

BROADCASTING TELECASTING

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The Newsweekly
of Radio and
Television.
20TH
year

\$7.00 Annually
5 cents weekly

WOR

that power-full station, in New York,
brings to all food manufacturers
wholesalers and distributors
a vital story!

Yes, this is an advertisement addressed to food advertisers. But it's also a message to be read by everyone who uses, or will use, radio to sell more things, more often to more people on WOR.

THE SUBJECT: "How can I make more money on what I make?"

THE DECISION: "Let's use WOR."

THE ADVERTISING AGENCY: Duane Jones, 570 Lexington Avenue, in New York . . . probably one of the most successful sellers of packaged goods in America today.

THE MAN WHO DECIDED: Richard C. Staelin, advertising manager for the Hudson Pulp and Paper Corp., 505 Park Avenue, New York City

THE RESULT: Read on, it's an amazing story.

and you'll find it on page 33

**RADIO'S
EVER MAGIC
TOUCH**

*here's the plan that sells
the midwest market!*

WLS FEATURE FOODS

**a radio program
and
merchandising service**

featuring

MARTHA CRANE and HELEN JOYCE

Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes . . . and onto the shelves of thriving Midwest grocery outlets . . . thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market . . . in which over 10% of the nation's food sales are made.

The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.



RECENT RESPONSE

- Martha and Helen mentioned once that listeners could receive a copy of a free booklet on gift wrapping techniques by dropping them a card. From this one mention came 3,171 individual requests!
- During a discussion on making candy at home, Martha and Helen offered listeners a booklet containing recipes for making home-made candy. 1,554 requests for the booklet resulted.

Through its highly personalized merchandising service, FEATURE FOODS offers *continuous day-after-day contact with points of sale to:*

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out-of-stock and do something about it

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

your John Blair Man has the details

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

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



New Signal Doubles WJIM's Coverage of Central Michigan

WJIM's exclusive all-directional signal is now stronger, clearer than ever before . . . doubling the coverage of a rich area where over a million and a half people buy more than a billion and a half dollars worth of retail goods every year.

Latest Hooper Reports Show 7-to-1 Preference For WJIM

Listener loyalty for WJIM, too, is now at a new high. Hooper reports prove that WJIM, ABC in Central Michigan, leads all local competition by better than a 7-to-1 margin during the important evening listening hours—with a higher rating than *all other stations combined*. For full details on latest WJIM (and WJIM-TV) availabilities, call the nearest office of H-R Representatives, Inc.

LANSING

LANSING

LANSING

LANSING

H-R REPRESENTATIVES

BROADCASTING TELECASTING



...at deadline

Closed Circuit

TIP to advertisers concerned about radio losing audience: Factory output of radio sets for first half of March running ahead of January and February, far ahead of same period in 1950 and 1949. Production totaled 364,916 receivers for week ended March 16.

FCC's THIRD TV report may prove boon (1) to set manufacturers who can build multiple tuning sets for UHF as well as VHF range and thereby offset existing inventories of VHF sets; (2) lawyers and engineers who will get surge of activity in prosecuting applications; (3) and, later, suppliers and program builders.

RUDOLPH HALLEY, chief counsel of Kefauver Crime Investigating Committee who has won acclaim for conduct of proceedings, knows his radio. He is member of law firm of Fulton, Walter & Halley of New York and Washington, which has handled FCC proceedings involving G. A. (Dick) Richards stations WJR Detroit, WGAR Cleveland, and KMBC Los Angeles, on renewal proceedings.

AMBITIOUS PLANS for creation of TV production and distribution syndicate, specializing in Latin American film productions, are under way. Heading new firm is Frank Fauce, Hollywood producer who has specialized in Spanish language production. His partners, silent at present, understood to be Emilio Azcarraga, Mexican radio and motion picture entrepreneur, and Goar Mestre, operator of Cuba's CMQ network and CMQ-TV. Trio met at Sao Paulo last week during sessions of Inter-American Broadcasters Assn.

DESPITE widespread reports, it's practically certain now that Wayne Coy will seek and get reappointment to his FCC chairmanship prior to June 30 expiration. Confirmation virtually certain. Later, he may consider several talk-up posts—one possibly with new three-man super board which might be created by Presidential mandate to coordinate government-industry allocations and assume Presidential emergency powers on communications under Section 606. Or he may entertain outside proposals such as mentioned proffer of new NARTB-TV helm.

HOW will educators raise money to enter non-commercial TV, now that FCC has capitulated to Hennock-agitated demands for fixed reservation of facilities (209 assignments are specified)? There's some basis for report that organized educational group, spearheaded by Commissioner Hennock, will seek endowment from such funds as Rockefeller, Carnegie and new half-billion dollar Ford Foundation.

NEW rate structure to be recommended to NARTB (NAB) board, giving special discount for joint AM-TV memberships.

CLOSE race indicated in NARTB (NAB) District 8 directorship election contest between R. M. Fairbanks, WIBC Indianapolis, and Milton L. Greenebaum, WSAM Saginaw, Mich. With half votes in, two candidates are running

(Continued on page 86)

Upcoming

March 26: FCC Emergency Meeting for Broadcast Licensees, Interdepartmental Auditorium, Washington, D. C.

March 26: Oral Argument on Color TV, U. S. Supreme Court, Washington.

March 28-31: Assn of National Advertisers, The Homestead, Hot Springs, Va.

April 3: McFarland Bill (S-658) Hearings begin, New House Office Bldg., Washington.

(Complete list of Upcomings on page 32)

Bulletins

EMERSON RADIO & PHONOGRAPH Corp., New York, to launch largest nationwide factory paid advertising campaign in firm's history. Radio and TV spots will be used.

SOMMYL PHARMACAL Corp. of America, through its agency, Emil Mogul Co., New York, plans \$250,000 advertising campaign using extensive radio and television advertising to promote its Nu-Pax, new non-habit-forming sedative. Company has lined up Martin Block and Rayburn & Finch in New York, with spots on other radio and TV programs to follow.

R. MORRIS PIERCE, president and general manager of WDOK Cleveland, offered, and is expected to accept, engineering position with Voice of America. Mr. Pierce would take charge of erecting transmitters necessary for Voice's world girdling expansion program.

RCA-VICTOR TO PROMOTE BASEBALL ATTENDANCE

RCA-VICTOR Division to sponsor advertising and promotion campaign on behalf of professional baseball as part of plan developed by Radio-Television Mfrs. Assn., according to J. B. Elliott, RCA-Victor vice president and chairman of RTMA Sports Committee. Advertising to include radio, TV, magazine, newspaper and other promotions.

Radio advertising to include announcements on *Big Show*, *Boston Pops*, *Screen Directors Playhouse*, *Duffy's Tavern* and *Man Called X*, all on NBC. Go-to-games theme to be pushed, also, on NBC-TV *Kukla, Fran & Ollie*. Dealers and distributors urged to cooperate.

Justice Dept. Asks College Sports Data

U. S. Dept. of Justice Friday asked National Collegiate Athletic Assn. and Big Seven Conference for texts of decisions imposing ban on telecasting of college sports events. Anti-Trust Division studying bans.

Requests for texts made by Assistant Attorney General H. Graham Morison, chief of division, in letters to Kenneth Wilson, NCAA Chicago official, and Walter W. Kraft, Norman, Okla., Big Seven official. Inquiry on possible antitrust violation asked fortnight ago by State Senator George Miskovsky, of Oklahoma [BROADCASTING • TELECASTING, March 19].

Department's probe broadens longtime study

Business Briefly

AGENCY NAMED • Kingan & Co., Indianapolis (meat packer), spot advertiser, names Warwick & Legler, New York, as agency.

NEW RCA CAMPAIGN • RCA-Victor sponsoring *Phil Harris & Alice Faye Show* Sun., 7:30-8 p.m. over NBC for 10 weeks starting yesterday (Sunday) through May 27. Agency: J. Walter Thompson Co., New York.

BLOCK SPOTS • Block Drug (Polident) preparing radio spot announcement campaign in 25 markets starting April 2. Agency, Cecil & Presbrey, New York.

PEPSI-COLA PLAN • Biow Co., New York, contemplating radio spot announcement campaign in plant cities only.

PHILCO SPECIAL • Philco Corp. signed Friday to sponsor special Easter show with Milton Berle on NBC-TV yesterday (Sunday), 3-4 p.m., replacing Nash Dealers. Agency, Hutchins Adv., New York.

LITTLE REACTION AVAILABLE ON TV ALLOCATION

INITIAL reaction to FCC's new proposed allocation plan for television (see story, page 19) indicated some disappointment in proposal to mix UHF and VHF channels in many areas. By Friday report had only limited circulation and most sources declined to comment pending full review of proposals.

Many Washington engineers had not returned from IRE sessions in New York. However, opinion was ventured plan represented theoretical improvement over previous order. One engineer claimed putting UHF and VHF in some cities impractical, that coverage aspects of UHF and VHF were not comparable for use in common market. Networks, advertisers and agencies in New York declared they hadn't had chance to study report.

PROBE CABLE PROBLEM

INTRICATE PROBLEM of distribution of coaxial cable charges among stations and networks carrying telecasts of Kefauver hearings expected to lead to protracted negotiations. One factor complicating situation was ABC sale of hearings to Time Inc. Another was conflict between regularly scheduled network commercial programs and desire of many stations to carry Kefauver instead.

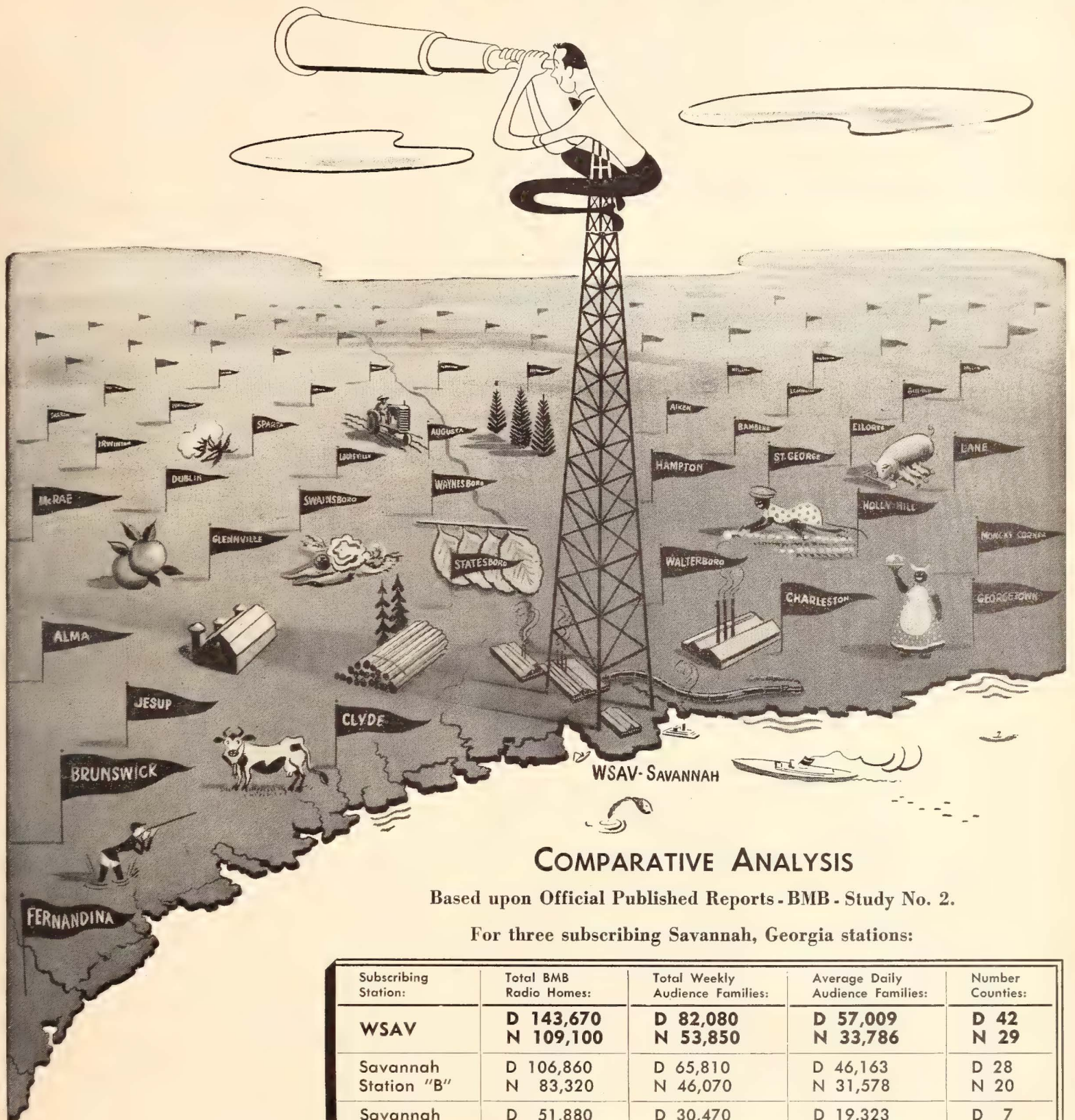
Justice Dept. Asks College Sports Data

of sports, which had been devoted mainly to professional baseball broadcasts. Result of these inquiries had been adoption of formula covering play-by-play broadcasts. Renewed complaints in 1950 caused probe to be reopened and department is watching entire baseball broadcast operation.

It was apparent from Friday's action that department wants to scan football telecast situation carefully. NAB, Radio-Television Mfrs. Assn. and professional baseball leagues last winter worked out plan for extensive promotion of game attendance during coming season (early story, page 61).

BROADCASTING • Telecasting

Any way you look at it...



It's **630**  in Savannah

WSAV

630 kc.
5,000 watts
Full Time



Represented by Hollingbery

How many can you answer?

What 50,000-Watt Chicago radio station is located in the very center of the dial—at 1000 Kc.?

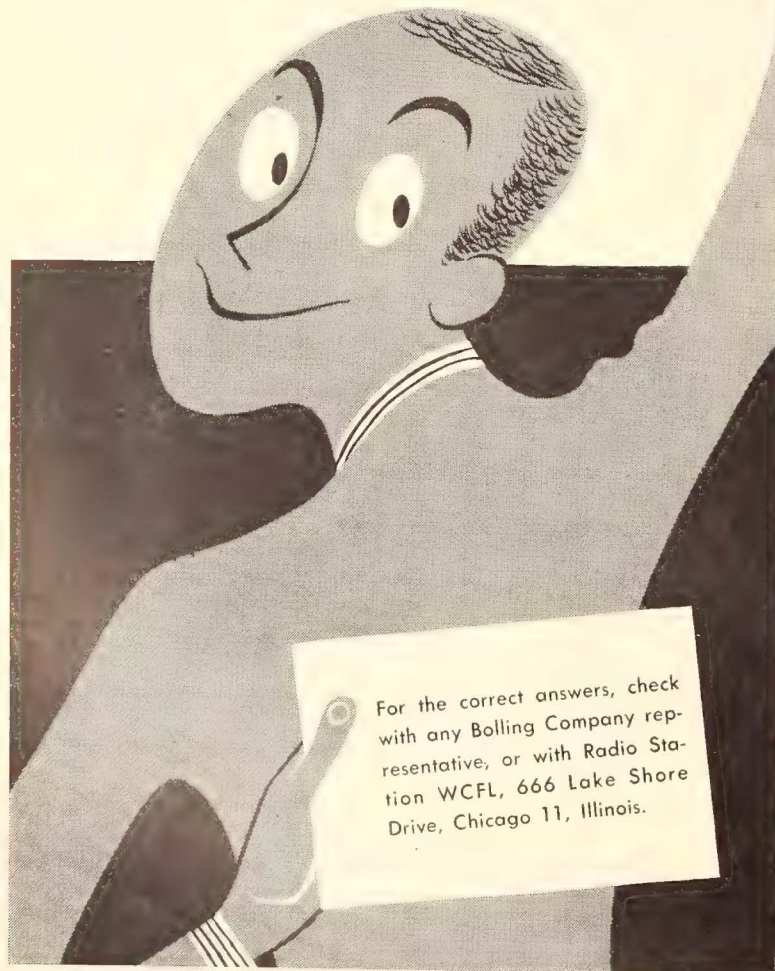
What Chicago station had the greatest gains in Pulse Ratings in 1950 as compared to 1949?

What Chicago station offers spots that reach tuned-in homes for as little as 48 cents per 1,000?

What Chicago station has 30% greater listenership now than two years ago—TV or no TV?

What Chicago station has such effective, diversified programming that it ranks at the top in Classical Music as well as in Sports?

What Chicago station has shown a spectacular percentage increase in national advertising volume during the past year?



For the correct answers, check with any Bolling Company representative, or with Radio Station WCFL, 666 Lake Shore Drive, Chicago 11, Illinois.

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, CEntal 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, EMpire 4-0775 James Montagnes.

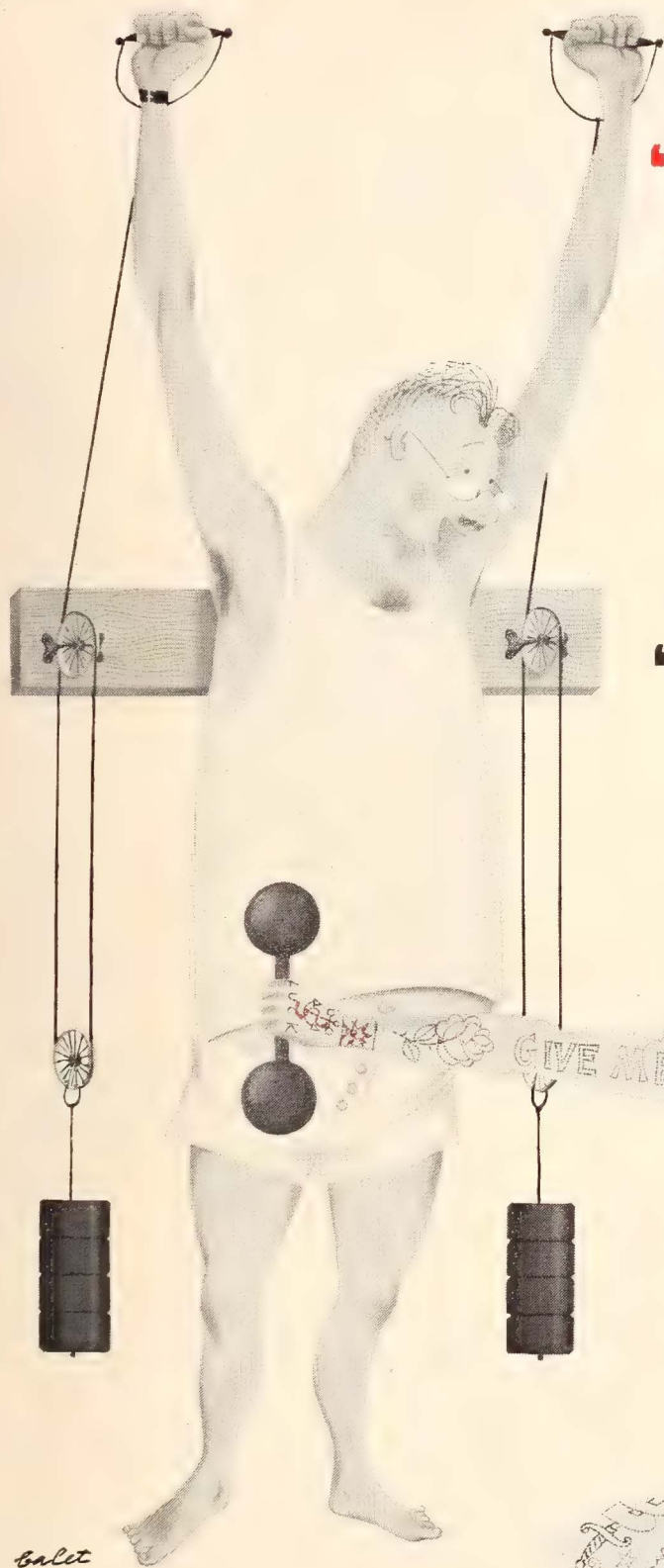
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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BROADCASTING • Telecasting



**"My show's
doing fine
where it is...
why switch
to CBS?"**

**"Most shows
do better
on CBS."**

Ballet

Programs on CBS average 700,000 more listening families than those of the second-place network.

Programs on CBS reach a thousand families at an average cost 97¢ under the next best network buy.

Data are full-day NRI averages for all available months of 1950.

COMPARATIVE NETWORK SHOWSHEET

EVE
Copyright, 1955

	SUNDAY				MONDAY				TUESDAY				ABC
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
6:00 PM	Drew Pearson (273) R*	Widroot Charlie Wild (185)	Quaker Roy Rogers (514)	The Big Show OT (155)	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	"	"	"	"	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	Mystery File S	C-P-P. Our Miss Brooks (152) R	Cuddey 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 Oil Co. 3-Star Extra (34)	"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (33)	"
7:00	Richard Wallace Show	Amer. Tob. Co. Jack Benny (190) R	Affairs of Peter Salem	OT	Co-op* Headline Edition	P & G Drell Beulah (111) R	Co-op Fulton Lewis Jr. (302)	Pure Oil Co. Kaltenborn (31)	Co-op* Headline Edition	P & G Drell Beulah (111) R	Fulton Lewis Jr. (302)	Pure Oil Co. Harkness (27)	Co-op* Headline Edition
7:15	"	"	"	"	Co-op Elmer Davis	P & G Tide Show (145) R	Dinner Date S	Echoes from the Tropics	Co-op Elmer Davis	P & G Tide Show (145) R	Dinner Date	Echoes from the Tropics	Co-op Elmer Davis
7:30	Ted Mack Family Hour S	Rehall 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.I. (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 (101)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R	"	Am. Oil-Hamm. Ed. Murrow (101)	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 P'house (161) R	Hashknife Hartley	A. A. of RR's Railroad Hour (170)	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 Agent
8:15	Stop the Music S	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Mars Inc. Stop the Music (171)	P & G Tide Red Skelton (132)	Enchanted Hour	U. S. Steel Theatre Guild (159)	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (149)	I Fly Anything S	C-P-P'T'hpdr. Mr. & Mrs. North (122) 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	"	United Or Not S	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (159) 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)	"	"	"	"	"	"	"	"	"	"	"	"
9:30	Sterling Drug Album of Familiar Music (212)	Philip Morris Horace Heidt (179)	Committee on Present Danger Series	Tales of the Texas Rangers S	Dream Boat S	"	War Front—Home Front	Cities Service Band of America (94) N	"	Philip Morris Truth or Consequences (149)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (152)	Mr. President S
9:45	"	"	War Review	"	"	"	"	"	Chr. S. Monitor Views the News R	"	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Carnation Co. Contented Hour (179)	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	Time For Defense S	U.S. Army The Lineup (181)	A. F. of L. Frank Edwards (22)	Lever Bros. Big Town (134)	Lawrence Welk S
10:15	Gloria Parker Show S	"	"	"	"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer, 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. Peppercorn Funny (163)	Sterling Drug J. B. Kennedy (207)
10:45	Harry Wismer S	"	"	"	The Three Suns S	"	"	"	The Three Suns S	"	"	"	The Three Suns S

DAY TIME

	SUNDAY				MONDAY - FRIDAY				SATURDAY				ABC
	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 Co-op Ted Malone
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 Prophecy, VolP Inc. (105)	"	Dixie 4 Quartet	We Remember (9:30-10 Spl.)	"	"	Tennessee Jamboree	Clevelandaires S	"	"	"	Boston Sym. Dress Rehearsal S	2:00 This Week At Home S
9:45	"	Trinity Choir	Everett Holles News	Hudson Coal D&H Miners Spl. (14)	Philco Corp. Breakfast Club (290)	"	"	"	"	Garden Gate Ferry-Morse (182)	"	"	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 (172) R	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Make Way for Youth	Miscellaneous Program S	Mind Your Manners	2:30 Phil's Harmon Orchestra S
10:15	"	"	"	"	"	Lever-Rinso A. Godfrey (175) 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-Murdoch, Godfrey (180) R	Dixieland Breakfast Club	Swift & Co.* Red Foley Show (48) Spl.	"	Coca-Cola Refreshment Time, Morton Downey (184)	Helen Hall	Pet Milk Mary Lee Taylor (151)	3:00 This Week Around the World S
10:45	"	Church of Air S	"	News Highlights S	Philip Morris Modern Romances (228)	Natl. Biscuit A. Godfrey (183) R	"	Campbell 10:30-11 Double or Nothing (132)	"	"	Harrison Prods. Cecil Brown	"	3:15 "
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Christian Ref. Church Back to God (266)	Faultless Starch Time (50) Spl.	Serutan V. Lindlahr (148)	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 Andrews S	3:30 Dr. Billy Graham Hour of Decision
11:15	"	"	"	Morning Serenade S	David Amity S	"	"	"	"	"	Soldier's Serenade	"	3:45 "
11:30	The Christian In Action S	Invitation to Learning* S	N'western U. Review S	UN Is My Beat S	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 Best of Old-Fashioned Revival House (232)
11:45	"	"	"	TBA	"	P & G Ivory Snow Rosemary (136)	"	Armour Dial Dave Garroway (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	"	"	"	Don Gardiner * S	Lever Bros. Aunt Jenny (90)	Lanny Ross S*	Pickens Parly S	"	"	"	Public Affairs S	4:45 "
12:30	Co-op Piano Playhouse	Howard K. Smith	Wm. Hillman News	The Eternal Light S	Not in Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service	American Farmer S	Pillsbury Mills Grand Gen. Sta. (154) *	TBA	US Marine Band	5:00 Author Meet Critics S
12:45	"	Richfield C. Collingwood (35)	Dawn Bible Frank & Ernest	"	"	Whitehall Our Gal Sunday (161)	Burrus, Light Crust Dough Boys (M-W-F)	Manhattan Soap The Woman In My House (153)	"	"	"	"	5:15 "
1:00	Sammy Kaye's Sun. Serenade S	N. Y. Phil. Sym.	Fulton Lewis At Home	U. of Chicago Round Table	Harvey (eff. 4, 9, 51)	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)	Leslie Nichols News	Allis-Chalmers Natl. Farm & H. Hour (166)	5:30 Goodyear T. Greatest Story Ever Told S
1:15	"	"	Report From The Pentagon	"	Co-op Ted Matone	P & G Oxydol Ma Perkins (147)	Luncheon with Lopez	Lou Webb Orgnst., Pickens Party Rpt.	"	"	Jerry & Sky S	"	5:45 "

BROADCASTING

WEDNESDAY			THURSDAY			FRIDAY			SATURDAY			6:00 PM
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	ABC	CBS	NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (72)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (72)	Repeat of Kid Strips	6:05 p.m. Saturday Strings	News Griffing Baneroff S	Harmony Rangers	Bob Warren News
"	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	"	Una May Carlisle S	Price of Peace S	"	Earl Godwin's Washington
"	Music 6:20-6:45 S	"	No Network	"	Music 6:20-6:45 S	"	No Network	"	Harry Wismer S	Saturday Sports Review	Organ Music	NBC Symphony S
"	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	"	Labor-Management S	Richfield L. Leseuer (35)	"	"
Fulton Lewis Jr. (291)	Pure Oil Co. Kaltborn (31)	Co-op* Headline Edition	P & G Drefl Beulah (111) R	Fulton Lewis Jr. (291)	Pure Oil Co. Harkness (28)	Co-op* Headline Edition	P & G Drefl Beulah (111) R	Fulton Lewis Jr. (291)	Labor-Management S	Yours Truly Johnny Dollar	Co-op Al Helfer	"
Dinner Date	Playboys	Co-op Elmer Davis	P & G Tide Show (145) R	Dinner Date	Playboys	Co-op Elmer Davis	P & G Tide Show (145) R	Dinner Date	Playboys	Co-op Bert Andrews	Twin Views	"
Beltone Gabriel Heatter	Miles Labs. News of World (153)	General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (153) R	VCA Labs. Inc. Gabriel Heatter	Miles Labs. News of World (153)	General Mills Lone Ranger (145)	Campbell Soup Club 15 (153) R	Pearson Pharm. Co. Gabriel Heatter	Space Patrol S	R. J. Reynolds Vaughn Monroe (166) R	Comedy of Errors 7:30-7:55	Brwn. & Wmsn. Pple. are Funny (72) Spl*
Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H.R.	"	Am. Oil-Hamm. Ed. Murrow (101)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H.R.	"	Am. Oil-Hamm. Ed. Murrow (101)	Mutual Newsreel	"	"	7:55-8: State Farm Auto Ins. Co. C. Brown	Noah Webster Says S
The Hidden Truth S	Schlitz Halls of Ivy (170)	Screen Guild Players S	P&G, Gen. M F.B.I. (149) R	"	Gen. Foods Aldrich Family (152)	Kyrids, The Co. R. Diamond Pvt. Detective (251)	"	Songs for Sale Magazine Theatre	Shoot the Moon S	Wrigley Gene Autry (173)	Ronson Metal 20 Questions (501)	Dangerous Assignment OT
"	"	"	"	"	"	"	"	"	"	"	"	"
International Airport	Kraft Gildersleeve (151)	"	Whitehall Mr. Keen (157) R	Pal Blades Rod & Gun Club (133)	Gen. Foods Father Knows Best (170)	Equitable Life This Your FBI (286) R	"	Music	Sam Spade S	Dancing Party	Gen. Foods Hopalong Cassidy (150) R	The Man Called "X" OT
"	"	"	"	"	"	"	"	"	"	"	"	"
2,000 Plus S	DeSole-Plym'th 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 Draget (167) R	Heinz Ozzie & Harriet (288)	Hear It Now	Air Force Hour S	The Magnificent Montague OT	"	Gen. Foods Gangbusters (150) R	Amer. Tob. Co. Your Hit Parade (167) R
"	"	"	"	"	"	"	"	"	"	"	"	"
Family Theatre S	Bristol Myers Dist. Attorney (163)	"	Hall Bros. Hallmark Playhouse (174)	Co-op Reporter's Round-up	Gulf Refining Counter-Spy (117)	The Sheriff S	"	Bandstand U.S.A.	Duffy's Tavern OT	"	Broadway Is My Beat S	C-P-P Co. Dennis Day Show (147)
"	"	Lee Hats Montgomery (276)	"	"	"	"	"	"	"	"	"	"
A. F. of L. Frank Edwards (133)	Am. Cig. & Cig. The Big Story (173)	Time for Defense S	Philip Morris Playhouse (150)	A. F. of L. Frank Edwards (22)	Screen Directors' Playhouse OT	Gillette Fights (324)	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
I Love A Mystery	"	"	"	"	"	"	"	"	"	"	Sing It Again	"
Dance Orchestra S	Short Story S	Sterling Drug J. B. Kennedy (207)	Freddie Marlin	"	OT	American Sports Page S	Dance Orchestra	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (76)	Dixieland Jam-Bake S	Sterling Drug Sing It Again (144)	R. J. Reynolds Grand Ole Opry (161)
"	"	The Three Suns S	"	"	"	"	"	"	Pro & Con S	The Three Suns S	"	"

SUNDAY			MONDAY - FRIDAY			SATURDAY		
CBS	MBS	NBC	ABC	CBS	MBS	ABC	CBS	MBS
I.Y. Harmonicphony	Lutheran Hour (Lutheran)	Amer. Trucking Assn., Am. Frm. of the Air (166) R	Not in Service	P&G Griso Dr. Malone (144)	Luncheon with Lopez	American Jazz	Toni Co. Alias Jane Doe (130)	Jose Melis Trio
"	"	"	Not in Service	P&G Duz Guiding Light (146)	Tony Fontaine & Co.	Baron Elliott Octette	"	"
"	Music with Trendler	The Catholic Hour	Co-op M. M. McBride (eff. 4/9/51)	GF-Swansdown Mrs. Burton (75) Quaker (35)	Co-op Heatter's Mailbag	Luncheon With Lopez	Hormel & Co. Girls (114)	Symphonies for Youth
"	"	"	"	P&G Tide Perry Mason (149)	Harvey Harding Sings*	"	"	"
Des-Witt-Sym-ple (149)	Co-op Bill Cunningham (75)	Mutual Benefit Ins., Bob Considine (160)	Serutan John B. Kennedy	Toni Co. Nora Drake (157)	Say It with Music	Canadian Rhapsodies	Sonotone Galen Drake (84)	"
"	Mr. Mystery	The Girl From Paris	Frances Scully S	P&G Ivory Fl. Brighter Day (108)	"	"	Dave Stephens Show	"
Drug Shadel (55)	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	Pan American Union	Music for You	Caribbean Crossroads
"	"	"	"	Col.-Palm.-Peet Kings Row (46)	"	"	Adv. in Science	"
Arnaz now	Bobby Benson	Am. Dairy Assoc David Lawrence (159)	Hannibal Cobb S	Pillsbury House Party (157) *	"	Exhibit A	Report From Overseas	Dunn on Discs
"	"	TBA	Talk Back S	"	"	"	Farm News	"
Har a nute	Under Arrest S	Kraft The Falcon (151)	Surprise Package S	Col.-Palm.-Peet Strike It Rich (136) R	Miscellaneous Programs	Horse Racing	Horse Racing	Sports Parade S
"	"	"	"	"	"	"	"	Green Cross Song Festival
"	"	"	"	"	"	"	"	"
Your Mate	US Tobacco Wm. Gargan Private Investig. (320)	The Saint S	Co-op. Welcome To Hollywood (eff. 4/9/51)	Treasury Bandstand	B&D Chucklewagon	Concert of American Jazz	Cross-Section USA	Brewing Corp. of Am., Carling's Takes You to the Races
"	"	"	"	"	"	"	"	"
Meet Sinatra S	US Army & Air Force The Shadow	Pepsi-Cola Co. Dimension "X" (145) 5-5:25	Big Jon & Sparkie S	M Music You Know T-W	Kellogg Mark Trail M-W-F	Buzz Adam's Playroom	Radio Reporter's Scratchpad	Bobby Benson
"	"	Robt. Trout Norwich Pharm. 5:25-5:30 (160)	"	The Chicagoans Th-F St. Louis Mat.	National Biscuit Tu-Th S. Arrow (343)	"	"	"
"	Williamson True Detective Mysteries (472)	Trans World Airlines, Mr. & Mrs. Blandings (61)	"	M-F Top Time Time	Derby Sky King* Tu-Th 5:30-6	"	Saturday At The Chase	Challenge of the Yukon
Howard Reid News	"	"	"	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

8:50-9 AM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.
12:20-12:30 PM Mon.-Fri. Don Gardiner sustaining until 4/23/51 when Sterling Drug will sponsor.
5:30-6 PM Tues., Thur., Superman.
5:30-6 PM Wed., Black Hawk.
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 Pharmacal 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 Newsmakers of Radio and Television
TELECASTING

There's no summer hiatus on WCAU!

Summer daytime ratings on WCAU are just as high as they are all during the rest of the year because 90% of the people who live within WCAU's 53 BMB counties never leave the WCAU coverage area when they go on vacation.*

*For your ticket to new
summer sales, watch for
the WCAU campaign:
At Home or Away
they never leave "WCAUSA"*

WCAU

The Philadelphia Bulletin Station

CBS affiliate, 50,000 watts

Represented by Radio Sales

*New Jersey, Delaware and Maryland shores; Poconos; Upper Chesapeake; New Jersey and Pennsylvania lake resorts.

new business



Network . . .

BLACK DRUG Co., Jersey City (Py-Co-Pay Tooth Brusher), March 20 started sponsorship of *Danger* on CBS-TV Tues. 10 p.m. Company also will sponsor *Quick As a Flash* over ABC New England stations Tues.-Thurs., 11:30 a.m. EST. Agency: Cecil & Presbrey, N. Y.

ROUGH RIDER Inc., S. F. (men's slacks and sportswear), started March 24 *Saturday News With Bud Foster* on full Don Lee network (45 stations), Saturday, 10-10:15 a.m. (PST). Contract, 52 weeks. Agency: Sidney Garfield & Assoc., S. F.

PEPSI-COLA Co., to sponsor *The Phil Regan Show*, Sun. 5:30-5:55 p.m. over CBS, effective June 3. Program under same sponsor, now being heard over NBC, Sun. 5:00-5:25 p.m. Agency: Biow Co., N. Y.

CANADIAN SHREDDED WHEAT Co., Toronto (breakfast cereal), started March 6 to June 21, from Sept. 4-Dec. 27, MBS network program *Straight Arrow* on eight Dominion network stations, Tues., Thurs. 5:30-6 p.m. Agency: MacLaren Adv. Co., Toronto.

SUNNYVALE PACKING Co., Sunnyvale, Calif. (Rancho Soups), starts *The Ruggles*, ABC-TV on KGO-TV San Francisco and KECA-TV Los Angeles. Agency: Russell, Harris & Wood Inc., S. F.

AMERICAN SAFETY RAZOR Co., sponsoring 5:55-6 p.m. newscast, Sun. over CBS. Agency: McCann-Erickson, Inc., N. Y.

Spot & Agency Appointments . . .

AIRMAID HOSIERY MILLS & Subsidiaries, Dallas, appoint J. B. Taylor Inc., same city, to handle advertising. Radio and TV will be used.

LEATHERSMITH OF LONDON Ltd. (British personal leather goods) names Needham & Grohmann, Inc., N. Y., to handle advertising. Magazines will be used with possible TV assistance for gift season sales.

BRITISH AMERICAN OIL Co., Toronto (oil and gasoline), early in April starts daily spot announcements on major market stations in Canada. Agency: James Lovick Ltd., Toronto.

MORTENSEN RUG Co., Oakland, appoints Small & Gautreaux, same city to handle advertising. Radio will be used.

McCOLL-FRONTENAC OIL Ltd., Montreal (Texaco oil and gasoline), April 2 starts 200 spots campaign, six days weekly, on large number of Canadian stations. Agency: Erwin, Wasey of Canada, Montreal.

OKLAHOMA STATE PLANNING and RESOURCES BOARD appoints White Adv. Agency, Tulsa, to handle advertising. Agency planning national and state advertising for bid to get new industry and vacation and travel business.

R. M. HOLLINGSHEAD of Canada Ltd., Toronto, starts daily spots and flashes campaign on number of Canadian stations. Agency: McConnell, Eastman & Co., Toronto.

AUTOMATIC WASHER Co., Newton, Iowa, appoints W. W. Garrison & Co., Chicago, to handle advertising. Firm considering use of radio and/or television. Earl Lines is account executive.

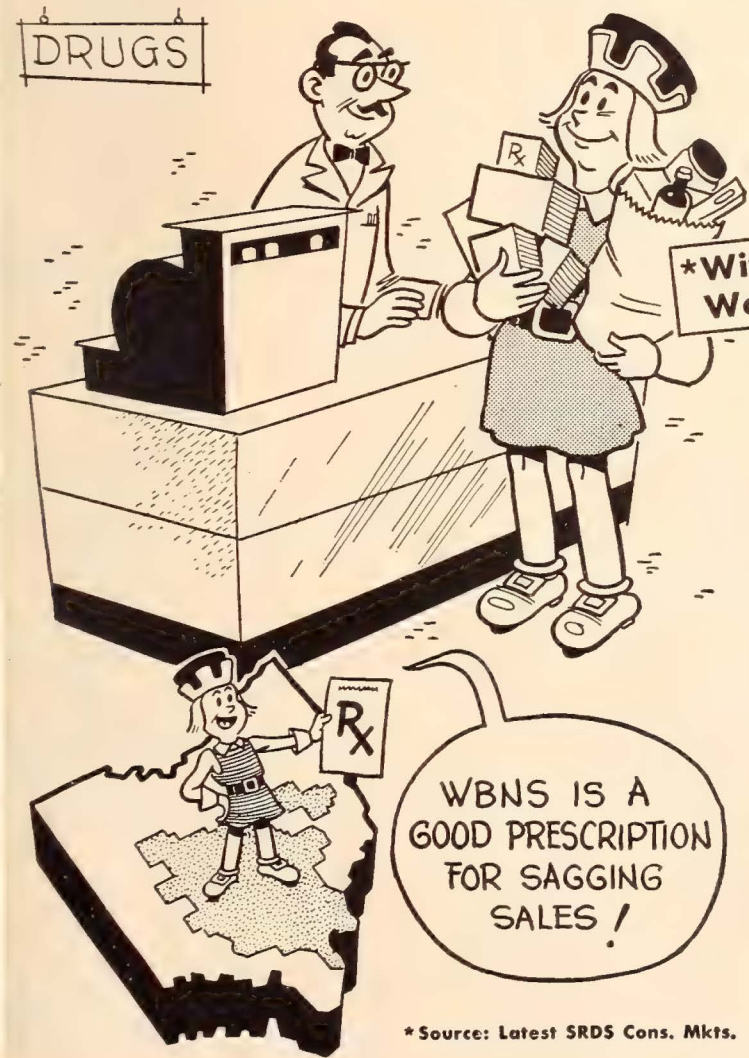
CANADA PACKERS Ltd., Toronto (margarine), starts weekly transcribed quarter-hour program on Canadian Atlantic coast stations. Agency: Grant Adv. of Canada, Toronto.

RUBSAM & HORMANN BREWING Co., N. Y. (R & H Beer), names Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising.

CANADIAN DUREX ABRASIVES Ltd., Brantford, Ont. (Scotch tape), renews for remainder of 1951 daily spot announcement campaign on 18 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

WM. WRIGLEY Jr. Co., N. Y. (P.K. and Dulce 16 chewing gum), ap-

(Continued on page 56)



*Source: Latest SRDS Cons. Mkts.

CENTRAL OHIO FOLKS STAY WELL—LOOK WELL

***With over \$28 Million
Worth of Drugs Annually**

Use WBNS if you want to sell your share of the \$28,691,000 worth of toothpaste, aspirin and thousands of drug items purchased annually by Central Ohioans.

Latest Hooperatings show that WBNS dominates Central Ohio with more listeners than any other station, and in Columbus, has the highest percentage of listeners every night. Write for ratings or ask your John Blair representative. A campaign on WBNS will prove a real tonic to your sales.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

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

**IN NORTH
CAROLINA**

WSJS

DELIVERS



**A 15-COUNTY MARKET
With Over
\$104,434,000*
Farm Income**
* Sales Management 1950
Survey of Buying Power

**MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR**

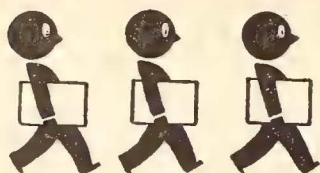
WSJS

The Journal-Sentinel Station

**AM-FM
WINSTON-SALEM**

NBC Affiliate

Represented by:
HEADLEY-REED CO.



agency beat

WILLIAM L. MORISON, director of media Dorrance-Waddell Inc., N. Y. appointed treasurer and member of board of directors.

ESTHER HUFF, noted radio and TV personality, named director of radio and TV Comstock & Co., Buffalo. **DONALD K. BEYER** appointed account executive. He was with several airlines handling public relations and advertising. **ALBERT D. McCOY** appointed account executive.

MILES C. McKEARNEY, account executive Foster & Davis Inc., Cleveland, appointed vice president.



OPPENHEIM, VAN SLYCK & KLAUS Inc., S. F., is new agency formed by merger of **RAMSEY OPPENHEIM** and **VAN SLYCK** advertising agencies. **RAMSEY OPPENHEIM** is president of new firm; **PHIL VAN SLYCK**, vice president, and **ERWIN KLAUS**, of Buchanan & Co., S. F., vice president. **DANIEL C. GORDON**, art director with Van Slyck, will continue in same capacity with new agency. New firm address

Mr. McKearney is 425 Bush St.; telephone: Yukon 6-6688.

DICK DORRANCE, president Dorrance-Waddell Inc., N. Y., and Nina

(Continued on page 13)



on all accounts

BETH BLACK, account executive, Joseph Katz Co., New York, has been characterized as one of the most brilliant women in the advertising industry.

Elizabeth (Beth) Black is a native New Yorker and was educated at Scudder School for Girls and the American Academy of Arts. She went to the latter school to prepare to be an actress. But when she started to look for a job, and discovered that producers were not looking for a 5-foot-10-inch ingenue, she quit thoughts of the stage to become a secretary to A. W. Erickson, president of the Erickson Co. (now McCann-Erickson Inc.).

A year later she moved to Ruthrauff & Ryan as secretary to the head of the radio department. After serving one year in that capacity, she was transferred to the department of the office manager as executive secretary.

And, when in 1934 the agency was scouting about for its first offi-

cial timebuyer, it rediscovered Miss Black and promoted her to that position.

Miss Black placed the first introductory chain break campaign for Spry, and launched spot schedules for such clients as Dodge, Gillette and Noxzema.

Five years later, she moved to the Joseph Katz Co. as director of media. In 1949, Joseph Katz, president of the agency, named Miss Black account executive on the Ex Lax account. She has continued in that position ever since and in addition continues to supervise media for the client. A substantial amount of the Ex Lax advertising budget goes into radio spots.

Miss Black lives in Manhattan with her sister, Jean, a playwright, who has written such Broadway plays as "Penny Wise" and a dramatization of Morley's "Thunder on the Left."

