

BROADCASTING TELECASTING

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20TH
The Newsweekly
of Radio and
Television.
year

100 Annually
cents weekly

WLEE

IN RICHMOND NOW

5000

WATTS

More listeners . . . thousands of them in our new larger coverage area! Better signal in Richmond proper! That's what WLEE's great new power means to advertisers. It means *MORE* value for every dollar you spend on WLEE.

And how the merchants in Richmond do know this for a fact! Last January one of the largest appliance dealers in town signed up for a 13-week schedule. So dramatic, so profitable were results that the dealer has now *DOUBLED* his schedule, and signed up *FOR A WHOLE YEAR!*

You too can get results like this on WLEE. Just ask your Forjoe man for all the latest facts—it's quite a story.



**RADIO'S
EVER MAGIC
TOUCH**

**THE STARS THAT SHINE
AT MORNING-TIME . . .**

Every Morning The Midwest Listens to Its Favorite WLS Stars

**... AND LISTENERS BECOME OUR
ADVERTISERS' CUSTOMERS!**



**6:45 & 7:45 A.M.
NEWS**

WLS Newscaster Bob Lyle presents complete round-ups of the news at 6:45 and 7:45 A.M. All news gathered from the extensive wire services leased by WLS. Both News periods have enjoyed a wide and loyal following based on accuracy, impartiality and completeness of presentation.



**7:00 A.M.
BUCCANEERS**

National Barn Dance favorites, Captain Stubby and the Buccaneers, offer music, comedy and sparkling songs as part of the breakfast menu. This group last year appeared before nearly 200,000 people in personal appearances.



**7:15 A.M.
BOB ATCHER**

The Midwest's favorite cowboy, Bob Atcher, "Top Hand of the Cowhands" weaves a pattern of songs long enjoyed by Midwest listeners. Popular with listeners through years of radio association, Bob is also one of TV's bright stars, having won a special plaque in a recent popularity poll.



**7:30 A.M.
DOLPH HEWITT**

RCA Victor Recording star, Dolph Hewitt, offers a unique style of singing enthusiastically accepted by Midwest listeners. Backed by the WLS Sage Riders, Dolph rounds out the 15-minute show with smooth singing and melodious renditions of all time favorites.

... In Terms Of Results

Using these WLS morning time periods: brought nearly a million and a half box tops from WLS listeners to a cereal company over a period of 16 years . . . resulted in over 5,000 proof-of-purchase requests for an ironing board cover offered by a starch manufacturer last summer in a six week period. An offer of a Dolph Hewitt record for prize jokes brought over 3,000 letters in three weeks! A mail order account sold \$13,959 worth of its product in just five weeks!

It's a "must" that you consider WLS morning-time in your plans for *complete* Midwest coverage. Participations are still available in limited numbers. Your John Blair man has complete details.



CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

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

THE COX
STATIONS

WIOD

NBC MIAMI

WHIO

CBS DAYTON

Effective May 1, 1951

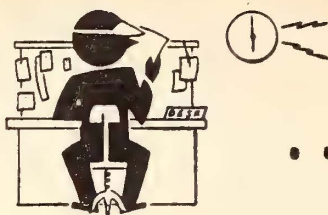
appoint

THE BOLLING COMPANY

Exclusive National Representatives



BROADCASTING TELECASTING



...at deadline

Closed Circuit

WHETHER all networks will accept Affiliates Committee's invitation for rate discussion sessions this week (see story page 15) is doubtful. One network felt requested meetings posed serious legal question as to possible anti-trust violation and also that its own responsibility to deal with its own affiliates through their advisory board must be considered.

CBS Friday understood to be determined to stick by its radio rate cuts, despite protests from its own affiliates and request for moratorium from Affiliates Committee, and to believe that CBS affiliates have no choice but to accept cuts or breach their contracts with network.

EXPLOSIVE report, denied on all sides last week, had CBS acquiring ABC network (5 TV stations in first 6 markets, plus 5 AM stations) for upwards of \$30 million. CBS owns only 2 TV stations plus 45% interest in WTOP-AM-TV-FM Washington.

TV SELECTION committee for NARTB, which last week designated Thad Brown Jr., attorney, as acting head, does not plan to make definite pitch for new top executive until its membership and revenue reaches minimum estimated overhead. Present income is at rate of less than \$100,000 annually. It needs minimum of \$150,000, according to budgetary estimates.

NBC HIGHLY elated over results of program audience study made first week in February by American Research Bureau under joint sponsorship of four radio networks. In contrast to Nielsen report crediting CBS with eight of top ten shows to NBC's one, ARB gives NBC four to five for CBS; in top 20, ARB shows NBC with 12, CBS with six, appreciably varying from Nielsen's ranking of 14 for CBS and five for NBC.

SENATE Crime Investigating Committee may ask Congress in April 30 report to spell out by law what jurisdiction FCC has over such services as Continental Press, national race news wire. In this way, Kefauver group hopes to place law enforcement of proposed ban on interstate transmission of gambling information in lap of Commission. Chairman Wayne Coy maintains Continental cannot be considered "common carrier" under present Communication Act and even if it could, administration of such enforcement would be unwieldy.

IN WAKE of CBS announced 10% rate cut, substantial number of stations in top markets disclosed plans to increase daytime spot rates as means of offsetting possible network reductions. Station representatives generally were encouraging moves.

SEVERAL ADVERTISING agencies submitting presentations to Gruen Watch Co., Cincinnati (radio and television advertiser) in attempt to get account, recently resigned by Stockton, West, Burkhart Inc.

NOW THAT NARBA question has been tossed into open by last week's NARTB Convention

(Continued on page 110)

Upcoming

April 24: McFarland Bill (S 658) hearings resume, New House Office Bldg., Washington.

April 24-26: American Newspaper Publishers Assn. Convention, Waldorf-Astoria, New York.

May 3-6: Ohio State Institute for Education by Radio-Television, Deshler-Wallick Hotel, Columbus.

(Complete list of Upcomings on page 88)

Bulletins

GRANT of FCC General Counsel petition for extension of period for filing proposed findings from April 20 to May 7 in proceedings on renewal of G. A. Richards' stations announced last Friday. Stations include KMPC Los Angeles, WJR Detroit and WGAR Cleveland [BROADCASTING • TELECASTING, Feb. 26].

UNITED, WEC BUY MacARTHUR COVERAGE

UNITED FRUIT Co., New York, sponsored New York Gen. MacArthur parade on four-station ABC-TV Friday, 11:45 a.m., 1:30 p.m., through BBDO, New York. Westinghouse Electric Corp., Pittsburgh, sponsored New York welcome to Gen. MacArthur Friday, 12:30-1:45 p.m. on full ABC radio network. Agency, Fuller & Smith & Ross, New York.

It was announced Friday that the general's speech to Congress Thursday was viewed in 48.7% of TV homes, according to 12-city TV Hoopering survey. Address had 100% of TV audience as it was carried by all stations. New York's official greeting to the general, parade and ceremonies at city hall, had Hoopering in New York TV homes of 43.6—and 99.1 share of the TV audience (early story page 76).

FISHER JOINS GARDNER

W. D. FISHER, associate radio-television director to Phil Bowman at Young & Rubicam, Chicago, resigns May 9 to join Gardner Adv., St. Louis, as radio-television director. With Y & R three years, he also worked in radio-TV department of Swift & Co., Chicago. He is being replaced by Bill Wilson, ABC radio network salesman in Chicago.

HOB&M NAMES TWO VP'S

HEWITT, OGILVY, BENSON & MATHER, New York, names Rollin C. Smith Jr. and Mrs. Lucille Goold vice presidents. Mr. Smith recently appointed head of art department and Mrs. Goold will supervise creative activities on soft-goods accounts.

ABOUT 3,000 AT CONVENTION

TOTAL paid registration at NARTB convention in Chicago last week was 1,554, exceeded only by 1946 post-war meeting, according to William Walker, NARTB auditor. Another 1,500, plus NARTB's staff not officially registered, believed to have taken part in various side activities. Radio registration was 906, engineering 271, and TV 377.

Business Briefly

BORDEN STARTS ● Borden Co., New York (instant coffee, milk products) April 27 start for 26 weeks *The Breakfast Gang* on full De Lee Network, Mon., Wed., Fri., 7:30-7:45 p.m. Young & Rubicam, New York, handles coffee. Doherty, Clifford & Schenfield, New York, evaporated milk products.

BREWERY BUYS ● Falstaff Brewing Co., St. Louis, sponsoring *Great Merlini*, United Artist TV mystery, in five markets, through Dancer-Fitzgerald-Sample, New York.

KRUEGER SPOTS ● G. Krueger Brewing Co., Newark, through Charles Dallas Reed Co., New York, preparing spot announcement TV campaign in four markets in addition to Laraine Day show on WPIX (TV) New York.

BENNY REPLACEMENT ● American Tobacco Co., New York (Lucky Strikes), June 1 replaces Jack Benny with Guy Lombardo for 13 weeks, CBS, Sun., 7-7:30 p.m. Agency: BBD New York.

AAAA DELEGATES HOLD INFORMAL TALKS ON RATES

NETWORK radio rates, conspicuously absent from American Assn. of Advertising Agencies convention agenda (earlier story pages 17) got primary attention in corridor conversations with Friday's influx of radio and TV officials at White Sulphur Springs, W. Va. convention site. Agency representative broached on this subject appeared to feel the "savings" resulting from CBS' 10-15% rate reduction will be reinvested in radio or TV. One top agency official said that though situations differ, he will generally recommend to clients that "savings" be kept in radio—to improve present shows or expand coverage—or perhaps be put into television.

Radio-TV figures attending or slated to attend the Friday-Saturday AAAA's session included NBC Board Chairman Niles Trammie and President Joseph H. McConnell; CBS President Frank Stanton; Ernest Lee Jahncke Jr., ABC; John R. Overall, Mutual; Thomas S. Gallery, DuMont TV Network; Edgar Kobal, BAB board chairman; William B. Ryan, BA president; John K. Herbert, NBC, and Ralph W. Hardy, NARTB, who was slated to address convention Saturday.

NBC-TV kinescope of General MacArthur's Congressional address was shown at convention Friday. At concluding luncheon Saturday, memorial scrolls were to be presented in memory of late Clarence B. Goshorn, former chairman of AAAA's advisory council.

NLRB ISSUES WMBR ORDER

TECHNICAL employees who operate equipment over 50% of time at WMBR-AM-FM-TV Jacksonville, Fla., directed Saturday by National Labor Relations Board to vote on IBEW Local 177 as bargaining representative. Florida Broadcasting Co., licensee, had sought two separate units to include radio-announcer-control operators, TV announcer control operators and others split into TV-FM and AM groups.



THIS MARKET IS **FIRST** IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years. 1940 to 1950.

	INCREASE
Population	20%
Dollar volume retail sales	178%
Dollar volume wholesale sales	209%
Dollar volume service trades	154%
In the nine year period, 1939 to 1948, employment rose 34 $\frac{3}{4}$ %.	

Data from 1950 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

A Steinman Station



WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

WDEL-TV—the TV must on your schedule.

Represented by

ROBERT MEEKER Associates • NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO

in West Virginia...
your dollar goes
farther with
"personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

the personality stations

WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5000 W DAY • 1000 W NIGHT

WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED & CO.**

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Fred Fitzgerald, Associate Editors; Jo Hailey, Makeup Editor; Tyler Nourse, Copy Editor; Dave Berlyn, Assignment Editor. **STAFF:** Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley. **EDITORIAL ASSISTANTS:** Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, Secretary to the Publisher.

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

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

NEW YORK BUREAU 488 Madison Ave., Zone 22, Plaza 5-8355; **EDITORIAL:** Rufus Crater, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

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

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

Copyright 1951 by Broadcasting Publications, Inc.

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

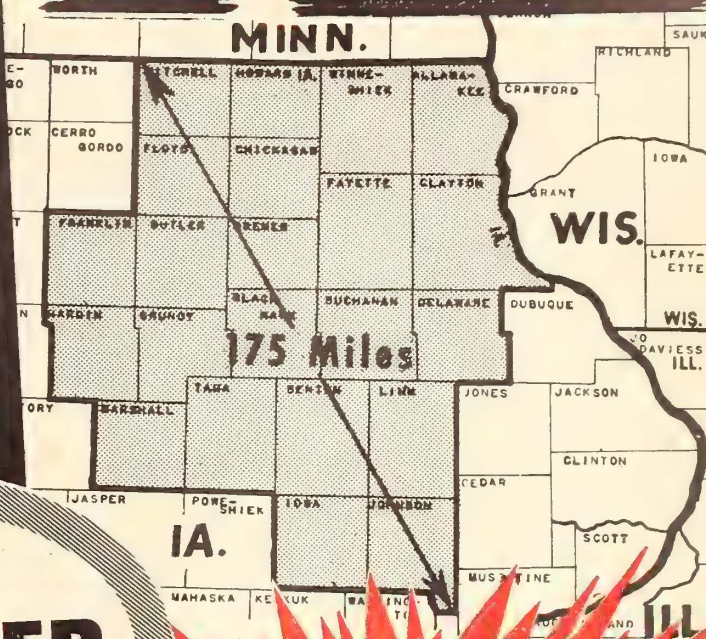
BROADCASTING • Telecastin

THERE'S MORE TO IOWA THAN TALL CORN AND DES MOINES

KXEL STAYS AHEAD

GUARANTEERING MORE LISTENERS PER DOLLAR

In KXEL's Rural City—a rich market area embracing 4,011,569 people.



**1951
CONLAN STUDY
REVEALS ADDITIONAL
TRENDS TO
KXEL**

Summary of Conlan's Newest Comprehensive Study of Listening Habits—a total of 34,684 phone calls were used.

MONDAY THROUGH FRIDAY SUMMARY— DISTRIBUTION OF LISTENING HOMES AMONG STATIONS

NORTHEASTERN IOWA 22-COUNTY AREA	MORNING PERIOD	AFTERNOON PERIOD	EVENING PERIOD	ENTIRE SURVEY
KXEL	27.3	27.0	25.7	26.7
CEDAR RAPIDS—CBS OUTLET—5,000 WATTS	20.5	19.6	23.3	22.9
DES MOINES—NBC OUTLET—50,000 WATTS	17.6	21.5	24.6	23.1
WATERLOO—MUTUAL OUTLET—5,000 WATTS	2.6	2.7	1.9	2.6

In few major markets does ONE RADIO STATION (KXEL) so dominate the media picture.

FIRST—in morning listening.
FIRST—in afternoon listening.
FIRST—in evening listening.

In this 22-county area which surrounds (Waterloo) Iowa's greatest industrial center—KXEL is an amazing favorite. This 13,099 square mile area is part of the KXEL Rural City, which has a population equal to the combined populations of St. Louis - Omaha - Minneapolis - St. Paul - Baltimore - Dallas - and that's not all! Waterloo is the greatest industrial center between Kansas City - St. Louis - Minneapolis - Chicago. Has an annual industrial income of nearly \$50 million dollars.

Yes — Timebuyers — THERE'S MORE TO IOWA THAN TALL CORN AND DES MOINES.

See your Avery-Knodel man today, or write KXEL for your copy of Conlan's newest, comprehensive "Study of Listening Habits"

But here's the most significant part—KXEL gets you these listeners for less cost! COMPARE. Take 7:00-8:00 A. M. period, for example. (Figures taken from 1951 Conlan Study.)

KXEL

has 30.3% of the listeners—costs \$44.00 for ¼ hour during that time.

Cedar Rapids—CBS outlet—5,000 watts

has only 19.0% of the listeners—yet costs \$52.00 for ¼ hour during this time.

Des Moines—NBC outlet—50,000 watts

has a minimum of 13.9% of the listeners—and costs \$120.00 for ¼ hour of time.

This means—if you want to sell IOWA'S MAJOR MARKET and sell it completely —AT LESS COST PER LISTENER—there is only one answer... KXEL.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY • WATERLOO, IOWA
Represented by Avery-Knodel, Inc. • ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

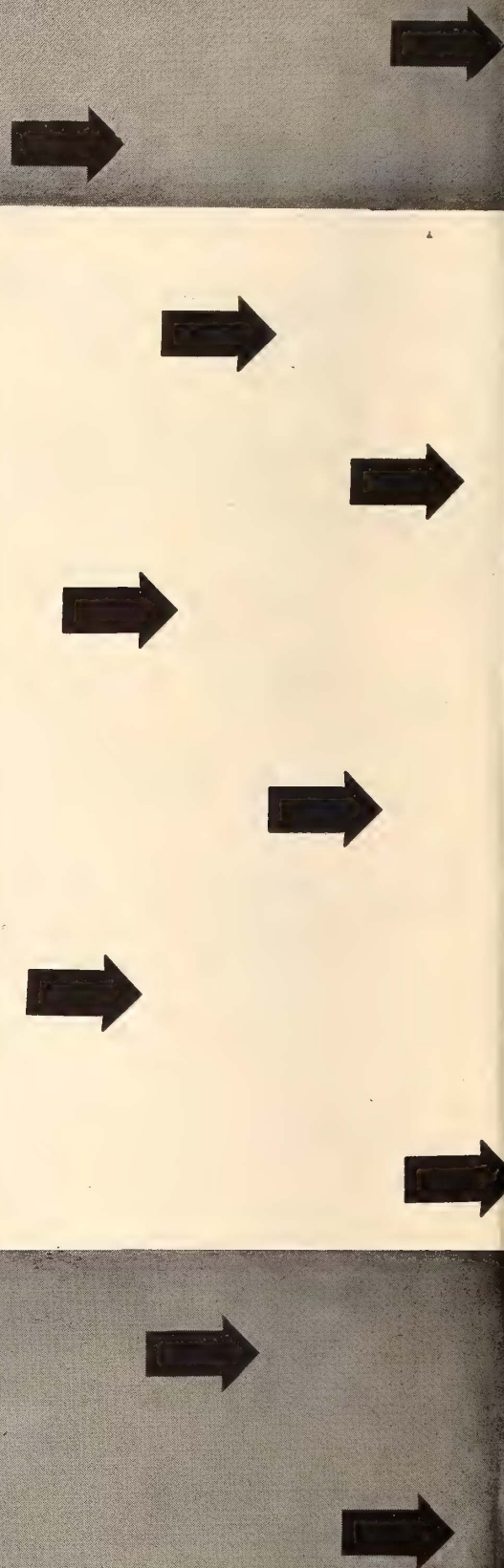
**ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE**

Spot Radio

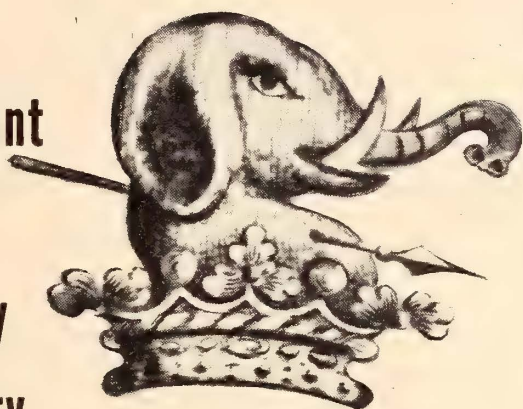


REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.



The Elephant has a Mighty Memory



...How impressions get lodged so firmly in the consciousness of the pachyderm, we just don't know—but we do know about people. And we know that the voice of radio reaches people in such a compelling way that the advertising they *hear* is better remembered than the advertising they *see*.

If you are a national advertiser, you might check spot radio—to reach people at times and places of your choosing with programs of your choosing—especially the great stations listed here.

SPOT RADIO LIST

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

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

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

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



The **plus** in
St. Louis Radio
is the
"St. Louis
Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion... billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers... makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK

St. Louis' ABC Station, 12th & Delmar, CHestnut 3700
630 KC • 5000 Watts • Full Time
Owned and operated by the St. Louis Star-Times
Represented by John Blair & Co.



agency

MAX TENDRICH, Weiss & Geller, N. Y., named director of media radio and TV, succeeding LESTER J. MALLETS, resigned.

JIMMY FRITZ, vice president and account executive Ted H. Factor Agency, L. A., to Abbott Kimball Co. of California, same city, to work on new business, merchandising, sales promotion and account service.

HERBERT D. SCOTT, director of publication media Carl S. Brown Co., N. Y., appointed director of all media. CHRISTINE M. PETRINO continues as radio timebuyer for agency.

DONALD QUINN, Ruthrauff & Ryan, N. Y., to Pedlar & Ryan, same city, as head timebuyer.

WALLACE X. ARON elected vice president Richard N. Meltzer Adv. Inc., S. F.



on all accounts

FRANCES YOUNG AUSTIN acquired the creative urge early in life and as a young high school student she expressed the urge by writing pieces for her school publications, eventually becoming editor of the yearbook at San Francisco's Polytechnic High School. As editor of the yearbook she was introduced to the importance of advertising and at the same time became aware that here was a field offering the widest possible range to a creative talent.

She was an advertising woman from that moment on. Although she did not, of course, step immediately into her present position as radio and TV timebuyer for J. Walter Thompson in San Francisco. Several years of apprenticeship intervened. From Polytechnic High School she went to San Mateo Junior College and then returned to her home state to attend Oregon State College. (She was born in Portland, moving to San Francisco, via Seattle, at the age of 13.) In college she prepared herself for her future advertising career by acquiring a bachelor of science degree in commerce.

Upon graduation from Oregon State, her actual professional apprenticeship began—she took a job with NBC in the network's Artists Service. She learned the radio talent business during the following four years, booking concert artists and all types of entertainers

for radio and personal appearances. Next she moved into sales and for nine years sold everything NBC had to sell—spot, network, local. Then she was ready for the advertising agency and in November 1945 joined J. Walter Thompson as radio timebuyer in San Francisco. TV timebuying was added to her duties when the medium came to Northern California.

Advertising to her is exciting and stimulating. A good campaign, she says, is a successful campaign and it doesn't matter what the product is or how large the budget. The small budget account is as important to her as the account with larger sums to spend.

The wide range of campaigns she deals with is indicated by the variety of accounts using radio and/or TV in the J. Walter Thompson San Francisco office. These include the Richmond & Northwest District Ford Dealer Associations,

Kraft Cottage Cheese, Leo J. Meyerberg (RCA distributor), the San Francisco Chronicle, Pan American World Airways, Southwest Airways, Safeway Store products, Shell Oil, Washington State Apples, Holly Sugar and the advisory boards of the olive, raisin and wine industries in California.

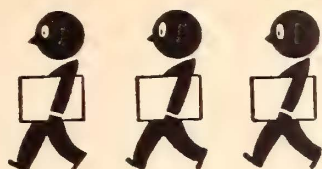
And the list is growing steadily in both variety and number, particularly in the last few months. Activity has been increasing no-

(Continued on page 69)



Mrs. AUSTIN

beat



RICHARD GARRETT IVES, Television Broadcasters Assn., to Campbell-Ewald, N. Y., as director of research.

W. L. BUNNAGAR, vice president-manager Philadelphia office Van Diver & Crowe, to contract department Gray & Rogers, Phila.

ESTHER M. MULLIGAN appointed comptroller Lindsay Adv. Agency Inc., New Haven.

H. M. BECKELMAN has opened new Liberty Adv. Agency in Ft. Worth, Tex. The firm is located at 401 Bewley Bldg.

HARLEY M. LEETE, Avery & Bruguere, S. F., to Hoefer, Dieterich & Brown Inc., S. F., as account executive.

THOMAS B. RHODES, advertising manager Billups Petroleum Corp., New Orleans, to Herbert S. Benjamin Assoc. Inc., Baton Rouge, as account executive.

ROD MacDONALD, Foote, Cone & Belding, S. F., to Guild, Bascom & Bonfigli, S. F., as media director. **CLIFF SPOONER**, freelance artist, to agency as associate art director. **EVE DURYEA**, Beaumont & Hohman, S. F., named administrative assistant of Guild, Bascom & Bonfigli, S. F.

WALTER SELOVER, Foote, Cone & Belding, S. F., to Russell, Harris & Wood, S. F., as account executive.

HAZEL THOMPSON, Young & Rubicam, N. Y., to C. J. LaRoche & Co., N. Y., as copywriter and stylist.

WILLIAM H. WEINTRAUB, president William H. Weintraub & Co., N. Y., will be among principal speakers at Ohio Assn. of Broadcasters meeting in Columbus, May 2-3 [BROADCASTING • TELECASTING, April 16]. His topic will be television.

LESTER A. WEINROTT, in freelance advertising business, serving such accounts as Wm. Wrigley Jr. Co., Chicago, to Ted Bates, N. Y., in executive capacity.

PHILIP BASSEL, Saks Fifth Ave., N. Y., to Hirshon-Garfield, N. Y., in radio-TV department.

DAVIS N. LOTT, owner Lott Adv. Agency, Santa Monica, Calif., recalled to active duty as deputy commanding officer, Armed Forces Radio Service, L. A., with rank of commander. Agency continues operation under management of **FRANK SCHROEDER**.



ENJOYING a private joke at an open house held by Dan B. Miner Co. in honor of the advertising agency's 40th anniversary are these five radio and agency executives (l to r): **George Whitney**, general manager, KFI Los Angeles; **A. E. Joscelyn**, CBS Hollywood director of operations; **Hilly Sanders**, vice president in charge, radio and television, Dan B. Miner; **Ross Lockman**, account executive, KNX Hollywood; **Wilbur S. Edwards**, general manager, KNX and Columbia Pacific Network. More than 300 people attended the gathering honoring the city's oldest ad agency.

BROADCASTING • Telecasting

How many Strawberry Plants should a good Ad sell?



One answer may well be—

It depends on the medium used. If several kinds of advertising are used concurrently—with the same type of copy offering the same products at the same prices—then results should be a good measure of media effectiveness.

Here's a Case in point:

"The Berry Patch" is a Honeoye Falls, N. Y., nursery establishment specializing in strawberry plants. Last spring the company divided its advertising expenditure among several media and kept accurate records of returns. With their kind permission, we print the results:

	Results, in % of total Plant Sales	Ad Cost per \$100.00 of Sales
New York newspaper	1.1%	\$4.40
Rochester newspaper	3.2	3.36
Local newspapers	4.6	3.70
Personal contacts	8.4	2.58
Station WHAM	32.3	2.53
*Unknown	14.2	2.16

The balance of 100% was sold by a pre-arranged contract with one buyer and without advertising.

This isn't the first advertiser who has learned that WHAM can sell more at less cost. . . Have you a product to sell in Western New York? Turn the job over to WHAM—Western New York's most powerful salesman!

WHAM

ROCHESTER, N.Y.



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

*ADVERTISER'S COMMENT: "Undoubtedly greatly influenced by radio advertising."

...and they're all **ACES**

Lang-Worth announces four NEW radio shows . . . loaded with stars, showmanship and commercial appeal . . . available for sponsorship over all Lang-Worth affiliated stations.

*great
new
shows...*

- 1. CO-STARRING Patti Page and Ray Anthony** in *Rhythm Rendezvous* — 15 minutes, 3 times weekly, combining the exceptional talents and audience appeal of the Nation's Number One female vocalist and top-rated Name Dance Band.
- 2. ALLAN JONES** in a glamorous half-hour show, once weekly, featuring songs by Allan Jones with the 40-piece Sidney Torch Orchestra and guest-starring the 60-voice Luton Girls Choir.
- 3. THE SUNSHINE BOYS:** Leading exponents of the rhythmic form of religious singing in a program of Gospel Songs — terrific audience impact. 15 minutes, 5 days per week.
- 4. AN AMERICAN RHAPSODY:** Half-hour program of American songs . . . Cole Porter, Stephen Foster, Jerome Kern, George M. Cohan, Irving Berlin, George Gershwin, Charles Cadman and countless others. Orchestra, chorus and soloists.

Lang-Worth subscribers hold the top cards of the talent deck—that's why they win consistently in audience ratings and sales. Stellar shows like The Cavalcade of Music, Keynotes by Carle, Coté Glee Club, Remember When and Through the Listening Glass make Lang-Worth the most valuable sales asset in the transcription field.

LANG-WORTH FEATURE PROGRAMS, Inc.

Network Calibre Programs at Local Station Cost

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

new business



Agency Appointments & Spot . . .

ORANGE CRUSH Co., Chicago, names Erwin, Wasey & Co., same city, to handle its advertising. Radio and TV spots are bought co-operatively on national basis with Orange Crush bottlers. New campaign will be started May 1.

BLUEBIRD PRODUCTS, L. A. (metal polish), names Vick Knight Inc., L. A., to handle advertising. Radio spots now being used on KWIK Burbank with plans to expand spot schedule to other local stations. **SCIENTIFIC NUTRITION Corp.**, L. A. (Foodex vitamin), also appoints agency. Radio and TV planned.

ALLIED MOLASSES Co., Perth Amboy, N. J., appoints John H. Rioran Co., L. A., to handle advertising. Radio will be used.

COLSUM BREAD, division of **LANGENDORF UNITED BAKERIES**, S. F., appoints Russell, Harris & Wood, S. F., to handle advertising. Royce Russell is account executive. Radio and TV will be used.

WARNER-HUDNUT Co., N. Y., names Dancer-Fitzgerald-Sample, N. Y., to handle advertising for new and as yet unrevealed cosmetic product. Advertising plans now being developed.

EAWOL Corp., L. A. (Electric Zig-Zag sewing machine), appoints Vick Knight Inc., L. A., to handle national advertising. TV planned.

FREIRIA Sers. (distributor for Ipton products in Puerto Rico), appoints Publicidad Badillo Inc., San Juan, to handle advertising.

U-TAY PRODUCTS Ltd., L. A. (Rain Drops water softener), appoints Dan B. Miner Co., L. A., to handle national advertising. Media plans being formulated. Hassel Smith is account executive.

RED TOP BREWING Co., Cincinnati, sponsoring transcribed *The Great Merlini*, produced by United Artists, in Cincinnati, Dayton, Columbus and Indianapolis. Agency: Luthrauff & Ryan, N. Y.

Network . . .

IGELOW-SANFORD Carpet Co. through its agency, Young & Rubicam Inc., has renewed half-hour *Igelow Theatre* on 22 television stations effective in September for 13 weeks. Present cycle expires June 4. Firm plans to have 12 more programs filmed for new series and intersperse showing of them with those run on previous programs for new cycle. Jerry Fairbanks Productions, Hollywood, has produced films for program, and is slated to do new ones. Films budgeted at approximately \$6,500-7,000. Frank Woodruff directs for &R.

ORTHAM WARREN CORP., Stamford, Conn., on behalf of Cutex manicure specialties and Eggie Sage products, will sponsor first 15-minute segment of *The Elaine Day Show*, 1-1:30 p.m., Saturdays over ABC-TV starting May 5. Agency: J. M. Mathes, N.Y.

WILDROOT Co., Buffalo, N. Y. (hair preparations), April 23 starts *The World Today* on 17 Columbia Pacific Network stations, Mon., Wed., Fri., 5:30-5:45 p.m. (PST). Agency: BBDO, N. Y.

JUNKET BRAND FOODS, N. Y., will sponsor a quarter-hour segment of *Garry Moore Show*, Thurs., 1:30-45 p.m., on CBS-TV, starting June 7. Show is on five times weekly. Agency: McCann-Erickson, N. Y.

Adpeople . . .

M. J. PHILLIPS, assistant advertising manager Inco Nickel Alloys Dept. of International Nickel, N. Y., elected president Industrial Advertising Assoc.

C. JAMES PROUD, national field representative Advertising Federation of America, appointed assistant to president **ELON G. BORTON**.

ROBERT C. HILL appointed general manager Pictsweet Foods Inc., Mt. Vernon, Wash.

JOHN A. DEMOREST, assistant general sales manager Hiram Walker Inc., S. F., to California Wine Assn., S. F., as general sales manager.

LOUIS BEZARD, vice president Schiaparelli Inc., has resigned. He will temporarily maintain an office at the company's advertising agency, Robert W. Orr & Assoc.

WHAT'S UP?

Prices, taxes — practically everything . . .

EXCEPT WGN's rates.



In 1946, there were 3,761,000 radio homes in WGN's coverage area.*

In 1951, there are 5,042,000 radio homes . . . an increase of 1,281,000 homes.*

AND, at the same rates.



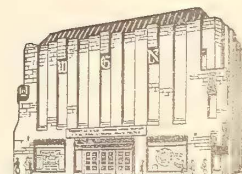
If you are going to buy . . . better buy radio and make your best buy WGN.

* NIELSEN RADIO INDEX

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg

235 Montgomery St., San Francisco 4 • 638 So. Van Ness Ave., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

WAVE FLOODED BY 26,049 RETURNS FROM TWO LOCAL BROADCASTS!

Did you ever look for rain and get a cloudburst? Here at WAVE we've always known that we had quite an audience, even after Hooper hours (and allowing for six other Louisville AM stations and two Louisville TV stations). But the top convincer came when we began broadcasting a nighttime amateur disk-jockey program (sponsored by the Oertel Brewing Company of Louisville, and placed by M. R. Kopmeyer Co.). The show runs from 10:15 to 11:30 p.m., weekdays. Every couple of months we ask for votes on two successive nights, and offer a prize for the winning vote-getter.

In the December contest, 23,908 voters replied to two broadcasts. In the February contest, the two broadcasts (Friday and Saturday night) pulled 26,049 returns! To us, that's a proof of listenership!

If we may use Morton's somewhat salty saying, "When it rains it pours". And pour it does at WAVE, for this is but one example in a long line of success stories. Let Free & Peters give you all the facts — or write us direct!

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC.,



5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES



BROADCASTING TELECASTING

Vol. 40, No. 17

WASHINGTON, D. C., APRIL 23, 1951

\$7.00 A YEAR—25c A COPY

AFFILIATES UNITE ON RATES

By ED JAMES

HUNDREDS of radio network affiliates united last week in a desperate effort to shore up rate structures already cracked wide open by the sudden CBS price reductions and threatened with a complete cave-in.

At a spontaneous meeting in Chicago last Wednesday an estimated 700 affiliates of all four networks elected Paul W. Morency, WTIC Hartford, Conn. (an NBC affiliate), chairman of a committee which has the short-term mission of urging ABC, NBC and MBS to withhold rate reductions and CBS to rescind its announcement of rate cuts effective July 1 [BROADCASTING • TELECASTING, April 16].

The longer-range plan is to undertake a sweeping re-evaluation of network rates, a basic study that it is hoped will stabilize a reeling industry.

On Thursday the Affiliates Committee telegraphed invitations to the four network presidents to attend meetings with the committee in New York April 24 and 25.

The committee's wires pointed out there was a need for "prompt action" in beginning a study of "the whole problem of radio rate structure and all of its implications."

CBS Rates Chief Topic

The CBS rate reductions and their portents were the principal topic on the floor and in the corridors at the NARTB convention, meeting under more critical circumstances than broadcasters have ever faced before.

Justin Miller, NARTB chairman, in his address opening the association's convention, inveighed against the advertiser pressure that led to the CBS action, describing it as a "boycott by a combination of advertisers."

Mr. Miller, a lawyer by profession and former federal judge, said flatly there were indications of anti-trust violation in the "conspiracy" among national advertisers to force down radio rates.

Out of all the discussion, which ranged from outraged opposition to resigned acceptance, the majority opinion seemed to be that a job of fundamental industry-wide research was needed to determine whether indeed radio rates were out of date, whether they ought to be raised, lowered or left alone.

The feeling prevailed that if

events that began with the CBS decision were allowed to take their helter-skelter course, without the levelling action of a sober and painstaking re-examination of radio's prices, the essential structure of the broadcasting industry was destined to change.

One high official of a leading network told BROADCASTING • TELECASTING candidly that networks were facing an unprecedented economic crisis.

He pointed out that not a single show had been sold by any major network in the past six months on a clean, above-board basis and at card rates. The network business, he said, had degenerated into a dog-eat-dog scramble among the networks to capture one another's

accounts.

The reluctance of national advertisers to invest in network radio, at prevailing prices, had reached the proportions of a boycott, he said. He saw no assurance that the boycott would be broken by a 10 or 15% rate reduction.

A reduction of that order, he said, might be enough to entice present accounts to remain on the air, but he doubted that it would bring in an appreciable number of new ones.

In the view of this executive, networks are approaching a time when drastic revisions of their basic nature may be demanded. Revenues from network operations have been steadily declining, he pointed out, and such corporate

profits as have been made have come from owned and operated stations or other activities.

Other New Devices

If rate reductions do not accomplish their intended purpose of keeping network business volume at levels that insure at least moderate profit, the networks will have to resort to new devices of obtaining revenue.

