANT Co., San Francisco, appointed representative for Aloha Network, T. H.

IRVING LICHTENSTEIN, publicity and promotion director WWDC AM FM Washington, appointed head of newly created publicity-sales promotion-merchandising department MANUEL MICHAELSON, FM account executive, and WARREN BOOROM, KRSN Los Alamos, N. M., will assist Mr. Lichtenstein in new department.



KOFO Ottawa, Kans., appoints Bowles & Co., Ft. Worth as national representative.

MORTON J. WAGNER appointed emergency mobilization coordinator of Radio Wisconsin Inc. (WISC) Madison.

Mr. Lichtenstein

NATIONAL TIME SALES, N. Y., appointed national representative for WLPO LaSalle, Ill.

KEN ADAMS to KGFJ Los Angeles sales staff.

Personals . . .

GENE TIBBETT, general manager WLOX Biloxi, Miss., elected president Gulf Coast Shrine Club. . . BOB WELLS, general manager KIUL Garden City, Kans., presented award as "Outstanding young man of year for state of Kansas." . . ROBERT T. MASON, owner and manager WMRN Marion, Ohio, elected president of Marion County Republican Club. . . JACK TIPTON, salesman KLZ Denver, spoke on "Radio Advertising," as guest lecturer before journalism and advertising students at U. of Colorado.

H. PETER LASKER, general manager WLWD (TV) Dayton, was guest speaker Feb. 19, at Rotary Club luncheon. He spoke on "The Inside of Television." . . BENEDICT GIMBEL JR., president and general manager WIP Philadelphia, appointed to emergency stabilization cooperation committee of city.

HARRY WISE Jr., West Coast head George P. Hollingbery Co., L. A., elected chairman of Los Angeles branch, National Assn. of Radio Station Representatives. . . LEON WRAY, sales manager KHJ Los Angeles, returned to work following three weeks convalescence from abdominal operation. . . AL HUBBARD, account executive KECA Hollywood, adopts boy, Frederick. . . FRANK MATHEWS, salesman New York office WLW Cincinnati, is grandfather of girl born Feb. 19.

Johnstown's Only Morning Personality

JOE CAVANAUGH IS A WORK-HORSE

off the air

and

on his show



WEEKDAY MORNINGS



SEVEN 'TIL NINE

THE JOE CAVANAUGH SHOW

WARD
JOHNSTOWN



WVAM
ALTOONA

Represented by Weed and Company

LEMMON NAMED

Gets WJW Executive Posts

APPOINTMENT of Bill Lemmon as vice president and general manager of WJW Cleveland, Ohio, ABC affiliate, has been announced by William M. O'Neil, president of WJW Inc., licensee of WJW-AM-FM. Mr. Lemmon has been associated with the station since 1940.

Currently serving as vice president and general manager of the affiliated Ohio Music Co., Cleveland's wired Muzak service facility, Mr. Lemmon has had wide experience with station operation and personnel. He also will continue his present duties with the music firm.



Mr. Lemmon

Mr. Lemmon joined WJW as a salesman in 1940 when the station was located at Akron, Ohio, and remained in that capacity until he joined the Maritime service for a three-year period during World War II. During those years WJW was moved to Cleveland and Mr. Lemmon returned to head up the music subsidiary, a position he now holds.

Extension Granted

G. A. RICHARDS stations last week were granted a 30-day extension to March 21 in which to file proposed findings of fact and conclusions in the case involving license renewals of KMPC Los Angeles, WJR Detroit and WGAR Cleveland. Protracted hearings in Los Angeles and Detroit were completed last December [BROADCASTING • TELECASTING, Dec. 25, 1950]. In the extension petition, it was noted that counsel illness since Christmas Day occasioned a need for more time.

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

**\$19,482,000
In Drug Sales***

Drug 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.



Our Respects To

(Continued from page 46)

ont Royal.

Mr. Allard did such a good job with the Canadian Radio Bureau that Canada's broadcasters sent him to San Francisco in 1945 to present them at the organizing sessions of the United Nations. From there he sent out daily reports for airing to the Canadian stations as part of the service of the Canadian Radio Bureau. He interviewed Canadian delegates to the conference and so brought the Canadian viewpoint to the Canadian listeners.

The following year he was given the added task of looking after all public service activities of the CAB, handling the many requests for free time which flood Canadian stations, helping them with all types of public service activities, keeping a record of these programs and services for the annual reports which Canadian stations have to make to the Canadian Broadcasting Corp. and the Department of Transport.

Work Liked

Two years later the Canadian broadcasters showed Mr. Allard how well they liked his work. In the spring of 1948 at their annual convention they appointed him general manager of their association, a post he has held since and with which he has combined the Radio Bureau and a number of other activities for the service of Canadian broadcasting.