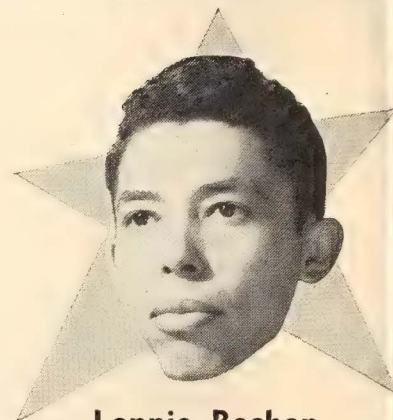
Beth's favorite hobbies are fish-

(Continued on page 14)



Miss BLACK

**HITCH YOUR
PRODUCT TO A
K-NUZ RADIO
RANCH STAR**



Lonnie Rochon

"Bee Hive," 10:30 pm to 12 midnight

**NATIONAL AND REGIONAL
ADVERTISERS ON LONNIE'S
SHOWS:**

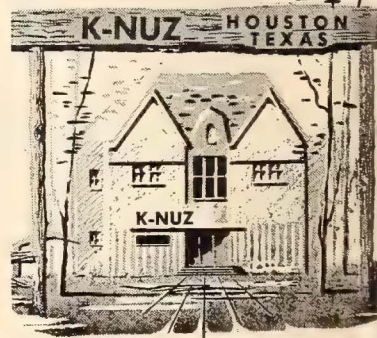
Alaga Syrup
Griffin Shoe Polish
Hadacol
Red Arrow Drugs
Royal Crown Products
Southern Select Beer
Thom McAn Shoes
(Plus a choice list of
local advertisers)

**Beginning its fourth year on
K-NUZ, the "Bee Hive" now
reaches a vast market of 107,
718 colored people.***

(*Based on 1948 estimate, City of
Houston Planning Department.)

For information call
FORJOE
National Representative
or **DAVE MORRIS**
General Manager
at KEystone 2581
TWX HO 414

"RADIO RANCH"
P. O. Box 2135



Agency Beat

(Continued from page 12)

Frances Sittler, executive editor McFadden Publications, announce their marriage.

LEN BOYD, advertising manager Tim Griffin & Son, S. F. (furniture dealer), to Elliott, Daly & Sherman, same city, as account executive.

STAN WARREN, publicity ABC, to Benton & Bowles, N. Y., publicity department.

HAROLD QUIRAM, *Westward* magazine, and WILLIAM PAHLE to Max Landphere & Assoc., S. F.

DON BELDING, president Foote, Cone & Belding, N. Y., named chairman of board of directors Freedoms Foundation Inc., Valley Forge, Pa.

O'NEILL, LARSON & McMAHON, Buffalo and Toronto, and GORDON & GOTCH, London, England, and Toronto, enfranchised by Canadian Assn. of Broadcasters.

LOWE RUNKLE Co., Oklahoma City, moves to temporary offices in Liberty National Bank Bldg.

NELSON-GREENWELL, visual media firm, incorporates under name Visual Media Inc., and moved to new and larger quarters at 17 E. 45th St., N. Y.

ALAN CAMERON, Lockwood-Shackelford Adv. Agency, L. A., transfers to San Francisco office of firm early in April.

WINTHROP BRUBAKER, account executive, Roger Brown Inc., N. Y., to Geyer, Newell & Ganger, same city, as copywriter.

JOHN A. MULLEN, Sullivan, Stauffer, Colwell & Bayles, joins Maxon Inc., N. Y., in radio and television copy department.

ROBERT ROUSE, advertising department United Grocers, S. F., to West-Marquis Inc., S. F., as assistant account executive.

H. G. SELBY, buyer on Crosley account, Benton & Bowles, N. Y. for past two years, appointed manager of publication media for agency.

AUDREY CALDER, *Oakland Post-Enquirer*, to Small & Gautreaux Adv. Agency, Oakland, as copy chief.

NORMAN ROBBINS, copy department, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity.

PATRICIA JEAN POWELL, KPIX (TV) San Francisco, to Umland & Co., S. F.

LEVINGER ADV. AGENCY opens office at 311-A Mendocino Ave., Santa Rosa, Calif.

JOHN E. CRAIN, Colman Co., S. F., named assistant PIO of Sixth Army recruiting service.



ATTENDING the last dinner-meeting of the Women's Advertising Club of Baltimore, at Baltimore's Sheraton Belvedere Hotel (l to r): L. Waters Milbourne, president, WCAO Baltimore; Mary E. Busch, club president, and treasurer of the Emery Advertising Corp. of Baltimore, who presided at the meeting; William C. Gittinger, vice president, CBS, and guest speaker who talked on "The Future of Advertising Media"; Betty McCall, director of women's programs, WCAO, and a member of the board of the club, and Ewell K. Jett, vice president and director of television for WMAR-TV Baltimore.

BROADCASTING • Telecasting

WMPS

"You can't beat the Dutch..."

Said the Dutch people to Tys Terwey, when he helped get their government radio back on the air immediately after V-E Day. And what Tys said to the Dutch people, in Dutch, about the part America was playing in the war, has probably changed the course of history!

From his post as director of Radio for The Netherlands and from world-wide short wave broadcasts, "News From London," Tys came home from the war to more drama and excitement in the news. His story, "Battle of Bullets and Ballots," from Athens, Tennessee in August 1946, received nationwide acclaim. And it was Tys who gave dramatic chronicle to the Straight Creek, Kentucky mine disaster on Christmas Day, 1945.

He has recently completed 13 programs in the British West Indies for broadcast over 25 American stations.

Most of Tys' twenty-one years in radio have been devoted to news. His distinctive style, a homey down-to-earth reporting, is easily understood. No wonder he so quickly established himself as one of the Mid-South's top news personalities.

FOR ALL THE FACTS

Contact

RADIO REPRESENTATIVES, INC.

WMPS

Memphis, Tennessee

68 On Your Radio

AMERICAN BROADCASTING COMPANY

Please Omit Flowers

EDITOR:

The OPEN MIKE section of BROADCASTING • TELECASTING this week [March 19] was excellent. Let's have more good "meaty" letters-to-the-editor expressing individual opinions on important developments and less throwing of bouquets.

Frank E. Shaffer
General Manager
WEIR Steubenville, Ohio

* * *

Wrong Agency

EDITOR:

In a recent issue I noted that you have listed Richard E. Thibaut Inc., New York wallpaper manufacturer, as the account of Jackson & Co., New York.

Since June 1 the Franklin Fader Co. has handled the Richard E.

open mike



Thibaut Inc. account . . .

Marion Cox Stoker
Dir. of Merchandising
The Franklin Fader Co.
Newark, N. J.

* * *

On Mutual Billings

EDITOR:

For many years I have watched the monthly and yearly published gross billings for the various networks and Mutual, as you well know, has always been at the bottom of the heap. I have always wondered just how these figures are arrived at.

It strikes me that CBS, NBC

and ABC probably show their entire billing, including all regional business. On the other hand, you are undoubtedly aware that Mutual in itself could only report billings for a portion of the entire business carried on the Mutual network and all of its several associated networks such as, Don Lee, Yankee, etc. In order to obtain a true comparative figure, it seems to me you would have to get figures from every segment of Mutual and total them together before you could offer a real comparison.

W. R. Taft
Manager
KRKO Everett, Wash.

EDITOR'S NOTE: Most of the network

billings figures published in BROADCASTING • TELECASTING are obtained from Publishers Information Bureau, which compiles the figures from information supplied by the networks. Since some billings of Don Lee, Yankee and other regional networks are not reported TO Mutual, Mutual cannot report them to PIB.]

* * *

Nunn 'Respects' Lauded

EDITOR:

This is to compliment you and your associates on the profile in your March 5 issue.

OUR RESPECTS TO Wesley Irvin Nunn is one of the best handled and best written items of this kind that I have ever read.

Sidney A. Wells
Vice President
McCann-Erickson Inc.
Chicago

* * *

Full Sports Day

EDITOR:

... On Saturday, March 10, WJRD Tuscaloosa carried three play-by-play sporting events — baseball, football and basketball.

Beginning at 12:55 CST, we carried a play-by-play description of Grapefruit League baseball game between the Giants and the Cardinals. Beginning at 3:30 p.m. CST, we carried the complete play-by-play description of an entire football game at the U. of Alabama. This was the annual A-Day classic in which the U. of Alabama squad is divided into the Reds and Whites. At 8 o'clock p.m., WJRD followed up with a play-by-play description from the Liberty Broadcasting System of Oklahoma Aggies versus Kansas U. in basketball.

I've been active in radio over 10 years and this is the first time I have ever heard of a similar situation coming up. . . . Frankly, I would like to know if it has ever happened before? . . .

Richard B. Biddle
Asst. Manager
WJRD Tuscaloosa, Ala.

On All Accounts

(Continued from page 12)

ing (during vacations in Northern Vermont), bridge, needlepoint and performing in amateur theatrical groups.

She is a member of the Radio Executives' Club and has served two separate terms as vice president of that organization. She is also a member of Radio Pioneers and the New York League of Business and Professional Women.

Charles Rollins Crowell

FUNERAL services were conducted March 16 in Menasha, Wis., for Charles Rollins Crowell, 70, who died there March 15. Mr. Crowell, who made his home at Fremont, Wis., was a retired advertising executive. He worked in Chicago for Lord & Thomas and Henri, Hurst & McDonald.

Lowell Thomas Says:

"Out of This World"*

About...

MiniTape

The ONLY miniature self-contained magnetic tape recorder . . . "IN THIS WORLD"

MINITAPE . . . credited by Mr. Lowell Thomas and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to TIBET.

MINITAPE . . . the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The size of a shoe box with a total weight of less than 15 pounds.

Write for Brochure

During December and January of this year the "BEST SELLER" —

* "OUT OF THIS WORLD ACROSS THE HIMALAYAS TO FORBIDDEN TIBET"

by Lowell Thomas, Jr., outsold everything in its field . . . non-fiction and novels as well.

STANCIL-



HOFFMAN

1016 NORTH HIGHLAND AVENUE

HOLLYWOOD 38, CALIFORNIA

Best Milwaukee buy— and here's why:

1.

High Hoopers*—Now 3rd Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.

2.

Lower Costs—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250 time frequency, \$9.75 buys a Nighttime minute—\$7.80 a daytime minute.

3.

Top Programming—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.

4.

Personnel—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

* Based on 1950 May-September Hooperatings and 1950 December-1951 January Index

WEMP

24 Hours of Music, News and Sports

**Headley Reed, before you buy
let them tell you why!**

Hugh Boice, Gen'l Mgr.

3 WINNERS in WASHINGTON

(One at a time or any combination)



Bill Herson

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.



Nancy Osgood

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.



Charley Batters

Conducts "Batters' Platters" a novel participation program heard nightly from 7:00-7:25 PM, Monday thru Friday. Choice time and choice programming.

They're all on

FIRST in WASHINGTON
WRC
3,000 Watts • 360 KC
Represented by NEW SPOT SALES



feature of the week

THIRTEEN is a lucky number as far as KWNO-AM-FM Winona, Minn., is concerned.

The stations have just signed H. Choate & Co., largest Winona department store, for its 13th annual advertising contract. KWNO's first retail advertiser, the company went on the air the day after KWNO began broadcasting in January, 1938.

Choate's first broadcast was a half-hour morning "rise and shine" program of recorded music. Called *Choate's Musical Clock*, the show has been aired six days a week since.

Emcee for the program is Charles A. Choate, company vice president and general manager. Mr. Choate mortars the recordings together with an informally blended mixture of commercial plugs, news tidbits, and special announcements. In addition to the half-hour morning program, the department store sponsors a five-minute noontime musical show seven days a week and maintains spot announcement schedules which reach a saturation point during promotion campaigns.

In 1938, when KWNO began



Completing the 13th annual advertising contract are Mr. Choate (r) and H. Rod Hurd, KWNO sales manager.

* * *

broadcasting, company officials recommended a 13-week trial period. Charles Choate insisted that the officials give radio a long-enough chance to prove its worth to the store. Enthusiasm tore away the shell of apathy when the officials saw results.

David A. Moffitt, KWNO promotion manager, regards the 13-year-contract signing as an excellent testimonial for the effectiveness of radio advertising—and the Choate Co., it appears, agrees with him.



strictly business

ONE of Tom Peterson's favorite songs is "The Old Lamp-lighter"—and for a good reason. As a boy in Fort Dodge, Iowa, the vice president and Chicago manager of the O. L. Taylor Co., station representative, tended the town's gas street lamps, morning and night.

A salesman's salesman, Mr. Peterson has been a "peddler—and proud of it" ever since his graduation from the U. of Illinois in 1931. First, he sold men's clothing and, incidentally, picked up some ideas about togs that make him one of the best dressed males on Michigan Blvd.

His experience in media has been wide and varied, giving him a grasp of advertising possessed by few in the representative business. Before 1944, Mr. Peterson sold newspaper space. He broke in with the Chicago office of Scripps-Howard Newspapers in 1931, advancing from junior to senior salesman in two years. In March 1935 he became national advertising manager of the *El Paso Herald-Post*, and when that paper merged with the *El Paso Morning and Sunday*



Mr. PETERSON

Times the following year, he became national advertising manager of all three publications.

In July 1944, O. L. (Ted) Taylor offered him the position of Chicago manager of Taylor-Howe-Snowden Radio Sales, a predecessor of Mr. Taylor's present station representative firm. He seized the oppor-

(Continued on page 54)

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.

It's impossible...



...as impossible as covering California's Bonanza Beeline with outside radio



Be sure you are *properly* equipped to cover the Beeline. That's a 3-billion-dollar market, you know—all of *inland* California plus western Nevada—with more buying power than Detroit... higher retail sales than Philadelphia.*

But you choose the *wrong* equipment if it's outside radio—Los Angeles or San Francisco radio. You need *on-the-spot* radio. Because Beeliners are independent inlanders who naturally

prefer their *own* stations—the five BEE-LINE stations.

Use all five to blanket the whole market. Or use the BEE-LINE stations individually, to cover a major Beeline shopping area. For instance...

KERN BAKERSFIELD

It's the CBS station for 59,000 radio families in oil-rich Kern County—with a BMB home-city weekly audience of 84% daytime, 92% at night.

*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

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

KFBK

Sacramento (ABC)
50,000 watts 1530 kc.

KOH

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

KERN

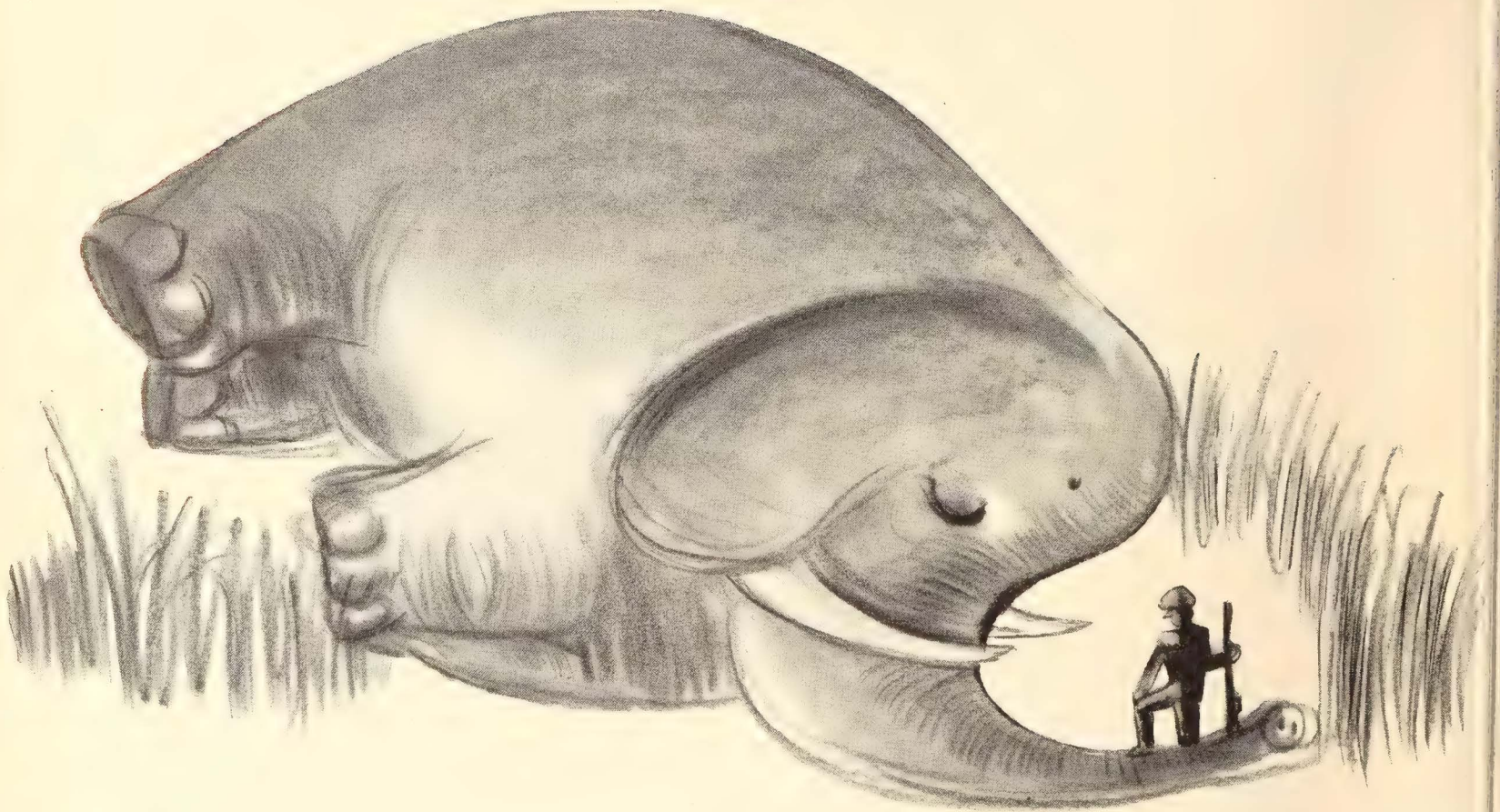
Bakersfield (CBS)
1000 watts 1410 kc.

KWG

Stockton (ABC)
250 watts 1230 kc.

KMJ

Fresno (NBC)
5000 watts 580 kc.



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



FCC PLANS 2,000 TV OUTLETS

By LARRY CHRISTOPHER

FCC LAST Thursday issued its proposed television allocations plan intended to release TV from the freeze that has gripped it since Sept. 30, 1948, and to distribute nearly 2,000 VHF and UHF stations among some 1,200 U.S. communities.

The plan, however, was only a portent of a thaw. There are factors involved in it which could delay the melting process, although the Commission hoped the ice age would be over by next fall.

Responding to the demands of educational interests, the Commission ear-marked a whopping 10% of the 2,000 stations, in VHF as well as UHF, for noncommercial operation, withholding them from commercial applicants indefinitely.

It also proposed to switch 31 of the 107 existing VHF stations in 63 cities to new VHF assignments (see table this page).

These and other considerations of the plan were expected to be contested by some commercial broadcasters at hearings set to begin May 23.

Partial Freeze Lift Proposed

Partial lifting of the freeze—with prospects that in the near future (1) some U. S. cities might at least gain UHF service, (2) existing VHF stations may be able to get power increases, and (3) U. S. territories could get prompt VHF service—highlighted proposals contained in the revised FCC report [BROADCASTING • TELECASTING, March 19, 12].

How soon and how extensively the Commission may be able to order the partial freeze lift—or any part of it—depends entirely upon the nature of comments FCC receives by May 8. This date is set as deadline for replies to industry statements supporting or opposing the Commission's report. These initial comments are due April 23.

FCC asked that no new TV applications be filed now, emphasizing "reasonable" opportunity will be provided in all cases where the freeze was relaxed, the same policy it would follow when eventually completely lifting the freeze.

In effect previewing economic expansion and social revolution of

Proposed Changes for Operating Stations

Licensee or Permittee	City Affected	Present Channel Assignment	Proposed Channel Assignment
Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Iowa	4	5
Atlanta Newspapers Inc. (WSB-TV)	Atlanta, Ga.	8	11
Birmingham Bestg. Co. (WBRC-TV)	Birmingham, Ala.	4	6
Sarkes Tarzian Inc. (WTTV)	Bloomington, Ind.	10	4
Balaban & Katz Corp. (WBKB)	Chicago	4	2
Crosley Bestg. Corp. (WLWT)	Cincinnati	4	5
Radio Cincinnati Inc. (WKRC-TV)	Cincinnati	11	12
Scripps-Howard Radio Inc. (WCPO-TV)	Cincinnati	7	9
Empire Coil Co. Inc. (WXEL)	Cleveland	9	8
National Bestg. Co. (WNBK)	Cleveland	4	3
Crosley Bestg. Corp. (WLWC)	Columbus, Ohio	3	4
Crosley Bestg. Corp. (WLWD)	Dayton, Ohio	5	2
Miami Valley Bestg. Corp. (WHIO-TV)	Dayton, Ohio	13	7
Central Bestg. Co. (WOC-TV)	Davenport, Iowa	5	6
Leonard A. Versluis (WLAV-TV)	Grand Rapids, Mich.	7	8
WSAZ Inc. (WSAZ-TV)	Huntington, W. Va.	5	8
WJAC Inc. (WJAC-TV)	Johnstown, Pa.	13	6
WGAL Inc. (WGAL-TV)	Lancaster, Pa.	4	8
WAVE Inc. (WAVE-TV)	Louisville, Ky.	5	3
WHAS Inc. (WHAS-TV)	Louisville, Ky.	9	11
Memphis Pub. Co. (WMCT)	Memphis, Tenn.	4	5
The Journal Co. (WTMJ-TV)	Milwaukee	3	4
The Elm City Bestg. Corp. (WNHC-TV)	New Haven, Conn.	6	8
WTAR Radio Corp. (WTAR-TV)	Norfolk, Va.	4	10
WKY Radiophone Co. (WKY-TV)	Oklahoma City	4	7
Allen B. DuMont Labs. Inc. (WDTV)	Pittsburgh	3	2
The Outlet Co. (WJAR-TV)	Providence, R. I.	11	10
Stromberg-Carlson Co. (WHAM-TV)	Rochester, N. Y.	6	5
General Electric Co. (WRGB-TV)	Schenectady, N. Y.	4	6
Central New York Bestg. Corp. (WSYR-TV)	Syracuse, N. Y.	5	3
WDEL Inc. (WDEL-TV)	Wilmington, Del.	7	12

unknown magnitude, FCC's long-awaited report also proposed:

● Full allocation of the UHF band, with 65 or 70 channels to be assigned to augment 12 VHF channels, thereby providing for nearly

2,000 VHF and UHF stations in more than 1,200 communities.

● General reservation of about 10% of the VHF-UHF channels for an "indefinite" period for non-commercial, educational stations

10% to Educators

(82 in VHF and 127 in UHF).

● Completely new city-by-city allocation table (see page 58) and substantially revised engineering and procedural proposals.

● Scheduling of May 23 as commencement of hearing on city-by-city allocation proposals, with April 23 deadline for receipt of supporting and opposing comments and May 8 deadline for replies thereto. The hearing may take two months.

● Switch of 31 existing VHF stations (instead of previously proposed three) to new VHF assignments, with nearly all involved reportedly gaining better coverage and/or less interference, but some facing substantial transmitter and antenna modifications.

● Designation of small group of 13 or 18 "flexibility" channels at top of UHF for such future use as experimentation in Stratovision or "polycasting," neither of which would be accepted now.

● Intermixture of VHF and UHF in the same area, with 52 channels (No. 14 through 65) to be intermixed with the 12 VHF channels (No. 2 through 13).

● Reduction of station classes from previously proposed three (Continued on page 27)

RADIO SUPERIOR

By RUFUS CRATER

AN OUTPOURING of statistics attesting radio's money-wise superiority as an advertising medium came from CBS and NBC last week paralleling the Assn. of National Advertisers' renewed offensive against evening radio rates in TV markets [BROADCASTING • TELECASTING, March 19].

The persuasive network statistics were issued as the ANA prepared for its spring meeting March 28-30 at Hot Springs, Va. [BROADCASTING • TELECASTING, March 12], where the report of its radio-TV committee is expected to arouse lively discussion during a closed session.

The report will be one of the subjects of a panel discussion Thursday afternoon, March 29, along with "Daytime TV" and "Evaluation of Radio and TV Research Services."

Although media representatives

offered no official comment on the ANA rate study, the week saw these developments which predated the ANA report in origin but which in themselves denied the ANA thesis that TV has drastically undermined radio time values in many cities:

● Following up its factual story issued two weeks ago [BROADCASTING • TELECASTING, March 12], CBS completed a documented pamphlet which traces trends in radio and magazine advertising costs and costs of general commodities, and shows that radio is "the better buy in 1951."

Full Presentation

● NBC showed its full radio sales presentation to newsmen and released the research data behind it, citing facts and figures to show, for instance, that an advertiser would have to buy a 500-line ad in every daily newspaper in all U. S. cities of 100,000 population and up

if he wanted to reach the audience radio will have next October.

The latest CBS study, a four-page collection of charts, figures and source data, entitled "The Price of People," is based on the necessity of judging media prices—all prices—in the light of the whole national economy, and in the light of their relationships to each other.

After charting the 1944-51 trends in (1) radio and magazine costs-per-thousand; (2) the U. S. wholesale price level for all commodities, and (3) the radio and magazine advertising prices in terms of "constant-value dollars," CBS summarizes:

"The price of people (delivered to an advertiser) has gone up, like everything else. But it has not gone up as fast or as far as most other commodities.

"Taken together, the three (Continued on page 20)

Complete proposed TV allocations on page 58; opinions on page 27.

Radio Superior

(Continued from page 19)

charts show that national advertisers are actually getting better values today than they were in 1944—slightly better in the big magazines and considerably better in CBS nighttime radio.

"Specifically, the average cost for all commodities has gone up 71%; for ad-noters 57%; for CBS listeners only 17%. Thus, in terms of constant-value dollars, the magazines are today 8% cheaper and CBS is 32% cheaper than in 1944.

"Any way you figure it . . . CBS is the better buy in 1951."

Though the radio computations in the brochure apply to CBS nighttime costs, they are believed to be typical of all network radio in making comparisons with other media.

The magazines used in the study are *Life*, *Look*, *Collier's*, *Saturday Evening Post*, *McCalls*, *Good Housekeeping*, *Ladies Home Journal* and *Womans Home Companion*. Nielsen figures are used in computing radio audiences; *Standard Rate and Data* information in estimating circulation, and Starch Reports in determining "ad notings."

'Constant-Value'

The "constant-value dollar" figures were ascertained by dividing the figures on radio and magazine costs per thousand by the Bureau of Labor Statistics index showing the rise in the wholesale price level for all commodities.

NBC's "Research Appendix," the factual basis of the sales presentation which NBC is currently showing to affiliates throughout the country, points up the scope, economy and effectiveness of network radio in comparison with other media.

"Radio is 13 times bigger than four weeklies combined," the appendix asserts. Its estimates place the time spent with four leading magazines — *Saturday Evening Post*, *Collier's*, *Life* and *Look*—at 129,402,000 man-hours per week, as against 1,725,696,000 weekly man-hours of radio listening estimated for next October.

Still looking ahead to next October, NBC estimated that better



Drawn for BROADCASTING • TELECASTING by Sid Hix

"We have a report someone is violating the radiation clause of the Communications Act."

than nine out of ten families will have radio sets, and that three of the nine will have television. Even eliminating the TV homes—expected to approximate 14.5 million—network radio will be unmatched, NBC said. It points out that one of ten families reads *Life* and one of ten reads *Saturday Evening Post*, this circulation being about evenly divided between TV and non-TV areas, while two of ten families read *This Week*, whose circulation is almost all inside TV markets.

But to eliminate TV homes would be "unrealistic," NBC argues, citing Nielsen figures in support of its contention that "in essence, a TV home is one-third of a radio home, since there is 30% as much listening to the radio in television homes as in radio-only homes."

Thus the network estimates that "radio, in the evening, in October 1951, will effectively reach seven out of every ten homes in the U. S. . . . And this is giving full weight to the effect on radio listening of 14.5 million TV homes."

NBC's research also found: Average cost per thousand potential radio homes for four networks (time and talent) will be \$1.03 for

an evening half hour, even assuming there is no evening listening in TV homes. For *Life*, the estimate was \$3.55; *Saturday Evening Post*, \$3.06; *This Week*, \$2.53; and for television, \$2.

From the standpoint of delivered audience, NBC gave these estimates on cost per thousand: Radio, \$2.27 for an evening half hour; *Life*, \$3.45; *Saturday Evening Post*, \$2.80; *This Week*, \$3.54, and television (assuming 35 interconnected stations), \$3.34 for time and talent.

Cites Comparisons

It would take 500-line ads in all daily newspapers (222) in every city as large as 100,000 population (92) to achieve "notings" comparable to the estimated 8,565,000 delivered circulation of a half-hour evening network radio program, NBC calculated. And where the average time and talent cost of a half-hour, evening, network radio program is \$19,484, the figures show, the 500-line ads would cost a total of \$38,530.

Going at it another way, NBC reported that 500-line ads in the largest daily in each of the 92 cities of 100,000 or more popula-

tion could be expected to have 3,881,000 "notings" at a cost of \$18,575, as against the 8,565,000 delivered circulation of a half-hour, evening, network radio program costing, on the average, \$19,484.

NBC also reported that radio was the favorite medium of 15 of the 25 biggest spenders in six major media from 1936 through 1949.

Defense Issue

Apart from costs and circulation, NBC also emphasized that network radio is "the advertiser's greatest open channel of communication to the American buying public in this defense mobilization period when heightened production and living standards are increasing spending power"; that "there is no threat of material shortages or rationing in radio as there is in other media"; that radio's flexibility "meets the immediate needs of the advertiser in reaching specific markets with sales messages keyed to the moment"; that NBC network facilities "offer the advertiser a larger potential audience than any other network, and a greater circulation than any other network, both inside and outside of television areas."

As the networks unlimbered their statistics, Edgar Kobak, BAB board chairman, business consultant and station owner, said in an interview that radio rates should have been raised in recent years, and he warned against the degrading of rates by "special deals."

Many of Mr. Kobak's views, outlined under questioning by BROADCASTING • TELECASTING, could be applied to the ANA study, though he declined to mention by name any organization or any organization's specific activities.

Radio, he felt, refused too long to raise rates when increases were clearly justified. It gave away values it should have sold, he declared.

Mr. Kobak also cautioned against "special deals"—media's offering of lower rates to some advertisers than to others.

Over the past few decades, he pointed out, media have grown strong and won confidence by sticking to their rate cards. Special deals, he warned, will tear down

(Continued on page 24)

Paging An ANA Einstein

IN ITS NEW proposal for reduction of radio rates, the Assn. of National Advertisers has made an error that would flunk a freshman student of economics. The ANA has assumed that the value of the dollar has remained constant during recent years.

The only factor considered by the ANA in its formula to figure the amount of rate reductions has been the growth of television and its attendant drain on the radio audience. The ANA disregarded the even more obvious fact that while radio was losing audience to television, the whole economy was losing a bout to inflation.

Since 1944, according to figures compiled by CBS, the U. S. wholesale price level for all

commodities has risen 71%. In the same period the cost-per-thousand for eight leading magazines has gone up 57%. But for CBS radio, the cost-per-thousand nighttime listeners (with adjustments made for losses to TV) has risen only 17%.

In terms of constant dollar values, radio today is cheaper than it was in 1944.

A forecast of comparative media costs as of next October has been made by NBC, as reported in this issue. NBC figures that at that time the average network radio evening sponsor will be paying \$2.27-per-thousand delivered listeners. *Life's* cost-per-thousand will be 52% higher, *Saturday Evening Post's* 23% higher, *This Week's* 56% higher, and half-hour eve-

ning television 56% higher.

Further, the average evening network half-hour will reach 8.6 million listeners. NBC points out that the only way a newspaper advertiser could reach that many people would be to buy 500-line ads in every daily newspaper in every city of 100,000 population or more. The network radio half-hour would cost \$19,484 including time and talent. The 222 newspaper ads would cost \$38,530 including 5% art and mechanical charges.

In a period marked by general rises in costs, radio has continued to provide more audience per advertising dollar than any other medium. Not all the mathematicians the ANA could hire would be able to disprove that fact.

AN EDITORIAL

SECURITY SESSION

By JOHN OSBON

WILL RADIO silence blanket U. S. airwaves in the event of all-out emergency? To what extent will FCC and military plans assure the maintenance of communications as the "nerve system" of civil defense?

These are two of the questions for which broadcast licensees seek concrete answers as they gather today (Monday) in Washington for FCC's unprecedented security session [BROADCASTING • TELECASTING, March 19].

Upwards of 400 licensees—or their representatives from legal or consulting engineering firms—are expected to attend the "restricted" session, called by the Commission for the purpose of outlining proposed operational plans for radio and television broadcasting during full-scale war.

FCC continued to shroud the meeting in the utmost secrecy—it had not even announced it—but said the briefing would be restricted to the industry and "U. S. press" as well as government representatives who will sit in as observers.

FCC authorities have informed industry members that they may bypass the meeting and attend, instead, an "informal engineering conference" slated to be held during the NAB Chicago convention next month (see separate story).

Summons Not Mandatory

Broadcasters reportedly had deluged the Commission with queries wanting to know whether the summons for today's session was mandatory. Informally, authorities indicated that it was not. However, they expected between 400 and 800 industry representatives.

Full details had not been set late Thursday, but it was believed that key FCC members would deliver talks at the meeting, slated to be held at 10 a.m. in the Interdepartmental Auditorium. Among those who conceivably may attend are FCC Chairman Wayne Coy, Comr. George Sterling, Chief Engineer Curtis Plummer, and engineering staff members, though details had not been resolved Thursday.

The U. S. Supreme Court color television hearing also is slated to open today—in the early afternoon—and industry authorities pointed out that FCC members will be required to attend those sessions. But it was believed that the Commission would be well represented at the security meeting, the first of its kind ever held by the government for the broadcasting industry.

FCC is expected to present its proposed plan at the outset, with a question-and-answer period to follow. The plan reportedly covers such phases as additional equipment for stations (which would enable them to remain on the air in certain instances without sig-

nals serving as navigational aids); monitoring operations, station and FCC; certain "methods of deception" which may be utilized in the event of impending attack; a report on tests involving sub-audible or coded frequencies designed to alert civil defense personnel; warning systems and other technical phases.

FCC already has forwarded a two-fold plan—for operating and alerting procedures—to the Air Defense Command, which recently held conferences with a key Defense Dept. official. Neither the command nor high military authorities have tendered approval of the "critique" as yet, but are expected to submit reactions and comments once broadcasters have been sounded out.

Over 3,000 licensees, comprising operators of AM, FM, TV facilities, were invited by FCC to attend the emergency session. Each licensee operation will be entitled to send two representatives, with admission by ticket only.

It was learned last week that

WMIE TRANSFER

THREE-PLY development involving the FCC and the Senate Crime Investigating Committee broke upon the Washington scene last week.

● Crime Committee Chairman Estes Kefauver (D-Tenn.) said he would oppose an initial decision reported by FCC to grant consent to WMIE Miami, Fla., for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [BROADCASTING • TELECASTING, Mar. 19].

● A committee spokesman disclosed that FCC may be called upon to testify before the crime probers early this week to present views on remedial legislation the committee might recommend of Congress. The WMIE case may come up at that time, it was understood.

● FCC Chairman Wayne Coy was quoted late Thursday to the effect that FCC is limited in its decisions on individual cases to only the evidence presented. He thereby backed up the position of FCC's initial findings in the WMIE case.

On the Record

FCC Hearing Examiner Leo Resnick, on the basis of the hearing record, had found no evidence respecting the reputation of Arthur B. McBride, or his former ownership of Continental Press, national racing wire service, to disqualify him from being a stockholder in a radio station.

To this, however, Sen. Kefauver took exception.

The FCC initial decision also had cleared Daniel Sherby, Cleveland business associate of Mr. McBride. Messrs. McBride and Sherby are chief owners of Sun Coast and they also are part owners of WINK Fort Myers, Fla.

The Senator was quoted in New York last Wednesday to be in op-

representatives of the Civil Defense Administration, the Dept. of Defense, NAB and the Senate and House Interstate & Foreign Commerce committees were invited to attend as observers. In the case of the Hill groups, communications specialists are expected to represent them.

News Restrictions

Commission authorities emphasized that newsmen present would be honor-bound not to disclose vital security information (operating details) which may prove of value to the enemy. Only members of the U. S. press corps will be permitted to attend.

Broadcasters who do not attend were invited to participate in the Chicago sessions, which also would embrace non-NAB members. The engineering conference has been set for 9:30 a.m. April 16. The Commission's second notification was mailed last week.

The meeting today may throw further light on the avowed intentions of the Defense Dept. to seek

Kefauver-FCC Differ

position and saying:

"He [Mr. Resnick] ignores what our interim report said: That McBride is the real head of Continental Press, the racing wire, and that he has connections never mentioned in Resnick's report.

"I am going to write a letter to Wayne Coy. We will send a complete report on McBride and the wire and have the FCC examine it before it takes any action."

Continental Press itself in effect gained a clean bill of health as far as FCC is presently concerned. The initial decision had noted that the second interim report of the Senate group was issued after the closing of the record in the WMIE case.

The second interim report of the Senate committee, issued in late February as Senate Report No. 141, had declared, in part: "From the preponderance of evidence before the committee a conclusion is warranted that the Continental Press Service is controlled not by Edward McBride or Thomas Kelly but by the gangsters who constitute the Capone syndicate."

It was learned that the Senate committee has tentatively scheduled government department heads to testify before it this week on legislative recommendations. Among the department chiefs listed is Chairman Coy. Because of wide television coverage of the hearings (see story, page 61), there is the possibility that FCC's appearance will be seen and heard by a vast TV and radio audience.

control of radio and television broadcasting and other "electromagnetic radiations" capable of serving as "homing" devices. It also may help to resolve the apparent conflict between views held by civil defense officials and Air Force authorities.

The Defense Dept. still has filed no comments on its own legislation, now before the Senate Commerce Committee, which would empower the President to control, not only radio-TV stations but also other devices which throw off radiations to the extent of serving as navigational aids.

Congressional Action

The Commerce Committee, headed by Sen. Ed C. Johnson (D-Col.), proposes to amend Sec. 606 (c) of the Communications Act, which already gives the President authority over stations, to include devices which radiate in excess of say, five or ten miles. It was understood last week, however, that the military reaction to this plan may be forthcoming shortly, thus paving the way for committee action on the proposal.

There was some speculation in Washington last week that President Truman may issue an executive order designed to supplement Hill action on the radiations control measure.

Some authorities expressed belief that the Chief Executive may take such action as an interim measure to insure the invocation of authority vested in him under provisions of Sec. 606 (c) of the Communications Act. While he already has declared a national emergency as provided in that section, a further order would be

(Continued on page 66)



BATES HALSEY (standing), O. L. Taylor Co., New York, and Tom Lynch, Young & Rubicam, New York, review Swansdown Cake Mix (Devils Food Mix and Instant Cake Mix) merchandising reports from some of the 16 Lone Star Chain stations broadcasting the Golden Gate Quartet transcribed program for General Foods.

MARGARINE

Radio, TV Spot Campaigns Increased

MARGARINE manufacturers plan to "spread it on thick" in radio and television promotion campaigns.

Lever Brothers' Jelke Good Luck Margarine has launched a spot announcement radio campaign in about 80 markets with 42-week contracts. Starting dates varied from Feb. 19 to March 26. BBDO, New York, is the agency.

Mrs. Filbert's Margarine, through Sullivan, Stauffer, Colwell & Bayles, New York, is currently running a radio spot announcement campaign in New England and in New York state, and is considering a TV campaign.

Best Foods' Nucoa Oleomargarine, through Benton & Bowles, New York, began a radio campaign in Connecticut March 19 with further expansion expected shortly.

Swift & Co., Chicago, through J. Walter Thompson, Chicago, is planning campaigns for Allsweet in such states as approve sale of colored margarine. Several companies are using a similar plan.

Swift is closely following national and state legislation. The firm just finished an all-Minnesota radio spot campaign Feb. 24 after that legislature ok'd sale of colored margarine.

Allsweet gets one-third of the budget on the 10-10:30 p.m. portion of *Your Show of Shows* on NBC-TV Saturday. TV afternoon

participations are used on shows in Baltimore and Washington.

AM participations are used in the Marjorie Mills regional show on the New England Network from WBZ Boston. Six stations in all are used. Also used are AM participations on Housewives' Protective League in Los Angeles, and TV participations on four daytime shows in Los Angeles.

Allsweet regional and local cut-ins are used in the Southwest on Don McNeill's *Breakfast Club* via ABC. This campaign began a fortnight ago.

Swift has indicated that it will continue to push Allsweet with spot, both AM and TV, and that it will expand schedules throughout the year, following legislative approval of the sale of colored margarine in various states.

Cloverbloom Planning

Radio and TV are being considered in media plans being made now by Cloverbloom Margarine, a product of Armour & Co., Chicago. Handled by Foote, Cone & Belding, Chicago, the product is advertised on *Cisco Kid* in 12-15 AM markets in the Southwest.

Parkay Margarine, made by Kraft Foods, Chicago, will continue to have major commercials on *The Great Gildersleeve*, *The Falcon* and *Kraft Television Theatre*.

The multiple products of Kraft are rotated, so that Parkay will have tags on these shows when it does not have the main commer-

cials. It is now being featured for several weeks on *The Great Gildersleeve*.

In addition, the product helps to sponsor the *Ruggles Show* on an AM regional network on the West Coast. These are the only plans for the moment. The company avoids some areas in which butter is favored by high taxes against colored margarine, and concentrates on the color-it-yourself white variety.

BERLE SIGNS

30-Yr., \$1 Million Pact

NBC last week signed a 30-year contract with Milton Berle, a virtual lifetime pact for the actor-comedian, for exclusive use of his talents and services in radio and television.

Although the network did not disclose the actual amount of the contract—said to be the longest in TV—it is understood to approximate \$50,000 a year.

The agreement calls for Mr. Berle's services in acting, producing, writing, and directing. It covers his regular appearances on his own TV show, sponsored by the Texas Co. (Tues. 8-9 p.m.) and his guest appearances on other programs.

Mr. Berle was represented in the contract negotiations by his attorney, Irwin H. Rosenberg, and Wallace S. Jordan and Nat Lefkowitz, both executives of the William Morris Agency.



KFH Wichita, Kan., celebrating 28 years of service, presented orchids—figuratively and literally—to local 10-year advertisers. Figuratively, in an ad saluting local and national advertisers of 10-years standing. Literally, an orchid was delivered to each of the local accounts. Paul Wilson, KFJ account executive, pins an orchid on Judy Dodson, also an account executive, just prior to making the deliveries.

Daylight Time

MEASURE (S 1176) to provide year-round daylight saving time during the war emergency was introduced in the Senate last Wednesday by Sen. Ed C. Johnson (D-Col.). It was referred to the Senate Interstate & Foreign Commerce Committee he chairmans.

AAAA MEET

Stresses Mobilized Economy

ANNUAL meeting of the American Assn. of Advertising Agencies will be held April 19-21 at the Greenbrier, White Sulphur Springs, W. Va., with a restricted guest list due to an expected heavy attendance from member agencies, it was announced last week.

Ralph W. Hardy, NAB government relations director, will be one of the speakers at the meeting, theme of which is to be "Advertising in a Mobilized Economy." Mr. Hardy will discuss "Government Attitudes Toward Advertising—What Senators and Congressmen are Saying."

Other speakers announced thus far are Sen. Paul H. Douglas (D-Ill.), who will address the annual AAAA dinner on April 20; Dr. Richard Glenn Gettell, chief economist of Time Inc., who will speak on "What Will Advertising be Like in a Mobilized Economy?"; and Dr. Ernest Dichter, psychological consultant, on "Case Histories in the Study of Motivation."

AAAA President Frederic R. Gamble explained that only key officers of related organizations are being invited to the meeting. "We are genuinely sorry that our guest list must be smaller than usual, but total reservations at the hotel this year must be limited to 400," he said.

April 19 sessions will be for members only.

NBC WARY

A PERIOD of watchful—and wary—waiting followed last week upon the heels of ABC's ambitious bid for NBC's afternoon serial lineup [BROADCASTING • TELECASTING, March 19].

Charges of rate-cutting and fears of a price war which would seriously damage network radio's rate structure circulated freely among other networks, but ABC stoutly denied it was cutting rates.

Reports that NBC had made a counter-offer to the five NBC afternoon sponsors approached by ABC also circulated, but top NBC officials insisted they had no knowledge of any counter-move.

Agencies for the advertisers involved were studying the ABC proposal and preparing detailed reports for their clients, and expected no immediate decisions.

Nor did ABC look for prompt answers—not for a fortnight, at least, officials said. Meanwhile, however, they were mulling over plans for a gigantic advertising, promotion and publicity campaign which was part of the offer to the advertisers involved.

While some media authorities looked upon the ABC venture as the equivalent of an approximately 15% cut in prevailing network

rate levels, ABC officials flatly insisted that no alteration in ABC's basic rate structure is involved. Nor did they think acceptance of their offer would lead to a price war.

The offer was for a 45% discount on one-fourth the full-hour one-time rate, plus a \$1,000 weekly contribution by ABC toward program expenses, if the advertisers involved—currently sponsoring 12 quarter-hour and one half-hour five-a-week afternoon shows on NBC—would move these shows to ABC, also in afternoon hours.

Features Explained

Ernest Lee Jahncke Jr., ABC vice president in charge of radio, said the only feature of the offer which is not on ABC's rate card is the program contribution—and that program contributions are and have been "a common practice" among networks for some time.

ABC advertisers have been approached with similar offers from time to time, he said.

Referring to the 45% discount on one-fourth of the full-hour rate, he said 45% is and has been ABC's standard on the type of contract being sought in this case, based on

dollar volume, 52-week commitments, etc. Whereas the usual rate for a quarter-hour show is 40% of the one-hour rate, he continued, it is standard practice among networks to make it one-fourth of the hourly rate (for quarter-hour programs) if the sponsor carries an hour of programs, whether they are contiguous or non-contiguous.

He objected to any linking of the ABC offer with the Assn. of National Advertisers' latest move against evening radio rates in TV markets. ABC, he said, is the ally of all radio in opposing any move to cut rates.

The advertisers approached by ABC, and the number of programs sponsored by each on NBC in afternoon hours, are Procter & Gamble, now sponsoring five afternoon quarter-hours; General Foods Corp., sponsoring two; General Mills, sponsoring a daily half-hour; Sterling Drug, sponsoring three quarter-hour strips, and Whitehall Pharmacal, sponsoring two.