This network executive pointed out that the amounts spent by advertisers in network radio have been declining while expenditures in national spot and local business have steadily risen. Taking their cue from such statistics, networks may finally come to providing a

(Continued on page 90)

NARTB CONVENTION

By J. FRANK BEATTY

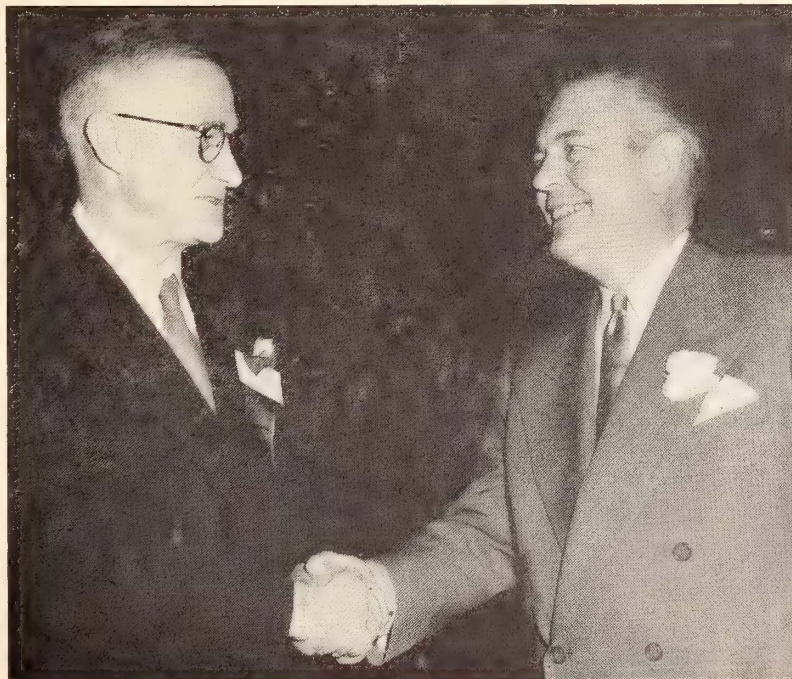
RADIO and television broadcasters met new and unexpected problems at their first joint convention last week, convening in Chicago for the first time as NARTB.

They met these problems head-on in the largest convention since the

post-war meeting of 1946, and left Chicago late in the week with the hope that effective machinery is available to protect their business and program properties.

Not within memory of most broadcasters has so staggering a problem been faced with such sud-

* * *



JUSTIN MILLER (l), retiring president of the NARTB, greets Harold Fellows, president-elect, as they appeared at the opening convention session Monday.

Biggest Since '46

deness as the CBS-propelled rate-cutting move. Some of these broadcasters arrived at the Stevens Hotel in a state of commercial shock. Others were mystified, or resentful.

There ensued five days of unscheduled conferences and rump meetings and corridor gatherings.

Why had CBS taken this devastating step? What could be done about it? Would it start a rate-cutting deluge?

The answers—partial answers, at least—began to emerge as the week progressed, culminating in formation of an Affiliates Committee to meet this week with network presidents and to see what can be done about holding the line on rates and perhaps recapturing prestige and commercial power on behalf of the station licensee.

Main Job Is Done

While this rash of confused conferring was dominating the thoughts and words of broadcasters, network officials, representatives and related groups, there still remained the main job of conducting an annual convention.

This job was done. It took the form of four separate conventions—a Monday defense mobilization meeting, open to members and non-members; a three-day management convention; a two-day engineering convention; one-day TV meet.

That was the all-time record for

(Continued on page 92)

COVERAGE OF THE CHICAGO CONVENTION IN THIS ISSUE

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CBS REPORT First Quarter Gross Up 27.6%; Net Income Drops 2.1%

GROSS INCOME of CBS and its subsidiaries during the first quarter of 1951 was \$39,323,391, up 27.6% from the \$30,809,064 gross for the like period of 1950, Samuel R. Dean, CBS treasurer, reported in a statement released Wednesday at the company's annual stockholders meeting in the CBS board room in New York.

CBS net, however, showed a 2.1% decrease for the quarter, amounting to \$1,276,054 or 74 cents a share for the first 13 weeks of 1951, compared with \$1,304,050 or 76 cents for the same period of 1950.

CBS President Frank Stanton presided at the meeting, which William S. Paley, board chairman, was unable to attend as he was required to be in Washington, where he is serving as chairman of the President's Materials Policy Commission.

Directors Elected

Stockholders re-elected Ralph F. Colin, Isaac D. Levy, Leon Levy, Edward R. Murrow, Mr. Paley and Mr. Stanton as Class B directors; Prescott S. Bush, J. A. W. Iglehart, Samuel Paley, Joseph H. Ream and Dorsey Richardson as Class A directors. The sixth Class A directorship, left vacant by the resignation Feb. 1 of Edward Wallerstein, former president of Columbia Records, was not filled, no candidate being proposed by the board.

The meeting ratified the board proposal for making 150,000 shares of authorized but unissued Class A stock and 10,000 shares of Class B stock available for purchase during the coming 10 years by CBS employees selected by the board to be given options to acquire the

stock at a price to be set by the board but not less than 85% of a fair market value. An incentive measure, the plan calls for 15,000 shares of Class A stock to be optioned to employees each year. Stockholders also ratified the board's earlier action in optioning 7,000 shares of Class B stock to Mr. Stanton and 3,000 shares of Class B stock to Mr. Ream, the network's executive vice president.

CBS acquisition of Hytron Radio & Electronics Corp., approved a week earlier by the CBS board [BROADCASTING • TELECASTING, April 16], was mentioned by Mr. Stanton who, in answer to a stockholder's question, said that to the best of his knowledge Hytron is not carrying an embarrassingly large inventory of TV sets such as has been reported for other set manufacturers. An arrangement, calling for an exchange of 31 shares of CBS stock for each 100 shares of Hytron stock, will not become effective until ratified by

the stockholders of both companies, but no action was taken at the CBS meeting as about a month will be needed to assemble the necessary information, it was reported. When that has been done, a special CBS stockholders meeting will be called, probably in mid-May.

Loyalty Question

A question about the loyalty statement required of all employees by CBS was answered by Mr. Ream, who said that the questionnaire used by CBS was the same as that required of all applicants for Civil Service positions and had been instituted by the network following the President's declaration of a national state of emergency because of the unique position of a network at a time of emergency. Asked specifically concerning the dropping of Louis B. Untermeyer from the CBS-TV

Paul Harvey Sponsors

ON APRIL 2, 63 cooperative advertisers assumed joint sponsorship of Paul Harvey's news analysis program, Monday through Friday, 1-1:15 p.m., on ABC. The co-op sponsorship consists of furniture stores, automobile dealers, household appliances, department stores, etc.

show *What's My Line?*, Mr. Ream pointed out that Mr. Untermeyer was not a CBS employee but a actor on one program, adding that he was "not going to go into her the reason for changing talent o programs."

CONTRACT NEWS

Baseball Pacts Continue

NEWS of signed baseball contract continued to trickle in last week. Other signings have been listed previously [BROADCASTING • TELECASTING, April 16, 9]. Those reported last week follow:

Liberty Broadcasting System baseball broadcasts this year are sponsored by Falstaff Brewing Corp., St. Louis, through Dancer Fitzgerald-Sample, New York over approximately 150 outlets with remainder of 360-odd LBS stations on a co-op basis, the network announced last week.

For the fourth consecutive year two Baltimore Oriole home game weekly will be telecast over WMAR-TV Baltimore. Gunther Beer and the Atlantic Refining Co. will halve the sponsorship.

Agencies are Ruthrauff & Ryan for Gunther's and N. W. Ayer & Son for Atlantic.

Also in Baltimore, WAAM (TV) announced that it will carry 12 Washington Senator games under the sponsorship of the American Brewery Inc., which, in addition is sponsoring nine Senator games over WBAL-TV Baltimore. Elmer D. Free is the agency.

Meanwhile, WWDC Washington announced a "home run" sell-out of sponsorships of all broadcasts of Senator games, plus all program and spot announcement adjacencies. Sponsoring the play-by-play broadcasts are the Christian Heinrich Brewing Co. (Old Georgetown beer) and Sinclair Refining Co.

KTUL Renews

JOHN ESAU, vice president-general manager of the Tulsa Broadcasting Co., operator of KTUL Tulsa, announced April 13 the station had renewed its contract as an affiliate of CBS. Mr. Esau said he had signed a two-year contract with Herbert V. Akerberg, vice president in charge of station relations for CBS. KTUL has been an affiliate of CBS since 1934.

'52 CONVENTION Board Picks New York

NEW YORK was picked as the site for the 1952 NARTB convention by the board of directors, with the Waldorf-Astoria Hotel as headquarters. Meetings will be held April 26-May 2.

The New York site is subject to contract negotiations, with the chance it will be moved if a favorable deal cannot be made.

Four of the six postwar conventions have been held in Chicago—the last three at the Stevens. The 1948 convention was held at Los Angeles, 1947 at Atlantic City, and 1946 at the Palmer House, Chicago.



Drawn for BROADCASTING • TELECASTING by Sid Hix
"And now an unsolicited testimonial . . ."

HIGH ADVERTISING LEVEL Seen by AAAA

By RUFUS CRATER

FORECASTS for continuing high-volume advertising levels brightened the 33d annual meeting of the American Assn. of Advertising Agencies, held last Thursday through Saturday at the Greenbrier, White Sulphur Springs, W. Va.

These heartening predictions shared the three-day agenda with sober calls upon the advertiser and agency field to turn its talents more fully to promotion of morality and American ideals and principles; to do more to sell the public and its lawmakers on the value of advertising itself as well as products, and to continue and expand its program of self-regulation.

Starting with the election of Young & Rubicam's Louis N. Brockway as the new AAAA board chairman (story this page), the approximately 400 members and guests also:

- Heard a review of the special Test Survey Committee's report and recommendations on radio-TV audience measurement methods and were called upon to give the report serious study as a possible approach to solution of the ratings problem.

- Heard Ralph W. Hardy, NARTB director of government relations, outline Congressional criticisms of advertising and suggest remedies.

- Were told that radio and television must be especially careful with their powerful influence on development of public ideals and principles.

- Heard television described as the biggest contributor of problems to the media side of advertising.

Ad Volume High

In an executive session opening the convention, built around the theme of "Advertising in a Mobilized Economy," AAAA President Frederic R. Gamble pointed out that although many defense and wartime problems may recur, "advertising volume is still high" and general business activity already has reached a \$300 billion rate and "promises to go considerably higher."

"On that volume," he continued, "the normal advertising percentage of 3% would result in total advertising volume of over \$9 billion compared with the present rate of between \$5 and \$6 billion."

"Even if we were to fall as low in percentages as the 1½% we reached during World War II, we could apparently still expect advertising volume not to fall below \$4½ billion—and it seems likely that, with the continued expansion of production, advertising might continue well above this figure."

On the darker side, Mr. Gamble noted the proposed 20-25% tax which the staff of the Congressional Joint Committee on the Economic Report recommended to be placed on advertising. Fortunately,

he said, "no members of the Congressional committee have indicated their intention to support the tax proposed by the staff."

He also noted that "serious shortages of paper for publication use and of inks and chemicals—"possibly affecting advertising reproduction"—may be in the offing, along with a manpower shortage.

Membership High

Mr. Gamble noted that AAAA membership is at an all-time high of 253 and that members' financial position "appears to be good."

"But," he said, "television still presents a serious financial problem to many agencies. On the media side of the business, in fact, by far the most problems are arising in television. Coming into the home as it does, with both sound and pictures, it has raised new problems of taste and censorship."

In a similar vein, at the same executive meeting, Mr. Brockway in accepting election to the chairmanship emphasized advertising leadership's responsibility in the

campaign for a return to true American ideals and said, with respect to radio and TV:

"We must be certain that our radio and television programs are always in good taste, that they do not glorify or condone crime or criminals or do not set up wrong standards of conduct for others to imitate in the mistaken belief that they are socially desirable or acceptable. The radio or television program that presents distorted pictures of American life or that makes heroes of thugs, gangsters, crooked politicians or dissolute persons tends only to elevate in the minds of millions the actions of these characters, and to place the stamp of approval upon a subversion of the ideals and principles we are fighting for."

Improved business for advertising was foreseen by Richard Glenn Gettell, chief economist of Time Inc., in Friday's opening session. He considered the current mobilization program, in so far as it is now planned, no cause for worry

NEW OFFICERS

LOUIS N. BROCKWAY, executive vice president of Young & Rubicam, New York, was elected chairman of the board of the American Assn. of Advertising Agencies last Thursday as the AAAA opened its 33d annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (see story this page).

He succeeds Fairfax M. Cone, chairman of the board of Foote, Cone & Belding.

John P. Cunningham, executive vice president of Cunningham & Walsh, New York, was elected vice chairman, and Wilbur VanSant, president of VanSant, Dugdale & Co., Baltimore, was named secretary-treasurer.

President Frederic R. Gamble continues in office for another year.

Directors elected at the Thursday sessions:

Directors-at-Large, for terms expiring in 1954—William R. Baker Jr., president, Benton & Bowles, New York; B. C. Duffy, president, BBDO, New York, and E. E. Sylvestre, president, Knox Reeves Adv., Minneapolis.

Directors representing 4A's sectional councils, for terms expiring in 1952—Fletcher D. Richards, president, Fletcher D. Richards Inc., New York, representing the New York Council; George C. Wiswell, treasurer, Cham-

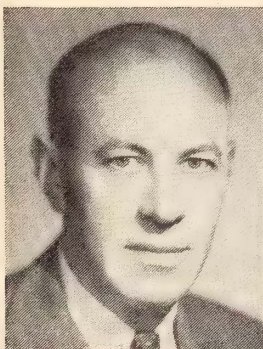
Brockway Is Elected AAAA Chairman

bers & Wiswell, Boston, New England Council; Wesley M. Ecoff, president, Ecoff & James, Philadelphia, Atlantic Council (re-elected); F. W. Townsend, vice president, Campbell-Ewald, Detroit, Michigan Council; Roland Taylor, vice president, Foote, Cone & Belding, Chicago, Central Council; L. C. Cole, partner, L. C. Cole Co. Adv., San Francisco, Pacific Council.

The following directors-at-large continue in office:

Robert D. Holbrook, president, Compton Adv., New York; Winthrop Hoyt, board chairman, Charles W. Hoyt Co., New York, and Lawrence L. Henfield, president, Doherty, Clifford & Shenfield, New York, all of whose terms expire in 1952; Gordon E. Hyde, president, Federal Adv., New York; Earl Ludgin, president, Earle Ludgin & Co., Chicago, and Henry M. Stevens, vice president, J. Walter Thompson Co., New York, whose terms expire in 1953.

Messrs. Duffy, Ludgin and Ste-



Mr. Brockway



Mr. Cunningham



Mr. VanSant

to the advertising industry.

Using World War II experience as a guide, he said that "at the worst, this would mean a 3% reduction in advertising during the first year of mobilization. Thereafter—substantial growth."

Whereas 45% of national output was for military purposes at the peak of World War II, he said, announced plans now contemplate only 15% by the end of 1951 and a maximum of 20% next year.

He noted that all principal national advertising media's revenues showed a 3% decrease in 1942 as compared to 1941, but an 83% increase in 1946 as compared to 1941.

"Projected from 1950 levels of \$1.560 billion," he said, "this would give a decline to \$1.5 billion in this year but an increase to \$2.850 billion five years hence."

Higher Spending Seen

"Consumers are going to have more money to spend this year than last year," he continued. "And, in all probability, more money next year than this year. And in as much as the volume of advertising demonstrably increases along with the volume of consumers spending, our prospects for this year and next, the way we are going now, are bright."

Mr. Hardy said in a speech prepared for delivery Saturday that he had found that Congressmen "frequently reflect a shocking lack of understanding of the functions, purposes, and worth of advertising in our economic and social institutions." He grouped Congressional criticisms as follows:

1. That advertising is an unnecessary luxury, an economic waste, and that it should certainly go by the boards during any critical national situations.

2. That there is something phony in advertising.

3. That because of flagrant violations of good taste and propriety (not at all well-identified as to specifics in the minds of critics) there has been a general breakdown in the pub-

(Continued on page 107)

vens were named to serve with the association's four officers on the Operations Committee, which convenes monthly.

Mr. Brockway, new board chairman, entered advertising in 1919 when he became advertising manager of *Scribner's* magazine, and has been with Young & Rubicam since 1930. He joined Y&R as an account executive; became vice president and account supervisor in 1939, and was named executive vice president in 1943. He was vice chairman of the 4A's the past year; has been a director since 1948, and is a director and chairman of the Advertising Council's Executive Committee.

Mr. Cunningham, new vice chairman, joined Newell-Emmett Co. in 1919 and rose to the post of executive vice president when the firm was incorporated as Cunningham & Walsh in 1950. Mr. VanSant, new secretary-treasurer, established VanSant, Douglas & Co. in 1914.

PETRY WARNS On Rate Cuts, Network Spot Pitch

By EDWARD PETRY*
PRESIDENT, EDWARD PETRY & CO.
THERE are two important topics which are the reason for this meeting today.

One of them concerns the highly publicized report which the ANA has recently issued on the subject of radio time values.

The ANA report is an effort to justify general reductions in radio broadcasting rates. They are making the attack, at the start, on network time rates, assuming that spot and local rates will follow in line. Apparently, they have at least partially convinced CBS and ABC, because they have announced a general rate reduction for network advertising effective July 1.

I don't know how they are going to justify those reduced payments to their affiliates—particularly in non-television markets—but presumably they are just going to implement it, with or without justification. As everybody in this room knows, I personally and everybody in the Petry Co., has always been in favor of high rates. We have always felt that radio has been sold too cheaply. We feel the same way today. While it may be true that radio is not giving as much value, in some television markets, as it formerly did—it is nevertheless true that dollar for dollar it is still a great advertising medium.

Cites ANA Report

The ANA report, while not complicated in itself, is something we have had to analyze at considerable length, and with the use of a lot of figures and statistics. For that reason I thought it better to have our thoughts about it put down on paper so that you could read them and study the figures better than you could by just hearing them.

The other main topic concerns the situation which has come up as a result of the network's invasion of the spot broadcasting field by selling spot over their chains.

The new move the networks have made into the national spot field, in the matter of using their network facilities as vehicles for spot advertising, is a subject of even more immediate and far-reaching importance.

Many stations here today had their biggest national spot year of all time during 1950. Every station here today, with the exception of three, carried more national spot during 1950 than it did the previous year.

The entry of the networks into the national spot field, by using their chains to carry national spot business, is a development which we feel will drastically reduce all of your income from national spot

during 1951 and may reduce your national spot radio in the not too distant future to something approaching the vanishing point. The problem that we want to outline and discuss then is, in its simplest form, how can we maintain the highest possible level of national spot business.

Anyone who is not emulating the ostrich will agree that increased budgets for TV, both spot and network, will eventually result in some lowering of budgets available for spot radio. As a matter of fact, this situation already pertains in certain highly developed TV markets. As is true when any new medium is available to the advertiser, it eventually falls into its proper place, and this is usually accomplished in a fairly orderly manner. We think that television and radio will reach their respective levels based on their separate abilities to serve the advertiser. In the meantime, we can all contribute

to this orderly change by selling radio on its special advantages and selling television on its advantages.

The new, and in our opinion, much more serious, threat to national spot radio is this new fact that all networks are using their chains to carry spot broadcasting and spot announcements. Already the country's largest user of radio and one of the smartest radio advertisers—P&G—has bought and is now running spot announcements on the ABC network. CBS has not so far sold outright one-minute spots in existing network sustaining programs. However, they have accomplished practically the same thing by dropping five-minute newscasts into existing CBS sustainers, and the P&G Ivory Bar one-minute copy is then carried in those five-minute shows.

Either way it is done, the threat to a large proportion of your income remains the same. Our information is to the effect that

RADIO VALUES

A PERSUASIVE answer to the Assn. of National Advertisers' report on radio time values (and a timely contradiction to the argument that radio costs are no longer economical) was presented to client stations last week by Edward Petry Co., station representative firm.

The Petry company selected three radio stations, in markets of various sizes and degrees of television penetration, to use in illustrating fallacies in the ANA report. The ANA report recommended that evening rates on Station A be reduced 5%, on Station B 25% and on Station C 50%.

What actually makes more sense, according to the Petry analysis, is that Station A should raise its rates 84%; Station B should raise its 33%, and Station C should lower its rates 34%. In the case of Station C, the Petry study points out, a further adjustment of the figuring to recognize the decrease in real value of the dollar, would

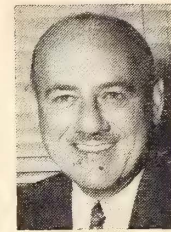
justify this station's making a 5% increase in its rates.

One of the principal flaws in the ANA study, according to the Petry company, is that it overlooked the fact that in most communities the present number of radio homes is greater today than it was when the rate that ANA proposes to cut was established.

The number of radio homes today is "greater even after you lop off all the television homes," the Petry report said.

To look at radio in terms of the growth of TV alone as a means of assessing radio's value is economic nonsense. The changes in actual

THE MAN who established national spot radio on the successful economic and ethical basis it enjoys today—Edward Petry, founder



Mr. Petry

and president of the exclusive station representative firm bearing his name—here comes to the defense of spot radio from what he charges are inroads by the national networks. Here, too, he defends the value of radio time itself, holding radio continues to be the best buy of all media, TV or no TV. Entering radio in 1925 as manager of former WGL New York, Mr. Petry speaks as an industry veteran. His firm Edward Petry & Co., was founded in early 1932.

other large current users of national spot are now seriously considering following P&G's lead. It is our considered opinion that, as more and more money is diverted from national spot to network spot, the network will see to it that more and more programs are made available for this type of service. Here, precisely, is what happened in the case of P&G:

P&G had allocated approximately \$345,000 for a 13-week national spot campaign, of which \$107,097 was headed for your markets. The budget called for 10 spots per market per week.

Before the actual buying was completed, we were informed that the campaign had been called off
(Continued on page 96)

costs of reaching people through various advertising media need to be investigated.

To show a comparison in the changes in actual value for radio, newspapers and magazines, the Petry company used the same three stations, the largest evening newspapers in each community, and *Life* and *Saturday Evening Post*.

Averaging figures for each of the three media, the Petry study showed that since 1942 newspaper rates had risen 54%, magazines were up 89%, and radio had increased 7%.

In the same period the cost-per-thousand circulation for newspapers has risen from \$7.72 to \$10.32; for magazines, from \$2.27 to \$3.02, and the cost-per-thousand families for radio has declined from \$1.30 to \$1.23.

The percentage of increase in cost-per-thousand is 34% for newspapers and 33% for magazines. The cost of radio in the same interval has dropped 5%.

Summing up, the Petry company said: "In newspapers you now pay \$1.34 for every dollar you spent 10 years ago. In magazines it costs you \$1.33 to get your old-time dollar's worth. But in radio today you get for 95 cents the advertising that used to cost you a dollar."



DISCUSSING the rate situation after the Petry luncheon last Monday in Chicago (l to r): Frosty Blair, Petry, Chicago; Ed S. Whitlock, WRNL Richmond; Benedict Gimbel Jr., president and general manager, WIP Philadelphia, and Miller Robertson, vice president in charge of sales, KSTP Minneapolis.

* Address delivered April 16 before closed meeting of Petry-represented stations, Stevens Hotel, Chicago. About 50 station executives were present.



STATISTICAL side of radio held interest of BAB duo and alumnus as A. C. Nielsen addressed the BAB meeting at Chicago. L to r: William B. Ryan, BAB president; Edgar Kobak, WTTA Thomson, Ga., BAB board chairman, and Maurice B. Mitchell, Associated Program Service, former BAB director.

* * *

RATE DEBACLE

BROADCAST Advertising Bureau opened its industrywide fight to pull radio out of its current rate debacle at a Tuesday morning clinic held during the NARTB Chicago convention.

President William B. Ryan and Edgar Kobak, WTTA Thomson, Ga., BAB board chairman and NARTB board member, started the campaign to sell radio by an aggressive sales promotion campaign. They were supported by advertiser, agency and related spokesmen who agreed the medium

should be developed to new heights and effectiveness.

This first organized attempt to meet the CBS-projected rate crisis head-on was conducted in a quiet, orderly atmosphere. Determination rather than high-pressure talks marked the 2½-hour meeting as BAB made its first bid to the membership for financial support.

Kobak Keynotes Charge

Mr. Kobak sounded the keynote by charging that radio is short-changing itself and the listening public by watching TV develop instead of fighting for better programming and better selling. He claimed radio is punch-drunk from boos of advertisers who are getting better results from radio while demanding lower rates. BAB will supply the promotion leadership

'SALES CREDO'

BAB Reads Kesten Message

IN A critical hour, broadcasting received an inspirational sales credo from one of its illustrious pioneers. Paul W. Kesten, former CBS executive vice president and now consultant to the network, sent a message to Broadcast Advertising Bureau, to which he is consultant. The letter was read at the BAB clinic held Tuesday morning during the NARTB Chicago convention.

Here is the credo, contained in two types of effort he felt BAB should carry on:

First a continuing, constructive, untroubled flow of material selling radio as the broadest, simplest, lowest-cost mass advertising medium on record—commanding the most open, easy, eager channel that God ever invented to reach the human mind . . . the human ear. That's basic about radio, it always will be basic, it can't be overplayed.

Second, a hard boiled, highly competitive opportunistic barrage of plugging comparisons with other media—magazines, newspapers and by no means excluding television. Case histories . . . deadly parallels . . . cost-per-sale stuff gleaned from bargain basements and from lofty campaigns from the local level to the national level and back again . . . no holds barred.

These figures also indicate that network business during 1949-50 remained virtually constant with the rise in aural revenue primarily attributable to increased business of stations.

Of interest is FCC's compara-



PANEL DISCUSSION at BAB meeting in Chicago included (l to r): A. C. Nielsen, head of A. C. Nielsen Co.; Frank E. Pellegrin, H-R Representatives; Lewis Avery, Avery-Knodel; Robert Gray, Esso Standard Oil Co.; Jerry Stolzoff, Foote, Cone & Belding.

* * *

BAB Begins Its Industrywide Crusade

and research, he said. At the same time he blamed broadcasters because they had failed to raise rates in recent years. "Treat all advertisers alike and cut out deals," he said.

"My own opinion is that CBS took a drastic move. Columbia hated to do this and is catching lots of squawks. The next two weeks you will hear from all networks. You might as well take it—you're going to get it. Then take the offensive." He urged management separation of radio and television, adding that TV will eventually set up its own promotion bureau.

Mr. Ryan, making his first convention appearance as BAB president, quietly and earnestly called for support of BAB as he outlined

the industry's current problem and what should be done about it. He noted that the organized, unified attack of the Assn. of National Advertisers had met some measure of success but claimed radio is vulnerable because it doesn't defend its own rates.

Wasted Energies

"Radio dissipates its energies fighting itself," he said. Through radio has produced more statistics than any other medium it has never measured the size of its audience aside from the data in the two BMB studies, he said. Rather it has produced highly competitive research for individual stations and networks.

Mr. Ryan reminded that the public bought 13 million radio sets (Continued on page 94)

AM, FM INCOME

SHARPLY reversing the trend of aural broadcast income—which had been steadily declining since 1944—the FCC last Thursday revealed that total income for 1950 for AM and FM, before federal taxes, rose 34.5% over 1949.

The Commission's figures on aural services were indicated by preliminary estimates filed by networks and stations with that agency. Similar analysis of television networks and stations had been released late last month by FCC [BROADCASTING • TELECASTING, April 2].

In reaching its peak income year, aural revenue from time sales and other sources amounted to \$447.7 million (see Table I). This, coupled with television's 1950 figure of \$105.8 million, pushed the overall broadcasting industry total past the half-billion dollar mark for the first time.

tive revenue figures showing that aural stations located in TV markets suffered no aggregate loss, but rather they experienced a 6.8% increase in 1950 over the previous

year (see Table II). This table, confined to stations in operation over the two years, also discloses

(Continued on page 98)

FCC Reports '50 a Peak Year

TABLE I
AURAL BROADCAST SERVICE

Estimated 1950 Revenues, Expenses, and Income

	1950 (Millions of dollars)	1949 (Millions of dollars)	Increase in 1950 (%)
Broadcast Revenues			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$109.7	\$108.1	1.5
Other AM and FM Stations ²	338.0	307.1	10.1
Total	447.7	415.2	7.8
Broadcast Expenses			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	91.2	90.6	0.7
Other AM and FM Stations ²	285.6	271.9	5.0
Total	376.8	362.5	3.9
Broadcast Income (before Federal Income Tax)			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	18.5	17.5	5.7
Other AM and FM Stations ²	52.4	35.2	48.9
Total	70.9	52.7	34.5

¹ The number of network owned and operated stations in 1949 was 27 and in 1950, 28.

² Including 2,098 AM, AM-FM or independent FM stations in 1949 and 2,173 in 1950.

NARTB BASIC PROBLEMS

Board Studies

SERIES of NARTB joint board and TV board meetings during the NARTB Chicago convention, first in the history of the newly aligned association, worked out basic problems of aural and video operation under one trade association.

TV and joint board meetings were held Saturday, April 14. They were followed by a number of special and committee sessions at which key issues were discussed.

The autonomous TV organization failed to come up with a general manager, or operating head. The board adopted a series of resolutions which were ratified Thursday by the TV membership (see TV defense-business story page 75).

Resolution supporting passage of the McFarland Bill (S 658) was unanimously approved by the joint board. Frank U. Fletcher, WARL Arlington, Va., FM director-at-large, introduced the resolution. The McFarland Bill would streamline FCC procedure. NARTB President Justin Miller is to appear before the House Interstate & Foreign Commerce Committee when hearings are resumed April 24. He will testify in support of the bill.

The board voted appointment of a membership committee to screen applicants for associate membership.

Kobak's Research Motion

On motion of Edgar Kobak, WTWA Thomson, Ga., small station director, the board voted to name a special board committee to look into the report by the Special Test Survey Committee. This test committee, headed by Dr. Kenneth H. Baker, NARTB research director, submitted a report last winter urging NARTB to take the lead in promoting a comprehensive study of audience measurement techniques in an effort to remove confusion in the research field.

The whole matter of research confusion came to a head last summer when KJBS San Francisco asked for a showdown on value of various techniques. The project was launched in an advertisement in BROADCASTING • TELECASTING. Dr. Baker's committee made an extensive preliminary study of the problem and suggested a thorough analysis of research techniques could be made for about \$140,000.

Robert D. Swezey, WDSU-TV New Orleans, reported on behalf of the Presidential Selection Committee, which had signed Harold E. Fellows, WEEI Boston and CBS New England manager, to a five-year contract as NARTB president, effective June 4. Judge Miller becomes chairman of the board. The selection of Mr. Fellows was ratified. He was introduced to the board by the committee.

Neal McNaughten, NARTB engineering director, was directed by

the board to take part in the sixth plenary assembly of the International Radio Consultative Committee (CCIR), starting next June in Geneva. Mr. McNaughten is international chairman of Study Group No. 10 which deals with broadcasting, having been named by the State Dept. He will sail May 26. Last CCIR meeting was held at Stockholm in 1948.

C. E. Arney Jr., secretary-treasurer since 1939, was re-elected for another year.

Accepted into associate membership were Audio & Video Products Corp., Azrael Adv. Agency, Bruce Eells & Assoc., Kliegl Bros. and Snader Teletext Sales.

The separate TV board held a pre-board meeting prior to the joint board session April 14 with Eugene S. Thomas, WOR-TV New York, presiding.

Thad H. Brown Jr., NARTB's TV counsel, was named to direct activity of the autonomous TV organization until a chief executive has been selected, possibly in June. The special committee in charge of selection of a general manager will meet June 2 at Williamsburg, Va., prior to the June 4 joint board meeting in Washington.



EUGENE THOMAS, director of television operations, WOR-TV New York, and chairman of the 1951 Convention Committee, opened the first business session in Chicago last week.

Mr. Thomas made this comment on selection of Mr. Brown: "This action is taken pending the choice of a man who will serve in the post permanently. Mr. Brown will report directly to the Television

Board." Charles A. Batson has been directing operations of the TV organization.

George B. Storer, Fort Industry stations, reported to the TV board on behalf of the selection committee. Other members are Campbell Arnoux, WTAR-TV Norfolk; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Harry Banister, WWJ-TV Detroit.

Dues Schedule Set

Monthly dues for the TV organization were adopted—the five-minute advertising rate, or half the 15-minute rate, whichever is lowest. This rate is effective May 1. It was approved on recommendation of the finance committee, of which Mr. Storer is head. The question of special rates for joint AM-TV memberships was left to the NARTB board.

A special type of membership was proposed for TV station applicants so they can receive data on FCC actions and other allocations information. This was deferred to the Tuesday meeting.

Mr. Thomas reported 58 of the 107 operating TV stations now belong to NARTB, first time a majority of TV outlets have belonged to any single trade association. Mr. Brown reviewed legislative and regulatory matters affecting the TV industry.

JUSTIN MILLER

Counsels at Opening Session

JUSTIN MILLER, NAB president for the past six years, said last week that his assumption of the chairmanship of the new NARTB did not constitute a "swan song" and that his new position would permit him at last to do the sort of job that was promised him when the NAB "lured" him to leave a lifetime federal judgeship.

He delivered the principal address of the opening session of the 29th annual convention of the broadcasters' trade association Monday afternoon.

Judge Miller said that the NAB selection committee, in seeking his acceptance of the NAB presidency in 1945, promised that he would not be "burdened with management and administrative duties—instead, my most important function was to be that of diagnosis and prescription of remedies."

Persuasive Factor

He said that he regarded that as "the most attractive feature of the committee's offer and the one which finally persuaded me to leave the bench."

Contrary to promises, he said, events obliged him to "plunge at once into the work of management and administration, and . . . I rarely got out of it."

The reorganization of NAB into NARTB and the election of Harold Fellows, former general manager of WEEI Boston, as president, has resulted, Judge Miller said, in an

arrangement to the judge's satisfaction.

"The board has appointed me to a position in which I can do the sort of job with which the 1945 committee on selection lured me, from a lifetime tenure on the federal bench, to the uncertainties of a short-term trade association tenure."

Judge Miller devoted most of his address to giving "advice to my successor."

Advice to Fellows

The first thing he advised Mr. Fellows to beware of was the trade press, although he did not identify any journals by name.

He remarked that a man may be a "D-English major one day, a cub reporter the next, and an expert on everything a year or two later. This fact is one which the dictators always capitalize, in the use of the 'big lie' technique. No better proof can be found of the fantastic gullibility of many people."

Having warned Mr. Fellows against taking the trade press seriously, Judge Miller advised him that on a trip (the Judge recently returned from South America) he had learned that the three dominant motivations of the people in one country were love, money and laziness.

"I suspect," he said, "that these three are high up on the list in most countries. You may be sure that where they are dominant, there

is little time or energy left for such activities as those of trade associations. That explains, perhaps, why the percentage of membership runs close to 50% of the total number of broadcasting stations."

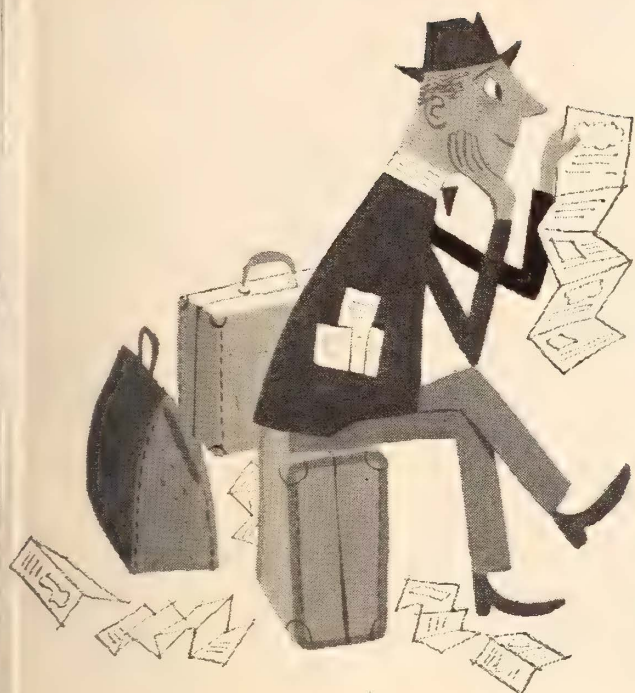
Those who are members, he added, do not all participate wholeheartedly in association affairs.