Jim Allard was born at Sault Ste. Marie, Ontario, on July 22, 1914. At an early age he moved with his parents to the province of Alberta and the city of Edmonton, then still a small town. His father built schools and Jim attended them. He did well, and at the age of 12 won the Alberta gold medal for an historical essay on Canada's Diamond Jubilee, celebrated July 1, 1927. While going to school Jim played hockey, and later did some refereeing in that winter sport. He graduated from the U. of Alberta with an honorary degree in commerce.

After a short period on Edmonton newspapers, he joined CJCA



NO PIKE(R) was this door prize at a recent luncheon of the Minnesota Sportsmen, held in Chicago during the Pro-Football Draft Meeting. A Minnesota-caught walleye, it was won by Don Arthur, WDUZ Green Bay program director, shown hefting it.

Edmonton as an announcer in 1935, then became a continuity writer and news editor of the station. For his excellent job as news commentator and news writer he won the Citation of Merit of the Assn. of Canadian Advertisers in 1943, and this acknowledgement of his abilities was a deciding factor in his being picked for the Canadian Radio Bureau.

Since becoming general manager of the CAB, Mr. Allard has had need for all his driving force. There was first a reorganization of the entire CAB establishment which was moved to Ottawa from Toronto in the interests of economy, since Mr. Allard had to keep a close eye on the important Radio Bureau as well. Then it was necessary to work out a better method of giving service to French-language stations which have problems not applicable to the English-language stations. The Department of Transport wanted to increase station license fees considerably and required more detailed annual reports from stations. Mr. Allard was kept busy and was able to have the drastic station license fees moderated. He established regional meetings of CAB member stations at which mutual problems were solved around the conference table, saving time at the annual meetings. He was largely responsible for

NETWORK SPONSORS

Radio Increase Reported

SPONSORED network shows on radio totalled 214, and those on television 159, according to the February issue of *FACTuary*, published by Executives Radio-TV Service, Larchmont, N. Y. Similar figures for Nov. 1, 1950, showed 207 sponsored network radio programs and 162 sponsored network television programs.

Agency accounts in network radio for February 1951 totalled 128, spread among 84 agencies. Network television agency accounts totalled 156, spread among 81 agencies, it was stated.

AD CLUB MEET

Roslow Cites Measurement

SIDNEY ROSLOW, director of The Pulse Inc., was one of a group of speakers at various clinics of the Advertising Club of New York last Monday, as part of its Advertising and Selling Course. Mr. Roslow spoke on radio-TV audience measurement.

Other speakers included Frank J. Ford, sales promotion manager for National Distillers Products Corp.; Robert A. Whitney, president of National Sales Executives; George L. Miller, vice president of R. T. O'Connell Co.; Charles V. Morris, vice president of Reinhold-Gould Inc., and Howard A. Stone, vice president of Daniel Starch & Staff.

picking engineers to represent the CAB at the NARBA conferences, and helped a former colleague from western Canada, Pat Freeman, to set up the sales directorate of the CAB at Toronto.

In addition to handling the annual CAB convention of the past two years and this year, Mr. Allard's biggest job, and most time-consuming job, has been the preparing of data for briefs represented by independent broadcasters and the CAB at the various hearings of the Royal Commission on Arts, Letters and Sciences, headed by Rt. Hon. Vincent Massey. The report of this commission is expected soon, and will have an important bearing on the Canadian government's future policy on broadcasting and television. Mr. Allard attended all sessions of the commission right across Canada, being on hand with CAB board chairman, Bill Guild, CJOC Lethbridge, to answer all questions of the commissioners and their counsel.

Mr. Allard married radio actress Alice Tonstad at Edmonton on May 6, 1938, and they have one daughter, Sandra Lee. Before going to Ottawa, Mr. Allard had time for boxing, fencing, skating and hockey, now he has time only for swimming. He takes an active interest in national and international affairs, economic matters and social welfare work. At Ottawa, he belongs to the Rideau Club and the American Trade Assn. Executives Club.

HITCH YOUR PRODUCT TO A "RADIO RANCH" STAR



Webb Hunt
soar as these Webb Hunt
... and watch your sales
advertisers have done:

Alaga Syrup
B. C. Headache Powder
Dentyne Chewing Gum
Fairmaid Bread
Foremost Dairies
Ipana Tooth Paste
Kam Dog Food
Kool Cigarettes
Ladies Home Journal
Lone Star Beer
Musterole
O. J. Beauty Lotion
Pic Sweet Frozen Food
Red Arrow Drugs
Robert Hall Clothes
Shampoo Curl

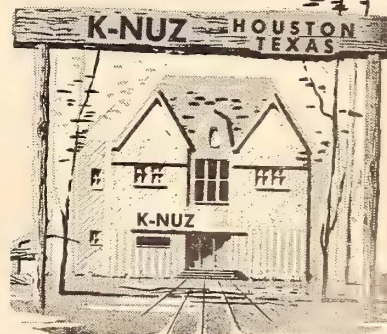
Plus a choice list of
local advertisers.

