

# BROADCASTING TELECASTING

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

\$7.00 Annually  
25 cents weekly

## Station WHO

SUGGESTS

A SIGNIFICANT NEW APPROACH TO TIME-BUYING

### The Five-Point System of Programming Evaluation

UNTIL fairly recently, most time-buyers assumed that everything else being equal, the "listener-preference" accorded any station could reasonably be judged by determining that station's "Entertainment Popularity."

Today *local programs* in five other categories usually determine station preference. *News* is the largest audience-builder most stations possess. *Sports* often rank second, with various local *Specific Farm Programs*, *Educational* and *Public Interest* features high on the list. Thus these Five Points of local programming today offer a highly important criterion of station evaluation. . . .

During the next few months, these WHO pages will describe and prove WHO's outstanding achievements in each of these five programming departments—which, in turn, help explain WHO's foremost position as a public facility and as an advertising medium. We suggest that you tear out and file these pages. They will offer significant contributions to your time-buying procedures.

**W H I** 

**+ for IOWA PLUS! +**

DES MOINES . . . 50,000 WATTS

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



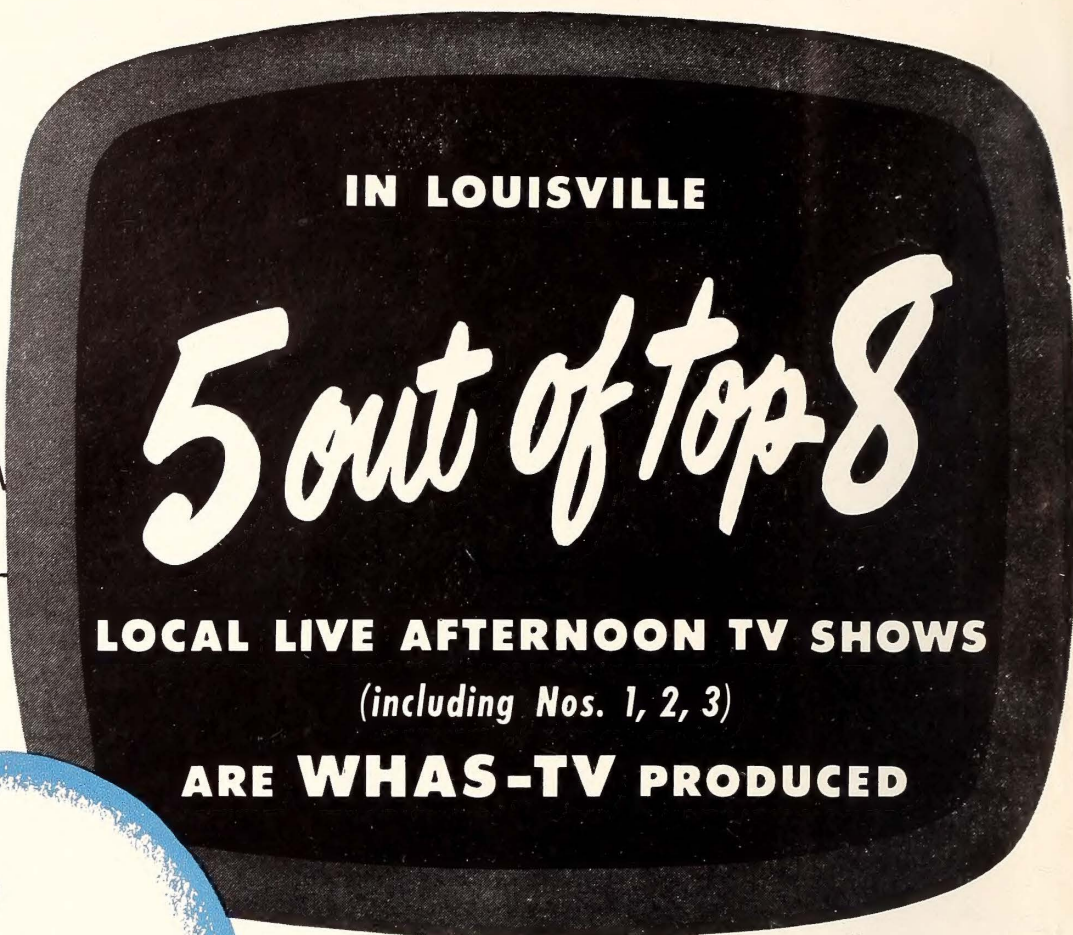
FREE & PETERS, INC.  
National Representatives



Look

**THIS IS TELEVISION IN THE WHAS TRADITION**

TK 6540  
B85



**Look at the  
HIGH  
SETS-IN-USE**

**28.4%**  
**afternoon average**

*Five out of the top eight . . . as shown by the University of Louisville in the most intensive co-incidental telephone survey ever conducted here. Over 13,400 calls were made in one week. Ask your Petry man about the high-rated local shows produced especially for participating sponsors.*

**Basic CBS**  
*interconnected*  
**Affiliate**



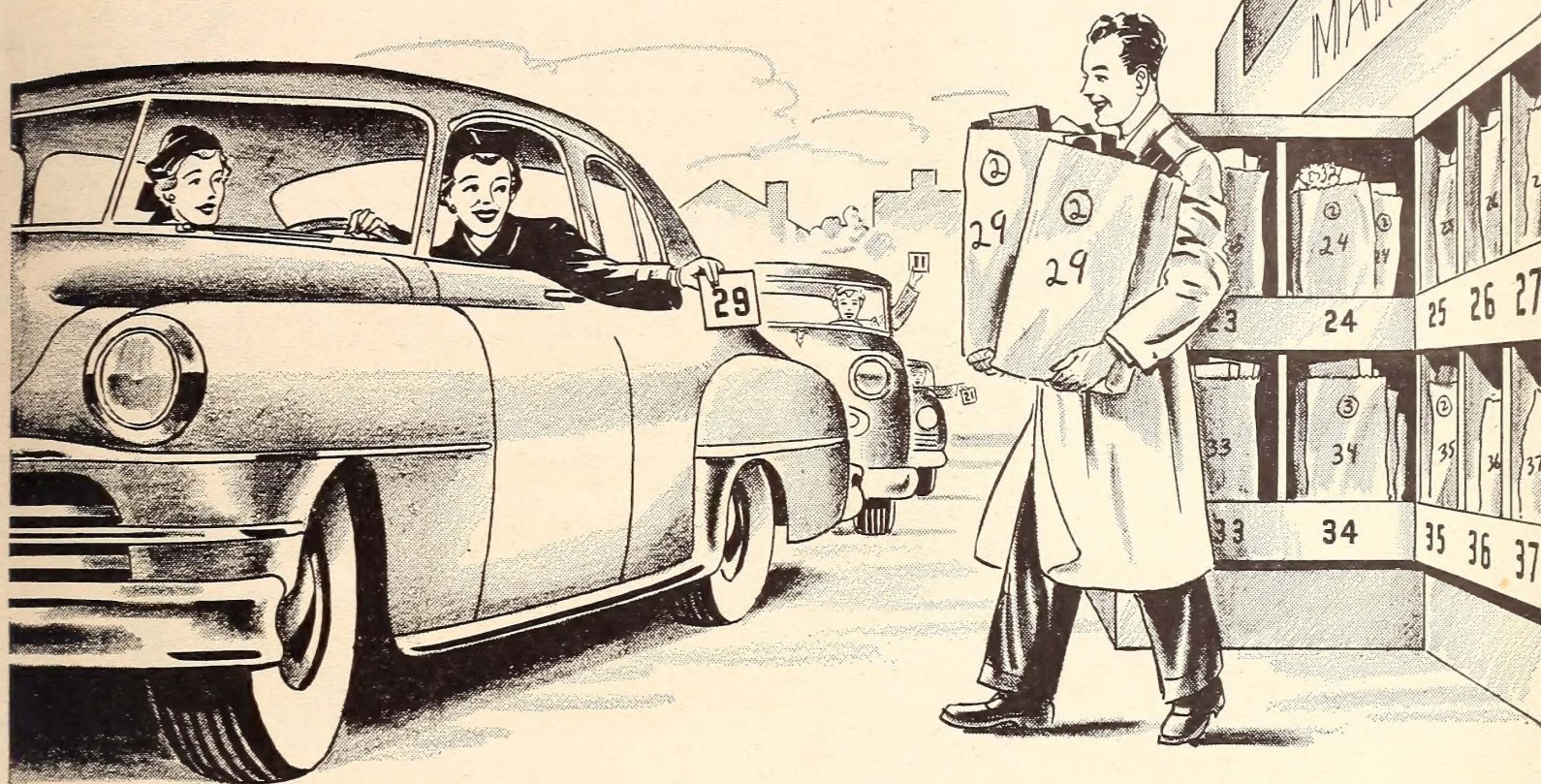
**Serving a market of more than  
85,000 television homes**

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

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



# YANKEE gets your story over to the *Family Shopper*



## in **29** New England Markets

For reaching the family buyers — the ones who habitually do the weekly shopping for New England families — what can possibly be better than a popular Yankee home-town station with its established network audience?

In any sales drive you are bound to get action with a Yankee home-town station. Its acceptance with consumers and merchants is a steadily productive force for building regular customers and volume sales.

You can cover a lot of ground with Yankee's 29 home-town stations. Every station puts you right in the middle of a good market — where you can reach all the downtown and suburban shoppers in the area.

This means you can do hard-hitting local selling everywhere — not from a distance but right on the spot.

You can think of the six-state New England market as the Yankee market — and you'll be right!

*Acceptance is THE YANKEE NETWORK'S Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.



# BROADCASTING TELECASTING



...at deadline

## Closed Circuit

THREE AFM-NETWORK contracts—radio, TV and TV film—reportedly ready for early signature, possibly over weekend. Contracts, embodying national and local terms substantially agreed to fortnight ago in New York [BROADCASTING • TELECASTING, March 19] were complete in language Friday.

IT ISN'T officially admitted, but Assn. of National Advertisers plans third study of TV penetration of radio in relation to rates. Emphasis to be shifted, perhaps to video impact on daytime radio listening.

ALSO PENDING is proposal to extend study of TV's impact into newspaper and magazine reading; apparently heeding complaints radio was discriminated against in first two TV analyses. ANA committee members, jittery over suggestion that radio study might have anti-trust angles, constantly explaining they're talking purely as individuals.

CRIME INVESTIGATOR Kefauver, it's learned, is receiving fabulous offers to appear on radio and TV. One, rejected last week, was for \$2,000 per week for two-minute stint, 13 weeks on top TV show (that's \$1,000 per minute). What rankles with him, it's understood, is syndication by one company of news-reel clips of crime hearing to TV stations for local sponsorship. It's expected he will make lecture tour.

NEWS NOTE: Telecasting of Kefauver Crime Committee proceedings constituted greatest educational series in TV's brief, but kaleidoscopic history. (Editor's Note: They were carried by commercial TV stations, mainly sustaining, with commercial shows cancelled and astronomical line charges absorbed.)

MEMBERS of Special Test Survey Committee to confer with NARTB (NAB) Board group on plans to induce association to kick off study of research techniques. Aim is to get project before mid-April NARTB convention in Chicago.

THERE ARE AT least two members of Congress who could be classified as "Mr. Available Jones" for NAB presidency-general manager. Harris Ellsworth, Republican of Roseburg, Ore., who holds proprietary interest in *News Review* and Station KRNR, has been mentioned. Another believed to be Lowell Stockman, Republican of Pendleton, Ore., who was candidate for RTMA presidency.

STATE DEPARTMENT HAS been canvassing number of prominent broadcast executives about special European assignment in connection with internal broadcast operations in Balkan countries. No direct connection, however, with Voice of America.

RICHARD P. DOHERTY, employee-employer relations director of NARTB, may be tapped for new defense labor board post, as an industry member. Status would not preclude his continued activity at trade association.

NAB'S fiscal position said to be looking up

(Continued on page 94)

## Upcoming

April 3: McFarland Bill (S-658) Hearings begin, 1334 New House Office Bldg., Washington.

April 6-8: American Women in Radio and Television Convention, Hotel Astor, New York.

April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.

(Complete list of Upcomings on page 68)

## Bulletins

J. WALTER THOMPSON, New York, for an unrevealed client, looking for availabilities on nationwide spot TV program with masculine appeal.

GEORGE STORER IV, first grandchild of George Storer, president Fort Industry Co. Stations, was born to Mr. and Mrs. George Storer Jr. Friday in Atlanta. Mrs. Storer was the former Joan Stanton.

## FINAL ARGUMENTS HEARD IN BALTIMORE CASE

FINAL arguments on application of Public Service Radio Corp., in which Drew Pearson and Robert S. Allen, columnists, are principal stockholders, for facilities of WBAL Baltimore, heard last Friday by FCC sitting en banc. Only Comr. Robert F. Jones, who had disqualified himself because of Pearson's unsuccessful campaign against his confirmation for FCC nearly four years ago, did not sit.

Marcus Cohn, counsel for Pearson-Allen, argued that because of "overabundance of commercial programs," Hearst Radio Inc. should not receive renewal of license to operate 50,000-w WBAL. He attacked Commission majority report (4-2 vote) favoring Hearst renewal, asserting that if this happened it would be futile for new parties to seek facilities of existing stations on grounds that it can do better job in public interest. Comrs. Walker, Hyde, and Hennock voted for WBAL renewal. Chairman Coy and Comr. Webster dissented [BROADCASTING • TELECASTING, Dec. 21, 1950].

Calling attention to upcoming conference on responsibilities of TV licensees, seen in some quarters as video sequel to "Blue Book" proceedings which brought Pearson-Allen quest for WBAL facilities, Mr. Cohn said that if FCC renewed Hearst authorization, FCC "cannot be persuasive at the television conference." He argued that competing applications thereby would be discouraged.

William J. Dempsey, counsel for WBAL, argued that FCC was duty-bound under law, to deny Public Service application on several legal grounds. He contended adversary was neither legally, technically nor financially qualified, and that FCC regulations had not been complied with. He said financial arrangements were wholly inadequate, and that "sloppy" engineering presentation was made, which picked up old data filed by WBAL, even including errors in arithmetical computations.

In rebuttal, Mr. Cohn contended Public Service application was proper on all counts, and that full disclosures had been made to FCC.

FCC expected to render final decision in few weeks.

## Business Briefly

AGENCY NAMED ● Lake Central Air Lines, of Indianapolis, Chicago, Grand Rapids, Louisville and Cincinnati, appointed A. L. Perkins & Co., Indianapolis, as advertising agency. Radio will be used.

UNITED CAMPAIGN ● United Airlines through N. W. Ayer & Son, New York, planning radio spot campaign starting April 16 in Seattle and Vancouver to promote the short-haul trip between the cities.

MAGAZINE TV SPOTS ● Family Circle magazine, women's magazine distributed through chain food stores, preparing series of TV film one-minute announcements to be used monthly announcing new issues in about ten markets.

FILM SERIES ● Harry T. Campbell Corp., Baltimore, (Sakrete, dry ready-mixed concrete), sponsoring *The Family Handyman*, 15-minute TV film series, in 20 markets beginning April 9. Agency, Hoffman Adv., Baltimore.

## GROSS TIME CHARGES

RADIO and TV networks' gross time charges for February released today (Monday) as compiled by Publishers Information Bureau, with cumulative figures for first two months and comparisons with same 1950 periods. TV figures do not include those for DuMont Television Network. PIB figures:

GROSS TIME CHARGES				
Network Radio	Feb. '51	Feb. '50	Cumulative, '51	Cumulative, '50
ABC	\$2,682,218	\$3,167,607	\$5,734,166	\$6,705,370
CBS	6,116,911	5,609,636	12,972,841	11,741,703
MB5	1,426,705	1,401,403	2,969,592	3,080,291
NBC	4,731,626	5,204,674	9,947,573	10,938,567
Total	\$14,957,460	\$15,383,320	\$31,624,172	\$32,465,931
Network TV				
ABC	\$1,254,851	\$202,911	\$2,583,570	\$436,860
CBS	2,600,339	570,708	5,201,504	1,211,530
NBC	3,949,360	978,243	8,136,582	2,020,396
Total	\$7,804,550	\$1,751,862	\$15,921,656	\$3,668,786

## TEST RADIO NEWS STATUS

TEST case as to whether legislative body can legally eject radio newsmen from floor debate will be brought by WTAX Springfield, which locked horns with Illinois Senate last week. Newsmen Bill Miller and engineer were thrown out of an anti-Communist hearing after authorization of senators in voice vote. Glen L. Farrington, WTAX news editor, who assigned Mr. Miller to cover the debate on tape for a local news roundup, said: "We see no reason why a radio reporter's microphone would constitute a violation of senate privilege any more than a newspaper reporter with his pencil and pad."

## CONTRACT TO WESTINGHOUSE

FOUR defense contracts worth \$12 million for production of radio test, transmitting and other electronic equipment awarded to Westinghouse Television & Radio Division. Westinghouse said contracts would not affect TV set production unless further restrictions on critical metals were authorized by National Production Authority.



*More than*  
**110,000**  
*TV Sets*  
*In the*



**KRLD-TV Effective  
 COVERAGE AREA**

EXCLUSIVE COLUMBIA TELE-  
 CASTING OUTLET FOR THE  
 LARGEST TV MARKET IN THE  
*... Southwest*

**KRLD**

50,000 Watts

**KRLD-FM**

**KRLD-TV**

Channel 4

Owned and

Operated by the

**DALLAS TIMES HERALD**

*... Dallas' Greatest  
 Newspaper*

**DALLAS—FORT WORTH**

MORE than a MILLION URBAN population in KRLD-TV's  
 Primary Coverage zone, and more than TWO MILLION  
 within the 100-mile radius.

**58 CBS NETWORK PROGRAMS,  
 PLUS 5 FULL AFTERNOONS OF  
 WEEK-DAY PROGRAMING, INSURE  
 A PEAK VIEWER AUDIENCE FOR  
 KRLD-TV . . .**

*Sell More on Channel 4*

*That's Why* **KRLD-TV** *is Your Best Buy*

The Times Herald Station  
 Channel 4

**THE BRANHAM COMPANY**  
 Exclusive Representative

**JOHN RUNYON, President**

**CLYDE W. REMBERT, Gen. Manager**



## How Independent

## Can a Listener Get?

It's an old bromide that spot radio advertisers are in the business of buying circulation. The most for the least.

It's also an old bromide that daytime radio listeners are awful independent gals. They listen to what *they* like, big names and fancy productions to the contrary notwithstanding.

Here in Milwaukee, for example, they listen to the independent stations, like us. In fact, Hooper reports that almost 40% of homes listening to *any* Milwaukee station on weekday afternoons are tuned to Milwaukee's good independents.

You can reach so many more people at so much less cost this way that . . .

. . . what are you waiting for?

*Jerry Siep*

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

REPRESENTED BY FORJOE

## BROADCASTING TELECASTING

### THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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### WASHINGTON HEADQUARTERS

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Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, Central 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

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

BROADCASTING • Telecasting



"Go get him, Pa...  
Baby needs a new pair of shoes"



Pa Neanderthal never heard of animal agriculture. But he would have been all for it. What with a lot of little Neanderthals to feed and clothe, Pa was always on the lookout for nice fresh meat and good tough skins.

Life is a little more complicated now. But meat animals and their hides are just as important to civilized man as they were to his primitive ancestors. Today he uses leather to run machinery, to ride on, to sit on, to walk on—even to keep his pants up.

So it's a good thing for all of us that ours is a country of meat eaters. In growing and

processing around a hundred and fifty pounds of meat for every citizen each year, we also produce more hides for leather than any other country in the world.

In monetary value, hides for leather are one of the most important by-products of the meat packing industry. Along with other by-products, such as raw materials for pharmaceuticals, they usually enable the meat packer to sell the meat from a steer for less than he pays the farmer for the animal on the hoof.

**AMERICAN MEAT INSTITUTE**  
Headquarters, Chicago • Members throughout the U. S.





# The lead has never

Advertisers are investing much more in CBS than in any other network —15% more today than on the second-place network—more, in fact, than has ever been invested on any network in all radio history.

They do this because on CBS they get more of what they want... which is to have as many people as possible hear what they have to say. On CBS, they go on getting bigger audiences than on any other network.





been greater...

No need to labor the point further: CBS has won and kept its lead by a continuing effort to increase service to audiences and advertisers ...by ceaselessly applying its unmatched program skills toward making better, more successful radio.

The network to put your money on is the one that stays in there trying — even when it's 'way out front.

COLUMBIA BROADCASTING SYSTEM





## To a Lady Time Buyer with dinner on her mind

For a starter, try Concord grape juice, pressed and bottled in quantity in Iowa. Or Jonathan apple juice, a tasty Iowa product.

The main dish may be a meaty young corn-fed turkey, one of the 3 million Iowa will provide this year. Or a choice roast chicken; Iowa raises more than an other state.

If you hanker after beef—

roast, stewed, or charcoal broiled—chances are it will be from

Iowa, top state in the cattle-growing,

meat-packing fields.

Flank the platter with fluffy Iowa-

grown potatoes, mashed with rich

Iowa butter. Iowa produces 20% of U. S. cream and butter. Or glaze

Iowa sweet potatoes with honey, from Iowa's—and the world's—largest

honey-processing plant. Serve tender Iowa-

grown asparagus, golden Iowa corn, peas or limas—fresh-frozen or canned, from one of Iowa's 45 canneries or 12 frozen food plants.

In the salad bowl put slices of Iowa carrots, shredded Iowa cabbage, dressing made with evaporated milk (6 Iowa plants) and vinegar (3 Iowa plants). Or take your pick of a dozen Iowa salad dressings. Add muffins of Iowa corn, or rolls of Iowa wholewheat. Dessert can be fresh-frozen Iowa strawberries, or ice cream packed in dry ice (a by-product of grain alcohol made from Iowa corn).

This menu, courtesy of the Iowa Development Commission, is brought to you by a certain radio station which also serves people—well over a million throughout 19,100 square miles of prosperous mid-America. It's a market worth reaching—and in Eastern Iowa WMT reaches, as any area Hooper will plainly show.

The Katz Agency will be happy to cook up additional data.

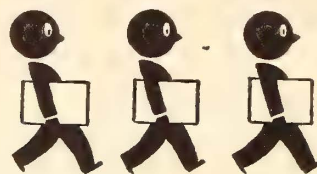


5000 WATTS,

600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK



# agency

**M**ATTHEW J. CASEY, vice president Fletcher D. Richards Inc., N. Y. elected to board of directors of firm. He is also account executive for U. S. Tire division of U. S. Rubber.

**DAN LAYMAN**, account executive, Young & Rubicam Inc., Hollywood, to Foote, Cone & Belding, L. A., as account executive.

**DOROTHY MALLINSON WINN**, BBDO, N. Y., to radio and TV copy department Compton Adv., N. Y., as supervisor.

**ARTHUR D. DUNCAN**, advertising manager Capitol Records Inc., L. A., to Mayers Co. Inc., L. A., as creative director.

**DON ELLIS**, copy chief Conti Adv., Ridgewood, N. J., to O. S. Tyson Inc., N. Y., as account executive.

**CHARLES J. HAWKINS**, manager L. A. office Barnes Chase Co., to Lee Ringer Adv., L. A., as account executive.



## on all accounts

**M**ARY POLOSON finds many distinctions in her job as timebuyer at Henri, Hurst & McDonald, Chicago, not the least of which are pots of Chuckles spice drops on the desks and a blue-white, hand-painted, polka dot stairwell.

Mrs. Poloson heads the time-buying group in the radio-television department, which has already expanded quarters assigned to it a year ago after the departure from the building of Dancer - Fitzgerald-Sample. Personnel in the department has almost tripled in that time, as a result of more and more agency clients using the broadcast media.

The tailored-suited and petite timebuyer (she's five feet tall, and husband, Nicholas, is six feet, two and one-half inches) buys for three divisions of International Shoe Co.—Friedman - Shelby, which sponsors half-hour films in video markets and a live TV show in Dayton, Cincinnati and Columbus; Roberts, Johnson & Rand, which buys a quarter-hour of *Howdy Doody* on NBC-TV, and Peters Shoe, which has a half-hour of ABC-TV's *Super Circus* on alternate weeks.

In addition, Mrs. Poloson buys films on TV for the Fred W. Amend Co., which makes Chuckles and the

aftermentioned spice drops; spot radio shows and AM-TV announcements for Milnot, and radio and TV spot for Ivalon sponge. Ballard & Ballard (biscuits) uses radio and television spots, and Skelly Oil Co. sponsors *Alex Dreier's Commentary* on NBC and buys AM spots.

Mrs. Poloson joined Henri, Hurst & McDonald as assistant timebuyer in 1949, and was named head of the department a year later. She went there after Mitchell-Faust agency, where she had worked four years, merged with Schwimmer & Scott. At Mitchell - Faust she worked on these broadcast accounts: Oscar Mayer (meats), Peter Hand Brewery (Meister Brau beer), Feature Foods, Junket Brand Foods and Moorman Mfg. Co. (feed supplies). Most of her TV experience, however, was garnered on her present job.

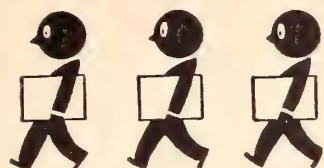
Mrs. Poloson, who has lived in East Chicago, Ind., all her life, went into advertising after several years of secretarial work at the City Service Oil Co. refinery in her home town. She was educated there also, and elected to study mathematics and psychology, as well as business courses, at the U.

(Continued on page 88)

BROADCASTING • Telecasting



# beat



**EDWARD F. THOMAS**, vice president and public relations director, Geyer, Newell & Ganger, N. Y., appointed consultant to Army by Dept. of Defense. He is serving in Washington on three-month leave of absence.

**JAMES H. SUSONG** Adv. Agency, bearing name of owner, has been formed in Dallas. Mr. Susong was with Couchman Adv., Dallas, and previously with Dr. Pepper Co. Address of Susong Agency is 158 Commercial Bldg.

**LINCOLN RODEN** to Gray & Rogers, Phila. Until recently he operated his own agency, Lincoln Roden Inc.

**LOUIS R. FENDRICK**, associate editor *Cooperative Digest*, a Roy Parks publication, to copy staff Robert Eastman Inc., Ithaca, N. Y.

**KAY BROWN** to Young & Rubicam, Chicago, as timebuyer.

**LARRY NIXON** appointed head of publicity-public relations department Hewitt, Ogilvy, Benson & Mather Inc., N. Y. He has been operating his own service as management counsel in public relations for several years.

**JIM PATTERSON**, radio and TV production department J. Walter Thompson Co., L. A., recalled to active service in Air Force.

**SAMUEL CHERR**, vice president and merchandising director Young & Rubicam, N. Y., named to board of governors Israel bond issue.

**LES MITCHEL**, director *Skippy Hollywood Theatre*, to Guild, Bascom & Bonfigli Adv., Hollywood, as agency radio-TV representative.

**NEIL AMES**, advertising department Hunt Foods, Fullerton, Calif., and **MILTON FIGEN**, advertising manager American Wine Co., Beverly Hills, to Ted H. Ball & Co., L. A. Mr. Ames joins promotion and publicity department; Mr. Figen is account executive.