"And remember, Mr. President-elect," Judge Miller said, "they will gripe to you. . . . You may have a board meeting next Monday, for which you have to prepare an annual budget; you may be in the midst of a congressional hearing on a bill which threatens the very existence of commercial broadcasting; but when such a letter comes in from a broadcaster, you must drop everything and explain to him just why the board adopted a certain policy and why you carried it out—or at least that is what he thinks you should do."

Judge Miller pointed out that within the association there were "irreconcilable differences." He said there were "those who are in the association to grind their private axes; who will try to convince you in ways, both blunt and subtle, that they are entitled to have NARTB serve their special interests and give them special advantages over other members."

"Don't kid yourself, Mr. President-elect," said Judge Miller, "that you can reconcile all differences and keep everyone happy. You can't."

Judge Miller said that another
(Continued on page 107)



Come
Summer . . .

go where the money goes

This summer, check in at 50,000-watt KSL. Discover for yourself the four-state summer wonderland KSL puts at your feet. There's money everywhere. It's in the billion-dollar Intermountain industrial empire that's booming all year long . . . in Wasatch National Forest (most-visited in the U. S.), the Rockies and **all** the natural wonders that attract Intermountain America's horde of free-spending summer vacationists.

And every year is bigger than the last.

In 1950, far more visitors than in '49 spent 12% more dollars June through August — helped ring up a soaring \$254,553,000 in retail sales!

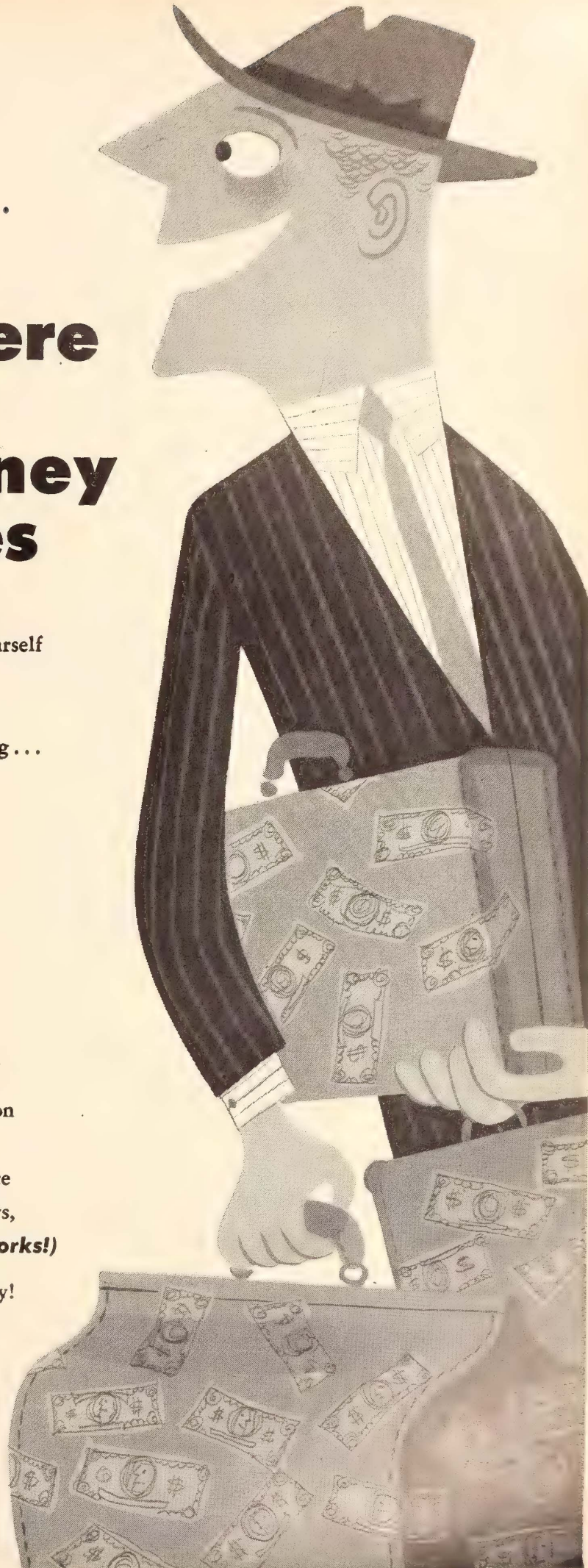
At KSL, you're in for a wonderful time. Because KSL last summer registered 41% more listeners than the second station during the day . . . 38% more at night! And because KSL **this** summer will be out for an even greater share of audience with an unprecedented promotion campaign. (Tie-in displays, billboards, stunts, newspapers and on-the-air ads—**the works!**)

Make **your** reservations now. Call KSL or Radio Sales today!

KSL

50,000 WATTS
CBS IN SALT LAKE CITY
Represented by Radio Sales

All sources on request





WORLD Broadcasting plugged its Robert Montgomery show, *Freedom Is Our Business*, with these convention representatives on hand (l to r): Rear, Sy Kaplan, Hugh Grauel, Mike Sillerman and Bob Friedheim; seated, Sam Carter, Dick Lawrence and Maynard Marquardt.

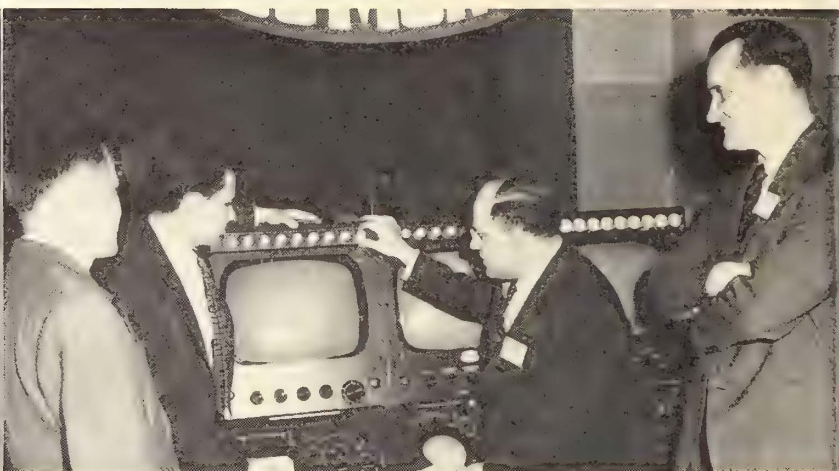


ONE OF Frederic W. Ziv Co.'s most popular transcribed shows, *Boston Blackie*, was a wall-board background for this group of salesmen. L to r: Bennett Philley, William M. Mertz Jr., Albert Unger and Stuart E. Halliday.

GATES RADIO Co.'s large broadcast transmitter is explained by Francis W. Wentura (l), as two other Gates representatives (l to r) Stan Whitman and O. J. McReynolds, and a station man, L. W. Lenwell, KBRL McCook, Neb., look on.



BLONDE Thesaurus Queen attracted all eyes at RCA's recording exhibit. L to r: Rear, Bert Woods, George Field, Model Jane Casey, H. Gillespie and Bob Fender; seated, Geoff Bennett and Jim Davis, all Thesaurus representatives headquartered in Room 512, "the Key Club."



ALLEN B. DuMONT Labs' delegates and station men check TV monitors during the convention. They are (l to r): Jerry W. Keesse, WHBF-TV Rock Island, Ill.; C. E. Spicer, DuMont; R. J. Sinett, WHBF-TV; Jim B. Tharpe, DuMont.

FEDERAL Telecommunications Labs sent two spokesmen to the NARTB meeting. Checking equipment at the last minute are A. J. Baracket (l) and J. H. Hickerson.

FOUR new programs were introduced by Lang-Worth Feature Programs. Posted in the firm's suite (l to r): Cy Langlois Jr., Hugh Allen, Pierre Weis, William Young, John Langlois, Walt Davison and Cy Langlois Sr.

SESAC representatives, outlining features of its new library, include (l to r): Bob Stone, Ralph Baruch, David R. Milsten, Kurt A. Jadassohn, George W. Johnston, Louis Tappe, John Casey, Alice J. Heinecke.



HEAVY DISPLAYS

RCA EQUIPMENT swallowed up the largest portion of the Exhibition Hall at the NARTB convention again this year, but Broadcast Music Inc. attracted the most attention from visitors. Twelve companies allied with the radio and television industry leased space in the Stevens Hotel lower-level Exhibition Hall, which occupies 30,000 square feet.

Nine had displayed their new equipment previously—The Andrew Corp., Allen B. DuMont Labs, Gates Radio Co., General Electric Co., Radio Corp. of America, SESAC Inc., General Precision Lab, Federal Telephone and Radio Corp. and Broadcast Music Inc. Three new exhibitors added this year were the U. S. Army Signal Corps, the Armed Forces and Kliegl Bros., Universal Electric Stage Lighting Co. Two exhibitors—Collins Radio Co. and Raytheon Mfg.—dropped their heavy exhibits for the 1951 convention. Collins set up headquarters on the fifth floor, where all light displays were shown, and Raytheon did not exhibit because it no longer manufactures transmitters.

RCA showed an extensive line of transmitters, radio and video consoles, transmission lines, monitor racks, and cabinets and tubes. Equipment was departmentalized around a replica of the Empire State Bldg., atop which a 222-foot multiple TV and FM antenna is being erected. The installation was designed and constructed by RCA. The model was designed of glass and wood, and was supplied by the Empire State Bldg.

TV Amplifier

Interest of conventioners centered on the company's 20 kw television amplifier, which, used with a 12-gain antenna, will increase a station's coverage area "four times over," one spokesman said. The model attracted much comment as a result of the FCC's declared plan to increase the power of TV stations now on the air. The model will be available when petitions for increased power are authorized. Another piece of equipment talked about, although, it was not shown, was the new air-cooled 10 kw transmitter.

A new 5 kw slant line 10 kw AM transmitter was shown with a 250 w transmitter, with a rack, which occupies no more floor space than the former RCA 250 w transmitter alone. The single unit piece includes new monitoring equipment, a frequency monitor, modulation and limiting amplifier. RCA officials also introduced a program console, with expanding mixing facilities for TV with eight microphone inputs, shown with a master switch console which is capable of switching 10 input channels into three outgoing circuits.

Flashing vari-colored lights were used on a large wall map of the

U. S. to indicate TV stations using RCA field, studio, transmission and antenna equipment. Next to the map was a model of a new portable film projector which couples onto a remote camera and permits film inserts and slides to be telecast from a remote site. One of the most expensive items on display was a custom-built television audio console, originally designed for use at NBC New York. It has 12 microphone channels, a dialogue equalizer, an element which presets sound effects (switching is automatic with the camera) and an on-

the-air video monitor.

Broadcast Music Inc., to introduce its new "Autograph Series" of sheet music, displayed original music manuscripts and letters of the composers in three glass-enclosed tables. A fourth was filled with archaic musical instruments. The autograph series is expected to include 12 compositions in the BMI library, and with each sheet music copy the company will include a replica of the original manuscript suitable for framing.

The exhibit, heavily guarded because of its value, included orig-

inals owned by BMI and borrowed from collectors. In the group were "Dixie's Land," subsequently known as "Dixie," "America," Stephen C. Foster's "Sadly to Mine Heart Appealing" and "Home Sweet Home." Manuscripts were mounted on maroon flannel and surrounded by letters in the authors' handwriting, plus pictures.

The Conn Band Instrument Co., Elkhart, Ind., loaned BMI a group of ancient musical instruments. Displayed in a fourth case, they included Egyptian pipes of Pan, reportedly 5,000 years old; The Hebrew shofar, made of a ram's horn; boxwood clarinets; a Chinese trumpet; a soprano Zinke in D, a 16th Century German device; the Serpent, a snake-shaped instrument,

(Continued on page 104)

RCA Biggest Exhibitor

'LIGHT' EXHIBITORS

TWENTY-TWO "light" exhibitors displayed their radio and television wares on the fifth floor of the Stevens Hotel throughout the NARTB convention in Chicago last week.

This year, as in the past, scantily-clad models distributed "come-on" gimmicks, suites were flooded with wall-board promotion pieces and brochures and broadcasters auditioned dozens of new transcribed radio and television programs.

RCA THESAURUS issued membership cards in its exclusive "Key Club" after distributing hundreds

of miniature golf clubs attached to a duplicate of the key to Room 512, its headquarters. Numbers corresponding to those on cards passed out during the day were mixed for a drawing each afternoon, with the winner receiving a set of matched golf clubs. When the keys ran out on the first day of the convention, RCA sent in matches — labeled "Thesaurus is setting the trade on fire"—as a substitute. Mexican valeras, a wooden device tossed onto a peg, were distributed again this year.

Models invited conventioners to

22 Show Products

visit room 512 for an "Hour of Charm," RCA's new Phil Spitalny show which is being directed sales-wise to the sponsor rather than the station. Presentations were made also on the *Wayne King Serenade*, introduced two months ago. Also displayed were musical jingles and commercials.

The suite of STANDARD RADIO TRANSCRIPTION SERVICES was divided between its radio discs and films of United Television Programs. Delegates were outlined features of Standard's program library, which includes new talent and a new cataloging system requiring less handling time. Visitors received three-dimensional viewing devices with colored slides.

UNITED TELEVISION PROGRAMS previewed three of its film shows, most popular of which was *The Chimps*, starring the late Bonzo. Showings continued throughout the day. The company will release two new film series in the fall, *Cry of the City*, a half-hour dramatic suspense show, and *Cowboy G-Men*, a new western. Each is going into production now,

(Continued on page 105)

RADIO LAUDED

GEN. OMAR N. BRADLEY said last week that commercial radio news reports from the Korean war are "so accurate" that he includes them in the daily briefings that he gives the President and Secretary of Defense.

Gen. Bradley, chairman of the U. S. Joint Chiefs of Staff, addressed a

luncheon meeting of the NARTB Tuesday. He explained that a teleconference between Washington and Tokyo is held daily between 6 and 8:15 a.m. to inform the Defense Dept. of the latest progress of Korean operations. A summary of the situation is prepared for him.

Frequently, however, Gen. Bradley's aides pick up information from 8 a.m. radio newscasts that was not included in the official report, he said.

"These broadcasts," said the general, "are so accurate that I do not hesitate to give them to the President."

Praises Coverage

Gen. Bradley complimented radio and television for their "particularly outstanding" coverage of the Korean war.

The major part of his address was devoted to an address on "Korea Today," an analysis of the military concept of that action and its relation to the whole movement of resistance against communism.

At the same luncheon, over which Justin Miller, NARTB chairman, presided, the four finalists of the

Bradley Praises Korean Newscasts' Accuracy

Voice of Democracy contest read excerpts of their speeches. Three of them, Ricardo Romulo, Norita Newbrough and Marcia Anne Harmon were heard by recording. The fourth, Robert A. Burnett, appeared in person.



Gen. Bradley (r) exchanges table talk with Joseph H. McConnell (l), NBC president, and Harold Fellows, NARTB president-elect, before making his address at the Tuesday luncheon.

A Billion Bucks



This is

RADIO ACTIVE



A Bonanza Market

Right now Wichita retail sales are 32% ahead of the 1950 level! They have led the five-state area* time after time. People in the Wichita market have money to spend and they will continue to spend it because Wichita industry alone has far more than a BILLION-dollar backlog.

* Colorado, Nebraska, Kansas, Oklahoma, Missouri.

You can tap this rich market most easily, most economically, with RADIO. The average ownership is a little over three sets per family in the area. Every test and every measurement proves the listening audience.

Here you find big-scale employment of a population that's 98% native-born whites. And, don't overlook Wichita's normally high income from regular production at the basic sources, i. e., Agriculture, Cattle, and Oil. Yes, sir! We have full pocket books and full dinner pails in Wichita.

Represented Nationally by Edward Petry & Co., Inc.

KFH
CBS

Represented Nationally by Radio Representatives, Inc.

KAKE
MUTUAL

Aint Hay---



WICHITA

The Hot Spot of the Nation

Wichita's new sixty-million-dollar Jet Bomber Base and ten-million-dollar Municipal Airport are now a fact!

Homes are being built by the thousands. New super highways, flood control and other colossal expansion is extending Wichita's city limits almost weekly. It takes very little imagination to convert this boom into payroll dollars which soon find their way into cash registers.

Radio is *the one* vital influence on these busy people. You can influence about one million five hundred thousand people with above-average income within the listening area of these four Wichita network stations. *You can reach more people for your advertising dollar . . . with radio.*

Represented Nationally by Avery Knodel, Inc.

KFBI
ABC

Represented Nationally by O. L. Taylor Co.

KANS
NBC

SPORTS SESSION

Coverage Benefits Stressed

BROADCASTERS joined organized baseball last week in planning a campaign of promotion this season but let major and minor league officials understand they have been getting pushed around in seeking radio rights to games.

Winter-long efforts to work out a promotion drive in which networks, stations, manufacturers and set-selling outlets will participate came to a focus at the NARTB sports session, held Tuesday afternoon during the Chicago convention.

Out of two hours of plain talk, and a few traces of emotion, came the informal understanding that the sports operators and electronic industries could cooperate to their mutual benefit.

George Trautman, president of the National Assn. of Professional Baseball Leagues, suggested stations channel their requests for game rights, as well as their complaints, through NARTB. After hearing both major and minor leagues criticized for their handling of game rights, he said "we are on the doorstep of a fine relationship."

Lindsay Presides

Merrill Lindsay, WSOY Decatur, Ill., newly elected NARTB director from District 5, presided at the sports meeting. He reviewed briefly the history of baseball broadcasts and noted that baseball's rule protecting major league clubs within 50 miles of their ball parks has hurt broadcasting.

Mr. Trautman said attendance of the minors was down 20% last year. He blamed this on a number of factors, including radio, television, weather and economic conditions. He recalled the three recom-

mendations of a major-minor league committee, submitted at a joint baseball meeting in December. These were that majors should not try to enlarge the scope of radio coverage; should analyze sponsorship of broadcasts, and should confine TV to the home territory of clubs being telecast.

Mr. Trautman praised radio's cooperation with the minors and was optimistic about the contribution radio will make. He said many minors claim saturation of major league broadcasts hurts attendance.

C. L. Jordan, executive vice president of N. W. Ayer & Son, recalled baseball's attendance skyrocketed to over 64 million in 1949, with sportscasting growing from 250 stations in 1940 to 600 radio and TV outlets in 1949. "Everybody was happy," he said,

including advertisers, agencies, stations and baseball clubs. Then along came bad weather, normal leveling out after the postwar expansion, and other factors to cut attendance 11 million in 1950—"nearly back to the 1946 figure." Number of radio and TV stations carrying games rose to 800 in 1950 he said, with a daily audience of 17 million listeners.

Cites Winter Meet

Mr. Jordan recalled last winter's meetings in which all interests sought a solution to the baseball radio-TV problem. Over 1,000 radio and TV outlets will carry games this year, he said, reaching about 20 million persons. "Nobody could ask for a better chance to show that radio and television can sell baseball to more people," he said. "The job we have to do is to



ON LOCATION interview is conducted by WMAQ Chicago Announcer Hugh Downs (r) with Werner Wieboldt (center), son of the founder of Wieboldt Stores Inc., which has just marked its 68th anniversary. Wieboldt's show, *Your Neighbor*, originated at the site of the company's first store for the anniversary broadcast. At left is Howdee Meyers WMAQ sales manager.

prove that this tremendous power can work for the good of baseball as well as the advertising industry," he said. "I think we can. Certainly, we have some sound pilots" (Continued on page 106)

DEFENSE RALLY

Industry Hears 'Alert' Plans

PLANS for operation of broadcasting stations during an air alert will be sent out in the near future by FCC, NARTB convention delegates and non-member executives were told at a defense mobilization meeting last Monday morning.

A morning-long meeting held in the Eighth St. Theatre, Chicago, went into station procedure during an alert as well as general operating problems in the mobilization period. The discussion of alert procedure was confined to persons holding credentials from the FCC.

As the first major convention meeting, the defense roundtable drew some 1,200 broadcasters. The

restricted portion of the morning's session was a streamlined version of the day-long emergency meeting held in Washington March 26 under FCC-military auspices [BROADCASTING • TELECASTING, April 2].

John H. DeWitt Jr., WSM Nashville, NARTB director who served as panel chairman, explained the problem of preventing the enemy from using stations for homing purposes. Sitting on the platform with him as board observers were Calvin J. Smith, KFAC Los Angeles, and William C. Grove, KFBC Cheyenne, Wyo.

Curtis Plummer, FCC chief engineer, explained that the problem

is to prevent the enemy from homing on stations while at the same time conveying vital messages to the public. Taking part in the discussion were Robert Burton and Col. William Talbot, Federal Civil Defense Administration; Robert Linx, Prose Walker and Ralph Renton, FCC Engineering Dept.; Col. James H. Weiner, Air Defense Command. Neal McNaughten, NARTB engineering director, was staff representative.

Broadcasters were told the enemy is depending in great part on commercial broadcast stations for homing aids. Their cooperation was asked on a voluntary basis. The plan to be submitted for alert procedure has been approved all along the line, after careful study, with only White House action on Sec. 606 of the Communications Act needed to put it into operation.

Series of tests in which anti-homing techniques were used received detailed explanation. These tests, along with study of what other countries did during the war, led to approval of a plan under which a large number of stations on common frequencies will operate on a pseudo-synchronization and pulsating formula.

Laud Coverage

Civil defense officials said they know of no other medium that can reach so large a percentage of the public instantaneously. Radio is the best means of getting essential information to the public, it was added, with the medium playing a tremendously important role in reuniting families as well as telling people where to go and what areas to avoid.

Stations in a city will be tied together by wire and radio, under the plan, using simultaneous programming. Key stations will be

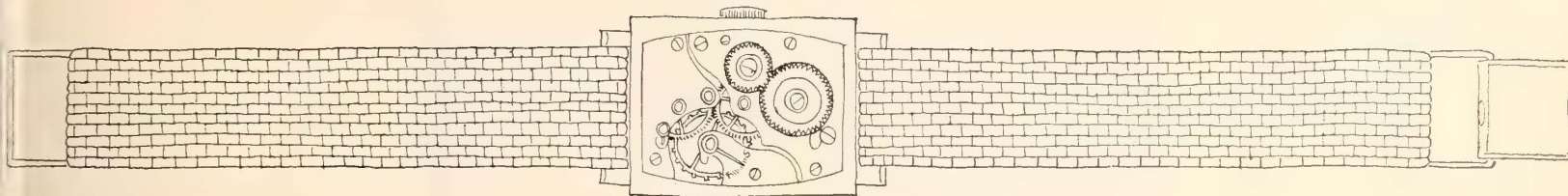
(Continued on page 62)



SIXTH ANNUAL reunion of the U. S. Radio Mission to European Theatre of Operations was held in Chicago April 15 in conjunction with the annual convention of NARTB. Present were, seated (l to r) Joseph H. Ream, executive vice president, CBS; J. Leonard Reinsch, managing director, Cox Radio and TV stations, and last year's winner of VIP-ers Award for meritorious service to radio; NARTB Board Chairman Justin Miller; Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING; Col. E. M. Kirby, Army radio-television director and escorting officer

of 1945 Mission. Standing: Col. Harry Wilder, WSYR Syracuse; Joseph Csida, editor, *The Billboard*; Morris Novik, radio consultant; William S. Hedges, NBC vice president; John E. Fetzer, WKZO Kalamazoo; Robert D. Swezey, WDSU New Orleans; Martin B. Campbell, WFAA Dallas; Clair R. McCullough, Steinman Stations, mission historian and chairman of Last Man's Club. Not present were Mark Woods, vice chairman, ABC; Abel Green, *Variety*, and Jack Alicote, publisher, *Radio Daily*.

how long is 20 seconds?



long enough to sell millions of dollars of merchandise for such advertisers as Bulova Watch Co., Procter & Gamble, Oldsmobile Division-General Motors Corp., American Tobacco Co. . . .

long enough to reach the *largest audiences in radio* through station breaks adjacent to major network programs.

long enough to sell any product, *your* product. In 20 seconds you can use a surprising amount of *selling* copy.

For example:

M'CANN-ERICKSON, INC. 50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.		RADIO
AMERICAN SAFETY RAZOR CORPORATION		RADIO SPOT
SILVER STAR BLADES		20 SECONDS
		(MIMEO 3/23/51)
ANCCR: It's two for free--so <u>you</u> can see..with the Silver Star Special! With every 10-blade Silver Star Dispenser, only 49 cents, you now get two additional blades free! Use those two free blades! If they don't <u>prove</u> to you Silver Star gives you the best shave ever, you get your money back! Try the razor blade your face can't feel--Silver Star Double-Edge Razor Blades!		

(A typical transcribed 20-second station break. "Live" station breaks are limited to 40 words of copy.)

American Safety Razor Corp., like hundreds of successful advertisers, finds 20-second station breaks to be one of radio's most effective advertising devices. For mass audiences, *long* selling copy and low cost, start planning a station break schedule for your client today. The *best* place to begin is on one or more of the nation's major stations represented by NBC SPOT SALES.

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND HOLLYWOOD SAN FRANCISCO

WNBC New York
WMAQ Chicago
WTAM Cleveland
WRC Washington
WGY Schenectady—
Albany—Troy
KOA Denver
KNBC San Francisco

COY HITS NARBA CRITICS

Defends FCC Actions on TV

FCC CHAIRMAN Wayne Coy last week excoriated critics of the North American Regional Broadcasting Agreement, now awaiting Senate ratification, and issued a stout defense of the Commission's proposed opening of UHF television channels and its embattled decision on color television.

Mr. Coy was the principal speaker at a Wednesday luncheon session of the NARTB convention.

Describing NARBA as an agreement that would insure more and better radio service to "millions of American radio listeners," Mr. Coy said it was also to the broadcasters' interests that the treaty be ratified.

A Senate refusal to ratify the pact, he said, would "bring down upon our heads a situation of uncertainty, chaos and confusion in the standard broadcasting band that I dread to envision."

"I say this to you," he said, "with all sincerity and with full knowledge that many of you have been the objects of an aggressive, subtle and self-serving campaign that would have you believe that such an agreement should not and will not be ratified."

Mr. Coy said this "self-serving" campaign had been one of "misleading generalities" which could not hold up under an open hearing before the Senate Foreign Relations Committee or "under the pitiless white light of publicity."

"I propose to turn on that light now," he said. "And in that light you can see for yourselves the basic facts which have been glossed over by these misleading generalities."

Mr. Coy said that reception in rural areas had been "progressively degraded" since the expiration of the interim agreement among North American countries in March 1949. The reason is that Cuba has occupied 15 of the 25 1-A channels in the absence of an effective treaty.

"That, gentlemen, is why the farmers and others in rural areas who depend on those 15 clear channel stations are getting more and more static instead of service," Mr. Coy said.

Cuba Channel Gains

The new NARBA provides that Cuba will take stations off nine of the 15 channels, "thus effectively eliminating the interference," he said. On six frequencies "Cuba will either employ directional antennas or limit power so that the United States clear channel stations will be freed from any appreciable interference" — Cuban stations on U. S. frequencies being prevented from "laying down a signal in the United States in excess of 25 microvolts anywhere within a circle of 800 miles in radius centered on the United States station," he said.

Except for the Cuban stations that operate on U. S. frequencies, he said, the NARBA would protect



THIS CHEERFUL conversation occurred at a cocktail party to honor members of the ABC Stations Advisory Committee before its meeting April 15 in the Ambassador East Hotel, Chicago. L to r: James Connolly, ABC vice president in charge of radio stations; Robert H. Hinckley, vice president in charge of ABC's Washington office, and E. K. Hartenbower, general manager of KCMO Kansas City and member of the committee.

all clear channel assignments "at the border of the United States."

As to classes of stations other than 1-A, Mr. Coy explained that "none of our Class I-B stations will be required to change their operation"; that Class II stations, which had no protection under past agree-

ments, would receive "a measure of protection" in the new NARBA; that, except for a "very few cases" the Class III and IV regional and local stations "maintain their status quo."

"It seems perfectly clear to me . . . that if this treaty is not ap-

proved, we will have an unregulated use of radio in the North American countries," said Mr. Coy. "In view of the demonstrable benefit to the American broadcasters and the American public provided for in this treaty, there is a mystery as to what this opposition is all about. It must be some very important matter which can lead these people now opposing this treaty to the conclusion that chaos in American broadcasting is better than the result that will be brought about by the treaty."

Mr. Coy asked: "Whom would the chaos benefit?"

His answer was that it was those who feared eventual FCC breakdown of clear channels.

Notes Protection

Under the new NARBA, he explained, "For the first time it is provided clearly and unequivocally that whatever we do with our 1-A channels domestically—except the six to be used by Cuba—we will be protected from interference except such interference as we get from a 25 microvolt signal at the borders of the United States."

Although, he said, the "benefit of this provision to the United States is an obvious one," those who oppose the treaty apparently fear that it opens the way to future breakdown of the clears.

"What those who are opposing this treaty apparently want," said (Continued on page 84)

BUSINESS SESSION

Almost Split on NARBA

THREAT of a wide open industry split which might have led to separation of a number of clear channel stations from NARTB was averted last Wednesday at the Convention business session in Chicago.

What started out as an apathetic and routine resolution-passing process turned into a parliamentary hassle after Victor A. Sholis, WHAS Louisville, speaking for Clear Channel Broadcasting Service, rose to protest adoption of a resolution dealing with ratification of the proposed NARBA treaty.

The NARBA matter stole much of the spotlight Wednesday as FCC Chairman Wayne Coy stoutly defended the compact and just as stoutly criticized those opposed to its ratification — particularly the CCBS group.

Sees Great Injury

The Chairman's noon declarations quickly drew from Ward L. Quaal, CCBS director, a statement in which it was stated that concessions to Cuba will cause "great injury" to the listening public, particularly the rural areas and small towns.

That mid-day battle followed a

morning session of the CCBS group at which funds were voted to support a continuation of the CCBS battle against NARBA ratification in the Senate.

The Wednesday business meeting opened with a sparse crowd and little enthusiasm. Eight resolutions were adopted in bulk, with the chairman of the resolutions committee—G. Richard Shafto, WIS Columbia, S. C.—in the chair.

These resolutions:

Called on the NARTB board to participate in FCC proceedings involving special FM services which cannot be rendered by regular broadcast stations, on the theory they should be encouraged on behalf of overall industry growth.

Thanked FCC Chairman Wayne Coy, along with other Commissioners who were convention guests, for their participation.

Voiced "deep satisfaction" over Harold Fellows' election as NARTB president and commended the board; pledged support to his regime starting June 4.

Commended Board Program Committee, including Eugene S. Thomas, WOR New York, as chairman, and Harold Wheelahan, WSMB New Orleans, for program arrangements, with special praise for Robert K.

Richards, NARTB public affairs director, who coordinated the program arrangements, and C. E. Arney Jr., secretary-treasurer, convention manager.

Lauded Signal Corps display of electronic equipment.

Thanked Gen. Omar Bradley for his address and paid tribute to his leadership.

Praised Stevens Hotel for convention arrangements.

Endorsed Voice of Democracy contest for bringing honor and distinction to the industry, termed it source of pride; urged continuation of contest, and commended Mr. Richards and participating organizations who handled project.

Extended industry's affection and appreciation of Judge Miller's leadership as spokesman for broadcasters; urged board to arrange his continued availability to industry.

Asked deletion of criminal liability clause from legislation (HR-2948) imposing penalty for transmission of fraudulent information.

Requested FCC to take expeditious action in processing 400 TV applications, and others soon to be filed, to avoid further delay in normal growth of TV.

Regretted suppression of *La Prensa*, Argentine newspaper, and pointed to (Continued on page 84)

selling
YOUR PRODUCT
 in Detroit
 is a **WWJ**-SIZED Job!

The fabulously wealthy Detroit market is easy to sell. Just include WWJ in your media buying to give your sales story the backing of a familiar voice that has been welcomed into Detroiters' homes for 30 years.

How effectively does WWJ sell? Just ask The J. L. Hudson Company . . . they've sponsored an hour-long morning program for 16 consecutive years. Ask Bond Clothes . . . they've sponsored the 11 o'clock news for 12 years. Ask Bulova Watches . . . WWJ was the first radio station to carry the now-famous Bulova time signals, and they've continued to do so for 24 unbroken years. Or ask the more than 200 other advertisers who, in 1950, spotted their sales messages on WWJ . . . with marked success.

You too can participate in the popularity of WWJ and give YOUR product story its maximum selling power.

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV



AM - 950 KILOCYCLES - 5000 WATTS
 FM - CHANNEL 246 - 97.1 MEGACYCLES

LEGISLATION PANEL

INCREASED STUDY of legislative proceedings involving radio and television bills, and acquaintanceship with local and national legislators, were advocated to broadcasters by members of the legislation panel speaking Wednesday afternoon at the NARTB convention.

A group of radio leaders, under the chairmanship of Paul W. Morency, vice president and general manager of WTIC Hartford, outlined their methods for informal and formal lobbying, acquainting legislators with the problems of the industry and understanding upcoming legislative debates involving radio and television.

Quarton, Fletcher Speak

Speakers were William B. Quarton, general manager, WMT Cedar Rapids, and Frank U. Fletcher, co-owner, W A R L Arlington, Va., NARTB board monitors; F. M. (Scoop) Russell, NBC vice president in Washington and a paid lobbyist; Carl George, general manager, WGAR Cleveland; F. C. Sowell, general manager, WLAC Nashville, Tenn.; Victor C. Diehm, president and general manager, WAZL Hazelton, Pa., and Leon Sipes, vice president and general manager, KELD Eldorado, Ark.

Mr. Russell charged that broadcasters are not enough aware of their "need and right to participate in legislative matters," before outlining procedures on introduction, study and passage of bills in the House and Senate. Noting that the Policy Committee has most power over legislation in the Senate and the Rules Committee in the House, he suggested that broadcasters exert their "influence and pressure" after the legislative committee has been named. "This is perfectly legal and is the broadcaster's right. He should find out who his congressman is, get acquainted, and tell him the problem and how he stands."

Mr. Fletcher, in interpreting FCC procedures, traced the development of current radio regula-

tions from the Commerce and Communications Acts. The FCC is constantly changing radio rules and holds hearings continuously, he said. He suggested that broadcasters in disagreement with an FCC interpretation take their case to court or to Congress.

Hearings on the McFarland Bill (S 658), to realign FCC procedures, resume tomorrow before the House Commerce Committee.

Two general approaches to the legislative picture are used by most broadcasters, Mr. Quarton said. First, station men "volunteer for duty when the fire breaks out and then try to save the barn. Far too much of industry philosophy is like this," he charged. The second, which makes the "difference between the defensive and the offensive," is to examine carefully and analyze the problem, prepare legislation, get it into friendly hands and organize national support.

"There is no other industry that has the potential voice that we

Urges Increased Study

have with the public," Mr. Quarton said. "Politicians recognize this and respect us, and we are foolish if we continue to await the other fellow's action."

A public relations job should be done with candidates before they are elected, Mr. Sowell advised. He said he gives free time to candidates; helps them in preparation of speeches and show production, and encourages electioneering to build "staunch friends." Many broadcasters continue to hike rates for political speeches and slot them into time periods which cannot be sold and which command small audiences. Such stations "are injuring the politicians, themselves and the industry," he charged. The time will come when political groups will not buy time if they "continue to get the unwanted guest treatment."

Politicians should have "free use of the medium within bounds of reason" when national and local officials want to report to the people on upcoming and current legis-

lation. It's not worth a gamble to take a short-sighted view of politicians," he concluded.

Ohio broadcasters have retained an attorney for representation counsel. Mr. George said a major problem they face on a local level is taxation. Because of increasing overhead costs and the possibility of declining revenues "there must be a meeting of the minds" with legislators. A use tax levied for the past 10 years was cancelled and debated after work of the attorney in clarifying the law, thereby saving the broadcasting group about \$50,000, Mr. George said. The group is now trying to have removed a 3% sales tax on new equipment such as towers and transmitters, inasmuch as newspapers are exempt.

Hit Ohio Tax

Ohio radio men believe they are being discriminated against in personal property taxes also, as they pay on a 70% tabulation of the property and some companies pay on only 50% of the worth. The attorney is also representing the broadcasters in opposition to bills which would limit privilege of radio newsmen and which would put a tax on display signs. "Advertising media should work together, and in the long run what hurts carcards and posters now would hurt us," Mr. George said.

A full understanding of legislation is needed by every broadcaster, Mr. Sipes said. He suggested they take more time reading details of legal action in the trade press. "Preparation is all-important," he believes, in presentation of facts and data substantiating a radio man's viewpoint, backed by a concise explanation on a layman's level when before a congressional committee or the FCC.

Ralph W. Hardy, director of government relations for NARTB, organized the session.

with the telephone companies in New York and Los Angeles.

