

# BROADCASTING TELECASTING

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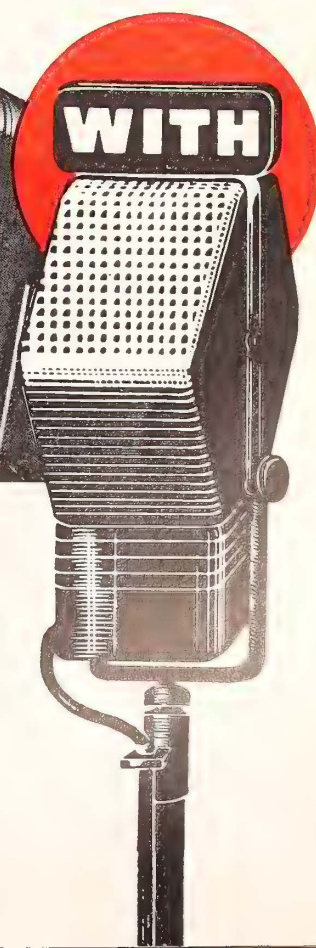
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20<sup>TH</sup>  
Newsweek  
Radio and  
Television.  
year

100 Annually  
cents weekly



**A HIT!**  
**PHIL BAKER**  
and his  
*Personal*  
selling in Baltimore



You just ought to hear Phil Baker do his 2-hour show (2 to 4 p.m. every weekday) on WITH. He does everything himself . . . and what a salesman! There are just a few availabilities right now on this terrific show—at WITH's well-known low rates. They'll be snapped up fast, so call your Headley-Reed man at once for the whole story.

TOM TINSLEY, President

• Represented by HEADLEY-REED





**61,346 studio visitors in One Year**  
(May 1, 1950 to May 1, 1951)



Drawn by **QUALITY** of **PROGRAMMING**

The novelty of seeing just *any* radio studio, or just *any* radio show, has faded long ago. Today it takes exceptional programs and name stars to make visitors out of listeners.

Over the past two years WHAS Studios have played host to an average of over 4,800 visitors *each month*. The same quality programming that brings *visitors* to our studios by the thousands makes WHAS the *listener's* favorite throughout Kentuckiana. WHAS is Kentuckiana's most powerful salesman.



50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

*The only radio station serving and selling  
all of the rich Kentuckiana Market*



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

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





# Speaking of The Cream of Your Market...



**WTRY** talks up Albany-Troy-Schenectady for two main reasons.

Albany-Troy-Schenectady is one of the 43 rich markets wherein over half the nation's sales are made and

**WTRY** has the largest audience in Albany-Troy-Schenectady, morning, afternoon and evening; the lowest cost per thousand homes reached.\*

From every influential marketing standpoint: population, per capita earnings, and retail sales, this great metropolitan area is in the cream of your market.

And **WTRY** is the most efficient medium in the market. **WTRY** fills the most stringent marketing requirements. It concentrates your message where the money is spent, and performs this vital service at the lowest available cost.

*For more details about Albany-Troy-Schenectady and the rest of the 162 leading markets in the country, send to J. Walter Thompson Co., for your copy of their free booklet, "The Cream of Your Market."*

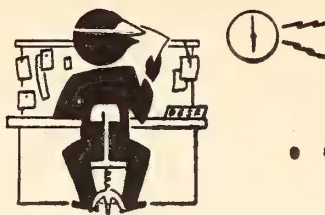
\* Fall-Winter Hooper, Oct. 1950—Jan. 1951

Represented by Headley - Reed

***This is WTRY. . . . . The Columbia Broadcasting System***



# BROADCASTING TELECASTING



# ...at deadline

## Closed Circuit

ANNOUNCEMENT expected shortly of sale of WLAV-TV Grand Rapids by Leonard A. Versluis to Harry M. Bitner Sr. and associates, who operate WOOD Grand Rapids and WFDF Flint, as well as WFBM-AM-TV Indianapolis. Price understood between \$1,300,000 and \$1,400,000.

NPA'S NEW restrictions on station construction (see page 23) source of consternation to FCC, which hadn't been consulted in advance. Strong move to set up within FCC liaison with defense authorities looking toward relaxing of implied construction "freeze," particularly as it applies to TV. At NPA unofficial reaction was that FCC never consults it so why shouldn't Commission expect similar treatment.