**RADIO** has been recognized as a legal advertising means by a law just passed by the Washington state legislature. The measure became law largely through efforts of the Washington State Assn. of Broadcasters. It authorizes officials, state and local, to supplement legal notices with radio spot announcements. The spots must contain only the time, place and nature of the notice, obviating the necessity for reading the entire legal notice. Gov. Arthur B. Langlie signs into law the bill. Witnessing the signing are (l to r) Carl Downing, manager, WAB radio news bureau; Charles Bryant, the governor's radio assistant, and Tom Olsen, KGY Olympia, chairman of the association's legislative committee and owner-manager of KGY, originating station for the legislative network.

BROADCASTING • Telecasting

ON THE  
WASHINGTON SCREEN

**S**ure-fire  
hows  
for  
Sure-fire  
ales . . . . !

EVERY WEEKDAY AFTERNOON

**"Hollywood  
Matinee"**

2-3 PM

\* WATCHED BY MORE PEOPLE THAN  
WATCH THE OTHER 3 STATIONS  
COMBINED!

—ARB TV Survey, Jan. 14-21, 1951

Hollywood Matinee brings to the television screen the top stars in top shows — full length feature films that offer suspense, thrilling love stories, delightful comedy, and tune-ful musicals. Popular Baxter Ward introduces the one minute commercials between "acts."



**BAXTER WARD**

**"The  
Modern  
Woman"**

3-3:30 PM

\* "... EVERY TYPE OF LISTENER  
SHOULD FIND A TOPIC OF IN-  
TEREST."

—Variety Magazine, Jan. 24, 1951



**RUTH CRANE**

The Modern Woman on Television brings housewives more homemaking helps; more party and etiquette advice; more fashion news; more decorating ideas; more food demonstrations; more beauty and self-improvement suggestions; more of the exciting personalities in the news; AND more imagination and more action! Jackson Weaver helps Ruth Crane make it all more entertaining—the one minute participations can help any advertiser to sell MORE!

Call or Wire ABC Spot Sales

**WMAL-TV**

THE EVENING STAR STATIONS  
WASHINGTON, D. C.





**OVER  
1,000,000  
PER DAY**

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.



## feature of the week



PRINCIPALS in the Maryland Club coffee event were (l to r) Ralph Nimmons, manager of WFAA-TV; Phil McHugh, (seated) radio-TV director, Tracy-Locke Co.; Dorothy Malone, movie star; H. M. Duncan, president, Duncan Coffee Co.; L. J. Bland, secretary-treasurer, Duncan Coffee; "Miss Maryland Club" (Juanita Ransome); C. W. Duncan, vice president, Duncan Coffee; Mr. Stephenson, and Bill Roberts, commercial manager, KRLD-AM-TV.

\* \* \*

WITH a city-wide Dallas network of five radio and two television stations, Maryland Club Coffee March 24 broke what is to be a year-long campaign tying in "the orchid of coffees" with fashion.

Starting with Dallas, Maryland Club (Duncan Coffee Co., Houston) plans to move into a series of Southwest markets with localized campaigns. Next market probably

will be opened up sometime in April.

KRLD-TV WFAA-TV and WFAA KRLD KIXL WRR and KLIF carried an hour-long simulcast, *Maryland Club Fashion Show*, from the Hotel Baker's Crystal Ballroom the Saturday morning before Easter.

Simultaneously, throughout Dallas (Continued on page 90)



## strictly business



Mr. BURK

NOAH WEBSTER, who ought to know, defines the word "ambition" as an "unlifting desire to achieve or attain."

G. Norman Burk, of G. Norman

Burk Inc., Pittsburgh, is a man with not one but two ambitions, although one is closely allied with the other.

He is a happy man and (1) wants to remain happy, and (2) he wants to continue to make a living "in the hectic business" of advertising.

If, in truth, happiness is a by-product of success in a chosen field, Mr. Burk bids fair to realize his "uplifting desire to achieve or attain." Be assured, he applies the adjective, "hectic," affectionately to the business of advertising.

Mr. Burk is a stone which has rolled quite a bit, and while not gathering any moss, he certainly gathered a bundle of know-how when it comes to successfully putting over his accounts' products.

He was born Jan. 6, 1906, in Oakland, Calif., and attended grammar school in Los Angeles. When he was 13, the family moved to

(Continued on page 77)



## Sir Robt. Bacon

Wyoming Valley's  
"GRAND KNIGHT OF  
THE TURNTABLE"

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

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

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

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





**MR. SPONSOR:**

**THERE'S NO SWEETER MUSIC**

than **SALES RESULTS** Like These . . .

Mr. Richard E. Jones  
Station WJBK  
Masonic Temple  
Detroit, Michigan

March 9, 1951

Dear Mr. Jones:

Three years ago we started advertising on WJBK's Jack the Bellboy program for our account, Robert Morgan Studio of Dancing. During these three years of continual advertising on WJBK, the Morgan Studio has grown into an organization of more than 70 staff people, and it's still expanding.

To be specific, WJBK deserves the lion's share of credit for the sales and leads obtained for Robert Morgan. WJBK has consistently produced far more sales and leads per dollar spent than we have gained from any other medium. For instance, at various times over this three year period we have tried most of the other Detroit stations and personality programs. By comparison WJBK and the Bellboy have been five times more effective.

I thought you'd be interested to know what a wonderful selling job you're doing for Robert Morgan. Many thanks for producing such tremendous sales results . . . and may I add my vote to the countless others who believe Jack the Bellboy is one of the greatest salesmen in radio today.

Kindest personal regards,

*Arthur Schurgin*

Arthur Schurgin

AS/pm

Letters like this, by the score, attest to the consistently high sales results WJBK achieves for its sponsors. No matter what product or service you want to sell in the booming Detroit market, your best advertising buy, by far, is WJBK. Your KATZ representative is the man to see.



**WJBK** -AM  
-FM  
-TV **DETROIT**

**The Station with a Million Friends**

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.



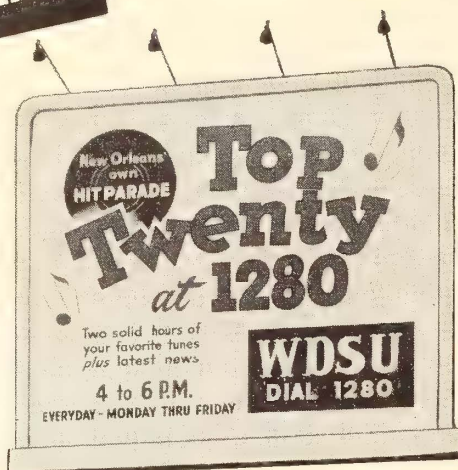
# SPONSORS GET "PROMOTION PLUS"\*



## ON WDSU

**OUTDOOR  
SPECTACULAR**

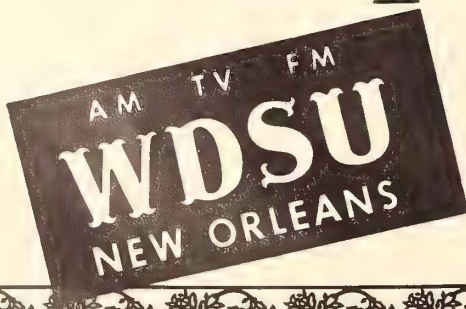
\* Eye-Catching  
Sign Dominates  
Business District!



- Every day in New Orleans, thousands of alert shoppers view this giant, illuminated spectacular overlooking world-famed Canal Street. One more example of the continuing "promotion plus" packages offered advertisers by WDSU

NO OTHER NEW ORLEANS STATION OFFERS THIS PROMOTION "PLUS"

- Write, Wire  
or Phone your  
JOHN BLAIR Man!



## new business



### Spot & Agency Appointments . . .

**G**RID-L-REDI Distributing Co. and REDDI-WIP Mfg. Co. Inc., both L. A.; NORTHERN REDDI-WIP, Berkeley, Calif.; ARIZONA REDDI-WIP, Phoenix, appoint Mogge-Privett Inc., L. A., to handle advertising. Grid-L-Redi currently running approximately 10 radio spots weekly each on KVOE Santa Ana, Calif., and KXLA Pasadena; and 20 TV spots weekly on KECA-TV Los Angeles. Reddi-Wip Mfg Co., currently airing approximately 41 spots and participations weekly, plans further radio expansion in addition to television.

**AIR KING PRODUCTS Co.**, Brooklyn (TV, radio receivers), will spend \$1 million in advertising this year, **D. H. COGAN**, president, announced last week. Advertising in key cities will be concentrated in local radio, TV shows, newspaper and billboard advertising.

**BU-TAY PRODUCTS Ltd.**, L. A. (Rain Drops water conditioner), names **Brisacher, Wheeler & Staff**, L. A., to handle special eight week premium promotion campaign in San Diego. Television will be used. **Glasser-Gailey Inc.**, L. A., continues to handle portion of firm's advertising. (Company has no exclusive agency representative.)

**ORANGE CRUSH Co.**, Chicago, has begun cooperative TV spot campaign for 13 weeks on WGN-TV and WBKB Chicago, and plans future video expansion nationally with announcements paid for by company and its local bottlers. Agency will be named shortly.

**GOFF ASSOC.**, Wilmington, Del., appointed by Delaware State Development Dept. to plan test promotion campaign, including TV, for State of Delaware. **ALAN GOFF** is account executive.

**NEIGHBORHOOD CLEANERS & Dyers Institute**, L. A., appoints **Taylor Host Inc.**, L. A., to handle advertising. Series of 13 quarter-hour TV films aimed at teaching garment preservation and related information now being readied for May or June placement on TV stations in L. A. and other selected areas.

**STATE MUTUAL BUILDING & LOAN Assn.**, L. A., names **Robert J. Black Adv.**, L. A., to handle advertising. Firm, currently using spots on KFAC Los Angeles, may add more radio and possibly television. **WARNER HOT SPRINGS GUEST RANCH** also names agency to handle advertising. Radio and TV may be used.

**UNITED FROZEN FOODS Corp.**, L. A. (Simple Simon Pies), names **Davis & Co.**, L. A., to handle advertising. Weekly participations being used on KTLA (TV) Los Angeles and KPIX (TV) San Francisco. Other stations in those cities may be added later.

**FREEMAN CERTI-FRESH FOODS**, L. A. (packaged fresh frozen fish), appoints **Dan B. Miner Co.**, same city, to handle advertising. Media undetermined.

**C. SCHRACK Co.**, Phila. (paint), appoints **Lohmeyer-Aldeman Inc.**, same city, to handle advertising.

**GENERAL ELECTRIC Supply Corp.**, L. A. (G.E. television sets), planning new radio spot campaign to start in next few weeks in Los Angeles, San Diego and Phoenix. Agency: **Ross, Gardner & White Adv.**, L. A.

**CONTINENTAL PACKING Corp.**, Ponce, P. R. (Tango brand fruit nectars), appoints **Publicidad Badillo Inc.**, San Juan, to handle advertising in Puerto Rico.

**IMPERIAL TOBACCO Co.**, Montreal (Ogden's cigarette tobacco), April 1 started for 13 weeks *Smiley Burnette*, quarter-hour transcribed show thrice weekly on 34 Canadian stations. Agency: **Cockfield, Brown & Co.**, Montreal.

### Network . . .

**AMERICAN TOBACCO Co.** (Lucky Strike cigarettes), New York, renews *Robert Montgomery Presents*, alternate Mon., 9:30-10:30 p.m., on

(Continued on page 89)

BROADCASTING • Telecasting



# KPRC

**... FIRST IN HOUSTON**



**FIRST in ...**

★ **MORNINGS**

★ **AFTERNOONS**

★ **EVENINGS**

★ **TOTAL RATED TIME PERIODS**

***FIRST in Television, Too!***

Operating KPRC-TV Houston's only TV service.

**KPRC**  
**HOUSTON**

\* Hooper  
January-February  
Radio Index

**950 KILOCYCLES • 5000 WATTS**

**NBC and TQN on the Gulf Coast**

JACK HARRIS, General Manager

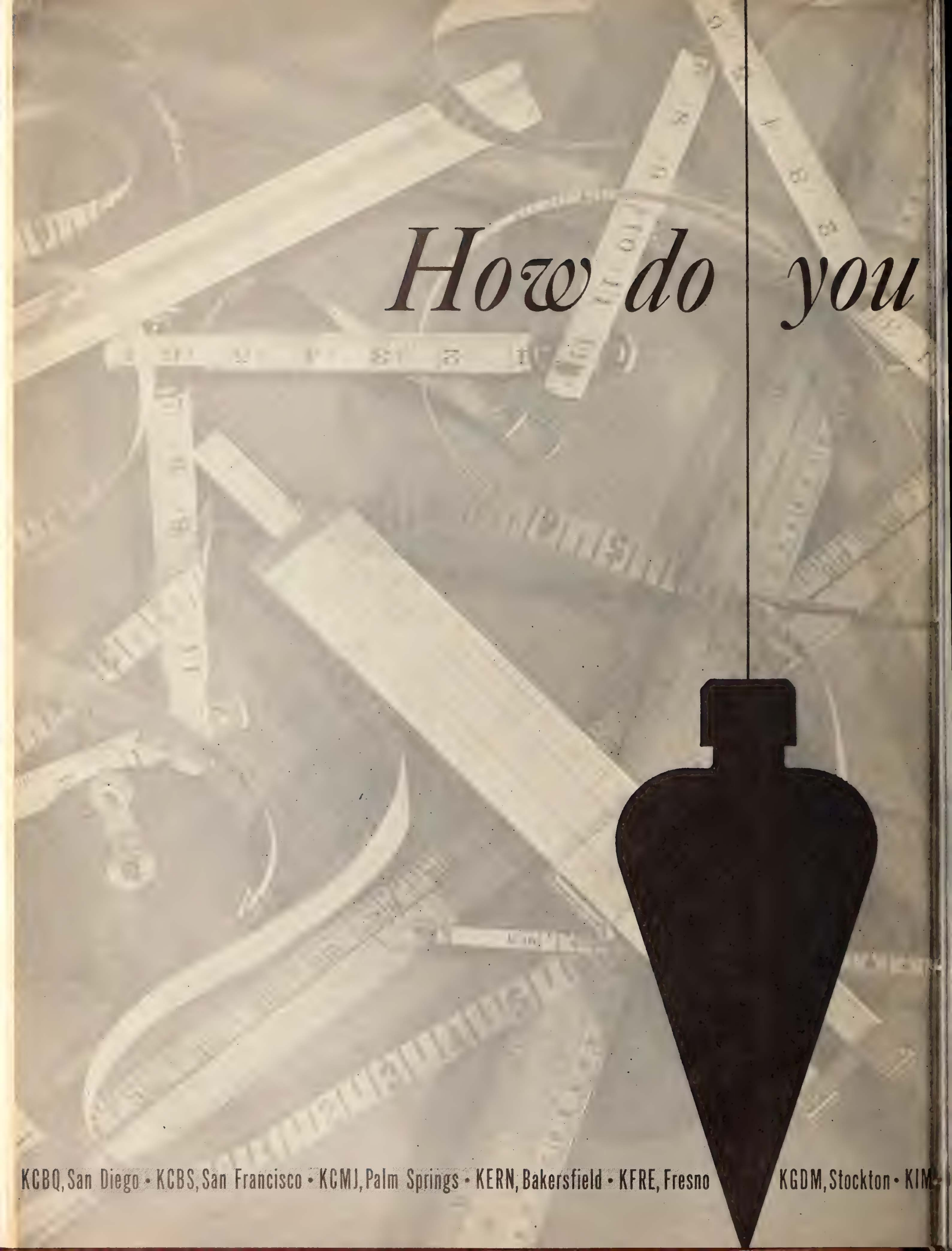
Represented Nationally by

EDWARD PETRY & CO



A-1-51



The background of the entire page is a faded, sepia-toned collage of various measuring tools. It includes several wooden yardsticks and metal folding rulers, some of which are bent into loops or curves. The tools are scattered across the page, creating a sense of depth and texture. The overall tone is warm and vintage.

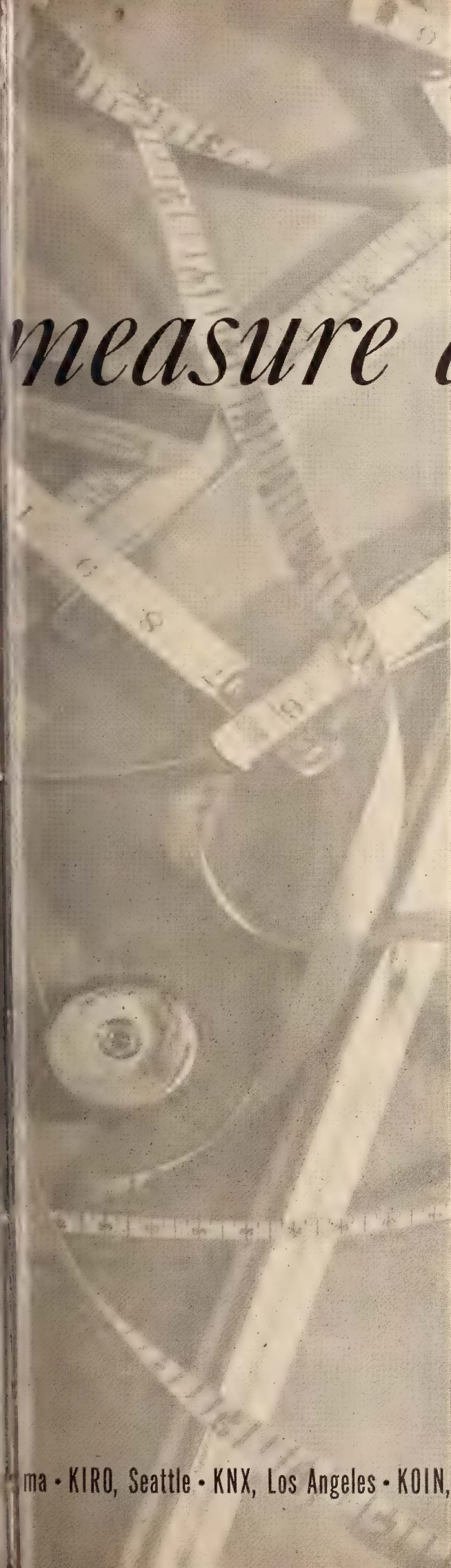
# *How do you*



KCBQ, San Diego • KCBS, San Francisco • KCMJ, Palm Springs • KERN, Bakersfield • KFRE, Fresno

KGDM, Stockton • KIM-





# measure a network?

Do you measure by the number of stations? By their locations? By kilowatts? Or...by the size of the audience a network *delivers*?

Sales-minded businessmen and their advertising agencies know the most important yardstick is *audience*.

And Columbia Pacific *delivers* for its advertisers a greater share of audience than any other Coast network: 43% greater than network B...219% greater than network C ...76% greater than network D.\*

Choose the most practical measurement of all...audience...and you'll use the 14 stations delivering the most on the Coast....

\*Pacific Nielsen ratings, Dec., 1950: Regional sponsored programs.

**Columbia Pacific**

Represented by RADIO SALES

ma • KIRO, Seattle • KNX, Los Angeles • KOIN, Portland • KOLQ, Reno • KROY, Sacramento • KXLY, Spokane • KXOC, Chico





## His Sponsors Alone Make a Sizable Audience

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. The roster of businesses represented is too long to detail here, but this brief summary shows their scope:

- 93 automotive agencies
- 19 auto supply and repair companies
- 6 bakers
- 51 banks and savings institutions
- 26 brewers and bottlers
- 58 building materials firms
- 29 coal, ice and oil companies
- 14 dairies
- 30 department stores
- 23 drug stores
- 16 food companies
- 43 furniture or appliance stores
- 17 hardware stores
- 14 jewelers
- 14 laundries
- 25 real estate and insurance agencies
- 94 miscellaneous

His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

## open mike



### Radio 'Neglected'

EDITOR:

With all of the hullabaloo about the television coverage of the Kefauver hearings, I think radio was neglected. As a case in point, WIP carried all the hearings direct from New York and from Washington, and had them sponsored locally.

The New York hearings were co-sponsored by RCA-Victor and the John B. Stetson Co., and the Washington hearings are being sponsored by the Philco Corp. . . . not only live hearings from the courtrooms, but also repeat transcribed broadcasts at night. . . . Furthermore, we piped the radio show to Atlantic City and Allentown.

I think recognition should be made of the part radio played. We're very proud of our coverage and obviously RCA, Stetson, and Philco recognized their value. Their sponsorship bears witness to this fact.

*Benedict Gimbel Jr., Pres.  
WIP Philadelphia*

[EDITOR'S NOTE: To WIP and all other radio stations that remembered the limitations of TV, a low bow. Radio has done this kind of job so often that it has come to be accepted as routine. For TV, it is still a novelty.]

\* \* \*

### 'The Reference Must'

EDITOR:

Received our copy of the annual YEARBOOK last week and took it home over the weekend to do it justice. As usual, you and your staff have compiled the reference "must" for anyone and everyone who has anything to do with radio and television. Before the next edition comes out, you can be sure our copy will be dog-eared from frequent use.

*Ralph Tuchman  
Radio and TV Director  
Walter McCreery Inc. Adv.  
Beverly Hills, Calif.*

\* \* \*

### 'Lonesome Gal'

EDITOR:

As a long time listener to *Lonesome Gal* and an admirer of a program, original in concept and distinguished by a selective choice of records, I feel that you misinterpreted the approach and appeal of her program in an article in a recent issue [March 5 IN REVIEW] of your magazine.

"Lonesome Gal" is distinguished by a beautiful speaking voice—the connotation you chose to place upon its effects dominates only if the listener's mind and emotions are closed to the stimuli of friendliness, charity, humor, wisdom in human relations, and love in the

broad sense of the promotion of others' welfare.

May I hope to read fairer criticisms in your magazine in the future?

*Mary Swan  
Los Angeles*

[EDITOR'S NOTE: No, nor in any other magazine.]

\* \* \*

### Hard On The Eyes

EDITOR:

. . . Let me preface it with the expression that I very much like the recent "streamlining" of BROADCASTING • TELECASTING throughout. But, there is one page that certainly took a beating in the revamping. It's "our" page dealing with "promotion" activities. If you'll turn to the latest issue, March 19, (page 79) I'm sure you'll see what I mean! There must be something you can do besides put in all those giant-size dots and the line of stars above the cut! After reading the page, I always have to close my eyes for 15 minutes to give them a rest. One day when I went through three issues in a row I had to grope my way to the nearest optician! . . .

*Dallas Wyant, Prom. Mgr.  
WOAI San Antonio, Tex.*

\* \* \*

### 'Such Varied Interest'

EDITOR:

. . . Several times recently I have taken home your magazine thinking that I would read it in one evening. Invariably, I have found out that it is more than a one evening job. I am amazed at the number of items of such varied interest that you pack into your publication.

I think it is a great job of selection and editing. I don't see how anyone interested in your industry could keep house without it.

*Frank R. Wilson  
Information Asst. to Dir.  
Bureau of the Census  
Washington*

\* \* \*

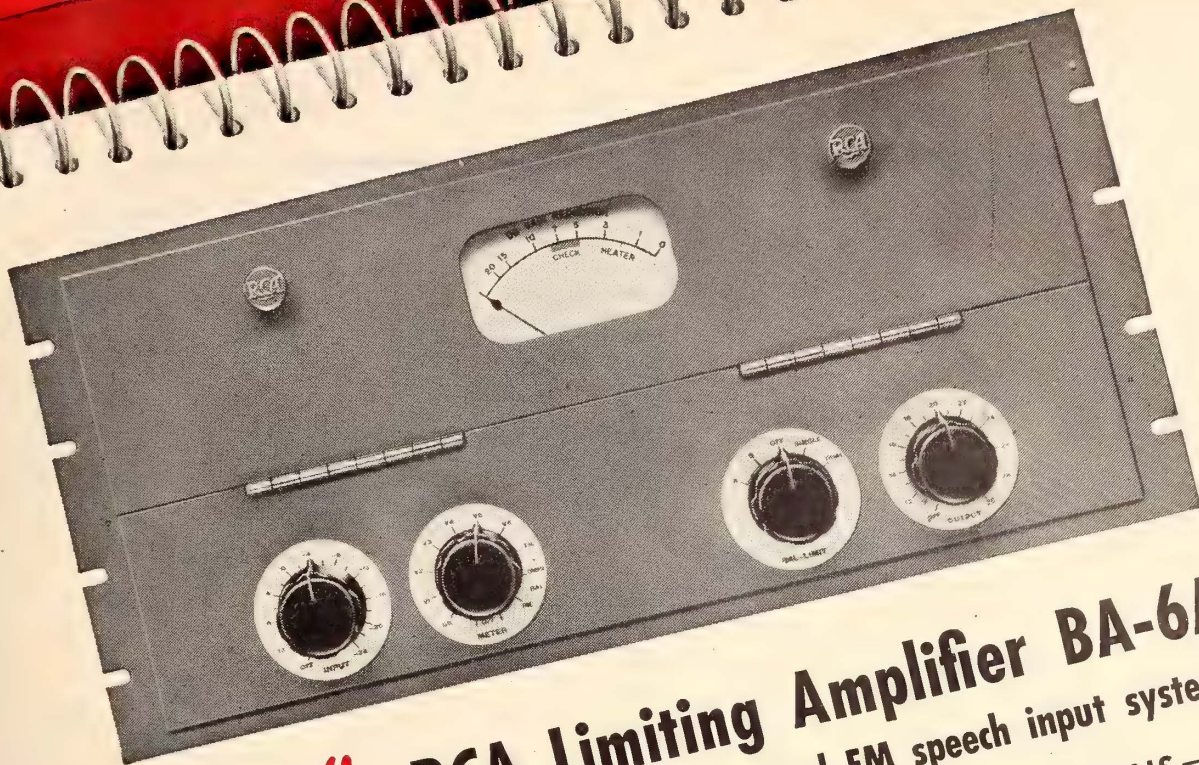
### 'Editorial Diligence'

EDITOR:

Your staff deserves the praise of the industry for their terrific job of producing a voluminous factual report [on the FCC TV allocations] practically overnight . . . an outstanding example of the editorial diligence that keeps your magazine in first place.

*J. Leonard Reinsch  
Managing Director  
WSB Atlanta  
WHIO Dayton  
WIOD Miami*





*All new*

## RCA Limiting Amplifier BA-6A

For high-fidelity AM and FM speech input systems

### FEATURES

- No matched tubes required
- Choice of single or dual time constant
- Greater reliability—push-pull stages throughout
- High gain—Low noise level
- Adjustable T-pad in output
- Standard plug-in mounting—for new handling convenience

### SPECIFICATIONS

- Output level at verge of limiting, 30 dbm
- Gain, 54 db
- Noise level—down 83 db at verge of limiting
- Frequency response  $\pm 1$  db, 30-15,000 cycles
- Distortion (12 db gain reduction), 1%
- Takes only  $8\frac{3}{4}$  inches of rack space. Weighs only 37 pounds.

*This represents the ultimate in useful performance...at lower cost*

Save yourself hundreds of dollars when you buy your limiting amplifier. Specify a BA-6A. For complete details, call your RCA Broadcast Sales Engineer. Or write Dept. PA-19, RCA Engineering Products, Camden, N. J.