Albert E. Sindlinger, research specialist, joined the discussion. Answering his questions about objective appraisal of research, Dr. Baker said broadcasters tend to be interested in big numbers, using research to compete with each other.

Mr. Rembert read a report on Broadcast Audience Measurement Inc. on behalf of its president, Henry P. Johnston, WSGN Birmingham. The report described the purpose of BAM as evaluation of research for broadcasters, advertisers and agencies and outlined progress that had been made. Main job, the report said, is to serve in an advisory capacity. BAM was said to favor NARTB action on behalf of the Special Test Survey Committee report. This report urged NARTB to take the lead in working out an evaluation of measurement techniques. Right now BAM stands ready to go to work on short notice, he said. A continuing survey of accurate TV set ownership data was advocated by the BAM board.

RESEARCH BOUT

Four Specialists Address NARTB

FOUR MAJOR research specialists operating four nationwide audience measurement projects met in the same ring last Wednesday at the NARTB Chicago convention. They made formal pitches on behalf of their particular techniques, with the audience free to decide who, if anybody, won.

Pitted against each other were James W. Seiler, American Research Bureau; Sydney Roslow, The Pulse Inc.; A. C. Nielsen, A. C. Nielsen Co., and C. E. Hooper, C. E. Hooper Inc. Chairman of the meeting was Clyde W. Rembert, KRLD Dallas, retiring District 13 director. NARTB board monitors were Robert T. Mason, president of WMRN Marion, Ohio, District 7 director-elect, and Craig Lawrence, WCOP Boston, District 1 director-elect. Dr. Kenneth H. Baker, NARTB research director, was staff representative.

Supports Diary Method

Mr. Seiler said measurements should be made at the time listening and viewing are done. He said meters are costly, use a small sample and are difficult to change, with no information on audience composition. Coincidental data, he said, don't cover rural areas, or early or late hours. His system is based on diaries kept by listeners-viewers.

Mr. Nielsen said his audimeter gives accurate, reliable and impartial data; is applicable to both radio and TV, and has maximum usefulness, reaching all homes. The service will be enlarged to show total listening for the week and month. He explained product buying data are disclosed, along with measurement of national spot, resulting in a minute-by-minute record.

Mr. Roslow spoke on behalf of the personal interview, house-to-

house, using aided recall technique. The listener isn't forewarned, he said, nor is he interrupted. The out-of-home audience ranges from 10% upward, to be added to home measurements, he said. Multiple set listening also is important, he said. He cited figures showing TV owners continue to purchase radios and to use radio sets.

Mr. Hooper recalled that his rating system had won out over the old CAB reports in a 1946 showdown. He urged a similar showdown at this time. He advocated a single standard of broadcast audience measurement. To attain this end he urged that existing services be closely studied; that the industry form a new trade association to furnish audience data to its station, network, advertiser and agency members by taking over existing radio and TV size of audience measurements on a gradual basis; that instantaneous-automatic reports be substituted for telephone coincidental in an orderly progression, starting in areas around principal cities. This would involve an operating contract with the Hooper firm.

In a booklet given convention delegates, Mr. Hooper described an electronic device, Hooperrecorder, sending out "pulses from a central point which select automatically a home and then, in succession, each received in the home exactly as a telephone operator selects a telephone in a home by dialing it." Homes of all types are sampled. Tariff scales have been worked out

NARTB SIGNS

Twenty Members at Meet

TWENTY radio stations were admitted to NARTB during the annual convention in Chicago last week. They were signed at the Exposition Hall booth of the NARTB Station Relations Dept., with John F. Hardesty, director, and William K. Treynor, assistant director. In addition the two signed six member stations en route to the convention.

Admitted to membership at the convention were:

WBAT Marion, Ind.; WKJG-AM-FM Fort Wayne, Ind.; WKLA Ludington, Mich.; WMAV Springfield, Ill.; WROL-AM-FM Knoxville, Tenn.; WSAN-AM-FM Allentown, Pa.; WPCF Panama City, Fla.; WVAM Altoona, Pa.; KFEL-AM-FM Denver; KGER Long Beach, Calif.; KOKX-AM-FM, Keokuk, Iowa; KRTZ Phoenix, Ariz.; KSIB Creston, Iowa; KRVN Lexington, Neb.; KDAN Oroville, Calif.

SELL

FLORIDA

THE

JOHN BLAIR

WAY

1951 marks the Eighteenth Anniversary of John Blair & Company, and the fourteenth year of our exclusive national representation of these Florida stations—major outlets that blanket and sell the entire state.

Our long-time association with these stations means this to you: Blair men not only know Florida, they're specialists in the radio and merchandising techniques that move goods in this rapidly expanding market.

WTAL

WJAX

WDBO

WFLA

WQAM

WTAL

WJAX

THESE BLAIR-REPRESENTED STATIONS DOMINATE THEIR
TOGETHER THEY BLANKET AMERICA'S FASTEST-GROWING

WDBO

WFLA



State Capital in thriving Tallahassee

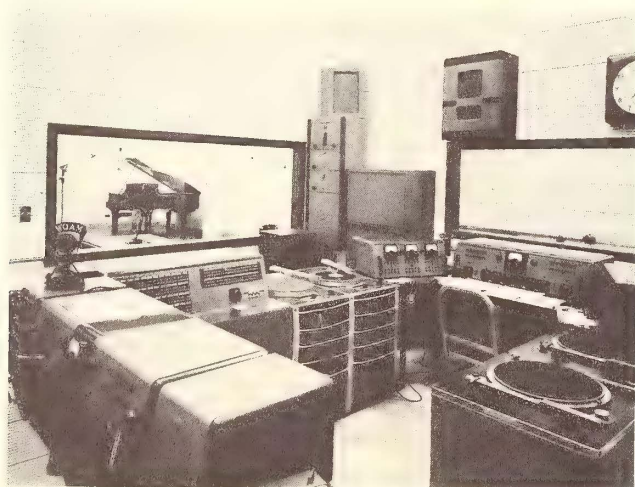
WTAL



Modern Transmitter House

WFLA

WQAM



Studio in the Du Pont Building

WQAM



OWN MARKETS... STATE

STATION

FREQUENCY • POWER • AFFILIATION

WJAX — Jacksonville

930 • 5000 • NBC

WJAX delivers greater coverage than any other Jacksonville station (215,230 radio homes, daytime, B.M.B. March 1949), and has substantially augmented its rural coverage by recently increasing its antenna height. Owned by the City of Jacksonville, WJAX blankets the distribution key to the State—a location so strategic that its buying power has quadrupled in the last ten years.

WQAM — Miami

560 • 5000-1000 • ABC

WQAM is first in coverage in the Miami radio picture (208,010 radio homes, daytime, B.M.B. March 1949) with 91% penetration in Dade County and full power coverage throughout South Florida. The oldest station in Miami, it is associated in ownership with the Miami Herald. The responsiveness of its audience can be traced in part to its excellent facilities for national and foreign news service, and to its close attention to local programming. (This stress on local personalities has created a most resultful identification for advertisers.) Miami's phenomenal growth has made it one of America's major markets, with 27 incorporated communities within Greater Miami and a 77% increase in population over 1940.

WFLA — Tampa St. Petersburg

970 • 5000 • NBC

Owned by the Tampa Tribune, WFLA includes 135,317 radio homes in its coverage area (1/2 mv. measurement). This important NBC affiliate is located in the heart of Florida's most heavily populated trade area, in the biggest city on the West Coast of Florida. Neighboring St. Petersburg is equally vital to advertisers, having just scored its biggest year with new construction and bank deposits at all time highs.

WDBO — Orlando

580 • 5000 • CBS

Established in 1924, WDBO is Orlando's oldest station and foremost network station. It leads in coverage (141,000 radio homes, daytime, B.M.B. March 1949), and in Orlando proper has 46.5% of the listeners—the three other stations sharing the remaining 53.5% (Hooper, Fall 1949). The influence of this market stems from its position as the distribution gateway to all Central Florida, encompassing the wealthy citrus area where population has soared 75% since 1940.

WTAL — Tallahassee

1270 • 5000 • CBS-MBS

With coverage of 52,510 radio homes (daytime, B.M.B. March 1949), WTAL is the leading network station and the oldest station in Tallahassee. It is the primary source of CBS service for the entire Tallahassee area which, as a major entrance to Florida, has become an increasingly important industrial center for a diversity of industries. The population of the city has almost doubled in ten years, and retail sales have quadrupled. These increases are doubly significant in a State Capital which traditionally enjoys a highly stable economy.



City Owned Headquarters

WJAX



Studio and Executive Offices

WDBO

These are the men who produce the results



JOHN T. HOPKINS, III, Manager, WJAX Jacksonville. One of Florida's best known broadcasters, "Jack" Hopkins built WJAX 26 years ago, has since that time managed the broadcasting affairs of the City of Jacksonville, and recently directed substantial improvements in the facilities of this station.



OWEN F. URIDGE, General Manager, WQAM Miami. His advent in radio with WAFD Detroit in 1926, and his subsequent association with WJR Detroit for more than twenty years, brings Mr. Uridge to his twenty-fifth anniversary in radio. He has been General Manager of WQAM since 1948.



CHARLES G. BASKERVILLE, General Manager, WFLA Tampa. Mr. Baskerville is a veteran of twenty-three years in newspaper and radio advertising. Since 1936 he has been with the Tampa Tribune Company, owners and operators of WFLA. During World War II, he was a Lieutenant Commander in the United States Navy.

W. G. McBRIDE, Director of Sales, WDBO Orlando. A veteran in the Florida broadcasting picture, Mr. McBride started his career as an announcer at WDBO in 1930. He was made Program Director and National Sales Manager in 1940, and director of all sales as of January 1951. He is also a past Secretary and President of the Florida Association of Broadcasters.



L. H. GRAVES, General Manager WTAL, Tallahassee. After serving as a bomber pilot in the European theatre in World War II, Mr. Graves was associated with the DuPont Industries. In 1947 he joined the John H. Phipps Radio Stations in the post of General Manager.

... in Florida, one of America's fastest growing markets

No market in all America offers a greater sales potential to advertisers than the State of Florida. Every statistic establishes Florida as a year-round sales target of steadily expanding proportions. Its population has increased more than 33% in the past ten years, and its buying power, estimated at close to three billion dollars, jumped 191 million dollars in '49 over '48. Florida topped the entire nation in farm income in '49 with a gain of 19% ... and in the same year ranked seventh in the incorporation of new businesses. This amazing industrial and agricultural growth has, of course, produced a permanent as well as an unusually prosperous population. These are the people that Blair's five Florida stations reach and sell ... at surprisingly low cost.

John Blair & Company
specializes in **radio**
representation exclusively.
Since we are entirely
removed from any other
operation or function, we
are able to give the stations
we represent our full time
and our full efforts ...
as **specialists** in selling
via spot radio.

CHICAGO	520 North Michigan Avenue, Chicago 11, Illinois Superior 7-8659
NEW YORK	22 East 40th Street, New York 16, New York Murray Hill 9-6084
ST. LOUIS	1148 Paul Brown Building, St. Louis 1, Missouri Chestnut 5688
DETROIT	1114 Book Building, Detroit 26, Michigan Woodward 5-3230
SAN FRANCISCO	608 Russ Building, San Francisco 4, California Douglas 2-3188
LOS ANGELES	6331 Hollywood Blvd., Los Angeles 28, California Granite 6103
DALLAS	Rio Grande National Building Randolph 7955

**JOHN
BLAIR
& COMPANY**

REPRESENTING LEADING RADIO STATIONS

ENGINEERING TRENDS

Developments Unveiled in Chicago

SIGNIFICANT trends affecting both radio and television were revealed at the NARTB Fifth Annual Engineering Conference Tuesday and Wednesday at the Stevens Hotel, Chicago. The engineers held separate sessions from the management section of NARTB, discussing technical questions pertaining to station operation and maintenance.

Programming was arranged by Neal McNaughten, NARTB engineering director, his assistant, Jessie Deniel, and an engineering committee.

Orrin W. Towner, WHAS Louisville; E. M. Johnson, MBS; A. James Ebel, WMBD Peoria, and John H. DeWitt Jr., WSM Nashville, NARTB board member, presided at the two-day sessions. Delegates met at luncheon with management delegates.

New equipment which will bring video and AM broadcasting into lower operating cost brackets was announced by several companies, including RCA, General Electric and DuMont Labs. UHF television equipment already has the added power necessary for effective transmission in that band, including a new 5 kw transmitter developed by GE. Coupled with a high gain antenna, the radiated power totals 100 kw.

RCA described a 20 kw amplifier which can be used with existing video transmitters in the VHF band to boost effective power to 200 kw.

TALENT SHOW

NARTB Banquet Feature

RADIO and television stars headlined the annual NARTB banquet Wednesday evening in the Grand Ballroom of the Stevens Hotel, with an estimated 1,000 attending. Conventioners witnessed a one-hour variety show with a hillbilly-folk tune theme arranged by Art Jacobson of NBC Chicago, Harold Safford of WLS Chicago and Jack Stapp, WSM Nashville.

Talent included Arnold Stang, New York radio actor, in a disc jockey take-off on Lonesome Gal; the Beaver Valley Sweethearts, singers from WLS; Roy Acuff and his Smoky Mountain Boys, who broadcast on *Grand Ole Opry* from WSM; the Dinning Sisters; Art Smith Crackerjacks, WBT Charlotte, N. C.; Fran Warren, NBC star; Capt. Stubby and the Buccaneers of the *WLS National Barn Dance*; Fran Allison, Aunt Fanny on ABC's *Breakfast Club* and star of *Kukla, Fran and Ollie* on NBC-TV; Red Foley of WSM, and Pee Wee King and Redd Stewart, with the Dickens Sisters, from WAVE Louisville. Lew Diamond and his orchestra accompanied the performers, who were introduced by Mr. Safford.

Show arrangements were made through the courtesy of Mutual, NBC and BMI.

These developments will have the effect of bringing additional millions of viewers into range with consequent lowering of cost per viewer.

DuMont spokesmen told the conference about a compact, low-cost video transmitter, which, in the opinion of a company official, would enable a station to begin operation for under \$100,000—a low figure heretofore considered unattainable.

Some of the new spirit in the engineers meeting was evident from the papers presented, but much information came from off-the-cuff talks with optimistic engineering officials.

Engineers Face Problem

Veteran engineers admitted the problem facing engineering personnel is grave because of the development of equipment which reduces the number of operations men necessary for actual broadcasting. Because of the "human" element, many stations are today carrying extra costs in the form of engineering employees when they could be replaced by automatic operating equipment, it was stated. A station going on the air today reportedly could operate with substantially fewer employees, with consequent lower costs, than can a station already on the air—since union rules and the "human" factor enter into already established stations.

Indicative of the trend toward automatic operation was a paper presented by George C. Chandler, manager, CJOR Vancouver, B. C., in which an almost completely autonomous engineering operation

was described. Mr. Chandler told engineers Tuesday that humans are practically unnecessary for transmitter operation and maintenance.

Engineers queried by BROADCASTING • TELECASTING agreed this is the trend of the present and future, but many factors connected with station personnel would have to be ironed out before automatic control could be a practical reality in the United States.

An important development affecting the color TV controversy was the disclosure that CBS, even though it has gained FCC approval for its form of mechanical color telecasting, has perfected a color television tube and expects to put it into general use before the end of this year. "This means abandonment of its hard-won case for mechanical color," this source, close to the development of the new CBS tube, stated.

Proof that winter AM broadcasting at distances of two to five miles is 30 to 40% more efficient than in summer was offered by Stuart L. Bailey, of Jansky & Bailey, Washington engineering firm. The findings are the result of more than 10 years research.

May Affect Rates

Opinion was expressed that this research may possibly have a direct bearing on rates. It has long been known that summer broadcasting is not as efficient as in the winter, but this is the first time such knowledge has been collated with any degree of technical accuracy.

This year activities of the engineers centered solely around technical discussions with no business sessions.

Highlights of some of the papers presented follow:

Carl Lee, assistant to the president and chief engineer, WKZO, Fetzer Broadcasting Co., Kalamazoo, and Martin Silver, department head in charge of television, Federal Telecommunications Labs, advised the small broadcaster who wishes to enter TV broadcasting not to be discouraged by cash outlays made by larger companies.

As an example, Mr. Lee pointed to the one year experience of Fetzer Broadcasting Co. where cooperation between manufacturing and broadcasting engineers resulted in lowered initial investment and operating costs. Automatic devices, designed for easy maintenance, were emphasized.

Col. W. A. Beasley made a short address and invited the audience to the Army exhibits downstairs. Soldiers on duty explained the operation of a new 135 pound teletype so simple to install and so rugged in operation that it could be used at company level.

For reasons not revealed by the Army, its messages cannot be tapped by induction devices applied to the line between instruments. If the enemy should attempt to intercept signals by cutting into the line, it would be immediately apparent to the operator. The teletype can be hooked up for several miles of radio transmission through so small a transmitter as the infantry's handy-talkie outfit.

An outstanding improvement in Army radio has been the change to a common frequency for all combat equipment. It is no longer necessary for a pinned down combat group to call through several intermediate transmitters to get the correct frequency for artillery or tank support. Everybody uses the same wave length, and if the distance is too great, the message can be relayed through un-

(Continued on page 80)

PLAN FM PETITION

To Seek Congress Probe

FM BROADCASTERS will petition Congress to find out why the medium is "being stifled by manufacturers" if they do not get "assurances" at the next meeting with set-makers that FM set production will be increased to meet public demand. This was resolved without a dissenting vote by FM station operators attending a frequency modulation session Wednesday afternoon at the NARTB convention in Chicago.

A secondary portion of the resolution, introduced by Ed Wheeler of WEAU (FM) Evanston, Ill., suggested that broadcasters "be urged to advise the public that a radio or TV set without FM is obsolete" unless the public is "given the opportunity to buy FM sets."

Merrill Lindsay, WSOY Decatur, Ill., was chairman of a panel which discussed "How To Sell FM"; Frank E. Pellegrin of H-R Representatives, New York, led an exchange of ideas on "FM's

Specialized Services," and Everett L. Dillard of WASH(FM) Washington led discussion on "A Progress Report on FM and its Prospects for the Future." Panelists included in the first group, Raymond Green, WFLN (FM) Philadelphia; Josh Horne, WFMA (FM) Rocky Mount, N. C.; D. K. de Neuf, Rural Radio Network, and Robert J. Dean, KOTA Rapid City, S. D.; second, Stanley Joseloff, Storecast Corp. of America; Howard Lane, Field Enterprises, and Hulbert Taft Jr., Radio Cincinnati and Transit Radio; third group, Leonard Marks, Washington attorney; M. S. Novik, New York consultant, and H. W. Slavick, WMCF(FM) Memphis.

Stress FM Superiority

Speakers stressed the superiority of FM in tone and coverage, but agreed that distribution and coverage has been stymied because FM

sets have not been made available by manufacturers. Unable to answer why, they described the manufacturer's stand as "apathetic and neglectful." Mr. Dillard, discussing the future of the medium, asserted there has been a "serious shortage" for four years, and not just since the Korean conflict as manufacturers claim.

"The set manufacturing industry controls the destiny of the FM broadcaster; he doesn't. Manufacturers are ignoring the normal economic law of supply and demand, and we are tired and disgusted with getting the step-child treatment. It is time broadcasters unite and take steps to put the case of FM before the public," Mr. Dillard charged.

Mr. Novik, reporting on a questionnaire sent by the NARTB to set manufacturers about their FM production last year, said only seven of 72 answered, and those

(Continued on page 95)

POLITICAL CENSORSHIP No SCOTUS Review

BROADCASTERS were again left out on a limb last week respecting libel liability and political broadcasting as the U. S. Supreme Court on Monday refused to review a lower court ruling that the Communications Act does not prohibit stations from censoring talks by persons who are not candidates.

The Supreme Court's ruling, in which Justice Hugo L. Black dissented, was made upon petition for review of a decision of the U. S. Circuit Court of Appeals for the Third Circuit affecting KYW, WCAU and WFIL Philadelphia [BROADCASTING • TELECASTING, Dec. 25, 1950].

Court of Appeals View

The Court of Appeals held the Communications Act does not prohibit censorship of non-candidates. It reversed the finding of a lower court which earlier had dismissed \$50,000 libel suits against the three Philadelphia stations on grounds they were not allowed to censor by the federal law and hence could not be held liable [BROADCASTING • TELECASTING, March 20, 1950].

The action of SCOTUS leaves broadcasters with a host of problems on political broadcasting. It means stations will be liable for

remarks made by non-candidates and therefore they must censor if they wish to prevent damage suits, according to informed observers.

They say it also means many stations may well prefer to give up the substantial revenue involved and not air political talks by non-candidates in order to preclude the ever-pending risk of greater loss through damage suits arising from their failure to exercise close surveillance over such broadcasts.

The crux of the problem lies in interpretation of "political candidates" in Sec. 315 of the Communications Act. The Court of Appeals indicated Congress means only the candidate personally. Others, taking what they consider a more realistic and practical view of our political machinery, hold Congress means all authorized to speak in behalf of the office-seeker as well as the candidate himself.

Legal observers also contend the SCOTUS action upsets precedent in the field of "agency" and could create confusion in areas other

than broadcasting. The precedent, they say, is that a person and his authorized agent are legally one.

The SCOTUS action would appear to further complicate certain aspects of FCC's *Port Huron* ruling, according to some. The *Port Huron* decision declared if a station accepted the talk of one candidate, reviewed the script and cleared it, the station could not refuse time to another candidate for the same office and could not censor the latter's talk even though it contained defamatory material. FCC assumed that in view of its ruling, no station would be found liable by the courts in suits which might result from the defamation of the second candidate's talk.

Philadelphia History

The *Port Huron* ruling also indicated this policy would apply to those who spoke in behalf of candidates as well as the candidates individually.

The Philadelphia case was initiated in November 1949 by David H. Felix, an attorney. He sued

Triangle Publications Inc. (WFIL), Westinghouse Radio Stations Inc. (KYW) and WCAU Inc. (WCAU), charging defamation and asking \$50,000 damages from each.

The suits were based upon two radio speeches by William F. Meade, then chairman of the Philadelphia Republican City Committee, on October 24 and 25, 1949.

Mr. Felix alleged Mr. Meade, in an attack upon Americans for Democratic Action, accused him (Felix) of being a former Socialist Party secretary and said the Socialist and Communist parties were "peddling the same bill of goods."

In their defense, the radio stations contended they were forbidden by the Communications Act from censoring political talks. Agreeing with this interpretation of the Communications Act, U. S. District Judge William H. Kirkpatrick in March 1950 dismissed the damage suits. The appeals court reversed this ruling, however, declaring stations are allowed to censor non-candidates under the Act.

The stations then asked the Supreme Court to review the case, which it has declined to do. No reason was given.

CHALLENGE TO PRESS

ASNE Hears Hayes

NEWSPAPERS must carefully consider what they can do "better than radio or television" and stress that operation or else find themselves "in a losing battle for time" and loss of public interest.

Additionally, they must be prepared to fight along with broadcasting media "when our freedom is challenged" if they would honestly meet the radio-TV challenge.

These words of advice were sounded by John S. Hayes, vice president of WTOP Inc. (WTOP-AM-FM-TV Washington), in a key address prepared for delivery Friday before the American Society of Newspaper Editors' 28th annual convention in Washington. Mr. Hayes was one of four scheduled speakers on a panel devoted to sound broadcasting's challenge to the press.

★ day before the American Society of Newspaper Editors' 28th annual convention in Washington. Mr. Hayes was one of four scheduled speakers on a panel devoted to sound broadcasting's challenge to the press.

Referring to "the three major forms of journalism," Mr. Hayes stated that radio, television and newspapers "will have to work out their own salvation in living together; in successfully competing with each other, and yet with each preserving those certain fundamental advantages which each might enjoy over another."

He suggested that the basic challenge is whether the newspaper press can successfully compete for an equitable share of overall time given to reading, listening and watching. Failing this, printed media will become a secondary medium of information, he added, noting that the nation's 500 million hours of daily "free time" offer plenty of room for each field.

Press Will Get Share

"I am not too concerned about temporary advertising dollars diverted from newspapers," Mr. Hayes said. "All advertising eventually offers some return to all media. The more advertising, the more sale of products . . . the more profits to the advertiser . . . the more advertising to the media . . ." Newspapers, he noted, will receive their proper share "in direct proportion to how much of the free time of the public" they can capture.

Alluding to freedom of the press and closing of *La Prensa*, Mr. Hayes pointed out that radio and television as licensed media "represent the most vulnerable front" and told editors "you cannot stand aside and watch this struggle. . . . Yet, I do not recall that any flags

(Continued on page 93)

ANPA TALK

Expected on Rate Cutting

CBS rate reduction is expected to evoke almost as much lobby discussion at the 65th annual convention of the American Newspaper Publishers Assn., meeting Tuesday through Thursday at New York's Waldorf-Astoria, as it did at last week's NARTB sessions in Chicago. Publishers, like broadcasters, are under pressure from advertisers who have started sponsoring TV campaigns without increasing their overall advertising appropriations, and fears have already been informally expressed that if radio rates are pushed down, newspaper and magazine rates will almost inevitably be forced to follow suit.

Broadcast media as such, however, have no formal place on the newspaper publishers' convention agenda, which will commence tomorrow with the meetings of publishers of papers of less than 50,000 circulation and go into general sessions Wednesday. The Bureau of Advertising of ANPA will hold its annual business meeting Wednesday afternoon, followed by a semi-dramatic presentation, "A Newspaper 'Discovers' the Bureau of Advertising."

Charles E. Wilson, director of defense mobilization, will be the major speaker at the annual banquet Thursday.

Lewis W. Douglas, former ambassador to Great Britain, will address the annual AP luncheon Monday.



FIRST March of Dimes radio award to a national advertiser is presented to Longines-Wittnauer Watch Co. during nationwide broadcast over CBS, 10:30-11 p.m. April 8. Taking part are (l to r) Frank Knight, announcer, *Choraliers* program, sponsored by firm; Alan R. Cartoun, Longines' director of advertising; Eugene Lowell, director, *Choraliers*; Basil O'Connor, president, National Foundation for Infantile Paralysis, who did the award honors.

A word with the Time Buyers:

Yes! we have no cooked bananas!



or how K. T. Hager sold a trailer load in 2½ hours

Nothing sells like a testimonial. Here's K. T. Hager, of Hager's Wholesale Fruits & Produce, Cumberland:

"On Saturday morning, June 18, I had on my hands almost a full trailer load of bananas that came to me in a heated or 'cooked' condition. I displayed signs advertising them for \$1.00 a bunch. However, by noon I was convinced that more people must know of this sale if the bananas were to be moved.

"Within fifteen minutes after calling you, the customers began to swarm the place. About 2½ hours later we had sold out the load completely."

That's the kind of sudden results WCUM is used

to producing—for both local merchants and national accounts.

Cumberland's mountain-locked geographical location makes it a uniquely rich spot for radio selling. There's gold, plenty of it, in these hills. And WCUM blankets the market—produces phenomenal sales again and again and again.

If you're not getting your share of this lush market—investigate. You'll be surprised what WCUM has to offer. See your Meeker man for the whole WCUM story.



There's gold in these hills
CUMBERLAND
1490 ON YOUR DIAL
FM 102.9 MC



A KARL F. STEINMANN ENTERPRISE, TOWER REALTY COMPANY (Owners and operators of WCUM)

© The Joseph Katz Co., Advertising: 1951

AN EXPANDED economy coupled with rapid electronics development have boosted FCC's workload and problems, according to Chairman Wayne Coy.

His statement was presented before the House Appropriations subcommittee on Independent Offices Feb. 23 by the then Acting Chairman Paul A. Walker.

The subcommittee last week released testimony that it had gathered in closed session during hearings on President Truman's fiscal 1952 budget request. The Chief Executive had asked Congress for \$6,850,000 for FCC, some 3.4% over the preceding year's allocation. [BROADCASTING • TELECASTING, Jan. 22].

This increase, Chairman Coy stated, was in line with the government's "policy of strict economy in nondefense activities," despite

a rise in non-defense operations of the FCC.

Electronic and communication mushrooming within the economy could be traced to "the phenomenal expansion in television and in safety and special uses of radio," to cite only a few, according to the FCC.

"As a result of reductions in staff over the last few years," Chairman Coy said, "the Commission has not been able to discharge its functions in an effective manner."

Other Points Stressed

Points underscored by Chairman Coy also included the following:

- The reorganization program now nearing completion "will produce a more effective and efficient organization." But, he said, results will not be significant "until well into 1952." He said the task of devising detailed procedures for handling work would get underway when the functional bureau is set up.

- Total number of applications was expected to increase in 1951 over 1950 and to go up still further in 1952, although the number of applications for new facilities probably would decline, except in television.

- While the backlog of applications is still high, it should be lower at the end of 1952 in comparison to 1951 and 1950. Backlog of applications at the end of 1952 will consist of hearing cases.

- Number of authorized stations on the air is climbing steadily and is expected to continue to do so in 1952, increasing the regulatory load and making application processes more difficult.

- Increase in TV applications is expected after lifting of the "freeze," which Chairman Coy placed at that time as "in early 1952." This estimate was made more than a month before FCC's "third report" on proposed TV reallocation which suggested partial freeze lift in certain respects

[BROADCASTING • TELECASTING, March 26].

Also cited was the need for more monitoring services, a point that has been stressed with added emphasis this year because of the defense situation.

In discussing application processing, Harry Plotkin, FCC's assistant general counsel, estimated that "it is taking us about seven or eight months before it [the application] gets up to the Commission for first action."

Mr. Plotkin added that seven or eight months before, the waiting period was about four months.

The hearing ended with a parting reference to television programming. Rep. Sidney R. Yates (D-Ill.) asked Comr. Walker what standards the FCC employs "with respect to the improvement" of TV programs.

Acknowledging that the Congressman was getting into a "pretty delicate subject," Comr. Walker said FCC never prescribed any allocation. "I do not know that we have the authority to do it. We have tried to encourage it in AM broadcasting." He said that broadcasters as a rule take it upon themselves to arrive at standards in view of the time when they would

THE THIRD annual scratch of the NAB "Flea Circus" was held Wednesday, April 18, at the Stevens Hotel, Chicago. The "Flea Circus" consists of NARTB and industry executives who attended NAB regional meetings during the years 1938-44. The following members attended: Frank Pellegrin, H-R Representatives; Edward M. Kirby, Dept. of Defense, Radio-TV Branch, U.S. Army; Carl Haverlin, BMI; Sydney M. Kaye, BMI; Neville Miller, attorney; Ralph Wentworth, BMI; Robert Keller, Robert Keller Assoc.; Hugh Feltis, KING Seattle; Sheldon B. Hickox Jr., NBC; Roy Harlow, BMI; WAC Capt. Pat Griffith, formerly with NAB; William Massing, FCC; Edwin M. Spence.

file for renewal of license.

Chairman of the House group is Rep. Albert Thomas (D-Tex.). Other Congressmen are Reps. Albert Gore (D-Tenn.), George W. Andrews (D-Ala.), John Phillips (R-Calif.), Frederic R. Coudert Jr. (R-N. Y.), and Norris Cotton (R-N. H.).

The appropriations unit has not yet acted on the budget request.

PHILIP FRANK

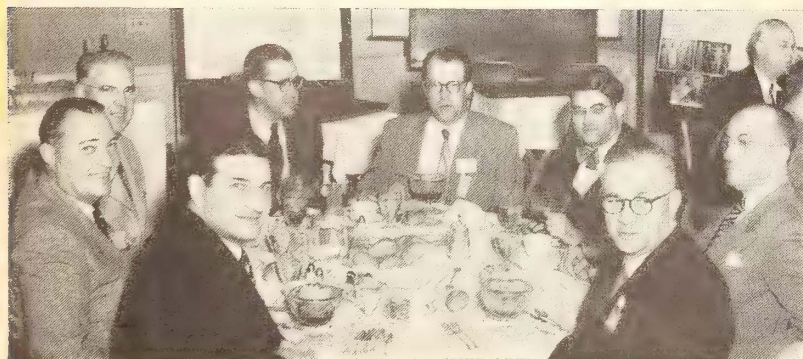
Nielsen PR Director Dies

PHILIP F. FRANK 44, director of public relations of the A. C. Nielsen Co., died suddenly April 17 at a Norwalk, Conn., hospital.

Mr. Frank was born in New York City and educated in New Rochelle, N. Y., public schools, and was graduated from Williams College in 1927. His advertising career included service as copy chief with the F. W. Prella Co. of Hartford, Conn., director of public relations for Associated Transport Inc.; sales promotion for ABC; executive secretary of Broadcast Measurement Bureau, and director of research and sales promotion for WSGN Birmingham, Ala., before joining A. C. Nielsen.

The author of many articles on advertising, radio and allied subjects, Mr. Frank contributed to several books and co-authored *This Thing Called Broadcasting*.

Surviving are Mr. Frank's widow, Verma; a daughter, Valerie, 18, both of New Canaan; his parents, and two brothers.



HEAD TABLE at the Broadcast Music Inc. luncheon at the convention for presidents of state broadcasting associations (story page 48) found these industry men (l to r): Kenyon Brown, president, KWFT Wichita Falls, Tex.; Paul W. Morency, vice president and general manager, WTIC Hartford, Conn.; Herb Hollister, president, KBOL Boulder, Col.; Wayne Coy, FCC Chairman; BMI President Carl Haverlin; Sydney M. Kaye, vice president and general counsel, BMI; John Elmer, president and commercial manager, WCBM Baltimore, and Judge Justin Miller, retiring president of NARTB, who becomes chairman.

FRAUD BILL CHANGE Miller Victor In First Round

PROJECTED radio fraud legislation (HR 2948) was watered considerably last week to lessen broadcaster liability. Thus, an initial victory could be claimed for NARTB [BROADCASTING • TELECASTING, April 19].

A reworded bill was tentatively approved by a House Judiciary subcommittee last Tuesday, a week after it had held a one-day hearing. Changes conform to suggestions that had been forwarded to the subcommittee by Judge Justin Miller, NARTB president who in June becomes chairman of the board and general counsel.

Judge Miller had testified on the bill and also had submitted legal addenda to the Capitol Hill group.

As originally written and introduced by Rep. Emanuel Celler (D-N. Y.), chairman of the full Judiciary Committee which now must approve the measure for reporting to the House, a section to the U. S. Criminal Code would have been added to make it a crime for any person to do the following:

"... transmit or cause to be transmitted by means of radio communication or interstate wire communication, any writings, signs, signals, pictures, or sounds for the purpose of executing" any fraudulent advertising scheme.

Proposed Penalty

It also would have held it a crime for any radio station operator who "knowingly" permitted the communication to be transmitted. The bill had carried a proposed penalty for violators of \$10,000 and five years imprisonment, or both.

In accordance with argument set forth by Judge Miller, the bill was

rewritten to apply to any person who transmitted or caused to be transmitted "by means of interstate wire or radio communication" any fraudulent scheme. This change in effect upholds Judge Miller's contention that the bill should affect interstate radio communication only. He had questioned the constitutionality of the initial bill.

The language referring to any radio station operator "knowingly" permitting such a communication was taken out. Penalty provision was reduced to \$1,000 and five years imprisonment, or both. Both of these actions fall in line with Judge Miller's thinking.

The Senate-passed McFarland Bill (S 658), which would realign FCC functions, also contains a section on radio fraud. The Senate bill is being heard by the House Interstate & Foreign Commerce Committee.