The offer, it was reported, is available only on a block basis and only if accepted by most (if not all) of these accounts.

ABC Denies Rate Cutting Lure

BRADLEY, COY TO SPEAK

Will Address NARTB Convention

By J. FRANK BEATTY

THE highest-level experts on radio-TV station operation during the wartime emergency will take part in the NARTB (NAB) convention April 15-19.

Heading the all-star cast being assembled for the Chicago meeting will be Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Wayne Coy, FCC Chairman.

Supporting them will be key officials from defense production agencies, high FCC executives and spokesmen for specialized military and civil defense units.

The four-day meeting, with its pre-convention industrywide FCC mobilization rally [BROADCASTING • TELECASTING, March 19] adds up to what has been described as the most practical convention program in radio-TV history.

In the course of the Monday-Thursday radio-video meetings the agenda will cover all important phases of station-network operation during the emergency. The program is designed to give radio-TV executives a rapid-fire education in how to operate efficiently and profitably during the mobilization period.

Tentative plans for the Tuesday-Wednesday Broadcast Engineering Conference were nearing completion last week (see story this page). Also in the final stages were agendas for the Thursday TV session, the Broadcast Advertising Board clinic slated Tuesday morning and a series of specialized panels covering station operation.

Committee Heads

The board convention committee is headed by Eugene S. Thomas, WOR-TV New York. Robert K. Richards, public affairs director, is in charge of overall convention programming. Neal McNaughten, engineering director, is lining up the technical conference. William B. Ryan, BAB director, is programming the BAB session. C. E. Arney Jr., NAB secretary-treasurer, is directing the convention arrangements.

Announcement that Gen. Bradley and Chairman Coy would take part in the convention added prestige to a program already packed with leading specialists in broadcast and associated operations. Gen. Bradley will speak at the April 17 (Tuesday) luncheon.

As now planned the Tuesday luncheon will be programmed with two features. First, excerpts from three winning Voice of Democracy contestants will be performed, to be followed by an on-the-platform appearance by the fourth national winner. Gen. Bradley was one of the judges who picked the four national winners.

After this feature, Gen. Bradley will deliver an address on the European situation. This speech will be taped for delayed broadcast.

Then the luncheon will go off-

the-record for an intimate resume of the Korean war situation. Finally, Gen. Bradley will answer questions from the floor on any phase of the military or defense-broadcast situation. This, too, will be off-the-record.

Chairman Coy will address the Wednesday luncheon, giving his annual talk to the industry. The critical defense situation, announcement of proposed TV allocations and the emergency station-operating program add importance to his address.

As it now stands, the convention is a four-way operation. First there will be the pre-convention mobilization rally. It will be held Monday morning, April 16, in the Eighth St. Theatre, an annex of the Stevens Hotel. FCC last week mailed invitations to all broadcast and TV stations to attend the rally, which is open to all broadcasters and telecasters.

Second, the formal convention will open at 2 p.m. Monday, in the Stevens, with Mr. Thomas presid-

ing. Judge Miller will deliver his annual address to the membership. If a new NARTB president has been named, he will be introduced by Judge Miller. Another speaker is to be named for the afternoon session.

Engineering Sessions Set

Formal programming of the Engineering Conference, third convention feature, starts Tuesday morning and runs through Wednesday afternoon. Engineering delegates are eligible to attend the Monday morning and afternoon meetings.

Full-day sessions are planned Tuesday and Wednesday for management delegates. The annual association banquet will be held Wednesday evening.

Fourth, an all-day television meeting will be held Thursday. The day will close with a TV business meeting, first ever held by the video segment of the association.

Pre-convention events will include a meeting of the NARTB-TV

board Saturday, the 14th, and a BAB board meeting Sunday. Other satellite events will be held.

Space has been allotted exhibitors for the annual exposition of broadcast-TV equipment and services, under direction of Arthur C. Stringer, retained by NAB to direct the show. Heavy equipment will be shown in the basement Exposition Hall, with light equipment and services on the fifth floor.

The Monday morning mobilization meeting will include Curtis Plummer, FCC chief engineer; Mr. McNaughten; two or three NAB board members familiar with technical and manpower problems; Clem Randau, executive director of the Office of Civil Defense, and representatives of the military.

The morning program will be broken down into three parts—Manpower, Program and Information Policies, and FCC-Military Roundtable.

This rally will be a sequel to the

(Continued on page 83)

TECHNICAL MEET

Two-Day Chicago Agenda

FIFTH annual Broadcast Engineering Conference will be held Tuesday-Wednesday, April 16-17, at the Stevens Hotel, Chicago, in connection with the annual NARTB (NAB) convention (see convention story this page).

Normally one of the highlights of the engineering meetings is the annual FCC-Industry Roundtable. This year, however, the roundtable has been transferred into an industrywide FCC-station mobilization rally to be held Monday morning, prior to formal opening of the main convention.

Engineer delegates are eligible to attend and take part in the Monday rally as well as other convention events in addition to their own technical sessions.

Present programming of the en-

gineering portion of the convention is still tentative. Neal McNaughten, engineering director, is coordinating the agenda.

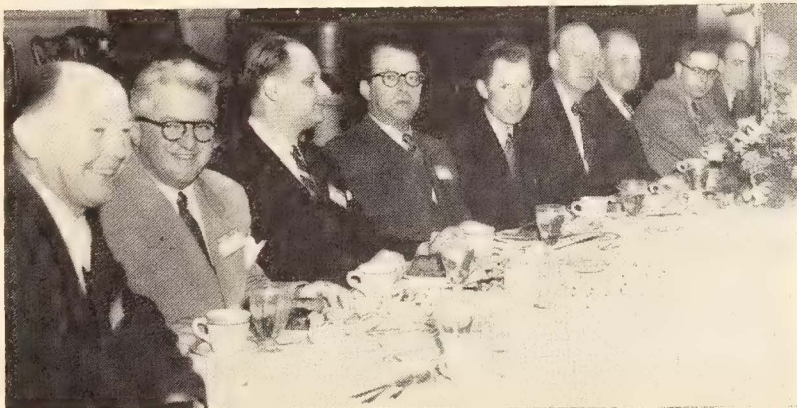
The Tuesday morning technical meeting is to open with Orrin W. Towner, WHAS Louisville, presiding. Papers will include: "Maximum-Economy TV Broadcasting," by Carl Lee, WKZO Kalamazoo, Mich., and Martin Silver, Federal Telecommunication Labs; "A 5 kw UHF TV Transmitter," by Howard M. Crosby, General Electric Co.; "Video Switching for TV Sta-

tions," by John Brush, DuMont Labs; "A Discussion on the FCC TV Allocation Priorities," by Bernard O'Brien, WHEC Rochester.

E. M. Johnson, engineering vice president of MBS, will preside Tuesday afternoon. Papers will include: "Transmitter Maintenance in an Emergency Period," by a representative of RCA Service Co.; "Remote Operation of Broadcast Transmitters," by George Chandler, CJOR Vancouver, B. C.; "Trends in Audio Equipment," by W. Earl Stewart, RCA; "Groundwave Field Strength Variations With Temperature," by Stuart L. Bailey, Jansky & Bailey.

A James Ebel, WMBD Peoria, Ill., is to preside Wednesday morning. Papers now listed include: "Improved Single System Photography for TV," by John Battison, Tele-Tech; "Results of the RCA-NBC Ultra-High Frequency Projects in the Bridgeport, Conn., Area," by Raymond F. Guy, NBC; "Television and TV Networks," by Dr. M. E. Strieby, AT&T; "New Equipment Designs for AM Stations," by Jack Young, RCA.

Afternoon meeting of the second day will be presided over by John H. DeWitt Jr., WSM Nashville. Papers include: "A New High Gain UHF TV Antenna," by Lloyd O. Krause, General Electric Co.; "Flying Spot Scanner Signal-to-Noise Ratio," by A. J. Baracket, Federal Telecommunication Labs; "Basic Labor Relations Problems for Engineers," by Richard P. Doherty, NAB; "Ancillary Services of FM," by John V. L. Hogan, Hogan Labs; "A Modern 35 kw Short-wave Broadcast Transmitter," by J. L. Hollis, Collins Radio Co.



BMI clinic at Omaha, presented by the Nebraska Broadcasters Assn., brought together civic officials and radiomen, both from Nebraska and from afar. Pictured during a luncheon meeting in the Blackstone Hotel are (l to r) Glenn Dolberg, director, station relations, BMI; Robert Burton, BMI vice president; Ted Cott, general manager, WNBC-AM-FM, WNBTV (TV) New York; Carl Haverlin, BMI president; Glenn Cunningham, mayor of Omaha; William J. Newens, manager, KOIL Omaha, and president, NBA; Harold LeMar, vice president, Omaha Chamber of Commerce; Paul Fry, president and manager, KBON Omaha; Robert Saudek, vice president and assistant to president, ABC, New York, and Al Marlin, BMI.

NEW FCC BILLS

A FAR MORE sweeping reorganization plan that would give the FCC Chairman greater powers than even contemplated in the Truman plan of 1950 is contained in legislation submitted in both branches of Congress.

The legislation (S 1139 and companion HR 3307) apparently would concentrate in the Chairman additional authority in both administrative and executive functions and appear to go beyond Mr. Truman's reorganization plan that was rejected by a Senate 50-23 vote in the 81st Congress [BROADCASTING • TELECASTING, May 22, 1950].

This broad-based measure would:

- Transfer the executive and administrative functions of the FCC to the Chairman. They include such "internal management" as budgeting, accounting, appointment and assignment of personnel, supply, management research, information and publications "and other administrative matters." Also coming under the Chairman would be "relations with Congress" and "execution of FCC policies." Under the Truman plan, the Chairman's power to appoint chiefs of major administrative units would have been subject to Commission approval.

Personnel Assignment

- By default, place in the Chairman's jurisdiction the appointment and assignment of personnel in the immediate offices of the Commissioners. The Truman plan had specifically exempted these personnel. The new bills do not.

- Allow the President to remove from office any member of the Commission for "inefficiency, neglect of duty, or malfeasance in office, but for no other cause." Mr. Truman's reorganization proposal had not contained this provision.

- Stipulate that at the expiration

Radio Superior

(Continued from page 20)

strong structures and impair confidence.

He characterized special deals by a seller as "a sure sign his product is over-priced." In that case, he said, the proper procedure is to issue a new rate card—without waiting for advertisers, ANA, or anyone else to demand it.

Conversely, he continued, if rates are too low they should be raised.

Another disastrous result of special deals, Mr. Kobak said, is that they engender rumors of other deals—many of them ill-founded—with the result that a suspicious state of mind and an unwholesome special-deal psychology spreads through the industry.

Media, he said, should abandon any such approach and encourage confidence by publicly stating, in advertisements and otherwise, their position in favor of uniform rates for all.

tion of a Commissioner's term, he could continue to serve until his successor is appointed and "qualified," another provision not included in last year's White House request.

Both bills, which would amend the Communications Act of 1934, were referred to the Senate and House Expenditures committees.

Sen. John L. McClellan (D-Ark.) and 12 other Senators sponsored the bill in the upper chamber; Rep. Clare Hoffman (R-Mich.) in the House.

There are some pointed ramifications involved in the processing of the bills, however, that make

speedy passage or even serious consideration by Congress questionable:

(1) The measures are subject to normal, lengthy, Capitol Hill procedure with approval needed from both Senate and House. Last year's Truman plan was only one of 21 sent to Congress under the Reorganization Act of 1949 which provided that the recommendation would become effective in 60 days unless disapproved by one or both houses of Congress.

(2) FCC is not the only regulatory agency involved in the bills which were drawn up along the lines of a new recommendation by

the Commission on Organization of the Executive Branch of the Government (the Hoover Commission). Other agencies included are Interstate Commerce Commission, Federal Power Commission, Securities and Exchange Commission, Civil Aeronautics Board, National Labor Relations Board and board of governors of the Federal Reserve System.

The inclusions of more than one regulatory agency in itself speaks for detailed committee staff studies.

A spokesman for the Senate Expenditures Committee, of which Sen. McClellan is chairman, said no hearings are contemplated and there was doubt of any being scheduled at least until after April.

Johnson Attitude

There is also the attitude of Senate Interstate & Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.). Last year, the Senator introduced a resolution opposing the President's FCC reorganization plan.

Sen. Johnson had expressed concern with the breadth and apparent concentration of powers which the plan would have vested in the Chairman in comparison with those of other Commissions.

A firm believer that FCC is a creation of Congress, Sen. Johnson had opined that the reorganization plan would have usurped Congressional authority by placing the regulatory agency more fully under the direction of the executive branch.

NAB and other radio spokesmen had waged a concerted campaign with eventual defeat of the measure.



ADVERTISER and agency representatives visiting the stars of the NBC Halls of Ivy show are (l to r)—Ted Rosenak, director of advertising and merchandising, Joseph Schlitz Brewing Co., Milwaukee, program sponsor; Ronald Colman and his wife, Benita, stars of the show; Scott Leonard, account executive, Young & Rubicam Inc., Chicago; Barton Cameron, Y&R, Chicago, and Donald McGrath, western divisional manager, Schlitz Brewing Co.

SURVEY REPORT AIRED

At AMA Meet

THE PLAN of the special test survey committee for clarifying the radio-TV research problems [BROADCASTING • TELECASTING, March 5], was laid before an estimated 190 marketing, advertising and broadcasting representatives last week by the committee members themselves.

At a luncheon sponsored Monday by the radio-television discussion group of the American Marketing Assn., New York chapter, seven of the eight committeemen outlined their findings and proposals during a panel session presided over by Edgar Kobak, business consultant and board chairman of BAB.

Dr. Kenneth Baker, NAB research director and chairman of the special committee, characterized the report as a substantial contribution which in itself should make timebuyers much more "sophisticated" purchasers of services.

He also expressed hope that private studies which already have been made to show differences between the various research services, and other useful material on the problem, may be brought out into the open as a contribution toward clarifying the overall problem.

The session consisted of a review and explanation of the original report, with the various committeemen participating on a question-answer basis. These included:

Dr. Baker; Lewis H. Avery, Avery-Knodel; Hugh M. Beville, NBC plans

and research director; Dr. Mathew N. Chappell, Hofstra College; E. Lawrence Deckinger, research director, Biow Co.; Herbert L. Krueger, manager, WTAG Worcester, Mass., and Frederick B. Manchec, vice president, BBDO. The other committeeman, A. Wells Wilbor, of General Mills, was unable to attend.

Mr. Avery outlined the types of services available, and Mr. Deckinger described basic reasons for differences among them—size, area, and representativeness of the sample, for instance, the methods employed, hours covered, etc.

Outlines Courses

Summarizing the committee's conclusions, Mr. Manchec outlined the three recommended courses: (1) Analysis of audience measurement methods, (2) comparison of available data, and (3) experimental research to develop further information on the areas of, and reasons for, agreement and disagreement among existing techniques.

Mr. Beville explained that it is contemplated the analysis of meth-

ods will be made on the basis of information to be sought from the various services with respect to size of sample, sampling techniques, methods, and the like, with a project supervisor in charge. For the comparison of available data, Mr. Deckinger noted, the committee recommended that the project go into six cities where several services are in operation.

Mr. Chappel noted that it probably would be necessary to set up an experimental operation to resolve many differences which probably cannot be eliminated otherwise.

Dr. Baker said costs of the overall project could not be accurately estimated now, but pointed out that \$140,000 seemed likely to cover most of it. Parts, he said, can be done for much less. The special basic comparison, he estimated would cost \$70,000 to \$100,000. He added that he had had "only one nibble" for the post of project manager.

NAB is expected to be asked to initiate the financing.

Robert Hutton, Edward Petry & Co., chairman of the AMA radio-television discussion group, presided over the opening and closing phases of the meeting.

MILITARY PRODUCTION IMPACT

By PETE DICKERSON

CONVERGING on New York for the 40th annual convention of the Institute of Radio Engineers, visiting engineers from the U. S. and abroad last week heard Robert C. Sprague, president and board chairman of RTMA, estimate that military electronics production would reach a peak rate of \$2.5 billion in the fall of 1952 and then decline to an annual rate of about \$1.5 billion.

"In this connection," he said, "it should be borne in mind that military production dollars have about half the impact on our industry as civilian production dollars. This is for a variety of reasons, but particularly because a considerable portion of special and elaborate mechanical gear is obtained from manufacturers not generally considered a part of our industry."

Civilian Orders

Barring an all-out war, industry will be able to "maintain a substantial amount of civilian production, even at the peak of the military output" despite the military load, he said.

"Apparently only the shortages of certain critical materials will prevent manufacturers from turn-

ing out as many radio and television sets as their plant facilities and military orders will permit," Mr. Sprague said.

"It is, therefore, highly important that government officials make provision in their planning for the healthy continuation of our civilian economy, for we do not know when all of the present manpower and production facilities in our industry may be needed for the nation's defense."

Mr. Sprague also took occasion to defend the engineers' position in the color television controversy.

Hitting at FCC Comr. Robert F. Jones for his supplemental opinion in the FCC color TV case, which "questioned . . . the 'good faith, truth and veracity' of prominent industry engineers," Mr. Sprague denied categorically "the charges which have been hurled at our industry. . . . I think that any fair-minded person would concede that they (engineers) are honest and fair in their ultimate judgments."

Reviewing television history, and pointing out that "engineers have been in the center of the color television controversy for the past 10 years," the RTMA head offered the profession a credo:

Differences of engineering opinion can and should honestly exist. Unanimity of engineering judgment is not necessarily desirable.

Changes in engineering opinion resulting from the passage of time and the gaining of experience are healthy, and normally to be expected.

It is improper and futile to ask engineers to reach final and valid conclusions at too early a stage in the development of new systems of equipment.

Mr. Sprague spoke at the annual IRE banquet Wednesday night, during the four-day conclave which attracted more than 18,000 engineers from the U. S. and 30 foreign countries. During the course of the meetings, held Monday through Thursday at the Waldorf-Astoria and Belmont Plaza Hotels and Grand Central Palace, some 210 technical papers were delivered at 43 sessions.

Other Highlights

Other developments during the four-day meeting:

A 14-foot model of the Empire State Bldg. television and FM antenna, expected to be completed this spring, was unveiled Monday by a distinguished industry-FCC group led by Brig. Gen. David Sarnoff, RCA board chairman; FCC Comrs. Frieda Hennock, George E. Sterling, and E. M. Webster; Edward J. Noble, ABC board chairman; Mark Woods, ABC board vice chairman; Comdr. Mortimer W. Loewi, director of the DuMont Television Network; Lt. Gen. Hugh Drum, Empire State Bldg. president; Dr. Frank G. Kear of & Kennedy, Washington consulting radio engineers; Phillip B. Steph-

ens, business manager of the *New York Daily News*, which owns WPIX (TV) New York; I. S. Coggeshall, new IRE president; Raymond F. Guy, retiring president of IRE, and NBC radio and allocations engineering manager, and others prominent in the industry.

Gen. Sarnoff said he knew of no achievement in television transmission comparable to the Empire State antenna. "It is truly a miracle," he said.

Design, construction and installation problems of the antenna were discussed by a panel of 10 engineers active in the project or "experiment," as it frequently was referred to.

'Empire Story'

Speakers describing the "Empire State story" included:

O. B. Hanson, Mr. Guy, and Lester Looney of NBC; F. G. Kear, one of the owners of the building; W. F. Lamb of Shrieve, Lamb & Harmon, New York architects of the building and advisers on the antenna; Herman Gihring of RCA; T. E. Howard of WPIX; R. D. Chipp of DuMont network; and Frank Marx of ABC.

A new General Electric UHF television transmitter, described as "the world's most powerful," with an effective radiated power of 100 kw, was unveiled Tuesday. Incorporating a new type of UHF velocity-modulation 5-kw tube, developed under contract with GE by Varian Assoc. of San Carlos, Calif., and a "radically new type" of antenna, which magnifies by 20 times the effective radiated power, the transmitter is now undergoing tests in Syracuse, N. Y., it was

RURAL RADIO

Commercials Favored

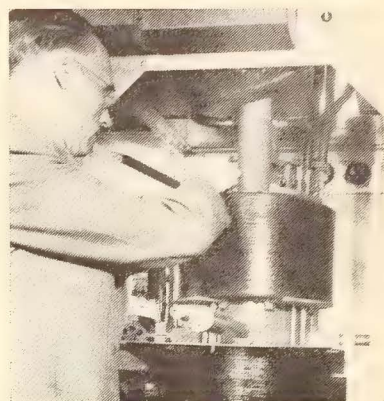
MORE than 38% of rural radio listeners throughout the United States favor "commercials"; 38% are indifferent, and only 24% actively dislike them, according to a study by Radio Reports Inc. for Rural Research Institute Inc., New York, released last week.

The average rural radio listener owns two radios, prefers Arthur Godfrey by a considerable margin, chooses news programs over all other types and listens an average of four and three-quarter hours a day, the survey indicated.

Published in a booklet *Rural Radio Listening*, these findings are based on a telephone survey of 28 states which reached 3,679 residents in 37 small communities, only three of which had populations greater than 25,000.

Other findings included 2.3 radio ownership per family, with 49% owning car radios; variation in listening time ranging from 3 hours and 59 minutes in Middle Atlantic states to 6 hours and 9 minutes in the Mountain states. Women listened 5 hours and 48 minutes a day, as compared with 3 hours and 36 minutes per day for men.

IRE Hears Sprague



H. M. CROSBY, General Electric engineer, adjusts a new UHF velocity-modulated tube around which GE has built a 5 kw UHF television transmitter at Electronics Park, Syracuse. Transmitter will operate in the 500 mc region. GE announced the development at the IRE meeting.

* * *

announced (see story page 58-C).

Another development unwrapped by GE was the first high-power ceramic tube for radio, television and commercial use, said to represent "a radical departure from conventional tube design." Designed primarily for UHF transmission after FCC releases the UHF band, the GL-6019 was described as operating up to 900 mc at 1 kw output. Use of ceramic in the tube, according to GE, minimizes high-frequency losses and improves envelope cooling in comparison with glass tubes.

A 30-inch television picture tube, "the largest on the market," was described by H. W. Grossbohl of Allen B. DuMont Labs. The tube is a development of the "90 degree-deflection technique," which permits the electron beam inside the tube to sweep through a 90 degree angle as it traces each horizontal line on the tube face. The technique, itself a new development, will allow reduction of the tube length and thus ultimately reduction of TV set cost, he said.

New Tube

Another new TV picture tube, said to eliminate use of critical metals, reduce cost and improve picture clarity, was announced by the Rauland Corp. of Chicago. No re-engineering is needed, and the only added equipment required is "an inexpensive voltage control," the company said.

An RCA portable television camera and transmitter, made to be carried by one person in a backpack and having a range of one mile, was demonstrated by L. E. Flory of RCA Labs. The outfit which weighs 53 pounds, is a product of recent developments in pencil-sized tubes and other sub-miniature component parts, he said.

Transmitting in UHF with a power of 2 w, the new transmitter operates in conjunction with a control station located within a mile radius. The station, while monitor-

(Continued on page 34)

L-W SUIT

AFRA Action Denied

SUIT by Lang-Worth Feature Programs, brought in New York State Supreme Court to enjoin American Federation of Radio Artists' strike activities, was denied last Wednesday by Judge Isidor Wasservogel. AFRA's counterclaim to have the court order Lang-Worth to sign the 1951 transcription code also was denied, without costs to either party.

Union strike activities began Feb. 13 [BROADCASTING • TELECASTING, Feb. 19, March 5, 12] following the transcription firm's refusal to sign the code. AFRA alleged that the company had gone back on its word to sign when settlement was announced last December. Lang-Worth charged that provisions of the code had been changed between the time of settlement and final printing of the contract.

In denying Lang-Worth's action, the court found AFRA strike activities to be legal; the code to be a "bargaining agreement," and the strike objective to be lawful. In denying the union counterclaim, the court found that no employer-employee relationship between AFRA and Lang-Worth existed. While AFRA was free to continue its strike, Lang-Worth was free to continue to refuse acceptance of the code, the court said.

Lang-Worth was expected to appeal to the appellate division of the New York State Supreme Court.

'SUPER' AGENCY

Gov. Electronics Board Seen

CREATION of a "super" intra-agency electronics board to coordinate all production in the nation's mobilization program — including responsibility for speeding military contracts to radio-TV manufacturers — highlighted activity on government and industry fronts last week.

Further reassurance that the vast, sprawling electronic-communication industry commands "top priority" in the defense effort was seen in these key developments:

- Formation of an Electronics Production Board at the policy level, with authority to determine both military and civilian requirements under the chairmanship of a top industry figure.

- Disclosure of plans designed to give electronics a heavy share of critical materials when allocations are placed under rigid restriction around July 1. The plans will encompass steel, copper and aluminum.

Conservation Planning

At the same time industry engineers, meeting at the request of Dr. W. R. G. Baker, director of the Engineering Dept., Radio-Television Mfrs. Assn., approved a plan to study utilization of materials in various product lines, with emphasis not only on conservation but also redesigning methods and techniques for receivers and component parts. Bureaus will be set up within present RTMA Engineering Dept. sections to explore these problems.

The "super" agency structure was announced Wednesday by Gen. William H. Harrison, who heads up the Defense Production Administration, policy-making materials agency. While Gen. Harrison had not yet appointed a chairman to preside over the board, it was understood that the selection would

center on a close assistant of the DPA administrator—one grounded in industry problems. The chairman would report directly to Gen. Harrison.

It was believed that Walter W. Watts, vice president in charge of the Engineering Products Dept., RCA Victor Div., would be the logical choice for the post. Mr. Watts, now on leave of absence from RCA Victor, currently is serving as special assistant to Gen. Harrison, working on electronics and procurement phases of mobilization with established government agencies.

Gen. Harrison's decision to name a top-strata electronics group is attributable, in some quarters, to a request by Defense Mobilizer Charles E. Wilson, some weeks ago, that such action be taken. Mr. Wilson posed the suggestion at an electronics meeting of government and industry representatives.

In announcing the long-range conservation program at the Hotel Commodore in New York, Dr. Baker noted that the action had been authorized by the RTMA board of directors and given impetus by President Robert C.

Sprague in an appeal to the industry [BROADCASTING • TELECASTING, March 5].

The quality of radio and TV receivers and components should not deteriorate because of conservation and, in fact, may result in improvements in efficiency and performance, he stressed.

"It is the responsibility of the RTMA Engineering Dept.," Dr. Baker declared, "to undertake the problem of material utilization, not only through substitute materials but also from the viewpoint of mechanical design, circuit design and standardization, both mechanical and electrical."

Proposed Measures

Dr. Baker suggested two approaches to material problems: (1) "Better and more efficient utilization" of critical materials, and (2) substitution of materials in the non-critical category to avoid possibility of shortages later. He continued:

"Regardless of the material classification—critical or non-critical—there is a need for the maximum standardization of types, sizes, shapes, values, etc. An immediate

acceleration of our normal programs of standardization, well planned and executed, may, in itself, result in appreciable conservation of material."

Bureau heads set up within the various groups of the RTMA Engineering Dept. are: Transmitter Section, M. R. Briggs, Westinghouse Electric Corp., Baltimore, Md.; Receiver Section, L. M. Clement, Crosley Div., Avco Mfg. Corp., Cincinnati, Ohio; Receiver Components Group, R. J. Biele, General Electric Co., Syracuse, N. Y.; Sound Equipment Section, O. L. Angevine Jr., Stromberg-Carlson Co., Rochester, N. Y.; Special Electronic Equipment Section, chairman of executive committee (to be named); Joint Electron Tube Engineering Council, Virgil M. Graham, chairman of council and associate director of RTMA Engineering Dept., of Sylvania Electric Products Inc., New York.

Activities of the several bureaus will be coordinated by an Advisory Council consisting of David B. Smith, vice director of the Engineering Dept.; Ralph R. Batcher, chief engineer of the Engineering Dept., and Dorman D. Israel, chairman of the General Standards Committee. Mr. Clement will be chairman of the Advisory Council.

Sitting in on the new electronics board will be (1) a chairman, not yet officially appointed by DPA Administrator Harrison; (2) the

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CBS GROSS BILLINGS

Up 12% in '50

GROSS BILLINGS on the CBS radio network gained 12% in 1950 to reach a total of \$70,745,000, the company said last week in its annual report to stockholders.

CBS television network gross billings were reported at \$13 million—a 271% increase over 1949.

The report showed consolidated income of CBS and its domestic subsidiaries increased almost \$2 million, reaching a total of \$9,555,329 before federal income and excess profits taxes.

Increased tax rates and enactment of the excess profits tax law, however, reduced consolidated net income to \$4,105,329, or \$2.39 a share, as compared with \$4,184,079 (\$2.44 a share) in 1949. Compared with 1950's \$9.5 million figure, 1949 consolidated income before taxes was \$7,634,079.

Gross income after deductions for discounts, commissions and returns was placed at \$87,973,447 for 1950, as against \$74,980,578 for the preceding year.

Total assets were shown as \$53,833,265 at the end of 1950, including \$2,405,904 in talent contracts, program rights, scripts, etc. (less amortization). The comparable figures at the end of 1949 were \$49,793,850 total assets with \$3,438,522 attributed to talent contracts, etc. (less amortization).

In a summary statement, Board Chairman William S. Paley and President Frank Stanton noted that in 1950 "once again the people turned to (radio broadcasting) as their swiftest and best source

of information about the things that matter to the most.

"Advertisers, appraising radio's continued influence and Columbia's audience leadership, invested a greater sum in CBS-Radio in 1950 than ever before in any network," they continued.

CBS radio gross billings were 15% over the second network in 1950, the stockholders were told.

In television, the report said, advertisers during 1950 "bought out virtually the entire CBS-TV nighttime schedule, and the company expanded its facilities and personnel to begin a substantial daytime schedule as well."

Average Network Size

The report said average size of the radio network used by CBS advertisers increased from 118 to 133 stations in daytime, and from 144 to 148 stations at night. CBS radio advertisers sponsored 3,253 hours and CBS television advertisers sponsored an additional 941. The automotive, tobacco, candy and soft drinks, drugs and toilet goods, soap and household supplies, lubricants, and food and food beverage industries accounted for more than \$1 million of network radio billings.

Clients using both CBS radio and CBS TV were reported to have increased from 20 to 32 during the year. Those using radio increased from 63 to 64 and those using TV went from 46 to 82, the report said.

Value of local time and talent which CBS-owned stations made

available for public interest programs and announcements in 1950 was placed at more than \$2 million.

The CBS color TV victory before the FCC was blocked from commercial application by RCA's appeal to the courts and Columbia's plans for commercial colorcasting "have been further complicated by the current national emergency." Even so, the report noted, "CBS . . . continued its schedule of public demonstrations, showing color television to more than 250,000 guest viewers in New York, Chicago, Philadelphia and other cities."

The CBS radio network grew from 186 to 193 stations in 1950, the report pointed out, while the CBS television network increased from 55 to 61, of which 46 stations were reached by cable or microwave relays.

Messrs. Paley and Stanton foresaw "expanding program responsibilities."

"In a time of national emergency," they said, "the broadcaster's basic responsibility to provide good programs of all kinds assumes still broader dimensions."

"The increased need for good information programs is self-evident. But the need for top-flight entertainment programs, while not so readily apparent, is just as great."

"For entertainment programs do more than lighten human burdens. They create and hold a substantial 'audience-in-being'; and this wait-

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RCA Victor's campaign "to save materials, save jobs and serve the nation" is underscored by posters like the one pictured above, which decorates the company's Camden, N. J. plant. The company said that more than 42,000 employees are cooperating in the conservation drive. [BROADCASTING • TELECASTING, March 19].

Plans 2,000 TV Outlets

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(metropolitan, community and rural) to one. Reduction of grades of service from previously proposed three (A, B and C) to two, (A and B). Minimum and maximum powers to depend upon population of principal city and interference factors.

- Minimum effective radiated power of 50 kw for station serving city with 1 million or more persons, 10 kw for city of 250,000 to 1 million population, 2 kw for city 50,000-250,000, 1 kw for cities under 50,000.

- Maximum power on Channels 2 to 6 would be 100 kw; Channels 7 to 83, 200 kw.

- Minimum co-channel station separations of 180 miles for VHF, 165 miles for UHF; minimum separations between transmitters of co-channel stations would be 170 miles for VHF and 155 miles UHF (previously proposed co-channel separation was 220 miles VHF, 200 miles UHF; present VHF separation is 150 miles).

- Reduction of previously proposed adjacent channel separation of 110 miles in VHF and 100 miles in UHF to 70 and 65 miles respectively.

- All stations to employ offset carrier type of operation, with VHF stations to be offset from each other by plus or minus 10 kc (1 kc tolerance), but specific UHF values to be set later.

- Limitations on UHF assignments and station spacing because of oscillator radiation, intermodulation, image interference and intermediate frequency (IF) beat.

- Directional antennas may be employed to improve service but may not be used to reduce minimum station separations.

- Prediction of service areas and interference to be based on lower atmosphere propagation only. No protection to be provided from long distance skywave interference (sporadic E and F2 layers), which may occur particularly in VHF Channels 2 to 6.

Cooperation Asked

Cutting paperwork and procedure to the bone and demanding fullest cooperation from the industry, FCC indicated it would move as swiftly as possible toward full lifting of the freeze and finalizing its new allocation proposal.

Virtually sweeping its house clean of earlier engineering and allocation proposals, FCC in issuing the new report rendered "moot" the more than 500 industry comments and petitions already on file.

"Interested parties may hereafter participate in the proceedings initiated by this notice only by complying with the procedures set forth herein," the report emphasized. This means the filing of appropriate new comments and petitions by everyone who wishes to take part, whether they have been parties heretofore or not.

The report, finally approved by the Commission late Wednesday afternoon, was rushed through



F. C. SOWELL, manager of WLAC Nashville, receives a citation from Jack L. Minton, chairman, Nashville Traffic Commission, for "outstanding public service." Mr. Sowell served two years as chairman of the Chamber of Commerce safety committee. Others present were John Milliron, traffic inspector, and Ed Burgess, police chief.

necessary revision and duplication by the staff working overtime Wednesday night.

A "separate view" respecting the educational reservation was appended by Comr. Frieda B. Hennock, out-spoken crusader for a 25% allocation to education. She contended FCC's proposal "by failing to give the schools a sufficient share of the remaining television channels, will adversely affect the course of education in the United States for generations to come."

"We ought not, while conceding the principle of educational television, kill it in practice," Comr. Hennock charged.

Chairman Wayne Coy, in "additional views" beyond the majority report, supported the educational reservation but indicated concern over the "startling lack of data" as to the "willingness and readiness of educational institutions . . . to use television as an educational tool."

He also felt it important for FCC "to emphasize that the reservation of channels for educational stations in no way relieves the licensees of commercial television stations of any responsibility to render a well rounded program service, including a reasonable proportion of time devoted to programs that meet the educational needs of the community."

Webster's Views

Comr. E. M. Webster, in a partial dissent, did not agree sufficient showing had been made to warrant the educational reservation at all. He would agree to a specific community reservation, however, upon proof of sufficient need.

Similarly, Comr. George E. Sterling in a partial dissent felt no need for a VHF educational reservation and pointed out educational institutions can compete on equal terms with commercial

COMRS.' VIEWS

Accompany Proposed Allocations

ALL FCC Commissioners, except Paul A. Walker who is in Puerto Rico at this time, participated in the March 21 Third Notice of Further Proposed Rule Making. Chairman Wayne Coy and Comr. Frieda B. Hennock wrote additional views, concerned with the proposed reservations of channels for educational television broadcasters. Dissents in part by Comrs. E. M. Webster and George E. Sterling also dealt with educational reservations. Comr. Robert F. Jones dissented in part to those portions which would require rule-making proceedings in order to make changes in the proposed allocations table.

COY'S ADDITIONAL VIEWS

Chairman Coy, expressed the belief there is a "universal awareness" of the great potentialities of television in the field of education. However, he declared, there is a "startling lack" of data concerning "willingness and readiness" of educational institutions to

use TV as an educational tool.

Recognizing other needs of higher educational institutions, the Chairman said "it is understandable that such a decision [to enter TV] is not easily taken. The continuing cost of operations without any income is perhaps a more difficult hurdle than the funds required to build the transmitter and studios."

Describing TV frequencies as constituting "an important and large part of a great natural resource" and maintaining that it was "essential" that such a resource be utilized in the public interest, he pointed out:

... It certainly cannot be regarded as being in the public interest if television frequencies, now proposed to be reserved by the FCC, are not utilized within the reasonably near future . . . It is my opinion that the reasonably near future is the time required for educational institutions to make up their minds as to whether or not they will utilize television in their educational program and in so doing decide to become an operator or a joint operator

applicants for any and all channels, including VHF.

Comr. Robert F. Jones, in a brief partial dissent, objected to FCC's proposed procedure whereby one year "freezes" would be imposed on any amendment to the allocation table once it's made final.

Comr. Paul A. Walker did not participate in the final vote since he is in Puerto Rico presiding over a revocation hearing involving WRIA Caguas.

In explaining procedure to be followed in its proposed partial lifting of the freeze on new station construction, FCC said "the most important single factor" which induced the freeze "was the desire to ascertain whether sufficient mileage spacing had been provided between assignments" in the existing allocation table.

FCC stated that on the basis of evidence it had obtained through the reallocation hearings, and at the "expiration" of the deadline for filing of replies to comments (May 8 unless postponed by further order), it proposed to take the following actions:

(a) The Commission will determine whether any issue has been raised which would prevent the lifting of the "freeze" with respect to channel assignments in Alaska, Hawaiian Islands, Puerto Rico and Virgin Islands. These territories are sufficiently removed from the continental United States so as not to be involved in the separations problems of continental United States and present no assignment problem with any neighboring countries. Separations have been maintained within the Territories which are in accordance with the Commission's proposals. . . . Accordingly, in the absence of any issue with respect to these separations, the Commission proposes to lift the "freeze" with respect to the above Territories without waiting to reach a final determination on all the assignments proposed in [the city-by-city table].

(b) The Commission will determine whether any issue has been raised with respect to the Commission's proposed assignments in the UHF band. In the absence of such issue, and where serious procedural or practical ob-

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of a non-commercial educational television station.

The Chairman acknowledged the many time-consuming procedures that could be needed for such a decision, but added "it does not seem unreasonable to expect boards of trustees and administrative officials of educational institutions to declare their intentions at an early date, subject to action by state legislatures."

Chairman Coy also stated that if the proposed reservation is made final, it is "important" for the Commission to emphasize that the action "in no way relieves the licensees of commercial television stations of any responsibility to render a well-rounded program service, including a reasonable proportion of time devoted to the programs that meet the educational needs of the community." The possibility of educational institutions deciding to use television in cooperation with commercial broadcasters, rather than as oper-

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Plans 2,000 TV Outlets

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jections do not exist, the Commission will consider lifting the "freeze" on applications which specifically request a UHF channel.

(c) The Commission will determine whether any issue has been raised with respect to applications by existing television licensees and permittees to increase power in accordance with the proposals. . . . In the absence of such issue the Commission will consider lifting the "freeze" so far as existing stations are concerned on a case-to-case basis where it appears that a grant of increased power not in excess of the maximum specified . . . will not affect channel assignment proposals offered by the Commission or by interested parties and will not unduly restrict the Commission's flexibility in reaching final determinations with respect to assignments still in issue.

Both VHF and UHF channels would be available for immediate assignment in the territories, FCC indicated, although it is expected that sufficient VHF channels exist to meet the present demand.

FCC was not prepared to discuss just how the UHF freeze lift might ensue in the U.S. itself since the response of the industry and possible "issues" which might be raised are indefinite factors. It is believed that although the "ideal" situation may not occur of being able to promptly unfreeze the entire UHF allocation, specific area "thaws" will be feasible.

Similarly, no further explanation was offered by the Commission as to just how far it may go in granting existing VHF stations the power increases indicated.

Normal Processing

FCC emphasized that even though certain channels might be unfrozen shortly after May 8, potential applicants will have to go through normal processing procedures, including comparative hearings where more bids pend than there are available channels, before grants can be issued.

The Commission also said a "reasonable" period of time would be allowed for the filing of applications in each instance.

FCC's report was termed the "third notice of further proposed rule making." For purposes of identification, FCC designated that all proceedings pertaining to this "third notice" would be called "Part III" of the overall reallocation proceeding which initially began in the summer of 1948. The hearings dealing with the 1948 proposals were designated "Part I", while those dealing with the revised proposals of July 1949 were termed "Part II".

Four detailed appendices were attached to the new report. They replace those issued earlier. Appendix A contains proposed amendments to FCC's engineering standards and rules and regulations. These proposed amendments codify the new TV policies and procedures.

Appendix B, a highly technical section containing several charts, sets forth values and methods for prediction of areas of service and interference. Appendix C is the new table of city-by-city allocation proposals, while Appendix D is the table of "illustrative" proposals for Canada and Mexico.

The new city-by-city table specifically provides for a total of 1,965 VHF and UHF assignments in 1,256 different communities in the U.S. and its territories. Included are 526 VHF and 1,230 UHF commercial stations, plus 82 VHF and 127 UHF noncommercial, educational stations. The 12 VHF channels alone, as presently allocated, would provide for only about 400 stations in 140 markets, FCC noted.

The Commission pointed out the new table does not "place a limit on the ultimate number of TV stations." FCC said that "while it does indicate maximum channel usage as far as metropolitan areas and the eastern half of the country are concerned, additional UHF as-

signments are usually possible in less congested regions—particularly in the far West—and no attempt has been made to list those thinly populated places which some day may be in a position to support a local TV station."

FCC's 1949 proposal, even though based on only a partial allocation of the UHF, provided for some 2,200 assignments in more than 1,400 communities. But FCC considers its new table more "realistic" since it omits many small communities previously listed.

FCC explained its "illustrative" assignments contained in Appendix D for Canada and Mexico are those "which might be allocated on the same basis as the overall proposal

if the borders between the countries did not exist." No formal agreements have been entered into with Canada or Mexico, FCC said, "but views are being exchanged with respect to these matters and it is expected that satisfactory understandings will be reached."

The proposed alterations with respect to Channel 9 at Cleveland (WXEL), Channel 5 at Syracuse (WSYR-TV) and Channel 6 in Rochester (WHAM-TV), FCC said, "resulted from the Commission's efforts to arrive at an equitable distribution of channels between the U. S. and Canada."

The remaining 28 channel substitutions proposed for existing, operating VHF stations, FCC explained, "resulted from the Commission's efforts to reduce interference, make available a reasonable number of channels and to effect the maximum utilization of the VHF television channels in the United States."

FCC contended that by these changes it would increase the service area of the stations already on the channels and reduce the interference which would be caused to new stations that will be added to the channels in question.

In order to make the substitutions, FCC plans to direct each licensee or permittee to "show cause" in the further hearing why the respective license or permit should not be modified as proposed.

FCC specified that the further (and final) hearing in the proceeding will be devoted only to comments and proposals relating to the city-by-city tables.

Comments which are to be filed by April 23, FCC said, must be accompanied by supporting engineering statements. Those not containing appropriate engineering statements will be rejected, FCC indicated. No comments will be accepted after April 23, FCC warned, unless the deadline is extended by further order.

Must Support Views

The Commission pointed out that comments also will be received through April 23 from persons who feel the proposed rules and engineering standards are not based upon evidence of record. But, FCC said, such objections must specifically identify the page of the hearing transcript or exhibit which supports the objection.

On or before the May 8 deadline "interested persons" may "submit written comments (including data, views or arguments) in opposition" to the earlier comments, FCC said, but these must be accompanied by supporting engineering statements also.

No replies will be accepted which "advance new proposals" or are filed after May 8, FCC said. This deadline also could be extended by further order.

"Comments which merely support" comments previously filed won't be accepted, the Commission cautioned.