AGITATION OVER network rate cuts, possible sale of ABC and resultant anguished appeals by affected stations may result in radical legislative proposals. Talked about is bill to preclude network ownership of more than one or possibly two stations. Theory is this would force networks—both AM and TV—to function on same basis as newspaper press associations or syndicates.

DEAL in closing stages for NBC to acquire 30-acre tract adjacent Warner Bros. studios in Burbank for eventual NBC West Coast television production center. Price reported around \$750,000.

IF CBS purchase of ABC jells, Edward J. Noble, ABC board chairman, will become member of CBS board and Robert E. Kintner, ABC president, is slated for high CBS executive position. Such positions for Messrs. Noble and Kintner were said to have been agreed to by both sides.

DON'T RULE out possibility of Harry Plotkin, FCC assistant general counsel in charge of broadcasting, as assistant chief of newly created Broadcast Bureau under Curtis B. Plummer, erstwhile chief engineer [BROADCASTING • TELECASTING, May 7]. Commission is awaiting recommendations of new broadcast chief for deputy post as well as of five division heads. Mr. Plotkin, beaten out by Mr. Plummer for top slot, is being urged by Chairman Coy and others to accept second position, which logically would go to lawyer.

SPECULATION AT FCC on selection of successor to Curtis B. Plummer as chief engineer, centers around elevation of A. L. McIntosh, chief of Frequency Allocation and Treaty Division, or Edward W. Allen Jr., chief of Technical Research Division. It's possible one or other will be made acting chief engineer prior to June 4, when Mr. Plummer takes over newly created job as chief of Broadcast Bureau.

NBC officials reportedly well pleased with affiliates' first reactions to request they agree to July 1 effective date of NBC network radio rate cut, instead of Aug. 3, which would be

(Continued on page 106)

## Upcoming

May 17-19: CBC Board of Governors, Radio Canada Bldg., Montreal.

May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.

June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.

June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.

June 11: FCC City-by-City TV Allocations Proceeding Begins, Washington.

(More Upcomings on page 102)

## Bulletins

NEW JERSEY Broadcasters Assn. Friday went on record as "feeling that rate increases for radio time are justified and that individual stations should immediately revise their rate structure in view of the fact that cost of operating stations in New Jersey are now at an all-time high, and New Jersey radio stations are today delivering more circulation and more radio homes than ever before." NJBA concluded two-day meeting at Atlantic City (early story page 30).

BELMONT RADIO Corp., Chicago, for its Raytheon TV division, will sponsor news report and commentary on 133 NBC stations in areas having TV service, Sundays 2:45-3 p.m. from June 17, with John Cameron Swayze. Agency is Henri, Hurst & McDonald, Chicago.

## GENERAL MILLS BUYING HEAVY LBS SCHEDULE

GENERAL MILLS, Minneapolis, buying 10 programs per week (two 15-minute strips Monday-Friday) over approximately 200 Liberty Broadcasting System stations in southeast and southwest for Gold Medal Kitchen-Tested Flour and Cheerios, through Dancer-Fitzgerald-Sample, New York, plus 15-minute show in five southeastern states on LBS network for Red Band Flour, through Knox Reeves, Minneapolis.

Gold Medal Flour will sponsor *Hymns of All Churches* and Cheerios has bought LBS sustaining program, name and type not specified. Three-year contract effective mid-June. Expansion is contemplated within next two or three months. Time, name, and type of show for Red Band Flour, under 52-week contract, still in formative stages.

## WOODS, MILLER GET DEGREES

"RADIO . . . can become one of the most potent weapons in the arsenal of democracy," Mark Woods, ABC vice chairman, said in speech prepared for delivery Saturday before Mid-Century Convocation of Ithaca College, Ithaca, N. Y., at which he was to receive honorary Doctor of Laws degree (see photo, page 26). Against "iterated impact" of radio and television as administered in America "no curtain—of iron or of ignorance—can long stand undrawn," he said. NARTB President Justin Miller also spoke at convocation and received degree.

## Business Briefly

ELGIN PLANS • Elgin American Division Illinois Watch Case Co., will use radio and TV to advertise new line of Certina watches. Christmas campaign to start in fall. Agency Frank R. Brodsky Agency, Chicago.