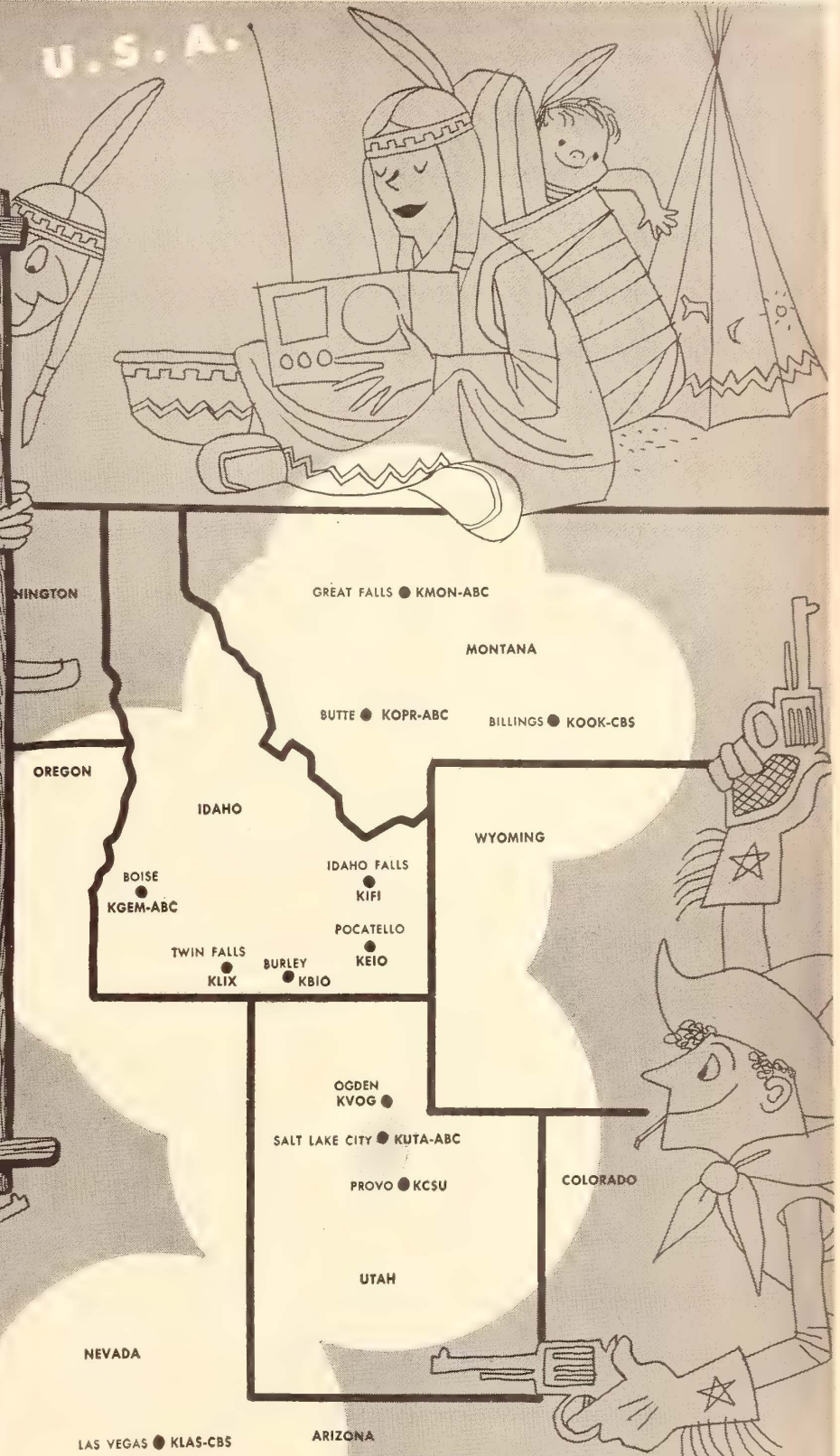
FCC had requested passage of a radio fraud measure by Congress. While the House is acting on the agency's request, the Senate Judiciary Committee has stood pat, after its chairman, Sen. Pat McCarran (D-Nev.) reminded FCC that the Senate already had passed a bill which contains the section.

ROCKY MOUNTAIN U.S.A.

COVERAGE FROM HERE TO HELEN GONE* AT JUST 55 BUCKS PER SHOT!

Yes, for just \$55.00 per spot (52 or more Class "B" announcements) you can cover this entire area of over 400,000 radio homes spending nearly 2 billion dollars for retail goods.

*HELEN GONE — THE LITTLE GIRL WHO CHECKS OUR OUTPOST SIGNALS



**ROCKY MOUNTAIN
BROADCASTING SYSTEM
SALT LAKE CITY**

REPRESENTED BY
GEO. P. HOLLINGBERRY CO.

Shaded area around Salt Lake represents market now covered by television—COMPARE!

*We have said
for nearly
twenty years . . .*

. . . that the most effective
way to use radio is the flexible,
market-by-market way in
which the cost for each market is
substantially determined by
circulation delivered in that market.

John Blair

SPARTANBURG

(county)

1950

U. S. Census

POPULATION

147,888

Within the last ten years Spartanburg has enjoyed a healthy growth. The population of Spartanburg County has increased to 147,888—a gain of 16 per cent.

Over 100,000 of the people of Spartanburg County live within a 10-mile circle of the City of Spartanburg.

Retail sales in Spartanburg now exceed \$100,000,000. Spartanburg is the HUB CITY of this highly industrialized and thickly populated Piedmont section.

Dollars go farther on WORD—Spartanburg's BEST RADIO BUY!



SERVING THE HEART
OF THE PIEDMONT
ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

South Carolina

SEE HOLLINGBERRY

NBS CONCLAVE

A SUPER scientific conclave on matters relating to radio propagation was held last week in Washington at the National Bureau of Standards.

The session held April 16-18, was a joint meeting of the United States National Committee of the International Scientific Radio Union with the Institute of Radio Engineers' Professional Group on Antennas and Propagation. NBS was host.

Numerous papers on highly technical studies in radio propagation and measurements were delivered at the meeting, one of two held yearly. Some related to VHF and UHF broadcasting.

At an administrative meeting on Monday, the National Committee elected the following officers and committee members for 1951, who are to take office in June:

Chairman—Dr. C. R. Burrows, Cornell U., formerly vice chairman, who

CIVIL ECONOMY

Can Stay Robust—Sprague

AMERICA can maintain a "healthy and robust" civilian economy and "well prepared" military machine if defense orders are channeled throughout industry and sufficient materials are made available to manufacturers for civilian use, Robert C. Sprague, board chairman of Radio-Television Mfrs. Assn., declared last week.

Mr. Sprague addressed the annual convention of the Armed Forces Communications Assn. at the Drake Hotel in Chicago Friday.

"A disturbing aspect of the present rearmament program is that the military load is not . . . evenly distributed throughout the industry," Mr. Sprague asserted. ". . . Many manufacturers are in danger of being caught in a squeeze between material shortages . . . and insufficient or no military orders . . . Already some of the smaller manufacturers are in this difficulty."

The RTMA board chairman warned that because of electronics' importance to national defense, it would be "dangerous" for a number of manufacturers of end equipment and components "to fall by the wayside." The problem is complicated, he noted, by adjustment to partial mobilization and growth of military requirements, despite expansion of the industry.

Mr. Sprague also urged easing of credit and spending restrictions to encourage sale of radio-TV receivers because of their "recognized value as the most effective media" for transmission of government information and for civil defense. Additionally, curtailment of expansion of production would result in the loss of skilled engineers and technicians, he stated.

"It appears that one of the principal expansions needed in our industry will be for the increased production of basic components which will be required by the armed services in vast quantities in the event of a full-scale war," he asserted.

Studies Radio Propagation

succeeds L. V. Berkner, Associated Universities Inc., New York; vice chairman—Dr. Newbern Smith, NBS, formerly secretary-treasurer; secretary-treasurer—Dr. A. H. Waynick, Penn State, formerly committee member. Mr. Berkner becomes junior past-chairman, succeeding Dr. J. H. Dellinger, now committee member. Other new committee members are R. A. Hellwell, Stanford U., and Dr. J. A. Morton, Bell Telephone Labs.

Re-elected committee members: Maj. Gen. S. B. Akin, Army Signal Corps; E. W. Allen Jr., FCC; Maj. Gen. F. L. Ankenbrandt, Air Force; Stuart L. Bailey, Washington consulting engineer; Dr. T. J. Carroll, NBS; Frederic Dickson, Signal Corps; Dr. R. C. Gibbs, National Research Council; John E. Keto, Air Force (Wright Field); Dr. F. B. Llewellyn, Bell Labs.; Dr. D. H. Menzel, Harvard U.; Dr. R. M. Page, Naval Research Lab.; Dr. J. A. Pierce, Harvard; Haraden Pratt, American Radio and Cable Corp., IT&T; Dr. Simon Ramo, Hughes Aircraft Corp.; Rear Admiral J. R. Redman, Navy; J. C. Schelling, Bell Labs.; Dr. J. A. Stratton, MIT; H. W. Wells, Carnegie Institute; Dr. H. A. Zahl, Signal Corps Engineering Labs.

Retiring from committee: Dr. J. F. Koehler, Philco; Dr. C. G. Suits, Westinghouse; Dr. F. E. Terman, Stanford U.; Dr. L. C. Van Atta, Hughes Aircraft.

The National Committee also named new chairmen to its permanent study commissions which correspond to the commissions of the International Scientific Radio Union, which headquarters in Brussels. Named were:

Commission 1 (Radio measurement methods and standards), F. J. Gaffney, Polytechnic Research and Development Corp., Brooklyn, who succeeds Dr. Dellinger. Commission 2 (Tropospheric radio propagation), Dr. A. W. Straiton, U. of Texas, succeeding Dr. Charles R. Burrows. Commission 3 (Ionospheric radio propagation), Dr. H. G. Booker, Cornell U., succeeding Dr. Newbern Smith. Commission 4 (Terrestrial radio noise), Harold E. Dinger, Naval Research Lab., succeeding J. C. Schelleng. Commission 5 (Extraterrestrial radio noise), Allen H. Shapley, NBS, succeeding Dr. Menzel. Commission 6 (Radio waves and circuits, including general theory and antennas), Dr. Samuel Silver, U. of Calif., succeeding Dr. Van Atta. Commission 7 (Electronics, including properties of matter), continues inactive.

Dr. Dellinger is U. S. vice president of the International Union, which holds a general assembly every two or three years. Last such meeting was held in Zurich, Switzerland, in September 1950. Next general assembly is scheduled for 1952 in Australia.

Graham Starr

FUNERAL services for Graham Starr, 61, retired Air Force lieutenant colonel and former New York advertising executive, were held April 13 in New Hope, Pa. Burial was in Arlington National Cemetery. Col. Starr, a native of Washington, died of a heart attack April 11 at his home in Lumberville, Pa. He began his advertising career with N. W. Ayer & Son in 1921 and later was an executive with Young & Rubicam and with Erwin, Wasey & Co. in New York. Surviving is his widow, Helen.

AFM PEACE

Networks-Union Sign Pact

FOUR network-AFM contracts for radio and television, reflecting the settlement reached by the networks and AFM President James C. Petrillo in New York a month ago [BROADCASTING • TELECASTING, March 19], were signed March 30, it was announced last week.

The agreements are those for national radio, national television, television film labor, and a trust agreement. Text will appear in the April 30 issue.

CBS SALES POST

Horton To West Coast

KINGSLEY F. HORTON, CBS assistant general sales manager in New York, has been appointed radio and television network sales manager for the West Coast, a newly-created post, CBS Vice President J. L. Van Volkenburg announced last week.



Mr. Horton

Mr. Horton joined a CBS affiliate, WFBL Syracuse, N. Y., in 1931, and went to CBS Radio Sales, New York, in 1936. From 1938 to 1948, he was with WEEI Boston, network-owned station, and in 1948, he transferred to CBS-TV New York sales staff.

CHURCH PROGRAMS

Sterling Lauds WCSH, Others

"I AM glad to say the Commission has always looked with favor upon religious broadcasting. We have recognized that radio has added a new dimension to the ministry. . . . Radio has brought the church to the whole community."

Thus FCC Comr. George E. Sterling spoke in part April 15 on the 25th anniversary broadcast over WCSH Portland, Me., of the First Radio Parish Church of America. He also said he believed American radio "can claim much of the credit" for the current "religious awakening" in the U. S.

Noting it was the work of former Sen. Wallace H. White (R-Me.) that stations are legally obligated to operate in the "public interest," Comr. Sterling complimented WCSH and Pastor Howard O. Hough for their pioneer work in the field of public service religious broadcasting. He added FCC files show stations "are devoting more and more broadcast time to the various religious faiths and denominations" and observed "one recent network broadcast on religion evoked a tremendous response from listeners praising the program."

"It is clear that American radio is doing its part to give real meaning to the motto, 'In God we trust,'" Comr. Sterling concluded.

Best Milwaukee buy— and here's why:

- 1.** **High Hoopers***—Now 4th Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.
- 2.** **Lower Costs**—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250 time frequency, \$9.75 buys a Nighttime minute—\$7.80 a daytime minute.
- 3.** **Top Programming**—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.
- 4.** **Personnel**—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

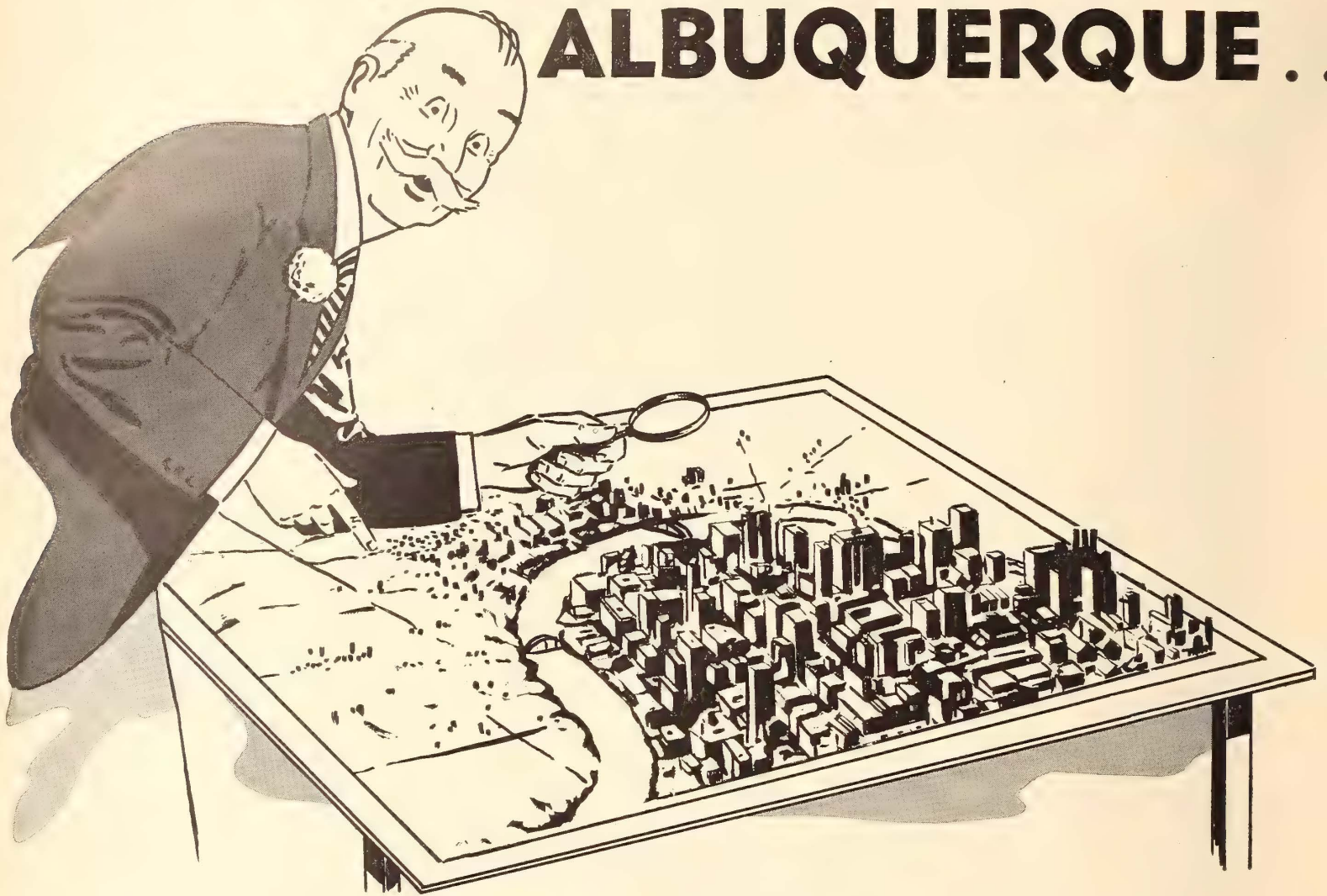
**Based on 1950 May-September Hooperatings and 1950 November-December Index*

WEMP 24 Hours of Music, News and Sports

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

Hugh Boice, Gen'l Mgr.

What's Going On In **ALBUQUERQUE ...**



One of the reasons we do not envy you agencies and advertisers is your necessity of keeping abreast of several hundred markets in this nation.

To help you in that big job, F&P offers you an extra radio department of acknowledged specialists who know all the markets at the right as you know your own hometown. Their knowledge can obviously help you find opportunities your competition is missing, avoid pitfalls of inadequate "intelligence", and *get more value for your radio dollars*. That's the basis on which we first earned our place in this industry, and the basis on which we will continue to *grow with you*.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK

CHICAGO

ATLANTA

DETROIT

FT. WORTH

HOLLYWOOD

SAN FRANCISCO

BEAUMONT . . . OR COLUMBIA?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

MEDIA WAGES

EVEN if radio rates are cut and a station's income goes down because of television competition, unions will not permit a wage cut at this point because the national economy as a whole is inflated rather than deflated. This was the prediction of A. Frank Reel, executive secretary of the American Federation of Radio Artists, who was a key speaker at the Labor-Management Relations Panel at the NARTB convention Tuesday afternoon.

If the economic shrinkage were general, as during the depression years, the situation would be different and labor would more readily take wage cuts, Mr. Reel said. With inflation "typical of almost every industry except one," however—radio and television—such a move would not be practical, he added. He warned station men they would lose personnel if wages were cut, even with union permission, because with the manpower shortage and flush job opportunities workers could easily get jobs elsewhere. He attributed deflation of radio to technical operations.

Mr. Reel, with Lawson Wimberly, assistant to the president of the International Brotherhood of Electrical Workers, represented labor. They appeared in the forum

with Phil Lasky, vice president of KSFO San Francisco, and Ernest de la Ossa, director of personnel for NBC. Harold Essex, vice president, WSJS Winston-Salem, N. C., was chairman. NARTB board members serving as monitors were Kenyon Brown, president, KFFT Wichita Falls, Tex., and George D. Coleman, WGBI Scranton, Pa.

Floor Discussion

The most enthusiastic discussion and questioning from the floor concerned possible solution to what was termed by all speakers as the "inevitable" position of many radio stations which will suffer rate reductions and decline in revenue and still have contracts providing for sustained wages for union workers. The labor leaders agreed that specific solutions could be found only in discussions with each individual station confronted with such problems. They said also that combination jobs, with announcers doubling as newswriters or engineers doing some announcing, could be worked out in necessary instances. They recommended, however, that such combination employees be given wage increases because of their heavier work load.

'Unions Will Not Permit Cut'

An overflow crowd of broadcasters heard the management and labor sides of these questions: What factors and conditions contribute to harmonious management relations?; what are some of the legitimate methods which management may use when a union attempts to organize employees at a station?; legitimate methods for a union to use?; what should be the yardstick on which equitable compensation is made?

The groups agreed that harmonious negotiations can be carried out if these elements are present: Mutual acceptance of the existence of the other side, a positive attitude of discussion for mutual benefit, confidence and respect, acceptance of responsibility, patience, omission of third party interventionists as much as possible, and frankness and sincerity. Mr. Reel said he seeks from management an understanding that even a small portion of a large union represents an organized thing called the "American labor movement," and that business "depends on the ability of the public to buy the products you advertise."

"Regardless of your personal views and prejudices about labor, nothing has so contributed to the

Recruiting Honor

U. S. ARMY and Air Force Recruiting Services this week gave a special citation to NARTB for "its splendid cooperation and assistance" rendered to recruiting drives. Award was made to Judge Justin Miller, NARTB president, at opening session of the NARTB convention in Chicago.

mass buying power as the labor movement," Mr. Reel asserted.

Mr. Lasky reminded the labor representatives that labor relations "are not a one year thing, when the contract comes up for discussion," but should be a 12-month a year job.

Management can legitimately give employees the facts of business life of the station when a union attempts to organize the shop, and can also refer the matter to the National Labor Relations Board. The speakers were in accord that agreements should be made with organizing unions so there is no disruption of business. Mr. Lasky suggested that stations retain a capable labor attorney on the local level.

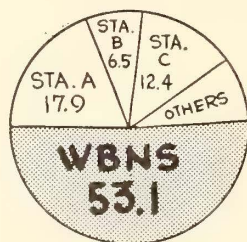
AFRA, according to Mr. Reel, has been "forced" to call strikes for recognition for the first time in its history. It prefers to use

(Continued on page 64)

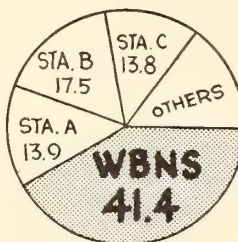
LATEST HOOPER REPORT SHOWS:

WBNS, Columbus, has the HIGHEST NUMBER OF LISTENERS in Every Rated Period Except One*

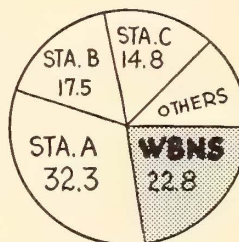
**and we're gaining there, too.*



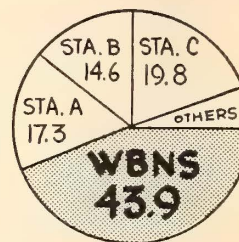
Mon. thru Fri.
8 A.M. to 12 Noon



Mon. thru Fri.
12 Noon — 6 P.M.



Sun. 12 Noon — 6 P.M.
Previous report showed WBNS with 17%



Sun. thru Sat. Eve.
6 P.M. — 10:30 P.M.

The Fall-Winter report shows more Central Ohioans listening to WBNS than any other station. Here's twenty good reasons why: WBNS carries the 10 top-rated daytime shows as well as the 10 top-rated night-time shows! What an opportunity for spots and participation! Call your John Blair man or write us.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

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





*By every known yardstick
it's KFH two to one
Check your Wichita Hooper
... Dr. F. L. Whan's Kansas
Radio Audience of 1950...
glance at your B.M.B. report*

For twenty-eight years KFH has covered the big Wichita market. Its superior leadership (*better than 2-to-1*) is substantiated by every measuring device. Extensive local programming combined with the nation's best in CBS assures every advertiser of more people per dollar. KFH is Wichita's best radio buy by more than 2-to-1!

C
B
S

KFH

AM FM

Represented by
EDWARD PETRY & COMPANY

KANSAS' GREATEST RADIO STATION
WICHITA, KANSAS

5000 WATTS ALL THE TIME

BMI SESSION

Covers Programming, Clinics

(BMI photo page 38)

BROADCAST MUSIC Inc. pitched its plan for annual program clinics and diversified program schedules to presidents of 29 state broadcasting associations at the first luncheon of its kind last Monday in Chicago. BMI President Carl Haverlin, welcoming the group of broadcasters who were attending the NARTB convention, asked for further cooperation in BMI's sponsorship of program clinics throughout the country.

Broadcasters elected Emmett Brooks of WEBJ Brewton, Ala., permanent chairman of a four-man steering committee to study the problem of future clinics and where they will be conducted. Working with Mr. Brooks are Mahlon R. Aldridge, KFRV Columbia, Mo.; William J. Newens, KOIL Omaha, and Earl J. Gluck, WSOC Charlotte, N. C.

Reviews Clinics

Mr. Haverlin traced development of the program clinics, which started as discussions for librarians in 1948 and attracted only seven persons at the first meeting. At the time of the last series in January, by which time emphasis had been switched from libraries to wider aspects of programming and sales, there were 107 persons from

26 states and Canada, 65 of whom were station owners or general managers. Field clinics in one four week period reportedly attracted 620 persons, including 184 managers, 365 program managers and 73 librarians.

Four concluding clinics will be sponsored this spring in Illinois, Wisconsin, Michigan and Indiana from May 15-21. Mr. Haverlin, after explaining purposes of the clinic, sought support from state broadcasting associations in helping to organize geographical areas of three or four states for future clinics and in aiding development of additional state associations. He said broadcasters in 13 states have no state group.

Projected BMI broadcasting aids would help the broadcaster "start program concepts in the front office, rather than in that of the program manager," Mr. Haverlin said. "Good programming requires more thought, not more dollars. Imagination, the most valuable element in programming, can be dispensed with less easily than intelligence or techniques."

Overall, the radio industry is "woefully weak in imagination," he charged, defining the major problem as a lack of "program diversification. . . . Most of us are pretty well slotted in our thinking,

and I'm not sure we know what the public wants."

To encourage youthful composers of serious music, Mr. Haverlin outlined a tentative proposal of BMI which would be carried out with cooperation of state broadcasting groups nationally. Winners of area contests would have their music published by BMI and perhaps recorded by a major company. Broadcasters would conduct local and area competitions.

Offers Exhibit

Mr. Haverlin offered to send an exhibit of original compositions and data concerning classic authors shown at the convention, to each broadcasters' clinic. Station promotion of the exhibit would help to attract non-radio civic leaders to the clinics, such as parent-teacher association and club officials.

Special guests at the luncheon were FCC Chairman Wayne Coy, NARTB Retiring President Justin Miller, J. Leonard Reinsch of the James M. Cox stations; Leonard Kapner, WCAE Pittsburgh; Herb Hollister, KBOL Boulder, Col.; William Hedges, NBC vice president; J. Harold Ryan, vice president and treasurer, Fort Industry Co.; Paul Morency, WTIC Hartford; Joseph McDonald, vice president of ABC, and Malcolm Neill,

chairman of the Canadian Assn. of Broadcasters.

State broadcasting association presidents attending were:

Mr. Brooks, Alabama; Julian Haas, KARK Little Rock; E. C. Kelly, KCRA Sacramento, Calif.; Rex Howell, KFXJ Grand Junction, Col.; Spencer Mitchell, WDAE Tampa; W. Ray Ringson, WRDW Augusta, Ga.; Ray Livesay, WLBH Mattoon, Ill.; Daniel C. Park, WIRE Indianapolis; Charles Warren, WCMJ Ashland, Ky.; Tom Gibbens, WAFB Baton Rouge; Frank S. Hay, WLAM Lewiston, Me.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Dave Gentling, KROC Rochester, Minn.; Granville Walters, WAML Laurel, Miss.; Mr. Aldridge, Missouri; Franz Robischon, KBYM Billings, Mont.; Mr. Newens, Nebraska; Robert Stoddard, KATO Reno; Mr. Gluck, North Carolina; Robert Fehlman, WHBC Canton; L. F. Bellatti, KSPI Stillwater, Okla.; Lee Jacobs, KBKR Baker, Ore.; Victor C. Diehm, WAZL Hazleton, Pa.; Robert J. Dean, KOTA Rapid City, S. D.; Robert J. McAndrews, Southern California; Hoyt Wooten, WREC Memphis; Arch Morton, KJR Seattle; Joe L. Smith Jr., WJLS Beckley, W. Va., and Ben Laird, WDUZ Green Bay, Wis.

Sets New York Meet

All 14 members of the BMI board attended a private dinner at the Stevens Sunday night, and scheduled the next regular board meeting for June 13 in New York. The company was host group at an annual dinner for past and present officers and board members of BMI and NAB (NARTB) Monday evening at the Ambassador East Hotel.

MILWOKY'S MOST POWERFUL FULLTIME INDEPENDENT

POWER

PRESTIGE

PERSONALITIES

PROGRAMS

More than 1,500,000 listeners come within the WOKY power saturation area. 1000 watts on 920 blankets Wisconsin's richest markets.

Milwaukee's biggest advertisers are moving to WOKY with programs . . . Miller Beer, Boston Store, Roundy-Peckham & Dexter, National Food Stores, The Borden Company, Schuster's, North Western-Hanna, The Speed Queen Corporation . . . the largest volume of local business.

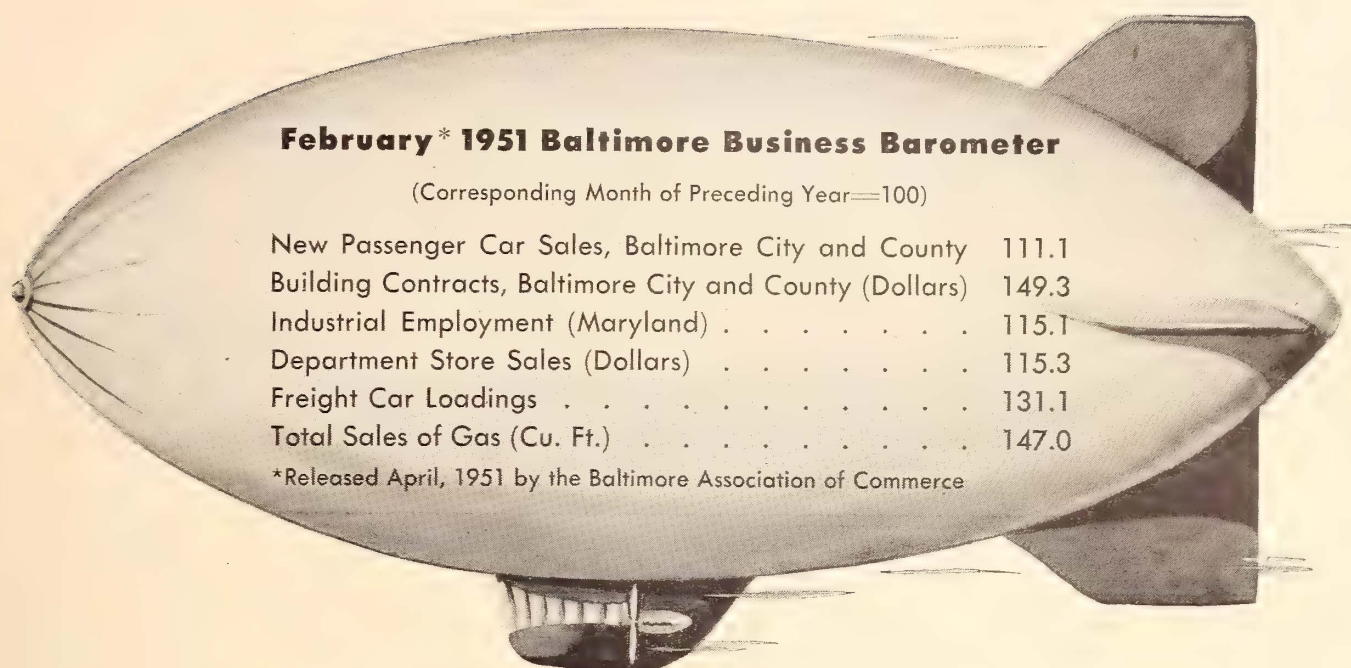
Milwoky personalities have captivated the audience . . . slow-speaking, heart-warming Josh Adams, The Women's Home Companion . . . and Lucky Logan—one of Milwaukee's top salesmen—spinning records with solid, persuasive salesmanship. And Big John Reddy . . . ace sportscaster . . . for America's largest advertisers . . . can sell your products.

Successful programs that do a selling job for advertisers . . . Boston Blackie . . . Meet the Menjou's . . . Alan Ladd in Box 13 . . . Jerry Bartell's PlayTime for Children . . . to mention a few of the many prestige programs.

Represented by WEED & CO.

and 920 on your dial

W
O
K
Y



February* 1951 Baltimore Business Barometer

(Corresponding Month of Preceding Year=100)

New Passenger Car Sales, Baltimore City and County	111.1
Building Contracts, Baltimore City and County (Dollars)	149.3
Industrial Employment (Maryland)	115.1
Department Store Sales (Dollars)	115.3
Freight Car Loadings	131.1
Total Sales of Gas (Cu. Ft.)	147.0

*Released April, 1951 by the Baltimore Association of Commerce

Sales SOAR in BALTIMORE
when you use



WCAO
"The Voice of Baltimore"

Every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

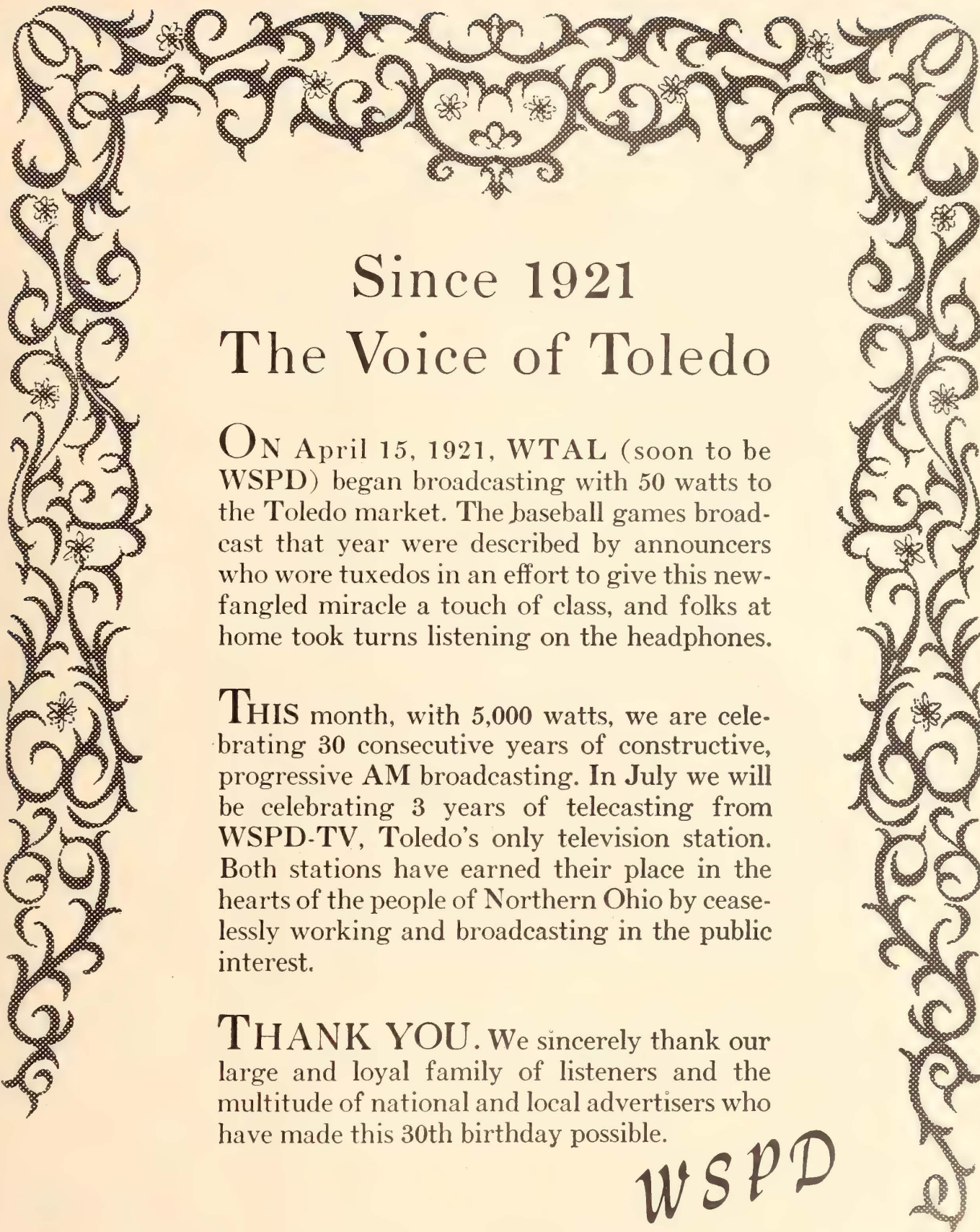
Ask About Availabilities!



CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

Thank You
for our
30th
Birthday
WSPD AM
TV





Since 1921

The Voice of Toledo

ON April 15, 1921, WTAL (soon to be WSPD) began broadcasting with 50 watts to the Toledo market. The baseball games broadcast that year were described by announcers who wore tuxedos in an effort to give this new-fangled miracle a touch of class, and folks at home took turns listening on the headphones.

THIS month, with 5,000 watts, we are celebrating 30 consecutive years of constructive, progressive AM broadcasting. In July we will be celebrating 3 years of telecasting from WSPD-TV, Toledo's only television station. Both stations have earned their place in the hearts of the people of Northern Ohio by ceaselessly working and broadcasting in the public interest.

THANK YOU. We sincerely thank our large and loyal family of listeners and the multitude of national and local advertisers who have made this 30th birthday possible.

WSPD



THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WSAI, Cincinnati, O.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2450

Low Blood Pressure

EDITOR:

Why all the furore about P.I. deals? . . . P.I. deals are like sin. Everyone disapproves, but enough indulge to keep it a going business. The fellows who pitch the P.I. deals at us know that some stations will accept and many more will not. . . . So a few stations always fall for the gag, and a lot more waste a great deal of time thinking up letters of refusal that are real masterpieces—letters that run the gamut from soul-satisfying sarcasm to profound treatises on radio's merits as an advertising medium. In the aggregate, this amounts to quite a lot of time.

. . . And when I think of all the time I used to waste answering those pitches, I do a slow burn at my own stupidity.