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

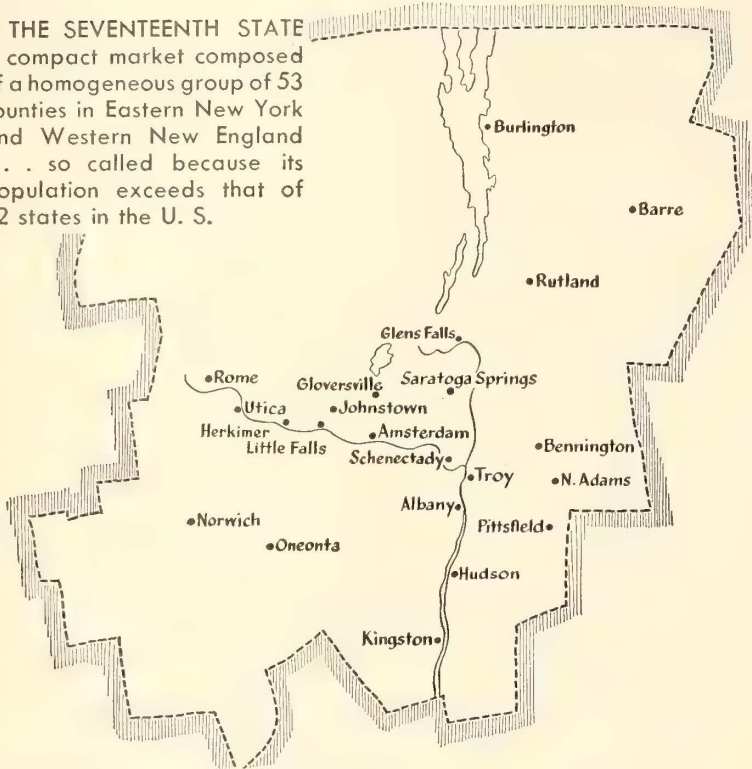
In Canada: RCA VICTOR Company Limited, Montreal



# STAFF CHANGES Moves Give Depth On Executive Level

## HOOPER surveys the SEVENTEENTH STATE\*

\* THE SEVENTEENTH STATE  
A compact market composed of a homogeneous group of 53 counties in Eastern New York and Western New England . . . so called because its population exceeds that of 32 states in the U. S.



and Hooper discovers that:

WGY delivers a regular listening audience in *all* 22 cities of the Seventeenth State.

WGY's average evening audience is larger than the audiences of the next two stations *combined*.

WGY's daytime audience is 18% larger than the next best station's daytime audience.

WGY's share of audience is above 20% in 15 of the 22 cities. Station "B's" share of audience is 20% or over in only 4.

This tremendous power and coverage advantage is yours at a lower cost than any combination of stations in the area needed to reach the same markets. Call NBC Spot Sales, New York, N. Y., or the WGY Sales Department, Schenectady, N. Y., today!

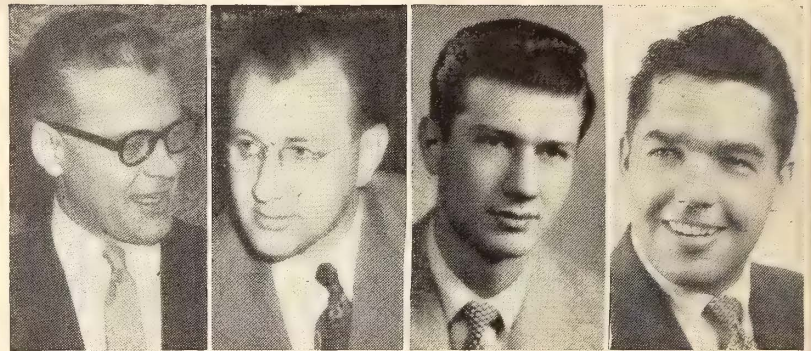
# WGY

50,000 WATTS

810 K. C.

A GENERAL ELECTRIC STATION

THE ONLY STATION COVERING ALL 22 MARKETS OF THE 17TH STATE



Mr. James

Mr. Crater

Mr. Cowan

Mr. Shaw

CHANGES in the executive staff of BROADCASTING • TELECASTING, plus related personnel reassignments, were announced last week by Sol Taishoff, editor and publisher. The moves, he said, are designed to give depth to the 20-year old trade journal, as part of an over-all expansion of operations.

Two major editorial shifts and two new appointments to the advertising staff were effected formally, as of April 1. Edwin H. James, New York editor for the past five years, becomes senior editor, headquartered in Washington, and Rufus Crater, associate editor in Washington for five years, takes over Mr. James' New York editorship.

William H. (Bill) Shaw and Ken Cowan are the new appointees in the advertising department. Mr. Shaw, who has been identified with the sales staffs of stations in the midwest and south, becomes midwest sales representative, headquartered in Chicago. He succeeds William L. Thompson, who has resigned to join the Chicago staff of Mutual.

Mr. Cowan, who has been associated with Henry J. Kaufman & Assoc., Washington Advertising Agency, for the past two years, has been added to the New York sales staff, under Sol J. Paul, advertising director. He resigned as an account executive with Kaufman on Feb. 1 to join BROADCASTING • TELECASTING. Mr. Cowan, 24, is a graduate of American U., Washington. He served two years in the Army, half of it in the European Theatre.

### Joined in '45

Mr. James, 34, joined BROADCASTING • TELECASTING in December 1945, after having separated from the Army as a major. He served on the public relations staff of Gen. Douglas MacArthur in the Pacific Theatre during World War II. Prior to the war Mr. James was a Los Angeles newspaper man.

Mr. Crater, 35, joined the magazine on Oct. 1, 1945, and throughout his tenure specialized in regulatory and legislative matters. He was formerly city editor of the *Winston-Salem Journal*.

Mr. Shaw, 30, is the son of the late Harry Shaw, former owner of WMT Cedar Rapids, Iowa. The elder Shaw was a co-founder of BROADCASTING • TELECASTING in 1931, but disposed of his interest the following year. Bill Shaw re-

signed from the sales staff of WGH Newport News to assume his new post. He had spent two years in sales and promotion with WLAC Nashville, and for a year had been with KCRG Cedar Rapids. He served four years in the Army Air Force during the last war as a bomber pilot and flew 50 missions in Europe.

Also announced was promotion of Jane Pinkerton, a member of the Chicago staff for three years, to Chicago news editor. She will continue to work out of the bureau at 360 N. Michigan Ave., with Mr. Shaw.

Coincident with the editorial department changes, Mr. Taishoff announced reassignment of Fred Fitzgerald, news editor, to associate editor. Jo Hailey, editorial staff member, was named make-up editor and Tyler Nourse was promoted from the staff to copy editor. David Berlyn, Congressional specialist, was named assignment editor, in addition to his reportorial duties.

### 'Payment Only Just'

KSST Sulphur Springs, Tex., had been carrying interviews and stories about a local water-sewage project as a public service. Manager W. E. Bradford said, "We have often been discouraged when, after plugging away at something as a public service, we find that other media have either ignored it completely or are holding out for payment." Last fortnight, however, the city council purchased radio time to be used by the mayor in explaining the project. In arranging the broadcast, the city council explained it realized the station would have furnished this time on a public service basis, but since it was necessary to buy such service in other media, they considered payment only just.



# the **TOUR TEST** proves

**KGW** THE ONLY STATION -  
WHICH GIVES THE ADVERTISER  
COMPREHENSIVE COVERAGE

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



McMinnville, county seat and largest city of Oregon's Yamhill County, lies directly in line with KGW's powerful north-south "beamed broadcasting signal." Dairying, lumbering and agriculture stabilize McMinnville's economy, making it valuable to KGW's advertisers because of KGW's **COMPREHENSIVE COVERAGE** of this important market. A recent KGW Tour-Test conducted with the cooperation of the Oregon State Motor Association, was witnessed by Glenn Macy, president of McMinnville's Chamber of Commerce, shown above with "Miss KGW". This Tour-Test effectively proved KGW's **COMPREHENSIVE COVERAGE** of McMinnville... a premium market delivered completely **ONLY** by radio station KGW.



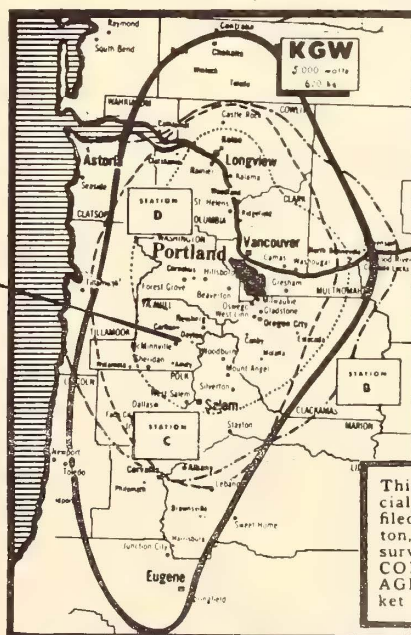
**PORTLAND, OREGON**  
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

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

### TOTAL BMB FAMILIES (From 1949 BMB Survey)



#### DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

#### NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

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





**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**





# SUMMERTIME SCHEDULES SOAR

## Drives Top Last Year

By RUFUS CRATER

BUYERS and sellers of broadcast time are sharpening their pencils and their pitches for summer campaigns designed to spell summertime this year with a capital S.

Seasonal advertisers already are signing up summer spot campaigns at a pace which appears almost certain to equal and perhaps exceed last year's volume. While the network outlook has not fully crystallized, both seasonal and regular advertisers are beginning to line up summer shows, and networks and stations are marshalling plans to convince advertisers of the value of summer broadcasting generally.

A roundup by BROADCASTING • TELECASTING indicated the outlook for both summer radio and summer TV is healthy—provided a shirt-sleeve selling job is done.

New spot and network radio accounts already signed by seasonal and regular advertisers include the following with the roundup for TV, now approaching its first big commercial summer, to appear in the April 9 BROADCASTING • TELECASTING.

### Wrigley Purchase

William Wrigley Jr. Co. came through last week with the purchase of 36 evening half-hours on CBS between July 3 and Aug. 21—as it did last year—at a gross time cost of approximately \$656,640. The contract, involving half-hour programs six evenings a week, was placed through Arthur Meyerhoff Agency, Chicago.

The six programs: *Broadway Is My Beat*, to be heard Sundays; *Romance*, Mondays; *Pursuit*, Tuesdays; *Johnny Dollar*, Wednesdays, and *Lineup*, Thursdays, all from 9-9:30 p.m., and *Rate Your Mate* on Saturdays, 8-8:30 p.m. *Pursuit* and *Rate Your Mate* will substitute for two current Wrigley programs, *Life With Luigi* and the Gene Autry show.

Procter & Gamble, Cincinnati, bought more than two full hours of time weekly on ABC, including sponsorship of two shows under the network's new "Pyramid Plan" which got under way yesterday (Sunday) with the initial broadcast of *Stop the Music* with P&G as a sponsor (8:15-8:30 p.m. segment for Ivory soap, through Compton Adv.).

Starting Friday, P&G also assumes sponsorship of *The Sheriff*,

9:30-9:55 p.m., under the Pyramid Plan, a year-round variation on NBC's Operation Tandem and designed to give advertisers flexibility as well as diversification of program format and audience appeal. Sponsorship of *The Sheriff* also will be for Ivory soap, through Compton.

P&G also signed for sponsorship of *David Amity* on ABC, Monday through Friday, 11:15-11:30 a.m., for Camay, Oxydol, and Dreft, effective today (Monday) in addition to sponsoring two weekly five-minute newscasts on the network starting this week, Wednesday, 8:55-9 p.m., and Thursday 8-8:05 p.m. Dancer-Fitzgerald-Sample is the agency for Dreft and Oxydol; Pedlar & Ryan for Camay.

Under its Pyramid Plan announced last week by Charles Ay-

ers, ABC national director of radio sales, the network offers advertisers one-third sponsorship of one or more of three established ABC programs: *Stop the Music*, Sunday, 8-8:30 p.m. portion; *Fat Man*, Wednesday, 8:30-9 p.m., and *The Sheriff*, Friday, 9:30-9:55 p.m. The advertisers receive a full minute of commercial time for each program ordered. Time costs are figured on the basis of 20% of the gross hourly rate, one-third of the half-hour rate. In addition to frequency discounts, ABC offers a 10% full network discount on the gross as an inducement to buy a minimum full network.

ABC placed the gross time cost per participation—one time on one program—at \$3,591 to reach 75 markets, \$4,600 for a minimum full network, and \$5,962 for the full

network. On a net 52-time basis these costs would be \$2,872.80, \$3,220, and \$4,173.40 respectively, ABC said.

Program participation costs were placed at \$1,250 net for *Stop the Music*, \$1,300 net for *Fat Man* and \$1,000 net for *The Sheriff*.

### Buys Newscasts

Procter & Gamble also signed last week for a thrice-weekly series of five-minute newscasts on CBS starting Tuesday through Compton Adv. The programs, featuring Newscaster Larry Leseuer, will be heard Tuesday, 10:25-10:30 p.m., Thursday, 10:30-10:35 p.m. and Saturday, 7:25-7:30 p.m.

General Mills, which bought a series of summer shows last year (Continued on page 24)

# REAR-GUARD ATTACK

By J. FRANK BEATTY

RADIO ADVERTISING suffered a rear-guard attack last week as the Assn. of National Advertisers scanned its recent report showing loss of night listeners in TV areas.

With nearly 300 leading national advertisers present, ANA held its 42d annual spring meeting at the Homestead, Hot Springs, Va. These media buyers represent a

major share of the national advertising budget.

The attack came in the form of a review of ANA's second study of audience trends, titled *Radio Time Values*, Supplement 1 [BROADCASTING • TELECASTING, March 19], with no effort to tell radio's side of the story or show TV's effect on other media. It was followed by a conference discussion in which several individual advertisers said

## West Defends ANA

they were readjusting their own company media buying.

Obviously nettled at suggestions that ANA is conducting a campaign of psychological warfare against radio, Paul B. West, ANA president, issued a formal statement.

Mr. West flatly denied that the report "is an attempt on the part of buyers to knock down radio rates. It is, on the contrary, a determined and we believe an intelligent effort to help get established some long-needed basic facts to enable all of us to better evaluate the medium."

### 'Tremendous Values'

Conceding there are "tremendous values in radio when rightly used," Mr. West added: "At the same time, advertisers are faced with the inescapable fact that they can stretch their advertising dollars only so far. And the substantial increases in costs of radio as well as in all media, and on top of that, the extraordinarily larger budgets that are required in order to use the new and rapidly growing medium of television means just one thing. It means that advertisers and the radio medium owners have the responsibility of reviewing radio values in the light

(Continued on page 30)



RADIO-MINDED QUINTET at ANA convention (l to r): Pat Gorman, Philip Morris; Ward Maurer, Wildroot Co.; Walter Lantz, advertising manager of Bristol-Myers Co. who submitted ANA Radio & TV Steering Committee report to convention; Don Kearney, The Katz Agency; Lowell McElroy, ANA vice president, who conducted survey of 1951 advertiser plans.



## Summer Schedule

(Continued from page 23)

for a whirlwind campaign, has received summer show presentations from ABC, CBS and NBC, but late last week was reported to be still undecided as to whether to employ network radio at this time. If its officials decide affirmatively, it was estimated they would then need about two weeks to appraise the rival presentations.

NBC in the meantime unveiled its plan for "Summer Tandem" to start May 7 and run to Sept. 23—25 weeks. With the weekly cost for participation set at \$20,000 including time costs for the full NBC network facilities plus all talent and production charges, "Summer Tandem" offers a full minute of commercial time on each of five hour-long evening blocks per week: Mondays, *Boston Pops Orchestra*, 10-11 p.m.; Thursdays, *Screen Directors Playhouse*, 10-11 p.m.; Friday, two mysteries, *Amazing Mr. Malone* and *Man Called X* extending from 9-10 p.m.; Saturdays, two comedies, *Its Higgins*, *Sir*, with Harry McNaughton, and *Magnificent Montague* with Monty Wooley, from 8-9 p.m.; and Sundays, *Tales of the Texas Rangers* and *\$64 Question* from 9:30-10:30 p.m.

On Mutual, Joe Lowe Inc., Chicago, has signed for a 5:55-6 p.m. Monday-Wednesday-Friday sports interview program on behalf of its popsicle, it was reported last week. The series, starring Mel Allen, starts June 18. Blaine Thompson, Chicago and New York, is the agency.

### Reynolds Signs

Mutual's *Game of the Day* daily baseball broadcasts, which had 3,520 cooperative sponsors last year, are scheduled to begin April 16 over 375 MBS stations. R. J. Reynolds Tobacco Co. has signed again this year for sponsorship of the five-minute *Camel Scoreboard* after each game and Gillette Safety Razor Co. is expected to carry five minutes preceding games. William Esty & Co. is the agency for Reynolds, and Maxon Inc. for Gillette.

W. K. Kellogg Co., Battle Creek, which already sponsors three hours weekly on Mutual, bought an additional 25 minutes for *Wild Bill Hickok*, effective yesterday (7-7:25 p.m. Sunday). The show is carried on 285 Mutual stations on behalf of Kellogg's new "Corn Pops" cereal. Leo Burnett Co., Chicago, handled the account.

In addition, Personna Blades Co. will sponsor Gabriel Heatter on MBS starting May 1 (Thursday, 7:30-45 p.m.) through J. D. Tarcher & Co., New York.

Among seasonal spot advertisers—regarded as fruitful field of business for radio on all levels—suntan lotions are expected to expand their usual summer campaigns extensively this year.

McKesson & Robbins, Tartan Suntan Lotion, will expand its radio campaign more than 100%, an executive at its agency, J. D. Tarcher & Co., New York, told BROAD-

CASTING • TELECASTING. Last year the advertiser started its tie-in with weather reports on several stations and the promotion proved so successful that effective June 1, Tartan Suntan Lotion will use 35 major cities and to place its combined weather-spot schedule. The frequency on each station will vary but it is known that in New York alone as many as 1,000 spots per week will saturate the area. The contracts run through June and July.

Ice cream accounts are beginning to plan their summer activity. Eskimo Pie (ice cream bars) will plunge into a spot radio campaign starting late in April in approximately 50 cities. Contracts vary from four to eight weeks. Buchanan & Co., New York, is the agency.

### Sealtest Spots

Sealtest Co., which is already sponsoring a network television show *Sealtest Big Tom*, will use spot radio at a local level. N. W. Ayer & Son, New York, is the agency.

Soft drinks, beer, iced coffee and iced tea are also planning fair-size summer schedules.

Pepsi-Cola, through its agency, Biow Co., New York, will double its spot activity by using 60 markets during June, July and August. In addition, the advertiser plans to double its frequency each week on each station during the three-month period.

Champagne Velvet (beer), also handled through Biow Co., started its campaign April 1 in about 80 markets. Contracts will run for 30 weeks.

Standard Brands Coffee (iced) and iced tea, through Compton Adv., New York, is currently preparing its summer spot accounting.

Among shoe whiteners, Griffin Shoe Polish started its spot campaign in early February in the

## Competition for the Ad Dollar

By WILLIAM B. RYAN, President, BAB

WE HAVE to look no farther than to the next radio station across the street, to the television station next door, and to the newspaper around the block to confirm what one-quarter of 1951 has clearly indicated: That the most resourceful and intensive efforts of each unit among competing media are being geared to and aimed at securing the largest possible share of the advertising dollar.

In 1951 all the old advertising accounts are receiving careful servicing and every possible avenue of new business is marked for immediate solicitation and development . . . for summer broadcast schedules.

The seasons of the year always lend themselves to ingenious pro-

South, and has continued to move North following the summer season, until the advertiser was using one-minute spots on more than 160 stations at the end of March. Contract, placed through Birmingham, Castleman & Pierce, New York, will run through November.

### Breakfast Foods

Increased activity in light cold breakfast foods usually occurs during the hot season throughout the country. Kellogg Variety Package during June, July and August will take over the spots now used by Kellogg All Bran, in about 70 markets. Kenyon & Eckhardt, New York, is the agency.

Although plans are not definite, it is understood the government of Ontario, federal government and Province of Quebec are considering U. S. spot radio campaigns to promote summer touring in Canada.

gramming and copy techniques which can help in a dramatic way to maintain this old business and to develop these new fields of revenue.

But possibly because it had become almost axiomatic to think of summer in terms of a program cycle known as the "summer hiatus," a *modus operandi* for summer broadcasting somehow evolved which seemed to countenance less vigorous selling and less productive activity on the part of sales staffs.

### Awakened to Danger

Fortunately, competition has awakened all of us to the real dangers in this attitude, which although never too general, did militate against the earning capacity of some individuals and stations alike.

It is a pleasure to report that the broadcasters who never interpreted the "summer hiatus" to mean a respite from vigorous selling have long since discovered the lode of summer sales. They have remembered the simple constants such as the percentage of radio sets in homes, and the even greater percentage of people in those same homes . . . during the summertime.

They remembered that while beer is sold by the carload in summer, furs are sold by the millions in August. . . . That the same people who listen with interest to a commercial about ice cream will walk down to the coal yard in July to order the fall supply of Hocking Valley lump.

### No Criterion

Yes, the summer season is as ideal a time for sales as any other, for the calendar is no more the criterion for sales than is the clock or the geography.

In 1949 a marked resurgence was noted in radio's summer earnings. The summer of 1950 was the best reported in the history of commercial radio. There are goods and services to be sold by your advertisers this year. There are myriad listeners who want news and information about them. The best way to provide that news and information is via radio in the good old summertime.

## Brown Promoted

JULIA BROWN, timebuyer at Compton Adv. Inc., New York, has been promoted to director of media research, a newly created division of the media department. As head of media research, Miss Brown will devote her time to overall media problems of radio, television and print. She reports to Frank Kemp, assistant media director at the agency.



Drawn for BROADCASTING • TELECASTING by Sid Hix  
"We used to listen just for fun."



# APPLICANT ELIGIBILITY

FCC LAST WEEK asserted its right to consider violations of federal laws other than the Communications Act in determining the eligibility of applicants for broadcasting station licenses.

The Commission enunciated a policy which will clear the way for its case-by-case consideration of some 10 or 12 applications which have been stalled because the applicants or licensees had been found at some time to have violated fed-

eral anti-trust laws.

Expressing particular concern over anti-trust violations, the Commission report said it was "clear" that Congress had "conceived as one of the Commission's major functions the preservation of competition in the radio field and the protection of the public against the private interest."

FCC said it was "important that only those persons should be li-

## Movies Warned

Fox Film Corp., Westinghouse Electric Corp. and General Electric Corp.

The Commission received briefs and heard oral arguments from interested parties on the question of adopting a general policy last April. The policy issued last week will be invoked as a guide in making case-by-case determinations of the pending applications, FCC said.

The Commission made no bones about its intense concern with the cases involving motion picture interests.

"Much of the argument in this proceeding related to the major motion picture companies who have violated the anti-trust laws over a period of years in the motion picture field," the report said. "It is obvious . . . that violation of the anti-trust laws by the motion picture companies is a matter that the Commission must consider carefully in determining the qualifications of these companies to operate in the public interest."

Another question regarding movie firms that the Commission will consider is their reported withholding of important films from television use and their restriction of television performances by talent under contract to them.

"We express no opinion at this time as to whether such practices are or are not in violation of the anti-trust laws," FCC said. "We do desire, however, to point out that whether or not these practices are a violation of any law they are considered by the Commission to be relevant in determining the qualifications of applicants utilizing such practices."

FCC pointed out that motion picture companies and telecasters had a common purpose—to acquire the best available motion picture films and the best available talent and scripts. This constitutes a conflict of interests that the Commission feared would be resolved in favor of the motion picture company in any instance where that company owned a television station, particu-

(Continued on page 69)

## WBAB OFF AIR Illegal Transfer Charged In FCC Action

IN a surprise move last week, WBAB Atlantic City and its FM adjunct, WBAB-FM went off the air March 28, following failure to resolve its ownership status to the satisfaction of the FCC.

With the shutdown of the 250 w fulltime AM operation on 1490 kc, (founded in 1940) CBS was without an affiliate in that immediate area. As of Friday, the network was studying the problem and would not announce further plans.

Stations' trouble stemmed from sales negotiations last December of the Press Union Publishing Co., licensee as well as publisher of the *Atlantic City Press* and *Atlantic City Evening Union*. Firm contracted to sell both its broadcasting and newspaper properties to Bethlehem's Globe Publishing Co.

Last week's FCC action did not affect the newspaper part of the sale, which has already been fully consummated. It was also conceded possible that Bethlehem's Globe would file new station application for the emptied facilities.

In December, according to spokesmen for the purchasing company, stockholders in Press-Union expressed the desire to have the negotiations completed within the fiscal year, speculating that the capital gain tax would then be lower than at a future date.

Since FCC approval could not be obtained so instantly, the Bethlehem's Globe Publishing Co. entered into an agreement with Press-Union whereby the latter tendered "irrevocable proxies" to Bethlehem's Globe while actually retaining physical control, purchasers said.

Subsequently, the application was filed with FCC for transfer approval and the Commission under date of March 7 notified the licensee that such grant would not be considered until there was a revestment of the majority of the stock to the named transferors.

This prompted a March 16 reply to the Commission that it was impossible to surrender the stock under the circumstances along with a request for special temporary authority to assume control of the station, pending outcome of FCC action on the transfer request.

In its decision last week, the Commission concluded that grant of the transfer was not in the public interest; that the FCC "inability to reach such a conclusion stemmed from its determination that, as

noted in the letter (of March 7), control of the licensee had already passed, without prior Commission consent and thus illegally, to the transferee." The FCC went on to say:

"In view of your statement that the directed revestment will not be made, and the consequent continuation of the illegal operation of the station in violation of Sec. 301 of the Communications Act, you are directed to cease immediately the operation of WBAB and WBAB-FM."

"Although the Commission would normally, under the present circumstances, issue an order revoking the license and permit for the stations, your statements as to the surrender of such authorization renders the institution of such proceedings unnecessary."

Spokesmen for Press-Union and Bethlehem's Globe maintained that actual control of the station had never left the licensee, despite the proxies; and that at no time had representatives or personnel of the purchasing company had anything to do with operation of the stations.

It was also maintained that in the past it had been the practice of the Commission to be most concerned as to who had "actual control" of an outlet.

## JANUARY BILLINGS

JANUARY 1951 saw Procter & Gamble maintain its leadership among all radio network advertisers by spending \$1,623,300 in gross billings to promote its products, according to tabulations based on Publishers Information Bureau figures released to BROADCASTING.

### • TELECASTING.

American Home Products was the second highest advertiser during the month.