Support or opposition may be

Minimum VHF-UHF Station and Transmitter Separations*

	CHANNELS 2-13		CHANNELS 14-83	
	Co-channel Station Separation	Adj. Channel Station Separation	Co-channel Station Separation	Adj. Channel Station Separation
Minimum separation city to city	180 miles	70 miles	165 miles	65 miles
Minimum separation transmitter to transmitter	170 miles	60 miles	155 miles	55 miles

Summary of Minimum Transmitter Separations in the UHF

Channel No.	Adjacent Channel 55 miles	Oscillator 60 miles	L.F. Beat 20 miles	Inter-modulation 20 miles	Image Picture 75 miles	Image Sound 60 miles	Co-channel 155 miles
14	15	21	22	16-19	29	28	14
15	14, 16	22	23	17-20	30	29	15
16	15, 17	23	24	14; 18-21	31	30	16
17	16, 18	24	25	14-15; 19-22	32	31	17
18	17, 19	25	26	14-16; 20-23	33	32	18
19	18, 20	26	27	14-17; 21-24	34	33	19
20	19, 21	27	28	15-18; 22-25	35	34	20
21	20, 22	28	29	16-19; 23-26	36	35	21
22	21, 23	29	30	17-20; 24-27	37	36	22
23	22, 24	30	31	18-21; 25-28	38	37	23
24	23, 25	31	32	19-22; 26-29	39	38	24
25	24, 26	32	33	20-23; 27-30	40	39	25
26	25, 27	33	34	21-24; 28-31	41	40	26
27	26, 28	34	35	22-25; 29-32	42	41	27
28	27, 29	35	36	23-26; 30-33	43	42	28
29	28, 30	36	37	24-27; 31-34	44	43	29
30	29, 31	37	38	25-28; 32-35	45	44	30
31	30, 32	38	39	26-29; 33-36	46	45	31
32	31, 33	39	40	27-30; 34-37	47	46	32
33	32, 34	40	41	28-31; 35-38	48	47	33
34	33, 35	41	42	29-32; 36-39	49	48	34
35	34, 36	42	43	30-33; 37-40	50	49	35
36	35, 37	43	44	31-34; 38-41	51	50	36
37	36, 38	44	45	32-35; 39-42	52	51	37
38	37, 39	45	46	33-36; 40-43	53	52	38
39	38, 40	46	47	34-37; 41-44	54	53	39
40	39, 41	47	48	35-38; 42-45	55	54	40
41	40, 42	48	49	36-39; 43-46	56	55	41
42	41, 43	49	50	37-40; 44-47	57	56	42
43	42, 44	50	51	38-41; 45-48	58	57	43
44	43, 45	51	52	39-42; 46-49	59	58	44
45	44, 46	52	53	40-43; 47-50	60	59	45
46	45, 47	53	54	41-44; 48-51	61	60	46
47	46, 48	54	55	42-45; 49-52	62	61	47
48	47, 49	55	56	43-46; 50-53	63	62	48
49	48, 50	56	57	44-47; 51-54	64	63	49
50	49, 51	57	58	45-48; 52-55	65	64	50
51	50, 52	58	59	46-49; 53-56	66	65	51
52	51, 53	59	60	47-50; 54-57	67	66	52
53	52, 54	60	61	48-51; 55-58	68	67	53
54	53, 55	61	62	49-52; 56-59	69	68	54
55	54, 56	62	63	50-53; 57-60	70	69	55
56	55, 57	63	64	51-54; 58-61	71	70	56
57	56, 58	64	65	52-55; 59-62	72	71	57
58	57, 59	65	66	53-56; 60-63	73	72	58
59	58, 60	66	67	54-57; 61-64	74	73	59
60	59, 61	67	68	55-58; 62-65	75	74	60
61	60, 62	68	69	56-59; 63-66	76	75	61
62	61, 63	69	70	57-60; 64-67	77	76	62
63	62, 64	70	71	58-61; 65-68	78	77	63
64	63, 65	71	72	59-62; 66-69	79	78	64
65	64, 66	72	73	60-63; 67-70	80	79	65
66	65, 67	73	74	61-64; 68-71	81	80	66
67	66, 68	74	75	62-65; 69-72	82	81	67
68	67, 69	75	76	63-66; 70-73	83	82	68
69	68, 70	76	77	64-67; 71-74	84	83	69
70	69, 71	77	78	65-68; 72-75	85	84	70
71	70, 72	78	79	66-69; 73-76	86	85	71
72	71, 73	79	80	67-70; 74-77	87	86	72
73	72, 74	80	81	68-71; 75-78	88	87	73
74	73, 75	81	82	69-72; 76-79	89	88	74
75	74, 76	82	83	70-73; 77-80	90	89	75
76	75, 77	83	84	71-74; 78-81	91	90	76
77	76, 78	84	85	72-75; 79-82	92	91	77
78	77, 79	85	86	73-76; 80-83	93	92	78
79	78, 80	86	87	74-77; 81-84	94	93	79
80	79, 81	87	88	75-78; 82-85	95	94	80
81	80, 82	88	89	76-79; 83	96	95	81
82	81, 83	89	90	77-80	97	96	82
83	82	90	91	78-81	98	97	83

* It is recognized that some existing operations do not comply with the minimum separations for co-channel or adjacent channel operation that are set forth above. It has not been possible to remove all of these cases without extensive dislocation. The Commission will study each such operation on a case-to-case basis in the hope that eventually they may all be brought up to the minimum separations.

indicated before April 23, however, one FCC spokesman explained, by such groups as chambers of commerce or city councils.

FCC urged participants to "incorporate as much evidence as is practicable" in the initial comments and exhibits in order to shorten the further proceedings. Following the closing of the record, FCC explained, "the Commission upon consideration of all proposals, counter-proposals and evidence in this proceeding will adopt such rules, regulations and standards, as will best serve the public interest." FCC specified no initial decision or oral argument although it could do so if it wished.

The Commission, however, may hold oral argument as requested by the Federal Communications Bar Assn. on the latter's contention the allocation rule-making procedure proposed by FCC is "unlawful".

In addition to the present 12 VHF channels (No. 2 through 13, 54-216 mc), FCC proposes to allocate 65 or 70 UHF channels. These would begin at either 470 mc or 500 mc, depending upon the decision FCC may make upon the Bell System proposal to allocate the band 470-500 mc to multi-channel broad band common carrier mobile radio service in lieu of TV broadcasting.

Thus, the 52 UHF channels (No. 14 through 65) to be specifically assigned to communities would run from either 470 to 782 mc or 500 to 812 mc. This would leave either 13 or 18 "flexibility" channels (No. 66 through 78 or 83) running from 782 or 812 mc to 890 mc.

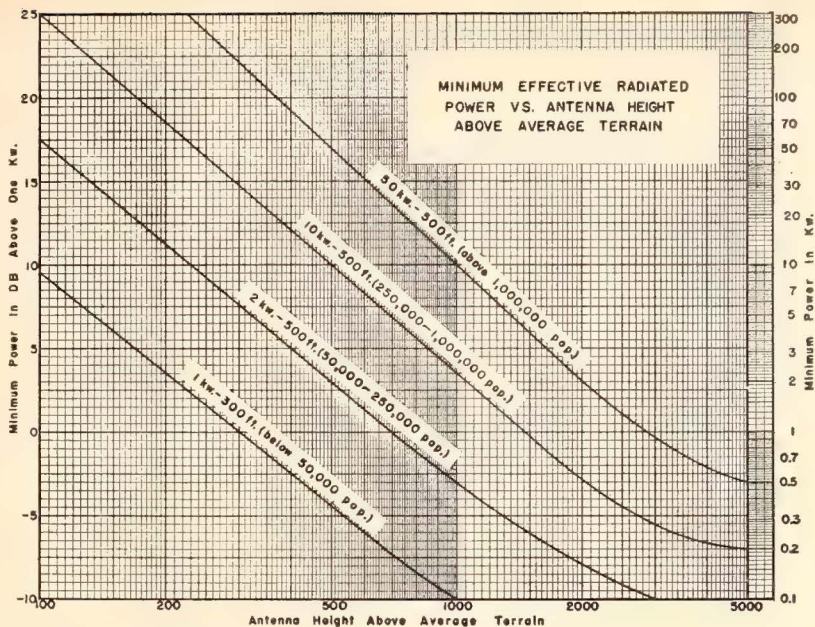
Could Transmit Color

All of the channels would be allocated as 6-mc channels in accord with FCC's monochrome and color standards, it was indicated. FCC spokesmen pointed out any channel could be used to transmit color in accord with the color transmission standards adopted by the Commission last fall, depending, of course, upon outcome of the litigation pending today (Monday) before the U. S. Supreme Court, in which RCA has challenged the color standards (see story page 62).

FCC explained that although some testimony was presented which favored allocation of only a portion of the UHF band at this time pending acquisition of additional data, "greater support was given to the proposal to assign television channels in the entire UHF band for immediate use."

"It was urged," FCC said, "that a need existed for additional commercial television channels; that such an allocation would encourage developments in UHF equipment; and that due to problems not previously considered, i.e., oscillator radiation, intermodulation, image interference, etc., more channels were necessary to provide an adequate number of usable channels."

"Some testimony was presented to the effect that the allocation of the lower portion of the UHF band was preferable," FCC said, "be-



Comparative relationship of effective radiated power and height of antenna above average terrain is shown in this FCC chart which augments table of power limitations on page 30.

* * *

cause better coverage and equipment performance could be expected there. On the other hand, there was testimony to the effect that differences would not be appreciable throughout the entire UHF band."

"In any event," the Commission continued, "the effect of such differences on the optimum utilization of the band are likely to be small. Accordingly, the Commission has concluded that allocation of the entire UHF band for television broadcasting on a regular basis would result in the maximum utilization of television channels in the United States."

On the intermixture issue, FCC said "it is reasonable to assume that economic problems will be faced by UHF broadcasters in areas where VHF broadcasting exists. Similar problems confronted the VHF broadcasters prior to increased receiver distribution in their respective areas."

"It is reasonable to assume," FCC pointed out, "that if the entire UHF band is allocated for regular television broadcasting, television receivers will be built to receive VHF and UHF signals. If intermixture were avoided, it would be necessary to limit many areas to one or two VHF stations even though UHF assignments were available for those areas and additional stations could be supported financially."

"Moreover," FCC continued, "VHF stations are capable of providing a greater coverage than UHF stations. Hence, a more extensive television service is made available where some VHF assignments are made in as many communities as possible than where only VHF assignments are made in some communities and only UHF assignments are made in the other communities."

In setting up its allocation table, FCC endeavored to meet the two-fold objectives set forth in Secs. 1 and 307(b) of the Communications

Act, namely, to provide a television service as far as possible to all people of the U. S., and to provide a "fair, efficient and equitable distribution of television broadcast stations to the several states and communities." FCC proposed to reaffirm its five priority principals. These are:

Priority No. 1—To provide at least one television service to all parts of the United States.

Priority No. 2—To provide each community with at least one television broadcast station.

Priority No. 3—To provide a choice of at least two television services to all parts of the United States.

Priority No. 4—To provide each community with at least two television broadcast stations.

Priority No. 5—Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

Amendment Procedure

FCC proposed strict procedures for requesting or making changes in the allocation table. In brief, they are:

1. A channel assigned to a community in the FCC table of TV assignments shall be available, without the necessity of rule making proceedings, to any other community located within 15 miles of the assigned community provided the minimum separations are maintained.

2. Upon adoption of the table, said table shall not be subject to amendment on petition for "a period of one year from the effective date of the Commission's final order amending said Table. Upon expiration of said one year period the Commission will consider petitions filed during said period requesting changes in the Table. Thereafter, where the Commission has conducted a rule making proceeding in which it amended or refused to amend said Table, no petition concerning the amendment granted or denied may be filed within one year after the effective date of the Commission's final order amending or refusing to amend said Table."

3. Except as provided under the five priority principles or paragraph 1 above, no application for a TV station

in a community specified in the table will be accepted for filing "if said application requests a channel which is not contained in the Table. Persons desiring to apply for a channel not specified in the Table must first secure an amendment thereof through appropriate rule making proceedings." Petitions proposing changes in the table must show the extent to which such changes "conform" to the five priority principles, based on stations operating in accord with the table and employing the appropriate maximum power.

FCC explained persons desiring to file an application for a community not listed in the table and which is not eligible for assignment pursuant to paragraph 1 above, may file an application for one of the flexibility channels in the UHF or a petition for a rule making proceeding to secure either a VHF or UHF channel pursuant to the policy outlined above.

In applying the provisions outlined in paragraph 2, FCC explained each area specified in the table will be considered separately so that the provision is applicable only if the Commission's action related to an assignment for the area in question.

For example, if FCC denies a petition for rule making asking that Channel X be removed from City One to City Two, no petition for rule making to move a channel from City One to City Two will be eligible for filing for one year, even though the request may be to remove Channel Y or Z from City One. However, petition may be filed before expiration of the year to remove a channel from City Three to City Two.

The procedural policy here proposed by the Commission to amend the allocation table, already opposed by Comr. Jones in his brief partial dissent, is expected to draw considerable fire from the industry.

Concerning grades of service to be rendered, FCC concluded two grades would be sufficient in lieu of the previously proposed three grades. FCC explained "Grade A service is so specified that a quality acceptable to the median observer is expected to be available for at least 90% of the time at the best 70% of receiver locations at the outer limits of this service. In the case of Grade B service the figures are 90% of the time and 50% of the locations." Some specialized cases may be allowed, FCC indicated.

Field strengths and interference ratios proposed:

I. Required median field strengths in db above 1 uv/m:

Grade of Service	Ch. 2-6	Ch. 7-13	Ch. 14-83
A	68 db	71 db	74 db
B	47 db	56 db	64 db

II. Permissible co-channel ratios in db of median desired field strengths to 10% undesired field strengths:

Grade of Service	Ch. 2-13	Ch. 14-83
Non-offset	Offset	Non-offset
A	51 db	34 db
B	45 db	28 db

The Commission explained it proposed (Continued on page 30)

Plans 2,000 TV Outlets

(Continued from page 29)

poses "the use of iso-service contours which express service in terms of the ratio between desired and undesired signal in decibels, or the minimum required signal levels in decibels above one microvolt per meter."

Respecting its proposed methods for describing service areas and interference, FCC said it is recognized the propagation charts "may have to be revised from time to time as more measurements are made" and added "interested persons are encouraged to make as many measurements as possible and submit them to the Commission."

Data Sufficient

FCC said it "is satisfied that on the basis of the data presently available to it the data underlying the propagation charts are sufficient to afford an adequate statistical basis for describing field intensities under average conditions, but it is expected that there may be substantial variations in individual areas."

"It is also realized that propagation to distances of the order of 500 to 1,500 miles via the sporadic E layer and to distances beyond via the F2 layer may occur in certain of the channels," FCC said. "However, since such interference may occur over extremely large distances, it is not possible to protect stations against such interference unless operation on such channels is limited to one or at best a few stations."

"In order to provide stations for the various communities," FCC concluded, "the Commission has determined that the overall public interest is better served by not protecting television broadcast stations against this type of interference."

In reducing station classes from three to one, FCC proposed the following power limitations:

MINIMUM POWER

Population of City (excludes adjacent metropolitan areas)	Minimum ERP* (in db above 1 kw)
1,000,000 & above	17 db/500 ft. ant.
250,000—1,000,000	10 db/500 ft.
50,000—250,000	3 db/500 ft.
Under 50,000	0 db/300 ft.

MAXIMUM POWER

Channels	Maximum ERP (in db above 1 kw)
2—6	20 db/500 ft. ant.
7—13	23 db/500 ft. ant.
14—83	23 db/500 ft. ant.

FCC explained 17 db above 1 kw at 500 ft. is equivalent to effective radiated power of 50 kw, while 20 db at 500 ft. equals 100 kw power.

"Any station may be authorized on appropriate application to in-

* Or equivalent, based on same Grade A service radius as with these values of ERP and antenna height above average terrain. No minimum antenna height is specified. However, wherever feasible, high antennas should be used to provide improved service.

crease its power to the maximum set forth above without the necessity of a hearing so far as interference to other stations is concerned," FCC pointed out.

Antenna heights greater than 500 ft. above average terrain are encouraged "as a means for improving the quality of service." ERP must be limited to that value which will avoid interference within the Grade A service radius of any other station, however.

Respecting station separations (see table page 28), FCC observed that "on the basis of the evidence in the record, it is clear that considerations of terrain and other propagation factors will materially affect many of the theoretical computations." But, FCC noted, "much of the propagation data—although the best available—upon which the Commission relies is necessarily quite meager."

In view of the problem it cannot get data without stations and cannot allocate stations without data, FCC concluded it must go ahead and make assignments upon a reasonable consideration of the data at hand, but with a safety factor provided.

FCC reduced its adjacent channel separation minima since it found adjacent channel interference "is so readily subject to being controlled by adequate design and

production methods by manufacturers" of receiving sets.

On the problem of oscillator radiation, FCC indicated it would not be necessary to consider this factor in VHF allocation since the Radio and Television Mfrs. Assn. has recommended a standard IF of 41.25 mc to minimize such interference. As to the large number of VHF receivers now in use with an IF of 21 mc, FCC said "efforts have been made to minimize such interference without reducing the number of VHF assignments" in the allocation table.

FCC indicated, however, it has been necessary to limit the UHF assignments in certain respects because of oscillator radiation, as well as intermodulation, image interference (picture and sound) and IF beat (see table page 28).

Multiple Interference

Regarding the problem of multiple co-channel interference, FCC said "it appears that interference from more than one station may be accounted for satisfactorily by plotting a composite interference-limited contour on the basis of the most severe limitation in each direction due to any single interfering station. This approximation appears to be sufficiently accurate for the purpose of determining station separations and

power limitations."

Regarding offset carrier operation, FCC noted "testimony substantially favored offset operation and tests have indicated that such operation resulted in an improvement of approximately 17 db over non-offset carrier operation." Although a question has been raised concerning possible frequency stability of transmitters used in these operations, FCC said "it appears that this problem is not serious and that frequency stability can be provided which will insure adequate and proper offset carrier operations."

As to directional antennas, FCC said "if future data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use for interference protection can be given further consideration."

Concerning the educational reservation issue, FCC said in its opinion "the need for noncommercial educational television stations has been amply demonstrated on this record." The report continued:

The Commission further believes that educational institutions of necessity need a longer period of time to get prepared for television than do the commercial interests. The only way this can be done is by reserving certain channels for the exclusive use of non-commercial educational stations.

Obviously, the period of time during which such reservation should exist is very important. The period must be long enough to give educational institutions a reasonable opportunity to do the preparatory work that is necessary to get authorizations for stations. The period must not be so long that frequencies remain unused for excessively long periods of time.

The Commission will survey the general situation from time to time in order to insure that these objectives are not lost sight of.

FCC explained the following method was employed in making the educational reservations:

In all communities having three or more assignments (whether VHF or UHF) one channel has been reserved for a non-commercial educational station. Where a community has fewer than three assignments, no reservation has been made except in those communities which are primarily educational centers, where reservations have been made even where only one or two channels are assigned. As between VHF and UHF, a UHF channel has been reserved where there are fewer than three VHF assignments, except for those communities which are primarily educational centers where a VHF channel has been reserved. Where three or more VHF channels are assigned to a community, a VHF channel has been reserved except in those communities where all VHF assignments have been taken up. In those cases, a UHF channel has been reserved.

It is recognized that in many communities the number of educational institutions exceed the reservation which is made. In such instances the various institutions concerned must enter into cooperative arrangements so as to make sure that the facilities are available to all on an equitable basis.

REVISED PROPOSED TV CHANNEL ASSIGNMENTS BY STATES (New 1951 Proposal, Compared With July 1949 Proposal *)

State	Commercial VHF		Commercial UHF		Educational VHF		Educational UHF		Total Number of Communities		Total Number of Assignments	
	(1951)	(1949)	(1951)	(1949)	(1951)	(1949)	(1951)	(1949)	(1951)	(1949)	(1951)	(1949)
Alabama	6	9	34	20	2	3	32	24	45	29		
Arizona	12	14	15	52	2	0	22	35	29	69		
Arkansas	8	4	27	34	2	1	26	31	38	38		
California	28	24	44	100	2	6	41	89	80	124		
Colorado	7	10	25	50	3	1	23	45	36	60		
Connecticut	2	1	11	9	0	1	10	4	14	10		
Delaware	1	1	2	3	0	1	2	2	4	4		
Dist. Columbia	4	4	1	1	0	1	1	1	6	5		
Florida	18	18	29	51	5	4	29	40	56	69		
Georgia	13	11	35	38	2	3	37	32	53	49		
Idaho	14	14	12	46	1	1	22	38	28	60		
Illinois	9	12	42	35	2	3	36	33	56	47		
Indiana	5	15	33	32	1	6	28	38	45	47		
Iowa	10	5	42	22	2	4	38	19	58	27		
Kansas	10	9	35	43	2	2	36	45	49	51		
Kentucky	5	3	26	21	0	1	25	21	32	24		
Louisiana	11	11	28	25	1	2	27	26	42	36		
Maine	8	9	18	25	1	2	20	11	29	34		
Maryland	3	3	8	8	0	1	7	6	12	11		
Massachusetts	3	4	19	12	1	0	13	8	23	16		
Michigan	17	16	42	47	0	6	40	37	65	63		
Minnesota	12	7	34	38	2	0	35	35	48	45		
Mississippi	7	3	27	34	1	4	28	27	39	37		
Missouri	14	15	34	31	3	2	30	33	53	46		
Montana	17	20	16	73	5	1	26	52	39	93		
Nebraska	12	10	20	37	1	1	19	36	34	47		
Nevada	13	8	7	44	1	1	16	27	22	52		
New Hampshire	1	1	10	8	1	0	11	6	12	9		
New Jersey	1	1	8	9	0	0	8	6	9	10		
New Mexico	12	15	20	55	3	0	25	39	35	70		
New York	16	16	31	30	0	8	30	26	55	46		
North Carolina	11	7	32	36	1	7	36	29	51	43		
North Dakota	14	17	13	46	2	4	17	31	33	63		
Ohio	13	14	37	33	0	7	35	20	57	47		
Oklahoma	9	9	39	32	2	4	38	34	54	41		
Oregon	8	11	20	52	3	1	21	37	32	63		
Pennsylvania	8	9	40	28	1	3	31	21	52	37		
Rhode Island	2	1	1	2	0	1	1	1	4	3		
South Carolina	6	6	18	19	1	2	20	16	27	25		
South Dakota	10	10	16	42	2	2	17	31	30	52		
Tennessee	11	16	36	22	2	2	33	27	51	38		
Texas	43	46	115	140	7	11	114	138	176	186		
Utah	8	9	8	33	1	2	10	31	19	41		
Vermont	1	1	8	8	0	1	8	6	10	9		
Virginia	8	8	24	25	0	5	25	19	37	33		
Washington	10	13	27	40	3	1	24	36	41	53		
West Virginia	6	5	13	16	0	4	16	14	23	21		
Wisconsin	8	9	31	33	1	4	27	29	44	42		
Wyoming	9	9	17	37	1	0	23	29	27	46		
Totals	484	493	1230	1677	73	127	1239	1421	1914	2171		
TERRITORY		45		0				11		45		
Alaska	15		0	0	4	0	6		19			
Hawaii	16		0	0	4	0	4		20			
Puerto Rico	8		0	0	1	0	5		9			
Virgin Islands	3		0	0	0	0	2		3			
Grand Totals	526	538	1230	1677	82	127	1256	1432	1965	2216		

* Unofficial Estimate.

Comrs.' Views

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ators or joint operators of a non-commercial educational station, was raised by the Chairman.

He pointed out that there are TV broadcasters who are now beginning to make "substantial contributions" towards educational needs of their community—in some cases "upon the initiative of the television broadcaster."

Conceding that many of these programs are not in "choice" viewing hours, the Chairman said that since commercials stations already provide for periodic interruptions in commercial series for seasonal or other needs of sponsors, it "would seem easy" to make arrangements for educational programs to be substituted in choice viewing hours for wider circulation.

Cites Competition

"I don't want anyone to think that I am satisfied that commercial television stations are now meeting or in the future can meet all the educational needs of the people of this country," Chairman Coy reminded, "however, I do know that they can do much along this line and it is my belief they will do more . . . under the impact of competition from educational television stations."

This competition, he emphasized, will not be a reality merely by reserving channels, but it can be "if there is a clear and immediate response" on the part of institutions indicating they intend to utilize television in the educational process.

Chairman Coy, in stating his concurrence on the proposed reservation expressed his "hope" that ensuing proceedings will give the FCC "further and more certain" information than it now has with respect to utilization of the frequencies proposed to be reserved for educational stations.

HENNOCK'S SEPARATE VIEWS:

Comr. Hennock, in her separate views termed the reservation plan "inadequate and ineffective" in many "vital" respects and "certainly not a sufficient recognition of the need and merit of educational television." Failing to give schools a "sufficient share" of the remaining TV spectrum will affect the course of education for generations to come, she maintained.

Comr. Hennock described the values of TV to the educator and cited its influence on child and adult alike:

For this reason, the Commission has a special responsibility to insure that these children, as well as adult listeners, have full access to the best in education and culture, in addition to the general fare offered by commercial broadcasters. In the hands of the educator, television can be an unparalleled instrument for developing and spreading knowledge and enlightenment—the foundations of a strong and free America.

Inadequate provision for educational TV "primarily penalizes, not the educators, but rather the American people," she said.

Holding that provision for edu-



LEAVING Rochester, N. Y.'s, Eastman Theatre after a successful session of America's Town Meeting of the Air, broadcast over ABC and WARC Rochester, are (l to r) George V. Denny Jr., moderator and founder of Town Hall; Sam W. Townsend, president-general manager of WARC; William C. Foster, ECA administrator, and General Carlos Romulo, head of the Philippine UN delegation. The program was attended by more than 3,000 persons.

ational television and "adequate" recognition of its needs must be made "now or never," Comr. Hennock maintained the reservoir of channels is "virtually being exhausted by this allocation" and for all practical purposes, future provision for educational-television channels "is now being foreclosed."

Pointing out that the Commission is obligated to bear in mind the future needs and demands of the country, she admonished: "We must not permit ourselves to be unduly swayed by the entreaties of those whose interest is the immediate commercial use of the medium."

"The true test of a technological innovation lies in the ultimate uses to which it is put for the public benefit," Comr. Hennock observed.

She declared the Commission recognized the principle of reserving channels for educational TV, but had made "inadequate" provision for it. She further expressed the hope that "inadequacies" within the proposal would be remedied before the action is made final.

Pointing to "defects" in the proposal that should be rectified, Comr. Hennock held the Commission "has struck an imbalance of the various interests here involved and has not provided education with the proportionate share of the channels it deserves." She continued:

The Commission, in reserving approximately 10% of the total assignments in the 48 states, has failed to provide facilities for education in a large number of cities of substantial size. Thus there is no frequency reserved in more than one-fourth of the 168 standard metropolitan areas in the United States, although these cities range from Pittsfield, Mass., with a population of 65,000, to Youngstown, Ohio, with a population of 525,000. The absence of a reservation is particularly serious in those cities where important colleges and universities and successful educational broadcasters are located.

Comr. Hennock said basis of FCC's action in "failing" to reserve one frequency for education in the many cities where two frequencies have been assigned, can only be that such reservation would leave but one commercial station in that city and "thus encourage a potential monopoly."

This basis, she maintained, is "inadequate in light of the record and the public policies here involved."

Exclusion of educators from television and the "resultant" loss to the community is too high a price to pay for encouragement of competition between two commercial stations in a two-channel city, she declared.

Comr. Hennock also cited proposed allocations in many of the largest cities which she said "confines the reservation for education to the UHF band and makes no provision for educational broadcasting in the VHF band now in use."

'Heavy Burden'

"To restrict education in these cities solely to an outlet in UHF is to place it at a fundamental disadvantage, cut sharply into its potential effectiveness, and add an unusually heavy burden to those already carried by local educators," she said.

She held that up to now, UHF operations have been completely experimental and that there were no assurances as to when UHF equipment would be available and UHF stations in operation. In cities such as New York, Los Angeles, Philadelphia, Washington, Detroit, Cleveland and others, there are at least three or more VHF outlets in operation with a large proportion of the families there already owning VHF receivers which cannot, without extensive conversion, receive telecasts in UHF, she declared. She questioned "How then can the Commission, consonant with the practical realities of the situation force educators in these localities to carry the additional burden of UHF operations, which they clearly are ill-equipped to do?"

In such circumstances, it is extremely unwise for the Commission to fail to make some provision for education on VHF in these "closed cities." The same is true, for reasons stated above, in those cities with less than three TV assignments for which no reservation at all has been made.

Comr. Hennock, saying the record is "replete" with evidence as to the need of educational TV in these "closed cities" and that there

are solutions offered to the problem, observed that the Commission "ignores this question—makes no mention of it, nor any attempt to meet and solve it."

Comr. Hennock also maintained that the reservation of television channels should be stated unconditionally "without any suggestion at all of a possible time limitation."

For the Commission to expressly state the intention of review the educational reservations as a basic condition of its action, gives the reservation the flavor of being temporary as well as invites pressure on educators, as well as on the Commission which would make the reservation a short-lived and abortive policy . . .

. . . I hope, however, that the Commission's disposition to give the reservation a temporary character does not indicate a basic attitude of disbelief and distrust towards television. Education must not be given the gliblets of the television turkey.

Comr. Hennock stated that the FCC faces the same problem which was presented to it in 1935 with respect to reservation of standard broadcast radio facilities for educational and other non-profit institutions. Then, she said, the Commission recommended to Congress "that there was no need for Congressional action to reserve radio frequencies."

She maintained that the Federal Radio Education Committee, set up at that time as a means of cooperation between commercial broadcasters and educators had been "largely unable to achieve hoped-for objectives" due to the withdrawal of financial support by commercial broadcasters. Comr. Hennock observed:

It is to this Commission's credit that it makes provision for education on television and does not repeat the grievous error of 1935. Yet, I am forced to conclude that the Commission is again selling education short in its current allocation plan, and I believe that the future will similarly prove it short-sighted in its failure to provide sufficient channels for a nationwide system of educational TV.

STERLING DISSENT IN PART:

Comr. Sterling concurred in the action reserving channels for non-commercial education use in the UHF band, subject to review from time to time as to their demand and utilization. He expressed "doubt" of the wisdom of reserving VHF channels for non-commercial educational stations except in territories and island possessions where such VHF channels are in ample supply.

He pointed to the request of educators for reservation of channels until such time as they can obtain funds, whereas industry is prepared immediately to build VHF stations. A limited amount of transmitting equipment is available and receivers for this band at this time are not in short supply, he said, concluding:

It would seem to me that it is in the public interest to make available service to the public in those areas of the country that have been denied a television service because of the color issue and the freeze.

Comr. Sterling further noted that the Commission's decision makes all channels available on a competitive basis to both industry and

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educators on a commercial basis. "If an educational institution desires to compete for a VHF channel in a given city it is free to do so and, if successful, could program its station as other educational institutions are doing in aural and television broadcasting," he said.

WEBSTER DISSENT IN PART:

Comr. Webster declared he did not agree, on the basis of the record so far, that reservations for non-commercial educational purposes should be made. He said that reservation is warranted "only if a specific showing is made that there is a reasonable probability that if an educational channel is reserved it will be utilized in the reasonably near future." He pointed out, however, that if sufficient showing is made in hearing (on community-to-community allocations), he would be in favor of reservations in those communities where sufficient showing is made.

JONES DISSENT IN PART:

Comr. Jones, for the reasons set forth in his dissenting opinion in a case involving Yankee Network, decided March 22, 1948 [BROADCASTING • TELECASTING, March 29, 1948], dissented from the portions of the proposal which would require rule-making proceedings in order to make changes in the table, once it is adopted.

CALIF. GROUP

KFI Quits on NARBA Issue

KFI-AM-TV Los Angeles has resigned from California State Radio & Television Broadcasters Assn. because the association failed to nullify a reported unanimous membership approval of the proposed NARBA.

George Whitney, KFI general manager, said he had asked the association to nullify a resolution passed during the annual meeting in San Francisco [BROADCASTING • TELECASTING, Feb. 26]. He said the request was ignored. The association comprises broadcasters with varied interests and it should not act on such a controversial topic, he contended.

In a letter of resignation to William B. Smullin, KIEM Eureka, Calif., new CSRTBA president, Mr. Whitney said he felt the NARBA pact is not beneficial to California broadcasters. He added his belief that the membership would not have voted approval of the pact had they fully understood its effects.

"HOW Advertising Creates Employment" subject of fourth annual creative writing competition sponsored by San Francisco Adv. Club among high school students. Tenth, 11th and 12th grade students have until March 31 to submit entries. Essays are limited to 500 words.



WORTH'S Inc., Waterbury, Conn., department store, has begun sponsorship of 19 programs weekly over WBRY Waterbury. Present for the signing of the contract were, seated, Murray L. Grossman, WBRY account executive; Peter Trier, Worth's vice president, and J. Maxim Ryder, WBRY manager; standing, E. Christy Erk, WBRY newscaster; Walter O. Howard, WBRY program director; Russ Sumpf, newscaster, and Bob Holczer, WBRY emcee.

GIVEAWAY ISSUE

WEAM Arlington, Va., last Wednesday was barred from rebroadcasting digits given by WWDC Washington in its giveaway "Lucky Social Security Numbers" announcements, unless proper credit is given WWDC.

A temporary restraining order against the suburban Washington station was issued by the U. S. District Court in Alexandria. WWDC in its suit alleged that WEAM was picking up the six-number digits—which earn prizes for WWDC listeners on the basis of social security numbers or drivers permit—and was advising listeners to contact WEAM for further information on how to get the winnings. The suit said that no credit or mention of WWDC was given.

The restraint is effective until April 9 when final hearing will be held.

Howard Stanley, WEAM station manager, following the court order announced that the station would continue to rebroadcast the numbers with mention of WWDC. He said that he hoped "nationwide" publicity in the matter would lead to the end of this type of giveaway program.

Ben Strouse, vice president and general manager of WWDC, declared that the entire communications industry has always been on guard "against those who would infringe property rights and copy-

right laws." He further stated that though there were specific laws and rules to protect against "encroachment of 'pirates,'" it seems that from time to time individuals in the industry "must take the initiative to smoke out" those who would encroach through such means.

PAPERS VS. RADIO

Told to Postal Group

THERE is a radio-TV sidelight to the newspaper-magazine appeal that was put before the House Post Office Committee last week. It came about in testimony on the administration's proposal to double second-class postal rates; the category that includes newspapers and magazines.

A newspaper publisher said increased postal rates would tend to give impetus to competition it receives from television but that the new competing drive would be met in the same manner that the papers attempted to counter radio.

But it was a Congressman who pointed out that such things as the telecasts of the Kefauver Crime Committee in New York tend to drive up newspaper sales since the public wants to read about what it sees and hears. It was admitted in testimony that radio-TV and newspapers "complement" each other but also compete for the advertising dollar. Postmaster General Jesse A. Donaldson had told the committee that the U. S. has been picking up a check for \$200 million a year on second-class mail—the deficit in reality a subsidy to newspapers and magazines and other publications.

SUPPORTS NARBA

Missouri Group Resolves

MISSOURI Assn. of Broadcasters, following a meeting fortnight ago in Jefferson City, unanimously passed a resolution in support of the new NARBA treaty now in the Senate pending ratification [CLOSED CIRCUIT, March 19].

Copies of the resolution were forwarded to Sen. James D. Kem (R-Mo.), Sen. Thomas C. Hennings (D-Mo.), and Sen. Frank Carlson (R-Kan.). Sen. Kem placed the resolution in the March 19 Congressional Record.

upcoming



- March 26: FCC Emergency Meeting for Broadcast Licensees, Open, Interdepartmental Auditorium, 10 a.m., Washington, D. C.
- March 26: Oral Argument on Color Television, U. S. Supreme Court, Washington, D. C.
- March 26-27: MBS Regional Affiliates Meeting, Minneapolis, Minn.
- March 27: Annual Membership Meeting, ASCAP, Waldorf-Astoria, New York.
- March 27-28: MBS Regional Affiliates Meeting, Jacksonville, Fla.
- March 28: National Television Film Council All-Day Forum, New York.
- March 28-31: Assn. of National Advertisers, Spring Meeting, The Homestead, Hot Springs, Va.
- March 29: BMI-N. C. Assn. of Broadcasters Programming Clinic, Selwyn Hotel, Charlotte, N. C.
- March 30: MBS Regional Affiliates Meeting, Detroit, Mich.
- March 30-31: Louisiana Assn. of Broadcasters, Sales and Program Clinic, Evangeline Hotel, Lafayette, La.
- March 31-April 1: Advertising Federation of America, Eastern AFA Inter-city Women's Club Conference, Shoreham Hotel, Washington, D. C.
- April 2-5: Premium Advertising Assn. of America, Chicago Premium Centennial Exposition, Hotel Stevens, Chicago.
- April 3: McFarland Bill (S 658) Hearings Begin. Open. Room to be designated, New House Office Bldg., Washington, D. C.
- April 5-7: Sixth Annual Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.
- April 6-8: AWRT Convention, Hotel Astor, New York.
- April 11: Brand Names Day 1951, Hotel Commodore, New York.
- April 11-13: AIEE Southern District Meeting, Miami Beach, Fla.
- April 14: Fifth Annual Spring Technical Conference, Cincinnati Section of IRE, Engineering Society Headquarters, Cincinnati.
- April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.
- April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.
- April 16-18: USA National Committee of the International Scientific Radio Union and Professional Group on Antennas and Wave Propagation of the IRE, National Bureau of Standards, Washington, D. C.
- April 19-21: AAAA 33d Annual Meeting, Greenbrier, White Sulphur Springs, W. Va.
- April 19-21: Armed Forces Communications Assn. Convention, Drake Hotel, Chicago.
- April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.
- April 21: New England Radio Engineering Meeting, Copley Plaza Hotel, Boston.
- April 24-26: American Newspaper Publishers Assn., Annual Convention, Waldorf-Astoria, New York.
- May 2-4: AIEE Northeastern District Meeting, Syracuse, N. Y.
- May 3-4: Ohio Assn. of Broadcasters Annual Management Meeting, Neil House, Columbus.
- May 17-19: AIEE Great Lakes District Meeting, Madison, Wis.
- May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.
- June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.
- June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.
- June 12-16: National Assn. of Radio Farm Directors Spring membership meeting, St. Louis and Fayetteville, Ark.
- June 17-21: Advertising Assn. of the West, 48th Annual Convention, Cosmopolitan Hotel, Denver.
- June 20-22: American Marketing Assn. Conference, Hotel Statler, Detroit.

(continued from front cover)

the call came in—to WOR

It was from Vera Brennan, crack radio timebuyer for the Duane Jones Co.

Said she, "Look, I've got the Hudson Pulp and Paper Corp. account. They'd like to increase sales. What've you got that'll work quick?"

Said we, "Oh, there's some good time on the station."

Miss Brennan said, "Thanks."

We said, "Thanks."

then it broke!

The account executives were Paul Werner and Philip Brooks, at the Duane Jones Co. They saw and had quite a talk with Richard C. Staelin of the Hudson Pulp and Paper Corp.

They said jointly, "Let's go."

It was November, 1942. It was a time when people were a little addled; things weren't, if you'll recall, "just right".

But the Hudson Pulp and Paper Corp. went on WOR.

the results —

1. Hudson Pulp and Paper Corp.'s paper napkins now outsell all other napkins—combined—in metropolitan New York. (And, incidentally, the company gives WOR 90% of the credit for lifting Hudson from the rank of a "private label" to the #1 name in the paper napkin field.)

2. Hudson Pulp and Paper Corp. expanded its distri-

bution far beyond metropolitan New York due greatly to the help of WOR.

3. Hudson Pulp and Paper Corp. found that WOR produced the largest audience at the lowest cost-per-thousand of any media used.

4. Hudson Pulp and Paper Corp.'s program pulled 46,000 requests for pictures of John Gambling—not free, mind you; each request was accompanied by 15¢ and proof of purchase of a Hudson product. It was the greatest return Hudson had ever had from any magazine, newspaper or other media used in its advertising history

We could tell you lots more, but you get the idea.

Hudson Pulp and Paper Corp. is still on WOR.

But here are the major points:

WOR

Sold more products for the Hudson Pulp and Paper Corp. than any media it had ever used.

At less cost.

Reached more retailers.

Enthused Hudson's salesmen (because it increased their—the salesmen's—incomes!).

Did the job fast.

And Hudson is on WOR today.

NOTE: If you want to sell anything fast, WOR suggests this: Hire a good agency (maybe Duane Jones). Get a good radio station (maybe WOR). And you'll be on the road to making more sales than you ever did for less money.

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

HARVEY CASE

Chicago Court Hears Argument

A FEDERAL Grand Jury in Chicago last week heard opening arguments in the government's case against ABC Newscaster Paul Harvey, who is alleged to have illegally entered grounds of the Argonne National Lab, atomic energy workshop near Lemont, Ill., Feb. 6.

The Dept. of Justice has authorized U. S. Attorney Otto Kerner Jr. to prosecute the newscaster under Section 793 A of the U. S. Criminal Code, which forbids release publicly of information vital to national defense. The maximum penalty is 10 years' imprisonment and a \$10,000 fine, or both. The law concerns those who try to obtain "information respecting national defense with intent or reason to believe that the information is to be used to the injury of the U. S." and makes it a criminal offense to enter any "research laboratory or station" operated by or for the government to get such information.

Scales Fence

Mr. Harvey was nabbed by an Argonne guard early the morning of Feb. 6 after scaling a 10-foot fence surrounding the atomic plant. He, in FBI and other investigations, admitted his purpose was to expose "lax security" conditions to his radio and television audiences. He appears on a quarter-hour Sunday night ABC network show, and is scheduled to replace Baukhage on a network sustainer beginning April 2, five-times weekly, 12-12:15 p.m. CT. He appears locally on WENR-TV five nights weekly and WENR six nights weekly, all of which are sponsored.

Possible co-defendants in the projected government indictment are Charles Rogel, former Argonne guard, and John J. Crowley, former civilian employe of the Office Naval Intelligence and a Naval Reserve officer, both of whom admitted working with Mr. Harvey in his "exposure" efforts. They reportedly accompanied the newscaster in his car the night of the entry. Two other Argonne guards have reportedly been fired also.

On the fourth day of the hearing, Thursday, State Rep. Fred Busbey (R-Chicago) appeared to testify after so requesting from Washington earlier in the week. He discussed a report which said he was one of the originators of the entire scheme. Mr. Harvey is believed to have reported this at the Wednesday Grand Jury session.

Rogel Statement

The ex-guard, Mr. Rogel, is understood to have admitted he told both Mr. Harvey and Rep. Busbey about the alleged security weaknesses at Argonne seven months ago, three months before Mr. Busbey was elected to take office in January. Mr. Harvey, when asked why the legislator did not take any action on the information given him, reportedly answered, "he didn't want to tip off the enemy."

Government witnesses on the

opening day (Monday) were Emmett Dolton, the guard who caught and arrested Mr. Harvey within seconds after he allegedly scaled the fence; Robert Hessler, laboratory security officer; Robert E. Aulabaugh, Argonne communications officer, and FBI agents who worked on the case.

Asst. U. S. Attorney Edward J. Ryan is presenting the government's case. Mr. Harvey, whose full name is Paul Harvey Auranndt, is represented by former U. S. Sen. C. Wayland Brooks and Greenville Beardsley.

Mr. Harvey, who has criticized security at the plant on his broadcasts frequently, said on his Sunday show preceding the first meeting of the Grand Jury that there was a "third" person with him in the car that night. This was the first time this information was revealed by him. He said the third man got inside the guarded area, remained long enough to identify himself with a coin-box telephone operator, and left undetected. The newscaster devoted most of his show to his arrest.

The newsman, when first arrested, claimed he had "been working in conjunction and cooperation with the investigating agencies of several government agencies." This was denied by the FBI.

Military Production

(Continued from page 25)

ing the telecast pictures, at the same time sends out a stream of pulses which stabilize the camera and may transmit vocal instructions to the cameraman.

The portable camera, an adaptation of the RCA industrial TV camera, uses the Vidicon tube and includes a miniature kinescope picture tube to serve the cameraman as a view-finder. With 42 tubes and associated circuits providing synchronizing frequencies for a standard 525-line, 30-frame interlaced TV picture, the "portable station" operates for 1½ hours on a single battery.

The cameraman's narration is picked up and transmitted by a combination of small microphone built into the camera case and an electronic circuit which adds the voice signals to the picture signals as they are radiated to the control station.

A radio receiver set attachment which automatically distinguishes between music and speech, turning off the set a syllable or so after a spoken announcement or singing commercial begins, and turning it on again when the music resumes, was demonstrated by its inventor,



IT WAS a champagne bath for these three at the launching ceremonies of a new tugboat named for the late Ellis A. Gimbel, uncle of Benedict Gimbel Jr., president and general manager of WIP Philadelphia. L to r: Benedict Gimbel; Sam Serota, WIP director of special events, and Philadelphia Mayor Bernard Samuel.

Dr. R. Clark Jones, theoretical physicist of the Polaroid Corp., Cambridge, Mass.

Based on the frequency and abruptness of the pauses which distinguish speech from music, the device "listens" for the pauses, measures their length, "remembers" pauses of the preceding few seconds, and decides accordingly. Singing commercials are characterized, among other things, by clearer enunciation than non-commercial singing, and thus they activate the device more readily.

Dr. Jones does not consider his invention a threat to radio advertising. The estimated \$15 or \$20 cost of the attachment if placed on the market would be paid only by people strongly disliking commercials and such listeners "could scarcely be considered a profitable part of the radio audience," he said.

Polaroid Corp., which has stated it will not manufacture the attachment because its facilities are fully occupied, has turned all rights over to Dr. Jones, who is looking for a manufacturer.

A new theory of communications, "The Information Theory," one of whose by-products may be to enable existing television transmission facilities to carry a 10 times greater load, was briefly described by N. Marchand, engineer for Sylvania Electric Products Inc., Long Island, N. Y.

Although the extent of the theory and any devices which may have resulted from it could not be disclosed for security reasons, Mr. Marchand said research was directed toward the fact that much of what is currently transmitted is "unessential." Thus stationary objects in a television picture need be transmitted only once until they are moved, or some change takes place. Only an estimated 10% of the ordinary band width is required to transmit essentials, he said. In radio broadcasting, likewise, noise as well as information is transmitted.

Studies have proceeded, he continued, with an eye upon the

human brain, considering it as an electronic machine. Everything coming into the brain is an impulse, possibly chemical, which is correlated with what has been previously stored in memory. Then by cross-correlation, the brain sifts the essential from the unessential.

In the electronic spectrum, individual magnetic waves are recognizable in the same manner as brain impulses. What was sought, therefore, was a machine to receive "everything," separate out the unessential, and store the essential. What once has been stored need not be transmitted again, only the changes to it. Three color signals already can be telecast simultaneously and then separated at the receiver, he said.

"We really are on the brink of a whole new broadcast design," Mr. Marchand said.

Chief Engineer R. A. Isberg of KRON-TV San Francisco, described for a late session the economy and efficiency obtainable by TV stations from systematic design.

"With conventional equipment layouts, a transmitter man, a video man, audio man, film man and possibly a camera man would be required to do the work which two qualified technicians easily accomplish at KRON-TV," he said. This was done, he continued, through initial planning of station layout, equipment and program structure. All "adjustments" were brought within arm's reach of two men at KRON-TV by grouping studio and control facilities at the transmitter and in a "U"-shaped console, he said.

On display at Grand Central Palace were 276 exhibits of military and civilian equipment valued at more than \$7 million, and representing firms responsible for more than 90% of technical radio products.