Webb Hunt Shows:
"Portcity Popcorn"
8:30 to 10:00 a.m.
Mon. thru Fri.

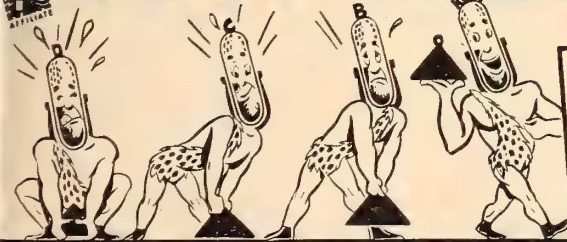
"Music Maker"
7:05 to 8:15 a.m.
Mon. thru Fri.

For information call
FORJOE
National Representative
or **DAVE MORRIS**
General Manager
at KEystone 2581

"RADIO RANCH"
P. O. Box 2135



KGW carries the weight
in the Oregon Market
DAY or NIGHT



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

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



Greetings are extended to tournament participants by S. F. B. Morse (l), board chairman of Calif. Packing Corp., as Mr. Phillips of KDON looks on.

AN 'ACE' FOR LBS

Crosby Golf Event Carried

A PROFESSIONAL hole-in-one was scored by Liberty Broadcasting System in its coverage of the 10th Annual Bing Crosby Professional Golf Tournament. Such stars as Bob Hope, Johnny Weismuller, Byron Nelson, Dennis O'Keefe, Jimmy Demaret, Phil Harris, Bob Crosby and "Der Bingle" himself were interviewed during the four-day contest, finally won by Byron Nelson.

The broadcasts were not sponsored nationally, but were fed to all outlets for local sponsorships.

Programming amounted to more than 10 hours of air time and was originated for LBS by KDON Santa Cruz, Calif., under the direction of Orel Phillips, program director for the station. Mr. Phillips assisted the announcers, balancing play-by-play reporting with personalities and color in order to hold interest of golfers and non-golfers alike.

Ad Nominations Wanted

ASSN. OF Canadian Advertisers has asked for nominations for men and women who have made noteworthy or outstanding contributions in 1950 to Canadian advertising. Five awards will be made in the shape of medals for various phases of the advertising business.

air-casters



WILLIAM DOAK, announcing staff KATL Houston, appointed director of publicity and promotion. He replaces **JUSTIN HOUSE**, resigned to accept editorship of *Cotfag Magazine*, sports publication. **ROBERT C. WARREN**, senior Rice Institute, appointed to announcing staff.

TED McKAY, WKNA Charleston, W. Va., appointed program director WMON Montgomery, W. Va. He succeeds **TED NELSON**, now with KVER Albuquerque.

LESLIE G. ARRIES Jr., staff director WABD (TV) New York, named assistant to C. G. **ALEXANDER** in administration of program production department DuMont TV Network. Mr. Arries, former cameraman, production assistant and director of special events, WTTG (TV) Washington, and program operations manager WDTV (TV) Pittsburgh, is only member of DuMont to serve in all three owned and operated DuMont stations.

BILL BARRON, page staff, Don Lee Network, Hollywood, to network public relations department. He replaces **SUE DOHAN**, news editor for publicity releases, on leave of absence because of sickness.

CHARLES BARTON, motion picture film director, signed to direct CBS *Amos 'n' Andy* television film series, first of which is now being filmed at Hal Roach Studios, Culver City, Calif. **DAN RUSSELL**, program manager Pacific Regional Network, on leave of absence attending Uruguay Film Festival, Montevideo, at request of Motion Picture Producers Assn. He returns in early March.

AL ROSS, disc jockey-announcer WBAL-AM-TV Baltimore, appointed director of popular music for station.

JIM STRONG, announcer WTIC Hartford, called to duty with Army.

GEORGE SMITH, graduate Columbia Institute, Philadelphia, appointed to announcing staff WIP same city.

CLYDE LING, Columbia graduate, named chief script writer WCAM Camden, N. J.

WILLIAM A. VENELL, announcing staff WHO Des Moines, named traffic manager for AM-FM operations.

FRANK YOUNG, public relations

manager WPIX (TV) New York, to NBC same city. He will handle official social functions in behalf of network.

BETTY SCHMIDT, KXLJ Helena, Mont., to information division of foreign service, State Dept.