(Continued on page 93)

### TABLE I

#### TOP TEN NETWORK ADVERTISERS FOR JAN. 1951

1. Procter & Gamble	\$1,623,300
2. American Home Products Corps	763,569
3. Lever Bros.	742,742
4. General Foods	734,845
5. Sterling Drug	659,300
6. General Mills	630,434
7. Miles Labs	585,635
8. Gillette Safety Razor Corp.	480,427
9. Liggett & Myers	464,559
10. Colgate-Palmolive-Peet Co.	429,667

## P&G Leads on Networks

### TABLE II

#### LEADING NETWORK ADVERTISERS BY PRODUCTS GROUPS FOR JAN. 1951

Agriculture & Farming	Allis-Chalmers Mfg. Corp.	\$33,486
Apparel, Footwear & Acces.	Frank H. Lee Co.	47,568
Automotive, Automotive Acces. & Equip.	General Motors	145,769
Aviation, Aviation Acces. & Equip.		
Beer, Wine & Liquor	Pabst Sales Corp.	132,566
Bldg. Materials, Equip.	Johns-Manville Corp.	112,528
Confectionary & Soft Drinks	Mars Inc.	194,674
Consumer Services	American Telephone & Telegraph	82,215
Drugs & Remedies	Sterling Drug Co.	659,300
Entertainment & Amusements		
Food & Food Products	General Foods	709,493
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	138,943
Horticulture		
Household Equip. & Supplies	Philco Corp.	141,738
Household Furnishings	Armstrong Cork Co.	35,488
Industrial Materials	U. S. Steel	107,040
Insurance	Prudential Life Insurance Co.	123,929
Jewelry, Optical Goods & Cameras	Longines-Whitnauer Watch Co.	100,792
Office Equip., Writing Supplies & Stationery	Hall Bros.	70,728
Publishing & Media	Douleday & Co.	19,773
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	RCA	164,335
Retail Stores & Shops	Dr. Hiss Shoe Stores	1,056
Smoking Materials	Liggett & Myers	464,559
Soaps, Cleansers & Polishes	Procter & Gamble	1,077,444
Sporting Goods & Toys		
Toiletries & Toilet Goods	Gillette Safety Razor Co.	480,427
Transportation, Travel & Resorts	Assn. of American RR.	84,575
Miscellaneous	American Federation of Labor	116,499



# IMMEDIATE POLICY BOARD URGED

## President Studies

DESPITE recommendation for the "immediate" establishment of a top government communications policy board within the Office of the President, indications are that the timetable for implementation of such suggestion, if accepted, would be rather slow.

Following formal release last Tuesday of the report—compiled after more than a year's study by the President's temporary Communications Policy Board [BROADCASTING • TELECASTING, March 12]—White House sources Thursday

said that the President has not studied its content and that it probably would be turned over to an administrative aide for analysis.

Dr. John R. Steelman, the Assistant to the President, has in the past handled such matters relating to establishment of like government units.

Further, it is pointed out that there is no need for legislation to set up such a body since it would be an extension of the authority outlined in Sec. 606 of the Communications Act, permitting the

President to take over civilian telecommunications facilities, both wire and radio, for emergency and war purposes. Also, as cited in the report, "Sec. 305 of the Act specifically gives the President power to assign radio frequencies to government stations, and specifically exempts government stations from the licensing and other regulatory powers of the Commission, when they are operating as such."

The suggested board would, in cooperation with the FCC, regulate the division of spectrum space among government and non-government users.

In offering its solution for "remedial steps" in telecommunications, the board report urged prompt action, saying, in part:

We recommend the immediate establishment in the Executive Office of the President of a three-man telecommunications advisory board served by a small, highly qualified staff to advise and assist the President in the discharge of his responsibilities in the telecommunications field. Its task would include formulating and recommending broad national policies in this field, and giving advice and assistance in the formulation of policies and positions for international telecommunications negotiations.

\*\*\* Another closely related and important function of the board will be to establish and maintain effective working relationships with the FCC for the informal solution of those joint questions of frequency allocations which will inevitably come up under our system of dual control over the spectrum.

\*\*\* We recommend that the Interdepartmental Radio Advisory Committee should also continue much as it is now. . . . IRAC recommendations should be made to the Telecommunications Advisory Board for authentication.

\*\*\* We recommend that no changes be made at this time in the powers and duties of the FCC. . . . The Commission's efforts to organize itself as recommended by the Hoover Commission should be pressed.

\*\*\* We do, however, think that the FCC should have more funds and a stronger staff to keep up with engineering and economic developments.

The report appends one alternative as "a last possible resort in the management of our communications resources"—creation by Congress of a board to assign frequencies to both government and civilian users. It was further stated that creation of such a board "would mean a fundamental change in the Communications Act" and would "involve, we believe, serious conflicts with the proper exercise of the executive function of the government."

### Single Head Possible

The report, while stating preference for a three-man body, recognized "the possibility of appointing one man, a telecommunications advisor, to exercise the functions of the proposed board."

Speculation as to the makeup of a board had already mentioned such names as FCC Chairman Wayne Coy as a prospect to head the group; FCC Comr. E. M. Webster, an old hand at government allocations; and a third member who might be an active or retired Army or Navy communications expert.

The name of E. K. Jett, vice president of the Baltimore *Sunpapers* and its TV operation

(Continued on page 59)

## SENATE COLD To Communications Board's Policy Recommendations

LITTLE enthusiasm was expressed in Congressional quarters last week over the contents of the report of the President's Temporary Communications Policy Board.

This initial icy reception was indicated by Senate Commerce Committee Chairman Ed C. Johnson (D-Col.). The radio-minded Senator expressed surprise at the apparent absence of concrete legislative proposals. Whether further committee study of the broad-scoped report will bear less heavily was a moot question.

Another interested legislator is Senate Majority Leader Ernest W. McFarland (D-Ariz.). The chairman of the Senate Commerce radio subcommittee last December had urged the temporary board to recommend the appointment of "an Assistant Secretary of State for Communications" [BROADCASTING • TELECASTING, Dec. 4, 1950]. The Majority Leader had initiated in the 81st Congress a Senate subcommittee study similar to the Presidential board's just prior to the latter's creation. Sen. McFarland was unavailable for comment.

Sen. Johnson's position hints of extensive groundwork within his committee, or by Sen. McFarland's radio group, with a view toward proposing legislation. The Coloradoan has long guarded the prerogative of Congressional authority over the FCC with zealous fervor.

### President to Comment

However, any action contemplated by the Senate group would be predicated on how the President implements the report's recommendations. As written, the report would seem to envision the creation of a permanent advisory board within the executive office of the President, thus alleviating necessity for Congressional action.

Sen. Johnson was of the opinion that the report failed to absolve what he believes to be a fundamental division or "dual" responsibility within the framework of FCC and the Interdepartmental Radio Advisory Commission (IRAC).

Although final conclusions were not yet crystallized in Congressional thinking, critics were traveling along this path:

1. That the report failed to recommend legislative action which would remedy the tug-of-war

among government agencies for allocation of frequencies in the spectrum.

2. That the recommendations tend toward further executive authority over the allocation of broadcast spectrum.

3. That the creation of a three-man advisory board would not stem the waste of the nation's resources of frequencies. Duplication would still exist and the scrambled situation remain unremedied, the critics say.

4. That while the report is an excellent "historical" recap of the problem it does not attempt a solution.

## JOHNSON MOVES

IN A SUDDEN maneuver, Sen. Ed C. Johnson (D-Col.) last Wednesday entered a bid in the Senate for jurisdiction over legislation which would give the FCC Chairman sweeping administrative powers [BROADCASTING • TELECASTING, March 26].

Sen. Johnson's objection to the bill's apparent intent was reported exclusively in the March 26 issue of BROADCASTING • TELECASTING.

The radio-active chairman of the Senate Commerce Committee has introduced a bill (S 1218) similar in content to legislation (S 1139) dropped in the Senate hopper a fortnight ago.

Accompanying this action, it was understood Sen. Johnson sent a letter to the chairman of the Senate Executive Expenditures Committee explaining his opposition to the reorganization measure. The latter is the latest expression of the so-called Hoover Commission.

Sen. John L. McClellan (D-Ark.) is chairman of the expenditures group. He also is sponsor of S 1139.

Sen. Johnson's chief objection to the legislation centers on the

breadth and related concentration of powers which the plan would vest in the Chairman in comparison with those of other Commissioners.

He has also expressed himself that such a change in administrative and executive functions would usurp Congressional authority by placing the FCC more fully under the direction of the executive branch of the government.

### Opposition Outlined

A fortnight ago, Sen. Johnson told BROADCASTING • TELECASTING that he would oppose the new legislation. He had declared that if hearings were called by the McClellan committee and if he were asked to testify, he would strongly state his opposition. Sen. Johnson went on to say that if the measure should reach the Senate floor without committee hearing, he would join debate and exert whatever argument he could muster to defeat the measure.

Affect of the latest maneuver would be to place the reorganization plan in the Senate Commerce Committee. Thus, the Commerce group could rule its fate.

## To Hold FCC Bill!

It was Sen. Johnson last year who introduced a resolution opposing the President's FCC reorganization plan. He was upheld in a Senate vote thus defeating Mr. Truman's proposal.

The new measure is more broad in scope than the Truman plan of 1950. Generally the bill, and its companion measure in the House (HR 3307), would:

● Transfer the executive and administrative functions of the FCC to the Chairman.

● Give the Chairman jurisdiction over the appointment and assignment of personnel in the immediate offices of the Commissioners.

● Permit the President to remove any member of the Commission from office for "inefficiency, neglect of duty, or malfeasance in office."

● Spell out that at the end of a Commissioner's term, he could continue to serve until his successor is appointed and "qualified."

Under the new reorganization plan, it has been pointed out, the Chairman would have power over the "execution of FCC policies."





**GOVERNMENT** group explained emergency operating program to nation's broadcasters last Monday.

Left Photo: (l to r) FCC Comr. George S. Sterling; FCC Chairman Wayne

# WAR ROLE OUTLINED

FCC last week outlined the alert-operational phases of radio and television broadcasting in a war emergency under a plan formulated by its own study group but still subject to final approval of the Commission and the Dept. of Defense.

The proposal was blueprinted to nearly 1,000 licensees and legal and consulting engineer representatives, who were summoned to Washington on relatively short notice at the FCC's request.

Numerous broadcasters who attended the "restricted" session, held last Monday at the Commerce Dept.'s Interdepartmental Auditorium, found it difficult to reconcile the implied "urgency" of the highly-classified meeting with the revelations detailed to them in a restricted document and by FCC staff members at the apparent initiative of the Air Force.

Additionally, many licensees indicated they would withhold comments on the controversial plan pending a more representative membership on some advisory committee which they felt should be called in to consult with the Commission before a plan is ultimately adopted.

## Welcome Suggestions

In the face of obvious confusion as to the necessity for calling such a meeting—particularly in view of the fact that a similar briefing session will be held at the NAB convention April 16—FCC staff members were quick to welcome broadcasters' suggestions—either on the plan itself, or on the possibility of forming a new industry advisory committee (largely technical and more nationally representative).

FCC authorities stressed that the plan is the end product of months of study by government-industry groups—a proposal drawn by its engineering study group which, it was strongly felt, would have the tacit approval of the full Commission and military authorities.

FCC officials submitted the plan as a "preview" of actual operating procedure which they indicated would later be implemented through a Board of War Com-

munications similar to that created during World War II. In submitting the proposal, the study group rejected other operational plans as impractical.

Staff members conceded that, while they could not speak for top-level Commission members, they would attempt to get additional information and data from radio-TV licensees. In the meantime an "interim" plan has been completed for possible use pending approval of the blueprint presented last Monday.

Commission authorities placed last week's "emergency" session entirely "off-the-record" in the interest of security. But it can be reported without breaching security that the proposal embodies provisions for taking certain stations off the air in the event of imminent air attack, and permitting

**EMERGENCY** station operation plan was described last Monday at FCC mobilization meeting in Washington, with some 1,000 broadcasters present.

Top photo (l to r in foreground): Louis Kleinklaus, WQXR New York; Edmund Waller, WATR Waterbury, Conn.; Robert Crager, WWCO Waterbury, Conn.; Robert J. Sinnett, WHBF-TV Rock Island, Ill.; Charles F. Quentin, KRNT Des Moines.

Second from top: Larry Mennitt, WVCG Coral Gables, Fla.; Lester Gould, WJNC Jacksonville, N. C.; M. C. Scott, WIOD Miami; C. F. Daugherty, WSB Atlanta; Ben Akerman, WGST Atlanta.

Third from top: Eliot C. Lovett, attorney; Campbell Arnoux, John Pepper, WTAR-AM-FM-TV Norfolk, Va.; Roger Page Jr., Ted Leeper, WAAA Winston-Salem, N. C.

Fourth from top: Arthur Gates Jr., WYVE Wytheville, Va.; Ralph D. Epperson, WPAQ Mount Airy, N. C.; Dr. A. M. Gates, WYVE; Wilfred Fisher, WMTC Vancleve, Ky.; Raymond F. Guy, NBC.

Bottom: Hoyt Wooten, WREC Memphis; Harry H. Carman, WGBB Freeport, Long Island; Frank W. Harvey, WMAL Washington; Dwight A. Myer, Westinghouse Radio Stations; Kenneth H. Berkeley, WMAL.



Coy; Maj. Gen. Francis L. Ankenbrandt, USAF, representing Defense Dept.

Right Photo: FCC Engineering Dept. contingent: (l to r) Ralph J. Renton; Curtis B. Plummer, chief engineer; Robert Linx.

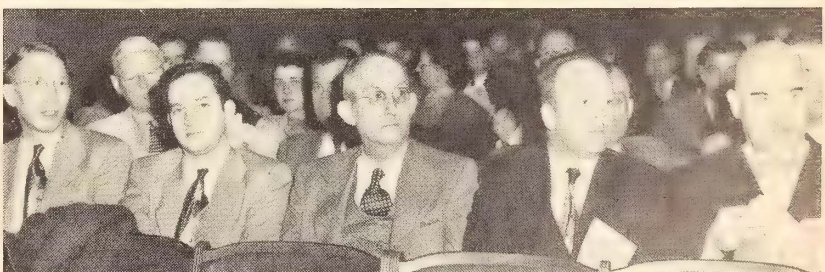
## Broadcasters Urge Advisory Unit

others to continue operation providing they elect to participate in the plan and effect certain technical modifications in equipment.

Aside from welcoming broadcasters' recommendations, FCC

authorities have urged them to set up committees in each city as clearinghouses to consult with FCC field engineers when the occasion should rise. Additionally, instructions

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# NARTB POLISHES AGENDA For Convention

NARTB (NAB) last week added more polish and sparkle to its proposed Chicago convention agenda, accenting mobilization, sports and television's increasingly prominent role in the nation's economy and defense effort.

The association rounded out a schedule of topics and speakers which is certain to appeal to convention delegates, as well as other segments of industry not included in NARTB membership.

At the same time it was negotiating for a top-flight government agency official to address the Thursday Television Day luncheon, thus rounding out a slate of key speakers that already includes Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and FCC Chairman Wayne Coy. They will address luncheon sessions Tuesday and Wednesday, April 17, 18, respec-

tively [BROADCASTING • TELECASTING, March 26].

Further planning covers panels for the mobilization rally, which will precede NARTB convention activities on Monday morning, and sports for both radio and TV sessions.

The mobilization phase will kick-off at 9:30 a.m. with a military-FCC roundtable under the chairmanship of John DeWitt Jr., WSM Nashville. Other participants will be Calvin Smith, KFAC Los Angeles, and William C. Grove, KFBC Cheyenne, Wyo., as well as FCC Chief Engineer Curtis Plummer and NARTB Engineering Director Neal McNaughten. Two other panels (at 10:30 and 11:30 a.m.) will be devoted to "Manpower and the Emergency" (covering reservists, etc.) and "Mobilization and Broadcasting" (touching on station programming).

Name of Andrew H. Berding, newly appointed public information chief of the Office of Defense Mobilization, was added last week to the list of speakers. Others will include Clem Randau, executive director, Civil Defense Administration, and one other CDA representative—either Col. William Talbot, communications director, or Robert Burton, consultant. The Advertising Council also will be represented.

The communications specialist is expected to spell Mr. Randau on some of the controversial and troublesome questions which broadcasters are sure to fire at CDA—most of them of a technical nature and bearing directly on FCC's proposed plan for emergency broadcast operation (see story page 27). They probably will be asked CDA's role on the state and community levels.

Commenting on the technical agenda, Mr. McNaughten stated that engineering delegates are strongly urged to attend the mobilization session, which is designed as a followup to the FCC security meet last Monday in Washington. Of major interest will be a review of that meeting and disclosure of subsequent developments.

The meeting will be open to all industry representatives and will not be confined to NARTB members, it was emphasized.

Radio and television engineers will offer numerous technical pa-

pers during the fifth annual Engineering Conference, to be held concurrently with the association's 29th convention [BROADCASTING • TELECASTING, March 26].

Sports will command attention during radio sessions on Tuesday (April 17), 2-5 p.m. While the agenda was incomplete last week, the whole baseball picture will get a thorough airing, particularly with respect to industry-league cooperation in the coming season through NARTB and Radio-Television Mfrs. Assn. projects designed to promote actual attendance at games. George Trautman and Matty Brescia of the National Assn. of Professional Baseball Leagues are expected to attend.

## Labor Session

The Labor-Management Relations session is set for Tuesday, 2-5 p.m., with James D. Shouse, Crosley Broadcasting Corp., as chairman. Sitting in will be Harold Essex, WSJS Winston-Salem, N. C., and Kenyon Brown, KWTW Wichita Falls. Participants were announced fortnight ago.

Thursday will be "television day" at the convention, with Harold Hough, WBAP-TV Fort Worth, and Robert Swezey, WDSU New Orleans, co-presiding.

Tom Hamilton, athletic director of the U. of Pittsburgh and chairman of the TV Steering Committee of the National Collegiate Athletic Assn., is certain to command the unflagging interest of dele-

(Continued on page 60)

## PRESIDENT SEARCH NARTB Committee Screening

WITH TIME fast running out before the 29th annual convention of NARTB (NAB), the association's Presidential Committee last week resumed its screening of a heavy list of candidates for the choice post—but with little apparent progress. The association officially became

While it was known that the group had pruned down the availabilities considerably—the original list bore some 60 possibilities—hopes grew dimmer that it would hire a president and arrange an adjusted salary for Justin Miller, who is slated to assume the board chairmanship, until at least just prior to the convention, April 15-19—if indeed then.

Judge Miller is expected to formally step down at the Chicago meeting and turn the reins over to his successor if the Presidential Committee has come up with a choice by that time.

### Two Approached

The eight-man group met in Washington last Monday and Tuesday, and some members resumed screening later in the week by telephone in New York. At least two of those mentioned previously as Presidential timber were approached and sounded out, though no offer was made, it was understood. No further meetings were scheduled before the convention gets underway, although it was held likely that individual members may continue to sound out possibilities, by telephone and mail.

In any event at least half-dozen top candidates still were being considered at week's end from a representative list of industry and government fields [BROADCASTING • TELECASTING, March 26, 12].

Speculation centered chiefly on these personalities: Byron Price, assistant secretary general, United Nations; Eugene Thomas, WOR New York; Frank White, MBS president; William B. Ryan, BAB;

★ Joseph McDonald, ABC vice president; Frank Pellegrin, H-R Representatives; Robert K. Richards, NARTB public affairs director;

(Continued on page 60)

## RETAIL RADIO SUCCESS

### Abrahams Lauds

HIGH TRIBUTE to radio as a sales medium was paid by Howard P. Abrahams, manager of sales promotion division, visual merchandising group, National Retail Dry Goods Assn., in an address prepared for delivery Saturday be-

fore the Eastern Conference of Women's Advertising Clubs in Washington.

"Radio for retailers has reached the stage where there has been enough use as a retail medium for radio people and retailers to study

these successes and adapt them," Mr. Abrahams said.

"The trouble with radio is that radio salesmen originally sold radio to retailers as a supplementary medium or as an institutional device instead of a means of selling actual merchandise through the procedure of giving merchandise information. But we have seen an awakening. Today we have many case histories which indicate successful results."

Mr. Abrahams also is scheduled to address the Radio Executives Club of Boston this Wednesday, speaking on "You Have to Help Retailers to Sell Them," according to an announcement by Harold E. Fellows, WEEL Boston, REC president. He will speak at a luncheon meeting at the Hotel Touraine.

Addressing himself to the "high cost of advertising," Mr. Abrahams in his Washington speech pointed out that a study by the Production Club of Baltimore had revealed a production cost increase of 47% over 1946.

There are three measures for combating it, he suggested:

"Increase advertising budgets so we can buy more customers. This

(Continued on page 92)



TO INTRODUCE Sun-Filled concentrated orange juice, Juice Industries Div. of Clinton Foods, Dunedin, Fla., bought a quarter-hour segment of WTAM Cleveland's Tom Haley morning show on a 26-week basis. Going over last-minute plans are (l to r) Clem Scerback, WTAM press-promotion manager; Eugene R. Myers, sales manager; Mr. Haley and Michael Beck, sales manager, Cottage Creamery Co., which distributes Sun-Filled.



# GAMBLING DATA

## FCC Would Ban Transmission

TRANSMISSION by radio, TV or press of "basic gambling information"—bets, odds and prices paid—about any sporting event would be made a federal crime according to FCC's renewed recommendations last week to the Senate Crime Investigating Committee (see story page 57).

"Such data is of use only to those interested in gambling," FCC Chairman Wayne Coy testified Monday before the investigatory group headed by Sen. Estes Kefauver (D-Tenn.).

He asserted, "I believe that a flat prohibition of its transmission in interstate commerce is both justified and necessary to curb the interstate gambling operations which this committee has found to exist."

Reaffirming recommendations he made a year ago respecting the control of interstate transmission of information which aids illegal gambling, Chairman Coy assured the Kefauver group the FCC plan would "permit the transmission of all information concerning all sporting events except for bets and wagers and betting odds and prices paid."

He thus denied reports the FCC proposal could soon stifle nearly all sports broadcasting and reporting.

### Closed Session

Meanwhile, following a closed executive session with Chairman Coy late Monday, Committee Chairman Kefauver announced: "The Committee took cognizance of the report of the [FCC] examiner in connection with the renewal of license (sic) [assignment of construction permit] of the radio station in Miami, Fla. [WMIE], which is owned by Mr. McBride [Arthur B.]. The Committee feels that the examiner did not read or did not take cognizance of the matters brought out in the hearings of the committee in Chicago, Cleveland and in Miami, with reference to possible connections of the ownership of that station, and has . . . authorized the chairman [Kefauver] to file with the Chairman of the FCC a protest against the issuance of the license until the full facts in connection with the matters brought out in the hearing in the cities above referred to have been considered by the full Commission."

"And the Committee entertains serious doubts," Sen. Kefauver continued, "in view of the facts brought out in the hearings as to whether the FCC, pursuant to the mandate given them by Congress, will see fit to renew the license. In any event, we want to make certain that they see the full hearing report of this Committee."

The disputed FCC initial decision is that of Hearing Examiner Leo Resnick, issued a fortnight ago, which recommended approval

to assignment of the construction permit of WMIE from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [BROADCASTING • TELECASTING, March 26, 19]. Sun Coast is chiefly owned by Mr. McBride and his Cleveland business associate, Daniel Sherby. They also are part owners of WINK Fort Myers, Fla.

The FCC examiner stated that on the basis of the Commission's hearing record he could find no evidence respecting the reputation of Mr. McBride or his past ownership and operation of Continental Press, national racing news service, to disqualify him from being a stockholder in a radio station.

In fact, Mr. McBride was highly praised by the 13 Cleveland leaders who testified, the examiner pointed out.

The examiner also said the record produced no evidence to show that Continental Press has, or is, operating in violation of any law.

### Second Report

The initial decision noted the Senate committee's "second interim report" was issued after the closing of the FCC record and indicated it could not properly be considered in the decision since it was "outside" the record.

The second interim report in part charged Continental Press is not controlled by Edward McBride, sole owner of the service and son of Arthur B., nor by Thomas Kelly, Continental Press manager and brother-in-law of Arthur B. Mc-



Chairman Coy testifies before the crime committee. Photo taken from WTOP-CBS Washington telecast.

\* \* \*

Bride, "but by the gangsters who constitute the Capone syndicate."

King's County (N. Y.) Judge Samuel Leibowitz, testifying before the Kefauver committee Monday afternoon, related efforts of "underworld agents" to sabotage the Greater Miami Crime Commission by word-of-mouth smear tactics, printed circulars and other techniques.

"They also went on the radio," commented Sen. Lester C. Hunt (D-Wyo.).

"Yes, on one station, Senator, but not the others," Judge Leibowitz replied, explaining "that was the station controlled by the gangster element."

He added the officials of the crime commission "went out and battled over the greatest of odds, and every Saturday night on the radio, on a combined radio network, with the exception of this one station, they told the story of

gangsterism, and what it meant to the people of Miami."

Chairman Coy pointed out that while appearing a year ago before the Kefauver group primarily to give "some background material in connection with the operation of Continental Press Service," he also had suggested for the committee's consideration "two basic approaches to the problem of coping with the interstate transmission of gambling information."

The first approach, he indicated, was his legislative proposal to the Senate Interstate & Foreign Commerce Committee, then holding hearings on the Justice Dept. bill (S 3358) to ban interstate transmission of gambling data [BROADCASTING • TELECASTING, May 1, 1950]. This is the proposal he renewed before the Kefauver group last week, i.e., to make transmission of bets, odds or prices paid a crime.

### Another Approach

The second approach, Chairman Coy indicated, was his suggestion the committee "investigate the possibility that Continental Press Service has been violating the federal anti-trust laws" [BROADCASTING • TELECASTING, June 26, 1950].

As to the Kefauver committee's proposal that FCC license on a yearly, renewable basis, the interstate distributors of horse and dog racing news to assure the data would not aid gambling, Chairman Coy contended an impossible administrative burden would befall FCC.

He further pointed out FCC cannot by law license organizations which merely lease common carrier facilities, although the latter are under FCC control. He ex-

(Continued on page 60)

## ABC OWNERSHIP

## IT&T Negotiations Underway

NEGOTIATIONS for acquisition of partial or controlling interest in ABC by the International Telephone & Telegraph Corp. were in progress last week, with the asking price reported in the neighborhood of \$30 million for outright sale and with no agreement apparently in sight.

ABC officials refused to comment, but an IT&T statement approved by Board Chairman Sosthenes Behn said "conversations have been held and are continuing on an exploratory basis."

The conversations were being conducted at top level—between ABC Board Chairman Edward J. Noble and Col. Behn—and were understood to have been in progress intermittently for several months.

IT&T, with an excellent cash position, was reported to have initiated the discussions with ABC—about which rumors of sale have flown thick in recent years.

The tone of the discussions thus far, it was understood, has been on the basis of IT&T's acquisition of an interest—minority or controlling—either by purchase or by an

interchange of stock.

Mr. Noble, 53% stockholder in the network, was said to be inclined to sell only on the basis of 100% of the stock, rather than merely his own interest, in order that minority stockholders would benefit on the same terms.

He is not believed to be pushing for a sale, but willing to sell if equitable terms can be reached.

Mr. Noble more than two years ago turned down, after protracted discussions, an offer by 20th Century-Fox which was reported to exceed \$20 million gross [BROADCASTING • TELECASTING, Dec. 6, 1948]. He was understood to be seeking about \$25 million at that time.

### Raise Price

The strengthening of ABC's television position since then, it was felt, would raise Mr. Noble's asking price today well above the \$25 million figure of 1948. For ABC owns five TV stations in top markets—WJZ-TV New York, WENR-TV Chicago, KGO-TV San Francisco, KECA-TV Los Angeles and WXYZ-TV Detroit—and their suc-

cess is given much of the credit for swinging ABC's overall operations into the profit column in 1950 after a net loss in 1949 (see story page 55).

In addition to the five TV stations, ABC owns AM and FM outlets in the same markets. WJZ and WENR are 1-A clear channel stations operating with 50, WENR sharing time with WLS Chicago. KGO is a 1-B clear channel operation with 50 kw, and KECA and WXYZ are regionals using 5 kw.