No Threat

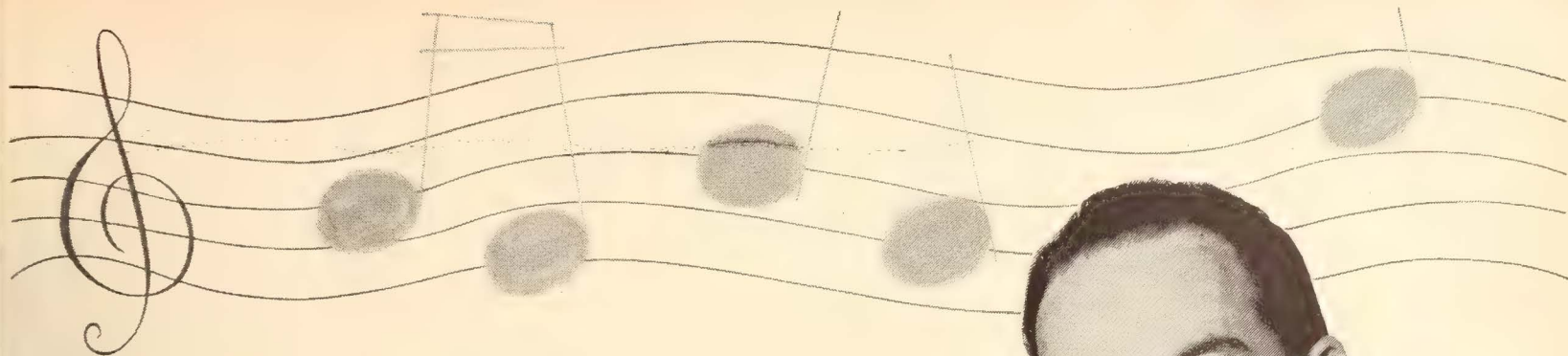
The exhibits were somewhat less extensive than those last year, however, because of defense-production activity on the part of manufacturers and their uncertainty as to the extent conversion to defense production will have to go.

Winner for 1951 of the Medal of Honor, IRE's highest award, was Dr. Vladimir K. Zworykin, vice president and technical consultant of RCA Labs, and famous for his inventions which include the iconoscope.

Cited for his contributions to electronic communications, Dr. Zworykin, speaking at the annual banquet Wednesday evening, called upon his fellow scientists to make electronics serve mankind through medicine.

"The range of problems in medicine to which electronic methods could be applied is remarkably broad, embracing both diagnosis and therapy," he said. "Increased emphasis on this objective would enhance the service of our profession to mankind and broaden the

(Continued on page 66)



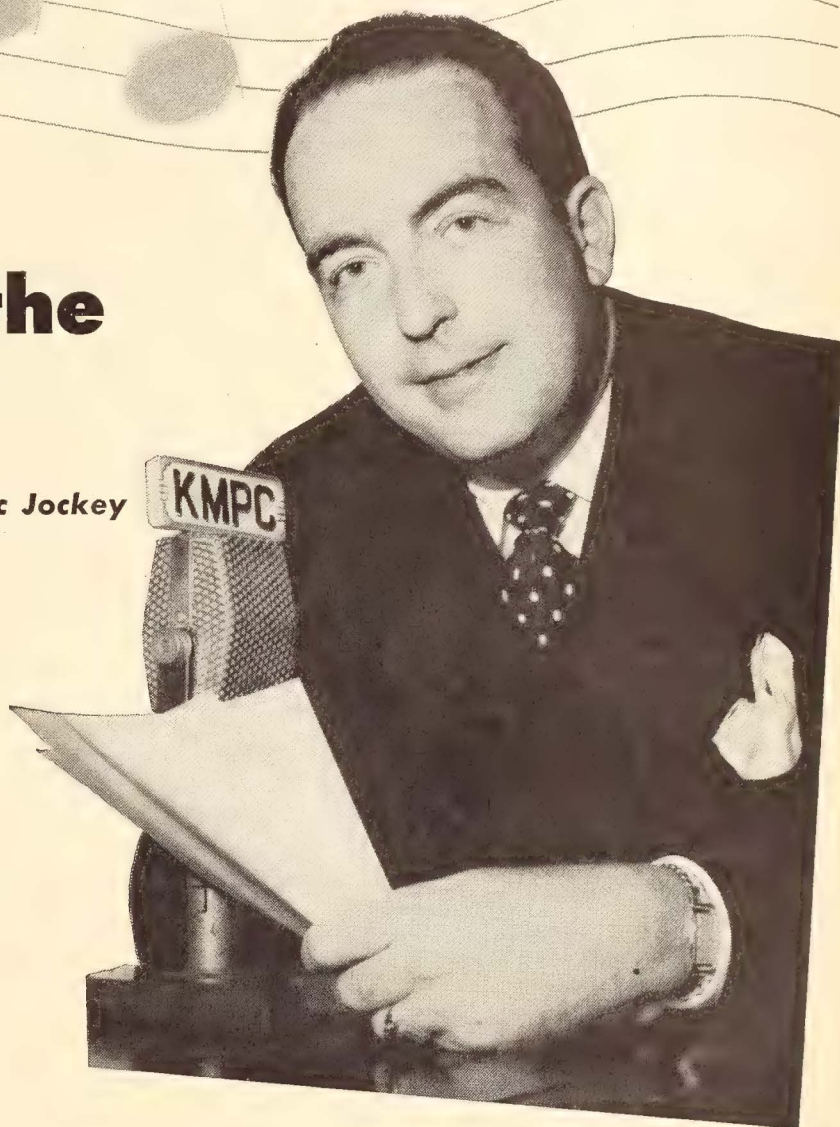
"Let's get back in the radio business..."

SAYS ROSS MULHOLLAND—*Hollywood Top Disc Jockey*

"Let's get back in the Radio Business. Audiences can buy any phonograph record easily and they are as perishable as lettuce. I try to give them something they can't hear by twisting the dial to every other radio station. Nor can they play it at home and tune me off. For a balanced program directed to all audiences I use the Standard Library daily. The commercial requirements of participating programs frequently necessitate short but complete arrangements and Standard's got them."

MARK L. HAAS—*Vice-President in charge of broadcasting for KMPC*—**SAYS:**

"We feel that the Standard Program Library, in addition to its use by Ross Mulholland, furnishes KMPC with a firm foundation for excellent musical programming and use it extensively throughout the day. More and more of our program people are specifically requesting that Standard discs be used in their productions."



CHARLES COWLING—*National Sales Manager of KMPC, Hollywood*—**SAYS:**

"Mulholland's approach and programming are new and different in this market and are adding new listeners every day. Sales results prove his point and I am happy to endorse his use of Standard."

Had enough? There's the proof ... by men who know! Standard Program Library can do the same for you. A call to your nearest Standard office will bring you all the facts ... and the key to more sales for your station.

SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.

140 N. La Brea, Hollywood • 360 N. Michigan, Chicago
665 Fifth Ave., New York

'VOICE' STRONGER

Barrett Assures Congress

AMERICA's radio "Voice" is ringing throughout the world in stronger, sharper tones today because of substantial technical improvements and a "closer integration" with U. S. foreign policy, top-ranking Congressional members were assured last week.

As a result of America's greatly expanded "campaign of truth," "Kremlin-controlled Communism is being exposed as vicious, phony and reactionary."

This was the picture painted to a Joint Congressional Public Affairs subcommittee last Monday by key State Dept. officials, headed by Edward W. Barrett, Assistant Secretary of State for Public Affairs. The occasion was a hearing designed to apprise Congressional members of Voice progress in recent months. Co-presiding were Sen. Brien McMahon (D-Conn.) and Rep. A. S. J. Carnahan (D-Mo.), members of the Senate Foreign Relations and House Foreign Affairs committees.

Secretary Barrett traced events which had transpired since last spring: (1) recognition by military leaders of the need for a "more militant" information program; (2) President Truman's request for a stepped-up truth drive; (3) designation of 28 key countries as targets for increased radio and other activity, and (4) need for closer consultation with American embassies on the psychology and media to be utilized in each country.

Campaign Stress

When the campaign got underway, Mr. Barrett told the subcommittee, the Voice set out to emphasize the breach between Soviet promises and actual developments, build up "spunk and resistance" of Soviet-controlled countries and those within the USSR periphery, inculcate the desire for undermining USSR domination and build up psychological obstacles.

Progress has been reflected in a closer working arrangement among officials and representatives of the

State Dept. language desks, the Psychological Strategy Board, U. S. embassies and panels in related fields of radio, science, motion pictures and printed media.

Secretary Barrett lauded President Truman's wisdom in appointing these panels and also noted that various specialists have been recruited as special consultants. Specifically, he singled out Thurman L. Barnard, executive vice president of Compton Advertising Inc. [BROADCASTING • TELECASTING, March 19, 12], and Joseph B. Phillips, former New York *Herald-Tribune* foreign editor, new policy coordinator.

Personnel Issue

Speaking of problems, Secretary Barrett referred to one of personnel recruitment, particularly in the foreign language and radio technician fields where there are shortages. The program, however, has recruited 1,200 new specialists and hopes to obtain another 1,600 for these activities, he said.

The State Dept. official observed that, while Russia had "almost jammed us out" 18 months ago, there has been "substantial improvement." Today slightly over 20% of all transmission is getting through to Moscow, and from 60% to 80% to neighboring areas. The improvement resulted from a greatly strengthened Munich transmitter (now six times more powerful) and mass program transmission with BBC and other countries.

Secretary Barrett declared that Soviet Russia previously had allocated funds 10 times in excess of those for the Voice, now reduced to five-fold, but pointed out that their propaganda frequently is too "flamboyant and extreme" and has begun to backfire.

Sens. William Benton (D-Conn.), Theodore Green (D-R. I.) and Sen. McMahon wanted to know whether our truth campaign has stressed the positive rather than negative side of political themes explained by the Voice, and were assured by Secretary Barrett that they did. Sen. Benton, strong Voice advocate

who sat in as an observer, felt this question poses the greatest dilemma. And Sen. McMahon inquired whether the fact of Soviet jamming was being pressed home to its peoples.

Mr. Phillips replied the Voice plans to impress the "reckless course" of Soviet actions and U. S. good will on Russian people, and that the jamming factor was part of that plan. He said there is evidence the broadcasts are getting through "better and stronger," and that reports in recent months from embassy officials and Soviet listeners indicate the Voice is "attracting more attention."

Secretary Barrett said the Voice is reported as "the greatest single weapon in Czechoslovakia today" and that the State Dept. plans to increase Polish programming when it obtains sufficient personnel.

Sen. Benton interposed that he conferred with Voice officials in New York and pointed out that budget limitations necessarily mean priorities in the order of news, commentaries, etc. With more expenditures, the Voice could air short plays on democracy, he noted.

Secretary Barrett also revealed

CHAVEZ PLAN

Combine 'Voice' With ECA

SEN. DENNIS CHAVEZ (D-N.M.) last Tuesday added his own proposal to a list of alternatives relating to the present operating status of the Voice of America. He urged that the radio arm and other information activities be combined with ECA and Point IV plans under a single agency.

The proposal was contained in a bill (S 1164), referred to the Senate Foreign Relations Committee, which would extend provisions of the 1948 ECA Act, making them "applicable to any nation friendly to the interests of the United States," specifically Latin America.

"... To defeat the assault that Communist propagandists are constantly conducting there (Latin America), I feel that it is necessary that the Voice of America and other information activities be administered by ECA," Sen. Chavez stated in a floor speech.

The New Mexico Democrat's recommendation was another alternative to present Voice operation made since the first of year, recalling earlier suggestions posed by Sen. William Benton (D-Conn.). The Senate Foreign Relations Committee has scheduled no action on the Benton measure (S Res 76), which asks exploration of these possibilities: Creation of an independent agency, formation of a "wholly-owned government corporation," or establishment of a Psychological Strategy Board to assist the Voice within the present State Dept. structure [BROADCASTING • TELECASTING, Feb. 26].



EXCHANGING ideas at a two-day district meeting of NBC Western affiliates at the Beverly Hills Hotel in California [BROADCASTING • TELECASTING, March 12] are (l to r) H. Quanton Cox, manager, KGW Portland, Ore.; Charles R. Denny, NBC executive vice president, and O. W. Fisher, president, KOMO Seattle.

that a group of 22 scientists have been working with the State Dept. recently on "new and improved methods of increasing" Voice effectiveness, including counter-jamming techniques. Additionally, officials also are preparing new transmitter plans. Latter was slated for discussion in executive session of the committee with State Dept. representatives.

Other Congressional members attending were Reps. Chet Holifield (D-Calif.) and Robert B. Chipfield (R-Ill.). Sitting in with Secretary Barrett were Charles Hulten, general manager of the U. S. information and educational exchange program, and Howland Sargeant, deputy assistant secretary for Public Affairs.

The State Dept. contingent also aired recordings of actual Soviet jamming and ran a documentary film of Gen. Dwight Eisenhower, designed to bring American democracy home to foreign countries. Officials also submitted documents showing editorial and listener comment on the Voice, and a resume of radio operations.

Earlier, there was a proposal in the House advocating an international broadcasting agency comprising allied nations and bearing the title, the Voice of Freedom. Rep. Edith Nourse Rogers (R-Mass.) urged formation of the agency to replace the Voice of America and the radio services of other countries on an integrated scale. The Voice in America and elsewhere, she declared, has not been effective and is "too closely associated with the foreign departments of their respective governments."

THE GREATEST IMPACT MEDIUM IN CINCINNATI

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

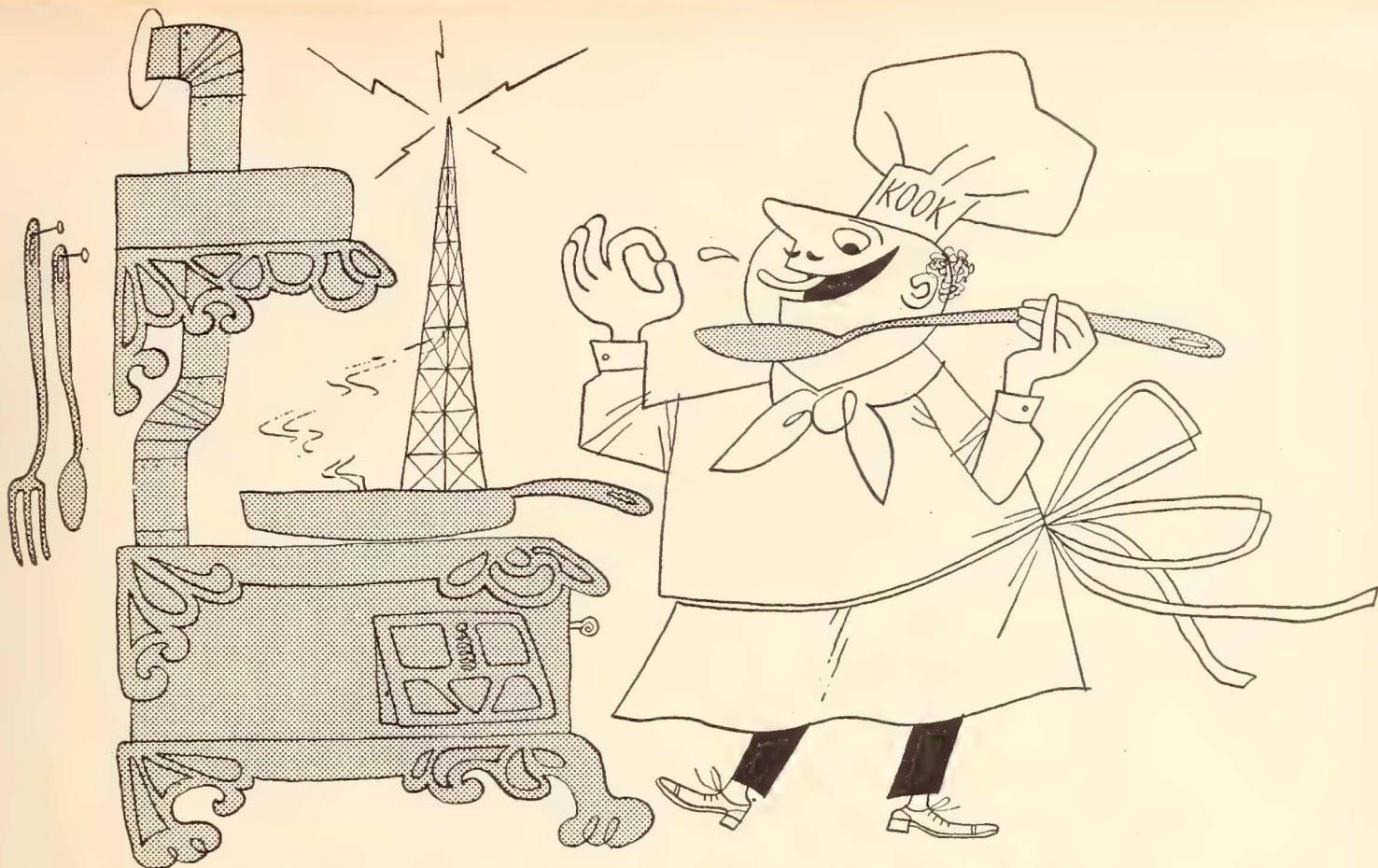
50,000 WATTS OF SELLING POWER

Now!

★ **WILK**
is
5000
Watts

★ Wilkes-Barre, Penna.

See Page 58-D



Look what's KOOKin' in BILLINGS

MONTANA
KOOK

serving the Midland Empire

ready to serve **APRIL 1**

5000 WATTS
970 KC.
CBS Network

REPRESENTED BY

George P. Hollingbery Company

The Block Buster

How WIRY Sells To Local Groups

By JOEL SCHEIER

PRESIDENT & GENERAL MANAGER
WIRY PLATTSBURG, N. Y.

WE LIKE local business. As a matter of fact we like all kinds of business but the local boys are the mainstay—the meat and potatoes, the backbone, the steady customers, the payroll. And when we sign a group of advertisers who several months ago did not even seem to be prospects we feel we have cause for celebration.

Take what happened recently (other stations may want to take it too, and if they do I hope it works as well and as profitably for them).

For several months we've been seeking the right idea to offer the Clinton Street Merchants who are not associated in any way other than through location. These merchants are all small advertisers, a shoe store, appliances shop, florist, radio repair, ladies' ready to wear, food market, dry cleaner, photographer, jeweler, drug store, hobby hangar, etc. The area is not a focal point. Therefore, any advertising suggested must serve the double purpose of helping to inject more life into the area itself and also to bring each merchant additional business.

At this fortunate time, two contiguous MBS co-ops opened up for sale—Robert Hurleigh with the news from 9 to 9:15 a.m. and *Tell Your Neighbor* with household hints, poems, anecdotes, and the Golden Rule Award from 9:15 to

9:30 a.m.—both Monday through Friday.

The Clinton Street Merchants were invited to our studio for an audition of these two programs which had been taped that morning. Dubbed on the tape was the general announcement inviting the radio audience to listen to Robert Hurleigh and *Tell Your Neighbor* with the compliments of the Clinton Street Merchants. This announcement began at 8:59 a.m.—we then switched to Robert Hurleigh and on the three cut-ins we backed up two to four of the merchants' messages allotting not more than 25 to 30 words to each.

Tied Together With Cut Ins

Then at 9:14:30 we cut in and told the audience that they had heard Hurleigh with the compliments of the Clinton Street Merchants and invited them to stay tuned to *Tell Your Neighbor* under the same auspices. We cut in on the three announcements on *Tell Your Neighbor* in the same way winding up at 9:29:30 with a "listen again" sign off with the compliments of the Clinton Street Merchants.

The sponsors' messages are ro-

AS the author most ably expresses it, local business is "the meat and potatoes" for the average community station. Joel Scheier's recipe is to attract the advertisers by offering group radio buys on the "more for your money" theme. His tenet is expanded and developed in this article on how WIRY Plattsburg, N. Y., of which he is president and general manager, makes the concept pay off.



Mr. Scheier

tated each day so that they never come in at the opening, middle or end of the show two days in a row. We have written five varieties of general announcements for the 8:59, 9:14:30 and 9:29:30 breaks so that the copy is fresh in its entirety every day. The sponsors all pay an equal share of the total cost and we can handle up to 20 sponsors, all of whom sign up for a 13-week period.

By assisting these people to get more business both for their neigh-

borhood and themselves, by allowing them to participate in two network programs, we hope to retain some six, eight or more of them after the expiration of this sponsorship as larger sponsors on the station. A worthy aim on our part.

To further the chance we are taking for the effort expended, we have had printed a show card in two colors to be placed in the show windows of each store and in the store proper. These cards advise window shoppers and store shoppers of the fact that these merchants are co-sponsors of Robert Hurleigh and *Tell Your Neighbor*, Monday through Friday, and invite them to listen to the station—a good promotion for sponsor and station alike.

This extra effort on our part has already paid off as you can see—five half-hours a week to a group of merchants no one of whom at this moment could have bought radio advertising by himself.

Right now, we have another group in mind—smaller in number—to whom I expect to offer *Poole's Paradise* (another MBS co-op from 3 to 4 p.m., Monday through Friday) if I can get eight of them to purchase a one-minute announcement per day.

Plans Expansion If Successful

If successful, the station will include in this hour of network entertainment the 3, 3:30 and 4 o'clock station breaks to make the package complete, just as we did for the Clinton Street Merchants. We are naturally charging one-time rate for spot announcements in order to cover the talent fee and station spots.

Group plans such as this help us pick up local business we could get in no other way. And, as I said before, we like local business. Other stations which may not have tried this idea yet may be able to profit from our experience.

CANCER CRUSADE

Programs Set April 1-20

AMERICAN CANCER Society Inc. has announced as part of its plans for the 1951 crusade, April 1-20, kick-off shows on the four radio networks, special kits for local radio and TV stations, a specially transcribed all-star revue and various "interest" programs to be broadcast throughout the drive.

The radio kits include transcribed appeals by famous personalities, and a script book compiled by the society for every type of program. The TV materials include three 20-second films with Faye Emerson, Rex Harrison and Lillie Palmer, and a one-minute interview by Bill Rogers.

EXPLAINS ATOMIC ENERGY

WLS Inaugurates Educational Program

ATOMIC ENERGY, complex for even a mature mind, is being delineated simply and dramatically for minds of Midwest youngsters in a series of nuclear fission stories broadcast by WLS Chicago. The program, *New World of Atomic Energy*, was conceived last May by Mrs. Josephine Wetzler, WLS education director.

Because no books on the subject have been written for elementary school children, teachers and educational supervisors in the station's four-state primary area urged Mrs. Wetzler to incorporate a series on atomic energy in the regular *School Time* period. Classroom broadcasts are aired Monday through Friday, 1:15-1:30 p.m. during the school year, and have been an integral part of the service programming since 1937.

Parents and educators on the School Time Advisory Council requested a program keyed to the learning level of middle and upper elementary grades. WLS General Manager Glenn Snyder and Program Director Harold Safford gave the go-ahead for an 11-week series. Mrs. Wetzler called in Science Writer Marcella Albert and they conferred in detail with Lester C. Furney, assistant to the director of Argonne National Lab. at Lemont, Ill., and Dr. Harvey B. Lemon, special consultant to the laboratory who was a member of the group

conducting initial atomic explosions in New Mexico. The format was acceptable to the Atomic Energy Commission, and was worked out with the aid of Charter Heslep, chief of the radio-TV section.

New World of Atomic Energy—broadcast on Friday—explains how mankind stands on a threshold of a new world, as did his ancestors when the discovery of fire was followed by its control. That sense of discovery, blended with mystery and adventure, is as inherent in the dramatic sketches as the factual scientific material. Scripts deal with the steps leading to the finding of atomic energy, its present uses and its potential. Each is checked by the AEC and Argonne.

Interest Adults

The broadcasts, in addition to reaching more than a million children in parochial and public school classrooms, command a vast audience of adults who find the simply and expressively written scripts understandable and enjoyable. The series may be transcribed for member stations of the National Assn. of Educational Broadcasters, and waivers are being sought from the American Federation of Radio Artists and the American Federation of Musicians. Scripts will be available from the U. S. Office of Education.



WHILE trolling in Florida waters, Joseph M. Bryan caught this darlin' of a white marlin. Mr. Bryan, president of the Jefferson Standard Broadcasting Co., owner and operator of WBT-WBTV Charlotte, N. C., is justly proud if this deep-sea denizen which weighed 56 pounds and measured 7' 2", tip-to-tip. Even more proud is he, however, of the 367½-pound blue marlin he boated a few days later. Both marlins have been entered in the 16th annual Metropolitan Miami Fishing tournament.

What's bad about profits now?



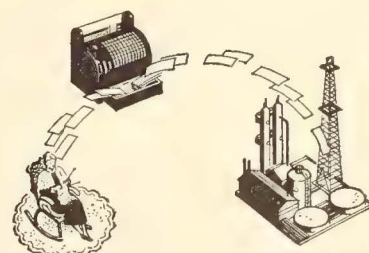
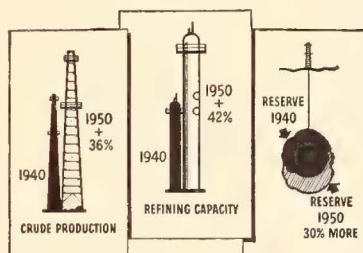
1. During the past 20 years, a great many uncomplimentary things have been said about profits. In fact, profits have been so thoroughly lambasted by left-wing propaganda that a great many honest Americans were beginning to wonder if maybe there wasn't something evil about them after all.



2. Today the answer is plain. The oil industry, as one example, has had some profitable years since 1945. Now, in 1951, America is faced once again with the prospect of all-out war. In war, as in peace, petroleum is the lifeblood of a nation. (During World War II, 60% of the tonnage required to supply our armed forces consisted of petroleum products.)



3. Today the U. S. oil industry has from 1/3 to 1/2 more capacity than it had in 1940. Profits, and profits alone, have made this possible. First, 88% of that increased capacity has been paid for out of profits. Second, what new capital has come in to make up the other 12% was attracted by the earning record of the industry.



4. As a result, the industry today is producing 36% more crude each day than it was in 1940. (Union Oil produces 71% more.) The industry has 42% more refining capacity. (Union Oil has 54% more.) And finally, in spite of all the oil we used up during World War II, the industry has 30% more underground crude oil reserves today. (Union Oil's reserves are 49% greater.)

5. So, next time anyone starts ranting to you about profits remind him of this: Only 40% of the average oil company's net profits go out to the stockholders in dividends. The bigger share goes into replacing and expanding facilities. Without this expansion in the oil industry—and other industries as well—America's productive capacity could never have grown big enough for the tasks that lie ahead.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, Calif.

Manufacturers of Royal Triton, the amazing purple oil.

Dan
Duryea

Gale
Storm

Wayne
Morris

Bobby
Driscoll

Virginia
Bruce

Michael
Redgrave

Gale
Robbins

A GALAXY OF STARS ON TO ASSURE YOUR

You won't need a fortune teller to convince you that your future is assured with Mayfair's new profit package... "Movietown Radio Theater."

Want **"Star names** for listener appeal? "Movietown Radio Theater" fairly sparkles with top-drawer performers to zoom up your Hooperatings.

Want **Variety** from week to week? Here's a package to add zest and life to your programming. Love, Romance, Comedy, Drama, Adventure, Mystery... a well-rounded listener diet of fast moving 30-minute shows.

Want **Network-calibre** at **low-budget costs**? You get exactly that in this expertly-produced, written and executed series of transcribed shows.

But even more important! Here's a package that makes selling as

You get all of these 4-STAR FEATURES on Movietown Radio Theater

TOP STORIES by foremost film and radio writers: Each show reflects the creative talents of these high-regarded, successful writers: Budd Lesser, Gerry Day, William Fifield, Seeleg Lester and Merwin Gerard, Joseph Cochran, Robert C. Vinson and David Karp—all top-flight in their field!

TERRIFIC SUPPORTING CASTS: Not only are the leading roles portrayed by top-rung movie and radio stars, but supporting roles are also capably handled by many award winners. Names include: Jeff Chandler, William Waterman, Gloria Blondell, Barbara Fuller, Francis X. Bushman, Hans Conreid, Barbara Eiler, Ted Von Eltz, Olan Soule, Herb Butterfield, Betty Lou Gerson, Carleton Kadell and Arthur Q. Bryan.

FULL ORCHESTRAL ACCOMPANIMENT: Brilliant orchestrations of Del Castillo, who composed the incidental and background music and conducted the orchestra for Movietown Radio Theater, add a high quality to the musical accompaniment of each show.

EXCELLENT PROGRAMMING for sustained, high-listener interest: Aware that even a steady diet of steak may become boring, the producers of Movietown Radio Theater painstakingly arranged a diversified programming schedule, cleverly mixing comedy, drama, adventure, romance, with an occasional dash of mystery to keep listener-interest high, week after week!

MOVIE TOWN RADIO THEATRE FUTURE PROFITS!

pleasant as your lunch hour . . . makes it as easy to get your problem account's signature on the dotted line as downing your breakfast coffee. And it's good for your pocket-book, because any way you look at it, Mayfair's "Movietown Radio Theatre" can play a pretty tune on your cash register and add some curved figures in the right place on your P & L Sheet. Unfortunately—we can only sell to one outlet in each market area. So we'd suggest, for our mutual advantage, that you tell your gal "Friday" right now to phone, write or send us a wire—and we'll arrange for you to have a free sample audition—but fast!

Mayfair also has a "gold mine" of a package for you in Alan Ladd and "Box 13," Damon Runyon Theater; "The Unexpected" and Knox Manning in "Behind the Scenes." Free sample audition disc available on request.

Mayfair
TRANSCRIPTION CO.
8511 Sunset Boulevard,
Los Angeles 46, Calif

A word about
LES MITCHELL
producer of
Movietown Radio Theatre

With a successful background of nearly a quarter of a century in the theater, motion pictures and radio, Les Mitchell brings to Movietown Radio Theater a wealth of production and direction experience. It was Mr. Mitchell who arranged for the stars, selected the plays and rounded the material into each high-interest show. Mr. Mitchell, for four years, produced and directed the "Sippy Hollywood Theater," one of the most popular and consistently excellent dramatic shows on the air!

Pat
O'Brien

Fay
Bainter

Eddie
Bracken

Sabu

Ann
Rutherford

Preston
Foster

Kathy
Lewis

HILL REPORTS

Kefauver Discs Lauded

RADIO reports to citizens of Tennessee from the Nation's Capital via recordings by Sen. Estes Kefauver (D-Tenn.) have evoked enthusiastic response from a group of broadcasters in the state, who point up the public service rendered.

Sen. Kefauver was one of a group of Senators mentioned last month as illustrative of legislators who record discs for use of radio outlets in their home states [BROADCASTING • TELECASTING, Feb. 26].

The article in the ensuing weeks has stirred considerable discussion, particularly in the home state of Sen. Kefauver. Upon solicitation of Charles G. Neese, the Senator's administrative assistant, additional comment has been made available to BROADCASTING • TELECASTING.

F. C. Sowell, WLAC Nashville, former president of the Tennessee Assn. of Broadcasters, has stated that "WLAC considers it is a most important feature of our public service programming" [OPEN MIKE, March 12].

Here are further comments by broadcasters relayed by Mr. Neese:

Frank J. Proctor, WTJS Jackson, said his station was "very happy with it [recording]." Pointing out that if WTJS did not feel the program was a service to its



WINNERS of the Alfred I. duPont 1950 awards for outstanding public service receive certificates of honor and checks for \$1,000 [BROADCASTING • TELECASTING, March 12]. L to r: Dr. Francis P. Gaines, president of Washington and Lee U., who made the presentations; Mrs. Alfred I. duPont; Walter H. Annenberg, president, Triangle Publications, which owns and operates WFIL-TV Philadelphia; John Cameron Swayze, NBC-TV news commentator, and Victor Knauth, president, WAVZ New Haven, Conn.

listeners, "we would not devote the time and expense of bringing it to them."

Harold Krelstein, WMPS Memphis, noted "Sen. Kefauver's weekly report . . . is more than sufficiently interesting to justify your charge to us for production. . . ." And F. J. Corbett, WGAP Maryville: ". . . we do not consider [your program] a political broadcast in any way. Rather we find it entirely in the public interest. . . ."

A high degree of listener inter-

est, as measured by mail and comment, moved Louis C. Wrather, WENK Union City, to reflect, "we would recommend that its critics listen to it regularly . . . it is not 'politics' . . . but uncommon public service for the 'folks back home.' Mr. Wrather cited an occasion when a recording did not arrive in time for the broadcast. ". . . We were swamped with phone calls from listeners," he said.

F. L. Crowder, WHBT Harriman, observed the programs have been favorably received by the listening audience, ". . . the public seems to appreciate your letting them know just what is happening in Washington in these crucial days."

PHIL BAKER

WITH To Open Daily Series

WITH Baltimore, beginning April 2, will present Phil Baker in the *Phil Baker Show* from 2-4 p.m., Monday through Saturday.

The station operates on 1230 kc with 250 w. Thomas G. Tinsley Jr. is president and general manager; Robert C. Embry is vice president and commercial manager.

Nelson Gidding, New York radio and television writer, has been hired to work with Mr. Baker on both the introduction and the commercials.

In addition to the WITH show, Mr. Baker replaces Jack Parr as emcee of NBC's *The \$64 Question*. He was the original star of this show, then under the name of *Take It Or Leave It*.

The show reportedly will cost WITH slightly in excess of \$50,000 a year. It is understood that WITH plans eventually to syndicate the program as a packaged series.

Mr. Baker is to service accounts personally in Baltimore but will tape the program in New York.

On each program, he will do the opening and closing and also make all introductions to the musical selections. In addition, he will do all the commercials. Headley-Reed is station representative.

S-H APPEAL

Court Hears Argument

SCRIPPS-HOWARD Radio Inc.'s appeal from FCC's preference of Cleveland Broadcasting Inc. as grantee of a new AM station at Cleveland (WERE) was heard in oral argument last Wednesday before the U. S. Court of Appeals for the District of Columbia [BROADCASTING • TELECASTING, Feb. 26].

The Commission decision, made final in January 1949 after lengthy hearings, granted the application of Cleveland Broadcasting for 5 kw fulltime on 1300 kc, directional night, while denying the competitive bid of Scripps-Howard. Cleveland Broadcasting also is operator of WERE-FM there while Scripps-Howard operates WEWS (TV) Cleveland. The latter is under common ownership with the *Cleveland Press*.

Scripps-Howard charged FCC failed to give full consideration to all factors of comparison between the two applicants and claimed it should have received the grant on the basis of being the better qualified applicant in the majority of these factors. Scripps-Howard argued FCC neglected consideration of all but those factors favorable to Cleveland Broadcasting, namely resident stockholders, ownership-operation integration and diversification of the control of media of mass communication.

FCC and Cleveland Broadcasting, however, told the court full consideration had been given to all relative factors and that no "sharp differences" actually existed between the applicants except on those factors cited by the Commission as grounds for its choice. FCC emphasized the court previously has affirmed the Commission's policy in these issues, including that of preference for the non-newspaper applicant in a comparative case, other things being equal.

WFOX To Move

CHARLES J. LANPHIER, president, WFOX Milwaukee, announced last week that on May 1 the station will move into new quarters in the Bankers Bldg. "The new space is adequate for anticipated television facilities," said Mr. Lanphier, adding that the WFOX-AM tower atop the Bankers Bldg. will be used for TV also.

Now!

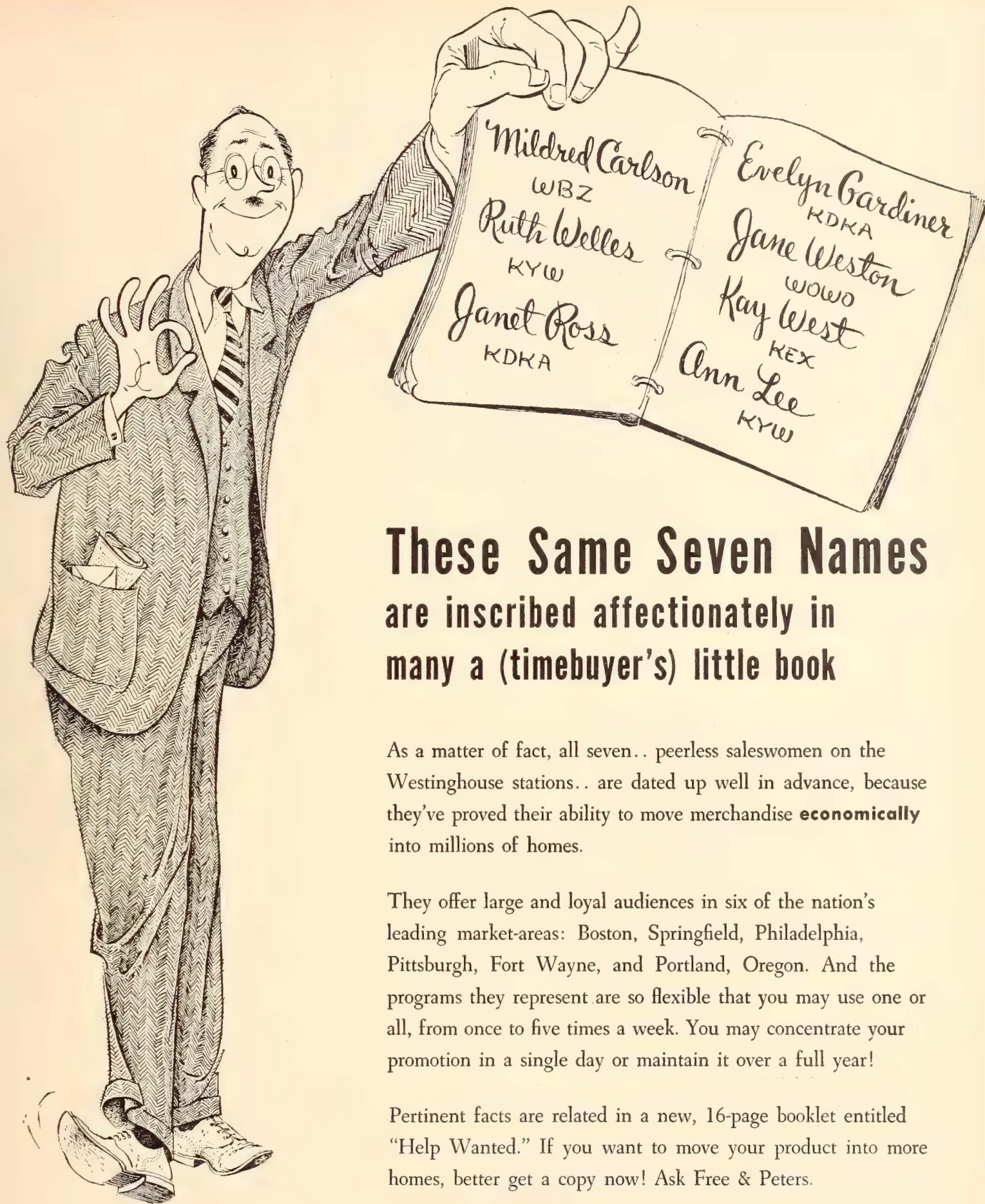
★ **WILK** is **5000** Watts

★ **Wilkes-Barre, Penna.**

See Page 58-D



KLIX, TWIN FALLS, IDAHO • F. C. McINTYRE, VICE PRES. & GEN. MGR.
REPRESENTED BY GEORGE P. HOLLINGBERY • ABC AFFILIATE



These Same Seven Names are inscribed affectionately in many a (timebuyer's) little book

As a matter of fact, all seven... peerless saleswomen on the Westinghouse stations... are dated up well in advance, because they've proved their ability to move merchandise **economically** into millions of homes.

They offer large and loyal audiences in six of the nation's leading market-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon. And the programs they represent are so flexible that you may use one or all, from once to five times a week. You may concentrate your promotion in a single day or maintain it over a full year!

Pertinent facts are related in a new, 16-page booklet entitled "Help Wanted." If you want to move your product into more homes, better get a copy now! Ask 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



On the dotted line . .

WCPO Cincinnati gets contract for large scale advertising from owners of Frisch's restaurants, drive-in chain. Seated (l to r), Irvin Frisch and David Frisch, restaurant owners; standing, Sam Johnston, WCPO acct. exec.; Glenn C. Miller, station director; Henry Rollman and Harvey Carey, Rollman & Carey Adv. Agency.



WLAW Lawrence, Mass., signed as exclusive ABC outlet in Greater Boston, [BROADCASTING • TELECASTING, March 12] by, seated (l to r), Robert E. Kintner, ABC president, and Irving E. Rogers, WLAW pres., treas. and gen. mgr.; standing, E. Lee Jahncke Jr., ABC v. p.; William F. Lucey, WLAW business mgr., and James H. Connolly, ABC v. p.



WKTY LaCrosse, Wis., announced signing of year's contract for daily 15-minute sportscasts by, seated (l to r), George Woodward, adv. mgr. McKenzie Chevrolet Co., sponsor, and Verl Bratton, WKTY gen. mgr.; standing Charlie Kearns, WKTY sportscaster, and Bill Gerrard, WKTY salesman.



KOA Denver contracts with Lumbar Dealers Inc., Denver, for firm to sponsor transcribed Music for America. Signing is O. W. Nelson, of LDI, while Jerry Lawton (l), KOA acc. exec., and C. C. Bevis Jr., KOA gen. mgr., smile approval.



AUTO Club of Michigan renews annual news contract on WGFG Kalamazoo and WJIM Lansing. W. B. Bachman (r), ad dir., Automobile Insurance Exchange, AAA, signs contract with Harold F. Gross, gen. mgr. of both stations.

WVHM Memphis, Tenn., signs Sadler Dist. Co., Falstaff Beer, distributor to sponsor over 200 major league broadcasts. Herb Sadler, company president, sets contract with, standing (l to r) Fred Hancock, Sadler salesman; Patt McDonald, WVHM gen. mgr., and George Mooney, WVHM comm. mgr.



A-BOMB ATTACK

Radio, TV Stations Help Prepare Public

IN quiet resolve, radio and television stations last week continued to take the lead in preparing inhabitants of America's cities for action in the event of an atomic attack [BROADCASTING • TELECASTING, March 12]. Here are further reports of stations' efforts to alert the public.

Six top officials of the Atomic Energy Commission, headed by Chairman Gordon Dean, are participating in a thorough survey and visual roundup on the work of the AEC on a special CBS-TV series. The series, *The Facts We Face*, originates in the studios of WTOP-TV Washington. It is presented each Sunday afternoon and is a continuing series dealing with the many aspects of the nation's expanding mobilization effort.

Visual material for demonstration use on the programs includes a model atomic reactor and vegetable plants of various types, showing effects of soil treated by radioactivity. Other by-products and uses of atomic energy also will be shown.

WWDC Feature

Also in the nation's capital, over WWDC, Dr. Daniel L. Seckinger, chief of the D. C. Civil Defense Medical and Health Services, warned that a surprise A-bomb attack on Washington's downtown area would produce 120,000 casualties.

Dr. Seckinger outlined what dangers to expect in an interview on the WWDC public service program, *Civil Defense and You*.

In Philadelphia, city, state and national civil defense leaders took part in a special half-hour WFIL broadcast. The program climaxed a three-day civil defense meeting and was recorded by WFIL for the use of other local stations. Representatives of most of the 48 states attended the meeting.

WFDR (FM) New York has for the past two months been carrying

a sponsored program, *Civil Defense Reporter*. The WFDR series emphasizes A-bomb dangers and is conducted with the Red Cross so that the public is able to tell of everything happening and why.

Colorado's Director of Civil Defense, Lt. Gen. Henry L. Larsen, USMC (ret.), outlined disaster plans in a speech before the Denver Advertising Club which was broadcast over KOA Denver.

WSB-TV Atlanta is conducting a nine-week series of weekly, half-hour first aid lessons using qualified Red Cross instructors. Although televiewers will not get diplomas, they will know how to behave competently in an emergency.

WDTV (TV) Pittsburgh, Pa., began this month to devote premium time to a monthly series entitled, *Prepare to Survive*. The series, to run indefinitely, is being produced in cooperation with the Office of Civil Defense. Guest authorities will inform televiewers how to protect themselves under atomic attack.

LIBERTY SIGNS

Two Midwest Stations

ONE-YEAR contracts have been signed with Liberty Broadcasting System by WWCA Gary, Ind., and WOPA Oak Park, Ill. [BROADCASTING • TELECASTING, March 19], which began scheduling network programming last week.

WWCA, which has been on the air a year, and WOPA, which went on last October, are carrying exhibition baseball games until April 14, after which they plan to broadcast recreations of major league games. Station managers Dee Coe of Gary and Egmont Sonderling of Oak Park carried full Liberty schedules last week to determine audience reaction as a basis for final show selection.

AD AWARD

Goes to 100% Radio Drive

HIGHEST merit certificate in the annual Mac Wilkins Memorial Advertising Award Contest, conducted annually by the Oregon Advertising Club, has been awarded for the first time to a 100% radio advertising campaign.

The 1950 award in the \$1,000-\$5,000 budget classification was presented to Milton L. Levy, advertising manager of KBKR Baker, Ore., for his campaign on behalf of Levinger's Rexall Drug Store, in Baker. The store, using three half-hours and one quarter-hour weekly, plus announcements, on KBKR, has built a gross volume in excess of all other drug stores in the area, it was stated.

Full credit for this volume was given KBKR by Henry Levinger, Rexall owner in Baker.

Gagwriters Convention

SIXTH annual Gagwriters Convention will be held April 4 at the Gagwriters Institute convention hall, 225 W. 46th St., New York. This will be part of the observance of National Laugh Week, April 1-8. Jan Murray, CBS comedy star, will be principal speaker in a session devoted to bettering relationships between comedy writers and comedians.