Here's a way that P.I. inquiries might be put to good use. Suppose

open mike



every station manager who ordinarily replies to them with a rate card and the old "radio is a medium that can stand on its own feet" routine should keep on his desk a list of legitimate national advertisers who are logical prospects for his own station. . . . Then when we get a letter from a P.I. genius, instead of spending good time and thought composing a reply that is a literary gem, how about putting the same time and thought into a hell of a good personal sales letter to one of the people on the "legitimate prospect" list?

We're not going to sell the P.I.

artist on a legitimate basis, and we're not going to put an end to his efforts by waving our arms and getting red in the face. If we put the same effort into additional selling to honest advertisers who should be using more radio, we shall advance radio some small distance further toward its rightful place in the sun.

Walter E. Wagstaff
General Manager
KIDO Boise, Ida.

Needs Attention

EDITOR:

"Voice or Babel?" in the Feb.

25 issue of BROADCASTING • TELECASTING is indeed interesting. A subject, that in our opinion, should be given careful attention by all who are interested in the perpetuation of our free radio systems. Not the system advocated by professional bureaucrats. . . .

K. C. Titus
Advertising Manager
The Perfex Mfg. Co.
Shenandoah, Iowa

[EDITOR'S NOTE: Editorial referred to was in support of Sen. William Benton's (D-Conn.) proposal to investigate whether or not Voice of America and like propaganda efforts were being efficiently implemented.]

* * *

'An Unpleasant Fact'

EDITOR:

It seems to be an unpleasant fact that the only persons left who realize that radio is still the best buy in advertising are the broadcasters themselves.

Sponsor after sponsor is being bombarded with a rather dubious array of "facts and figures" on both a local and national level by a multitude of organizations whose irrational statements usually precede a cooperative pitch on TV.

The following excerpt from a letter sent to New York State savings banks from their state association serves to illustrate the point:

Radio has suffered progressively in the face of television competition during the course of the afternoon and practically approaches elimination during the evening hours. A study made by one research organization indicates that the situation is gradually reaching a point where radio will have only a marginal audience—the people driving cars, the housewives in their kitchens, etc. . . .

This letter was accompanied by a questionnaire concerning the association's continued use or cancelling of their radio program.

It is hard for even the happiest of radio sponsors to stand up under such barrages as these when they come from their own associates. It amounts to this: About everyone is ready to carry the banner for the neophyte, but no one for its big brother, except broadcasters themselves.

It's about time to start waving!

Keith W. Horton
Commercial Manager
WKRT Cortland, N. Y.

* * *

EDITOR:

ZIMMER KELLER NOT BLOW IS AGENCY FOR BOHN ALUMINUM AND THEIR AMERICAN FORUM TELEVISION SHOW. PLEASE CORRECT STATEMENT PAGE 15 THIS WEEK'S [April 9] ISSUE.

CLYDE D. VORTMAN
ZIMMER KELLER INC.
DETROIT

* * *

Early Kefauver

EDITOR:

We have followed your fine editorial and news articles on radio-TV's coverage of the Kefauver Senate crime probes with much

(Continued on page 69)

WTAG Has a Corner on High Hoopers in Worcester

Share of Radio Audience-Oct. 1950 thru Feb. 1951

Total Rated Time Periods			
WTAG	STA. "B"	STA. "C"	STA. "D"
48.8	23.0	10.7	10.2

WTAG has more audience than all other Worcester stations combined.

112% more audience than the second place station.

Ratings Breakdown Oct.-50-Feb.-51 Worcester City

Evenings, Sunday thru Saturday, (6 to 10:30 p.m.) In Half Hour Periods

	WTAG	STA. "B"	STA. "C"	STA. "D"
Ratings of more than 10	42	0	1	0
Ratings of 5 to 10	19	13	12	6
Ratings of Less than 5	2	50	50	57

Daytime, Monday thru Friday, (8 a.m. to 6 p.m.) In Quarter Hour Periods

	WTAG	STA. "B"	STA. "C"	STA. "D"
Ratings of 10 or more	14	0	0	0
Ratings of 9	1	0	0	0
Ratings of 8	2	1	0	0
Ratings of 7	8	3	0	0
Ratings of 6	1	5	0	0
Ratings of 5 or less	14	31	40	40

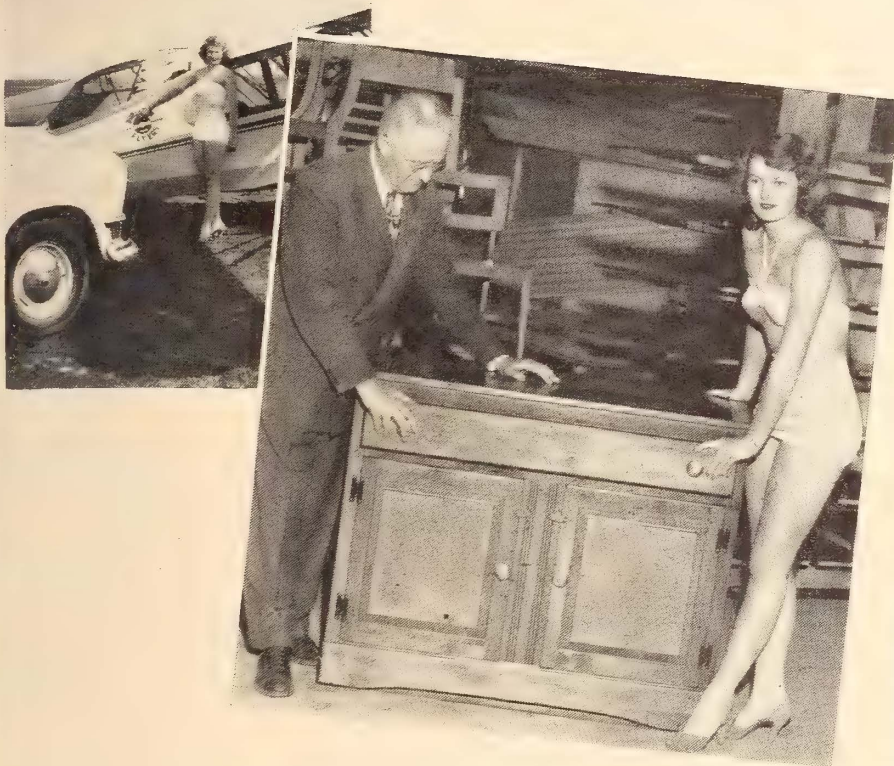
WTAG
WORCESTER
WTAG-7m BASIC CBS • 580 KC

Industrial Capital
of New England

See Raymer for all details

the **TOUR TEST** *proves*

KGW THE ONLY STATION
WHICH GIVES THE ADVERTISER
COMPREHENSIVE COVERAGEin the **OREGON MARKET**

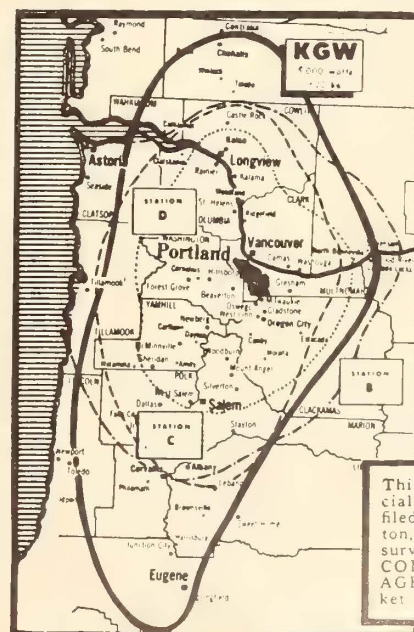


Albany, in the heart of the rich Willamette Valley, is one of the important markets delivered to KGW advertisers by KGW's COMPREHENSIVE COVERAGE. On a recent Tour Test to Albany, conducted in cooperation with the Oregon State Motor Association, Albert M. Epperley, Secretary-Salesmanager of R. Veal & Son, shows Miss KGW how birch, Oregon alder and maple are made into fine Early American and Modern furniture by his firm. A large zirconium plant is a recent addition to Albany's fast-growing industry.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES (From 1949 BMB Survey)



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

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

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

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW
30th
YEAR





GOLF TOURNAMENT winners were (l to r) William Ware, KSTL St. Louis; Lew Green, Green Assoc., Chicago, and Robert Stoddard, KATO Reno. Mr. Green's low gross was 78. Messrs. Ware and Stoddard tied for low net with 70 each.

GOLF TOURNEY *Green Wins Low Gross, Stoddard, Ware Tie*

AN INTREPID band of 56 convention golfers defied the 36 degree weather April 15 and shot remarkably good scores in the 17th annual **BROADCASTING • TELECASTING NARTB** tournament with Lew Green of Green Assoc., Chicago, winning low gross with 78. Tied for low net honors were Robert Stoddard, KATO Reno, and William Ware, KSTL St. Louis. Each had a score of 70.

BROADCASTING • TELECASTING awarded silver trophies to the winners and was host to the golfers at the Northwestern U. Golf Club, Wilmette, where the golf sessions were held.

Ladies' Winner

Miss Evelyn Vanderploeg, Schwimmer & Scott, Chicago, won low gross honors among the ladies.

Louis Smith, WOR New York's Chicago office, former winner, and George Frey, NBC Television, New York, tied for low gross runnerup honors with 81's. Hugh Feltis, KING Seattle, Robert Lambe, WTAR Norfolk, Maurice McMurray, CBS-TV Chicago, and Dee Crooch of KDZA Pueblo, all shared second place in the low net de-

partment with 71's. The players and scores are shown in the table below.

Broadcasting - NARTB Golf Scores

			Gross	H	Net
Louis Nelson	Wade Agency	Chicago	100	22	78
Tim Timothy	Avery-Knodel	Chicago	106	31	75
Roger O'Sullivan	Avery-Knodel	Chicago	93	21	72
John Alexander	WBKB	Chicago	105	29	76
Bill Ryan	BAB	New York	112	31	81
Ken Ponte	WBKB	Chicago	113	31	82
Bruce Roberts	WBKB	Chicago	101	29	72
Jim Brown	WBBM	Chicago	101	26	75
Chuck Wiley	WBBM	Chicago	111	31	80
Bill Thompson	MBS	Chicago	106	31	75
E. Jonny Graff	Kaufman Agency	Chicago	121	31	90
Frances Velthuys	Price, Robinson & Frank				
Evelyn Vanderploeg	Schwimmer & Scott	Chicago			
John Carey	WIND	Chicago	Did not finish		
Lew Green	Green Assoc.	Chicago	94	21	73
Jeff Wade	Wade Agency	Chicago	78	8	70
Jim Stirtan	ABC	Chicago	91	14	77
George Frey	NBC	Chicago	96	24	72
Fred Klein	Toni Co.	New York	81	8	73
Merrill Lindsay	WSOY	Chicago	96	22	74
Ben Strouse	WWDC	Decatur, Ill.	95	22	73
Frank Fletcher	WARL	Washington	117	31	86
Dan Meadows	RCA	Arlington, Va.	110	31	79
S. Fantle Jr.	KELO	Indianapolis	104	27	77
David Gentling	KROC	Sioux Falls, S. D.	83	10	73
Dee B. Crooch	KDZA	Rochester, Minn.	100	27	73
Bob Stoddard	KATO	Pueblo, Col.	95	24	71
Alan Schroeder	CBS	Reno, Nev.	96	26	70
H. Leslie Atlass, Jr.	WIND	Chicago	Did not finish		
Carl Jewett	Everett-McKinny	Chicago	Did not finish		
Bill Ware	KSTL	Chicago	Did not finish		
M. E. McMurray	CBS-TV	St. Louis	84	14	70
Hugh Feltis	KING	Chicago	85	14	71
Dick Dunning	KHQ	Seattle	97	26	71
Johnny Outler	WSB	Spokane	114	31	81
Bob Lambe	WTAR	Atlanta	100	24	76
Rollie Fishburn	Petry-TV	Norfolk, Va.	92	21	71
Bruce Bryant	Petry-TV	Chicago	102	27	75
Chuck Reeves	CBS-TV	Chicago	90	13	77
Walter Rubins	WIND	Chicago	Did not finish		
C. T. Hagman	WLOL	Chicago	Did not finish		
Frosty Blair	Petry	Minneapolis	Did not finish		
Don Hadding	Petry	Chicago	Did not finish		
Bill Newsens	KOIL	Chicago	Did not finish		
Jim Parsons	Harrington, Righter & Parsons	Omaha	Did not finish		
Lou Smith	WOR	New York	85	11	74
Bob Davis	Kraft Foods	(New York) Chicago	81	6	75
Tom Chrisman	Chrisman Nurseries	Chicago	83	8	75
M. Chandler	CBS	Chicago	Did not finish		
J. E. Nilson	CBS	New York	98	24	74
		New York	119	31	88

TUBE OUTPUT

'Reasonable Level' Held Vital

THE ENTIRE electronics industry will suffer serious hardships if sufficient receiving tubes are not manufactured to support a "reasonable level" of radio-TV set production, government officials were told last week.

This warning was sounded by industry representatives in a conference with officials of the National Production Authority in Washington last Tuesday. The discussions were called by NPA to weigh methods of meeting defense needs with minimum disruption to civilian output [BROADCASTING • TELECASTING, April 16].

Members of three industry advisory committees representing

electronic component, end equipment and receiving tube fields, told H. B. McCoy, NPA assistant administrator, and other authorities that cutbacks below minimum requirements for nickel would "jeopardize" the industry and weaken its ability to meet defense orders. The group suggested a sliding scale to provide 250,000 pounds in May, 225,000 pounds in June and 200,000 pounds in July.

These points were underscored, in turn by NPA officials:

① The supply of nickel (used in permanent magnet loudspeakers and gun assembly of cathode ray tubes) probably will fall below the minimum 200,000 pounds recommended by the committees.

② There should be some "safeguards" to assure the flow of new tubes into replacement parts rather than new sets.

③ Industry must further curtail use of cobalt (also used in magnet speakers) in the future, although 30,000 pounds of the metal was made available in April and the present rate may continue through May and June.

④ The electronic industry was

praised for its conservation program for cobalt and other raw materials, and asked to "stretch available supplies." The program had been launched on the initiative of Radio-Television Mfrs. Assn. Set manufacturers were urged by NPA to make some copper available for use by speaker makers.

The committees also reported estimates on 1951 set production, predicting output of between 5 and 6 million TV units and between 10 and 15 million radio sets. The estimates are hedged with the provision that critical materials are made available.

Files Objection

While government allocation officials reported on nickel, cobalt and tungsten (also critically short), RTMA President Glen McDaniel was preparing to file an industry objection to NPA steel and iron orders, which manufacturers feel will seriously limit radio-TV receiver production.

The RTMA board of directors authorized Mr. McDaniel to submit objections to NPA Administrator Manly Fleischmann when it met with Radio Mfrs. of Canada less than a fortnight ago [BROADCASTING • TELECASTING, April 16]. Basis of the protest is the claim

(Continued on page 57)

FOR THE LATEST WCKY SUCCESS STORY

➔ See Centerspread This Issue ➔

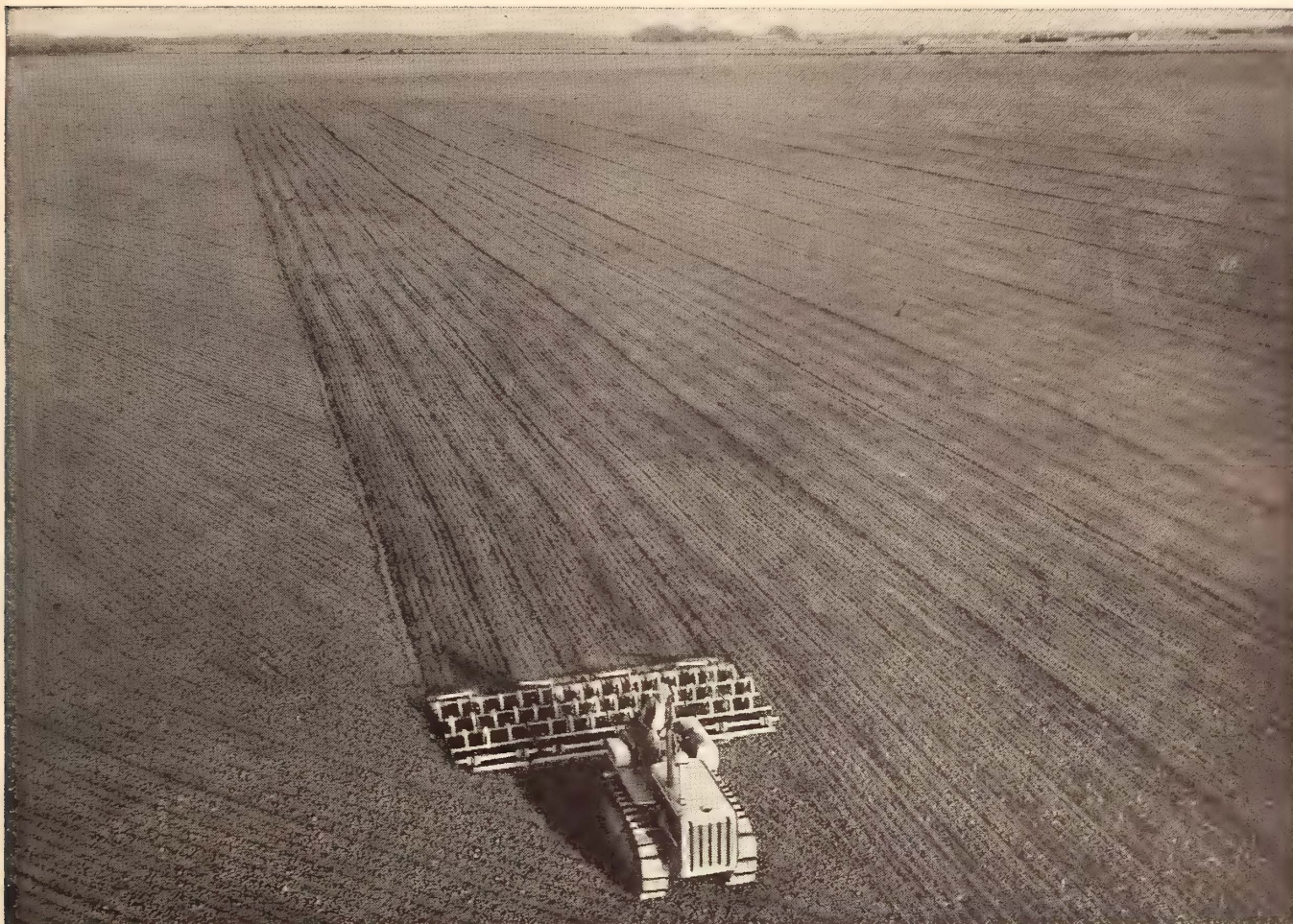
ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



PULLING A 16-FOOT HARROW with his multi-purpose, diesel oil-burning tractor, William Gisler of Carmarillo, California prepares, in one day, 40 acres

of beanland for planting. This would have taken over a week with horse-drawn equipment. On America's farms today, 4 men do the work 14 used to do.

Oil Puts Record 178 Million Horsepower To Work On U. S. Farms

The American farmer's all-out food production drive this year is sparked by the world's greatest power plant—178 million horsepower* in mechanical energy—twice that of 1940.

This enormous energy, powered by oil, is more than that used in all America's factories combined. It is the big reason why the U. S., with far fewer farm workers, now produces 40% more food than ten years ago.

Meeting the farmer's sharply increased needs for fuels and lubricants is just part of the oilman's service to the farmer. Chemical magic, born of constant petroleum research, pro-

vides insecticides, weed killers, fertilizers, tires and rust preventives to further boost the yield per acre.

The oil industry's contribution on the food front is typical of its service to the nation.

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

This has come about because free men, competing vigorously over the years, have out-distanced the world in their race to out-distance each other. *The benefits of this competition go to you and the nation.*

*Latest estimates of U. S. Department of Agriculture.

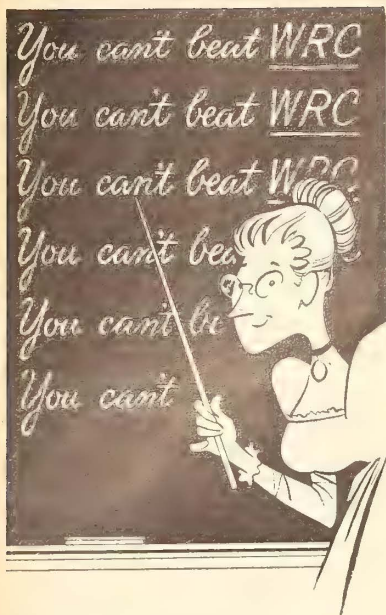
Oil Industry Information Committee,
AMERICAN PETROLEUM INSTITUTE, 50 West 50th St., New York 20, N. Y.



TANK TRUCK DRIVER brings fuels and lubricants right to the farm. Oilmen have constantly improved the quality of the petroleum products America uses. For example, 2 gallons of gasoline now do the work 3 did in 1925—although gasoline today is priced about the same.



LETTUCE FARMER blasts leaf worms with new insecticides. Today the average farmer raises enough food to feed 15 people—against 9 in 1920. Also, with oil-powered machinery, he no longer has to use a large part of his land to feed work animals.



TIMEBUYERS:

You could write that line over a hundred times and it still wouldn't mean as much as the latest American Research Bureau Survey.

Yes, research proves again that WRC is your best buy, dollar for dollar, program for program and audience for audience.

Radio listening in Washington is up—way up! WRC's share of this greater audience is higher than ever.

... So, whether you are interested in batting averages, or home runs, look at the WRC record in ARB's current report. Your decision can only be WRC!

FIRST in WASHINGTON
WRC
 5,000 Watts • 980 KC
 Represented by NBC SPOT SALES



feature of the week

NEARLY 90% of the product classifications promoted throughout the Carolinas are manufactured by firms which are consistent radio advertisers.

That was the No. 1 conclusion drawn by the Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTB (TV) Charlotte, N. C.) following completion of its Carolina Brands Preference Survey. The study, begun last November and compiled in February was conducted by mail and represented 852 returned questionnaires. It covered 50 counties in North and South Carolina showing relative popularity of about 2,400 brand products in 89 categories.

So significant are the findings, according to the station, that WBT salesmen—both national and local—are making intensive use of the survey to increase schedules and obtain new billings.

Some of radio's most noteworthy

gains were reflected in these categories: Toilet soap and soap for dishes; hot roll mixes; rice; soda crackers; salt; general tonic; headache remedy; gasoline.

Take soap, for instance. The top eight brands, headed by Lux, accumulated 90.8% of all mentions. All are consistent radio timebuyers, especially Lux whose 33% reflects the benefits reaped from continual radio programming through the years. (Others were Palmolive, Ivory, Camay, Sweetheart, Dial, Cashmere Bouquet, Lifebuoy.) Other findings:

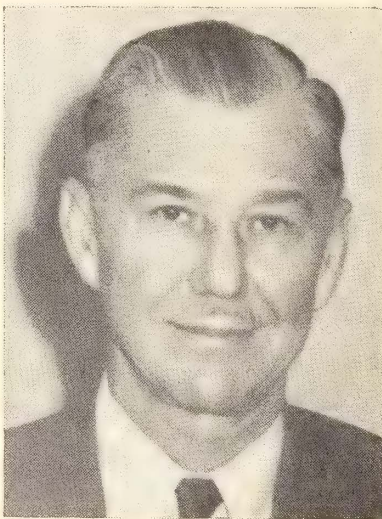
Tide Success

Soap for dishes—Tide's amazing rise to leadership (it topped the Carolina brands survey with 24.5%) was aided by "immediate and saturating use of radio," the Charlotte station observes. The next six leaders—Ivory, Rinso,

(Continued on page 71)



strictly business



Mr. TOOTHILL

AN UNDERSTANDING of the distribution and merchandising problems of district and division sales managers from when he represented newspapers still paves the way to successful radio sales for John Alexander Toothill, a radio representative for 14 years.

Mr. Toothill is principal owner of the Burn-Smith Co., which headquarters in Chicago. There are also branch offices in New York and Los Angeles. He took over the major controlling interest in 1938, when Burn-Smith was formed to handle the radio business acquired from the Devine-Tenney Corp., newspaper representative. One of

the company's first stations, WMFD Wilmington, N. C., is still on its list. Addition of several TV stations is planned.

John Toothill had scheduled a newspaper career for himself during his early schooling in Brooklyn, where he was born, and in Hackensack, where he attended high school. His first newspaper and advertising job was combined in work as a retail display salesman for the Brooklyn Weekly News, 20,000 circulation. Sold on selling, he turned his back on reportorial ambitions and concentrated on salesmanship.

He was the first advertising man in the family, and broke Toothill tradition to become one. His father, a white sheet metal worker in Brooklyn, learned the craft from his father, an Englishman who designed and molded silver plate and ware.

The wayward salesman took basic training in newspaper representation at Devine-Tenney in New York, and was subsequently transferred to Chicago. When the firm acquired a lineup of seven dailies in Iowa, he was sent to Des Moines to develop additional new business. There he was grounded by personal contact with district and division sales managers in the ways and means of merchandising the advertising campaign to distributors and retailers.

Principles established in these (Continued on page 65)

IN NORTH CAROLINA

WSJS

DELIVERS



A 15-COUNTY MARKET
 With

\$3,090* Average Family
 Buying Income

*Sales Management 1950
 Survey of Buying Power

**MORE VALUE
 FOR YOUR
 ADVERTISING
 DOLLAR**

WSJS

The Journal Sentinel Station

**AM-FM
 WINSTON-SALEM**

NBC Affiliate

Represented by:
 HEADLEY-REED CO.

Tube Output

(Continued from page 54)

that a 20% cutback regulation would discourage steel conservation by radio-TV manufacturers. Instead RTMA proposed that the 80% limitation be applied to steel-iron tonnage rather than on a unit basis.

As a result of the continuing metals scarcity problem, NPA also announced last Tuesday that action on allocation of critical materials is now under study. NPA's controlled materials plan, issued April 13, touches only partly on consumer needs and is designed to evaluate and control military requirements for products utilizing steel, copper and aluminum. Civilian use of these materials, plus nickel and cobalt, already has been substantially curtailed.

Among firms represented at Tuesday's meeting were: Indiana Steel Products Co.; International Resistance Co.; The Muter Co.; Sarke Tarzian Inc.; Sprague Electric Co.; Standard Transformer Corp.; Sylvania Electric Products; Allen B. DuMont Labs; General Electric Co.; Hytron Radio & Electronic Corp.; Philco Corp.; National Union Radio Corp.; RCA Mfg. Co.; Raytheon Mfg. Co.; Admiral Radio Corp.; Crosley Div.-Avco Mfg. Co.; Federal Telephone & Radio Corp.; Hallicrafters Co.; Olympic Radio & Television; Tele-King Corp.; RCA Camden; Wells-Gardner Co.; Western Electric Co.

The shortage of critical materials and civilian cutbacks has been reflected, directly or indirectly, all down the line in industry, with the result that several TV set-makers have cut production from 15 to 50%, according to some dealers. They claim that manufacturers are decreasing output to avoid further price reductions.

Cite Layoffs

Manufacturers claim they have been forced to lay off personnel because of consumer cutbacks (metal shortages and credit restrictions) and the fact that defense orders have flowed at a mere trickle, despite obligation of contracts. RCA Victor Div., RCA, reportedly laid off 1,300 employees in one plant to shift to war production. Philco Corp. let go 2,000 because of "production adjustments." Others were contemplating similar action. Full-time defense production is not expected before fall.

Earlier, recommendations aimed at assuring fulfillment of defense needs and keeping a maximum number of radio, television and other electronic devices operating with a minimum demand upon critical materials were filed with NPA officials.

An Electronics Parts Distributors Industry Advisory Committee urged:

(1) Thorough study of a program for salvaging obsolete radio sets; (2) component parts producers manufacture and offer for sale to recognized distributors at least 150% of the number of units sold for replacement purposes; (3) extension of the base period for certain metal limitation orders to a full year (1950) because of the "phenomenal" increase in civilian production; (4) priority grant for wholesale component distributors;

(5) all manufacturers of parts-equipment to make available to customers products in excess of defense-rated orders; (6) simplification of every line used in maintenance and repair of electronics equipment.

TV Expansion

The advisory group pointed out the base period may be "too low because the vast expansion of the television field has made it difficult to establish a realistic base period." Additionally, industry members noted, standard radio, FM radio and related production remained high last year despite metal cutbacks. The group also recommended special consideration of cases involving amateur radio operators, test equipment and problems of the TV set installer.

KRON-FM San Francisco, off the air for past month while new transmitter was installed alongside KRON-TV facilities atop San Bruno Mountain, returned to air April 2.



UNITED PRESS group at NARTB included (l to r): Front row, Mims Thomason, Chicago; Bert Masterson, Chicago; LeRoy Keller, New York; Dan Boiverman, San Francisco; back row, Jerry Rock, Pittsburgh; Al Harrison, Washington; Ed Brant, Minneapolis; Dave Johns, Detroit.

GET FACTS NOW ON THE WFLN AUDIENCE PROFILE SURVEY

47% survey families earn \$5,000 to \$10,000

31% survey families earn more than \$10,000

52% in survey families are college graduates

90% of survey house dwellers are home owners.

**FACTS PROVE
WFLN**

that in Philadelphia

Pinpoints **YOUR
QUALITY AUDIENCE**



Pinpoint your select market advertising in Philadelphia to the power-packed audience covered by Philadelphia's FIRST station for fine music and news. WFLN audience now estimated at 130,000. Program Guide subscriptions reflect a 66% audience increase since July 1950. Survey respondents report 22.5 hrs. average weekly listening time. Survey audience facts now available on Banking, Insurance, Automotive, Vacation, Travel, Retail Buying, etc.

95.7 MEGACYCLES—FM

20,000 WATTS

FOR TIME AND RATES WRITE DEPT. BT

PHILADELPHIA 28

WFLN



SEND FOR
YOUR WFLN
AUDIENCE
PROFILE
STUDY NOW!

Complete facts on 46.6% return from
3776 mailed 71-question questionnaire.

Dept. T,
WFLN, Philadelphia 28

- ☐ Please send me a copy of your audience profile study based on 46.6% return from 3776 mailed 71-question questionnaires.
- ☐ Please send me your rate card.

NAME
TITLE
ADDRESS
CITY..... ZONE..... STATE.....
BT

This letter from Marfree Advertising Corp. tells **THE LATEST WCKY STORY**

Marfree Advertising Corp.

112 EAST WALTON ST.
CHICAGO 11, ILLINOIS
PHONE: WHITEHALL 4-2651

Mr. Charles Topmiller

Radio Station WCKY

Cincinnati, Ohio

Dear Top:

As per your letter of February 6, 1951, regarding D-Con insertion in the Farm & Ranch, I would like to pass the following information on to you.

This 100-line ad was inserted in the Farm and Ranch Magazine, initially on November 19, 1950. The cost was \$6.75 per line, or \$675.00 for the insertion. Our first order was received November 19 for this December issue, and we received, from this one insertion, a total of 1093 orders from November 19 thru February 2, at a cost 51c per order.

During this same period, WCKY pulled a total of 8,381 orders, for a total volume sales of \$26,143.000 as compared to a volume of sales in the same period for Farm and Ranch of \$3279—which in effect indicates that a participation on WCKY is worth 8 100-line ads in Farm and Ranch.

INVEST YOUR AD DOLLAR WCKY'S-LY

Perhaps you would also be interested in knowing that D-Con has used almost every top CBS, NBC and ABC station in the United States plus every 50,000 watt independent. Our campaign has been on over 475 stations at one time or another. It would take the four best mail pulling stations of these to make one WCKY—and it would also be of interest to know that although right now we are on over 275 stations, including such stations as WLW, WBBM, WLS, KMOX, WPTF, WRVA, KOAM, KSL, WCCO, WBT, WOR, WGN, WOW, WOWO, etc., yet WCKY alone continually accounts for almost 15% of our total volume, week in and week out.

I would certainly and honestly confirm your claim that WCKY has more listeners than any of the 22 top radio stations in the United States, but believe you should add the word "combined".

Sincerely yours,



Alvin Eicoff

Vice President

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER





Radio's Toughest Task

THE TOUGHEST JOB in radio, to stem the tide of all-out rate war, was handed last week to a valiant warrior in the radio cause.

Paul W. (Fritz) Morency, WTIC Hartford, was drafted unanimously by an embattled group of several hundred network affiliated stations to head an Affiliates Committee. Its first effort will be to convince CBS that it should declare a moratorium on its scheduled 10% across-the-board rate cut, now set for July 1. And its next task is to get from other networks the commitment that they won't move until the committee counsels with them on a project yet to be evolved to get back on the rate card and sell radio for all that it's worth.

The committee move developed spontaneously—in the wake of CBS' stunning announcement. The leadership that always seems to be there when the integrity and stability of radio is threatened, worked swiftly.

It was recognized that no network *wants* to cut rates. But the affiliates deplored the fact that circumstances had forced networks into deals on time and talent and entry into spot selling on network optioned time. They questioned whether the CBS rate cut would eliminate such practices and restore stability. Many felt that the CBS cut, if effected, would result in appeasement which eventually could spell a radio Munich.

There were no recriminations, no tirades against this network or that. CBS was paid high tribute as a smart organization with able and effective management. The affiliates of all networks were almost of one mind—that CBS should not have moved so fast and that, despite contractual prerogative to adjust rates without the consent of a majority of its affiliates, it first should have consulted them.

It is fervently to be hoped that CBS will agree to delay. This isn't easy.

The contention is made that the cut is now a *fait accompli*. Affiliates, however, feel that the sheer force of logic of their position will convince not only the networks, but recalcitrant accounts and agencies that the line should be held pending a sane, prudent solution.

The Morency committee may well find that radio has reached the transitory stage and that full-scale revamping of affiliate-network contracts is involved. Certainly it will collide with arguments that radio network operations no longer are profitable. It may be contended that the networks must be sold like magazines at a blanket rate for the "circulation," and with no fixed rate per affiliate.

For 31 years radio has never taken a backward step. The CBS suggestion, as one broadcaster aptly put it, is to take one step backward, stabilize, then try two steps forward.

The advertisers have been attacking at the soft under-belly. They insist they're getting less for their radio dollar because of TV penetration. In some instances they have resorted to "sealed bids" from the networks—a device that would destroy any semblance of rate stability—and eventually would even make advertisers suspicious, lest their competitors get a better "deal."

If radio is a result-getting medium, advertisers will buy it.

The man who pays the bill isn't going to ignore a medium that sells at the lowest cost simply because of spleen or emotion. He may lay off a while to strike a better bargain. But he'll come back when sales droop.

There are two jobs to be done. Fritz Morency

recognizes that his committee must act "quickly, vigorously and intelligently." His radio record of a quarter-century gives assurance that he can do it, if it can be done.

The second job belongs to Broadcast Advertising Bureau. It must, with greatest possible dispatch, prove radio's case with believable research and hard, lean and hungry selling.

Inspired people built and sold radio in the 20's. Inspired people—many of them still on the firing line—can sell it again.

Strange Interlude

AT A convention which was otherwise preoccupied with the critical problem of saving radio from economic collapse, the appearance of Sen. LeBlanc was no more appropriate than the intrusion of a Minsky comedian, equipped with rubber bladder and sagging pants, in a cast performing "Hamlet."

In 29 years of radio conventions, we cannot recall another appearance of any radio customer making a direct appeal for acceptance of his product. The question of whether the Senator's Hadacol is a good or bad advertising account is one that individual broadcasters must settle for themselves. Their decisions cannot have been made any easier by the unique presentation to the Senator of a platform for his special pleading.

Last week was among the most fateful in radio's history. In arranging an audience for Sen. LeBlanc, the NARTB not only squandered precious time on a sideshow but also entrapped itself in a particularly untimely association. More orthodox advertisers than Sen. LeBlanc must be wondering if radio has been driven to embrace him as a last resort. Else why should he have been singled out for an appearance.

Benton Bumbles On

ONE OF THE enigmas of this age is William B. Benton, U. S. Senator from Connecticut, former embattled Assistant Secretary of State, erstwhile vice president of the liberal U. of Chicago, and a tycoon who got his start selling everything from snake oil to steamships.

With his former partner, Chester Bowles, he made his first million before he was 40, and—again with Mr. Bowles—turned to public service and politics. Benton & Bowles is still a top agency, but under different ownership.

Bill Benton now picks up the cudgels in defense of education by TV. He wants a big investigation of television programming, to ascertain how much time is being devoted to pure, undefiled education.