IT&T's cash position was bolstered by its recent disposition of its European operating companies, including the Spanish telephone system, which altogether was understood to have yielded the company a net return of about \$80 million.

In addition to the 20th Century-Fox negotiations of two years ago, there have been recurrent reports of other attempts to purchase the network, the most recent involving Paramount Pictures. Prior to the 20th Century-Fox talks, tentative discussions reportedly were held with Warner Bros. Pictures.



## Rear-Guard Attack

(Continued from page 23)

of the changes brought about by television."

A special radio-television meeting was held Thursday afternoon but it was a closed session for ANA members only. Here the advertisers heard the story of the second study from Walter Lantz, advertising manager of Bristol-Myers Co. Discussion of the report by members had been planned but time prevented. Three speakers discussed aspects of TV advertising.

One year ago, in this same mountain resort, ANA had turned its guns on radio. At that time, however, the program included such radio spokesmen as Niles Trammell, NBC board chairman, and Frank Stanton, CBS president. They were not present this year. A high ANA officials indicated the networks did not wish to take part in last week's convention discussion.

### Summarizes Report

Mr. Lantz summarized the ANA's newest report on radio time values on behalf of the Radio-TV Steering Committee. He pointed out that "significant and continued declines in the average ratings for CBS- and NBC-sponsored evening programs occurred between the autumn of 1949 and the same period in 1950, with corresponding increases claimed in cost per thousand homes reached," as shown by the ANA study.

After the radio-TV meeting, ANA held a conference with newsmen, who were not admitted to the closed session. At this conference advertising executives of three major national radio buyers were questioned on the report.

In each case the advertisers explained they spoke purely as indi-

# DAYTIME TV SUCCESS

AN ENTHUSIASTIC endorsement for daytime television was made last week by James E. Hanna, vice president in charge of radio-television, N. W. Ayer & Son, before the ANA spring meeting.



Mr. Hanna

hold chores to sit and look at TV, Mr. Hanna said:

"Gentlemen, I have news for you. It appears that the American housewife has time to do just about anything she wants to do."

What has happened, Mr. Hanna explained, is that women have bought so many labor- and time-saving devices and products that hours have been cut out of the former daily household schedules.

viduals and not as members of the ANA committee.

George Duram, media director of Lever Bros. Co., and chairman of the ANA Radio-TV Committee, said the report "is merely issued for the information of ANA members. Individual advertisers can use it as they see fit." He added that Lever has cancelled three major network shows.

Lever felt it was not getting value for the money spent in radio and spread the sum around the media field, he said.

A. N. Halverstadt, Procter & Gamble Co., an ANA board member as well as member of the Radio-TV group, pointed out that NBC

"And now that we can see so clearly that women have the time and the desire to watch weekday television," Mr. Hanna told the advertisers, "you can start selling your newer and better time-saving products harder than ever—with a new, effective channel of communication at your disposal."

Mr. Hanna outlined how the daytime TV audience had increased since 1941, "the prehistoric era of television," when N. W. Ayer bought half a dozen football telecasts for Atlantic Refining Co. on WPTZ (TV) Philadelphia. There were only 700 sets in Philadelphia then and no statistics on which of them was operating.

In 1948, the agency accumulated research on afternoon baseball telecasts showing that from 20 to 25% of all Philadelphia TV sets were in use, and "considerably" more than half the audience was women.

Since the advent of network daytime TV last fall, Mr. Hanna said,

and CBS no longer impose a penalty for a summer hiatus. "ANA has not put on any pressure," he said. "Something has happened affecting the field of radio."

Mr. Lantz said Bristol-Myers has adjusted its use of radio, including shift of *Break the Bank* from night to day.

E. L. Deckinger, research director of Biow Co., reviewed the confusion in audience research. He spoke at the closed meeting.

"Everyone complains about ratings but no one does anything about them," he said, paraphrasing Mark Twain's weather comment. He told about events that led to formation of the special test survey committee, which issued a report last month recommending that NAB take the lead in starting a series of studies evaluating research methods, including field projects.

Mr. Deckinger, chairman of the special survey group, suggested ANA members write NAB and urge that association "to start the ball rolling." He also advised ANA to communicate officially with NAB

(Continued on page 32)

## Hanna Tells ANA

enough facts have been gathered "so we know that women can and will watch television during the daylight hours if you give them good programming."

For example, he reported, TV sets in use in New York from 4 to 5 p.m. were running about 12% before NBC-TV started the Kate Smith daytime hour.

"By January of this year the sets in use had risen to more than 20% and the Kate Smith show was an unquestioned success in producing daytime audience," he said.

### Detroit Case

In Detroit, which has three stations compared with the seven in the New York area, the "Kate Smith show built sets in use from about 13% in September to 24% in January of this year," Mr. Hanna said. "The Garry Moore show on CBS increased sets in use from 8% in September to 15% in January."

In Milwaukee, a one-station market, sets in use were running about 9% before the Kate Smith show began. After the introduction of the program the sets in use rose to 24, 29 and 33% respectively for November, December and January, he reported.

One indication of impact is sponsor identification. Mr. Hanna pointed out that the average radio program does "fairly well" if 40% of the audience can correctly identify the sponsor.

In contrast, only four weeks after an Ayer client, Sealtest Div. of National Dairies, started sponsorship of the *Sealtest Big Top* on CBS-TV, a special survey found the show had 85% sponsor identification, with no mis-identification.

Mr. Hanna added that an "interesting gamble" was taken when the show was moved from Saturday evening, where it had started as a sustainer and built a "very large" audience, to the "unproved time" of Saturday noon.

"Already the audience is nearly as big on Saturday noon as it had been on Saturday evening," he reported. "And the time cost, of course, is only half as great."

## FILM SELLING

SALES effectiveness of TV film commercials is increasing as advertisers and agencies acquire know-how, but costs also are rising, Don L. Kearney, of The Katz Agency, New York, told the Assn. of National Advertisers convention at Hot Springs, Va., last Thursday.

Though it is generally felt that

attractive and good-humored commercials pay off better for the advertiser, Mr. Kearney quoted findings of the Daniel Starch organization, based on some 10,000 interviews. He said the Starch study showed "entertainment and attention-getting devices per se add little or nothing to the selling effectiveness of TV commercials.



Mr. Kearney

"In general the best liked commercials with little or no dislike are low on the effectiveness scale. The best selling commercials usually have a pattern of above average like, a low neutral and a substantial dislike. They never forget that the

## Effectiveness Rising, Kearney Says

function of a commercial is to sell merchandise."

BROADCASTING • TELECASTING and several other trade journals were cited by Mr. Kearney as offering a valuable contribution to raising the know-how on films.

Trend toward shooting of TV commercials on 35mm rather than 16mm film is developing, he said, though 58 of the 63 TV markets have only 16mm projection equipment. He declared advertisers and agencies have found they get better film quality, especially in sound reproduction.

Developing and editing can make or break the commercial, he reminded. Among economy devices mentioned are shooting more than one film at a time.

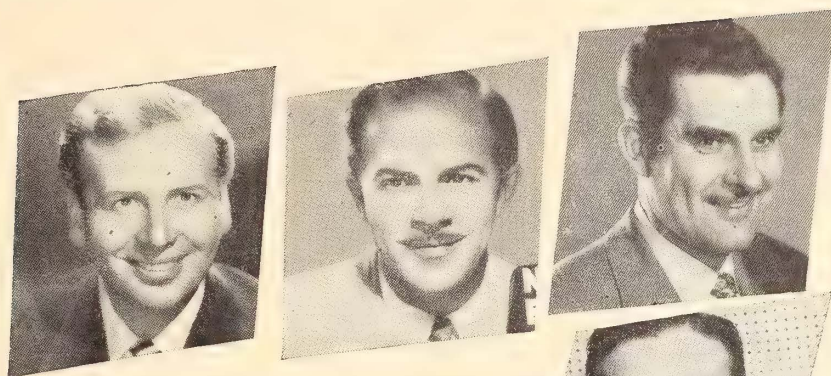
Mr. Kearney showed a series of typical TV film commercials, covering a wide range of costs.



KEY ANA figures at Hot Springs convention (l to r): B. R. Donaldson, advertising director, Ford Motor Co. and chairman of program committee; Paul B. West, ANA president, and Albert Brown, vice president of Best Foods, ANA board chairman.

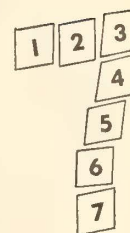
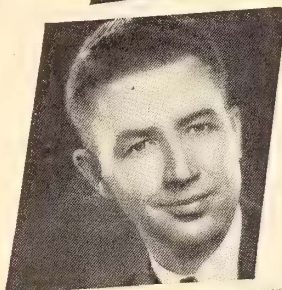
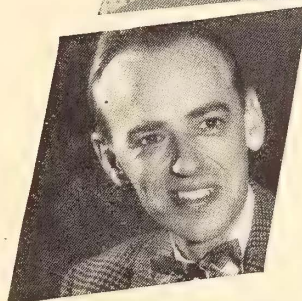


# seven salesmen selling 29,000,000 people sixty-two hours per week



Here are radio's most  
consistent salesmen . . .  
early morning entertainers  
who spend a total of  
sixty-two hours each week  
selling scores of products  
to millions of people.

If your product needs  
a solid sales push in  
these major marketing areas,  
add these gentlemen  
to your sales staff.  
Your nearest NBC Spot Sales  
office has all the details.



## 1 Skitch Henderson

WNBC, New York  
6:00-8:30 AM Mon.-Sat.  
Station Audience:  
9,812,128 people

## 2 Bill Herson

WRC, Washington  
6:00-9:30 AM Mon.-Sat.  
Station Audience:  
1,017,994 people

## 3 Ed Allen

WMAQ, Chicago  
5:45-6:15 AM Mon.-Sat.  
Station Audience:  
8,817,526 people

## 4 Jay Miltner

WTAM, Cleveland  
6:45-7:55 AM Mon.-Sat.  
Station Audience:  
3,040,756 people

## 5 Earle Pudney

WGY, Schenectady-  
Albany-Troy  
7:05-9:15 AM Mon.-Fri.  
Station Audience:  
1,455,744 people

## 6 Starr Yelland

KOA, Denver  
6:30-7:00 AM Mon.-Fri.  
6:30-6:45 AM Sat.  
Station Audience:  
1,571,514 people

## 7 Clarence Leisure

KNBC, San Francisco  
8:00-8:30 AM Mon.-Fri.  
Station Audience:  
3,327,342 people

## NBC Spot Sales

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO

HOLLYWOOD



Effective **NEW WAY** to buy  
Daytime Radio Coverage:

# WASHINGTON, D. C. METROPOLITAN NETWORK



**Met Net Advantages:** 1. Complete daytime coverage of central and suburban areas. 2. Second highest average daytime audience in Metropolitan Washington. 3. Simplified buying—5-station coverage with one order, one transcription, one invoice. 4. Spots may be bought for the same time on each station, or staggered. 5. Low rates: 1/2-min. or time signals, \$18.24; 1-min., \$22.80; 5-min., \$36.48 (26-time). Complete card on request.

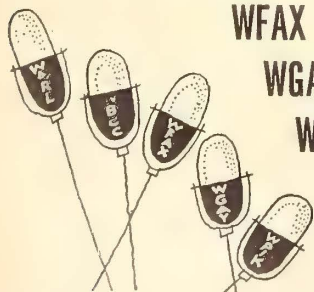
**WARL** AM & FM. Arlington, Va.  
780 KC, 1000 W.

**WBCC** AM & FM. Bethesda, Md.  
1120 KC, 250 W.

**WFAX** Falls Church, Va.  
1220 KC, 250 W.

**WGAY** Silver Spring, Md.  
1050 KC, 1000 W.

**WPIK** Alexandria, Va.  
730 KC, 1000 W.



\* For proof, or complete details, write or phone Jack Koste, Indie Sales Inc., national representatives, 60 E. 42nd St., NYC—Murray Hill 2-4813; or J. Douglas Freeman, Commercial Manager, Munsey Bldg., 1329 E St. N. W., Washington, D. C.—STerling 1772.

## Rear-Guard Attack

(Continued from page 30)

to this effect. ANA and American Assn. of Advertising Agencies would share directions of such a major study, which the committee estimated would cost \$140,000.

Don Kearney, assistant sales manager for TV, The Katz Agency, presented typical techniques and costs of TV film commercials (see story page 30).

Samuel G. Barton, president of Industrial Surveys Co., told the radio-TV session sales of TV-advertised brands increase in television homes, on the basis of the company's consumer panel.

American Advertising was urged to "defrighten" the American people on present war dangers in an address by William L. Laurence, science writer of the New York Times and only newsman who had access to World War II atomic bomb developments.

Howard Chase, assistant for public information policy to C. E. Wilson, Director of Defense Mobilization, said the nation stands "at the threshold of a magnificent new phase of the industrial revolution." "Barring the absence of all-out war and using the 1950 dollar as a measuring stick, by the end of 1952 we shall have a national income of around \$325 billion," he said. "Even after deducting the total expense of military requirements during that year we should have a civilian or non-defense economy of around \$275 billion per year, about the same as in our year of peak civilian production, 1950."

## Cites Pending Bills

George S. McMillan, Bristol-Myers Co. vice president and chairman of the ANA Government Relations Committee, said advertisers should be concerned over a number of bills now pending in Congress. These included: Contract renegotiation law, as affecting admissible advertising payments before calculating profit; Doyle Bill (HR 2383) to amend Food and Drug Act and involving labeling or advertising promotion; McFarland Bill (S 658) and Celer Bill (HR 2948) amending the criminal code to apply to fraudulent radio advertising; Sheppard Bill (HR 10) amending Communications Act in relation to rebroadcasts of sponsored programs; proposed FCC-industry conference on TV practices including triple-spotting, necklines and horror shows.

Other items on the Washington scene, he said, include a bill being drafted by Rep. Thomas J. Lane (D-Mass.) to set up Federal Television Censorship Board; FCC hearings on TV thawing and educational allocations; new Federal Trade Commission policies to settle advertising disputes without legal formalities.

Isaac Watlington Digges, attorney, warned that many practices of business leaders and their advertising agencies are striking at

## '51 AD BUDGET

Up 10%, ANA Survey Shows

ADVERTISING budgets for 1951 will exceed 1950 by 10%, according to a survey of member companies of the Assn. of National Advertisers.

Addressing the ANA convention at Hot Springs, Va., last Wednesday, Lowell McElroy, ANA vice president, said over half the reporting companies (53%) report larger advertising expenditures than last year, with 35% holding 1950 levels and only 12% reporting a cut from last year.

Mr. McElroy said the 207 national advertisers covered by his survey reported some increase in budgets was necessary to maintain 1950 advertising activity because of rising costs.

Five out of six companies indicated the mobilization program had not affected the size of their advertising budgets.

ANA members are still devoting most of the advertising to straight selling copy and plan to continue that policy, for the most part, according to the survey. Whereas 62% of companies devoted all their advertising to selling copy in 1950, 51% are doing it now and 42% expect to follow that theme right through 1951.

Whereas 29% of companies devoted most of their copy to straight selling in 1950, 30% are doing it now and 34% expect to follow this trend through the rest of 1951, the survey showed.

These results indicate there has been very little movement toward institutional copy of the type used to a heavy extent during World War II. They show that whereas 5% of advertisers used about half straight-selling copy in 1950, 10% are so doing now and 13% expect to follow this pattern through the remainder of 1951.

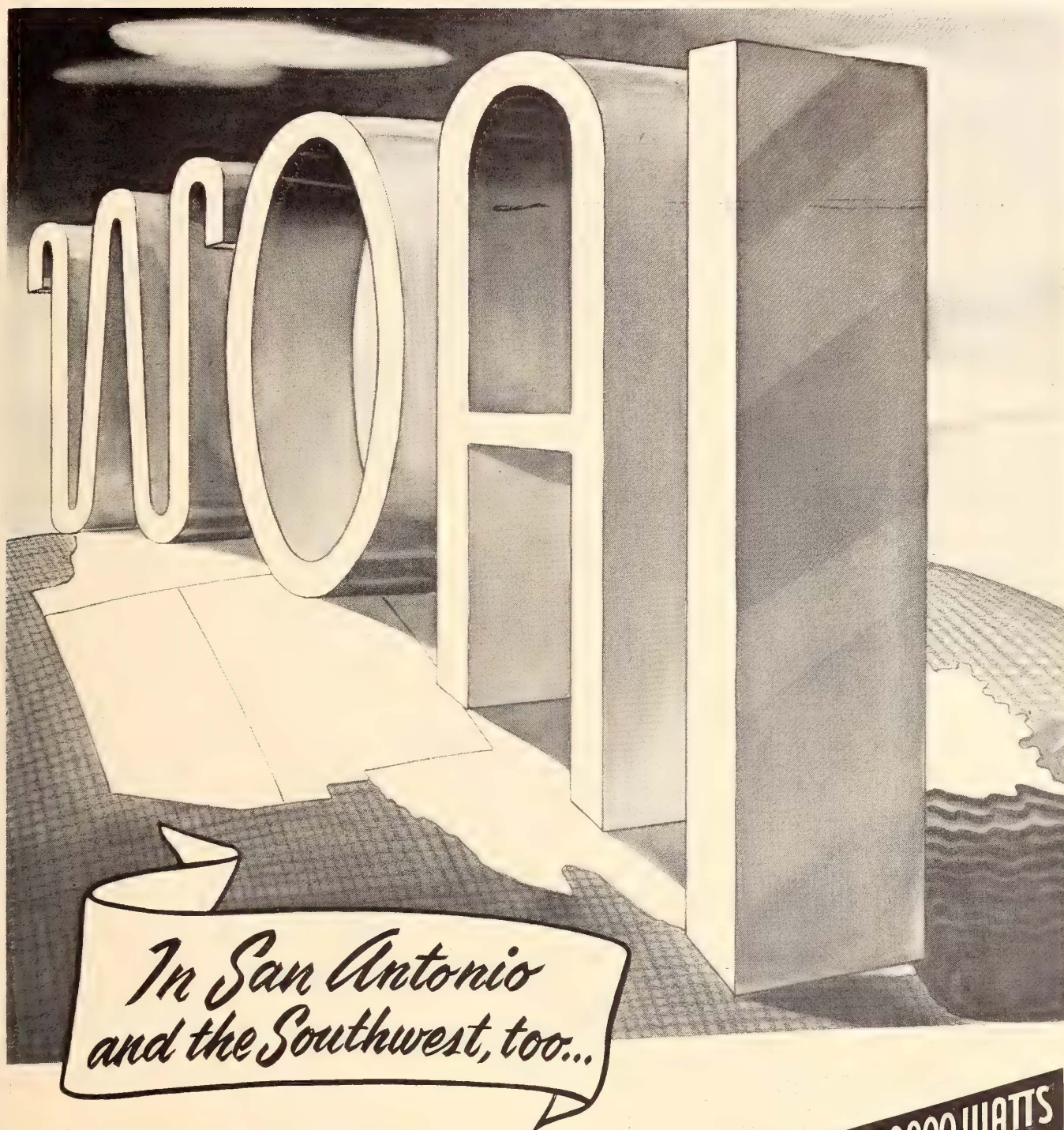
Mr. McElroy said nine companies out of 10 reported an increase in dollar sales volume in 1950 as compared with 1949, with an average increase of 17%. One company out of four expects severe product shortages this year.

Looking ahead through 1951, he found over seven of every 10 companies expect 1951 sales volume to exceed the 1950 level, with two out of ten expecting volume to be about the same. Of these two, product shortages are the main factor. Average increase in member company sales is expected to be 10% over 1950.

the basic values of advertising itself. He urged "more restraint and good citizenship, particularly in respect of the new mediums of radio and television," suggesting that the courts are asserting themselves already without waiting for new legislation. At the same time he suggested judges should have a better understanding of the function of advertising and not condemn all advertising because of those who abuse it. He added the

(Continued on page 34)





**...COVERAGE...there's no substitute for....**

The Southwest is a great and growing market. WOAI covers this market with its 50,000 watt clear-channel voice better, far better, than any other advertising medium. BMB shows 395,350 families listen to WOAI daytime - 740,700 families listen evenings - latest Hooper shows WOAI leading day and night! Daytime, WOAI leads in 34 of 40 rated  $\frac{1}{4}$  hr. periods! Dollar for dollar, there's not a better advertising buy!

*Represented Nationally by*

**NBC-TQN**

**EDWARD PETRY & COMPANY, INC.**  
 NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS  
 DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

**CLEAR CHANNEL 50,000 WATTS**







EIGHT past chairmen of ANA took part in the annual spring meeting last week and were paid tribute in a mock funeral ceremony. L to r: Ken R. Dyke, Young & Rubicam; Turner Jones, Coca-Cola; Lee H. Bristol, Bristol-

Myers Co.; Allan T. Preyer, Morse International; Allyn B. McIntire, Pepperell Mfg. Co.; Allan Brown, Union Carbide & Carbon Corp.; W. B. Potter, Eastman Kodak Co.; William A. Hart, duPont.

## Rear-Guard Attack

(Continued from page 32)

Trade Commission should use restraint in scrutinizing advertising message, avoiding "over-zealous censorship" that robs commercials of the color and appeal needed to sell the goods of America's factories.

J. Cameron Thomson, president of Northwest Bancorporation and chairman of the Subcommittee on Monetary, Fiscal and Credit Policy of the Committee for Economic Development, said signs are appearing that the rise in prices and

wages is flattening out.

Shortages of goods will be less acute than anticipated some months ago, according to Arthur C. Fatt, executive vice president of Grey Adv. Agency. He felt economic conditions will cut production in many lines as much as mandatory controls.

E. I. duPont de Nemours & Co. will continue its institutional advertising on the same basis as last year, according to William A. Hart, advertising director. This advertising consists primarily of the *Cavalcade of America* broadcast.

"Through this channel we

hope to achieve a broad public awareness of the business problems which confront us today," he said. "A corresponding improvement is anticipated in the public's understanding of our company and the entire industrial community."

duPont's 1951 advertising is down 7% from last year, mainly because of product shortages, he said.

Maintenance of national, cooperative and trade paper advertising was advocated by retailers representing two-thirds of the nation's buying power, according to results

of a survey conducted by Fred B. Manchec, executive vice president of BBDO, New York. Retailers want all the national advertising support they can get, according to Mr. Manchec, and generally agree the nation is still very much in a buyer's market. Moving merchandise on hand is still the problem of most retailers, he said.

Carl V. Haecker, merchandising display manager of RCA Victor, offered a formula for successful product selling, including market analysis, knowledge of product, planned approach, aggressive advertising, study of radio and TV impact and several distribution techniques.

In a discussion of priorities and other federal regulations in relation to shortages in advertising material, Seymour Mintz, advertising director of Admiral Corp., said the TV manufacturing industry expects to turn out 5½ million sets this year compared to 7½ million in 1950.

Lee H. Bristol, president of Bristol-Myers Co., in an inspiring talk to the advertisers, said the advertising industry is showing the government it is a good citizen with social consciousness. He paid tribute to work of the Advertising Council and reminded advertisers their role in this project pays off handsomely in public relations.

## The People of Charleston, S. C. Respond to Radio

FEDERAL C. F. THOMAS, National Chairman  
VIR. ROBERT P. GANT, Chairman

CHARLES A. BROWN, Chairman  
HARRY LINDEN, Executive Secretary

C. J. HETZEL, Vice-Chairman  
JOHN T. WATSON, JR., Treasurer

**THE AMERICAN RED CROSS**

144 WENTWORTH ST. CHARLESTON 6, S. C.

March 6, 1951

Radio Broadcasting Stations:

WCSC  
WRAH  
WPAL  
WTRA  
WWSB

Gentlemen:

On behalf of the members of the Blood Program Committee of the Charleston Chapter of the American Red Cross, I write to express our appreciation for your valuable contribution to the success of the program.

Last fall, as you know, the program bogged down and we were discouraged as to the future. During one morning when the Bloodmobile was here and we had run out of donors, an urgent appeal was made to the radio stations to come to our aid. They did so on short notice and as a result we finished that day with a number exceeding our quota.

Following the above the Charleston radio stations have continued to give us free time and have cooperated with us in every way. Every effort has been made through all channels to arouse the people to respond to the program. It is our opinion that the constant appeal over the radio has been the deciding factor in the response which we have obtained. Radio broadcasting has become such a necessary and integral part of our lives that the people are guided to a very great extent by what they hear over the air.

Sincerely,

*W. A. Thomson*  
W. A. Thomson, Jr.  
Chairman of the Blood Program.

WVF:f

SOUTH CAROLINA ELECTRIC & GAS COMPANY  
FIVE DIXIE BUILDING  
CHARLESTON 14, SOUTH CAROLINA

March 15, 1951

E. L. GODSHALK  
EXECUTIVE VICE PRESIDENT

Radio Station WCSC ✓  
Radio Station WRAH  
Radio Station WPAL  
Radio Station WTRA  
Radio Station WWSB

Gentlemen:

A notable instance of immediate public response to an emergency appeal over the radio occurred on February 15, 1951 when an operational failure at our Charleston gas plant threatened to exhaust our storage facilities before repairs could be made.

With fifteen minutes to go before exhaustion of the remaining gas, you broadcast an appeal to the public to shut off all gas appliances until further notice. Immediately gas consumption dropped sharply and the holder at the plant stopped falling. It was a dramatic illustration of alert public cooperation in an emergency and of the tremendous audience of radio.

We express our appreciation for the fine cooperation in promptly broadcasting our emergency appeal, which helped greatly in preventing a serious and difficult situation - not only for ourselves, but for the many thousands of our customers.