MEDIA STUDIES • Nesco Inc., Chicago, considering radio and television in current media discussions with its new agency, Neerham, Louis & Brorby, Chicago.

AGENCY LOOKING • Erwin, Wasey & Co. New York, looking over participation program in about 60 markets for fall radio campaign for its clients, Pertussin and Musterole.

## CONFUSING NPA ORDER ON BUILDING PROTESTED

GOVERNMENT order limiting radio-TV station construction "completely ignores" public welfare and defeats defense effort objectively in certain instances, NARTB advised National Production Authority Friday. NPA officials have agreed to conference with FCC early this week.

In conference with NPA's general counsel, Ralph Hardy, NARTB government relations director, said interpretation of order would preclude possibility of new building. He cited condition that construction must further defense order by providing facilities near defense plants and military establishments and noted that radio applicants (many already proposed building in such population centers).

Mr. Hardy protested that neither broadcasting industry nor FCC had been consulted in advance, despite claim in regulation. He also explained many broadcasters use existing facilities and use substantially less steel than other builders, some of whom need no authorization in cases involving less than 25 tons. Newspaper printing and duplicating plants also required to file, NPA said Friday in clarifying amendment (see early story page 23).

Walter W. Watts, special assistant to National Defense Production Administrator, told BROADCASTING • TELECASTING Friday that if a broadcaster presented a "good case" for authorization, he probable "will be given reasonably favorable consideration." Radio-TV centers and other projects would be out, but broadcaster could use existing buildings, noted.

## BATSON LEAVING NARTB-TV

CHARLES A. BATSON, in charge of NAB TV Dept. until recent reorganization, has resigned to return to active broadcasting, NARTB announced Friday. He had been with association five years and had set up pattern for present NARTB-TV organization. Eugene S. Thomas, WOR-TV New York, NARTB-TV board chairman, said board was accepting resignation with regret. He joined NARTB President Justin Miller in praising Mr. Batson for role in directing association's TV activities during video industry's developmental period.

## MAGGINI NAMED VP

DONALD J. MAGGINI, with Kenyon & Eckhardt, New York, since 1944, has been named vice president.





Senator John J. Williams  
Senator J. Allen Frear

## "Senator, what is your opinion of...?"

"May We Quote You?", a weekly half hour program Thursdays at ten-thirty during which prominent Delaware leaders in government, education, religion, business and other civic endeavors report to the people under questioning from three of Delaware's top reporters. Pictured are United States Senators John J. Williams and J. Allen Frear, Jr., who came home from Washington specifically to appear on two of the telecasts. Each on his program developed his views on important and pressing state, national and international issues.



This program is one of many local features carried by this station in an endeavor to meet the public needs of the communities it serves.

# WDEL-TV

WILMINGTON, DELAWARE

**WDEL**  
AM TV FM

Represented by  
ROBERT MEEKER ASSOCIATES Chicago San Francisco New York Los Angeles



# For the first time in radio advertising history

## 5 STATIONS IN 1 MARKET OFFER THEIR COMBINED AUDIENCE

(the second largest in the area)

## as a unit buy at lowest cost per listener

**This is the effective new way to buy  
Daytime Radio Coverage.**

# WASHINGTON, D. C. METROPOLITAN NETWORK

<b>WARL</b> AM & FM, Arlington, Va. 780 KC, 1000 W.	<b>WBCC</b> AM & FM, Bethesda, Md. 1120 KC, 250 W.
<b>WFAX</b> Falls Church, Va. 1220 KC, 250 W.	<b>WGAY</b> Silver Spring, Md. 1050 KC, 1000 W.
<b>WPIK</b> Alexandria, Va. 730 KC, 1000 W.	

For details, write or phone Jack Koste, Indie Sales, Inc., national reps., 60 E. 42nd St., NYC—Murray Hill 2-4813; or J. Douglas Freeman, commercial manager, Munsey Bldg., 1329 E St. N.W., Washington, D. C.—STerling 1772.

# BROADCASTING TELECASTING

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## WASHINGTON HEADQUARTERS

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**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.