WHAT A "SPOT" TO BE IN

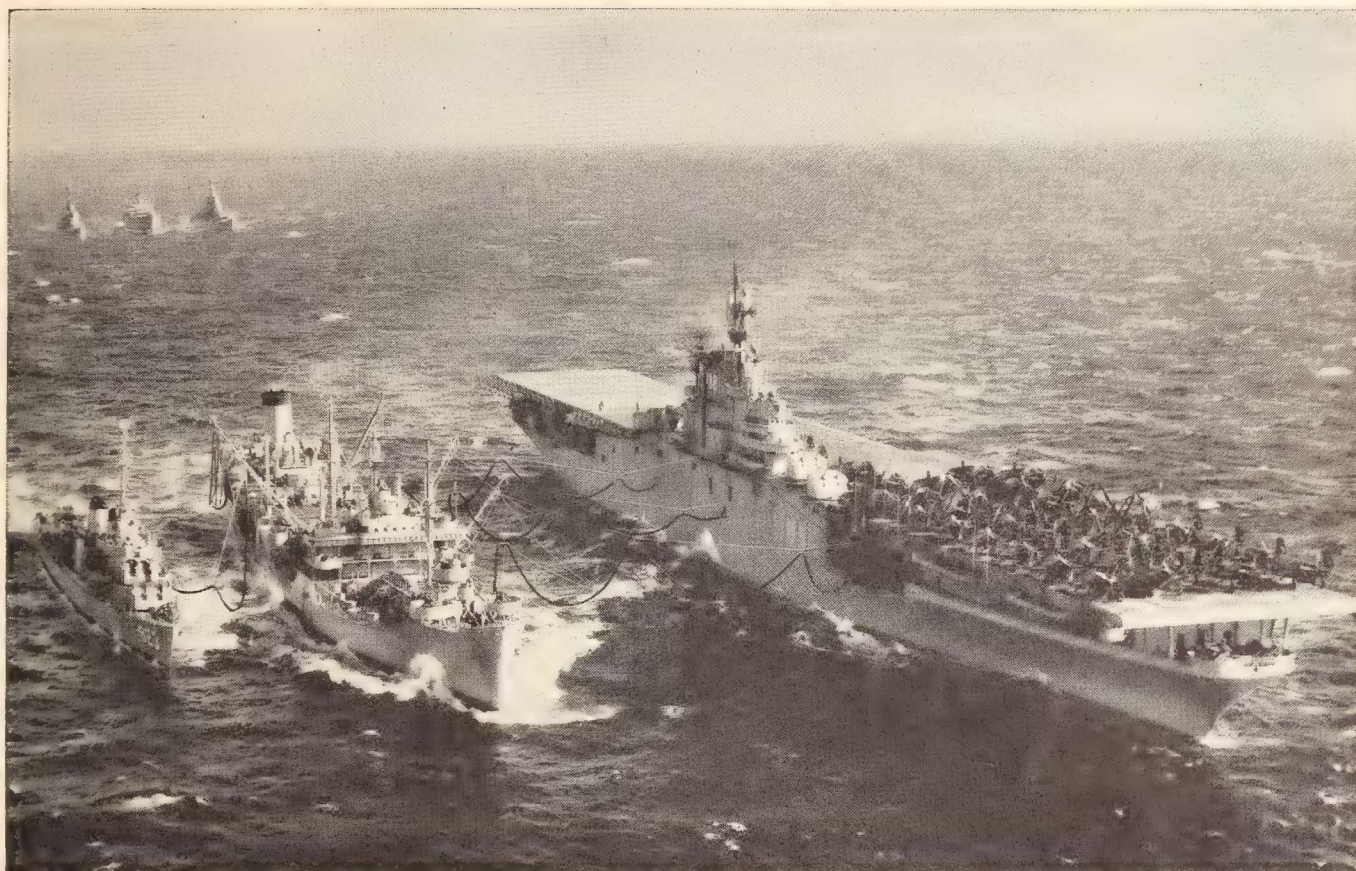
WTTN

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.

WTTN

WATERTOWN, WISCONSIN



U. S. TANKER (center) refuels carrier USS LEYTE and destroyer USS ROBERTS while underway. Improved oil tankers have helped strengthen U. S. defense—resulted also in speedier deliveries on the home front at lower cost over the years.

Sea-going “islands of oil” boost U. S. Naval power

Striking power of the U. S. Fleet today has been extended thousands of miles by refueling at sea from specially equipped oil tankers.

These fast, modern tankers are one of the many *peacetime* developments of the U. S. oil industry now being used to strengthen America's defenses.

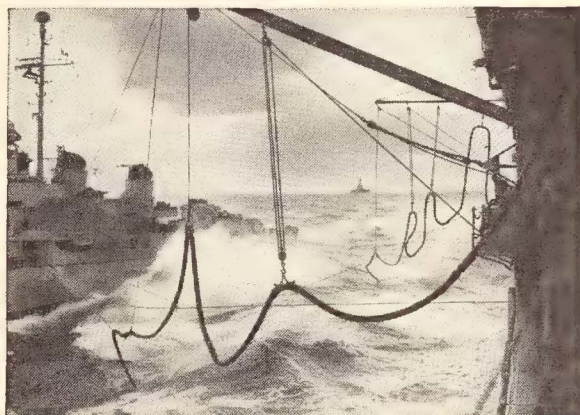
On the home front, they have helped step up the efficiency and cut the cost of oil transportation—so that it now costs less to ship a gallon of gasoline from Texas to New York than to mail a penny postcard.

This is one important reason why the high quality gasoline you buy today costs about the same as gasoline did 25 years ago—only taxes are higher.

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

This has come about because free men, competing vigorously over the years, have out-distanced the world in their race to out-distance each other. *The benefits of this competition go to you and the nation.*

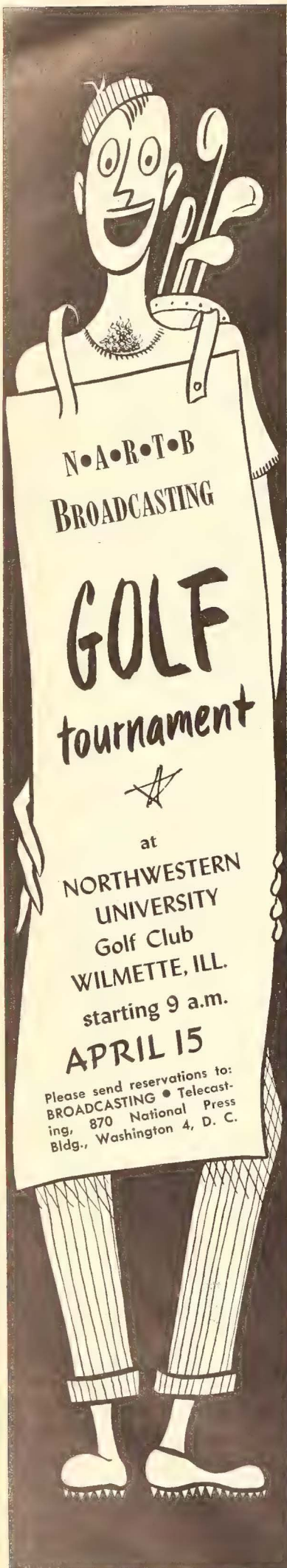
Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 W. 50 St., New York 20



CARRIER REFUELS DESTROYER. Ships of the United States Navy can now also refuel each other using ingenious flexible hoses. A carrier like the USS LEYTE carries enough oil to cruise over many thousands of miles herself, fuel her own air squadrons, and refuel other ships in her own task force as well.



SPEEDY NAVY CRASH BOATS, developed for split-second rescue of downed fliers, gain added power from high octane gasoline. Today's gasoline—though priced about the same as 25 years ago—is so much better in quality that 2 gallons now do the work 3 used to do.



**N•A•R•T•B
BROADCASTING**

**GOLF
tournament**

at
**NORTHWESTERN
UNIVERSITY
Golf Club
WILMETTE, ILL.**

starting 9 a.m.
APRIL 15

Please send reservations to:
**BROADCASTING • Telecast-
ing, 870 National Press
Bldg., Washington 4, D. C.**

FACSIMILE

RADIO INDUSTRY'S first multiplex facsimile network, programming from Columbia U.'s Graduate School of Journalism, New York, expanded its schedule to five hours daily for five days last week to serve participants in the Farm and Home Week program at Cornell U., Ithaca, N. Y.

The network is a joint venture of Columbia, Hogan Labs, Rural Radio Foundation and WOR-FM New York, WHVA (FM) Poughkeepsie, WQAN-FM Scranton and WHCU-FM Ithaca. The programs originate at Columbia, are sent by land-line to the WOR-FM transmitters, and are relayed in turn by the Poughkeepsie and Scranton stations.

The facsimile receivers produce a 9 by 12 inch page every three and one-third minutes, and a five-hour broadcast is equivalent to 20 standard newspaper pages. The equipment being used was designed by Hogan Labs, which is headed by President John V. L. Hogan and Vice President Elliott Crooks. It was manufactured by General Electric Co. GE was reported ready to redesign and produce, upon

FTC AD CHECK

Sets Aside 2,457 in Feb.

TOTAL of 2,457 radio and periodical advertisements were set aside during February by the Federal Trade Commission, according to a report issued last week. Thirty-nine percent was referred to Radio & Periodical.

Referring to the disposition of the advertisements, FTC said the referrals had been broken down into the following categories: (Bureau of Antideceptive Practices)—Litigation Div., 14; Radio & Periodical Div., 761; Medical Opinions Div., 544, and Investigation Div., 487. The Industry Cooperation Bureau received 415 advertisements (Trade Practices Conferences Div.) and 236 specimens (Stipulations Div.).

The Radio & Periodical Div. now is integrated with FTC's Investigation Div., under the supervision of Donald B. Gatling, acting director, who had been serving as radio-periodical chief [BROADCASTING • TELECASTING, March 12].

Multiplex Network Expands Programming Schedule

order, new and less expensive facsimile recorders capable of unattended operation.

Program material includes news summaries, weather reports and maps, road-condition information, market reports, fashion notes and other similar material.

The network has been operating for a half-hour daily during the school week since Feb. 5 [BROADCASTING • TELECASTING, Feb. 5] and plans to continue throughout the school year.

WOR-FM Originates

The experimental FM transmitter of Maj. E. H. Armstrong at Alpine, N. J., KE2XCC, has been used as the first station in the relay until recently, when WOR-FM's became the originating transmitter. Major Armstrong, FM inventor, and Mr. Hogan, who has concentrated on facsimile development for the past 20 years, issued a joint statement last week describing the multiplex relay experiments.

Major Armstrong noted that his experimental station had been used to prove many developments in FM and said: "It was a pleasure for me to cooperate with Mr. Hogan in the field tests that we have just completed. The network multiplexed facsimile system has now progressed to a point where practical operation over some other

Henry Named

WILLIAM (BILL) HENRY, MBS news commentator, has been named by the Radio Correspondents Assn. of Congress to handle its political plans for the 1952 Presidential campaign. He will work with the Democratic and Republican National Committees on arrangements relating to radio, including facilities at convention sites, according to Bill Shadel, association president.

New York station may be commenced."

Theodore C. Streibert, president of WOR, said that "in view of the cooperation of WOR with Hogan Labs in the development of the present facsimile system, starting in 1944, we are always interested in assisting in any practical application of facsimile to a public service or commercial use."

The facsimile network now has almost a score of recorders in use—two at each of the relay points, eight in Ithaca and five in New York.

EDITOR ON NBC

David Lawrence Sets Show

AFTER an absence of 18 years, David Lawrence, editor of *United States News and World Report*, will return to radio April 1 with a regular Sunday news program on the full NBC network, 3:30-3:45 p.m. David Lawrence From Washington will be sponsored by the American



Mr. Lawrence

Dairy Assn. and will feature "news ahead of the news" from the nation's capital.

Mr. Lawrence founded the *United States Daily* in 1926, changing it to a weekly, the *United States News*, in 1933. *World Report* was founded in 1946 and merged with the *News* in 1947. He had a regular radio program of semi-educational talks on the federal government and its relation to the citizen, *Our Government*, on NBC from 1929 to 1933. Previous to that he was heard frequently on that network, covering political conventions and other special events.

In addition to his magazine interests, Mr. Lawrence writes a nationally syndicated newspaper column, appearing daily in more than 200 papers. He also has written several books, among them *The True Story of Woodrow Wilson*, published in 1924, and *The Other Side of Government*, *Beyond the New Deal*, *Stumbling into Socialism* and *Diary of a Washington Correspondent*. His newspaper career began in 1902 when he worked as a parttime reporter for the *Buffalo Express* at the age of 14.

**a radio program and
merchandising service**

featuring
**MARTHA CRANE
and
HELEN JOYCE**

(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

Now!

WILK
is
5000
Watts

Wilkes-Barre, Penna.

See Page 58-D

IMDRIN CASE

FTC Appeals Court Ruling

ACTION of a Chicago Federal Court in dismissing a suit against the Rhodes Pharmacal Co., Chicago, for allegedly false advertising of Imdrin is being contested, the Federal Trade Commission has announced.

The commission said it had instructed its general counsel to appeal the decision of the U. S. District Court for Northern Illinois, which previously denied the agency's request for a preliminary injunction against the medicinal manufacturer [BROADCASTING • TELECASTING, March 5]. Notice of appeal was submitted to the court March 15.

FTC had sought the injunction against further dissemination of alleged misrepresentations in broadcast and published advertising copy pending final disposition of the case—presumably a cease-and-desist order. The claims originally were challenged by the government in August 1949. Since then, FTC contended in its suit, the defendants have "persisted" in national dissemination of the claims.

Dolcin Case

In another drug case last week, the commission held hearings on a complaint lodged against the Dolcin Corp., New York, for allegedly "false and misleading" advertising of Dolcin, a medicinal preparation. Hearing was held in New York last Tuesday on charges leveled by the government in the fall of 1949.

Officers of the Dolcin Corp. have steadfastly denied that the broadcast advertisements were either false or misleading, though they admitted that the specimens cited by FTC were used on the air. Attending Tuesday's session were Abner E. Lipscomb, FTC trial examiner, and Joseph Callaway, government attorney supporting the complaint.

Strict prosecution of these and other cases are in line with a policy announced earlier this year by FTC, which served notice it would seek injunctions against food, drug,



Getting together for show talk at the banquet are, standing, (l to r) Robert Acomb and local Sealtest Advertising Manager Robert Taylor; (seated) Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., and Walter Bassett, vice president of local Sealtest distributor.

cosmetic and other related firms against whom it lodges charges of advertising misrepresentation.

In dismissing FTC's suit against Imdrin, Judge Walter LaBuy of the Chicago Federal Court ruled that the commission had "failed to maintain the burden" of proof in support of its allegations, and had been delinquent in its prosecution of the complaints.

FTC still has the Imdrin case under advisement following completion of testimony given by Rhodes Pharmacal Co. A decision is not expected until April or possibly May.

FTC HEARINGS

Gov. Charges Price Plot

HEARINGS on a government complaint that Sylvania Electric Co. and Philco Corp. allegedly violated the Robinson-Patman Act through price discrimination in the sale and purchase of radio tubes have been held by the Federal Trade Commission in New York the past fortnight.

The government charges that Sylvania sold tubes to Philco Corp. for prices substantially less than those extended to 350 Sylvania distributors, and that Philco had accepted that arrangement in violation of the act. The effect, FTC said, may be to "lessen competition or tend to create a monopoly."

In a prepared statement, A. L. B. Richardson, Sylvania attorney, asserted that the company "denies it is granting discriminations in price" and that its prices "are here and have been in accordance with its stated schedules and conform to recognized trade practices." Philco Corp.'s position is that the firm is "on the same functional level" as Sylvania and that it did not violate the act by accepting Sylvania's prices.

CJBQ Belleville, small market postwar station, has started profit sharing plan to take effect this summer on twice yearly basis. A sizable percentage of net profit will be distributed to station personnel.

TRIPLE THREAT

Dairy Spots on WKRC Trio

LIVE spot announcements on all three branches of the broadcasting tree—AM, TV and Transit Radio (FM)—will go a long way to insure a successful campaign for Sealtest as a result of its present 13 week contract with WKRC-AM-TV-FM Cincinnati.

Besides arranging for cooperation between the media, the Matthews-Frechling Dairy, Cincinnati Sealtest distributor, did its best to encourage better understanding between the groups responsible for putting over the ice cream and cottage cheese sales drive. A banquet for the local dairy's salesmen and department heads was also attended by all talent from the WKRC stations who were to have a part in the intensive campaign. Robert Acomb, of the agency bearing his name, also attended.

Mr. Acomb's agency made the purchase for Sealtest. Concerning the banquet, Mr. Acomb said: "The dinner was a great success because Sealtest men feel they know the WKRC people who will be helping them sell their products, and the performers know the kind of people who represent Sealtest."

WNBC New York honored by National Safety Council's Award of Merit for 1950, for special series of safe driving announcements, featuring James Melton, concert star.

Atwater Kent Winners

ATWATER KENT auditions winners and runners-up will be presented over the ABC radio network April 7, 9:30-10 p.m. Winners are awarded \$2,000 each, and runners-up \$1,500, with third, fourth and fifth awards of \$1,500, \$1,250 and \$1,000 respectively. Instituted in 1926 by the late Atwater Kent, annual auditions were continued until 1933 and later, after World War II, were reactivated. All non-professionals between 18 and 28 are eligible to compete.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, DECEMBER, 1950 SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA					
TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	22.4	49.6	24.0	26.3	0.1
Monday thru Friday 12:00 Noon-6:00 PM	22.9	65.7	18.5	15.3	0.5
Sunday thru Friday 6:00 PM - 8:00 PM	36.6	73.6	12.5	13.2	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	39.8	67.0	9.3	19.8	3.9

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES WORLD CORPORATION

ROANOKE, VA

FREE & PETERS, INC. National Representatives



THE LEADERS CHOOSE

KGER

5000 WATTS—FULL TIME
LONG BEACH—LOS ANGELES



TIDE WATER ASSOCIATED
OIL COMPANY SPORTSCASTS

Investigate, then buy

KGER

THE STATION OF THE
AMERICAN HOME

ASSOCIATED WITH KUOA
SILOAM SPRINGS, ARK.

MCCARTHY CITES

Resolution on Agronsky

RESOLUTION by a Texas American Legion post, taking exception to certain broadcasts by ABC Commentator Martin Agronsky and asking that the network discontinue them, has been published in the *Congressional Record*.

The resolution was adopted by American Legion Post 52, Dept. of Texas, and inserted in the *Record* March 14 by Sen. Joseph R. McCarthy (R-Wis.), whose stand on Nationalist China has prompted criticism from Mr. Agronsky.

The resolution recommended to ABC and sponsors of Mr. Agronsky's program in the Houston area that "his services in that capacity be discontinued immediately" because of an alleged "left-wing philosophy."

RADIO-TV MEET

Ga. U. Sessions April 5-7

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, a section of Muzak Corp., will speak at the sixth annual session of the Georgia Radio and Television Institute.

Sponsored by the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism, the institute will be held April 5-7 at the U. of Georgia in Athens.

MILTON BERLE,
"Texaco Star Theater," NBC

IN THE
SHOW-



—without stealing the act
RCA's "STARMAKER"

... a ribbon-pressure microphone that is so slim ... so skillfully styled ... so unobtrusive ... you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast ...

and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand ... can be used in place of any RCA microphone. No extra attachments needed.

For delivery information call your RCA Broadcast Sales Engineer, or write: Dept. PD-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA VICTOR Limited, Montreal.)



RADIO CORPORATION of AMERICA



L. A. PIXLEY, president of WCOL Columbus, Ohio, presents a plaque from Ohio U. to Robert Ganger, executive vice president, P. Lorillard Co., in appreciation to Old Golds for bringing the *Original Amateur Hour*, starring Ted Mack, to the university campus. L to r: Nick Keesely, vice president of Lennen & Mitchell Inc.; Mr. Pixley; Mr. Ganger, and R. O. Runnerstrom, WCOL general manager. Presented March 8, it reportedly was the first time the show has saluted or appeared at a university. Proceeds from the show went to the university development fund for cancer research and scholarships. Program was heard in Columbus over WCOL and coast-to-coast over ABC.

NEWFOUNDLAND BROADCASTING Co. has bought 25 acre site three miles outside St. John's, Nfld., for new 5 kw transmitter on 930 kc recently authorized by the Canadian Broadcasting Corp. board of governors. Entire installation expected to cost \$125,000. G. W. Stirling, St. John's, is president of company.

SCHOOL PROBE

Orlando Stations Cover

SERIES of investigations involving the discharge of faculty members at Rollins College, Winter Park, Fla., have been given thorough airing by Orlando outlets. WLOF WORZ and WHOO report coverage of the event.

WLOF, using tape recordings, cancelled all regular programs during the first week to air the hearings, according to General Manager J. Allen Brown. Several attempts were made to prevent the broadcasts, Mr. Brown said, with some officials of the hearing asking to edit the tapes before they were aired. On the third day of the hearings school officials ruled that no more broadcasts would be permitted. WLOF newsmen, however, continued to cover the "closed meetings," Mr. Brown reported.

The investigations, which are expected to continue for several weeks, have created wide interest in the area, and the WLOF tapes have been used in compiling official school records, Mr. Brown said.

Study Awards Set

FELLOWSHIPS open to radio, magazine and newspaper correspondents who are now working abroad, or have worked abroad, for study from Sept. 15, 1951, to June 15, 1952, in New York, have been announced by the Council of Foreign Relations. The council headquarters in New York at 58 E. 68th St. Stipends, equal to salaries relinquished during the period, plus fees incident to study and research at universities in the area, will be provided to those receiving the awards.

TWIN CITIES TR

May Resume in St. Paul

TRANSIT FM service, suspended in the twin cities pending a revision of the existing contract with Transit Radio Inc., Cincinnati, may be resumed shortly in St. Paul, it was strongly indicated last week.

R. C. Crisler, president of Transit Radio Inc., said his firm is attempting to resuscitate the operation, which ran afoul of insufficient local funds; alleged sabotage of transit radio receivers, and an intra-company legal suit involving stockholders of the Twin City Rapid Transit Co.

Broadcast Services Inc., which operated the service, had a national sales contract with Transit Radio Inc., with WMIN St. Paul as the originating outlet. TR reportedly is negotiating with the station for resumption of the service in St. Paul.

Mr. Crisler said that Transit Radio Inc. also had weighed the possibility of filing suit against Broadcast Services Inc. but thought it likely that his organization would try to put the transit FM operation on a working basis again. One obstacle in the path of resuming service in Minneapolis is a newly-passed ordinance which prohibits all advertising on public vehicles.

Women Ad Executives

PLANS are well underway for the eastern conference of the Women's Clubs of the Advertising Federation of America at Washington's Shoreham Hotel March 31-April 1. The women advertising executives will meet under sponsorship of the Washington and Baltimore Women's Advertising Clubs. More than 200 delegates are expected from Maryland, New York, Pennsylvania, Alabama, Tennessee, Connecticut, Massachusetts, North Carolina, Virginia, West Virginia, Florida, Rhode Island and South Carolina.

KCBS San Francisco engineers are conducting extensive tests on broadcast impulses of station's new 50 kw transmitter and four-tower directional array at Novato, Calif. New transmitter, completed Feb. 1, will be ready for use late this spring when FCC performance tests are completed.

Now!

★ WILK
is
5000
Watts
★ Wilkes-Barre, Penna.

See Page 58-D

SEN. O'MAHONEY Starts Dem. Radio Series

A MAJOR address from Detroit by Sen. Joseph C. O'Mahoney (D-Wyo.) over the coast-to-coast MBS network is scheduled to be one of the first speeches designed to kick off a series of Jefferson-Jackson Day state dinners, the Democratic National Committee revealed last week. Sen. O'Mahoney will speak 9-9:30 p.m. EST.

The national committee said that many of the state events will be broadcast or telecast locally, on regional networks and, in some cases, on national hookups. The programs will be carried as public service features. The Republican National Committee is entitled to equal time for comparable GOP functions.

President Truman is expected to lend impetus to the Democratic dinners with a major non-partisan address at Washington's National Guard Armory April 14. It also was held possible that the Chief Executive would speak from the White House. National radio and television coverage is said to hinge on a decision expected momentarily upon his return from Florida [CLOSED CIRCUIT, March 19].

Key Democratic leaders and cabinet officials also are booked for state functions, slated for Des Moines, Omaha, Lancaster (Ohio), Portland, Indianapolis, St. Paul, Los Angeles and York (Pa.).

SCBA Committee Set

FOUR-MAN nominating committee to make recommendations for officers of the Southern California Broadcasters' Assn. for the coming year has been appointed by A. E. Joscelyn, CBS Hollywood director and president of SCBA. Named were William J. Beaton, general manager, KWKW Pasadena; Lawrence McDowell, commercial manager, KFOX Long Beach; Van Newkirk, co-owner KRNO San Bernardino; George Whitney, general manager, KFI Los Angeles. The committee will report its selections at SCBA's April 12 meeting; elections will be May 10.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

NEWS

Tell the news about your product on a WDRC Newscast. Write for availabilities, and new literature on WDRC's newscasters. Ask Wm. Malo, Commercial Mgr., WDRC, Hartford, Connecticut's FIRST Station!



FORD FRICK (r), National League president, contracts to give MBS the broadcasting rights to *Game of the Day* for the 1951 season. **Frank White** (l), MBS president, and **Paul Jonas**, network director of sports, approve the signing. The program will feature outstanding games of the American and the National Leagues beginning April 16 over 375 MBS stations. It will be available to local and regional advertisers for sponsorship. Last year 3,250 sponsors backed the games.

SUMMER DRIVE

KMOX Starts Campaign

EMPHATIC example of individual station summer campaigning is provided by KMOX St. Louis, 50 kw CBS affiliate. SCBA is arming its salesmen with a 20-page folder for advertisers on the theme that the station's listeners are as numerous in the hot-months season as in any other time of the year.

Basing its brief on The Pulse's 1950 survey of the St. Louis market, KMOX presents these hard facts: Yearly radio audience average was 7.5, also the average figure for listeners May through August, or 97,871 persons tuned to an average daytime KMOX quarter-hour summer period. Another half-point was picked up from "out-of-home" radio listening, raising the audience count to 104,395.

Cites Retail Sales

KMOX also tells its advertisers that the area's average retail sales in June, July and August equal the average for the entire year. Presenting a breakdown of products sold during this three-month period in dollars and cents, KMOX asks if the advertiser manufactures one of these products and if so, "how much of these sales are you getting?" On another tack, KMOX points to homebuilding and home ownership and figures showing craftsmen and industrial workers in the area taking an averaged "staggered" two-weeks vacation in the summer. Added to these considerations, says KMOX, are visiting vacationers and auto riders.

Together, these factors culminate in "a sound, logical, receptive, seasonal market," the folder concludes. For "suggestions," the station capsules summaries of its local shows which have selling priority.

PROETZ AWARDS

Competition Now Open

OPENING of competition for the 1951 Erma Proetz Awards has been announced by the Women's Advertising Club of St. Louis, which is sponsoring the contest for the seventh consecutive year.

A combined category of radio and television will be honored. The competition is open to any woman in the U. S., Canada, Mexico or Cuba who is engaged in advertising, whether she belongs to an ad club or not. Entries must be postmarked by May 1.

AFA Hall of Fame

NOMINATIONS are now open for candidates for the Advertising Hall of Fame, Gilbert T. Hodges, of the Wall Street Journal and head of the AFA managing committee, announced last week. Nomination blanks may be obtained from the AFA office, 330 W. 42nd St., New York 18, N. Y. Candidates may be suggested by any advertising group, company or individual. Closing date is April 25. Election by a panel of 11 advertising leaders is based on "special achievement and service in the upbuilding and advancement of the social and economic values of advertising." Only two persons will be elected this year. Candidates must have been deceased two years before June 1, 1951.

C & W TRIAL

Date to Be Set April 2

HAVING pleaded not guilty to 17 counts of mail fraud which resulted from their pre-holiday Christmas tree ornament "pitch deal" on radio and television [BROADCASTING • TELECASTING, March 12], Harold Cowan and Ralph Whitmore, head of Cowan & Whitmore Enterprises, are to appear before Federal Judge Leon Yankwich in Los Angeles April 2 for trial date setting.

The pair entered a not guilty plea on March 19 when they appeared before Federal Judge William C. Mathes for arraignment and plea. With his hearing calendar crowded, the case was then assigned to Judge Yankwich.

Now free on \$2,500 bail each, Messrs. Cowan and Whitmore were indicted by a Federal Grand Jury in Los Angeles March 2 [BROADCASTING • TELECASTING, March 5] after several weeks' investigation which started in January.

The duo aroused much indignation by allegedly misrepresenting the esthetic and monetary value of the decorations they offered for sale at \$1.00 each. Following many complaints, post office inspectors and the office of U. S. Attorney Ernest A. Tolin started an investigation. Federal Grand Jury indictments followed.

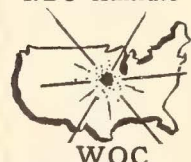


The QUINT CITIES

5 CITIES—2 COUNTIES
the Hub of a Major Market

Tried and tested! That's your assurance when you choose WOC—the Quint City station—for your campaign!

Basic
NBC Affiliate



WOC
5,000 W 1420 Kc

Surveys prove that WOC saturates this rich market . . . a market both metropolitan and rural.

Sell your product . . . assure yourself of a successful campaign . . . select WOC—a test station in a test market!

Get the facts from your nearest F & P office . . . or from WOC direct!

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

WOC

Davenport, Iowa
AM-FM-TV

Free & Peters Inc.
Exclusive National Representatives

THE LATEST WCKY STORY

The Greatest Impact Medium

in

CINCINNATI

HAS BEEN, AND NOW MORE THAN EVER

is

W C K Y

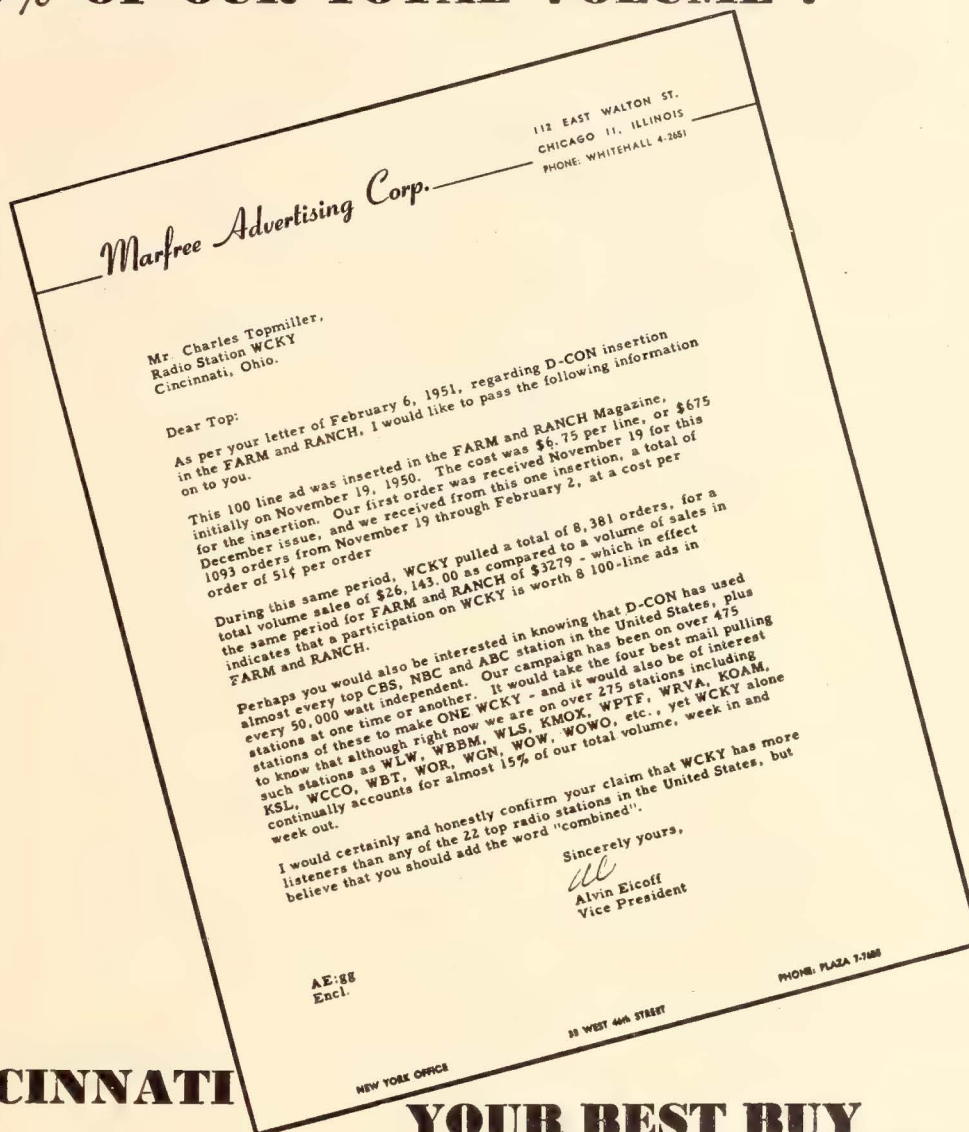
In 6 weeks, the "Jamboree" sold 44,128 Bronco Ponies
at \$2.49 each.

**THE GREATEST NUMBER OF SALES
BY ANY MEDIUM USED.**

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK
365 DAYS A YEAR, WITH A NEW 1951 GENERAL ELECTRIC TRANSMITTER.

INVEST YOUR AD DOLLAR WCKY'S-LY

"WCKY ALONE ACCOUNTS FOR ALMOST 15% OF OUR TOTAL VOLUME".



IN CINCINNATI

YOUR BEST BUY

IS WCKY

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1638

or

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

L. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER



Faultless Reporter

TO EVALUATE the true significance of television as a spectator at public hearings like those of the Kefauver committee, it is necessary to ignore much of the emotional debate that rages on that subject these days and to view the arrival of this incomparable instrument in proper historical perspective.

To a large extent the evolution of government from the monarchical authoritarianism of feudal times to the parliamentary democracy of today has depended upon the opening of government activity not only to public participation but also to public scrutiny.

The Star Chamber courts, whose dark secrecy protected the most unjust verdict, gave way to public trials and the jury system. Law-making was removed from the inaccessible throne room to the public meeting house of parliamentary bodies.

This evolution has been slow and at times painful (the U. S. Senate met behind closed doors until 1792 when forced by editorial pressure to admit the public), but it has been made inevitable by the very nature of democratic progress. True democracy requires that all branches of the government function in full view of the people.

In television, there is at hand an instrument that brings this evolutionary process to very nearly an ultimate stage of development. If one is to accept the theory that corruption and ineptitudes flourish in concealment and wither when exposed, one must also believe that television is the greatest enemy of governmental chicanery and bumbling yet invented.

In the debate that rages these days as to the propriety of television's presence at public hearings like those of the Kefauver committee the question has been raised (surprisingly, by some thoughtful persons) as to whether a witness' rights to a fair trial are abrogated if he is required to perform before an audience larger than can be accommodated in the hearing chamber.

We submit that his rights are not impaired. Indeed they are protected to an extent undreamed of by the great jurists who conceived and advanced the principle of public trial. If 50 spectators in a court room enhance a defendant's chances of fair trial, how much greater insurance is provided by an audience of millions?

There is another argument that says television injures the dignity of proceedings, that its lights demean a hearing room to the level of a carnival, that participants are apt to adjust their behavior in recognition of the fact they are being observed and so neglect the essence of the case at hand in their concern for making a favorable impression on the audience. This argument is faulty too.

The lights to which objections have been raised are not necessary to television, but are put there by newsreel cameramen. In itself television provides no greater distraction to the sensible participant than the audience that is present in person.

The onus of propriety in the conduct of a televised hearing is on the examiner and the witness alike. Television has an absolutely impartial eye and ear. It does not edit or interpret. It simply sees and hears. It cannot turn a hearing into a carnival unless the hearing itself is so conducted. It cannot make

a man a bum unless he is one.

At every stage of progress since feudal times there have been powerful men who for selfish purposes have endeavored to counteract reforms, to perpetuate the *status quo* essential to their own survival. There is no doubt that the introduction of television as a spectator at government proceedings represents an important stage of this continuing evolution, and as a consequence it has its enemies.

Who are the enemies of television? They are those who cannot stand its merciless inspection.

Its friends are all those who believe the Star Chamber and the unquestioned king are obsolete and that the struggle toward democracy has been worthwhile.

Silver Threads Among Gold

IF HE is to get his money's worth out of his new 30-year NBC contract, Milton Berle will have to defy the statistics of insurance actuaries who put the average life expectancy at 67.2 years. If he expires on cue from the actuaries, Mr. Berle will be gypped out of 4.8 years of his fabulous income. Mr. Berle's timing is usually impeccable, but we'll bet that will be one cue he contrives to miss.

Today and Tomorrow

TODAY the nation's broadcasters and telecasters will learn of their responsibilities on the tomorrow they hope will never come. That tomorrow is the instant of enemy air attack.

And at that instant, the broadcast services must alert and inform. This must be according to plan. The plan is being evolved by government, through the FCC and the military. Every man-jack must know his assignment. That is the blue-print to be given the nation's broadcasters at today's unprecedented briefing in Washington.

It will become evident that radio's role is both fundamental and frightening. Radio (meaning all electromagnetic emissions) on the one hand must adapt operations to preclude possibility of enemy plane or guided-missile "homing." And the mass radio media (radio and TV) on the other, must inform and instruct the populace . . . and thwart hysteria.

It must be that way because only radio is possessed of the speed of light in reaching nearly all of the people at any time. There's no time lag, no presses to roll, no wire lines to maintain.

The mechanics are entrusted to the engineers. But the public responsibility is that of the licensed broadcaster.

More than a blue-print is needed. Provision must be made for adequate equipment and trained manpower. Both must be in depth—auxiliary or standby transmitters and men who can double on all essential assignments. Appropriate authorities must recognize this. Otherwise the whole program is imperiled.

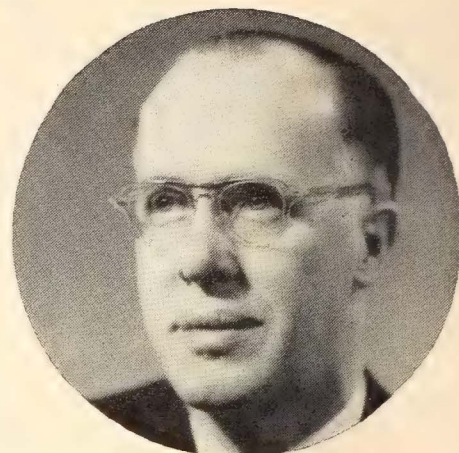
American radio will cooperate to the hilt. There may be heavy expenditures in modifying equipment to supply deception techniques. There may be entailed alterations of directive patterns. Whatever is required, it must be assumed, will be done. And it likewise must be assumed that the authorities will make provision for tax-relief, amortization, or reasonable compensation in hardship cases.

This planned approach by government warrants applause. Broadcasters are being mobilized as surely as those on the fighting fronts.

Every station owner or manager assumes the role of commanding officer. It must be thus in a world engulfed in a war of ideologies today, and in which the tomorrow cannot be divined.



our respects to:



KENNETH FREDERICK SCHMITT

FEW managers have been in at the birth and have grown in stature with a station for a quarter of a century, as has Kenneth Schmitt of WIBA Madison, Wis.

Mr. Schmitt, who presides over one of the most resplendent broadcasting layouts in the nation, has had only two employers since leaving the U. of Wisconsin in 1925: The *Madison Capital Times*, original licensee of WIBA, and the Badger Broadcasting Co., WIBA licensee since 1930. (And he has had the same boss—William T. Evjue—who is and has been president of the Capital Times Co. and the Badger Broadcasting Co. Badger Broadcasting is jointly owned by the Capital Times Co. and the Wisconsin State Journal Co.)

Kenneth Schmitt joined the *Capital Times* as an \$18-a-week reporter, but within a year had been given the duties of radio editor, along with his general news assignments. When the newspaper bought a half-interest in a home-made radio station in 1926 (investment: \$900) Mr. Schmitt was called upon as a parttime announcer.

"The station was operating parttime, too," he recalls. "It would take the air (sometimes) for a couple of hours—usually two or three nights a week."

In 1927, WIBA went fulltime and Mr. Schmitt went along "whole hog." He was an announcer and program director and, before long, "when we realized people would pay for some of the things they could hear," he became a salesman. He has been at WIBA ever since.

Every chapter of WIBA's history contains some reference to Kenneth Schmitt. He assisted William T. Evjue, editor of the *Capital Times*, in launching his famous noon newscasts, which have been an institution in the Madison area for 24 years. Mr. Schmitt was at the mike himself for about 14 years.

He helped set up Phil LaFollette's statewide radio campaigns for governor from WIBA, as well as daily remotes from the state legislature, and weekly chats from the governor's office. He handled some of the arrangements for Young Bob La Follette's radio campaigns for U. S. Senator.

Under Ken Schmitt's direction, WIBA became one of the first stations in the country to broadcast police bulletins direct from squad cars, and his early listing of lost pets became a permanent fixture. Originally designed to assist owners in finding their lost dogs, it has helped run down errant horses, cattle, goats

(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 Language Listeners*

1,190,112—*English Language 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.



Navigation Aid

WJTN Jamestown, N. Y., has been helping pilots on their scheduled daily flights into Jamestown on their route between Buffalo and Pittsburgh. Simon Goldman, WJTN manager, said that whenever an All-American pilot requests identification of the radio station as an additional navigational aid, the station interrupts its program long enough to identify itself by its call letters.

* * *

School Closings

KJFJ Webster City, Iowa, has been cooperating this winter with school officials in announcing school closings due to inclement weather. Heavy snows have created a need for this public service. Wayne J. Hatchett, general manager, said that on March 12-13 alone, the station carried more than 350 public service announcements each day.

* * *

Aid to the Aged

WOL-AM-FM Washington, D. C., aided a 70-year-old couple who had been burned out of their apartment. Radio appeals brought numerous gifts to the aged couple, who were living on Social Security and did not have fire insurance.

* * *

Silent Prayer

KXOK-FM St. Louis each noon broadcasts to bus riders an invitation to spend a few moments in silent prayer. The announcer asks passengers to join in offering silent

In The Public Interest



prayers for "the protection of our men who are fighting overseas . . . and for the fulfillment of our hope for lasting peace." A station spokesman said, "We know there are hundreds of relatives of servicemen on board the busses at that hour and we feel we are bringing them closer to their loved ones during the period of silent prayer."

* * *

Hospitalized Children

KGO-TV San Francisco has brightened the lives of hospitalized children by humorous drawings. The station is decorating wards at children's and Shriners hospitals with drawings and cartoons produced on Jolly Bill's daily TV program. Drawings are sent to hospitals following each day's telecast; letters of appreciation have been received from children and from directors of hospitals.

* * *

Nervous Groom

WSB Atlanta wore Cupid's mantle last week and assisted at a wedding. A nervous groom had dropped the wedding band while in a florist's shop on his way to the nuptials. The florist called the station newsroom. Could anything be done? The unknown groom's plight was featured on a 6 p.m. newscast. A few minutes after the broadcast the harried groom claimed the ring and the wedding went on as scheduled.

* * *

Blood Donation

FRED WOOD, general manager of WVBZ Vineland, N. J., gave a practical demonstration of blood donation in a Vineland theatre before 2,000 persons. Mr. Wood do-

AFRS Technicians

NEED for broadcast technical engineers to serve in a supervisory capacity with the Armed Forces Radio Service in Europe, Japan and Korea was revealed last week at the Pentagon. The AFRS, which operates the Armed Forces Radio Network overseas, has sent out a call for personnel—now on duty or in the reserves—who would qualify as chief radio engineers and serve with the rank of captain. Duty would consist of perhaps two months' tour of duty overseas in supervisory role, with remaining term at the Pentagon. Applications are being accepted by Lt. Col. Robert H. Camp, Troop Information & Education Div., Office of Chief of Information, Dept. of Army, Washington, D. C.

nated a pint of blood, making a tape recording throughout the process. He interviewed the nurse taking the blood and several World War II veterans who had received plasma during the war. Tape was used on the air, and resulted in more than 100 pledges from prospective donors.

* * *

Heart Association

WKY-TV Oklahoma City and the Oklahoma Heart Assn. co-sponsored a stage show and auction and in an hour raised more than \$5,300 for the association. The stage show, comprised of WKY and WKY-TV talent, was free to the public. An association official said that the publicity thus received would be worth more even than the respectable amount of money raised.

* * *

Corn Club Contest

KCMO Kansas City, Mo., is jointly sponsoring a Community Corn Club

Contest to better land use, increase soil fertility and for higher yields of quality corn. Directing the station's efforts are C. W. (Jack) Jackson, KCMO agricultural director, and Bruce Davies, KCMO associate agricultural director and farm markets reporter. Cooperating are local agricultural groups.

* * *

Lost Soles

NEIL R. BAIRD, KGWA Enid, Okla. newsman, covered three major blazes in Enid with such zeal that his water-soaked, fire-eaten shoes were a complete loss. Mr. Baird, however, reportedly did an outstanding job of covering the fires.

* * *

Radio Results

A. E. ANSCOMB and Bill Maser, both of WKBW Buffalo, enjoy telling how the station was able to help locate the mother of a lost little boy.

* * *

4-H Clubs

WCCO Minneapolis-St. Paul has a plan to work with 4-H clubs to better world understanding. WCCO assisted in the observance of National 4-H Club week and spotlighted the greatly expanded 4-H program. Gene Wilkey, WCCO manager, said that this was the ninth annual 4-H WCCO get-together.

RED CROSS CAMPAIGN

Radio, TV Stations Donate Time, Talent

THE Red Cross fund drive moved into high gear last week with the nation's radio and television stations accelerating their support.

In Philadelphia, several stations joined forces to sponsor a series of noon rallies on behalf of the campaign.

Clyde Spitzner, WIP commercial manager, who heads the rally committee, said the series is receiving full backing from WFIL-AM-TV, WCAU-AM-TV, WPTZ, KYW and WIP.

In Charlotte, N. C., three staff members of WBT-AM-FM and WBTB (TV) are contributing time and abilities to aid county drives.

Kenneth I. Tredwell Jr., WBT program manager, is serving as voluntary chairman for the Mecklenburg County Chapter of the Red Cross; Ben McKinnon, of the WBT-WBTB sales staff, is a member of the public information committee, and George Adams, of the promotion department, is a captain in charge of solicitations.