Sincerely yours,

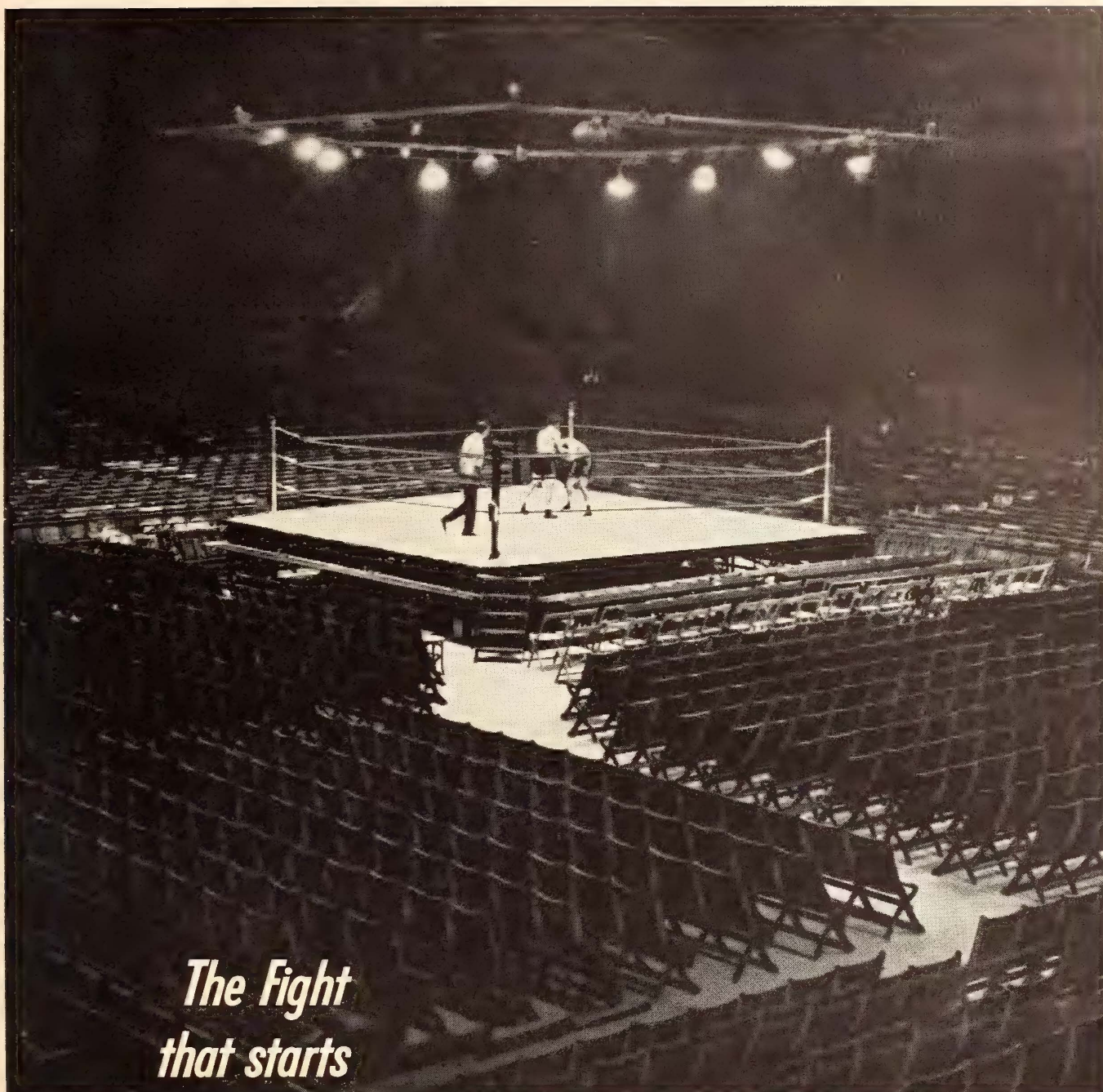
*E. L. Godshalk*  
E. L. Godshalk

o -

This space is paid for by WCSC and WCSC-FM to show advertisers and their agencies that in Charleston, S. C., radio is the way to reach people. We hope that buyers will use WCSC and WCSC-FM, but in their own interest, they should buy radio to reach the Charleston, S. C., market.

*John M. Rivers, Owner*





## *The Fight that starts when the crowd goes home*

For one man, the fight just begins when the last punch is landed at Madison Square Garden.

His fight, however, is against time.

He rushes the film of that last Friday bout to the laboratory, and adds it to films made all week at the famous arena. The result: an exciting film program called: "This Week at Madison Square Garden."

And in just a few days, television viewers all over the country are cheering the thrilling events!

With so little time between that last punch and the TV deadlines, his fight against time seems hopeless. Yet he wins it every week—thanks to Air Express!

Air Express speed gives him time to edit and process his films, and get them safely and cheaply to stations everywhere.

And the same speed that meets TV deadlines can help production deadlines, too! Whether your business is films or factories, here are the unique advantages you can enjoy with regular use of Air Express!

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

**IT'S MORE CONVENIENT**—One call to Air Express Division of the Railway Express Agency, arranges everything.

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

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

For more facts call Air Express Division of Railway Express Agency.



 **AIR EXPRESS**  
**GETS THERE FIRST**



# Dave

Dave Campbell's "Sportsfolio Serenade" on WAPI is the most listened-to sports show in Birmingham ... with a 35% share of the audience in its time period, according to the most recent Pulse.\*

## Campbell's

Campbell's had more than eleven years of all-sports experience behind him, including major league play-by-play announcing. So it's not at all surprising he's Birmingham's top-rated sportscaster.

## Leading

Leading off each show with five minutes of sports headlines, Dave spins a record or two, gives last-minute scores, interviews local and visiting sports celebrities in a fast-moving quarter-hour.

## the

The show goes on each night, Monday through Saturday, from 10:15 to 10:30 p.m.—one of the choice evening time periods in Birmingham, following fifteen minutes of CBS and local news.

## League

League-leader Dave Campbell on WAPI is a hot availability right now, with baseball in the air again. If you'd like him to go to bat for your product, just call the nearest Radio Sales office or...

\*Jan.-Feb. 1951

## WAPI

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



WHEN S. John Schile isn't busy being vice president in charge of sales for the Rocky Mountain Broadcasting System, he likes nothing better than to emcee a rodeo. Here he is shown emceeing the Days of '47 Show in Salt Lake City, which played to 70,000 fans in four days.

## HADACOL CONTEST

Stations Offered  
No Pay

DUDLEY J. LEBLANC, who has made a fortune out of Hadacol, has launched a new promotion contest for his product in which he hopes that stations will participate without remuneration except for the elusive possibility of winning prizes.

Mr. LeBlanc's latest advertising exertion came to light last week when several radio stations reported to BROADCASTING • TELECASTING that they had ignored the invitation.

Stations have been circularized with a brochure from the LeBlanc Corp. notifying them that the contest will run from March 20 to May 5. According to the brochure, "\$35,000 in prizes will be distributed among the radio stations putting forth more merchandising efforts to promote the sale of Hadacol during the above-mentioned period."

### Selling Plans Wanted

In a covering letter accompanying the brochure, Mr. LeBlanc states: "What we are mostly after, of course, is some schemes and stunts that will sell Hadacol."

An excerpt from the brochure gives suggested types of merchandising efforts for stations to use:

"Contact the drug wholesalers and grocery jobbers handling drugs. Explain to them what you are doing to promote Hadacol and ask them to send in an order.

"Contact retail druggists and grocery stores handling drugs, giving us the number of calls made each day. Make an effort for them to order Hadacol through their local wholesaler or jobber.

"We will furnish you 10 short spots. On your report, tell us how many times each day these free spots have been read over your station and how many other times Hadacol has been mentioned."

In Mr. LeBlanc's covering letter, he gave a few hot tips on things stations could do.

"Here is a good one," he suggested. "Start announcing on your

## PERON HIT

ARGENTINE Dictator Juan Peron's "repeated political attacks against radio and press, culminating with closing the daily *La Prensa*" were formally condemned last week by the Inter-American Assn. of Broadcasters.

The emphatic resolution passed by the second general assembly of the association, which concluded last Tuesday in Sao Paulo, Brazil, did not mention the Argentine president by name, but there could be no doubt that he was the target of the resolution.

This was the second time the association had denounced the Argentina regime for oppression of free speech. In 1948 the broadcasters issued a stern resolution opposing the elimination of private broadcasting in that country.

In its resolution last week, the association pointed out that an "indestructible relationship" existed between free expression of thought and maintenance of the democratic system and that the

## IAAB Resolution Denounces Radio-Press Censorship

"suppression of freedom in the communication of ideas makes it impossible for this system to survive."

As protectors and conveyors of free information, radio and press have a common interest, the resolution added.

The association recommended that radio call attention to the plight of *La Prensa* and of free speech in Argentina by broadcasting some of the editorials on that subject that *La Prensa* had published.

### Mestre Re-elected

In other actions, the assembly re-elected Goar Mestre, of Cuba, president; Emilio Azcarraga, Mexico, first vice president, and Raul Fontana, of Uruguay, second vice president. The directive council was enlarged from five members (Cuba, Brazil, Uruguay, Mexico and the U. S.) to 11 (adding Chile, Peru, Venezuela, San Salvador, Puerto Rico and Panama).

Gilmore N. Nunn, WLAP Lexington, Ky., was re-elected U. S. representative on the Inter-American Assn. directive council for a four-year term. An alternate to Mr. Nunn will be appointed by NARTB.

The expanded directive council will meet annually, although meetings of the general assembly will continue on a biennial schedule.

The association also asked the Canadian Assn. of Broadcasters to present a resolution to the Canadian Parliament calling for the appointment of an independent radio licensing and regulatory authority (counterpart to the U. S. FCC) and the elimination of the power of the government-sponsored Canadian Broadcasting Corp. to regulate competition.

Principal addresses at the assembly were delivered by Mr. Mestre and by Justin Miller, NARTB (NAB) president.

**FOR SALES RESULTS !!!**

**CONTACT OUR NEAREST OFFICE**

**Joseph Hershey McGillvra, Inc.**

**PIONEER**

**RADIO AM-FM-TV REPRESENTATIVES**

Chicago, Ill. — Los Angeles, Calif. — San Francisco, Calif.

EXECUTIVE OFFICES—366 MADISON AVENUE, NEW YORK 17

MURRAY HILL 2-8755



***now***

BEGINNING MONDAY, APRIL 9

# MARY MARGARET McBRIDE

available for coast-to-coast sponsorship

*Locally...regionally*

*...nationally*

*(excluding New York and Chicago)*

**One-half hour every afternoon,  
MONDAY thru FRIDAY,  
on the ABC Radio Network**



The greatest single selling force in history, Mary Margaret McBride, is available for LOCAL sponsorship from coast to coast. If you have a product to sell women, here is your chance of a lifetime. For Mary Margaret is more than "The First Lady of Radio"...she is "The First SALES Lady of Radio."



Here's how the program is being sold. Mary Margaret McBride is available—at low, local Co-op rates — on all ABC Radio Stations (except New York and Chicago areas). You may buy the full 30 minutes . . . either of the 15-minute segments . . . or individual one-minute spots. There are four one-minute commercials, two in each quarter hour.



Never, never, never underestimate the power, the persuasion, the impact, the charm of Mary Margaret McBride. Recently voted "The outstanding woman of the year in radio," Mary Margaret is believed—and beloved—as no other woman in advertising. For local sponsors, the program offers a unique opportunity to build sales, prestige and good will; Mary Margaret's list of guests is the most impressive, most exciting in radio.

**Important!** For an advertiser who buys 100 or more markets, Mary Margaret will deliver the commercials personally!

**Act now!** Don't be caught napping. For details of national or regional sponsorship, call, wire or write ABC Radio Co-op Sales (New York—Trafalgar 3-7000). For details on local sponsorship, call your local ABC station.

# ABC

RADIO CO-OP SALES

7 WEST 66th STREET • NEW YORK 23

American Broadcasting Company



# McFARLAND BILL

## Hearings Open Tomorrow

BROADCASTERS will have their say on the McFarland Bill (S 658), which would realign FCC procedures, beginning tomorrow (Tuesday) with the opening of hearings on the measure by the full House Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, Jan. 29 et seq.].

The hearings are scheduled to begin at 10 a.m., Room 1334, in the New House Office Bldg.

Heading the list of radio representatives is Judge Justin Miller, NAB president. Also filing as a witness is Ralph W. Hardy, NAB government relations director.

Judge Miller and Mr. Hardy will be accompanied by broadcasters as representatives of individual state association units. They are Victor C. Diehm, WAZL Hazleton, Pa., as spokesman for the Pennsylvania Broadcasters Assn.; Leon M. Sipes, KELD El Dorado, Ark., speaking for Arkansas Broadcasters Assn.; James R. Curtis, KFRO Longview, Tex., who will file a statement. NAB probably will testify Wednesday.

It is expected that FCC Chairman Wayne Coy will be the lead-off witness. Others slated to appear are Joseph H. Ream, executive vice president, CBS; Gordon P. Brown, WSAY Rochester, N. Y., president and general manager and

## FCC ACTIONS

GRANT to sale of WSAI-AM-FM Cincinnati by Field Enterprises Inc. for \$225,000-plus to Fort Industry Co. among actions by FCC last week. Initial decisions to approve two new AM stations also reported. These and other details are in Actions of FCC starting on page 84 and FCC Roundup on page 91.

consistent proponent of network licensing; Judge Frank Roberson, of Spearman & Roberson law firm, Washington, on behalf of the Federal Communications Bar Assn.; Elmore Whitehurst, assistant director, administrative office of the U. S. Courts, and a spokesman for the Civil Service Commission.

There was a possibility that statements may be filed with the committee by RCA and others.

## MILDRED MITCHELL

### Buried on Long Island

FUNERAL services for Mrs. Mildred Mitchell, 35, wife of Maurice B. Mitchell, vice president and general manager of Associated Program Services, was held March 25 in New York, with burial at Long Island. Mrs. Mitchell died March 23 in Hahnemann Hospital, Philadelphia, after a long illness. Survivors include Mr. Mitchell and one son, Lee Mitchell, 8.

# CBS MEET Annual Stockholders Gathering Set April 18, New York

ANNUAL CBS stockholders meeting will be held April 18 at 2 p.m. at the network offices, 485 Madison Ave., New York, it was announced last week.

To be included on the agenda, according to a statement to stockholders, are elections of Class A and Class B directors; proposed stock options to employees, including officers; ratification of stock options already granted to President Frank Stanton and Executive Vice President Joseph H. Ream; proposed amending of certificate of incorporation to exempt, for purposes of such options, from preemptive rights 150,000 shares of authorized and unissued Class A stock, \$2.50 par value, and 10,000 shares of authorized and unissued Class B stock, \$2.50 par value; and the election of independent public accountants to serve as auditors for the ensuing year.

Aggregate remuneration of top CBS officers as of Dec. 30, 1950, also was set forth.

In fees, salaries and commissions Board Chairman William S. Paley received \$100,000.16; Mr. Stanton, \$100,000.16; Mr. Ream, \$52,192.38; Edward Wallerstein, president of Columbia Records Inc., \$60,000, and Edward R. Murrow, director, news broadcaster and recording artist, \$135,086.56. In bonuses and shares in profits, Mr. Stanton received \$51,597.07; Mr. Ream, \$17,475.63; Mr. Wallerstein, \$4,421. In amounts paid or set aside under pension and insurance plans, Mr. Paley was credited with \$17,613.19; Mr. Stanton with \$13,274.36; Mr. Ream with \$10,320.82; Mr. Wallerstein with \$13,867.73, and Mr. Murrow \$120.08. In estimated annual benefits under the pension plan upon retirement, Mr. Paley was listed as entitled to \$30,300; Mr. Stanton as \$31,740; Mr. Ream as \$19,680; Mr. Wallerstein as \$9,720.00, and Mr. Murrow had no listing.

Purpose of stock options, the statement went on to say, is to encourage "key employees (including officers) of the corporation and its subsidiaries to acquire (or increase) a proprietary interest in

the corporation on reasonable terms, and to benefit the corporation through the increased incentive and interest in the corporation on the part of such employees. . . ."

Proposals for granting options will not become effective unless holders of two-thirds of outstanding Class A and Class B shares approve the measure, it said, except in respect to options already granted Mr. Stanton and Mr. Ream.

In the latter case, if amending the certification of incorporation so as to allow such options to employees is not approved, 10,000 shares of Class B stock from the corporation's treasury will be held subject to those options.

## TALENT PACTS

### NBC Signs 2, CBS One

NBC last week signed Margaret Truman and Burr Tillstrom, while CBS-TV initiated its projected television star system with the signing of Mary Sinclair, according to announcements by the respective networks in New York.

Miss Truman, whose exclusive contract calls for both radio and television guest appearances, will appear twice during the remaining 1950-51 season, and will make a minimum of nine appearances during the 1951-52 season, it was announced. The agreement includes renewal options for the following four years. Money arrangements were not disclosed.

Details of Mr. Tillstrom's contract, which was described as "long-term," were not released. Mr. Tillstrom is creator of *Kukla, Fran and Ollie*.

With the signing of Miss Sinclair to a "long-term, exclusive contract," CBS-TV announced its first step toward "a star system intended to recognize those talents that have matured within our own medium. . . ."

## LUCIAN KING

### Kudner Consultant Dies

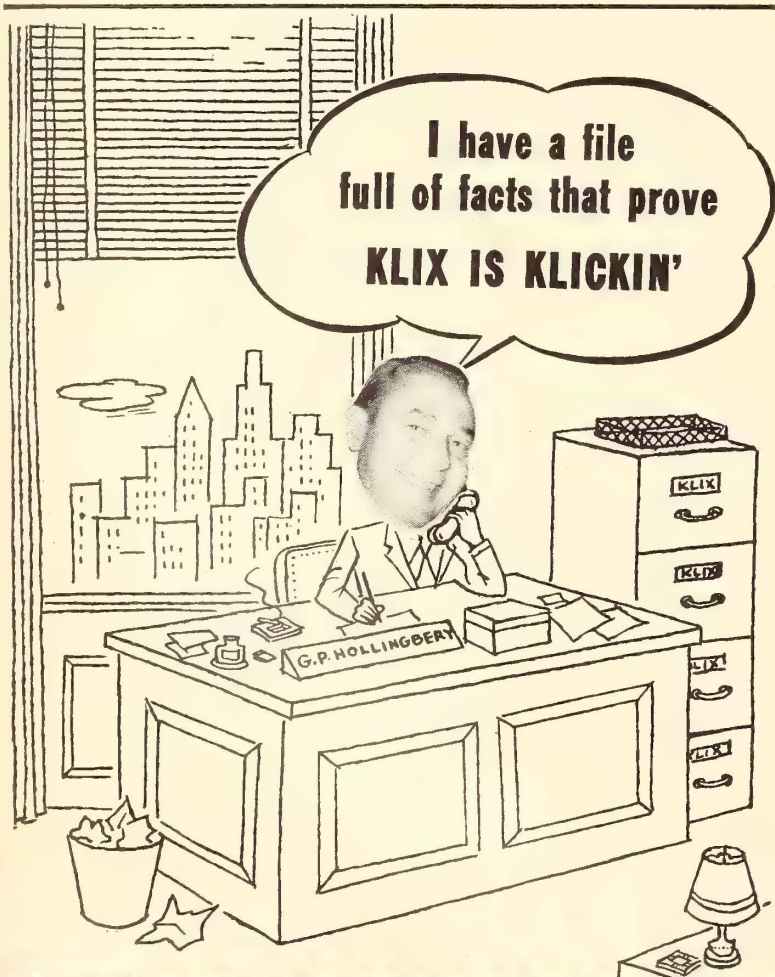
LUCIAN L. KING, 62, media consultant for Kudner Agency, New York, died last Tuesday in Beth David Hospital, New York, after a long illness.

Mr. King entered advertising with Goodyear Tire & Rubber Co. in 1911 and subsequently became advertising manager.

Following his association there, he served as account executive with Erwin, Wasey & Co., New York, and in 1932 joined Benton & Bowles to become treasurer, space-buyer and account executive.

Mr. King later joined the Arthur E. Kudner Agency, where he was media chief until ill health forced him to resign in 1943.

Surviving is his widow, Mrs. Mary R. King.



KLIX TWIN FALLS, IDAHO • F. C. McINTYRE, VICE PRES. & GEN. MGR.  
REPRESENTED BY GEORGE P. HOLLINGBERY • ABC AFFILIATE

**KUOA**  
SILOAM SPRINGS, ARK.



ONE  
OF THIS  
WEEK'S  
ADVERTISERS

**5000 WATTS**  
M.B.S. AFFILIATE

Serving 4-State Area  
Mo. Ark. Kan. Okla.

Associated With KGER  
Long Beach, Calif.



# Salesmaker to the Central South

**W**ith only one WSM program a week, a paint manufacturer over a three year period increased dealership in the Central South by 82%.

**RADIO STATIONS EVERYWHERE...  
BUT ONLY ONE**



... With a talent staff of 200 top  
name entertainers ... production  
facilities that originate 17 network  
shows each week ... a loyal audience  
of millions that sets its dial at 650  
— and leaves it there!

Clear Channel • 50,000 Watts  
Irving Waugh, Commercial Manager  
Edward Petry & Co., National Representatives.







**EVERY DAY EVERY NIGHT**

**BMB 6 or 7 DAYS a week:**

**WOW..... 306,060**

**Second Station.. 202,630**

**103,430**

**EXTRA PAIRS OF EARS**

**BMB 6 or 7 NIGHTS a week:**

**WOW..... 259,420**

**Second Station.. 160,570**

**98,850**

**EXTRA PAIRS OF EARS**

*For the shock-proof  
Omaha-Plus Market...*

**RELY ON THIS  
UNBEATABLE  
COMBINATION**

**1 590 KILOCYCLES - a strong signal for  
200 miles!**

**2 BASIC NBC AFFILIATE - listening habits  
27 years in the making!**

**3 ALERT, ACTIVE LEADERSHIP - Main-  
tained 27 years by constant, aggres-  
sive, promotion and merchandising.**



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

## ABC'S GROSS

**Reports \$45,879,660  
For 1950**

ABC GROSS INCOME, less discounts and rebates, of \$45,879,660 in 1950 as compared with \$40,267,488 in 1949 has been reported in the company's annual report to stockholders.

Net income after federal income taxes for the year ended Dec. 31, 1950, was \$84,605 [BROADCASTING • TELECASTING, March 26]. This compared with a 1949 deficit of \$519,085 after a \$327,000 adjustment for recovery of federal income taxes under the carry-back provisions of the Internal Revenue Code, the statement said.

Current assets as of Dec. 31, 1950, totalled \$9,325,334 and liabilities \$5,761,855, with net working capital of \$3,563,479, according to the summary by Edward J. Noble, chairman of the board.

"With an expansion of advertising budgets, we anticipate a growing volume of business on ABC Radio and Television in 1951. Television will continue to require substantial expenditures but our present estimates indicate satisfactory and profitable operations in 1951," Mr. Noble said.

ABC-TV, which entered 1950 with 13 clients, had 41 advertisers for scheduled network programs at the close of the year, the statement continued. "In June, 1950, ABC-TV established a sales record when it signed 16 new network contracts in 16 days. This unequalled sales performance bore fruit later in the year with another new record: Nine sponsored television programs premiered on ABC-TV in the space of

a single week in October.

"During 1950 the ABC Television Network increased to 63 stations from 52 at the close of 1949. These include five television stations wholly owned by your company in New York, Chicago, Detroit, Los Angeles and San Francisco—five of the first six retail sales markets in the United States.

"As a result, the ABC Television Network covered an area with a population of 72,702,800, and containing 10,549,500 television receiving sets at the year's end. Vitapix, the ABC improved method of television recording, provides service to an additional population area of 15,673,300 which includes an estimated 1,394,500 video receivers, through the 16 affiliated stations located in cities not covered by co-axial cable," the report went on.

### Expands Studios

Major improvements of the last year, it said, included "four fully equipped studios" added to ABC owned and operated TV stations.

Two separate divisions, ABC Radio and ABC Television, were created during 1950, "in order to give greater independence to its radio and television activities. This step already has proven its worth in creativeness and efficiency."

Operations cost was listed as \$35,719,434 for 1950, with \$5,448,242 in commissions to advertising agencies; and selling, general administrative expenses (including depreciation and amortization of \$70,911) of \$4,265,376.

Gross profit from operations in 1950 was \$446,608; other income was \$19,053. Other deductions apart from the above, including \$276,179 interest on long-term debt and \$56,877 miscellaneous, totalled \$333,056. Provision for federal income taxes was \$48,000.

Earned surplus as of Dec. 31, 1949, was \$3,542,954; and as of Dec. 31, 1950 (not available for dividends under terms of loan agreements) was \$3,627,559.

## LIAISON UNIT

### KMPC Civic Board Formed

ENDEAVORING to "develop an even closer liaison with civic activities," KMPC Hollywood has formed an advisory board of 12 local civic leaders and station personnel. Formation of the board, part of an overall program announced for the three G. A. Richards-owned stations, KMPC, WJR Detroit and WGAR Cleveland [BROADCASTING • TELECASTING, Feb. 19] was announced by Robert O. Reynolds, KMPC vice president and general manager.

Mr. Richards will serve as general chairman of the board. Other station representatives include Loyd Sigmon, vice president and assistant general manager; Mark L. Haas, vice president in charge of broadcasts; John Baird, director of public affairs.

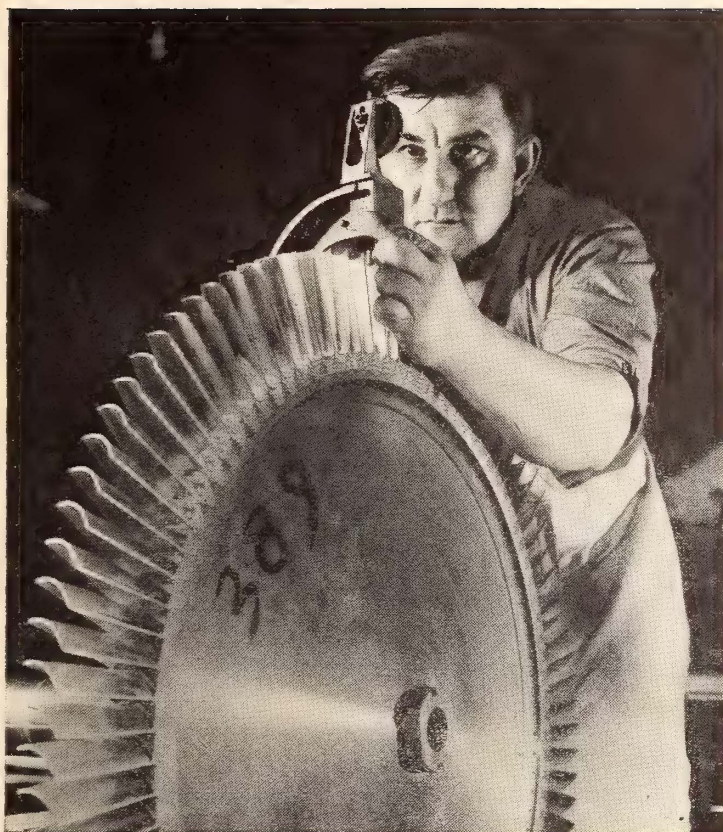
Local leaders serving on board are:

Mayor Fletcher Bowron; Mrs. Leiland Atherton Irish, director, Olive Hill Foundation and executive vice president, Opera Guild of Southern California; William C. Mullendore, president, Southern Calif. Edison Co.; Mrs. Eunice Deane, journalist; Rear Admiral Robert Berry, director, Civic defense, Los Angeles; Dr. William Lindsay Young, vice president, National Conference of Christians and Jews; Paul S. Armstrong, general manager, California Fruit Growers Exchange; Dr. Vierling Kersey, president, Valley College.

## Tony Wheeler

TONY WHEELER, 41, former engineer and veteran announcer at WINR Binghamton, N. Y., died in a city hospital March 23 after a short illness. Mr. Wheeler had replaced his son, Bill, at WINR following his induction into the Army a week earlier. He broke into the industry as an engineer in the '30's and later was associated with stations in Philadelphia, Rochester and Hollywood before joining WINR.



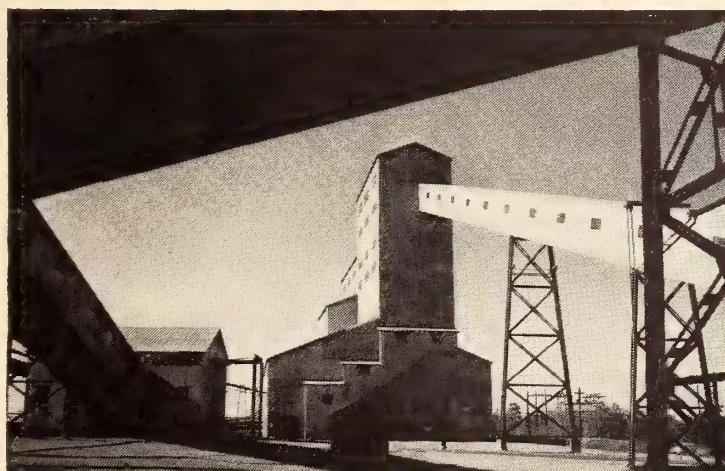


**1 SUPERHOT:** This man uses a micrometer to get the blades of this impeller for a turbo-jet plane just right. It must stay true in an inferno of blazing gases. Enormous quantities of the toughest alloy steels are needed for defense. See picture #2 for new source of scarce alloying metal.