Actually, Sen. Benton has fallen for the Comr. Frieda B. Hennock campaign to allocate fixed percentages of TV facilities for educational institutions. Miss Hennock is stalling for time. Sen. Benton's proposal for a Congressional investigation would do just that.

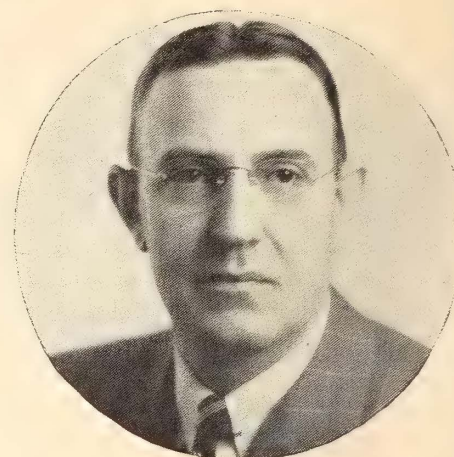
The TV freeze has been on since 1948. The urgent need is to get more stations on the air, so that more people may be served as required by the statute. We do not think that such seasoned campaigners as Chairman Ed Johnson of the Senate Interstate Commerce Committee, or Majority Leader Ernest W. McFarland, will be taken in on these hinder and delay tactics.

For better or worse, the Congress created the FCC as an expert body to handle allocations and licensing, because Congress itself did not have the know-how, nor the time. Now, Mr. Benton wants to usurp that authority in the field of TV allocations.

If Congress isn't satisfied with the present Commission it can always abolish it and start another. But this is no time—at the threshold of the thaw of the great freeze—for Congress to intrude. We doubt whether it will.



our respects to:



ALFRED HENRY KIRCHHOFFER

SPEEDING to the scene of a big story in their comfortable taxis, Alfred Henry Kirchhofer's journalistic competitors must have been amused by the plodding, disconsolate young reporter they passed on the way. A storm had struck the Niagara River and torn loose a boat in the night. Reporters from all Buffalo papers were rushing to the docks. Young Kirchhofer was picked by his city editor to cover the story. "Here's carfare," the editor told him, forgetting that the carlines ended some miles from the river.

By the time he arrived at the river, his rivals had obtained their stories and departed. He got the information and prepared to head back with his late story. Then a shout went up from the docks: The boat was loose again—with the crew aboard! He got his story and a scoop, giving his paper the only full presentation of the accident.

And today, still in Buffalo, Mr. Kirchhofer is well equipped to give a full presentation of any news event anywhere. He is vice president and director of WBEN Inc., licensee of WBEN-AM-FM-TV (the latter two being the only FM and TV stations in the city). He is also managing editor and director of the *Buffalo Evening News*, under the same ownership as WBEN Inc. and the largest daily in New York outside Manhattan.

Born in Buffalo on May 25, 1892, his interest in all phases of journalism—audible, visual and typographical—stems from his early days in Buffalo's School 31 and Central High when he was fired with the desire to be a reporter. After graduation, he worked by day as a messenger for the old Bank of Buffalo, attending the YMCA Institute at night, preparing himself for a journalistic career.

His big chance came in 1910 when he landed a cub reporter's niche on Buffalo's most aristocratic paper—the old *Buffalo Commercial*. Reason for the *Commercial's* blue blood standing: It sold for two cents while all the others cost a penny. The eighteen-year-old Kirchhofer soon acquired a reputation for night and day production of voluminous copy and in 1911 moved over to the *Buffalo Times* (discontinued in 1939).

In 1913, he took two years off from the Buffalo paper and fulfilled a dream common to all newspapermen—edited and published a paper of his own in Lancaster, N. Y., about six miles from Buffalo. The *Western New York Post* billed itself as "The Finest Paper in America." The weekly got a friendly reception from readers but failed to arouse the in-

(Continued on page 67)

3,163,033 Different People Listen to

WOV

at Least
once a week!

*WOV is your best bet for
Sales Impact, Coverage and Economy*

YOU CAN BUY:

1,972,921—*Italian Language Listeners*

1,190,112—*English Language Listeners**

3,163,033 DIFFERENT PEOPLE

at a cost of approximately

11 cents per THOUSAND

PEOPLE reached — naturally

you'll reach most of these people

several times weekly.

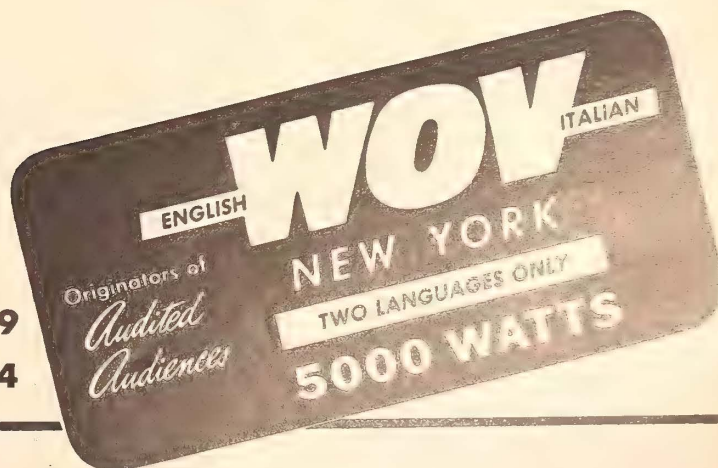
***WAKE UP NEW YORK • 1280 CLUB • RAMBLE IN ERIN—PRAIRIE STARS**

*WOV's New Animated Sound Film
"3,000,000 People" tells the whole story.*

730 FIFTH AVE., NEW YORK 19

ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.



HITCH YOUR PRODUCT TO A K-NUZ RADIO RANCH STAR



Tommy Cutrer
"K-NUZ Corral," 11:00 am
to 1:00 pm

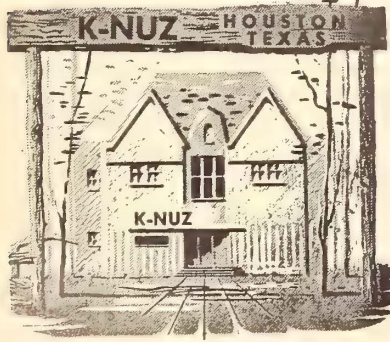
**NATIONAL AND
REGIONAL COMPANY
YOU KEEP ON
K-NUZ CORRAL:**

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Arrow Drugs
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Griffin Shoe Polish
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Ivory Snow
Kam Dog Food
Kools
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Pepto-Bismol
Robert Hall Clothes
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Plus a choice list of local advertisers

For information call
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P. O. Box 2135
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SIGNAL CONTROL Budget Bureau Studies Executive Order

AN EXECUTIVE order giving the President authority to invoke Sec. 606 (c) of the Federal Communications Act—to authorize "the use or control of any such station" by any government agency he chooses—currently is before the U. S. Bureau of the Budget, it was learned last week.

The order, if approved by the bureau and put into action, would serve notice that the Chief Executive is empowered to invoke authority over stations under his national emergency proclamation of last December.

The directive has been in the White House-Pentagon mill since last month when a Defense Dept. official first acknowledged its existence at FCC's emergency broadcast session in Washington [BROADCASTING • TELECASTING, April 2, March 26].

Existence of the order within the Budget Bureau was disclosed last week by a highly-qualified military authority, who simultaneously scotched reports that the Defense Dept. is seeking excessive control over broadcast stations and other devices capable of serving as navigational aids.

The source also disclosed that the department has completed its comments on proposed amendments to the Communications Act by the Senate Interstate Commerce Committee as part of its consideration of the radiations control bill.

Defense Stand

The Defense Dept., acting for the Air Force and other military branches on proposed legislation now pending on Capitol Hill, actually will go on record favoring less authority than that suggested by Chairman Ed C. Johnson (D-Col.) of the Senate Commerce Committee, according to the military authority.

During hearings earlier this year [BROADCASTING • TELECASTING, Feb. 26] on the military-backed legislation to control all radiation devices, the committee proposed amending the Communications Act to include devices other than broadcast stations. It asked NARTB, Radio-Television Mfrs. Assn., FCC and others to file comments.

The Defense Dept. authority said last week that military comments, not yet received by the committee, will favor (1) only those devices capable of serving as homing mediums and (2) those instruments which radiate in excess of five miles. Actually, the committee staff has entertained such a plan to be incorporated in the suggested amendment on the basis of recommendations by RTMA.

Thus, the department actually is in accord with the proposals as an "alternative" to new legislation, the spokesman pointed out. He said the military feels, however, the problem goes far beyond the communications question and should be removed from FCC jurisdiction. Action on the bill (S 537) has been stymied pending the department's reply.

Defense Rally

(Continued from page 26)

tied into control centers. Suggestion was made that stations have auxiliary power supplies.

In a question-answer session it was explained broadcasters desiring to take part in the alert system instead of remaining silent will pay for equipment and items necessary to change frequency. The government pays for alerting lines and tolls. Details of operation for stations in remote areas, FM and TV outlets are not yet complete. A plan of illumination control during an alert is being developed.

One broadcaster asked if it would be illegal to put on a commercial during alerting periods if no commercial material is on the air at the moment, drawing a laugh from panel and audience alike. All stations in the alerting setups will operate non-directional.

The second portion of the Monday morning program dealt with manpower during the the emergency. Thad Holt, WAPI Birmingham, new NARTB District 5 director, presided.

Richard P. Doherty, NARTB employe-employer relations director, said an acute manpower shortage is expected by autumn. The industry, with 42,000 people employed, is losing people to the military and to other industries, he said, but predicted few reserve officers will be called during the rest of the year unless the military situation changes.

Serving on the panel as board observers were Leonard Kapner, WCAE Pittsburgh, District 3 director, and H. W. Linder, KWLM Willmar Minn., District 11, both newly elected. Robert C. Goodwin, executive director, U. S. Manpower Commission, Dept. of Labor, predicted the labor market will get tighter during the change from civilian to defense production though a temporary easing will be noted before intensive military production gets under way.

Unemployment is running about 2,100,000 in a labor force of 63 million, he said, and estimated 7 million will be added to defense employment in the next two years. Effort will be made to keep civilian production as high as possible.

Lee W. Jacobs, KBKR Baker, Ore., speaking for small stations, said some tightening is occurring in the labor supply but it isn't critical. He said stations should make employment attractive and proposed enlargement of the combination job idea.

He referred to the FCC's first steps to ease licensed operator requirements. Mr. Doherty referred to the study being made by a com-

mittee headed by William C. Grove, KFBC Cheyenne, Wyo., District 14 director. He said every broadcaster presenting a legitimate case for waiver of the operator requirement has received it from the FCC, with next step likely to be area waivers.

Dwight W. Martin, WLW Cincinnati, said larger stations are losing general types of help to defense industries. He told how WLW is cooperating with colleges by utilizing students on a parttime basis. This aids in developing a pool of people to be called on if the situation becomes acute, he added. Talent is plentiful but WLW is feeling the pinch on engineers, he said.

Summing up, Mr. Doherty urged stations to study their personnel situation and develop integrated work; cultivate the local labor market, including high schools and colleges; use their own stations to advertise for help, and tell other nearby stations of available help in the area.

Fay Presides

Final Monday morning session on mobilization broadcasting was led by William A. Fay, WHAM Rochester, District 2 director. Board participant was H. Quenton Cox, KGW Portland, Ore., newly elected from District 17. Mr. Cox said broadcasters should take the initiative in preparing to meet every contingency, with each station having its own mobilization director. Stations should assemble and disseminate public service information, he said, reminding this will help solve the problem of excessive local demands by persons and groups claiming to have public service aspect.

Jesse Butcher, head of motion pictures, television and radio, Federal Civil Defense Administration, said the public must be alerted to the dangers of lethal warfare. Radio is playing a dominant role in this educational campaign, he said, adding: "It's heartening to us the way you are voluntarily helping us. You have offered your facilities freely to local civil defense authorities, cancelling many commercial programs. You are meeting your responsibilities. We salute you for it."

Mr. Butcher said his office is sending out radio and TV material for civil defense programs.

George P. Ludlam, Advertising Council vice president, explained the council is sending a monthly information guide to all stations. He recalled OWI priority procedure during the war and explained how the council is now operating.

Ralph W. Hardy, NARTB government relations director, said recent talks with government officials indicate no super information is contemplated at this time by the government. He said this heightens the obligation of the medium to keep constant check on governmental sources for vital information for the public.

Union Oil 1950 profits 8% of total sales



32% for Raw Materials

1. In 1950 Union Oil Company took in \$217¼ million from the sale of its products. \$68¾ million went right back out in payment for raw materials.



16% for Wages and Salaries

2. \$35½ million went to our 7,826 employees in wages, salaries and benefits. (Salaries of company officers constituted about 1½% of this.)



17% for Supplies; 8% for Transportation

3. \$37 million went for supplies, rent, tools, utility bills and other costs of doing business. \$17 million went for transportation.



12% for Depletion and Depreciation

4. \$27 million went for depletion and depreciation—to find new oil to replace the crude used during the year and to replace worn-out and obsolete equipment.



6% for Taxes; 1% for Interest

5. Federal, state and municipal taxes took \$12½ million.* (This does not include gasoline taxes.) Interest on borrowed money amounted to \$2¼ million.

*These taxes amount to 11% more than all dividends paid to our stockholders and equal more than ⅓ of our total payroll.



5¼% for Dividends

6. This left a net profit of \$17¼ million (8%). \$11½ million of this profit was paid out in dividends to our 38,095 preferred and common stockholders. Payments averaged \$292 per common stockholder.

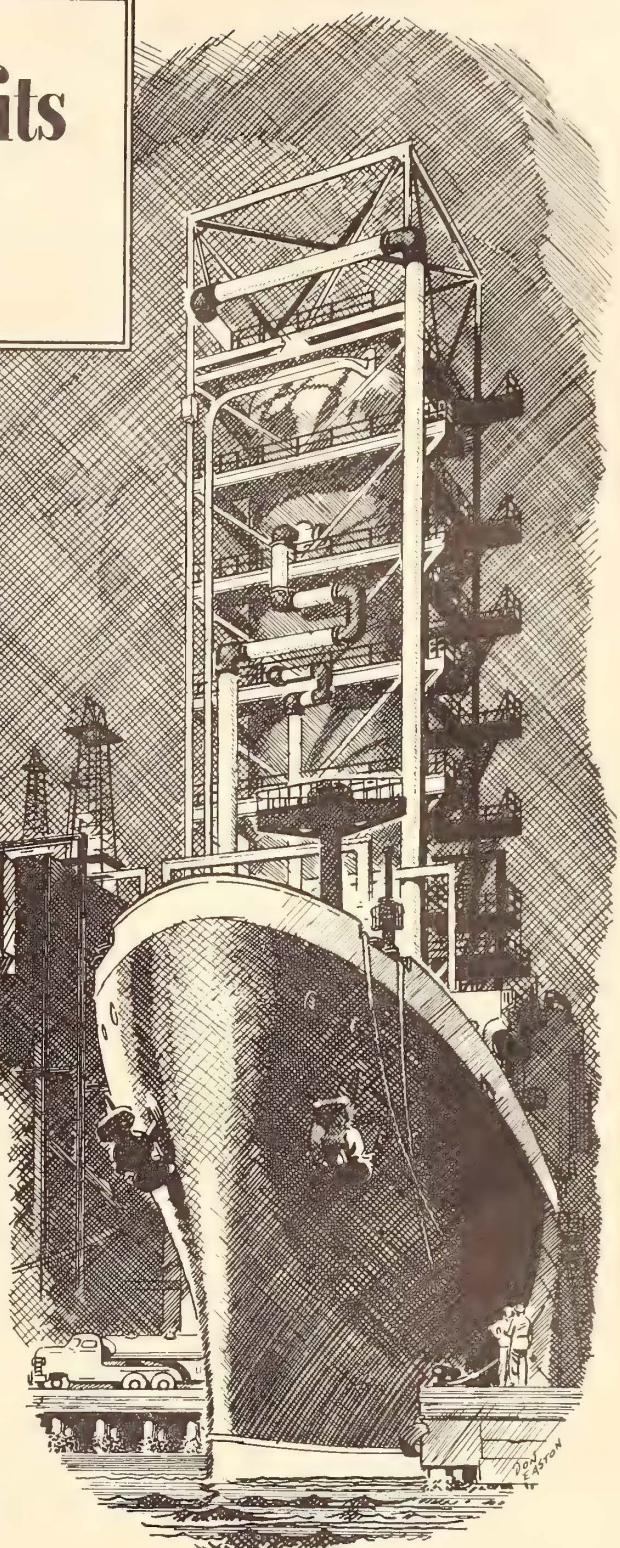


2¼% for Expansion

7. The remaining \$5¾ million of profit was set aside to replace and expand our oil fields and facilities in 1951.

But here's the rub: In order to meet the requirements of the present national emergency, we estimate that we should spend \$25 million drilling during 1951. We should spend \$20 million on new refining facilities. We need \$5 million for a new tanker. And we need about \$3 million for pipe lines, storage facilities, etc. This totals \$53 million.

Our estimated 1951 reserve for depletion and depreciation will amount to \$30 million. This, plus our \$5¾ million plowed back from 1950 profits, totals only \$35¾ million. Therefore, we're going to have to earn and retain about \$17¼ million more this year than we did in 1950—assuming there is no increase in dividend requirements. That's why tax policies that don't permit corporations to retain earnings earmarked for needed expansion can have such far-reaching effects on the productivity and economic growth of the nation.



UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

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

Manufacturers of Royal Triton, the amazing purple motor oil.

Media Wages

(Continued from page 46)

two methods of organization, getting voluntary recognition from station management or having a secret election under NLRB auspices. He charged broadcasters, however, with practicing various "delaying actions" in attempting to block union organization.

Spokesmen on both sides concurred in the point that the way in which most wages are determined is "what the traffic will bear." Mr. Lasky said rates should be based on this factor, as well as wattage, frequency, power, affiliation and an equal-work-for-equal-pay formula. Mr. de la Ossa attempted to isolate the worth of the job itself.

Mr. Wimberly, when asked what labor is doing about pending jurisdictional disputes in radio and television, answered that there "weren't many." "Radio is singularly free of this problem, and

television only has a slight overlap." He anticipates an increase in jurisdictional disputes, however, with the entry of the CIO into the broadcast field for the first time. (NABET, an independent engineering union, became a CIO affiliate three weeks ago.) Problems can be "ironed out promptly" if only AFL unions are involved, he said. Mr. Reel said television problems had been simplified with establishment of the Television Authority.

NBC Spot Sales Party

NBC's annual Spot Sales party was given by the network Monday evening in the Crystal Ballroom of the Blackstone Hotel in conjunction with NARTB convention activities. James V. McConnell, director of national Spot Sales, was host to more than 100 clients, agency men, station executives and spot sales personnel.

TO BE RADIO'S BIGGEST CUSTOMER

Hadacol's Sen. LeBlanc Tells Broadcasters

THE SIDESHOW of the NARTB convention was provided by Sen. Dudley J. LeBlanc, proprietor of Hadacol.

The Senator arrived Sunday afternoon at the Stevens Hotel, accompanied by a New Orleans jazz band, two tap dancers and some 30 broadcasters—a party that he had flown to Chicago in a special plane.

After a parade through the lobby, to the music of "When the Saints Come Marching In" played by the band, the Hadacol troupe retired to a 25th floor suite where an open house was held. It was during this interval that the Senator announced he had offered General MacArthur a job as executive vice president of Hadacol at a salary of \$150,000 a year. At the time this story went to press, the general's reaction was



Sen. LeBlanc was caught drinking water during his speech at the NARTB. When the photographer shot this picture, the Senator quipped: "Ah brought this glass along so it'd look in the pictures like I was drinking Hadacol."

* * *

not reported.

After the Monday afternoon opening session of the convention, Eugene Thomas, 1951 convention committee chairman who was presiding, said that the chair had been asked by a committee of broadcasters to recognize James E. Gordon, president and general manager of WNOE New Orleans. Mr. Gordon said he was about to introduce a "gentleman who discovered a magic formula . . . a statesman with a great political future . . . who is now bidding for even greater fame: My friend and your friend, Mr. Hadacol, the Hon. Sen. Dudley J. LeBlanc."

The honorable Senator, an orator of persuasive talent, began by saying that if it had not been for radio, Hadacol would not have attained its present success, and he closed by saying: "Let's you and I get together."

In between he told his life story from birth ("I was bo'n of poor and humble parents") to the events that led to his discovery of Hadacol, a remedy that he developed after he had been cured by Vitamin B-1 injection of a discomfoting illness ("Mah big toe hurt so one mawnin' I couldn't get out of the bed").

He also advised broadcasters that they ought to intensify merchandising efforts to supplement the impact of on-the-air commercials.

"You got to go out and promote the item," he said. "You can't get by just spinnin' a wheel."

The Senator told the broadcasters that he was now spending a "quarter of a million dollars a month" on radio and that he intended to spend more.

"I'll give you about six million this year, if you don't tell the newspapers about it," he said. "If I ain't the biggest radio customer in the country, I'm sure going to be."



COLUMBIA NETWORK

THE BIGGEST OF ALL ON BUFFALO'S DIALS

WGR's 550 channel gives WGR the biggest pattern, the strongest audience coverage in western New York.

With top-rated Columbia and local programs, WGR delivers a big PLUS — a bigger dollar's worth than any other station in upstate New York.



Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representative, Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry

KEFAUVER LAUDS Cites Radio-TV Role In Arousing Public

THERE IS NO iron curtain thick enough to separate the people of America so long as 107 television and 2,800 radio stations operate in free enterprise, Sen. Estes Kefauver (D-Tenn.), famed senatorial crime investigator, told the 10th annual dinner of Radio Pioneers. The dinner was held Tuesday at the Stevens Hotel, Chicago, during the NARTB convention.

When the people know the full facts through radio and TV, Sen. Kefauver said, "America will truly lead the way" to world peace. Sen. Kefauver is chairman of the special committee investigating crime. The radio-TV pickups of hearings brought the proceedings to the eyes and ears of Americans everywhere.

The Pioneers elected a new slate of officers, with Carl Haverlin, BMI, as president. Jack R. Poppele, WOR New York, was elected first vice president. Other vice presidents: Paul W. Morency, WTIC Hartford; Arthur B. Church, KMBC Kansas City; Raymond Guy, NBC; O. H. Caldwell, Tele-Tech. Sydney Kayne, BMI vice president and general counsel, was elected secretary and Herbert Akerberg, CBS, treasurer.

A citation honoring the memory of Guglielmo Marconi, named to the Pioneers' Radio Hall of Fame, was presented to Orrin Dunlap, RCA vice president, who recalled the early days of Mr. Marconi's experiments. Brig. Gen. David Sarnoff, RCA chairman, was unable to accept the citation because of illness.

Coy Speaks

The Pioneers' program included greetings from FCC Chairman Wayne Coy and Chicago Mayor Martin Kennelly. H. V. Kaltenborn, commentator, founder of the Pioneers, was toastmaster with Frank E. Mullen, consultant, presiding at the dinner. William S. Hedges was chairman of arrangements.

In recalling the hearings of his committee, Sen. Kefauver said, "never before had people been given such an intimate sense of participation in the affairs of their government."

Sen. Kefauver said national interest in the committee hearings began to develop as testimony was



ASSOCIATED PRESS executives present at a cocktail party for NARTB convention guests included (l to r): Front row, Al Stine, Kansas City; Oliver Gramling, assistant general manager for radio; Tom Cunningham, Boston; back row, Jerry Swisher, Columbus; Red Mason, Montgomery; Bob Shipley, New Orleans; Wayne Oliver, New York, and Paul Breining, Harrisburg, Pa.

broadcast around the circuit, with local stations cancelling commercial programs. These broadcasts showed the "sordidness of some local situations" and interest of the public increased, he said.

Seeing a need for a highly aroused public, Sen. Kefauver said he wrote a series of magazines articles. "I overlooked television as a medium for doing the job," he declared. "Television bridged the critical gap. America saw and heard for herself. Then—America responded.

"For three weeks you took us into the living rooms of 30 million Americans. They were, first, interested; then, startled; next, indignant; and finally—determined to do something about it."

Sen. Kefauver warned Congress it must correct its own procedures. "If more functions of government are subjected to television, we shall enjoy better government," he said.

Television presents the most nearly perfect facsimile of an actual event yet developed. This unseen means of discipline cannot help but improve our efficiency. The public to some extent correct improper conduct of hearings. We get calls and telegrams quickly."

He suggested "the television industry needs a code" in its coverage of hearings. Conceding radio and TV "had ripped the artificial cloak of respectability" from a notorious gambler, he said it is important the public know the whole story.

Public hearings are the alternative to Star-Chamber procedures, he declared.

He suggested sponsorship of hearings should consist of institutional advertising. "Government proceedings are not a fit subject to aid the sale of a commercial product," he advised. "I urge upon you careful attention in deciding what sponsorship you allow in this type of hearing."

Strictly Business

(Continued from page 56)

activities served as a blueprint for his work in radio, which he then considered (and still does) to be newspaper's greatest competitor. He returned to the Chicago office as manager in 1934, and a year later married Kathryn Hartman. They have two children, Harriet, 9, and Jack, 7.

The Toothills live in west suburban Glen Ellyn, where he is a charter member and secretary of the Lutheran Church.

In addition to a list of Chicago agencies, he handles all selling for the company in Detroit, Minneapolis, Cincinnati and St. Louis.

Sales problems he solved years ago as a newspaper representative "are battles still being fought in radio today. We don't represent the most powerful or leading network stations in most of our markets, but we represent stations that can't be beat when it comes to getting low cost results for the money spent," Mr. Toothill claims.



If you want to win the ear of Box-Top-Betty . . .



Or the ear of glamour-buyin' Susie Q . . .



For ears both young and old . . . In a market good as gold



Tell Katz to put WOOD to work for you!

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' only 5000 watt station

For the best earful in Greater Grand Rapids



GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.

FOR THE LATEST WCKY SUCCESS STORY

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

front office



KENNETH W. CHURCH, general manager WIBC Indianapolis, will become sales manager of WKRC AM-FM-TV Cincinnati July 1 according to HULBERT TAFT, vice president of Cincinnati stations. Mr. Church was with WKRC as national sales manager in 1941 and when Mr. Taft joined the Air Corps in 1942 became general manager of station. In 1945 he went to WCKY Cincinnati and later joined WIBC.



Mr. Church

WILLIAM DOUGHERTY, account executive WNAO Raleigh, N. C., to WWDC-AM-FM Washington in same capacity.

SHAUN F. MURPHY, WOL Washington, appointed general manager WATS Sayre, Pa.

THOMAS M. BLOCH elected president Tri-City Broadcasting Co. (WTRF-AM-FM Bellaire, Ohio), succeeding his father, **JESSE A. BLOCH**. Other officers elected were: **A. V. DIX**, vice president; **GORDON C. DIX**, secretary-treasurer; **ROBERT W. FERGUSON**, executive vice president and general manager of WTRF-AM-FM.

HUGH K. TOLLISON appointed vice president and general manager WGIG Brunswick, Ga. **JOHN F. LENZ**, WBBQ Augusta, Ga., named commercial manager WGIG.

HOYT ANDRES, administrative assistant WKY-AM-TV Oklahoma City, appointed assistant station manager. **EUGENE B. DODSON**, promotion manager, will succeed Mr. Andres as administrative assistant.

MORRIS T. LONGO, sales manager WXGI Richmond, Va., appointed station manager. **ED MULLEN**, WINA Charlottesville, Va., to sales staff WXGI.

PAUL R. PORTER, deputy administrator of ECA, and **MARY ANDERSON**, retired director of Children's Bureau of the Dept. of Labor, elected secretary and second vice president respectively of the Cooperative Broadcasting Assn. (WCFM (FM) Washington). Re-elected to board of directors for one-year terms were: **WALLACE J. CAMPBELL**, president; **C. EDWARD BEHRE**, vice president, and **SIMON M. NEWMAN**, treasurer.

CLAY MORGAN, former assistant to president NBC, named director of public relations on executive staff Henri J. Lesieur, general manager of North American & Caribbean Div. Air France. Mr. Morgan was assistant to NBC president for more than 13 years beginning in 1936.

LEE F. O'CONNELL Co., L. A. and S. F., has taken over station representation list of Western Radio Sales of Los Angeles.

BOB THOMAS, assistant commercial manager WGAI Elizabeth City, N. C., appointed commercial manager.

ADAM J. YOUNG Jr. Inc., appointed national representatives for KWFC Hot Springs, Ark., WHAY New Britain, Conn., Rediffusion Ltd., Hong Kong, China, Singapore, F. M. S., KUALA Lumpur, Malaya, Bermuda Broadcasting Co., Hamilton, Bermuda, and Broadcast Relay Service Ltd., Balleeta, Malta G. C.

HIL F. BEST, Detroit, appointed national representative for KSCB Liberal, Kan.

EINAR O. PETERSEN Jr., space sales *New York Daily Mirror*, to WOR-TV New York as account executive. Earlier, Mr. Petersen was with Young & Rubicam and Kelly Nason Inc., both N. Y.

NATIONAL TIMES SALES, N. Y., appointed national representative for WPCF Panama City, Fla.

JOHN PAUL JONES Jr., Admasters Advertising Inc., Washington, to KGO San Francisco in sales department.

CARL BAKER, LBS, to sales staff WCFL Chicago. He also worked at WISH Indianapolis.

JOHN SHELTON, **EDWARD F. McHALE** and **J. STEADMAN MILLER** appointed account executives WTVJ(TV) Miami. Mr. Miller and Mr. McHale will handle Ft. Lauderdale accounts and Mr. Shelton will service Miami.

HOWARD DROZDA, new to radio, to sales staff KXOK St. Louis.

MALCOLM KENNEDY announces opening of The Kennedy Co., station representative, with offices located in the Packard Bldg., Phila. Company will represent Pennsylvania, New Jersey, Maryland and Delaware stations as well as Philadelphia area. He was with WIP and WDAS Philadelphia in sales capacity.

E. D. JOHNSTON and **MORTON R. GALANE** join Washington radio law firm of Roberts & McInnis, following resignation of **THAD H. BROWN Jr.** to become general counsel of TV branch of NARTB [BROADCASTING • TELECASTING, March 5] Mr. Johnston, who has specialized in practice before FCC, formerly was with Kirkland, Fleming, Green, Martin & Ellis and Dow, Lohnes & Albertson. Mr. Galane has been member of examining corps of U. S. Patent Office, specializing in electronic and TV arts.

GEORGE F. FIRESTONE, sales office NBC Chicago, to WOR New York in sales department as account executive.

LEE CAVANAGH, staff announcer KMOX St. Louis, appointed to local sales department of station.

G. EMERSON MARKHAM, former manager of WGY Schenectady and later head of NAB television activities, now proprietor of Hibiscus Room at Eola Plaza Hotel, Orlando, Fla.

Personals . . .

ROGER CLIPP, general manager WFIL-TV Philadelphia, awarded citation by Philadelphia City Business Club in recognition of station's coverage of Kefauver committee hearings. . . . **BRIG. GEN. DAVID SARNOFF**, chairman of board RCA, received annual award of Men's Club of Keneseth Israel, in Philadelphia, as year's outstanding citizen of Jewish faith. Gen. Sarnoff was cited for his chairmanship of 1951 Red Cross fund drive and "his many efforts in behalf of humanity."

J. LEONARD REINSCH, managing director Cox radio and television operations (WSB-AM-FM-TV Atlanta, WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton), addressed annual convention of Fourth District, Advertising Federation of America April 13 in Orlando, Fla. His subject was "Television—America's New Horizon." . . .

BROADCASTING • Telecasting

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, DECEMBER, 1950 SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA					
TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	22.4	49.6	24.0	26.3	0.1
Monday thru Friday 12:00 Noon-6:00 PM	22.9	65.7	18.5	15.3	0.5
Sunday thru Friday 6:00 PM - 8:00 PM	36.6	73.6	12.5	13.2	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	39.8	67.0	9.3	19.8	3.9

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA

FREE & PETERS, INC. National Representatives

Respects

(Continued from page 60)

terest of advertisers.

Before giving up his paper, however, Mr. Kirchhofer managed to make a big change in its masthead. Beneath his name as editor and vice president there appeared the name of Miss Emma M. Schugardt, secretary. Before they left the paper, on Jan. 27, 1914, to be exact, the secretary had become Mrs. Alfred Kirchhofer.

Returning to Buffalo, he worked a while for the *Buffalo Courier* as telegraph editor where, one of his co-workers recalls, "He didn't fool like the rest of us did." It was with the *Courier* that he scored his notable double-accident scoop.

Joining the *Buffalo Evening News* in 1915, Mr. Kirchhofer's first job at the paper he now edits was church reporter. He later graduated to city and county hall coverage, and was chosen for publicity duties in the important war bond drives of World War I. In regard to his work for the fund raising campaigns, the local Liberty Loan publicity chief said, "No one had a better understanding of the public mind than Alfred Kirchhofer."

An insatiable desire to learn was another characteristic his early newspaper associates recall. They cast quizzical glances at his eagerness to cover Advertising Club luncheons. But he gives credit to these luncheon lectures for teaching him advertising fundamentals. He also surprised his fellow word-merchants by often volunteering to give up his evenings after a 12 hour working day to review a legitimate play or new vaudeville act. This grounding in the entertainment field has proved of value in his radio-TV work.

When the *News'* Albany correspondent was appointed secretary to a mayor-elect, Mr. Kirchhofer was picked to take his place in January 1916. His outstanding coverage from the state capital, together with his successful work as publicity director for Buffalo

U.'s \$5 million endowment fund campaign in 1920, made him a natural choice for Washington correspondent when the *News* opened an office there in 1921.

A familiar figure at President Harding's press conferences, Mr. Kirchhofer's associations with Calvin Coolidge and Herbert Hoover led to his selection as associate publicity chief for the Hoover campaign and publicity director for the Landon campaign in 1936. A member of Washington's Gridiron Club, he was a leader in bringing about construction of the \$10 million National Press Bldg. He was president of the National Press Club in 1927. And in that year, he also became managing editor of the *Buffalo Evening News*.

The new managing editor was interested in radio from the beginning and soon had a regular series of newscasts on the air. In his paper he printed radio program logs and radio news of interest to listeners. One feature of his newscasts was that they were prepared by men specially assigned to do a radio job—not by newspaper reporters in their spare time.

WBEN went on the air Sept. 8, 1930, affiliating with the NBC Red Network on Nov. 15 that year.

Since the press associations prohibited use of their news for broadcasting in the early 30s, Mr. Kirchhofer organized a bureau which gathered the news for radio listeners. With Edward H. Butler, editor and publisher of the *News* and president of WBEN, he believed that radio news would not hurt newspapers and that, in any case, the public was entitled to the best, most rapid news service available.

WBEN Expansion

His faith in all phases of broadcasting persists. WBEN-FM is now constructing a new 100 kw transmitter with a 1,000 foot tower near East Aurora, 15 miles from Buffalo. And when WBEN-TV ventured into a market where several other applicants had withdrawn at the last minute, it found itself the only TV station in Buffalo and was rewarded by a continually growing demand for receivers, now totalling approximately 200,000.

A basic NBC-TV outlet, WBEN-TV takes what it calls "the cream of the four networks." Mr. Kirchhofer's views on television were summarized in a critique of the new medium in the *News*:

Television has made great strides, but it still has much to learn. Some of the conditions . . . are a result of overly-rapid development. The time is coming when the industry must do something about shows that hurt TV more than help it.

If broadcasters don't get rid of the burlesque-theatre antics of some comedy and other TV shows, the people of the nation who do not frequent the New York night-club circuit will do so in ways they won't like.

Mr. Kirchhofer feels WBEN's standing with the Buffalo public in all three media—AM, FM and TV—is due to the splendid team-



MILWAUKEE BROADCASTERS at the convention included, seated (l to r), Charles Lanphier, WFOX Milwaukee, and Hugh Boice Jr., WEMP Milwaukee, plus Charles LaForce, Broadcasters Inc., Milwaukee.

work of the station management and organization.

He has always fought for self-policing of all media. His views on radio-TV censorship coincide with those on newspaper censorship given in a fighting speech before the American Society of Newspaper Editors when he was president in 1938.

"The black plague of newspaper censorship," he said, "is spreading to the American continent. . . . It is the duty of this country's free press to defend and interpret free institutions. Self government is on trial—an independent press can hold it. History shows that even the best of the politicians, job seekers and office-holding bureau-

cracy tend to become self-serving. It is our duty to warn against such self-aggrandizements. To do this requires a high degree of competence, intelligence and experience in our editors and reporters."

Mr. Kirchhofer has worked for many years to help journalism students succeed in their field. He believes there must be an easier way for beginners than the hard one he and so many others of his generation have taken to get to the top.