WGL Revue

Staffers from all departments of WGL Fort Wayne, Ind., aided National Guard units and the local Red Cross chapter in staging an 11-act revue, starring Yolande Betbeze, Miss America of 1950.

Crosley Div. of Avco Mfg. Corp. is cooperating on TV in the drive

by linking the fund campaign in commercial announcements on programs it sponsors.

A special broadcast honoring volunteer workers and campaign contributors was broadcast over KNBC San Francisco March 18.

KNGS Hanford, Calif., went all-out on an energetic promotion campaign that included remotes, studio programs and even sound trucks cruising streets. Sponsors donated announcements and time to the drive.

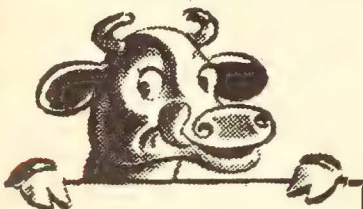
North of the border, CFPL London, Ontario, Canada, sparked the Canadian Red Cross fund campaign by presenting 12 dramatic programs characterizing Red Cross activities.

Now!

★ **WILK** is **5000** Watts

★ **Wilkes-Barre, Penna.**

See Page 58-D



It's Barnyard gossip.....

. . . that Thumb District farmers listen to **WTTH!**

First with the news and farm reports . . . make **WTTH** our favorite station!

WTTH

1380 on your Dial

PORT HURON, MICHIGAN

Represented by
Weed & Co.

ABC NETWORK

Respects

(Continued from page 48)

and blackbirds over the years.

Mr. Schmitt was one of those who selected Blue Mounds Hill, 30 miles west of Madison, as the site for WIBA-FM's transmitter. (This is the second highest hill in the state.) WIBA-FM serves nearly the whole of southwestern Wisconsin, and Mr. Schmitt thinks "FM still is the best broadcasting medium."

Much of the excellent planning for WIBA's Radio Park, a four-acre plot on one of Madison's highest knolls where modern studios were opened in March 1949, was Mr. Schmitt's. The property will accommodate TV installations, for which WIBA has applied.

"We hope to have TV some day," says Mr. Schmitt, "but there is no question as to the great future of radio. Radio provides a distinct medium of entertainment that TV does not always enlarge or enhance. Radio is basic, and while TV adds sight to programs, the seeing is not always necessary, or desirable. Where the picture is necessary, or supplemental, TV is certainly what we want. But I think radio and television will complement each other for a long time to come."

Studies Engineering

Born in Janesville, Wis., July 23, 1902, Kenneth Frederick Schmitt was supposed to be an electrical engineer. At least that is the course his father, a plumbing contractor, picked out for him when he went off to the U. of Wisconsin in 1921. Perhaps the elder Mr. Schmitt, a former Wisconsin department commander of the Spanish-American War Veterans, was influenced by the knowledge that his son had made some of the highest grades in physics ever recorded at Janesville high school. But young Kenneth had other ideas and, although he originally enrolled in the School of Engineering, switched to a general college course within two years.

A campus romance with Norwegian-born Carol Docken, of Mount Horeb, Wis., blossomed into marriage within a few months after



THREE years of peace for networks and AFM [BROADCASTING • TELECASTING, March 19] produce smiles from (l to r), standing, Frank Stanton, CBS president; Joseph H. McConnell, NBC president; Mark Woods, ABC vice chairman; sitting, Theodore C. Streibert, WOR New York president; Robert E. Kintner, ABC president, and James C. Petrillo, AFM president.

Mr. Schmitt joined the *Capital Times*. There are two sons: Kenneth Jr., 23, student of dentistry at Northwestern U., and David T. Schmitt, 21, in training with the armed services at Camp Gordon, Ga. The family lives in a century-old house near Madison's beautiful Lake Mendota, where Mrs. Schmitt has a priceless collection of antiques. Her husband's only hobby is bridge, "the only thing that takes his mind away from radio."

Mr. Schmitt, who has been station manager of WIBA since March 1, 1945, was one of those responsible for bringing the old League of Wisconsin Radio Stations (now Wisconsin Broadcasters Assn.) back to life about five years ago. Originally organized in 1929, the LWRS was inactive for many years. Ken Schmitt has been secretary of the association for the past four years.

TOTAL of 55,000 radio announcements, 13,000 TV announcements, 77 radio, 55 TV programs and six transcontinental network shows were donated by Los Angeles area broadcasters on behalf of safety campaigns according to Jim Bishop, retiring president of National Safety Council, Greater Los Angeles Chapter.

NEARLY 30 YEARS

MANUFACTURERS OF FINE BROADCASTING EQUIPMENT

Uates

RADIO COMPANY

QUINCY, ILLINOIS

Phone 8202

WASHINGTON, D.C. (Warner Bldg.) Phone Met. 0522

HOUSTON, TEXAS (2700 Polk Ave.) Phone 41wood 8535

BROADCASTING • Telecasting

BERDING TO ODM

Named Information Chief

APPOINTMENT of Andrew H. Berding, deputy director of information for ECA and veteran newspaperman, as chief of public information for the Office of Defense Mobilization was announced March 16 by Mobilizer Charles E. Wilson.

As PI director, Mr. Berding will coordinate for policy releases from all government defense agencies under a procedure set earlier this year by ODM officials and implemented in recent weeks [BROADCASTING • TELECASTING, Feb. 19]. He will work with Howard Chase, top consultant to Mr. Wilson; Scott Hershey, transferred from the National Security Resources Board information division, and others.

Louisiana Meet

TWO-DAY meeting of the Louisiana Assn. of Broadcasters will be held Friday-Saturday, March 30-31, at the Evangeline Hotel, Lafayette, La., according to Tom E. Gibbens, WAFB Baton Rouge, LAB president. Sales clinic will be held Friday afternoon with a program clinic scheduled Saturday morning. LAB members will direct these panels. A cocktail party will be held Friday evening, preceding the banquet, with Sen. Dudley J. LeBlanc, president of LeBlanc Corp. (Hadacol), as host.

NELSON DINNER

Given by Avery-Knodel

VETERAN Timebuyer Linnea Nelson, J. Walter Thompson Co., New York, was given a farewell dinner March 13 at the Biltmore Hotel by Avery-Knodel Co., station representative firm. The JWT radio and television timebuying staff and Avery-Knodel representatives were present. Miss Nelson retires the end of this month after 24 years of service.

Those attending the dinner were: Lewis H. Avery, president; Arthur H. McCoy, treasurer, Pierce L. Ro-main, John J. Tormey, F. G. Neuberth Jr., Thomas J. White Jr., N. R. Madonna, John F. Wade, director of TV sales, all from Avery-Knodel Inc., and Maurice J. Corken, commercial manager WHBF-AM-TV Rock Island, Ill. From JWT were: Anne C. Wright Jayne M. Shannon, James O. Luce Jr., William Wren, William H. Thomas, Mario Kircher.

CBC International Plans

INTERNATIONAL SERVICE of Canadian Broadcasting Corp. will have \$1,928,600 to spend in fiscal 1951-52, starting April 1, according to estimates tabled in Parliament at Ottawa March 12. This is down from \$3,292,361 in fiscal 1950-51, which included capital expenditures on purchase of the new Radio Canada building at Montreal. Some curtailment of international programs is expected this year. CBC International Service is similar to Voice of America service, and is operated by CBC for the Canadian Dept. of External Affairs.

SPOT SATURATION SALES KIT for 1951 describing use of radio for special retail selling events, being sent by BAB to member stations. Kit contains releases based on reports by four department stores which were named winners in the Spot Saturation Campaign Division of NRDC's 1950 radio program contest.

IN BIG AGGIE LAND tv MEANS 'tain't visible!

This 267 BMB county area—with \$2.9-billion in retail sales—can be sold by WNAX alone.



WNAX

570 - 5KW - ABC

YANKTON • SIOUX CITY

Represented by **KATZ**

front office



LAMBERT B. BEEUWKES appointed general manager WBMS Boston, effective April 2. Was general manager WDAS Philadelphia and prior to that was affiliated with Westinghouse Radio Stations Inc.

JACK TUBB, advertising salesman KOME Tulsa, resigns.

ART THOMAS, general manager WJAG Norfolk, Neb., since 1932, retiring from radio. **ROBERT E. THOMAS**, his son and assistant manager, appointed manager of station.

GLENN CALLISON, chief engineer LBS Dallas, elected vice president in charge of engineering for network.

HENRY BUCCELLO, Charles R. Stuart Adv., S. F., to Columbia Pacific Network as San Francisco sales manager. He replaces **OLE MORBY**, who transfers to KNX Hollywood as assistant general sales manager for CBS Pacific Network.

RAY BARNETT, KGO San Francisco, to KSMO San Mateo as sales manager.

ADAM J. YOUNG Jr. Inc., N. Y., appointed U. S. representative for British Guiana Broadcasting Co., Georgetown, B. G., (Radio ZFY) and Jamaica Broadcasting Co., Kingston, Jamaica (Radio Jamaica). The Young firm's international division sales department will handle accounts.

WILLIAM A. ROBERTS, commercial manager, and **ROY M. FLYNN**, technical supervisor KRLD Dallas, named assistant general managers. Both retain their previous functions. Mr. Roberts, with station more than 20 years, is in charge of sales for KRLD-AM-FM-TV. Mr. Flynn, with KRLD since its establishment in 1926, heads technical department including 48 technical men.

DICK CAMPBELL, general manager KOME Tulsa for past four years, resigns [BROADCASTING • TELECASTING, March 19]. Mr. Campbell is a radio veteran of 15 years both as executive and outstanding news personality through Southwest. Future plans not announced.

DAVE MARGOLIES, sales staff WHOM New York, and **GEORGE VOGEL**, commercial manager, KZRM and KZRF Manila, P. I., to sales staff WLIB New York.

BEATRICE KENTZ, formerly media assistant BBDO, L. A., to Katz Agency Inc., L. A. Mrs. Kentz was supervisor media detail Roche, Williams & Cleary, Chicago.



Mr. Beeuwkes



Mr. Flynn



Mr. Roberts

HAROLD PARISE, salesman WEBC Duluth, appointed manager WHLB Virginia, Minn.



JOSEPH F. QUINN, assistant general manager WJMA Orange, Va., resigns. Future plans not announced.

GORDON SHERMAN, general manager WMAV Springfield, Ill., elected president Lincoln Broadcasting Co., WMAV owner.

RA-TEL Representatives Inc. appointed to handle national spot sales for KLOU Lake Charles, La.

Mr. Parise **WILBUR HULICK** appointed sales representative in six southern states for Palmetto Broadcasting System.

JOHN E. PEARSON Co., N. Y., appointed exclusive representative for KSDO San Diego, Calif.

RUTH P. MOODIE, research department CBS, to John Blair & Co., N. Y., as research assistant.

H-R REPRESENTIVES Inc., S. F., appointed exclusive national representative for WMSC Columbia, S. C.

Personals . . .

HARRY BANNISTER, general manager WWJ Detroit, received award of Michigan Regional Conference of B'nai Brith Anti-Defamation League "for giving constructive meaning to the ethical, cultural and spiritual concepts inherent in our American way of life." . . .

LLOYD E. YODER, general manager KNBC San Francisco, elected to board of directors of Northern California Electrical Bureau. . . . **LAMONT L. THOMPSON**, radio-TV sales representative KCBS San Francisco, father of girl, Judith Ann. . . .

JOHN M. OUTLER Jr., general manager WSB-AM-TV Atlanta, grandfather for third time. . . . **MAX GOLDMAN**, assistant general counsel FCC, and Ruth Basset Calvin, announce their engagement.

CBC ACTIONS

Share Transfers Proposed

NUMBER of Canadian stations were recommended for share transfers at a meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa March 15-17.

CJNT Quebec, which asked for permission to go bilingual, was denied that permission because "the license to establish this station was on condition that it would be an exclusively English-language station." (Listeners in Quebec reportedly have been complaining that the English used on the station is read by French-speaking announcers whose English pronunciation is too French).

Share transfers were approved for recommendation to the Dept. of Transport for **CHLT** Sherbrooke, **CFCY** Charlottetown, **CHLN** Three Rivers, **CJFX** Antigonish, **CKRD** Red Deer, **CJCB-AM-FM** and **CJCX** (short wave) Sydney, **CKFH** Toronto and for **CHOK** Sarnia, with ownership of the station now in the hands of **Claude R. Irvine**, managing director, and two former majority shareholders, **H. M. Hueston** and **A. D. McKenzie**, holding no more shares.

CJSO Sorel was given permission to operate a permanent studio in nearby Joliette, "in view of the fact that there is no local community station in the Joliette area. If an application for a license to establish a local community sta-

tion in the Joliette area is made, this matter will be reconsidered."

Realigns Farm Unit

FARM programming functions of the Radio & Television Service, unit of the Dept. of Agriculture's Information Office, have been realigned under **Kenneth F. Gapen**, assistant director of information. **Bob Crom**, formerly of **KGLO** Mason City, and **WMT** Cedar Rapids, Iowa, is supervising single station activity. **Milton Bliss**, former extension radio editor at the Wisconsin College of Agriculture, is supervising network programming.

COMMERCIAL NATIONAL BANK, Santa Ana, Calif., as a courtesy to personnel and customers tunes in three **KVOE** programs daily—10 a.m. *Alka Seltzer News*, *Folger's Coffee Noon-Day News* and *Frank Russell Show*, an hour of early afternoon music.

KSWM

JOPLIN, MO.

KSWM

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

CBS in JOPLIN, MO.

Nationally Represented by **WILLIAM G. RAMBEAU CO.**

Now!

WILK

is

5000

Watts

☆ Wilkes-Barre, Penna.

See Page 58-D

R. S. PEARE

GE Executive, Dies

ROBERT S. PEARE, 50, vice president of General Electric Co. in charge of public relations and advertising policy, died March 18 at Ellis Hospital, Schenectady, a week after suffering a heart attack.



In 1946, Mr. Peare received an award from the National Assn. of Public Relations Counsel Inc., as having made "the greatest contribution in the past year toward improvement of the techniques and application of public relations from the professional and ethical standpoint."

Born Jan. 11, 1901, in Bellmore, Ind., and a 1922 graduate of the U. of Michigan, Mr. Peare joined GE shortly after leaving school. He actively directed AM, FM and TV stations in Schenectady and on the West Coast.

Mr. Peare is survived by his widow, Katharine, and two daughters, Elizabeth J. and Nancy J., all of Schenectady, and a brother, Reeve, of Rockville, Ind.

RCA SERVICE CO.

Surveys Electronic Needs

FIELD supervisors of the RCA Service Co. Government Service Division met in Camden, N. J., last week with armed forces representatives to discuss government requirements relating to installation and maintenance of electronics equipment in the U. S. and overseas.

Supervisors from eight foreign theatres of operation attended a three-day session which ended last Wednesday, according to P. B. Reed, vice president of the RCA Service Co. in charge of the government division. Group secures and trains field engineers and specialists for civilian duty with the Air Force, Army and Navy on installation and maintenance of all types of electronics equipment. Mr. Reed disclosed that RCA technicians are serving in 28 different overseas locations and at various posts in the U. S.

THE LITTLE STATION WITH...

THE BIG WALLOP!

REP. BY MEEKER

WMAM MARINETTE WISCONSIN

IONOSPHERE RESEARCH

NBS Adds Mobile Lab to Obtain data

NEW MOBILE research station, designed to obtain more comprehensive data on the ionosphere and to be incorporated into the existing chain of 60 world-wide permanent ionosphere stations, was announced last week by the Central Radio Propagation Lab. of the National Bureau of Standards. More than one-fourth of the world-wide stations are maintained by NBS.

The propagation of radio waves over long distances depends on their reflections from the ionosphere, a series of electrically conducting layers in the earth's atmosphere, NBS explained. Because these layers are continuously changing, knowledge of their characteristics is necessary for reliable communications. NBS collects and analyzes data from all over the world and publishes predictions of usable frequencies between any two places at any hour.

With the new unit, ionospheric soundings will be made from points midway between two permanent transmitting-receiving stations. The unit is a caravan made up of two prime movers and two trailers. The equipment includes two gasoline-powered generators which will provide 10 kw each for the transmitting, receiving and recording components in the event commercial power is unavailable. One trailer has been converted into living quarters.

The caravan's first recording stop, 30 miles east of Cincinnati, is a point midway between the Bureau's transmitting station at Sterling, Va., and a leased transmitting station operated by Washington U., St. Louis. The project, termed "St. Louis Experiment," is expected to continue for three or four months, NBS said. When the experiment is completed, the unit will be moved to another center-point site. Within a few years and after a number of midpoint locations, the Bureau expects to have sufficient information to map accurately the paths of radio waves across the U. S. and into other parts of the world.

All three transmitting-receiving stations will use the model C-3 automatic ionosphere recorder developed by the Bureau. Its transmitted power is 20 kw and it is capable of scanning a frequency range of 1 to 25 mc in a time interval as small as 7.5 seconds, NBS stated. Signals will be transmitted, received, and recorded on film strips at a 24-hour per day basis.

The St. Louis Experiment involves comparatively short distances. However, it is known that the discrepancies between theory and practice increase in magnitude as the distance between transmitter and receiver becomes greater, NBS explained. To investigate this effect, the mobile unit later

will be placed at the midpoint of much more widely spaced permanent installations. The next stop may be between the Sterling station and one in the Hawaiian Islands, Alaska, San Francisco, Puerto Rico, or Panama. Before the program is completed, the mobile unit will have been placed at the midpoint of the path to most of the Bureau's ionosphere stations in the western hemisphere.

NABET TO CIO

Affiliates April 1

NATIONAL Assn. of Broadcast Engineers & Technicians will affiliate with the Congress of Industrial Organizations as an international union April 1, President John R. McDonnell of San Francisco announced at NABET's Chicago headquarters Thursday. Some 3,000 members of the independent radio, television and film workers union voted to affiliate five to one in a referendum.

The international charter offered by the CIO permits the NABET organization setup to remain the same with its present officers. The union has national contracts with ABC and NBC, and other agreements with 80 independent radio and TV stations.

Affiliation will enable NABET "to fill the great need for more adequate organization, representation and service for employees" in radio, television and films, Mr. McDonnell said. He added that there will be no change in NABET policies. Plans are being made, however, to increase organizing efforts "to accomplish complete organization" of radio, TV and films, he said.

Other officers are Edward B. Lynch, of Rochester, N. Y., vice president, and George Maher of Chicago, executive secretary. All were recently elected to new three-year terms of office.

IAAB MEET

Miller Urges Freedom

GOVERNMENTS should not interfere with broadcasts, even in time of war or emergency, if people are to be warned quickly about danger or disaster, NAB President Justin Miller declared in an address to the Inter-American Assn. of Broadcasters. The IAAB opened its inter-American meeting last Monday in Sao Paulo, Brazil.

In the main IAAB address Judge Miller submitted a 10-point program designed to guarantee freedom of communication in the Western Hemisphere. The program was scheduled for later consideration at the IAAB's second general assembly.

Gilmore Nunn, WLAP Lexington, Ky., NAB director appearing as U. S. delegate, introduced Judge Miller and paid tribute to his juridical and association achievements. Judge Miller was elected honorary president of the assembly. Goare Mestre, of CMQ Havana, presided at the meeting as IAAB president. Edmundo Montiero, president of the Sao Paulo radio group, was elected president of the current assembly.

IAAB received word that it had been accepted into membership by the United Nations Economic & Security Council, meeting in Santiago. IAAB is the first broadcast association admitted to the council.

Numerous assembly addresses emphasized the "deplorable situation" of *La Prensa*, Argentine newspaper suppressed by the Peron government. IAAB speakers re-emphasized the association's stand on behalf of free speech and independence from government influences.

Fifteen nations were seated at the assembly, political situations and dollar exchange having cut attendance to some extent. Delegates voiced optimism that IAAB was developing an effective record in maintaining free radio and building up solidarity among hemisphere nations.

THE GREATEST IMPACT MEDIUM IN CINCINNATI

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

book reviews

PRINTERS' INK ADVERTISING IDEA BOOK. By "Printers' Ink" editors and contributors. New York: Funk & Wagnalls Co. 400 pp. \$5.

CONTAINING 634 "tested" ideas written in capsule form for quick reading, *Printers' Ink Advertising Idea Book* presents ideas arranged in dictionary style for ready reference. The material was selected from many thousands of advertising ideas in the *Printers' Ink* files. This is the third in a series of "Idea Books" planned for the *Printers' Ink* Business Bookshelf.

RADIO IN FUNDAMENTAL EDUCATION IN UNDEVELOPED AREAS. By J. Grenfell Williams, UNESCO. Paris, France: 152 pp., 65 cents.

THIS paper-bound volume, Publication No. 600, of the United Nations Educational, Scientific, and Cultural Organization, is another step in the series of studies on specific problems of mass communication.

J. Grenfell Williams, the author, is director of the Colonial Service, British Broadcasting Corp.

The publication discusses the instructional possibilities of radio, particularly in 16 underdeveloped areas ranging from Algeria to the West Indies.

It brings into focus such prob-

lems as radio and the aims of fundamental education, and broadcasting techniques in relation to a somewhat specialized audience.

UNESCO sales agent in the United States is Columbia U. Press, 2960 Broadway, New York 27, N. Y.

NOTEBOOK ON COLOR TELEVISION. By Edward M. Nowl. Paul H. Wendel Publishing Co., Indianapolis. 45pp \$1.

DESCRIBING fundamentals of the various proposed TV systems, *Notebook on Color Television* has been prepared by Edward M. Nowl, author of *Television for Radiomen* and lecturer for Temple U., Philadelphia, Pa., for experimenters, hobbyists and TV servicemen.

The reference book includes descriptions of basic elements of color TV; the adaption of standard TV receivers for black-and-white reception of color signals; adapters and converters for color signals; the CBS, RCA, CTI and other systems; tricolor picture tubes; color wheel assembly and control units; tabular summaries of performance characteristics and a chronology of TV development. Drawings and photographs supplement the text.

HANDBOOK OF BROADCASTING, The Fundamentals of AM, FM, FAX and TV. By Waldo Abbot. New York: McGraw-Hill Book Co. 494 pp. \$5.

NEW third edition of this basic text has been published in revised form, with three-fourths of the material entirely new. Current radio progress is included, together with substantial coverage of TV, FM and facsimile.

Prof. Abbot, associate professor of speech, director of broadcasting and manager WUOM U. of Michigan, offers the dual perspective of a station manager and veteran radio educator. The book explains duties of personnel in all phases of broadcasting. Chapters on the business side of radio are included as well as news, sports, law and use of newest types of recording equipment.

OPPORTUNITIES IN TELEVISION. By Jo Ranson and Richard Pack. New York: Vocation Guidance Manuals Inc. 128 pp. \$1.

BY the same authors of *Opportunities in Radio*, this latest in the Vocational Guides series is an up-to-date review of employment and career opportunities in all phases of the TV industry. Co-authors are Jo Ranson, WMGM New York director of publicity, and Richard Pack, WNEW New York program director.

Concise chapters on TV acting, writing, producing, directing, engineering, selling and promotion, research, programming, news announcing and servicing are supplemented by factual tables of actual positions with a national network, including the educational



INSPECTING one of the tubes at the new KCBS San Francisco 50 kw transmitter at Novato, Calif., are (l to r) Frank Stanton, CBS president, Wayne Coy, FCC chairman, and Arthur Hull Hayes, CBS vice president and KCBS general manager.

and experience requirements. Concrete salary information also is included throughout the book. Operation of networks and small TV stations is discussed in detail. A glossary of TV terms and slang is given.

ABC SPOT SALES

Lynch, McLaughlin Named

EDWARD LYNCH, former radio-TV salesman at ABC Central Division and WENR Chicago, has been appointed manager of the Central Division national radio spot sales and WENR local sales, it was announced last week. Mr. Lynch has been with the network since 1947.

Mr. McLaughlin Also appointed to a new post is Roy W. McLaughlin, manager of WENR-TV, who has been named to head the Central Division's national television spot sales department and WENR-TV's local sales. Mr. McLaughlin has been with ABC since 1943.

Kellogg on Mutual

KELLOGG Co., Battle Creek, Mich., for Corn Pops, will sponsor *Wild Bill Hickok* on the Mutual network starting April 1 through Leo Burnett Agency, Chicago [CLOSED CIRCUIT, March 5]. The radio version of the show, which Corn Pops sponsors on TV also, will be aired from Hollywood Sunday, 6-6:25 p.m. (CST) on 287 stations at the start. The half-hour video series will be introduced in 24 markets on a spot basis in mid-April [BROADCASTING • TELECASTING, March 19].

KFMB-AM-TV San Diego has taken temporary offices and studios at Hotel San Diego while its permanent facilities at Pacific Square, damaged in recent fire, are undergoing reconstruction.

Strictly Business

(Continued from page 16)

tunity to become associated with "the most penetrating medium of them all," and the name "Tom Peterson" has signified "Taylor-Chicago" ever since.

Thomas Hubert Peterson was born in Fort Dodge Oct. 2, 1906. As a young man, he had other jobs besides that of lamplighter. He progressed from "soda jerk to milk deliveryman to creamery worker." At Fort Dodge High School, he liked dramatics, debating and sports. He pursued liberal arts at Illinois, where he belonged to Alpha Delta Sigma. He met his wife, the former Meribah Mabie of Evanston, Ill., on the campus at Champaign.

The Petersons live in a Dutch Colonial house in Evanston, on Chicago's North Shore. Their daughter, Roxanne, 15, attends the local high school, where she recently won a scholarship in art. Mr. Peterson spends much of his spare time at home working in his well-equipped woodwork shop. But the difference between him and most "putterers" of his ilk is that he turns out masterpieces of craftsmanship. Some of the most graceful occasional pieces in his home are "by Peterson." The family rumpus room is his creation.

Formerly active in the Chicago Kiwanis Club, Mr. Peterson now devotes much of his spare time downtown to the Chicago Executive Club, which he serves as vice chairman of the Speakers' Table Committee. He also belongs to the Chicago Athletic Assn. In Evanston community activities, he serves on the Fourth of July Celebration Committee, which each Independence Day stages an extravagant display of pyrotechnics at Northwestern U.'s Dyche Stadium. He also helps to promote the annual Evanston Community Concert.

Ad Week

GOVERNORS of eight Western states have designated this week (March 26-31) as "Advertising Recognition Week" with mayors of communities where there are ad clubs doing likewise. Dedicated to the part advertising has played and is playing in raising the standards of American living "Advertising Recognition Week" is sponsored by the Advertising Assoc. of the West.

Now!

★ WILK

is

5000

Watts

★ Wilkes-Barre, Penna.

See Page 58-D

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

Printers' Ink is
read by the whole
marketing group
of advertising, manage-
ment, sales and
agency executives
who are the leading
buyers of advertising.

ROBERT LIVINGSTON, producer KFI-TV Los Angeles, named executive producer. **DON PATTON**, junior director, appointed senior director. **BILL RAPP**, floor director, named junior director. **BILL OTT**, commercial properties department, named floor manager. **ROBERT BOWMAN**, stage crew, to commercial properties department.

LEW SCHWARTZ appointed production manager WJAR-TV Providence, R. I., succeeding **J. S. SINCLAIR**, called to active duty with Navy.

FRAN YOFFEE appointed continuity director WQAL-TV Lancaster, Pa. **EUGENE GOOD** appointed staff artist for station.

MELVIN MOSS named promotional director WJIM-AM-TV Lansing, Mich. He was with WMRP Flint, Mich., and WWGS Tifton, Ga.

SCHOOL of Radio Technique, N. Y., last week announced following personnel placements: **RAY NANKEY** to WJL Niagara Falls, N. Y., as announcer-promotion manager; **JOHN CALHOUN**, to WFLO Farmville, Va., as announcer-continuity writer; **RICHARD KIDNEY** to WBPZ Lockhaven, Pa., as announcer-continuity writer; **ALLEN PARSONS** to WCPA Clearfield, Pa., as announcer-continuity writer; **THURSTEN STABECK** to WPEP Taunton, Mass., as announcer-continuity writer.

ROBERT HENDRICKS named senior transcription clerk, CBS Hollywood, replacing **RAY ANGONA**, transferred to KTSN (TV) Los Angeles as assistant technician.

WILLIAM HEDGPETH, program director WINX Washington, appointed assistant director of operations WTOP Washington, replacing **ELMA WILLIAMS**, resigned.

BILL PETERS, traffic manager WICU (TV) Erie, Pa., to production staff WFMV-TV Greensboro, N. C.

BLY VAUGHN appointed womens director KJCK Junction City, Kan., replacing **NANCY HARRIS**, resigned. **KEN THOMAS**, graduate student, and **DON DAUER**, senior student Kansas State College, to station as staff announcers.

NONA LOU GREEN, WBAP-AM-TV Fort Worth personality, featured in article, "Meet These Interesting People," in March issue of *The Fort Worth*, Chamber of Commerce publication.

GRAHAM ARCHER, night-shift announcer KGW Portland, appointed announcer-producer *Hostess House Party*, replacing **WAYNE ROBERTS**,

air-casters



called to active duty with Marine Corps. **BOB ROBERTS** named announcer on night-shift. **BOB ANDERSON**, relief announcer, now on fulltime basis. **RAY BENNINGSON** and **FRANK BILLINGS**, staff announcers, resign.

JOAN LEWIS, continuity department KOLN Lincoln, Neb., to KMTV (TV) Omaha.

JOSEPH HANTIN appointed copy director WXGI Richmond, Va., replacing **CARL BAREFOOT**, resigned.

HAL FREDERICKS, disc jockey KXOK St. Louis, elected to board of directors of Outdoor Writers Assn.

ED GLACKEN, news and sports director WKRT Cortland, N. Y., to WBOC-AM-FM Salisbury, Md.

RICHARD H. CUTTING, announcer CBS Hollywood, and **EDWINA BOOTH WATERBURY**, secretary CBS, married March 15.

JAMES ORGILL, script chief WGAR Cleveland, presented award from Ohio State Safety Council for outstanding achievement for program *So Help Me, It's The Truth*.

Miss LUCKEY NORTH appointed staff announcer WBKB-TV Chicago. She was formerly with WNBQ (TV) same city.

MICHAEL RUPPE Jr., emcee *Slovenian Polka Party* WEMP Milwaukee, inducted into Army.

VERNON CRAWFORD, announcer WJNO West Palm Beach, Fla., presented "Sailfish Conservation Trophy Award" by Sailfish Conservation Club of Florida for his work in that field.

TOM GROODY, research scientist California Academy of Sciences and emcee of Academy's *Science in Action* on KGO-TV San Francisco, presented *San Francisco Examiner* "Favorite Local TV Program" award.

ANN FOUNTAIN, traffic director KOME Tulsa, Okla., resigns. Future plans not announced.

EDWARD A. BYRON, producer-director of *Mr. District Attorney* on NBC, presented citation from National Exchange Club, sponsor of National Crime Prevention Week, for his fight against crime.

MERRILY BROOKS, continuity department WBT Charlotte, N. C., appointed to program department of station.

LEE HERBERT appointed to announcing staff WHAN Charleston, S. C., replacing **TIM HAYES**, recalled to Army.

WILLIAM C. BROPHY appointed to announcing staff WTIC Hartford, Conn., replacing **JIM STRONG** who has entered Armed Services.

ALEEN SANFTLEBEN, secretary KXOK St. Louis, and George Meyer, married.

GREGG CHANCELLOR, KOME Tulsa, to KCOL Ft. Collins, Col., as announcer.

W. LEE MEREDITH, continuity director WNAX Yankton, S. D., father of boy.

RICHARD ROBBINS, director CBS *Meet The Missus*, father of boy, Randy Scott.

HARRY OWENS, KTLA (TV) Los Angeles *Harry Owens Royal Hawaiians*, father of girl, Melinda.

MAJ. EDGAR L. TIDWELL, former program director KGB San Diego, assigned to information section of Japan Logistical Command, Yokohama, as chief of Armed Forces Radio.

MARVIN MILLER, Hollywood freelance announcer, signed for featured role in film "Peking Express" by Hal Wallis Productions.

VIRGINIA PATTERSON, WLWD (TV) Dayton, to WHIO-TV Dayton as TV personality.

JACK GROGAN, production manager WNEW New York, resigns April 18 to make six-month trip abroad for radio and theatre research.

DOROTHY TROSPER appointed traffic manager WKY-TV Oklahoma City, succeeding **ART MINICK**, called to duty with Navy.

BRAD CRANDALL, director-producer WSB-TV Atlanta, father of daughter, Leslie.

JACK BERCH, of *Jack Berch Show* on NBC, appointed co-chairman of National Council of Churches' drive for clothing for needy people of all faiths.

SAM ZURICH, announcing staff WIS Columbia, S. C., father of boy, John Christopher.

SUSAN McELVEEN named receptionist at WIS Columbia, S. C., replacing **JULIE HENDRICKS**, resigned. **JOHN EVANS**, WCOS Columbia, to announcing staff WIS.

LENORE KINGSTON, emcee *Occupation: Housewife* KTTV (TV) Hollywood, named chairman of radio and TV for Women's Div., L. A. Chamber of Commerce.

News . . .

CLETE ROBERTS, news analyst KFWB and KLAC-TV Los Angeles, on eight week tour of Far East. Itinerary includes Honolulu, Wake Island, Guam, Manila, Tokyo, Hong Kong, Formosa, Korea and Australia. He will be accompanied by **RUSSELL DAY**, newsreel cameraman.

RON COCHRAN, news director WCOP Boston, to news staff, CBS Washington.



Mr. Cochran

CLYDE HESS, news analyst WTAG Worcester, had entire script from recent broadcast on gambling printed in *Worcester Telegram-Gazette*.

CHARLES SARJEANT, news staff

WCCO Minneapolis, named associate news director for station.

CLEM COOPER, announcer WENT Gloversville, N. Y., named special events head replacing **PHIL SPENCER**, now in Armed Forces.

WILLIAM WINTER, news analyst KPIX (TV) San Francisco and recent winner of San Francisco Academy of TV Arts and Sciences award for best news presentation, leaves April 9 for six-weeks tour of Europe. He will film living conditions in Europe for later release on his TV program. Films will be offered for national syndication following local San Francisco release.

FORRESTER MASHBIR, director and production manager KPIX (TV) San Francisco, to KTTV (TV) Los Angeles as director of station's sports events, under supervision of **BOB BRECKNER**, executive director.

VON ORME, farm director KSL Salt Lake City, is recipient of annual "Friend of 4-H" title.

MAX ROBY, news editor KSL Salt Lake City, selected chairman of standard committee, function of National Assn. of Radio News Directors.

DON ELLIOT, newsman, WSB-AM-TV Atlanta, and Sarah Owen, announce their marriage.

Mr. Plus



Joins the Staff

The big PLUS is MUTUAL

WWDC

WASHINGTON
JOINS MUTUAL

a radio program and
merchandising service

featuring

MARTHA CRANE

and

HELEN JOYCE

(see inside front cover)



CHICAGO 7

Clear Channel Home of the National Barn Dance

'RED' INQUIRY

INQUIRY into alleged Communist influences within the entertainment field was last Wednesday on Capitol Hill, but the hearing failed to turn up any concrete evidence that radio and television are earmarked for separate study.

The hearing also was conspicuous by its absence of any television or newsreel cameras on the scene, or direct broadcast lines—a policy invoked by the House Un-American Activities Committee earlier in the week. Only tape recordings were permitted.

One witness, Actor Larry Parks, failed to throw any light on possible subversive infiltration into Hollywood's radio-TV broadcast industry. In fact, the two media were not mentioned during the session. Gale Sondergaard and Howard DaSilva also appeared.

Hearings were recessed to April 10, a tentative date, at which time authorities thought it likely that a number of celebrities would appear under subpoena before the committee. It was understood, though not confirmable, that between 35 and 50 entertainment personalities—some of them in radio-TV—have been slated for subpoena. Among them reportedly is Abe Burrows, CBS-TV star [BROADCASTING • TELECASTING, March 19, 12].

During Wednesday's hearing Frank Tavenner Jr., committee counsel, said the group has "succeeded to a marked degree in ex-

Hill Group Launches Celebrity Probe

posing Communist infiltration in labor organizations," and that present sessions are designed to accomplish the same objective in the entertainment world. "Past and present" party activities will be explored, he added.

Admitting that he joined the Communist Party in 1941 but had dropped membership in 1944 or 1945, Mr. Parks said there are Communists in the Actors Laboratory, a "showcase group" for actors, but stated he was not aware of any attempt to gain control of it. Mr. Parks asked that he not be required to furnish names of members.

The decision to bar TV and newsreel cameras from the hearing room was made earlier last week when Mr. Tavenner posed the question to Rep. John Wood (D-Ga.), committee chairman. The policy was adopted for Wednesday's session only, but Mr. Tavenner felt it likely that the procedure would be followed in subsequent hearings [BROADCASTING • TELECASTING, March 5].

Mr. Tavenner cited a committee agreement two years ago which served to place the problem at the discretion of the chairman when he felt it would hamper the work of committee members. After discussions between Rep. Wood and Mr. Tavenner, it was agreed to permit tape recordings or use of a sound track under a pool arrangement. The tape was used Wednesday evening by at least one Washington station.

The counsel revealed that tele-



DIZZY DEAN, (seated) baseball star, is happy over the contracts for his new program which have flowed into the offices of Colson & Co. Inc., Dallas. So are Harry Colson (r), president of the package firm, and Jim Gregory, vice president in charge of sales. Within two weeks after the transcribed series was announced, queries reportedly came from 43 states, Hawaii, Alaska and Canada. Stations already signed up are KMOX St. Louis; KXYZ Houston; KXOL Ft. Worth; KFDA Amarillo; KXLL Missoula, Mont.; WGNC Gastonia, N. C.; WINN Louisville; KCBF Lubbock, Tex.; KCRS Midland, Tex.; WALA Mobile, Ala., and WJZZ Montgomery, Ala.

vision stations had requested permission to televise the hearing, but were turned down along with newsreel photographers.

PRIMARILY to acquaint government agencies with its facilities for defense production, Tele-Tone Radio Corp. has prepared 36-page illustrated booklet showing its products, plant data, history and sales growth, World War II production, engineering and research information, and thumbnail sketches of key personnel.

New Business

(Continued from page 11)

points Publicidad Badillo Inc., San Juan, P. R., to handle advertising in Puerto Rico.

EDWARD HAWES & Co. Ltd., Toronto (floor wax), starts one minute musical and dramatic programs on 25 Canadian stations. Agency: A. J. Denne & Co., Toronto.

Adpeople . . .

DAVID C. KETNER, brand advertising manager, Lever's No-Rinse Surf, appointed vice president in charge of advertising for Pepsodent division of Lever Brothers.



Mr. Ketner

J. L. MOORE, general sales manager Folger Coffee Co., S. F., elected vice president of firm.

ERIC P. ALVORD, Philippines Air Lines, named advertising and public relations manager Morris Plan of California, S. F.

BRUCE W. WERT, sales promotion staff Goodyear Tire & Rubber Co., Akron, appointed director of advertising media, succeeding R. D. FIRESTONE, resigned.

LEWIS' ANSWER

To Tydings' Charges

FULTON LEWIS jr., MBS news commentator, testified last Tuesday before the Senate subcommittee on privileges and elections which has been probing last fall's Maryland Senatorial election in which Sen. John Marshall Butler (R-Md.) defeated former Democratic Sen. Millard E. Tydings.

Mr. Lewis challenged Mr. Tydings' statements delivered before the committee during earlier hearings which protested the manner and method of campaigning by Sen. Butler and his campaign staff. Mr. Tydings had attacked Mr. Lewis' role in the election, asserting that the commentator made political speeches against him nightly on free time supplied by Mutual. He had charged Mr. Lewis with being "even more reckless with the truth" than Sen. Butler and protested that he was denied equal time to answer the commentator.

In answering the allegations, Mr. Lewis said the free time argument was "untenable" because Mutual sells his program to local stations who may broadcast it on their own or sell to a sponsor. The particular program in question, Mr. Lewis continued, was sponsored on MBS stations in Maryland and that his broadcasts on the Tydings-Butler campaigns were not political speeches but "strictly legitimate, truthful, factual reporting and commentary."

Mr. Lewis said: "Ex-Sen. Tydings indulged this committee in some romantic imaginings about some sort of a conspiracy between the *Chicago Tribune*, the Mutual Broadcasting System, the Washington *Times-Herald* and me, to violate laws prohibiting corporations from contributing to political campaigns."

The *Tribune* and WGN Chicago own approximately one-fifth of MBS.

Mr. Lewis added, "In so far as his radio experiences in the last campaign go, Sen. Tydings bit his own arm," asserting that the former Maryland Senate member tried to allegedly "blackjack" MBS into giving him radio time.

The Senate group has been attempting to unfold claim and counter-claim lodged by opposing factions in the November election and preceding campaign.

TAXPAYERS SPONSOR

KHJ Los Angeles, *Voice of Freedom*, Sun., 11:15-11:30 a.m. (PST). Robert T. Le Fevre, author, political and geopolitical books, speaks on taxes and other issues of public interest and answers questions sent in by listeners. Program sponsored by United Taxpayers of California Inc., non-profit organization. Agency: Raymond R. Morgan Co., L. A.

POLKA SHOW

WEMP Milwaukee, *Slovenian Polka Party*, Sun. 10-10:30 a.m., complete show devoted to polka tunes. Program directed to young and old people of area playing tunes of noted polka artists. Show founded by Michael Rupp Jr., who wrote, produced and announced show, until called into Army recently.

MET FUND DRIVE

ABC presented special two-hour *Metropolitan Opera Jamboree* March 24, 8-10 p.m., in cooperation with the Met's Fund Committee drive to raise \$750,000. Operatic "jam session" was to feature performances by Broadway, Hollywood and Met celebrities to stimulate telephone contributions from across country.

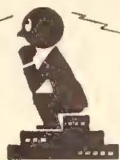
FIRST LIVE SHOW

WOL-TV Ames, Iowa, program *Show Without a Name*, Mon., 6:30-6:45 p.m. Program, featuring topics concerning garden, yard, landscaping, tree planting, care of houseplants, use of fungicides and insecticides, will be named by viewers. Dick Cech conducts show.

NEWS STYLE

KGO-TV San Francisco announced premiere of Edmund Lowe's *Front Page Detective* in promotion sheet to trade simulating newspaper front page with pictures, stories and headlines, news style, telling of various promotion and merchandising angles of Wine Growers Guild new TV campaign in Northern California. Station also sent bottles of Guild Wine and special press kit to newspaper and trade

programs promotion premiums



press representatives boosting program and sponsor's product.

DANGEROUS BROADCAST

WDOS Oneonta, N. Y., carried taped broadcast of daring bobsled ride down Mt. Van Hoevenberg, Lake Placid. Sportscasters Sandy Squires and Bob Thompson made recordings of run via walkie-talkie with Mr. Squires aboard and Mr. Thompson recording. The duo also made interviews with noted winter sports stars.

NEW TYPE OF FORUM

WOL Washington, *Call The Forum*, started Sun., March 5, audience at home asking questions of forum members via telephone. Calls are recorded and given to panel member for answering. Shows will feature members of Congress including Sen. Robert Taft (R-Ohio) and Rep. T. Millet Hand (R-N. J.).

NO PRIZE QUIZ

WNOR Norfolk, Va., reports successful daily quiz show which offers no prizes. Every morning, Disc Jockey Ted Harding asks his listeners "Daffy Riddle." If he gets five correct answers over phone during playing of one record, his listeners win game; if not, Mr. Harding wins. Last month 250 riddles were sent in by listeners, station reports.

NATURE DISCUSSIONS

KRON-TV San Francisco, *Stop, Look & Listen*, Tues. 5:15 p.m., features Janet Nickelsburg and group of school children in discussions of nature topics. Spec-

mens and pets of children are exhibited on the program.

RADIO AD COURSE

KYSM Mankato, Minn., in conjunction with U. of Minnesota held refresher course in principles of advertising for staff of station Feb. 27. John F. Meeher, KYSM general manager, and Gene Seehafer, assistant professor of advertising, conducted three conferences on selling radio time, developing successful retail radio advertising campaigns and radio copy writing.

CAREER FORUM

WFBR Baltimore, *Youth Career Forum*, program designed to aid high school students in choosing vocations. Linnea Nelson, former timebuyer at J. Walter Thompson Co., Chicago, inaugurated first show Feb. 1, speaking on advertising. Other noted speakers will appear on show that has backing of local school board.

PROMOTION SHEET

KPIX (TV) San Francisco plugs its new *Rumpus Room* show in sales promotion sheet to trade. Stars of program, Monty and Natalie Masters, are billed as "KPIX's 'Masters' of sales." Text urges advertisers to let the Masters "build sales for you . . . Join our impressive list of satisfied sponsors." Participations on program are offered at \$75.

SCHOLARSHIP AWARD

WQAN Scranton conducting 13-week educational series with more than 100 local high school students participating. Students took elimination exams for six top ranking scholars who take part in series. Winner will be awarded one-year full tuition, non-resident scholarship to U. of Scranton, Marywood College, or Keystone Junior College.

THE BIG TOWN SHOW

WINS New York, *Know Your Town*, 7:15-7:30 p.m., a weekly interview-type program to acquaint New Yorkers through representatives of city's many clubs and organizations with what's going on in town.

CORPORATE NAME of CKPR Fort William, Ont., has been changed to H. F. Dougall Co. Ltd., according to the radio branch, Dept. of Transport, Ottawa.

BASEBALL SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS
COVER ALL REQUIREMENTS
\$10. or \$2. ea.

Order C.O.D. Today While Supply Lasts
Charles Michelson, Inc.
23 WEST 47th ST., N. Y. 19 PL 7-0695

CATHOLIC DRIVE

McCarthy Heads Fund Group

EUGENE J. MCCARTHY, sales staff, CBS, has been appointed chairman of the Radio, Television and Theatre Div. of the Cardinal's Committee of the Laity in the 1951 Catholic Charities fund drive.