**2 READ THIS PICTURE BACKWARDS:** Years ago this stream of molten waste was poured on a slag pile. Today, slag is being re-processed to recover the small amounts of scarce alloying metals that make steel tough enough for tanks, planes and guns.



**3 WET-WASH FOR FUEL:** Over 600,000 Americans, working for more than 200 steel companies, are in a competitive race to produce more steel. That results in new ideas, new methods. This plant cleans coal so that furnaces can step up production by hundreds of tons per day.



## OLD SLAG PILES HELP MAKE STEEL FOR JETS

New ideas and hard work are pushing up America's steel production at the fastest rate in history. Steel mills have big appetites . . . This page tells some interesting things about what is being done to feed them.



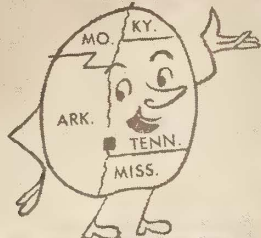
Inflation comes when goods are scarce. The zooming steel production of America's independent steel industry has left the rest of the world far behind. Some day this steel production will lick the armament problem and make steel for home and business plentiful again.

*If you want more facts on the growth of American steel production, write for reprints from Steelways magazine titled, "Metallurgy Bucks A Heat Wave", "Mn and the Iron Curtain", and "Coal Comes Clean", American Iron and Steel Institute 350 Fifth Avenue, New York 1, N. Y.*





# KEEPIN' MEMPHIS MARKET MINDED



Sponsored by the Philco dealers of the Mid-South on WMC-WMCF since September 1950, 11:30 to 12:00 Noon, Monday through Friday.



Featured as a disc jockey on WMC-WMCF for Jerrell's Dry Skim Milk.



On Television Station WMCT, Monday through Friday, from 5:00 to 5:15 p. m. for Perel & Lowenstein, "The Diamond Store of the South".

## WMC

MEMPHIS

### WMCF

260 KW Simultaneously Duplicating AM Schedule

### WMCT

First TV Station in Memphis and the Mid-South

National  
Representatives,  
The Branham  
Company

Owned and Operated by The Commercial Appeal

with

*Eddie Hill*

To know your market, it's necessary to know the people who make up that market.

Eddie Hill is a sample of the type shows that WMC is constantly programming to the more than 800,000 radio homes in the Memphis market area. Today, Eddie Hill is a triple-threat star, who has proved his ability to move merchandise in the Memphis market area.

and here's what  
the sponsor thinks  
of Eddie



"We think Eddie Hill is one of the truly great personalities to be developed on WMC-WMCF in the past twenty years. We see tangible results of his endorsement for Philco products in the form of increased sales. We like him."

(signed)

Cy Shobe  
Shobe, Inc.  
Memphis, Tennessee

NBC - 5000  
WATTS - 790

## NBC PREVIEW

Sales Presentation Seen

MANAGEMENT of NBC Midwest affiliates previewed the network's 1951 sales presentation at a morning session in Chicago March 23 when John K. Herbert, vice president and general sales manager for radio, outlined projected sales, promotion and programming plans. Carleton D. Smith, vice president in charge of station relations, also addressed the group, which included the following persons.

S. C. Fante Jr., KELO Sioux Falls; John Alexander, KODY North Platte; Cal Smith and Dave Gentling, KROC Rochester; E. Manne Russo, WDAF Kansas City; Tom Barnes, WDAY Fargo; Fred C. Mueller, WEEK Peoria; Kenneth F. Schmidt, WBA Madison; Howard Dahl, WKBH LaCrosse; Joseph Mackin and William E. Walker, WMAM Marinette; Frank P. Fogarty, WOW Omaha; Ben F. Hovel, WSAU Wausau.

Russell G. Winnie, WTMJ Milwaukee; Ralph Evans, Paul Loyet and William D. Wagner, WHO Des Moines and WOC Davenport; Ernest C. Sanders, WOC Davenport; F. E. Fitzsimonds, KFJR Bismarck; Walter C. Bridges, WEBC Duluth; Harry S. Hyett, WEAU Eau Claire; Fred Schilpin, KFAM St. Cloud; Wilfred Woods, WHO Des Moines.

Milton L. Greenbaum, WSAM Saginaw; Dwight Martin and Harry Smith, WLW Cincinnati; Richard W. Holloway, WTRC Elkhart; Willard C. Worcester, WIRE Indianapolis; William F. Rippetoe, WBOW Terre Haute; Willard Schroeder, WOOD Grand Rapids; Jon R. McKinley and Charles Hill, WTAC Flint; Martin L. Leich, WGBF Evansville; Joan



AMON CARTER (center), who helped organize the Fort Worth Advertising Club in 1909 and served as its first secretary-treasurer, has been made an honorary life member. Former President Jim Edwards (l) presents a life membership and a gold medallion to Mr. Carter, who owns WBAP-AM-TV Fort Worth. First to congratulate Mr. Carter is A. L. Shuman, the club's only other honorary life member.

Meagher, KYSM Mankato; Harry Bannister, Don DeGroot and Wendell Parmalee, WWJ Detroit.

In Philadelphia, on March 21, Charles R. Denny, NBC executive vice president, told a 1951 radio sales presentation meeting that "Radio's advantages grow even larger in the present period of war mobilization."

Mr. Denny said that no present medium, including television, gives the advertiser the mass coverage and selling motivation at such low cost as does network radio.

## WADE ADV. CLOSES Accounts Assigned To New Agency

WADE ADV., 42-year-old Chicago agency, went out of business last week with the retirement of its sole owner, Albert G. Wade, and all accounts were assigned to Geoffrey Wade Adv., a new agency owned by Mr. Wade's grandson, Albert G. (Jeff) Wade II.

The elder Mr. Wade organized his own agency in 1909, and is retiring now, at the age of 84, because of ill health. He has been inactive in his advertising business for several years. The managerial responsibilities were taken over by his son, the late Walter Wade, Jeff Wade's father. Since his death,



Jeff Wade

Jeff Wade has acted as general manager of Wade Adv.

Offices and personnel of Geoffrey Wade Adv. remain the same as with the former agency. Headquarters are in Chicago, with a Pacific Coast office in Hollywood.

The accounts which transferred from Wade Adv. include Miles Labs, Elkhart, Ind., which manufactures Alka-Seltzer, One-a-Day vitamins, Tabcin, Bactine and Nervine; Murphy Products Co., livestock and poultry feed; Encyclopaedia Britannica Inc., publish-

ers of *Encyclopaedia Britannica* and *Britannica Jr.*, and DeMet's Inc., candy manufacturer and originator of "Turtles."

Jeff Wade, who has the title of general manager, entered radio in 1937 as a continuity writer and producer at WLS Chicago after attending Western Military Academy and Beloit College. In 1939 he joined Wade Adv. as a copywriter. Three years later he developed the package show, *Quiz Kids*, with the originator, Louis G. Cowan.

During World War II, Mr. Wade worked with the Office of War Information as chief of the radio section for propaganda in the Balkans and Middle East, headquartered in Cairo, Egypt. When he returned, he rejoined Wade agency as assistant general manager in charge of radio and television.

Paul McCluer, who recently resigned from NBC as director of AM network sales at the Central Division, is the agency's assistant general manager in charge of radio and TV.



**PENNSYLVANIA:** Acme • Aliquippa • Ambridge • Anita • Apollo • Armbrust • Arnold • Aspinwall • Avalon • Avella • Avonmore • Baden • Beaver Falls • Bedford • Bellefonte • Belle Vernon • Bentleyville • Black Lick • Blairsville • Boston • Brackenridge • Brownsville • Butler • Cabot • California • Cambridge Springs • Canton • Carlisle • Charleroi • Cheswick • Clarion • Clarksburg • Claysburg • Claysville • Clearfield • Clune • Clymer • Connellsville • Conway • Coraopolis • Corsica • Cresson • Dawson • Donora • Dunbar • East Brady • East Millsboro • East Pittsburgh • Ebensburg • Ellwood City • Emlenton • Evans City • Everson • Fairchance • Fair Oaks • Fayette City • Ford City • Franklin • Fredericktown • Fredonia • Freedom • Freeport • Garrett • Gibsonsia • Glassmere • Glassport • Glenshaw • Greensboro • Greensburg • Grove City • Hanlin Station • Hannastown • Harmony • Hawthorne • Haystack • Herminie • Hillside • Hollidaysburg • Holsopple • Homer City • Homestead • Houtzdale • Indiana • Ingomar • James Creek • Jeannette • Johnsonburg • Juneau • Karns City • Kaylor • Kelly Station • Kittanning • Knox • La Belle • La Mont • Lamont Furnace • Lanse • Larimer • Latrobe • Lebanon • Leechburg • Library • Ligonier • Loretto • Lyndora • McKeesport • McKees Rocks • Marienville • Martin • Mather • Meadville • Mercer • Midway • Mifflinburg • Mill Run • Mineral Point • Monaca • Monessen • Monongahela • Moshannon • Mount Pleasant • Muse • New Alexandria • New Bethlehem • New Brighton • New Castle • New Galilee • New Kensington • New Stanton • New Wilmington • North Braddock • Nu Mine • Oakmont • Ogdensburg • Oil City • Petrolia • Philadelphia • Pitcairn • Pittsburgh • Pittston • Plumville • Portersville • Pottsville • Punxsutawney • Renovo • Reynoldsville • Rimersburg • Ronco • Roscoe • Rouseville • Robinson • Rochester • Saint Marys • Salina • Salisbury • Sarver • Saxonsburg • Schenley • Scottdale • Scranton • Sharon • Sharpsville • Sheffield • Slickville • Sligo • Slovan • State College • Summerville • Swissvale • Sykesville • Somerset • Spartansburg • Springdale • Tamaqua • Tarentum • Templeton • Titusville • Tyrone • Williamsburg • Williamsport • Warrendale • Washington • Bridgewater • West Newton • **ARKANSAS:** Jonesboro • Santa • Dover

**DELAWARE:** Coral Gables • **CONNECTICUT:** Derby • Moodus • **GEORGIA:** Atlanta • Savannah • **ILLINOIS:** Champaign • Colchester • Indianapolis • Lafayette • Valparaiso • Mason City • Sioux City • **MAINE:** Sanford • Williamsport • **MASSACHUSETTS:** • **MICHIGAN:** • **MINNESOTA:** Clayton • Virginia • Greenfield • Isola • Upelo • **MISSOURI:** Springfield • **NEW HAMPSHIRE:** Fort Jervis • Schenectady • Syracuse • Valley Falls • **NORTH CAROLINA:** Greensboro • Holly Ridge • Salisbury • Waynesville • **OHIO:** Athens • Glencoe • Lisbon • McConnelsville • Mansfield • Mingo Junction • Murray City • Vellsville • Youngstown • **OKLAHOMA:** Madill • **SOUTH CAROLINA:** Greenville • Florence • **VERMONT:** Rutland • Saint Johnsbury • Springfield • **VIRGINIA:** Fort Eustis • Kilmarnock • Norfolk • Pound • **WEST VIRGINIA:** Cannelton • Chester • Elkins • Elm Grove • Follansbee • Keyser • Man • Mannington • Mincar • Morgantown • Moundsville • Paden City • Paw Paw • Piedmont • Pughtown • Shinnston • Spencer • Triadelphia • Weirton • Wellsburg • Weston • Wheeling • **WISCONSIN:** Ashland • LaCrosse • Manitowish • Milwaukee • Port Washington

# KDKA's wide-awake listeners!

Do late-night KDKA programs have an audience? Look at this proof! On his 11:15 PM Sports Show, Johnny Boyer recently offered prizes for the best three letters on "My Favorite Sport." Mail poured in from all states and towns listed on this page... a total of

**318 cities, towns and communities in 28 states**

If you're looking for inexpensive programs with network coverage, look to KDKA late-night shows. KDKA or Free & Peters will be glad to tell you what's available.

**CALIFORNIA:** Monica • **FLORIDA:** Eau Gallie • New Britain • New Haven • Cochran • Peoria • Taylorville • **INDIANA:** Terra Haute • **IOWA:** Humboldt • Ottawa • Ottumwa • **KENTUCKY:** Lexington • Springdale • **MARYLAND:** Ellerslie • Lafayette • Nantucket • Worcester • Marquette • Ashby • Saint Paul • **MISSISSIPPI:** Enid • Meridian • New Albany

Cuba • Galt • Hannibal • Kirksville • Plymouth • **NEW YORK:** Hamilton • Hudson • Chapel Hill • Concord • East Flat Rock • Elkin • Gastonia • Bellaire • Brilliant • Carrollton • Columbiana • East Liverpool • Powhatan Point • Saint Clairsville • Shadyside • Toronto • **VERMONT:** Rutland • Saint Johnsbury • Springfield • **WEST VIRGINIA:** Cannelton • Chester • Elkins • Elm Grove • Follansbee • Keyser • Man • Mannington • Mincar • Morgantown • Moundsville • Paden City • Paw Paw • Piedmont • Pughtown • Shinnston • Spencer • Triadelphia • Weirton • Wellsburg • Weston • Wheeling • **WISCONSIN:** Ashland • LaCrosse • Manitowish • Milwaukee • Port Washington

# KDKA

**PITTSBURGH 50,000 WATTS NBC AFFILIATE**



**WESTINGHOUSE RADIO STATIONS Inc**

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

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





Advertisement

## From where I sit by Joe Marsh

### Sometimes Good Intentions Aren't Enough

*That fire at the Griffin place didn't do much damage last week, but Volunteer Chief Murphy was pretty angry about it. Spoke to some of us over dinner and a bottle of beer.*

"Griffin's farm is a good mile from town," he said. "And by the time we'd dodged all the people on the highway who were going to watch, we hadn't a minute to waste.

*"Then blamed if those sightseers hadn't parked cars right in Griffin's driveway and there was a mob of people around—just gawking. Joe, tell folks a fire's no sideshow. Ask 'em to think of the other fellow!"*

From where I sit, some of us need to be reminded occasionally that even though our intentions are good, we may be unfairly interfering. Whether it's blocking the right-of-way of fire equipment or criticizing a person's right to enjoy a temperate glass of beer now and then—the American Way is to give way, and give the other fellow his fair "share of the road!"

*Joe Marsh*

Copyright, 1951, United States Brewers Foundation

## NETWORK TIME Advertisers Group Shows \$911,289 for 1950

AVERAGE expenditure of radio sponsors for national network time during 1950 was \$911,289, according to the book, *National Advertising Investments in 1950*, issued last week by Leading National Advertisers Inc.

Based on records kept by Publishers Information Bureau, the volume lists the expenditures of 1,964 individual advertisers who spent \$25,000 or more during the year for time on radio and TV networks and for space in general and farm magazines and magazine sections of newspapers. Analysis shows, medium by medium, the dollars spent for advertising 5,622 products and services which the

companies advertised in 1950.

Network radio average of \$911,289 is nearly four times that of the average advertiser expenditure of \$248,919 for time on network television; is well over four times the \$221,636 spent by the average magazine advertiser, and nearly nine times the \$103,725 spent by the average advertiser in newspaper magazine supplements. Data are tabulated as follows:

	Number of Advertisers	1950 Expenditure	Average Expenditure Per Advertiser
Magazines	1,893	\$419,556,734	\$221,636
Magazine Sections of Newspapers	585	60,679,407	103,725
Network Radio	201	183,169,118	911,289
Network TV	163	40,573,801	248,919
Total for Advertisers Spending \$25,000 or More in Four Media	1,964	\$703,978,700	\$358,441

### PURVIS NAMED Hill Group Investigator

MELVIN H. PURVIS, president and general manager of WOLS Florence, S. C., and former agent for the Federal Bureau of Investigation, last week was appointed chief investigator for the Senate Post Office and Civil Service Committee.

Mr. Purvis was named by Sen. Olin D. Johnston (D-S. C.), chairman of a special Senate Civil Service subcommittee, to lead an investigation of the government's personnel system throughout various federal agencies. He is expected, in turn, to appoint other investigators to his staff.

Mr. Purvis figured prominently in the case of John Dillinger, notorious outlaw, as chief of the FBI Chicago bureau in 1934, and the following year resigned to enter private law. He later became general manager of WOLS and served as a colonel in the Army in the last war. He returned to the station in July 1947, assuming active direction as president and general manager.

### Y&R SURVEY Defense Dept. Study Made

EVERARD MEADE, vice president in charge of radio and television, Young & Rubicam Inc., New York, is making a study of radio-TV operations in the Office of public information, Defense Dept. This was announced last week by Charles Dillon, chief of the department's Radio-TV Branch.

Mr. Dillon explained that Mr. Meade was invited to make the survey by the OPI, and his services are being donated by Y&R. Such studies, Mr. Dillon added, will be made by leading industry experts periodically to improve department service to the media.

### PIONEERS DINNER Kefauver Address Scheduled

SEN. ESTES KEFAUVER (D-Tenn.), who has won public acclaim as chairman of the television-minded Senate Crime Investigating Committee, has accepted an invitation to address the Radio Pioneers of America at its annual dinner in Chicago April 17.

Announcement of his acceptance made last Tuesday by William S. Hedges, NBC vice president, who is chairman of the Radio Pioneers' dinner program committee.

The event will be held at the Stevens Hotel in conjunction with the NARTB (NAB) convention, and will be open to all convention delegates. Reservations will be accepted at convention headquarters in the Stevens Hotel, according to C. E. Arney Jr., NARTB secretary-treasurer (also see separate story).

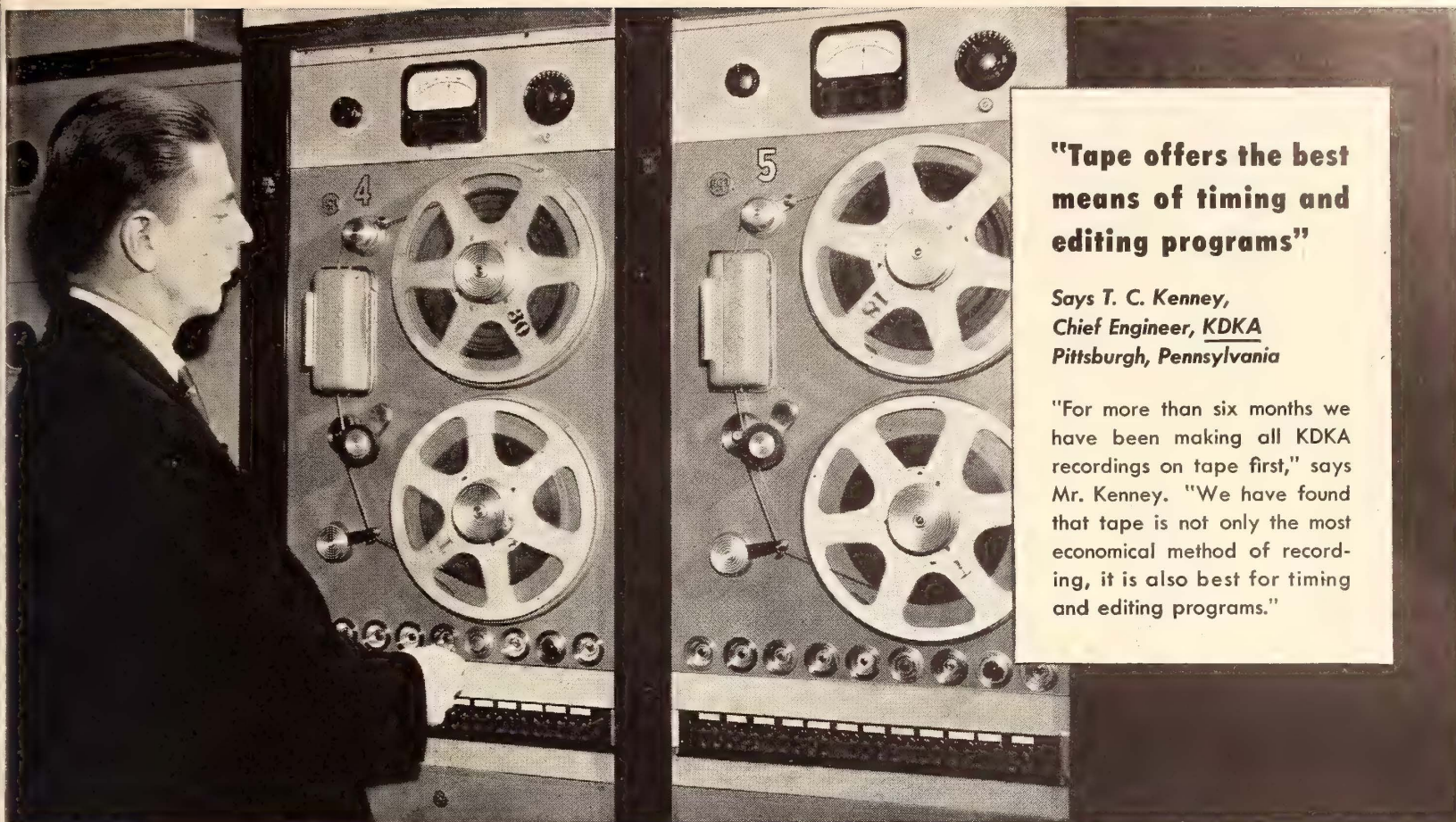
Sen. Kefauver, who has become known to legions of viewers of the traveling crime caravan, will address the radio veterans in the main ballroom of the hotel, with the dinner scheduled to get underway at 7:30 p.m. (Tuesday).

The dinner is an annual event during each NAB convention, drawing broadcasting members who have been associated with the industry for 20 years or more. Frank Mullen, Los Angeles TV consultant and former NBC executive, is president of the organization.

### Two BMI Clinics Set

PLANS for a two-day BMI Clinic June 18-19 in New York and three additional "BMI Clinics on the road" at Springfield, Ill., on May 15; at Milwaukee on May 16, and at Indianapolis on May 18, were announced last week. The latter clinics are in addition to four already held in the West and four held in the South.





**"Tape offers the best means of timing and editing programs"**

*Says T. C. Kenney,  
Chief Engineer, KDKA  
Pittsburgh, Pennsylvania*

"For more than six months we have been making all KDKA recordings on tape first," says Mr. Kenney. "We have found that tape is not only the most economical method of recording, it is also best for timing and editing programs."

## Eliminate production and programming problems with tape!

Here's the *new* way to make inexpensive recordings that reproduce every kind of sound perfectly, with no needle scratch, crosstalk or back-lashing. Tape recordings can be made anywhere, anytime . . . in the studio, on the street, in moving vehicles . . . and the tape is easy to cut and dub into. You can make revisions and additions without re-assembling the entire cast of a show; interviews and special programs can be captured on tape for release at any time you wish. Tape can be erased and re-used, or played thousands of times with no noticeable loss of quality and a minimum of mechanical wear.

Want more information about the shortcuts, new twists, savings you can make with tape? Write to Dept. BT-451, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll arrange to have a representative give you the whole story.



**TAPES OF QUIZ PROGRAMS** are easily edited and spliced to assure a smooth, well-paced show with no awkward breaks or pauses. KDKA's popular "Cinderella Weekend," emceed by Jim Westover, is broadcast every weekday morning from a tape made the previous afternoon.



**KDKA'S "ADVENTURES IN RESEARCH"** series is recorded on tape and edited for transfer onto discs. These are sent to 167 stations throughout the country for rebroadcast. Tape reproduces every word, every inflection with matchless fidelity.



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

Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y.



**WATCH**

At the N. A. B. Conve

# WORLD

The By-Word of WORLD-Affiliates Is

**"SOLD!"**

From Coast to Coast Reports of Hundreds of Sales Come Pouring In On These Shows:

- ★ **LYN MURRAY SHOW** with Lyn Murray and his orchestra
- ★ **STEAMBOAT JAMBOREE** starring Lanny Ross
- ★ **HOMEMAKER HARMONIES** outstanding daily series for women
- ★ **FORWARD AMERICA** starring Walter Huston
- ★ **DICK HAYMES SHOW** presenting Dick Haymes and Helen Forrest

Join These WORLD-Affiliate Stations In Setting New **SALES RECORDS!**

"WORLD'S FOR ME! Why, in 1950 8,041 sponsors bought WORLD shows and special campaigns and paid \$10,766,513.00 to WORLD-Affiliates."

"I'M CONVINCED! Only WORLD gives me sale after sale after sale. WORLD's top-notch, network-calibre shows make my cash register jingle."





ntion....

Another Smashing  
★ **FIRST!**

Another Smashing  
★ **EXCLUSIVE!**

Another Smashing  
★ **RATING BUILDER!**

present another great star...

★ **Robert  
Montgomery**

in a  
**Brilliant New Show for  
All WORLD-Affiliate  
Stations!**

ROBERT MONTGOMERY,  
outstanding American, is  
one of the most success-  
ful personalities in the  
entertainment world.  
Star of over 42 top-  
rated movies, he is also  
one of radio and TV's  
greatest actors and com-  
mentators. Director and  
producer of outstanding  
merit, Robert Montgo-  
mery is indeed a great  
addition to the WORLD  
parade of stars.

**You'll be pleased!  
You'll be proud!  
You'll be rarin' to go!**

**Time-Buyers! Account Executives!**

Your WORLD-Affiliate station is your best bet for top qual-  
ity shows locally. Check your WORLD station for the new  
Robert Montgomery show, "Steamboat Jamboree," the "Dick  
Haymes Show," "Forward America" and the "Lyn Murray  
Show." WORLD Commercial Jingles, another WBS special  
feature, include time and weather attention-getters and all  
manner of arresting sponsor-identification for jewelers, fur-  
riers, automobile dealers, furniture stores, apparel shops  
and many more.

**WORLD STATIONS HAVE THE SHOWS,  
THE RATINGS, THE KNOW-HOW!**

**WORLD**

**PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York





## The Long, Long TV Trail

IT LOOKS like a long, tedious, bitter winter before the FCC can start its defrosters on the TV freeze.

The blasts won't come from the 107 authorized stations. They are sitting cozy—and should be by dint of having taken the gamble. The blasts will come from those broadcasters and others in many major markets who are ready, willing and able, but who find the VHF allocations aren't there.

Implicit in the FCC "Third Report," is a two-network VHF system. There are not sufficient assignments for even the basic markets to accommodate more than a pair of networks. Whereas the "reservations" for the educators constitute 10% across the board, actually the educators get 33⅓% of the VHF in many important areas.

Obviously, the educational cut is a sop to political expediency. There are few naive enough to believe that sufficient numbers of colleges will or can exercise their warrants. Obviously, the FCC majority felt that broadcasters brought in too little too late to offset the weight of the educators' record—and they were not unmindful of Congressional sentiment. Pea shooters were used against the Big Berthas of the organized educators.