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**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 • Telecasting



**A word to time buyers:**

# WCUM puts Cumberland to bed...not to sleep!

And the good people of Cumberland were wide awake on the day that the City Furniture Company advertised some mattresses for sale! From one show—just *one*—they completely sold out the item! Just read this letter from the advertiser:

"This is to verify the fact that radio advertising on WCUM pays. I sponsor a program on WCUM in Cumberland Monday through Saturday at 9:45 A.M. One Tuesday we advertised mattresses and before the day was over we sold out completely the 50 mattresses we put on sale. It was through radio advertising on WCUM that we moved this item and many others."

(signed) Robert E. Friedland  
City Furniture Company

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.

## CUMBERLAND, MD.

### 1490 on your dial

FM 102.9 MC

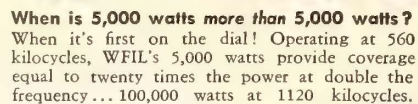


A KARL F. STEINMANN ENTERPRISE, Tower Realty Company (Owners and operators of WCUM)

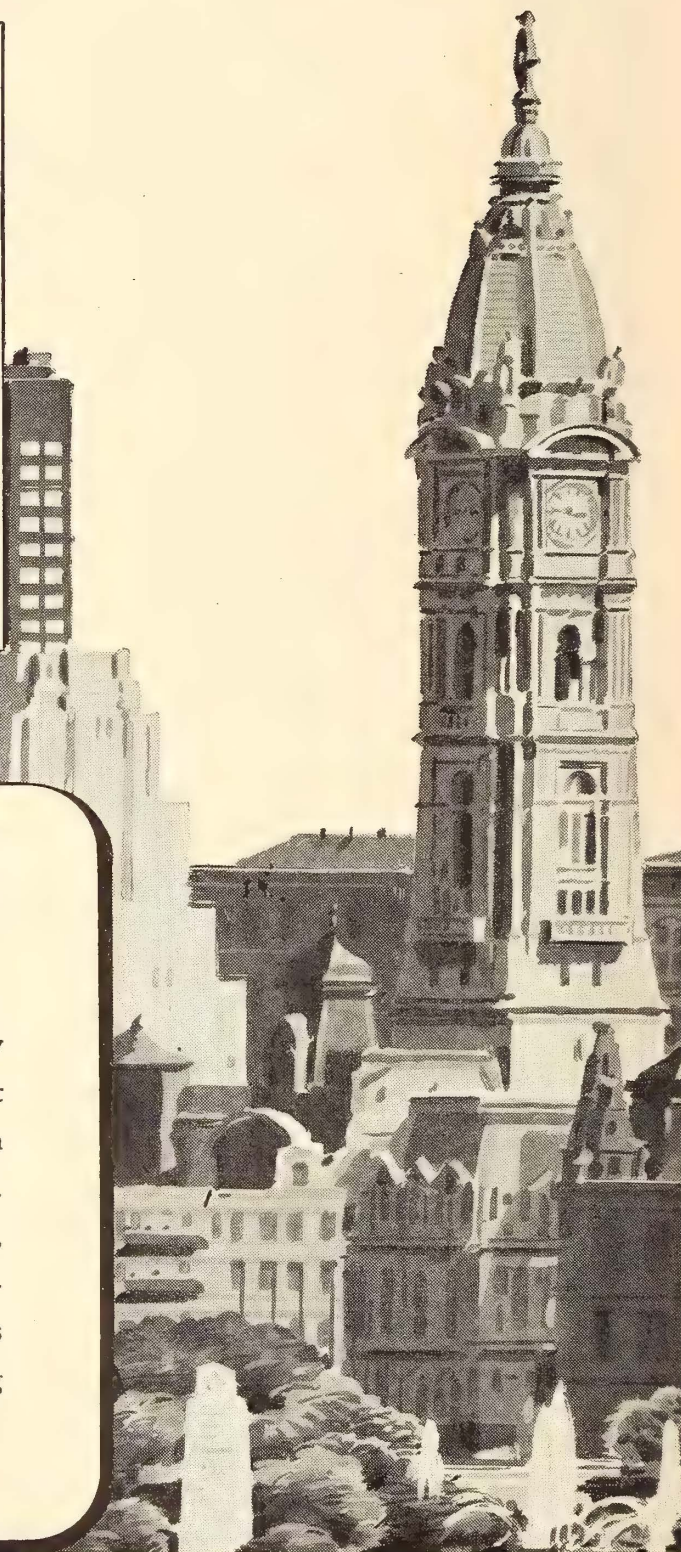
© The Joseph Katz Co.