Vice chairmen are William P. Gargan, of William Gargan Productions, New York, and James V. McConnell, NBC.

Other members of the division are Charles C. Barry, Martin Begley and Charles Binnis, all of NBC; Joe Bier, WOR New York; Frank Burke, *Radio Daily*; James Caddigan, DuMont TV network; Fred Coll, Coll & Freedman, N. Y.; Jack Costello, American Federation of Radio Artists; John Doscher, WOR New York; "Uncle Jim" Harkins, Red Skelton shows; Anthony Hennig, ABC; Edward J. Herlihy, NBC; John Reed King, announcer; Edgar Kobak, business consultant; Thomas F. Malone, Adam J. Young Jr. Inc.; Thomas J. McDermott, N. W. Ayer & Son, New York; James McGarry, BBDO, New York; Thomas J. McMahon, N. W. Ayer & Son; John McNeil, TV consultant; John J. McSweeney, WMCA New York; C. Nicholas Priaulx, ABC; Pat Stanton, WOV New York; Jack Thompson, Free & Peters; Joseph J. Weed, Weed & Co.; Richard Winters, WINS New York, and Adam J. Young, Adam J. Young Jr. Inc., New York.

Harold Swisher

HAROLD SWISHER, veteran newsmen, died March 16 of heart attack on a Southern Pacific passenger train at Del Rio, Tex. Mr. Swisher was radio manager of the UP Western Division.



LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network, Cable Programs at Local Station Cost

**immediate revenue produced
with regional promotion
campaigns**

**23 years of
service to the
broadcasting industry**

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

experienced sales
personnel will sell community
programs throughout
your coverage area

Revised Proposed TV Channel Allocations

FURTHER REVISION of FCC's proposed table of television allocations for the U. S. on a city-by-city basis, announced by the Commission last Thursday (see story page 19), is reprinted herewith. It provides for some 2,000 commercial and noncommercial (educational) VHF and UHF stations in more than 1,200 communities. "Illustrative" border allocations for Canada and Mexico also are given.

Hearings on the specific allocations begin May 23 while comments of approval or opposition must be filed not later than April 23, with replies thereto by May 8.

The new table completely supplants earlier tables proposed in 1948 and 1949. New table also specifies by asterisk (*) those 82 VHF and 127 UHF channels specifically reserved for educational stations on an "indefinite" period basis. All channels are of the same class, FCC having dropped earlier proposals to provide for metropolitan, community and rural classes of stations.

Revised proposed allocations are as follows:

* INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.

ALABAMA		VHF Channel No.	UHF Channel No.
Andalusia	..	29	
Anniston	..	37	
Auburn	..	56*	
Bessemer	..	54	
Birmingham	6, 10*, 13	42, 48	
Brewton	..	23	
Clanton	..	14	
Cullman	..	60	
Decatur	..	23	
Demopolis	..	18	
Dothan	9	19	
Enterprise	..	40	
Eufaula	..	44	
Florence	..	41	
Fort Payne	..	19	
Gadsden	..	15, 21	
Greenville	..	49	
Gunthersville	..	40	
Huntsville	..	31	
Jasper	..	17	
Mobile	5, 8	42*, 48	
Montgomery	12	20, 26*, 32	
Opelika	..	22	
Sheffield	..	47	
Selma	..	58	
Sylacauga	..	24	
Talladega	..	64	
Thomasville	..	27	
Troy	..	38	
Tuscaloosa	..	45, 51	
Tuskegee	..	16	
University	7*	..	
ARIZONA		VHF Channel No.	UHF Channel No.
Ajo	..	14	
Bisbee	..	15	
Casa Grande	..	18	
Clifton	..	25	
Coolidge	..	30	
Douglas	3	..	
Eloy	..	24	
Flagstaff	9, 11	..	
Globe	..	34	
Holbrook	..	14	
Kingman	6	..	
Mesa	12	..	
Miami	..	28	
Morenci	..	31	
Nogales	..	17	
Phoenix	4, 5, 8*, 10	..	
Prescott	..	15	
Safford	..	21	
Tucson	2, 6*, 7	..	
Williams	..	25	
Winslow	..	16	
Yuma	11, 13	..	
ARKANSAS		VHF Channel No.	UHF Channel No.
Arkadelphia	..	34	
Batesville	..	30	
Benton	..	40	

CALIFORNIA		VHF Channel No.	UHF Channel No.
Alturas	9	..	
Bakersfield	10	29	
Brawley	..	25	
Chico	12	..	
Corona	..	52	
Delano	..	33	
El Centro	3, 13	16	
Eureka	..	21	
Fresno	12	18*, 24	
Hanford	..	21	
Los Angeles—	2, 4, 5, 7, 9, 11, 13	22, 28*, 34	
Madera	..	30	
Merced	..	34	
Modesto	..	14	
Monterey	8	..	
Napa	..	62	
Oakland (see San Francisco)	
Oxnard	..	32	
Petaluma	..	56	
Red Bluff	..	16	
Redding	7	..	
Riverside	..	40, 46	
Sacramento	6, 10	40*, 46	
Salinas	..	28	
San Bernardino	..	18, 24*, 30	
San Buenaventura	..	38	
San Diego	3*, 8, 10	21, 27, 33	
San Francisco-Oakland—	2, 4, 5, 7, 9*	20, 26, 32, 38, 44	
San Jose	11	48, 54*, 60	
San Luis Obispo	6	..	
Santa Barbara	..	20, 26	
Santa Cruz	..	16	
Santa Maria	..	44	
Santa Paula	..	16	
Santa Rosa	..	50	
Stockton	13	36, 42*	
Tulare	..	27	
Ukiah	..	18	
Visalia	3	..	
Watsonville	..	22	
Yreka	11	..	
Yuba City	..	52	
COLORADO		VHF Channel No.	UHF Channel No.
Alamosa	..	19	
Boulder	9*	22	
Canon City	..	36	
Colorado Springs	10, 12	17*, 23	
Craig	..	19	
Delta	..	24	
Denver	2, 4, 6*, 7	20, 26	
Durango	..	15	
Fort Collins	..	44	
Fort Morgan	..	15	
Grand Junction	..	21	
Greeley	..	50	
La Junta	..	24	
Lamar	..	18	
Leadville	..	14	
Longmont	..	32	
Loveland	..	38	
Montrose	..	18	
Pueblo	3, 5, 8*	28, 34	
Salida	..	25	
Sterling	..	25	
Trinidad	..	21	
Walsenburg	..	30	
CONNECTICUT		VHF Channel No.	UHF Channel No.
Bridgeport	..	43, 49	
Hartford	..	18, 24	
Meriden	..	16	
New Britain	..	30	
New Haven	8	59	
New London	3	63	
Norwalk (See Stamford)	
Norwich	..	57	
Stamford-Norwalk	..	27	
Storrs	..	26*	
Waterbury	..	53	
DELAWARE		VHF Channel No.	UHF Channel No.
Dover	..	40	
Wilmington	12	53, 59*	
DISTRICT OF COLUMBIA		VHF Channel No.	UHF Channel No.
Washington	4, 5, 7, 9	20, 26*	

FLORIDA		VHF Channel No.	UHF Channel No.
Belle Glade	..	25	
Bradenton	..	28	
Clearwater	..	32	
Daytona Beach	2	..	
De Land	..	44	
Fort Lauderdale	..	17, 23	
Fort Myers	11	..	
Fort Pierce	..	19	
Gainesville	4, 7*, 12	30, 36	
Jacksonville	..	14, 20	
Key West	..	33	
Lake City	..	16, 22	
Lakeland	..	14	
Lake Wales	..	26	
Leesburg	..	17	
Marianna	2*, 4, 7, 10	..	
Miami	..	15	
Ocala	6, 9	18, 24*	
Orlando	..	17	
Palatka	..	30*, 36	
Panama City	..	15, 21*	
Pensacola	3, 10	..	
Quincy	..	54	
St. Augustine	..	25	
St. Petersburg (See Tampa)	
Sanford	..	35	
Sarasota	..	34	
Tallahassee	2, 11*	24	
Tampa-St. Petersburg—	3*, 8, 10, 13	..	
West Palm Beach	5, 12	15*, 21	
GEORGIA		VHF Channel No.	UHF Channel No.
Albany	10	25	
Americus	..	31	
Athens	8*	60	
Atlanta	2, 5, 11	30*, 36	
Augusta	6, 12	..	
Bainbridge	..	35	
Brunswick	..	28, 34	
Cairo	..	45	
Carrollton	..	33	
Cartersville	..	63	
Cedartown	..	53	
Columbus	4	28, 34*	
Cordele	..	43	
Dalton	..	25	
Douglas	..	32	
Dublin	..	15	
Elberton	..	16	
Fitzgerald	..	23	
Fort Valley	..	18	
Gainesville	..	52	
Griffin	..	39	
La Grange	..	50	
Macon	13	41*, 47	
Marietta	..	57	
Milledgeville	..	51	
Moultrie	..	48	
Newnan	..	61	
Rome	9	59	
Savannah	3, 9*, 11	..	
Statesboro	..	22	
Swainsboro	..	20	
Thomasville	6	27	
Tifton	..	14	
Toccoa	..	35	
Valdosta	8	..	
Vidalia	..	26	
Waycross	..	16	
IDAHO		VHF Channel No.	UHF Channel No.
Blackfoot	..	33	
Boise	4*, 7, 9	..	
Burley	..	15	
Caldwell	2	..	
Coeur d'Alene	12	..	
Emmett	..	26	
Gooding	..	23	
Idaho Falls	3, 8	..	
Jerome	..	17	
Kellogg	..	33	
Lewiston	3	..	
Moscow	..	15*	
Nampa	6, 12	..	
Payette	..	14	
Pocatello	6, 10	..	
Preston	..	41	
Rexburg	..	27	
Rupert	..	21	
Sandpoint	9	..	
Twin Falls	11, 13	..	
Wallace	..	27	
Weiser	..	20	
ILLINOIS		VHF Channel No.	UHF Channel No.
Alton	..	48	
Aurora	..	16	
Belleville	..	54	
Bloomington	..	15	
Cairo	..	24	
Carbondale	..	34	
Centralia	2	32	
Champaign	..	21	
Chicago	2, 5, 7, 9, 11*	20, 26, 32, 38, 44	
Danville	..	24	
Decatur	..	17, 23	
Dixon	..	47	
Elgin	..	28	
Freeport	..	23	
Galesburg	..	40	
Harrisburg	..	22	

INDIANA		VHF Channel No.	UHF Channel No.
Jacksonville	..	29	
Joliet	..	48	
Kankakee	..	14	
Kewanee	..	60	
La Salle	..	35	
Lincoln	..	53	
Macomb	..	61	
Marion	..	40	
Mattoon	..	46	
Moline (See Davenport, Iowa)	
Mt. Vernon	..	38	
Clney	..	16	
Pekin	..	49	
Peoria	8	37*, 43	
Quincy	10	21	
Rockford	13	39, 45*	
Rock Island (See Davenport, Iowa)	
Springfield	3	20, 26*	
Streator	..	65	
Urbana	12*	27, 33	
Vandalia	..	28	
Waukegan	..	22	
IOWA		VHF Channel No.	UHF Channel No.
Anderson	..	61	
Angola	..	15	
Bedford	..	39	
Bloomington	4	30*, 36	
Columbus	..	42	
Cannersville	..	38	
Elkhart	..	52	
Evansville	7	50, 56*, 62	
Fort Wayne	..	21, 27*, 33	
Gary	..	50	
Indianapolis	6, 8, 13*	20, 26	
Hammond	..	56	
Jasper	..	19	
Kokomo	..	31	
Lafayette	..	47*, 59	
Lebanon	..	18	
Logansport	..	51	
Madison	..	25	
Marion	..	29	
Michigan City	..	62	
Muncie	..	49, 55	
Richmond	..	32	
Shelbyville	..	58	
South Bend	..	34, 40*, 46	
Tell City	..	31	
Terre Haute	10	57*, 63	
Vincennes	..	44	
Washington	..	60	
KANSAS		VHF Channel No.	UHF Channel No.
Abilene	..	31	
Arkansas City	..	49	
Atchison	..	60	
Chanute	..	50	
Coffeyville	..	33	
Colby	..	22	
Concordia	..	47	
Dodge City	6	23	
El Dorado	..	55	
Emporia	..	39	
Fort Scott	..	27	
Garden City	9, 11	..	
Goodland	..	31	
Great Bend	2	28	
Hays	7	20	
Hutchinson	12	18	
Independence	..	20	
Iola	..	44	

	VHF Channel No.	UHF Channel No.
Junction City	..	29
Larned	..	15
Lawrence	11*	17
Lavenworth	..	54
Liberal	..	14
McPherson	..	26
Manhattan	8*	23
Newton	..	14
Olathe	..	52
Ottawa	..	21
Parsons	..	46
Pittsburg	7	38
Pratt	..	36
Salina	..	34
Topeka	13	42, 48*
Wellington	..	24
Wichita	3, 10	16, 22*
Winfield	..	43

KENTUCKY

Ashland	..	59
Bowling Green	13	17
Campbellsville	..	40
Corbin	..	16
Danville	..	35
Elizabethtown	..	23
Frankfort	..	43
Glasgow	..	28
Harlan	..	36
Hazard	..	19
Hopkinsville	..	20
Lexington	..	27, 33
Louisville	3, 11	15*, 21
Madisonville	..	26
Mayfield	..	49
Maysville	..	24
Middlesborough	7	57
Murray	..	33
Owensboro	..	14
Paducah	6	43
Pikeville	..	14
Princeton	..	45
Richmond	..	60
Somerset	..	22
Winchester	..	37

LOUISIANA

Abbeville	..	42
Alexandria	11, 13	..
Bastrop	..	53
Baton Rouge	10	28, 34*, 40
Bogalusa	..	39
Crowley	..	21
DeRidder	..	14
Eunice	..	64
Franklin	..	46
Hammond	..	51
Hauma	..	30
Jackson	..	18
Jennings	..	48
Lafayette	5	38
Lake Charles	7	19*, 25
Minden	..	30
Monroe	8	43
Morgan City	..	36
Natchitoches	..	17
New Iberia	..	15
New Orleans 2*, 4, 6, 7	..	20, 26, 32
Oakdale	..	54
Opelousas	..	58
Ruston	..	20
Shreveport	3, 12	..
Thibodaux	..	24
Winnfield	..	22

MAINE

Auburn		23
Augusta	10	29
Banger	2, 5	16*
Bar Harbor	..	22*
Bath	..	65
Belfast	..	41
Biddeford	..	59
Calais	7	20
Dover-Foxcroft	..	18
Fort Kent	..	17
Houlton	..	24
Lewiston	8	17
Millinocket		14
Orono	12*	
Portland	6, 13	47*
Presque Isle	8	53
Rockland	..	25
Rumford	..	55
Van Buren	..	15
Waterville	..	35

MARYLAND

Annapolis	..	14
Baltimore	2, 11, 13	18, 24*, 30
Cambridge	..	22
Cumberland	..	17
Frederick	..	62
Hagerstown	..	52
Salisbury	..	16

MASSACHUSETTS

Barnstable	..	52
Boston	2*, 4, 5, 7	44, 50, 56
Brocton	..	62
Fall River	..	40, 46
Greenfield	..	42
Holyoke (See Springfield)	..	
Lawrence	..	38
Lowell	..	32
New Bedford	..	28, 34
Northampton	..	36
North Adams	..	15

* INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.

	VHF Channel No.	UHF Channel No.
Pittsfield	..	64
Springfield-Holyoke	..	55, 61
Worcester	..	14, 20

MICHIGAN

Alma	..	41
Alpena	9	30
Ann Arbor	..	20, 26*
Bad Axe	..	15
Battle Creek	..	58, 64
Bay City	..	63
Benton Harbor	..	42
Big Rapids	..	39
Cadillac	..	45
Cheboygan	4	36
Detroit	2, 4, 7	50, 56*, 62
East Lansing	..	60
East Tawas	..	25
Escanaba	13	..
Flint	12	16, 22*, 28
Gladstone	..	40
Grand Rapids	8	17*, 23
Hancock	5	..
Houghton	..	19
Iron Mountain	9	27
Iron River	12	..
Ironwood	..	31
Jackson	..	48
Kalamazoo	3	36
Lansing	6	54
Ludington	..	18
Manistee	..	15
Manistique	..	14
Marquette	3	17
Midland	..	19
Mount Pleasant	..	47
Muskegon	..	29, 35
Petoskey	..	31
Pontiac	..	44
Port Huron	..	34
Rogers City	..	24
Saginaw	..	51, 57

	VHF Channel No.	UHF Channel No.
Sault Ste. Marie	8, 10	28, 34*
Traverse City	5	20, 26*
West Branch		21

MINNESOTA

Albert Lea	..	57
Alexandria	..	36
Austin	6	51
Bemidji	..	24
Brainerd	12	..
Cloquet	..	44
Crookston	..	21
Detroit Lakes	..	18
Duluth-Superior (Wis.)—		
3, 6, 8*		32, 38
Ely	..	16
Fairmont	..	40
Faribault	..	20
Fergus Falls	..	16
Grand Rapids	..	20
Hastings	..	29
Hibbing	10	..
International Falls	11	..
Little Falls	..	14
Mankato	..	15
Marshall	..	22
Minneapolis-St. Paul—		
2*, 4, 5, 9, 11		17, 23
Montevideo	..	19
New Ulm	..	43
Northfield	..	26
Owatonna	..	45
Red Wing	..	63
Rochester	10	55
St. Cloud	7	33
St. Paul (See Minneapolis)		
Stillwater	..	39
Thief River Falls	..	15
Virginia	..	26
Wadena	..	27
Willmar	..	31
Winona	..	51

	VHF Channel No.	UHF Channel No.
Worthington	..	32

MISSISSIPPI

MISSISSIPPI

Biloxi	13	44*, 50
Brookhaven	..	37
Canton	..	16
Clarksdale	6	32
Columbia	..	35
Columbus	..	28
Corinth	..	29
Greenville	..	21, 27
Greenwood	..	24
Grenada	..	15
Gulfport	..	56
Hattiesburg	9	17
Jackson	3, 12	19*, 25
Kosciusko	..	52
Laurel	..	33
Louisville	..	46
McComb	..	31
Meridian	11	30, 36*
Natchez	..	29
Pascagoula	..	22
Picayune	..	14
State College	2*	..
Starkville	..	34
Tupelo	..	38
University	..	20*
Vicksburg	..	41
West Point	8	56
Yazoo City	..	49

MISSOURI

Cape Girardeau	12	18
Carthage	..	56
Caruthersville	..	27
Chillicothe	..	14
Clinton	..	15
Columbia	8*	16, 22
Farmington	..	52
Festus	..	14
Fulton	..	24
Hannibal	7	27
Jefferson City	13	33
Joplin	12	30
Kansas City	4, 5, 9*	19, 25
Kennett	..	21
Kirksville	12	18
Lebanon	..	23
Marshall	..	40
Maryville	..	26
Mexico	..	45
Moberly	..	35
Monett	..	14
Nevada	..	18
Poplar Bluff	..	15
Rolla	..	31
St. Joseph	2	30, 36*
St. Louis	4, 5, 9*, 11	30, 36, 42
Sedalia	6	28
Sikeston	..	37
Springfield	3, 10	26, 32
West Plains	..	20

MONTANA

Anaconda	2	..
Billings	2, 8, 11*	..
Bozeman	9*	22
Butte	4, 6, 7*	..
Cut Bank	..	20
Deer Lodge	..	25
Dillon	..	20
Glasgow	..	16
Glendive	..	18
Great Falls	3, 5	23*
Hamilton	..	17
Hardin	4	..
Havre	9, 11	..
Helena	10, 12	..
Kalispell	8	..
Laurel	..	14
Lewistown	13	..
Livingston	..	16
Miles City	3, 6*, 10	..
Missoula	11*, 13	21
Polson	..	18
Red Lodge	..	18
Shelby	..	14
Sidney	..	14
Whitefish	..	16
Wolf Point	..	20

NEBRASKA

Alliance	12	21
Beatrice	..	40
Broken Bow	..	14
Columbus	..	49
Fairbury	..	35
Falls City	..	38
Fremont	..	52
Grand Island	11	21
Hastings	5	27
Kearney	13	19
Lexington	..	23
Lincoln	10, 12	18*, 24
McCook	8	17
Nebraska City	..	50
Norfolk	..	33
North Platte	2, 4	..
Omaha	3, 6, 7*	16, 22, 28
Scottsbluff	10	16
York	..	15

NEVADA

Boulder City	4	..
Carlin	..	14
Carson City	..	37
Elko	10	..

ROLL OUT THE POLKAS

Is Theme of Brewery Television Program

KRANTZ BREWING Corp., Findlay, Ohio, has keyed its TV advertising to polka rhythm and is dancing a schottische over its success.

The brewery, maker of Old Dutch Beer, has capitalized on the tremendous regional interest in polka music throughout Northern Ohio and is producing a weekly one-hour TV show via WEWS(TV) Cleveland built around the polka theme.

A few pop tunes creep in, but for the most part it's polka, polka, polka. A retailer tie-in is the Polka Hit Parade which features the five top polkas of the week as voted by post cards available at Old Dutch Beer outlets.

The *Old Dutch Polka Revue* fea-

tures a different band each week and Jack Clifton, talented disc jockey, is on hand to roll out the polkas, in addition to rolling out a commercial now and then.

Another program over WSPD-TV Toledo, is a five-day-weekly midnight production featuring a girl and boy pianist and vocalist team. Format consists of playing requests and interviewing guests from local bistros. The half-hour program is called *Old Dutch Nite Cap*.

Both shows are produced by the brewery's agency, Ohio Adv. Agency Inc. of Cleveland. Herman Spero is account executive.



It's Disc Jockey Clifton who suggests to Northern Ohio viewers, "Let's have another piece of polka music and let's have another glass of Old Dutch Beer."

(Continued on page 58-B)

(Continued from page 58-A)

	VHF Channel No.	UHF Channel No.
Ely	3, 6	..
Fallon	..	29
Goldfield	5	..
Hawthorne	..	31
Henderson	2	..
Las Vegas	8, 10*, 13	..
Lovelock	..	18
McGill	8	..
Reno	3, 8	21*, 27
Tonopah	9	..
Winnemucca	7	..
Yerington	..	33

NEW HAMPSHIRE

Berlin	..	26
Claremont	..	37
Concord	..	27
Durham	11*	
Keene	..	45
Laconia	..	43
Littleton	..	24
Manchester	9	48
Nashua	..	54
Portsmouth	..	19
Rochester	..	21

NEW JERSEY

Asbury Park	..	58
Atlantic City	..	46, 52
Bridgeton	..	64
Newark	13	..
New Brunswick	..	47
Paterson	..	37
Trenton	..	41
Wildwood	..	48

NEW MEXICO

Alamogordo	..	17
Albuquerque 4, 5*, 7, 13
Artesia	..	21
Atrisco-Five Points	..	18
Belen	..	24
Carlsbad	6	23
Clayton	..	27
Clovis	12	35
Deming	..	14
Farmington	..	17
Gallop	3, 10	..
Hobbs	..	46
Hot Springs	..	19
Las Cruces	..	22
Las Vegas	..	14
Lordsburg	..	23
Los Alamos	..	20
Lovington	..	27
Portales	..	22
Raton	..	46
Roswell	3* 8, 10	..
Santa Fe	2, 9*, 11	..
Silver City	12	..
Socorro	..	15
Tucumcari	..	25

NEW YORK

Albany-Schenectady-		
Troy	6	17*, 23
Amsterdam	..	52
Auburn	..	37
Batavia	..	33
Binghamton	12	40, 46
Buffalo	4, 7	17, 23*
Cortland	..	56
Dunkirk	..	46
Elmira	..	18, 24
Glens Falls	..	39
Gloversville	..	29
Hornell	..	50
Ithaca	..	14*, 20
Jamestown	..	58
Malone	..	20
Massena	..	14
Middletown	..	60
New York 2, 4, 5, 7, 9, 11		19, 25*, 31
Niagara Falls	2	..
Ogdensburg	..	24
Olean	..	54
Oneonta	..	48
Oswego	..	31
Plattsburg	..	28
Poughkeepsie	..	21
Rochester	5, 10	15, 21*, 27
Rome (See Utica)		
Saranac Lake	..	18
Schenectady (See Albany)		
Syracuse	3, 8	43*
Troy (See Albany)		
Utica-Rome	13	19, 25*
Watertown	..	35

NORTH CAROLINA

Ahoskie	..	53
Albermarle	..	20
Asheville	13	56*, 62
Burlington	..	63
Chapel Hill	4*	
Charlotte	3, 9	36, 42*
Durham	11	40*, 46

	VHF Channel No.	UHF Channel No.
Elizabeth City	..	31
Fayetteville	..	18
Gastonia	..	48
Goldsboro	..	34
Greensboro	2	51*, 57
Greenville	9	..
Henderson	..	52
Hendersonville	..	27
Hickory	..	30
High Point	..	15
Jacksonville	..	16
Kannapolis	..	59
Kinston	..	26
Laurinburg	..	41
Lumberton	..	21
Mount Airy	..	55
New Bern	13	..
Raleigh	5	22*, 28
Roanoke Rapids	..	30
Rocky Mount	..	50
Salisbury	..	53
Sanford	..	38
Shelby	..	39
Southern Pines	..	49
Statsville	..	64
Washington	7	..
Wilmington	6	29, 35*
Wilson	..	56
Winston-Salem	12	26, 32*

NORTH DAKOTA

Bismarck	5, 12	18, 24*
Bottineau	..	16
Carrington	..	26
Devils Lake	8	14
Dickinson	2, 4	17*
Fargo	6, 13	34*, 40
Grafton	..	17
Grand Forks	2*, 10	..
Harvey	..	22
Jamestown	7	42
Lisbon	..	23
Minot	6*, 10, 13	..
New Rockford	..	20
Rugby	..	38
Valley City	4	32
Wahpeton	..	45
Williston	8, 11	34*

OHIO

Akron	..	49, 55*, 61
Ashtabula	..	15
Athens	..	62
Bellefontaine	..	63
Cambridge	..	26
Canton	..	29
Chillicothe	..	56
Cincinnati	5, 9, 12	48*, 54
Cleveland	3, 5, 8	19, 25*
Columbus	4, 6, 10	34*, 40
Coshocton	..	20
Dayton	2, 7	16*, 22
Defiance	..	43
Findlay	..	53
Gallipolis	..	18
Hamilton-Middletown	..	65
Lancaster	..	28
Lima	..	35, 41
Lorain	..	31
Mansfield	..	36
Marion	..	17
Massillon	..	23
Middletown (See Hamilton)
Mount Vernon	..	58
Newark	..	60
Oxford	..	14*
Piqua	..	44
Portsmouth	..	30
Sandusky	..	59
Springfield	..	46, 52
Steuensville	..	51
Tiffin	..	47
Toledo	11, 13	30*
Warren	..	21
Youngstown	..	27, 33
Zanesville	..	50

OKLAHOMA

Ada	..	50
Altus	..	36
Alva	..	30
Anadarko	..	58
Ardmore	..	55
Bartlesville	..	62
Blackwell	..	51
Chickasha	..	64
Claremore	..	15
Clinton	..	32
Duncan	..	39
Durant	..	27
Elk City	12	15
El Reno	..	56
Enid	5	21, 27*
Frederick	..	44
Guthrie	..	48
Guymon	..	20
Hobart	..	23
Holdenville	..	14
Hugo	..	21
Lawton	11	28* 24

	VHF Channel No.	UHF Channel No.
McAlester	..	47
Miami	..	58
Muskogee	8	39, 45*
Norman	..	31, 37*
Oklahoma City	7, 9, 13*	19, 25
Okmulgee	..	26
Pauls Valley	..	61
Ponca City	..	40
Pryor Creek	..	64
Sapulpa	..	42
Seminole	..	59
Shawnee	..	53
Stillwater	..	29
Tulsa	2, 4*, 6	17, 23
Vinita	..	28
Woodward	8	..

OREGON

Albany	..	55
Ashland	..	14
Astoria	..	30
Baker	..	37
Bend	..	15
Burns	..	16
Corvallis	7*	49
Eugene	9*	20, 26
Grants Pass	..	30
Klamath Falls	2	..
La Grande	13	..
Lebanon	..	43
McMinnville	..	46
Medford	4, 5	..
North Bend	..	16
Pendleton	..	28
Portland	6, 8, 10*, 12	21, 27
Roseburg	..	28
Salem	3	18*, 24
Springfield	..	37
The Dalles	..	32

PENNSYLVANIA

Allentown	..	39, 45
Altoona	..	19, 25
Bethlehem	..	51
Bradford	..	48
Butler	..	43
Chambersburg	..	46
Du Bois	..	31
Easton	..	57
Emporium	..	42
Erie	12	35, 41*
Harrisburg	..	27, 33
Hazleton	..	63
Johnstown	6	56
Lancaster	8	21
Lebanon	..	15
Lewistown	..	38
Meadville	..	37
New Castle	..	45
Oil City	..	64
Philadelphia	3, 6, 10	17, 23, 29, 35*
Pittsburgh	2, 11, 13*	47, 53
Reading	..	55, 61
Scranton	..	16, 22
Sharon	..	39
State College	..	44*
Sunbury	..	65
Uniontown	..	14
Washington	..	63
Wilkes-Barre	..	28, 34
Williamsport	..	36
York	..	43, 49

RHODE ISLAND

Providence	10, 12	16, 22*
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SOUTH CAROLINA

Aiken	..	54
Anderson	..	58
Camden	..	14
Charleston	2, 5, 13*	
Columbia	7, 10	19*, 25
Conway	..	23
Florence	8	
Georgetown	..	27
Greenville	4	23, 29*
Greenwood	..	21
Lake City	..	55
Lancaster	..	31
Laurens	..	45
Marion	..	43
Newberry	..	37
Orangeburg	..	44
Rock Hill	..	61
Spartanburg	..	17
Sumter	..	47
Union	..	65

SOUTH DAKOTA

Aberdeen	9	17
Belle Fourche	..	23
Brookings	8*	25
Hot Springs	..	17
Huron	12	15
Lead	5	26
Madison	..	46
Mitchell	5	20
Mobridge	..	27
Pierre	6, 10	22*
Rapid City	7	15
Sioux Falls	11, 13	38, 44*
Sturgis		

	VHF Channel No.	UHF Channel No.
Vermillion	2*	41
Watertown	3	35
Winner	..	18
Yankton	..	17

TENNESSEE

Athens	..	14
Bristol	5	46
Chattanooga	3, 12	43, 49, 55
Clarksville	..	53
Cleveland	..	38
Columbia	..	33
Cookeville	..	24
Covington	..	19
Dyersburg	..	46
Elizabethton	..	40
Fayetteville	..	27
Gallatin	..	48
Harriman	..	45
Humboldt	..	25
Jackson	9	16
Johnson City	11	34
Kingsport	..	28
Knoxville	6, 10	20*, 26
Lawrenceburg	..	50
Lebanon	..	58
McMinnville	..	46
Maryville	..	42
Memphis	5, 10*, 13	42, 48
Morristown	..	54
Murfreesboro	..	18
Nashville	2*, 4, 8	30, 36
Oak Ridge	..	32
Paris	..	51
Pulaski	..	44
Shelbyville	..	52
Springfield	..	42
Tulahoma	..	65
Union City	..	55

TEXAS

Abilene	9	33
Alice	..	34
Alpine	12	..
Amarillo	2*, 4, 5, 7, 10	..
Athens	..	25
Austin	7	18, 24, 30*
Bollinger	..	25
Bay City	..	33
Beaumont-Port Arthur	4, 6	31, 37*
Beeville	..	38
Big Spring	4	..

EX-GRID STAR

Lugs Ball for TV in Texas

A FORMER U. of Texas end and World War II combat pilot carried the ball for television in the Texas Legislature at Austin.

R. E. (Peppy)



Rep. Blount

Blount, state representative from Big Spring, introduced a resolution to force state-supported schools to sell video rights to the highest bidder [BROADCASTING • TELECASTING, March 5].

This added up to asking the Southwest Conference to defy the NCAA ban against live television of college football games. After being shunted to a sub-committee, the resolution emerged as only a "suggestion from the legislature" instead of a semi-compulsory directive.

In Austin, it is well-known that Rep. Blount does not easily accept defeat and Rep. Blount knows that the game is not over. He may try again.

Rep. Blount played on the Texas teams which defeated Alabama in the 1948 Sugar Bowl game, and crumbled Georgia in the 1949 Orange Bowl classic.

* INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.

VHF Channel No.	UHF Channel No.
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville	4, 5
Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	3*
Conroe	48
Corpus Christi	6, 10
Corsicana	16*
Crockett	22
Crystal City	47
Cuero	56
Dalhart	28
Dallas	25
Del Rio	16
Denison	4, 8, 13*
Denton	23, 29
Eagle Pass	17
Edinburg	2*
El Campo	26
El Paso	26
Falfurrias	2, 4, 5, 7*
Floydada	20, 26
Fort Stockton	52
Fort Worth	45
Gainesville	22
Galveston	5, 10
Gonzales	20, 26*
Greenville	35, 41, 47*
Harlingen	49
Hebbronville	64
Henderson	62
Hereford	23
Hillsboro	58
Houston	42
Huntsville	19
Jacksonville	63
Jasper	2, 8*, 13
Kermit	23, 29
Kilgore	15
Kingsville	36
Lamesa	Bellingham
Lampasas	Bremerton
Laredo	49
Levelland	14
Littlefield	59
Longview	40
Lubbock	28
Lufkin	40
McAllen	3, 8
McKinney	15*
Marfa	38
Marshall	32
Mercedes	50
Mexia	5
Midland	2
Mineral Wells	18
Mission	14
Monahans	5
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7
Orange	24
Pampa	43
Paris	17
Pearsall	33
Pecos	31
Perryton	16
Plainview	22
Port Arthur (see Beaumont)	29
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	6, 8
San Antonio	4, 5, 9*, 12
San Benito	35, 41
San Marcos	48
Seguin	53
Seymour	14
Sherman	24
Snyder	46
Stephenville	30
Sulphur Springs	32
Sweetwater	41
Taylor	12
Temple	58
Terrell	16, 22
Texarkana	53
Tyler	18*, 24
Uvalde	19
Vernon	20
Victoria	18
Waco	19
Waxahachie	28*, 34
Weatherford	45
Wichita Falls	51
	3, 6
Brigham	36
Cedar City	5
Logan	2
Ogden	12
Price	11
Provo	9
Richfield	13

VHF Channel No.	UHF Channel No.
St. George	18
Salt Lake City	4, 5, 7*
Tooele	20, 26
	44
VERMONT	
Bennington	33
Brattleboro	58
Burlington	16*, 22
Montpelier	3
Newport	40
Rutland	46
St. Albans	49
St. Johnsbury	34
	30
VIRGINIA	
Blacksburg	60*
Charlottesville	45*
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Fron? Royal	39
Harrisonburg	34
Lexington	54
Lynchburg	13
Marion	16
Martinsville	50
Newport News	35
Norfolk-Portsmouth	10, 12
Norton	15, 21*, 27
Petersburg	52
Portsmouth (See Norfolk)	8
Pulaski	37
Richmond	3, 6
Roanoke	23*, 29
South Boston	27, 33*
Staunton	14
Waynesboro	36
Williamsburg	42
Winchester	17
	28
WASHINGTON	
Aberdeen	58
Anacortes	34
Bellingham	18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick	25
Longview	33
Olympia	60
Pasco	19
Port Angeles	16
Pullman	10*
Richland	24
Seattle	4, 5, 7, 9*
Spokane	2, 4, 6, 7*
Tacoma	11, 13
Walla Walla	5, 8
Wenatchee	55
Yakima	23, 29
WEST VIRGINIA	
Beckley	21
Bluefield	41
Charleston	3
Clarksburg	12
Elkins	43*, 49
Fairmont	22
Hinton	40
Huntington	35
Logan	31
Martinsburg	8, 13
Morgantown	53*
Parkersburg	23
Welch	58
Weston	24*
Wheeling	15
Williamson	25
	32
	57*
	17
WISCONSIN	
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Eau Claire	13
Fond du Lac	19*, 25
Green Bay	6
Janesville	54
Kenosha	63
La Crosse	61
Madison	8
Manitowoc	32, 38
Marinette	3
Milwaukee	21*, 27, 33
Oshkosh	11
Portage	4, 10*, 12
Prairie du Chien	19, 25, 31
Racine	48
Rhineland	17
Rice Lake	34
Richland Center	49, 55
Sheboygan	22
Sparta	21
Stevens Point	15
Sturgeon Bay	59
Superior (See Duluth, Minn.)	50
	20, 26
	44

'FAMILY NIGHT ON CBS-TV'

Four Sponsors Promote Friday Shows

A COOPERATIVE promotion venture, calculated to identify Friday night as "Family Night on CBS-TV," has been instituted by four New York agencies handling Friday shows extending from 8 to 10:30 p. m. on that network.

With CBS cooperating, the promotion drive was opened with drum-beating for last Friday night's four-program block.

The shows, their sponsors, and the agencies are: *Mama*, sponsored 8-8:30 by General Foods on behalf of Maxwell House Coffee, through Benton & Bowles; *Man Against Crime*, carried 8:30-9 by R. J. Reynolds Tobacco Co. for Camels, through William Esty Co.; *Ford Theatre*, sponsored 9-10 on alternate weeks by Ford Motor Co. through Kenyon & Eckhardt, and *Star of the Family*, sponsored 10-10:30 by Nash Kelvinator through Geyer, Newell & Ganger.

Seventeen stations carry all four programs, and others carry one or more. CBS has prepared promotion kits, including slides, for distribution to the stations involved.

Posters also are being sent out—one station reportedly asked for 1,000.

The agencies are dividing promotion costs equally. CBS handled the production of kits and posters, with the agencies paying poster-mailing costs. The agencies

also are issuing special releases, geared to the consumer level, under a standard heading which proclaims "Friday Is Family Night on CBS-TV" and lists the shows involved.

Alternate-week benefactors of the promotion campaign will be *Live Like a Millionaire*, which General Mills sponsors in the 9:30-10 spot every other Friday through Knox Reeves, Minneapolis, and a program to be announced for the 9-9:30 period in the weeks when *Ford Theatre* is not carried.

GE VHF PERMIT

FCC Grants Modification

GENERAL ELECTRIC Co. was granted modification of the permit of its experimental VHF station KE2XHX by FCC last week to incorporate an additional experimental transmitter operating in the UHF from 480-890 mc. Effective radiated power up to 100 kw would be used.

Fortnight ago a similar request for authority to conduct propagation and other tests in the UHF was made of FCC by Sylvania Electric Products Inc., Radio Tube Division, Emporium, Pa. [BROADCASTING • TELECASTING, March 12].

GE's KE2XHX at Electronics Park, Syracuse, N. Y., has been authorized to operate on VHF channels 2 through 13 with peak visual effective radiated power of 50 kw and aural 25 kw. The new UHF transmitter, with power output of 5 kw, would feed into "an experimental helical four-bay travelling-wave antenna having a calculated power gain of 20, so that the peak effective radiated power would reach the unprecedented value of about 100,000 watts," FCC was told.

GE stated "it is proposed to make extensive propagation tests at this power level and frequencies in an effort to determine to what degree such a value of ERP would result in improved UHF television performance over that obtainable with previously available ERP's of the order of 10,000 watts."

GE currently is advertising to the trade its new power triode tube, GL-6019, claiming "for the first time in TV 1 kw at 900 mc" [BROADCASTING • TELECASTING, March 19]. The advertisement said the tube, involving ceramic construction, was on display at the IRE show in New York last week.

FCC also was told the new UHF transmitter would be used to test GE's newly developed helical TV antenna. The research program is being directed by J. E. Keister, section engineer in charge of TV and broadcast equipment, commercial equipment division.

VHF Channel No.	UHF Channel No.
Wausau	7
Wisconsin Rapids	16
	14
WYOMING	
Buffalo	29
Casper	2, 6
Cheyenne	11, 13
Cody	24
Douglas	14
Evanston	14
Green River	16
Greybull	40
Gillette	31
Lander	17
Laramie	8*
Lovell	18
Lusk	36
Newcastle	19
Powell	28
Rawlins	30
Riverton	12
Rock Springs	10
Sheridan	13
Thermopolis	9, 12
Torrington	15
Wheatland	27
Worland	24
	34
U. S. TERRITORIES	
PUERTO RICO	
Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, 6*
ALASKA	
Anchorage	2, 7*, 11, 13
Fairbanks	2, 4, 7, 9*, 11, 13
Juneau	3*, 8, 10
Ketchikan	2, 4, 9*
Seward	4, 9
Sitka	13
HAWAIIAN ISLANDS	
Lihue, Kauai	3, 8*, 10, 12
Honolulu, Oahu	2*, 4, 7, 9, 11, 13
Wailuku, Maui	3, 8, 10*, 12

(Continued on page 58-D)

Revised Proposed Allocations

(Continued from page 58-C)

* INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.

VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Hilo, Hawaii	2, 4*, 7, 9, 11, 13	Lethbridge	7	Vernon	2
VIRGIN ISLANDS		Medicine Hat	6	Victoria	2
Christiansted	8				27
Charlotte Amalie	10, 12	BRITISH COLUMBIA			40, 46
CANADA		Chilliwack	12	MANITOBA	
ALBERTA		Cranbrook	19	Brandon	5, 9, 11
Calgary	2, 4, 10, 12	Fernie	24	Flin Flon	3
Edmonton	3, 5, 11, 13	Kamloops	16	Dauphin	8
Grande Prairie	2	Kelowna	21	Portage la Prairie	34
Lacombe	8	Nanaimo	48	St. Boniface (see Winnipeg)	
		Nelson	17	Winnipeg-St. Boniface	4, 6, 7, 13 18, 24, 30, 36, 42
		New Westminster (see Vancouver)		NEW BRUNSWICK	
		Penticton	15	Campbellton	12
		Port Alberni	19	Edmundston	20
		Prince Rupert	6, 7	Fredericton	10
		Trail	11	Moncton	9
		Vancouver-New Westminster	6, 8, 10	Newcastle	16
			14, 30, 36		18

WILK

IS NOW 5000!

POWER

Your Best Buy In Pennsylvania's 3rd Richest Market!

5000 Watts DAYTIME
1000 Watts NIGHT TIME
980 KC

St. John	4, 6	17, 23
St. Stephen	8	26
Sackville	8	22
Woodstock	8	36
NOVA SCOTIA		
Amherst	9	41
Antigonish	9	34
Bridgewater	10	43
Halifax	3, 5, 12	15, 21, 27, 37
Kentville	19	19
New Glasgow	18	18
Sydney	2, 4, 6	15, 21
Truro	31	31
Windsor	25	25
Yarmouth	13	14
ONTARIO		
Barrie	14	14
Belleville	39	39
Brantford	16	16
Brackville	46	46
Chatham	14	14
Cornwall	36	36
Fort Frances	5	19
Fort William (see Port Arthur)		
Guelph	55	55
Hamilton	13	51, 57
Kenora	9	22
Kingston	26, 44	26, 44
Kitchener	45	45
Kirkland Lake	9	9
London	10	18
Niagara Falls	29	29
North Bay	10	15
Oshawa	53	53
Orillia	3	30
Ottawa-Hull	4, 9, 11	30, 40
Owen Sound	8	26
Pembroke	13	32
Peterborough	22	22
Port Arthur	2, 4	14, 20, 30
Fort William	49	49
St. Catharines	24	24
St. Thomas	40	40
Sarnia	2, 12	22
Sault Ste. Marie	42	42
Smiths Falls	27	27
Straford	5, 7	17, 23
Sudbury	6	6
Timmins	6, 9, 11	19, 25
Toronto	9	32, 38
Windsor	36	36
Wingham	47	47
Woodstock		
PRINCE EDWARD ISLAND		
Charlottetown	13	14
Summerside	11	20
QUEBEC		
Chicoutimi	2, 12	14
Drummondville	19	19
Granby	25	25
Hull (see Ottawa, Ont.)		
Jonquiere	20	20
Matane	23	23
Montreal		
Verdun	2, 6, 7, 10, 12	15, 44
New Carlisle	2	14
Quebec	4, 5, 9, 11	29, 39
Riviere du Loup	6	30
Rimouski	3	21
Roberval	17	17
St. Hyacinthe	50	50
Ste. Anne de la Pocatiere	13	33
Shawinigan Falls	27	27
Sherbrooke	42, 48	42, 48
Sorel	17	17
Thetford Mines	31	31
Three Rivers	21	21
Valleyfield	38	38
Verdun (see Montreal)		
Victoriaville	37	37
SASKATCHEWAN		
Gravelbourg	22	22
Moose Jaw	4, 7	18, 24
North Battleford	3	3
Prince Albert	11	11
Regina	2, 9, 12	21, 27
Saskatoon	8, 13	14
Swift Current	14	14
Watrous	30	30
Yorkton	6	15
MEXICO		
BAJA CALIFORNIA		
Tijuana	6, 12	7, 9
Mexicali	7, 9	7, 9
SONORA		
Nogales	9, 11, 13	9, 11, 13
Hermosillo	2, 4, 6	2, 4, 6
Ciudad Obregon	3, 7, 9	3, 7, 9
Navojia	5, 11, 13	5, 11, 13
CHIHUAHUA		
Chihuahua	2, 4, 5	2, 4, 5
Hidalgo del Parral	3	3
Ciudad Juarez	9, 11, 13	9, 11, 13
COAHUILA		
Saltillo	4	4
Piedras Negras	2	2
Villa Acuna	10	10
NUEVO LEON		
Monterrey	2, 6, 10, 12	2, 6, 10, 12
TAMAULIPAS		
Nuevo Laredo	11, 13	11, 13
Matamoros	7	7
Reynosa	9	9

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AM-FM • ABC AFFILIATE

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