There's another round upcoming in the allocations bout. It's important to get the whole TV show on the road quickly. It is overdue. But there are many responsible elements who contend the plan is fraught with inequities, and who argue it collides with the intent and the letter of the law. They must have their day in court, and their day may be a long one.

## Golden Gobbledegook

A LOT of broadcasters went home last week believing everything they had ever heard of inefficiency of government, red tape, gobbledegook and waste of time and money.

They had been requested to come to Washington to get a briefing on radio silence in the event of enemy attack. Nearly 1,000 of them journeyed from their busy operations. If they spent \$100 each, average, it amounted to \$100,000, exclusive of fees paid their attorneys and their engineers.

They were read a simple document. They were told that if they didn't cooperate as specified, they unceremoniously would be tossed off the air. And that was about it.

Of course most all stations will cooperate. But was it necessary to bring them to Washington to read a document that could just as well have been sent by registered mail? Moreover, isn't the same ground, on a round-table basis, to be covered at the NARTB convention in Chicago two weeks hence?

Almost without exception, broadcasters who attended the session mumbled "fiasco," "frost," "disgrace," "turkey," or similar one-word epithets.

Broadcasters wondered whether the Air Defense Command, having stubbed its legislative toe in its quest for authority to take over all control of "electromagnetic radiation," hadn't cooked up this super-secret clam-bake with the FCC to get the same result through the clank and charm of military brass. Or they wondered whether the FCC was trying to get itself classified as a defense agency.

We wonder too.

IT'S becoming more and more apparent that in addition to alcohol, iron and vitamins Hadacol contains a heavy proportion of gall. The Hadacol attempt to entice radio stations into a giant merchandising contest, without pay, is just about unforgivable. We trust stations will decline to participate in a ruse that could seriously undermine the whole rate structure of radio.

## Summertime

VIEWED in advance, summertime in radio will not be quite like that in George Gershwin's famous song. Livin' isn't going to be as easy as it was for Mr. Gershwin's Porgy and Bess. The fish are bitin' all right, but not so fast or hungry that a man can afford to neglect keeping fresh bait on his hook.

The summer business roundup in this issue indicates that spot radio volume will be up to (and perhaps beyond) characteristic levels. Seasonal splurges are predicted for such products as shoe cleaners, soft drinks, suntan lotions and ice cream.

The network position is somewhat more difficult to appraise. For one thing, one must presume that the Assn. of National Advertisers' persistent campaign for radio rate reductions has to some extent succeeded in its intention to distract the buying urge. For another, the networks are just getting into the main effort of summer selling.

It is toward this subject—selling—that our thesis is directed. Year around, radio has been undersold, and particularly so in summer. It is cheering to note that some broadcasters are recognizing and endeavoring to correct this unfortunate record.

There is ample statistical proof to support a vigorous sales argument that audiences do not necessarily disappear the minute July shows up on the calendar. People may get away from home, but not from their radios. Witness the 19,307,000 auto receivers that the NAB conservatively estimates are in operation. Or the portables that most people habitually take on their travels. Or hotel radios.

Out-of-home listening measurements, although still less abundant than figures on the home audience, are adequate to prove that auto sets and portables are bought for use, not for ornamentation.

Those broadcasters who assemble the facts and impress them on advertising prospects will certainly be the ones whose billings will resist the summer doldrums.

The fish are as thick in the pond as ever, maybe thicker. But they won't bite on a bare hook.

## ... Fall, Winter, Spring

THE BRIGHT optimism prevailing last week at the ANA meeting shows how good the fishing can be the year around. Eighty-eight percent of the ANA members responding to a special poll have reported that their 1951 advertising budgets will be as big as they were in 1950—and more than half of them said budgets would be bigger.

The advertisers also felt that production shortages this year would not be nearly as severe as originally predicted. The sum of the ANA report was that there will be lots of goods to sell, and lots of advertising will be used to sell them.

This is the kind of news that will stimulate alert broadcasters to get out their best tackle, their most meticulously fashioned flies. Knowing as they do that the pond is alive with big ones, the skillful broadcasters will make sure that the big ones don't get away.



our respects to:



EASTON CLAWSON WOOLLEY

A NEW version of an old nursery rhyme could be made out of Easton Clawson Woolley's radio-TV career. It would begin, "Doctor, lawyer, radio chief," and a second line might read: "If you don't get what you want at first—don't beef!"

For five years after graduating from high school, a medical degree was his ambition. However, for the present executive vice president of KDYL-AM-FM-TV Salt Lake City, it was not a case of enrolling in a university and taking the prescribed courses. During his first year and a half out of high school, he worked as a clerk in the Salt Lake City branch of the San Francisco Federal Reserve Bank. When he felt he had saved enough to enroll in the U. of Utah, he started a pre-medical course there, but had to leave after the first year in order to earn more money.

Back to the bank he went. Until 1925 he worked in virtually every department—transit, collection, coupons, clearings and member bank bookkeeping. By then his plans had changed. His work at the bank and an earlier part-time job with the *Deseret News*, involving work with stock quotations, had turned his interest to commerce. He decided to become a lawyer.

But four more years passed before he began his pre-law work. A devout Mormon, he accepted a call to do missionary work for The Church of Jesus Christ of Latter Day Saints in Europe where he labored in France, Switzerland and Belgium until 1929. This work was carried on at the personal expense of his family and himself, in accordance with the missionary system of the church. He was named president of the Belgian District and supervised construction of two church buildings, one at Liege and one at Seraing.

Determined to complete his college work, Mr. Woolley returned to Salt Lake City and finally graduated from the U. of Utah with an A.B. degree in 1931—approximately 10 years after graduating from high school.

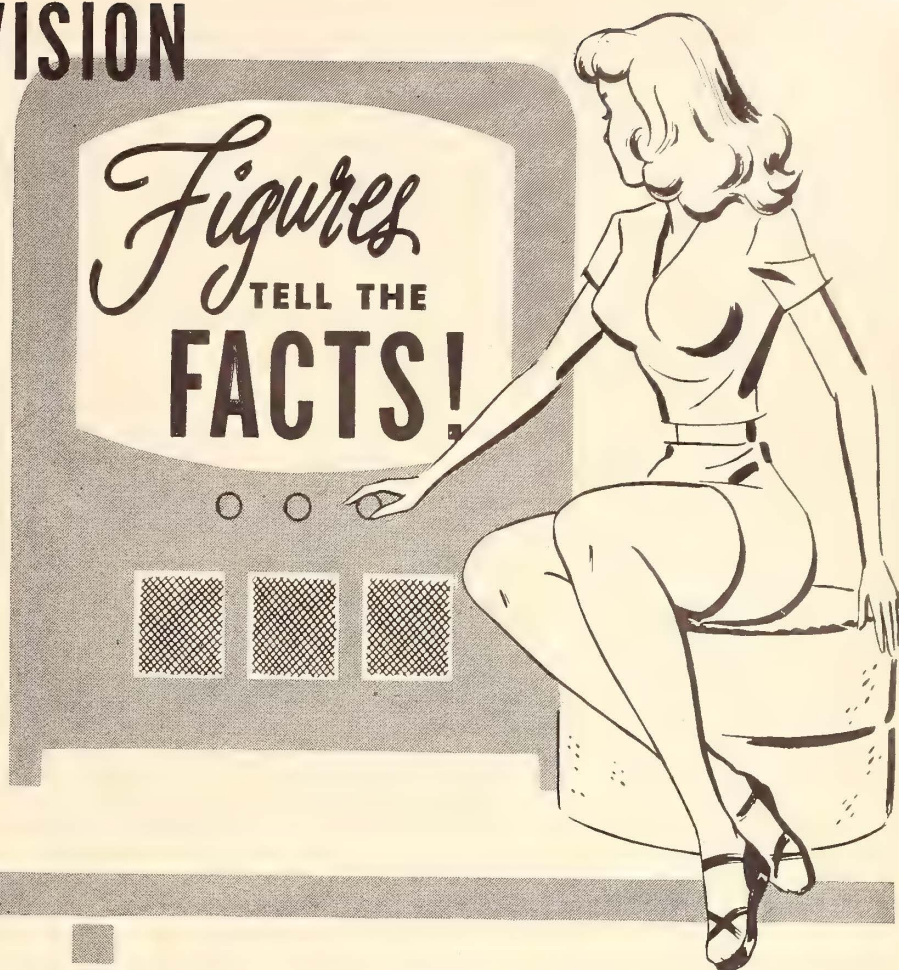
He chose Columbia U. in New York for his legal school work. In order to supplement his financial supply and with no firm intention of embarking on a career, the young law student took on a job with NBC at its old Fifth Ave. location as assistant to the night chief executive, Juan de Jara Almonte.

The network was only five years old then, consisting of some sixty-odd stations. But, like radio and the other networks, it was growing and growing fast—competition was keen, and the NBC officials began looking with favor on this fledgling lawyer's growing legal

(Continued on page 78)



# When we talk TELEVISION



FIGURES that show at a glance the perfect balance and development of WFAA-TV in one year of operation!

March 17, 1950

KBTB became WFAA-TV, and was telecasting ...

24 program hours a week

3 quarter-hour programs were sponsored

27 commercial spots were scheduled

March 17, 1951

ONE YEAR LATER, WFAA-TV is telecasting ...

68 program hours a week . increase 183%

35 sponsored program hours, increase 4567%

176 commercial spots . . . increase 552%

## The Secret of this RAPID GROWTH?

Knowmanship—the ability to create television shows that have outstanding audience appeal. Shows that deliver more audience and more customers for the sponsors' product!

Serving BEST the MOST  
with 27.1 Kilowatts

**NBC, ABC, DuMont**

Represented Nationally by Edward Petry & Co.

# WFAA-TV

*Channel 8*

*Dallas*



# SETS-IN-USE

## At Record High; FM Survey Begun

# \*ET's

... are an important part of RCA Victor's business!

### \*ELECTRICAL

#### TRANSCRIPTIONS

of every description—from spot announcements to full-length programs—are RECORDED, PROCESSED, PRESSED in the country's best-equipped studios and plants.

Complete transcribed radio production and script-writing facilities are also available.

# A-1

Quality and Service

... are always assured at RCA Victor!

LARGE or SMALL, your transcription order always gets the same careful attention...the same world-famous engineering. With this, plus prompt HANDLING & DELIVERY, your ET can't miss... at

# RCA

## VICTOR

Contact a Custom Record Studio today at Dept. 4-B in New York, Chicago or Hollywood



Custom  
Record  
Sales



Radio Corporation of America RCA Victor Division

USE of radio and television receivers in the homes of the American listener-viewer reached a record peak as of Jan. 1, 1951, on the basis of figures compiled by the Research Dept. of NARTB (NAB).

The study, conducted under the direction of Dr. Kenneth Baker, NARTB research director, pointed up the existence of 1.6 receivers (including portables) in each of the nation's radio-TV homes—an overall total of 101,818,000.

At the same time, NARTB initiated a nationwide survey to determine the availability and demand for FM-equipped receivers. The survey will be conducted under the direction of Edward L. Sellers, FM director, who last week mailed out questionnaires to the nation's 665 FM outlets.

The survey was the outgrowth of a meeting last month involving FM committees of NARTB and Radio-Television Mfrs. Assn. and an Industry FM group. At that time the NARTB group promised to poll local distributors on FM set demand and report its findings to RTMA [BROADCASTING • TELECASTING, March 19].

Stations receiving five-question analysis forms are being asked to check radio distributors in their areas for data with respect to FM's potential market for the remainder of 1951. Broadcasters are seeking areas of shortages looking toward submission of information to manufacturers.

While conceding that there have been some shortages of FM-AM sets in recent weeks, manufacturers generally have been quick to denounce any suggestion they are trying to thwart FM development or deliberately declining to produce enough sets to meet current demand.

Accompanying the NARTB questionnaires were letters signed by Ben Strouse, WWDC AM-FM Washington, who is chairman of the FM Committee, and M. S. Novik, New York radio consultant and head of the Industry FM group. Both urged all stations to extend fullest cooperation in the association's project.

#### Return by April 1

Mr. Strouse asked that questionnaires be returned to NARTB headquarters not later than April 15 to assure an accurate report on set availabilities throughout the country in time for presentation at the FM session of the NARTB convention in Chicago April 18.

"If we sincerely desire to advance the cause of FM broadcasting, we must be in a position to supply manufacturers and distributors with full information on set shortages," Mr. Strouse stated.

A meeting of the three FM groups (NARTB, RTMA, industry) was set for later this month when the information gathered will be

evaluated, it was revealed. Meanwhile, Mr. Sellers disclosed he will ask the National Appliance and Radio Dealers to circulate a similar survey within its membership.

The sets-in-use study conducted under Dr. Baker's direction was broken down into these categories:

- Radio receivers (excluding automobile sets)—72,147,000, with approximately 5 million in public places and the remaining 67,147,000 sets in the hands of the public.

- Television receivers — 10,364,000, with total of 6.6 million of an estimated 7,463,000 produced in 1950 delivered to the public by the end of the year.

- Automobile receivers—19,307,000.

#### Use RTMA Figures

The overall set total was reached by utilizing conservative projections based upon production figures furnished by RTMA in correlation with the results of several independent surveys held last year. Dr. Baker termed the sum figure an "underestimation."

Figures comparing January-February 1951 to January-February 1950—and showing a marked increase in the output of AM and AM-FM radio receivers—were published by RTMA last month [BROADCASTING • TELECASTING, March 19].

In the NARTB Research Dept. radio-TV sets-in-use study, Dr. Baker noted that 9,902,000 radio receivers were produced in 1950, and that on the basis of an "aver-

## STUDENTS TOUR

### AAM Ad Program Underway

TOUR of New York advertising agencies by 40 visiting college advertising seniors, who will be treated to luncheons, demonstrations and speeches as part of the Assn. of Advertising Men's "Inside Advertising" program, is scheduled to begin today (Monday).

Today's opportunities for young men in business and industry will be discussed by D. W. Figgus, American Can Co. board chairman, at the annual banquet Thursday at the Hotel Vanderbilt. Final event will be a visit to NBC on Friday.

Other speakers the students will hear include:

Arthur (Red) Motley, president of Parade Publications; Fen K. Doscher, Sales Executives Club president; Zenn Kaufman, Philip Morris & Co. merchandising director; Elon G. Borton, AFA president; Bertram R. Canfield, Alpha Delta Sigma national president, and Charles Green, Advertising Club president.

Chairman of the event, which last year attracted students from as far west as Montana and as far south as Alabama, will be Vincent J. Assalone. Participating firms hired more than one-third of the students attending in 1950.

age life of nine years," total of 7,891,000 probably would have been required to replace worn-out sets. It is believed that about 1,711,000 became additional home sets, Dr. Baker said, adding that year-end inventories jumped by about 300,000 sets.

The 19,307,000 figure for automobile sets in operation allows only 196,500 (or two weeks supply) for inventories and makes no allowance for discards.

#### Conservative Estimate

In all probability, according to Dr. Baker, the estimate is a conservative one well under actual figures inasmuch as current estimates indicate approximately 55% of the nation's passenger-car registrations are radio-equipped. NARTB used the conservative figure pending outcome of further surveys, it was explained.

In the case of TV receivers, the study took 6.6 million of the 7,463,000 produced and delivered in 1950 and added it to the 3,764,000 in use on Dec. 31, 1949, to reach the Jan. 1, 1951, total of 10,364,000.

## SUMMER SALES

### KNX Cites Sets-In-Use

SETS-IN-USE figures comparing the periods of November-December with July-August are being stocked by KNX Los Angeles as ammunition for its intensive summer selling campaign. The station is preparing copy to show "only a slight difference" in listenership for the two seasonal periods—21.1 for winter compared to 20.2 for summer.

The CBS 50 kw outlet also is arming salesmen with figures showing that one-quarter of all retail sales are fashioned during June, July and August, and that food store sales actually are higher during the summer than in winter. Station also notes that 40% of the 2½ million tourists in Southern California last year visited during the summertime.

In  
Altoona, Pa.,

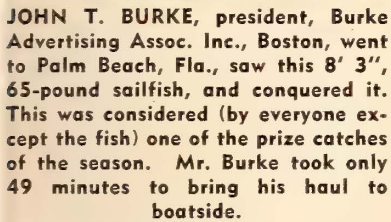
It's  
ROY F. THOMPSON  
and

# WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by  
ROBERT MEEKER ASSOCIATES





## Presentations April 22

**FIFTH ANNUAL** Frances Holmes achievement awards of Los Angeles Advertising Women Inc. will be presented April 22 at the Beverly Hills (Calif.) Hotel.

Awards, in the form of gold trophies called "Lulus," will be given in 14 different advertising categories. In addition a special overall award, the Frances Holmes Trophy, will be made to one of the 14 winners whose entry "best typifies how a woman can achieve outstanding merit in the world of advertising."

Classifications in which awards will be given include: Radio commercial campaign; sponsored radio program series; television commercial campaign; television program series; copy; layout; mechanical production; research project; outdoor or transit advertising; direct mail campaign; complete campaign; commercial film; finished art; publicity or public relations campaign.

Contest, offered with cooperation of Advertising Assn. of the West, is open to any woman in the advertising profession or allied fields, living and working in the area served by the Advertising Assn. of the West, which includes Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming and British Columbia. Closing date of contest is April 5.

**HARTFORD 4 CONNECTICUT**  
**W D R C - F M**

**NEW**  
Tell the news about  
your product on a  
**WDRC Newscast.** Write  
for availabilities, and  
new literature on  
WDRC's newscasters.  
Ask Wm. Malo, WDRC,  
Commercial Mgr., WDRC,  
Hartford, Connecticut's  
**FIRST Station!**

## Requirements Set By Katz Agency

A CODE of "minimum requirements" to govern the acceptance of mail-order business by radio and TV stations represented by The Katz Agency, worked out by the company in consultation with the stations, was released by the representative firm last week.

Purpose of the plan, officials said, was to develop a reasonable approach which would discourage "fly-by-night" operators while not turning away legitimate mail-order business.

A number of Katz-represented stations in both radio and television reported flatly that they do not accept mail-order business, but otherwise the "code" was approved in essence by the radio and TV stations represented by the firm. Some stations inserted modifications making it even more restrictive.

## General Policy

Text of the statement of "General Station Policy on Mail-Order Advertising"—which, with modifications by certain stations, is to be used as part of formal advertising contracts—is as follows:

1. No "P. I." deals accepted—or submitted.
2. The quality of all products must be guaranteed by advertiser and agency with complete and unconditioned money-back guarantee for purchase price and any and all postage and C.O.D. charges. The station shall be the judge of grounds for refunds due to complaints made direct to station. The advertiser and agency guarantee to reimburse station for any and all such refunds.
3. Advertiser agrees to pay postage on merchandise sent to replace goods damaged in transit or otherwise defective.

## Dollar Quotas Set

DOLLAR quota was placed last week on the annual expenditure by Senators for telegrams sent at government expense by the Senate Rules Committee. A three man subcommittee, chairmaned by Sen. Carl Hayden (D-Ariz.) [BROADCASTING • TELECASTING, March 19], had been studying the use of the telegraph frank and how to tighten present regulations.

The dollar limit—fixed at an overall ceiling of \$300,000 for the 96 Senators, or \$100,000 less than last year's total Senate wire charges—affects future "Government collect" telegrams.

Each Senator is assigned a separate "dollar quota" limit, averaging about \$3,125 per Senator, and varies in size and wire toll distance from the national capital to each Senator's state.

This ruling by the Senate committee grew out of complaints of indiscriminate use of Senate telegraph privileges. It had been reported that Sen. George W. Malone (R-Nev.) used his telegraph privilege to wire news releases to radio stations and newspapers throughout the country at the taxpayers' expense [BROADCASTING • TELECASTING, Feb. 26].

4. Advertiser guarantees prompt delivery to customer of product advertised.
5. Sample of product must be submitted to station at the time request for availabilities is made to enable station to satisfy itself as to the quality of the merchandise and the claims made for it by the advertiser.
6. Copy and material, together with instructions on mailing procedure, must reach station 48 hours before broadcast or telecast; otherwise, agency will be charged for broadcast or telecast despite non-performance.
7. Advertiser and agency both guarantee that the sample submitted and the article advertised on AM or T is identical with product delivered to purchasers.
8. All advertising contracts for "mail order" accounts must include the names and addresses of the persons to whom the station should forward mail.
9. Telephone answering service is not included in time charge and will be separately billed to agency by the station or answering service.
10. Station will supply reports by first-class mail to designated person. Where telegraph reports are requested, the station is authorized to send them collect.
11. When offer is made on C.O.D. basis, it must be emphasized and fully explained that C.O.D. charges are in

addition to the price of the article.

12. Station requires identification of advertiser by his corporate or trade name—not merely by such terms as “Blade Man,” “Baby Doll,” etc., to conform with the plain intent of sponsor-identification requirements of the Communications Act.

13. Final acceptance of any "mail order" advertising contract and campaign *must always* rest with the station.

14. Modifications and/or additions  
specified by station: \_\_\_\_\_.

**Named WIVI Representative**

WIVI St. Croix, Virgin Islands, "Radio American West Indies," has appointed Pan American Broadcasting Co., New York, international station representative, as its sole U. S. representative, it was announced last week. Commercial broadcasts are scheduled to begin during the latter part of April with 250 w on 1230 kc fulltime.

Owned and operated by Edward M. Vickers, WIVI will be affiliated with the BBC, Canadian Broadcasting Corp., Caribbean Broadcasting Network and French Broadcasting System. Although broadcasts will be in English, Spanish programs also will be acceptable due to the island's proximity to Puerto Rico. Associated Press news service and a leading U. S. musical library service will be utilized, it was announced.

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



"Big Chief spells Summer with dollar sign;  
Will get more sales in hot months, too.  
Has strongest signal . . . promotion fine,  
To keep sales growing whole year through."

## SOLID SUMMER SALES STORY

**Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station to increase your summertime sales. Year 'round promotion pays off—on WJW.**

## CLEVELAND'S *Chief* STATION

**WJW**  
5000 W.  
WWW BUILDING

**WJW**  
BASIC ABC  
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.



# front office



**G**USTAV BRANDBORG, commercial manager KVOO Tulsa, appointed assistant general manager. Mr. Brandborg has been with KVOO since 1932, and had been commercial manager for past nine years.



**Mr. Brandborg** DANIEL J. FERRIS Jr., Headley-Reed Co., N. Y., to George P. Hollingbery Co., N. Y., as salesman.

**PAUL STILES** appointed general manager WOCB West Yarmouth, Cape Cod, Mass.

**BROOKS READ** appointed general manager WNAT Natchez, Miss., replacing H. J. JENNINGS, resigned.

**JACK POWELL**, chief engineer and acting manager WONW Defiance, Ohio, to WMTE Manistee, Mich., as manager and chief engineer.

**CHARLES F. PAYNE** appointed commercial manager KIXL-AM-FM Dallas. He succeeds T. H. STRAUSS, who resigned as vice president and commercial manager, to join Modern Packagings, Dallas, in charge of sales and promotion. Mr. Payne has been with KIXL since 1947.

**NATIONAL TIME SALES**, N. Y., appointed national representative for WCFC-AM-FM Beckley, W. Va.

**REX PREIS** appointed radio sales manager WOAI San Antonio. He will take charge of local, regional and national radio sales. Mr. Preis was assistant general and commercial manager KTSA San Antonio.



**Mr. Preis**

**RAY BARNETT** appointed sales manager KSMO San Mateo, Calif. He was with ABC and KGO San Francisco.

**FRANK L. ORTH**, administrative assistant to Edwin W. Buckalew, general sales manager KNX Hollywood and Columbia Pacific Network, recalled to active duty with Air Force, as operations officer for 146th Fighter Wing.

**HIL F. BEST**, Detroit, appointed national representative for WHLL Wheeling, W. Va., effective March 1.

**THE WALKER Co.**, N. Y., appointed exclusive national representative for WBEL Beloit, Wis.

**RICHARD E. CHARLTON**, WCAR Pontiac, Mich., to sales staff George P. Hollingbery Co., N. Y. **EDWARD A. DALY**, Paramount Television Productions Inc., appointed salesman with firm.

**WILLIAM R. SMITH**, general manager KBTA Batesville, Ark., resigns.

**EDWARD A. DALY**, Paramount Television Productions Inc., appointed salesman George P. Hollingbery Co., N. Y.

**DICK STARK**, The Katz Agency, N. Y., called to active duty with Army as captain. He will be assigned temporary duty as post public information officer at Pine Camp, N. Y., to cover National Guard and Reserve summer training.

**H. N. STOVIN & Co.**, Toronto, appointed national representative for CKOM Saskatoon.

**PHIL SMITH**, new to radio, to commercial staff WBUD Morrisville, Pa.

**NATIONAL BROADCAST SALES**, Toronto, opening regional office at Vancouver, at 804 Hornby St., with **ROY CHAPMAN**, formerly of CKNW New Westminster, as manager.

## Personals . . .

**MALCOLM NEILL**, general manager CFNB Fredericton, and new chairman of board of directors Canadian Assn. of Broadcasters, will attend NAB convention at Chicago, as CAB official representative. . . . **HARRY MAIZLISH**, president-general manager KFWB Los Angeles, presented award by American Legion on behalf of his station for "grateful appreciation" of outstanding contributions made by it to success of American Legion's 32nd annual convention held in L. A. Oct. 8-12, 1950. . . . **JACK SAMUELS**, son of **FRANK SAMUELS**, vice president ABC Western Division, and Sharon Endsley, married March 22. . . . **ROLAND KAY**, account executive Columbia Pacific Network, Hollywood, father of girl Teresa Louise born March 20. . . .

**SPENCE BENTLEY**, general manager WHAN Charleston, S. C., and Mrs. Bentley, visiting Washington and New York. . . . **CLINTON D. CHURCHILL**, son of Dr. **CLINTON H. CHURCHILL**, president and general manager WKBW Buffalo, appointed chairman of radio and TV activities from promotion of Northwestern U. Centennial Dance. . . .

**EDWARD PHELAN**, assistant manager WVIM Vicksburg, Miss., father of boy, Edward Jr. . . .

## New Canadian Award

A GOLD KEY is to be presented annually by the Canadian Radio Awards Committee to the "most promising newcomer to broadcasting" in Canada, in memory of Maurice Rosenfeld, former radio director of MacLaren Adv. Co., Toronto, who did a great deal to develop talent in Canada. The award was suggested by two of the top Canadian radio stars to whom he first gave a chance, Johnny Wayne and Frank Shuster. The Canadian Radio Awards for 1950 will be announced in May.

MINNESOTA RADIO COUNCIL last week gave two of its annual awards to WDGY Minneapolis. Ralph Moffatt, star of *Moffatt's Nite Notes*, was designated the state's leading disc emcee. "Uncle" Len Ingebrighten earned the award for best children's show in state with *Small Fry Stories*.

Put Yourself on  
a spot!

Reach 1,000 radio homes for 44¢\*

WINS spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples! WINS spots have a high Pulse but a low rate per thousand homes. Let us show you!

WINS spots, in other words, sell more, cost less.

Get the straight facts on a WINS spot buy.

Call your WINS representative

. . . see him when he calls!

\*Source: Pulse of N. Y.—Dec., 1950

Buy WINS . . .  
it Sells!

**WINS**

50KW New York

CROSLEY BROADCASTING  
CORPORATION

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

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

**WBAL**