He was a member of the first accrediting committee when the journalism accreditation program was started. In 1950 he was elected president of the American Council on Education for Journalism which conducts the accreditation. And as managing editor of the *News*, he long ago instituted and maintained an organized program of education for beginners in editorial work and staff members.

Club Memberships

He is a member of Sigma Delta Chi, national journalism fraternity. He is on the Advisory Board of the American Press Institute of Columbia U. He belongs to the Buffalo Club and Buffalo Country Club. As a longtime member and secretary of the Board of Visitors for Roswell Park Memorial Institute and as a director of the Millard Fillmore Hospital, he has worked to focus public attention on progress in medical research.

Mr. Kirchhofer and his wife have one son, Robert Alfred Kirchhofer. They make their home in Buffalo.



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

FOLLOW THE LEADERS



SELL THE LONG BEACH—
LOS ANGELES MARKET WITH

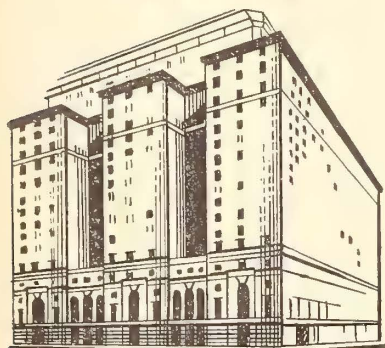
KGER
5000 WATTS

LEADING INDEPENDENT
IN SO. CALIFORNIA
FOR 25 YEARS

For Availabilities, Contact:

GALEN O. GILBERT
KGER, LONG BEACH
The Station of the American Home

Business is great, thank you, at... **RADIO WOW**



WOW is embarking on one of the heaviest commercial schedules in its 28 years in business — BUT —

WOW is like a great hotel — room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine inner-spring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scrapping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.

WOW

Insurance Bldg., Omaha

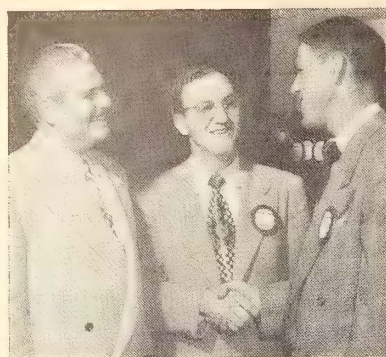
Telephone WEBster 3400

Frank P. Fogarty, Gen'l. Mgr.

Lyle DeMoss, Ass't. Gen'l. Mgr.

or

ANY JOHN BLAIR OFFICE



FOR the first time in the history of the Long Beach Advertising and Sales Club, Long Beach, Calif., a radio man has been elected president. Exchanging congratulations are (l to r) C. C. Harrod, retiring president and the city's largest local radio advertiser; Dick Walsh, account executive and sportscaster, KGER Long Beach, who was elected president, and Perry Griffith, publicity man, who was runner-up in the election.

DEFENSE LIST

Radio-TV Omission Scored

OMISSION of radio-television broadcasting from a revised list of "essential activities," published by the Dept. of Commerce a fortnight ago, will draw strong protest from the industry. NARTB members have been informed through their newsletter service.

Richard Doherty, director, NARTB employee-employer relations, has indicated that he will request a special hearing before the Commerce Dept. for the purpose of seeking to restore broadcasting to the essential list.

The revised classifications lists communications equipment production and services but omits the broadcasting, motion picture and newspaper industries which originally had been included in that category [BROADCASTING • TELECASTING, Aug. 7, 1950; April 16]. Facsimile and AM-FM-TV segments were spelled out.

Mr. Doherty, who told NARTB members at the Chicago convention that an acute manpower shortage is expected this fall (see story page 26), is expected to present evidence tending to disprove the Commerce Dept.'s position that radio-TV are not at present "inadequate to meet defense and minimum civilian requirements," and to point out that a manpower shortage is strongly indicated, if not actually current now.

At present, broadcasting personnel may apply for occupational deferment by showing his local draft board, which will be guided by the new listing, that his work is "essential" to the national or local interest.

Maj. Gen. Lewis B. Hershey, selective service director, has informed local boards that the new list is a general guide and that "there may be occupations in your area which are most necessary, and warrant deferments not on the list."

AD TAX LEVY

PROPOSAL to levy a 20-25% excise tax on advertising expenditures is getting scant attention on Capitol Hill.

Some Congressmen on the House Ways & Means Committee, the tax-writing unit in the lower chamber, were not even familiar with the recommendation of the staff of the Joint Congressional Committee on the Economic Report [BROADCASTING • TELECASTING, April 9].

However, Rep. Daniel A. Reed (R-N. Y.), ranking minority member on the committee, was rankled. He said it was his position that the government did not need more than \$6 billion in additional taxes. And, he reflected that administration proposals for new taxes—such as levys on "household utensils"—were merely attempts to gain revenue to finance its "socialistic and New Deal programs." He said that in order to finance its programs, the administration would "tax anything."

Echoing his sentiment was another minority member of the committee, Rep. Noah M. Mason (R-Ill.), who said flatly that he was against all proposals to increase present taxes or enact new taxes. He said, "I will vote that way in committee."

The Ways & Means group is mired in current consideration of President Truman's request for \$10 billion. A fortnight ago the President scaled down his long-range program for an additional \$6.5 billion, but is standing pat on his original demand for \$10 billion.

Over in the Senate opinion was more expressive. Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the joint committee, said any such idea as the advertising tax would be subject to careful scrutiny by "the appropriate committee." This viewpoint was shared by Rep. Jere Cooper (D-Tenn.), second ranking majority member of the House tax group.

Promotes Production

Sen. O'Mahoney was quoted as saying: "Advertising is an instrument for promoting production and this is a time when we need production. I can see that such a tax would involve great danger."

Sen. William Benton (D-Conn.), former advertising executive (Benton & Bowles, New York), thought the idea "very unsound." In his appraisal, the tax would require producers to shift from "taxed advertising to samples and demonstrations." Sen. Benton is a member of the joint committee.

Sen. John W. Bricker (R-Ohio) was quoted: "If we were to start taxing advertising, the first thing you know someone would be proposing that we tax news items."

Another Ohioan and member of the joint House-Senate committee that released the report, Sen. Robert A. Taft (R-Ohio), entered a dissent in the report, itself. It was contained in that section presenting the staff conclusions, one of which was the advertising tax.

Sen. Taft said that he did not

Congress Cold Towards 20-25% Excise

approve of many of the conclusions reached by the committee staff. Sen. O'Mahoney had said the committee members were in no way "committed" to the staff's views.

There was a report that Sen. O'Mahoney would possibly tighten the committee's procedure on the release of the staff's economic views. The staff had also recommended that a federal excise tax be placed on meat, which was called a "luxury food," in order to decrease consumption and to gain revenue.

SUMMER DRIVE

KSL Announces Plans

AN intensive sales and audience promotion campaign, based on retail business and a large tourist trade in "Intermountain America," is being initiated by KSL Salt Lake City, latest station to announce its summer plans.

The station points out that the tourist trade in Utah is "the fifth largest industry in the state," contributing \$73 million last year. Additionally, retail sales for June-August 1950 totaled about 29% of the year's total sales for the region.

KSL claims that last summer it registered 41% more listeners than the second station during the daytime hours—38% more at night. It will launch its summer drive with heavy promotion in new programming, spot advertising, movie trailers, billboards, mailing pieces and other displays. The drive will be directed at thousands of home listeners as well as visitors and tourists in the area.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
**THE NEW YORK
METROPOLITAN AREA**

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

UNITED TELEVISION PRO-
GRAMS, Chicago, opens new of-
fices at 360 N. Michigan Ave., on
May 1. Space was shared previously
with Standard Radio Transcription
Service in same building. **MILTON**
M. BLINK, Standard vice president,
will divide time between the two ac-
tivities. United also has leased office
space in Beverly Hills, Calif. at 220
N. Canyon Dr. Salesmen there are
FERRY KING and **DICK DORSO**.

CONSOLIDATED TELEVISION PRO-
DUCTIONS, Hollywood, appoints
Echepp-Reiner Co., N. Y. as New York
State and Eastern representative.
Echepp-Reiner will service agencies,
sponsors and stations for all CTP
services and packages.

JAMES PAGE PAGLIARO announces
opening of Mannon Sound Stages Inc.,
with studios located at 112 West 89th
St., N. Y. Firm will produce film for
TV, theatre and non-theatre groups.

ROBERT S. KELLER Inc., N. Y., ap-
pointed sales promotion representa-
tive for **WJER** Dover, Ohio; **WDNE**
Elkins, W. Va., and **WAJR** Morgan-
town, W. Va.

On All Accounts

(Continued from page 10)

...ticeably for the last year, she says,
but "I have never seen such a
period of activity in radio and
television use as in the last six
months." She says old accounts
are increasing their use and new
accounts never before in the field
are now buying the media.

Despite the great fascination ad-
vertising holds for her, her outside
interests do not suffer.

She is greatly interested in mu-
sic and plays the piano herself.
She is a regular attendant at con-
certs and the theatre; she likes to
travel and manages to take at least
one trip, short or long, each year.
She also likes to, and finds time to,
sew, knit, cook and read exten-
sively.

Since last July, when she mar-
ried Frank G. Austin Jr. and took
on the duties of housewife, her
home life holds top interest over
her professional life. And she finds
her husband's work almost as fas-
cinating as her own: He is a Jus-
tice Dept. classification and parole
officer at the federal government's
prison on Alcatraz Island in San
Francisco Bay.



CHNS

HALIFAX NOVA SCOTIA

THE

SIGNBOARD

OF

SELLING POWER

IN THE

MARITIME PROVINCES

ASK

JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

allied arts



CHARLES MICHELSON Inc., N. Y.,
announces new transcribed series
Horatio Alger's Stories. Series writ-
ten and directed by **Ruth and Gilbert**
Braun. Interview at end of each story
with outstanding personality will be
featured.

VINCENT L. HERMAN, appointed
vice president in charge of TV opera-
tions **Jam Handy Organization**, De-
troit. Mr. Herman's executive staff
will include **WILLIAM USKALL**, pro-
duction executive, and **FRANK SEA-**
VER, account executive. **VICTOR**
RADCLIFFE, Detroit sales and con-
tract staff, transferred to N. Y. office
of firm.

WINCHESTER RECORDS Div.,
SOUND-CHICAGO, Chicago, releases
recording of **Clifton Fadiman**, noted
radio personality, reading Declara-
tion of Independence. Recordings are
available to radio stations.

Equipment . . .

ALFRED C. HAEMER Jr., member of
National Research
and Development
Board, will head
General Precision
Lab's field engi-
neering depart-
ment. Department
which Mr. Haemer
will supervise in-
cludes both me-
chanical and elec-
tronic engineers
who install GPL
equipment and
maintain its tech-



Mr. Haemer

nical servicing.

JOSEPH H. GILLIES named vice
president of operations newly created
government and industrial division of
Philco Corp., Phila. He will continue
as vice president of operations of
company's television and radio divi-
sion. **WILLIAM P. PELTZ**, member
of Philco executive staff in charge of
tube production, appointed manager
of operations of new division. **ROB-**
ERT F. HERR, vice president Philco,
named to president's staff to direct
all government and industrial sales
and contract negotiations. **JAMES D.**
McLEAN appointed general sales man-
ager of government and industrial
division.

HARRY L. NIEDERAUER, assistant
advertising manager **Lamp Div.** **West-**
inghouse Electric, Phila., appointed
advertising and sales promotion man-
ager for division. He succeeds **HER-**
BERT E. PLISHKER, now manager
of division.

MAURICE A. OWENS, sales promo-
tion and advertising department **West-**
inghouse Electric Corp.'s electric ap-
pliance division, named sales promo-
tion manager for consumer products
branch offices in Philadelphia and
Wilmington.

CANNON ELECTRIC Co., L. A., has
opened new plant in East Haven dis-
trict of New Haven, Conn. **E. C.**
QUACKENBUSH, electrical engineer,
will head engineering department of
newly created Eastern Div.

JOHN J. FARRELL, engineer in
charge of commercial products in
Electronic Div., **General Electric**,
Syracuse, appointed assistant man-



Mr. Farrell



Mr. Junken

ager of engineering for division.
L. H. JUNKEN, designing engineer
Commercial Equipment Div., named
engineer of engineering services for
division.

LOUIS C. KUNZ, section engineer on
cathode ray tubes **General Electric**,
Schenectady, named product manager
for cathode ray tubes.

GENERAL RADIO Co., Cambridge,
Mass., announces new type 1612-AL
R-F capacitance meter that measures
capacitances from few hundredths
of micromicrofarad to 100 micro-
microfarads. Instrument has self con-
tained one megacycle oscillator and
resonance indicator.

ALLEN B. DuMONT Labs, Clifton,
N. J., opens newly-created govern-
ment department for liaison with
government officials. **LEONARD F.**
CRAMER, vice president, will act as
director of new department. **T. G.**
ROGERS will be Mr. Cramer's assist-
ant. Other appointments included:
ERNEST A. MARX, receiver sales di-
vision general manager, to govern-
ment contract department; **H. B.**
GRAHAM to government negotiations
and bid department; **Z. SOUCEK** to
Washington; **B. V. K. FRENCH** to
Dayton; **EDGAR H. FELIX** and **WILL**
C. LUPFER named as government
contract administrators with head-
quarters in East Paterson, N. J.

WEBSTER ELECTRIC Co., Racine,
Wis., announces new replacement
cartridge model AX for two-needle,
three-speed record changers and play-
ers. Cartridge is expected to be avail-
able around June 15.

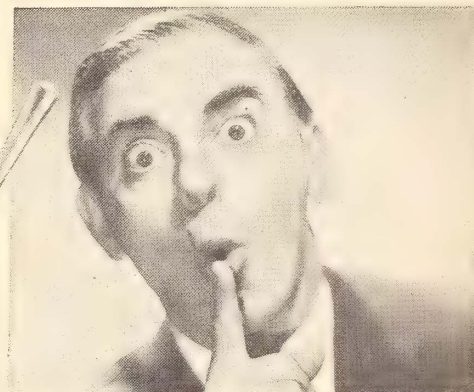
RADCLIFFE L. ROMEYN, vice presi-
dent **Philco International Corp.**, will
address Export Advertising Assn.
luncheon in New York, April 25. His
subject will be "Television in Latin
America."

Technical . . .

GENE LYONS, transmitter operator
WKY Oklahoma City, appointed as-
sistant chief engineer for **WKY**. **ROB-**
ERT HAYWARD, engineer, named
assistant chief engineer for **WKY-TV**.

KEN BROOKS, graduate Northwest
Broadcasting School, Portland, Ore.,
to **KWEI** Weiser, Ida., as announcer-
operator. **FRANK TYLER** graduate
of Northwest, to **KAPA** Raymond,
Wash., as announcer-operator. **ROB-**
ERT McQUEEN, graduate of North-
west, to **KVAS** Astoria, Ore., as an-
nouncer-operator.

IN THE
ACT-



EDDIE CANTOR, "COLGATE COMEDY HOUR," NBC

—without hiding the actor
RCA's "STARMAKER"

. . . a ribbon-pressure microphone
that is so slim . . . so skillfully styled . . .
so unobtrusive . . . you must look twice
to see it.

Despite its slim construction, the
STARMAKER meets the exacting quality
standards of other RCA professional
Broadcast microphones. Pick-up is non-
directional. Frequency response is sub-
stantially uniform, 50 to 15,000 cps. It is
free from wind rumble and air blast . . .

and virtually impervious to mechanical
shock.

The **STARMAKER** fits any standard
microphone stand . . . can be used in
place of any RCA microphone. No
extra attachments needed.

For delivery information call your
RCA Broadcast Sales Engineer, or write:
Dept. PD-19, RCA Engineering Prod-
ucts, Camden, N. J. (In Canada write:
RCA VICTOR Limited, Montreal.)



RADIO CORPORATION of AMERICA

st in

POPULATION

4,051,740*

RETAIL SALES

\$2,294,535,000**

NET INCOME

\$3,487,827,000**

FARM INCOME

\$809,026,000**

MANUFACTURING SALES

\$4,497,300,000***

... among
the 12 states in
the rich, growing
Southeastern
Market

*1950 U. S. Census

**1949 Sales Management

***1949 Manufacturers
Record

NORTH CAROLINA

DEPARTMENT OF CONSERVATION
AND DEVELOPMENT, RALEIGH



APRIL 1 marked completion of 15 years of continuous news broadcasting by Elmer Curtis over the same station (WIBW Topeka, Kan.) at the same time (noon) for the same sponsor (Lee Foods, Kansas City, Mo.). Both WIBW and Lee Foods honored Mr. Curtis with a half-hour program entitled *His First Nine Million*. The program described highlights during his years of delivering an estimated nine million spoken words on his regular newscast, *Lee Noon News*, six days weekly. Working out last minute details are (l to r) E. V. McGrath, general sales manager, Dealer Div., Lee Foods; Arthur Holbrook and Hilton Hodges of WIBW, Mr. Curtis, William Brewer, radio and TV director of R. J. Potts-Calkins & Holden Adv. agency, Kansas City, Mo., and Ben Ludy, WIBW general manager.

RADIO LOOK

AN ATTEMPT to obtain information on possible Communist infiltration of the radio industry, particularly in the writing field, proved abortive last Tuesday as the House Un-American Activities Committee resumed hearings on Capitol Hill.

The committee, which is conducting a probe of subversive influences in Hollywood and other entertainment capitals, heard testimony from Sam Moore, a former president of the Radio Writers Guild.

At the conclusion of hearings, which were recessed to today (Monday), the committee charged nine Hollywood witnesses with "deliberately avoiding the service" of committee subpoenas, and served notice it may ask the House to issue warrants for their arrest.

Mr. Moore, who now resides in New York, refused to tell committee members, headed by Rep. John S. Wood (D-Ga.), whether he had been a Communist in 1945 or is at present, and also declined to answer other questions on grounds of possible self-incrimination.

Among the queries he refused to answer was whether he had attempted to obtain FCC approval for construction of a radio station for the Hollywood Community Radio Group in 1946. Mr. Moore based his refusal on the premise that this organization had been cited as subversive.

The organization applied for separate AM and FM grants in 1946 for the Los Angeles area. FCC dismissed the AM petition "without prejudice" on Dec. 10, 1948. The group at that time also filed a petition to dismiss its request for FM facilities. The grants had been strongly opposed by the Executive Committee of California Dept. of the American Legion on the Communist issue.

Most of the questioning last Tuesday revolved around the wartime Hollywood Writers' Mobiliza-

Un-American Group Queries Writer

tion group, which was sponsored by the Screen Directors Guild. Mr. Moore also declined to discuss whether RWG contributed to that organization, or expressed interest in disseminating atomic data to the public. Screen Writer Richard Collins had testified earlier that Communists had attempted to use the mobilization group to spread "fear information" through radio programs.

Mr. Moore did tell the committee that he started writing for radio 20 years ago and in 1934 moved to Hollywood where he worked most of the time until last summer. Prior to 1947, he wrote the network program, *The Great Gildersleeve*.

The witness said he had served as RWG national president for 1945-46. He was named West Coast regional vice president for one year in November 1948. In the mid-'40's Mr. Moore also was active on both the eastern and western regional councils, and later was elected chairman of the Council of Radio Arts and Crafts. He said he returned to New York from the West Coast briefly in 1947 and again in 1949, helping to write the play, "Texas L'l Darling."

Among the nine listed by the committee as unreachable was Georgia Backus Alexander, Van Nuys, Calif., described as a radio writer. Chairman Wood said his committee would take up the question of warrants at a closed meeting.

Among future witnesses slated to appear before the House group is Abe Burrows, radio-TV personality.

LIBERTY SIGNS

General Mills Series

GENERAL MILLS will sponsor a five-minute, post-game sports resume on Liberty network during the baseball season, Liberty chairman, Barton McLendon, announced Wednesday at Chicago during the NARTB convention. About 170 stations are connected for National and American League *Liberty Game of the Day*, covering all sections but the northeast.

General Mills roundups will follow live play-by-play pickups by Gordon McLendon, Liberty president. Falstaff Brewing Co. sponsors play-by-play in 20 states, with local sponsorship elsewhere. Chairman McLendon said Liberty is now the second largest network, and is heading toward first place in number of stations.

"Liberty has not cut rates and has no intention of doing so," he said. "Our growth is fantastic. Liberty seems to meet a responsive chord among independent radio operators. Our plan of operation, they feel, enables them to make more money than was possible under any other affiliation."

He announced Jim Ameche and Danny O'Neill will start a live breakfast show, 9:30-10 a.m. across the board. Three new affiliates were announced—WCHI Chicago Heights; WLDY Ladysmith, Wis.; WBIS Bristol, Conn.

HOOPER BRANCH

Firm Closes L. A. Office

C. E. HOOPER Inc. is closing its Los Angeles branch office and substituting West Coast coverage from New York headquarters. C. E. Hooper, research firm president, announced the move last week, following his return from a Pacific Coast trip.

Mr. Hooper also announced that Los Angeles TV reports now will be issued monthly covering one month each, not a two-month moving average as heretofore. He reported dollar volume of Hooper audience reports to Coast stations at an all-time high and "excellent" reception to new Hooper brand ratings.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

3R's = 1st

The 3 R's ... Ratings,
Rates, Results ... made
WDRC 1st choice in the
Hartford Market. Write
Wm. Malo, Commercial
Mgr., for availabilities.
Represented by Raymer



Feature of Week

(Continued from page 56)

Duz, Dreft, Super Suds, Lux—also are heavy and frequent radio users. Together they accounted for 83.1%.

Hot roll mix—Two leaders, both radio advertisers, have a total of 81.9% of mentions. Duff's position as a close second to Pillsbury (38% compared to 43.9%) indicates power of local spot radio, since the firm places two programs on WBT featuring the station's popular personality, Grady Cole.

Rice—Comet brand walked off with brand preference, notching 72.5% of total. Firm has advertised on radio in the Carolinas consistently for over 10 years.

Soda crackers—Three leaders have 87.5% of mentions, using 15-minute programs in the Carolinas. National Biscuit Co. is buttressed by CBS' Arthur Godfrey, while Streitmann and Southern biscuit companies utilize local personalities on WBT.

Morton Leader

Salt—Though far and away the leader in Carolina brand preferences with 93.7%, Morton continues with intensive radio advertising.

General Tonic—Hadaol captured 59.1% of all mentions. Radio spots and programs have, of course, played a primary role in its advertising.

Headache remedy—Regular radio advertising is used by the five top runners, Bayer Aspirin, B-C, Anacin, Stanback and St. Joseph's, which garnered 83.4%.

Gasoline—Esso, which has sponsored the *Esso Reporter* in the Carolinas for 15 years and elsewhere for varying periods of time, commands the top bracket with 42.6%.

Products in the survey were broken down into home appliances, automotive products, food, soap and cleaning products, medical supplies, cosmetics and toilet articles, tobacco, beer and soft drinks and miscellaneous categories, and then sub-divided by products. Copies of the survey will be furnished readers on request, WBT reported.

air-casters



JACK MEYERS, program operations manager, ABC Western Division, appointed production manager, succeeding **JAMES VANDIVEER**, who resigned to join John I. Edwards & Assoc. [BROADCASTING • TELECASTING, April 16]. **DOROTHY ROE**, spot sales supervisor KECA Hollywood, replaces Mr. Meyers.

JOHN FITZPATRICK, studio manager WENR-TV Chicago, named director. **LYLE J. WHITE** appointed studio manager replacing Mr. Fitzpatrick.

RAY SCALES, promotion department WKY-AM-TV Oklahoma City, appointed public relations manager. **ROBERT OLSON**, TV program supervisor, named program manager. **ROBERT SWYSGOOD**, WKY-TV director, appointed assistant program manager. **ROBERT DOTY**, WKY-TV director, named production supervisor.

DON STOTTER, floor operations staff WHIO-TV Dayton, named producer-director.

EDWARD W. WOOD Jr., general sales manager Housewives Protective League, CBS, named general manager of organization.

ROBERT ENGLE, disc jockey KVOE Santa Ana, Calif., to KGER Long Beach, replacing **ROGER CARROLL**, who joins ABC Hollywood as announcer.

DIRK COURTENAY released from active duty as Air Force officer handling radio and TV programs in New York. He has returned to Chicago, where he will handle radio-TV announcing and acting.

ELINORE DOLNICK, ABC Los Angeles, to KCBS San Francisco in script department.

CREATION of new film department within WCBS-TV New York program department to handle feature picture programming has been announced by **RICHARD DOAN**, program director. **DAVID SAVAGE**, assisted by **SIDNEY CHATTEN**, **CHARLES HINDS** and **ADELE SABIN**, will head new department, responsible for procuring and editing of all films.

SY LEVY, music director, disc jockey and staff announcer WREB Holyoke, Mass., called to active duty with Air Force. **FRAN SHEA** named to announcing staff of station.

ALBERT W. HELLENTHAL, coordinator American Telecasting Corp., L. A. named show manager KTSN (TV) Los Angeles. Other staff additions include three new floor managers: **HERB BROWAR**, KLAC-TV Los Angeles; **HAL BARKER**, CBS Hollywood; **ALLEN BUCKHANTZ**, 20th-Century-Fox.

KEN THOMAS, staff announcer KJCK Junction City, Kan., to Kansas State College as graduate assistant instructor in Dept. of Speech. **JAMES WYMORE**, student at Kansas State College, to KJCK as staff announcer.

TOM GLEBA, program director WLWC (TV) Columbus, to staff of WBNS-AM-TV same city.

CAROLINE STUCKEY appointed traffic manager WGIG Brunswick, Ga.

BILL BURNS, WMAL-TV Washington, and **JOHN ENGEL**, WIOD Miami, Fla., appointed to announcing staff WQAM-AM-FM Miami.

KAY MARTIN, news editor and reporter WTMA Charleston, S. C., appointed director of newly-created promotion and merchandising department.

BOB WEST, staff announcer and continuity director WWGP Sanford, N. C., to WGAI Elizabeth City, N. C., in same capacity.

HERBERT R. LAFFERTY Jr. appointed program director WQUA Moline, Ill. He was with WTOL Toledo.

BILL BRITTAIN, WATL Atlanta, Ga., to announcing staff WSB-TV Atlanta.

DALE BETHKE, Chamber of Commerce, Tulsa, appointed publicity director KRMG Tulsa, replacing **MARGARET TEAGUE**, resigned.

OMAR WILLIAMS, sports director WBOW Terre Haute, Ind., to WLWD (TV) Dayton as announcer.

GABOR RONA, Gene Lester, L. A. (photography firm), to CBS Hollywood, as darkroom man and photographer, replacing **J. WINSTON PENNOCK**, appointed photographer.

GORDON ALDERMAN, program director WAGE Syracuse, presented honorary associated membership in Sigma Tau Rho, Syracuse speech-arts, for excellence in field of speech, theatre, radio and TV.

STUART NOVINS, director of public affairs Columbia Pacific Network, CBS, named director of division of discussion for CBS, effective May 1. Mr. Novins' new position was held in 1949 by **LYMAN BRYSON**, CBS educational consultant.

RODGER GUSTAFSON, sales staff WXRA Kenmore, N. Y., to WKBW Buffalo as disc jockey.

RANDY LARSON, WBNS-TV Columbus, Ohio, to KRON-TV San Francisco as TV director.

CLARENCE CASSELL, announcer KCBS San Francisco, to CBS Hollywood as Pacific Network announcer. **RICHARD BLANCHARD**, KLAS Las Vegas, replaces Mr. Cassell at KCBS.

GEORGE RUGGE, disc jockey KYA San Francisco, appointed program director. **DAVID GILMORE**, disc jockey, Seattle, replaces Mr. Rugge on early morning record program over KYA.

BOB COURTLEIGH, WPTZ Philadelphia, named commentator on *Miss Susan* network show originating there.

DON HINKLEY, KECC Pittsburg, Calif., to KCBS San Francisco as writer on *Bill Weaver Show*.

News . . .

GORDON SHAW, news staff WQAM-AM-FM Miami, appointed news editor, replacing **JOHN T. BILLS** who is now real estate editor for *Miami Herald*. **DICK WRIGHT**, announcing staff, transferred to news department, handling early morning newscasts.

ED SAUDER, ABC correspondent in China, to KGO San Francisco news room. He replaces **RENWICK SMEDBURG** who has returned to active duty with Air Force.

FRANK (Red Cross) CROWTHER, commercial manager WMAZ Macon; **HELEN FARMER POPEJOY**, personality WMAZ; **BEN CHATFIELD**, news director, WMAZ, and president of NARND; **GEORGE THEERINGER**, news and sports director WRBL Columbus, Ga., and **JAMES BRIDGES**, director of news WSB-TV Atlanta, have been initiated into Di Gamma Kappa, honorary radio fraternity at U. of Georgia. Mr. Crowther served as general chairman of latest Georgia Radio Institute.

LOUIS J. TSCHUDI, sports director WING Dayton, called to active duty with Air Force.

JIM RANDALL, KVOO Tulsa, appointed news director KFSB Joplin, Mo. **DON WAKEFIELD** will handle night news desk at KFSB.

TOM O'HEARN, United Press, to WXYZ Detroit as news director.

CHUCK WILEY, public relations WBBM Chicago, named director of spot coverage and special events.

RENWICK SMEDBERG, news and special events department KGO-AM-TV San Francisco, called to active duty as captain in Air Force.

BILL DOWNS, CBS war correspondent, named writer and newscaster on CBS Columbia Pacific Network *The World Today*, 5:30-5:45 p.m. (PST) May 5. He replaces **GRIFFING BANCROFT**. Program features on rotating basis outstanding CBS news analysts, each to take over program from approximately six to eight weeks. Future programs will include such analysts as **ERIC SEVAREID**, **LARRY LESUEUR**, **WINSTON BURDETT**, **WALTER CRONKITE**, **WILLIAM SHADEL**, **DOUGLAS EDWARDS**, **DON HOLLENBECK**.

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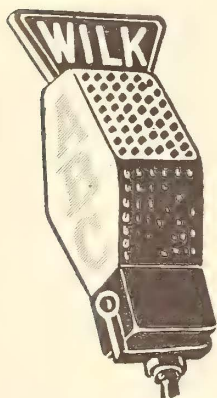
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THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE
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LISTENERS HAVE TO TUNE "PG" SOMETIME EVERY DAY
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Or wire us for information about "The Ideal Test Market"

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COMMON CARRIERS

Coy Defines for Kefauver

FCC CHAIRMAN Wayne Coy, in a letter to Senate Crime Investigating Committee Chairman Estes Kefauver (D-Tenn.), last week reaffirmed the Commission's position that Continental Press, national race news service, cannot be considered a "common carrier" under the provisions of the Communications Act. It therefore does not come under FCC authority, he indicated.

Chairman Coy had pressed this view in his testimony before the Kefauver group in late March, the Senate committee indicating it felt FCC should be the enforcement agency for a proposed ban on interstate transmission of gambling information [BROADCASTING • TELECASTING, April 2].

During this testimony, in which he explained Continental Press is a news agency the same as United Press or Associated Press, Chairman Coy presented an alternate proposal to curb transmission of gambling data which would be similar to the lottery laws. He would make it a federal crime to transmit in interstate commerce by radio, TV or press "basic gambling information"—bets, odds and prices paid—about any sporting event.

The FCC Chairman called to Sen. Kefauver's attention "certain parts of the legislative history of the Communications Act of 1934, which I believe indicate Congress' intent that organizations such as Continental Press would not be considered as common carriers."

He quoted portions of preliminary reports which showed it was Congress' intent that news services be excluded from any definition respecting common carriers in the communications fields of wire and radio.

ORAL ARGUMENT

Cases Set April 27

ORAL ARGUMENT was scheduled by FCC last week for April 27 in the following hearing cases in which initial actions already have been reported:

First Argument—W W S T Wooster, Ohio. Initial decision to grant boost from 500 w to 1 kw, operating daytime on 960 kc [BROADCASTING • TELECASTING, Dec. 4, 1950].

Second Argument—KSET El Paso, Tex. Initial decision to grant license renewal and assignment of license [BROADCASTING • TELECASTING, Dec. 11, 1950].

Third Argument—KFTM Fort Morgan, Col. Initial decision to rescind order revoking license [BROADCASTING • TELECASTING, Jan. 29].

Fourth Argument—KFQT Fremont, Neb. Initial decision to deny change from 100 w to 250 w, operating fulltime on 1340 kc [BROADCASTING • TELECASTING, Jan. 1].

Fifth Argument—KCLO Leavenworth, Kan. Initial decision to grant boost from 500 w to 1 kw, operating daytime on 1410 kc [BROADCASTING • TELECASTING, Feb. 5].

Sixth Argument—In matter of proposed amendment of Secs. 1.320(a), 3.220(a) and 3.620(a) of FCC rules relating to time of filing license renewal applications, and Sec. 3.34(a), 3.218(a) and 3.618(a) of rules relating to license periods of AM, FM and TV stations [BROADCASTING • TELECASTING, Dec. 25, 1950].



FOR "impressive and enlightened" coverage of the Kefauver hearings, WMGM New York was presented a citation from the Kings County Council of Jewish War Veterans. Taking part were (l to r) George Hamilton Combs, WMGM commentator; Raymond Katz, WMGM program director, and Ted Brooks, Council commander. WMGM cleared its commercial schedule from March 12 to March 21 to carry the eight days and one night of the New York proceedings.

STRIKE ENDED

WINS, Union Settle Issue

SETTLEMENT of a year-old strike by WINS New York and Local 802 of American Federation of Musicians, with the rehiring of eight staff musicians dismissed March 31, 1950, when the strike began, was announced jointly by the station and the union last week.

The new agreement, signed by Wilmot H. Losee, WINS manager, and Charles R. Iucci, secretary, and Joseph Lindwurm, executive board member, of AFM, runs until March 31, 1953. It includes a 3% pay increase for the musicians which will be turned over to a welfare fund the local is establishing with independent radio stations in New York.

The station has been picketed continuously since it declined to renew the AFM contract a year ago, dismissed the musicians and turned to recorded music exclusively.

AGENCY EXPANDS

Firm Opens N. Y. Office

LILLER, Neal & Battle, Atlanta advertising agency, has opened a New York office "to be in close touch with studios, producers, network headquarters and talent generally."

Reggie Schuebel and Jack Wyatt, of Wyatt & Schuebel agency, will be in charge of the new office at 40 E. 51st St. The Atlanta firm said that the opening of the New York office resulted from the steady growth of television.

STEWART-WARNER Corp., Chicago, has reported a 1950 net profit of \$3.55 per share on \$5 par value common stock. Sales for year ending Dec. 31 were \$80,482,372, with net profit \$4,584,936.

LABOR FORCE

Gains 13% in Decade

THE U. S. labor force jumped from 52,789,499 in 1940 to an estimated 59,592,000 in 1950—an increase of 13%—with the most substantial boosts taking place in the western segment of the country.

At the same time, the number of professional, technical and kindred workers in the U. S. recorded an increase from 3,554,016 to 4,944,000 over the past decade. The totals include both men and women workers.

These are a few of the figures reported by the Bureau of the Census, Dept. of Commerce, and based on a preliminary sample of 1950 census returns. The report, announced April 11 by Roy V. Peel, census director, covers "Employment and Income in the United States By Regions."

The report notes that the labor force in the West increased by almost 40%—a rate more than three times that recorded in any of the other regions of the country. Changes in the Northeast, North Central states and the South—the three most populous sections—were more moderate, ranging from 6% in the Northeast to about 12% for the other regions.

Industry Increases

Significant increases in employment for manufacturing industries and the wholesale and retail trades also were recorded. Over a 10-year period, employment rose from 10.6 million to 14.1 million, with more than half of the increase in durable goods manufacturing (radio-TV sets, refrigerators, etc). Additionally, regional distribution of manufacturing showed "some shift away from the established centers of production," according to the Census Bureau. Employment rose in the North Central states and fell in the Northeast.

The bureau also noted that in occupational trends, "the last decade was marked by particularly large increases in the numbers of employed clerical workers, skilled craftsmen, and semi-skilled operatives." This is significant inasmuch as these skills are essential for defense production, the report pointed out.

The Census Bureau, on the basis of early sampling, also reported a median income of \$3,068 for the country as a whole, with figures for the Northeast (\$3,362), West (\$3,435) and North Central (\$3,257) regions topping the South (\$2,248) by about 50%.

Generally high employment was reflected in family income figures, which compared the \$3,068 for 1950 to \$2,599 during 1949. Approximately 16% of the total received incomes of \$5,000 or more, whereas 39% had incomes under \$2,000.