ED RODGERS, emcee for U.S. Treasury Bond show series WBKB (TV) Chicago, to WHBF-AM-FM-TV Rock Island, Ill., as staff announcer.

HENRY MAY, scenic designer CBS-TV, and Jean Donovan were to be married Feb. 24.

VIC PIANO, promotion director WSB-AM-TV Atlanta, named officer of new Georgia Alumni Assn. of Syracuse U. **A. DONNAVAN FAUST**, program director WLWD (TV) Dayton, on three weeks vacation touring South.

FRAN PETTAY, night program director WJR Detroit, will emcee new *Music Hall Matinee*, Mon.-Fri. at 4 p.m.

RANDALL KALER, program director WFAS-AM-FM White Plains, N. Y., and Mae Claire Von Pein, married. **RITA CHOICE**, sales promotion WLS Chicago, transfers to promotion-publicity, working under **JOHN DRAKE**, manager.

ETHYL FOSTER, corresponding secretary of Philadelphia Television Assn., to emcee *The Saturday Nite Preview* over WCAU-TV Philadelphia.

RUSS NAUGHTON, chief announcer WDRC Hartford, writing weekly newspaper column for *Hartford Courant*.

DENNIS DAY, star of NBC *Day in Life of Dennis Day*, father of boy, Michael Joseph.

GENE McCANN, KNBC San Francisco, to KRON-TV same city, on announcing staff.

EMERSON BUCKLEY, associate music director WOR New York, dedicated Dade County Auditorium, Miami, in ceremonies Feb. 24. He conducted Miami Opera Guild performance of "Carmen."

NANCY REINIK to script department KCBS San Francisco, replacing **JOY FRIZZE**, who is now with Buchanan & Co., same city, as assistant to production manager. **MARIANNE GOLDMAN**, news writer for Red Cross, to KCBS to handle promotion work on *Bill Weaver Show*.

News . . .

CHARLES EISCHEN, *Chicago Herald American*, to KGO San Francisco, in news and special events department.

HARVEY STEGMAN, sports staff WSPC Anniston, Ala., to head of sports department KWFC Hot Springs, Ark.

JULIAN HESS, New York public relations man, to news staff WMTR Morristown, N. J., replacing **JERRY JACOBS**, now in Army.

JOE MICHAELS, news editor WFDR (FM) New York, father of boy, Jonathan.

RICK WEAVER, sports director WIOU Kokomo, Ind., to handle broadcast of State Basketball Tourney.

MILDRED ALVANIA to ABC Hollywood as assistant editor. **MARION CREIGHTON**, network traffic department, also transfers to that department.

AGNES KRUGH, program department WGN Chicago, named assistant to Norman Kraeft, farm director. She will help in preparing scripts, correspondence, market reports and program schedules.

WILLIAM NOONAN, news department KXOK St. Louis, to active duty with Marine Corps.

CEDERIC FOSTER, Yankee-Mutual news commentator, guest speaker at Advertising Club of Boston's luncheon. He spoke on "A Fight Against Communist Aggression."

LOWELL LIMPUS, chief of UN bureau and military editor *New York Daily News*, signed to contract for exclusive newscasts and military editing and analysis for WORZ Orlando. He makes his home in Orlando during winter months.

KEATS VINING, farm commentator WOOD Grand Rapids, Mich., awarded citation for his work in soil conservation by Michigan State College, East Lansing.

LEO JAMES BORMAN, chief news and public affairs department WCCO Minneapolis, named winner of 1950 Byline Award, annual citation by Marquette U., College of Journalism.

GENE GROVE, news editor WMRN Marion, Ohio, father of daughter, Mary Beth.

BRAND SURVEY

Reported by KMA

MAY BROADCASTING CO., which operates KMA Shenandoah, Iowa, has published its "1950 Brand Distribution Surveys for Food and Grocery Store Products and for Drug Products."

The statistical survey was made by the KMA merchandising staff which, through inventories and interviews, checked stores in Iowa, Nebraska, Missouri and Kansas. The grocery survey covered 75 stores in 34 towns, while for the drug survey, 50 stores in 40 towns were checked.

KMA said that it would gladly send a copy of either or both of the studies to interested parties.



National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.

350 Madison Ave., New York

They also know about our new
5000-WATT TRANSMITTER

HALIFAX

NOVA SCOTIA

CHNS

HALIFAX

NOVA SCOTIA

NEARLY 30 YEARS

MANUFACTURERS OF FINE BROADCASTING EQUIPMENT

Uates

RADIO COMPANY
QUINCY, ILLINOIS

Phone 8202

WASHINGTON, D. C. (200) 451-1111
HOUSTON, TEXAS (7700) 461-1111
Phone 41wood 8536