# WFL.



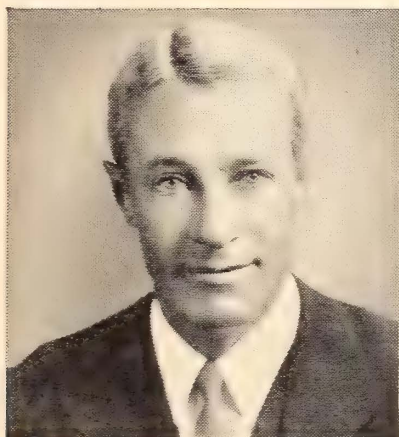
*If you want to regularly reach 4 out of every 5 Philadelphia radio listeners . . . if you want to influence buying patterns for more than 1,800,000 people in the city's radio homes . . . if you want saturation coverage where it counts, in the point-of-sale area at the center of America's 3rd Market . . . then your first choice is WFIL, only Philadelphia station with a growing audience . . . day and night !*





# adelphia

## ... Hub of America's 3<sup>RD</sup> Market



**WM. FULTON KURTZ**, Philadelphia banker—He is president of The Pennsylvania Company for Banking and Trusts, one of 241 banking institutions in WFIL-adelphia with total assets of nearly 7 billions of dollars.



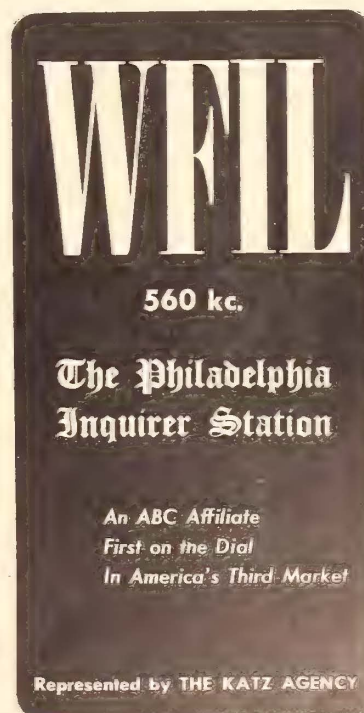
**IMOGENE GLUCK**, Wildwood housewife—She and other "chiefs" of the 14-County area's 1,242,000 households supervise buying power that amounts to \$5,345 per family per year. She's a "regular," a WFIL fan.



**MILTON H. PAGEL**, Norristown retailer—Pagel's Men's Store, and 57,000 other retail stores in America's third largest market, account for \$685,371,000 in general merchandise... much of it advertised on WFIL.

### First Choice for the 14-County Market

More than half the 4,400,000 people in America's 3rd Market live outside city limits... account for half the sales. And WFIL's penetrating signal extends like a blanket far beyond this 14-County Retail Trading Area whose combined buying power is \$6,638,759,000. This is where WFIL's voice is strongest... where people spend the most. For consistent pulling power schedule WFIL.





# Oklahoma City's Only 50,000 Watt Station



## NO PROMOTION THIS SIDE OF THE OCEAN?

Don't you believe it! Here's a general breakdown of promotion received by KOMA clients during the month of April:

- 200 personal calls on food dealers
- 228 lineplug courtesy announcements
- 260 bus card transitads
- 550 jumbo postcard mailings
- 300 CBS radio Picture-News mailings
- 3 special display cards
- 2 dealer luncheons

You can avail yourself of this generous and aggressive merchandising by placing your next schedule on KOMA.

**J. J. Bernard,**  
V-P and General Manager

# KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY *Avery Knodel, INC.*



## agency

**W. H. CASE**, director and senior vice president Campbell-Ewald, N. Y., named to head agency's creative and TV staffs for all offices. **FRANK W. TOWNSHEND**, vice president, named manager of N. Y. office. Mr. Case, who will continue to headquarter in New York, will devote more time to supervision of the DuMont Labs account, with which he has been closely associated for many years. Mr. Townshend has been assistant general manager of agency's Detroit office. He has been with firm since 1935.



Mr. Case



Mr. Townshend

**THOMAS K. CARPENTER Jr.**, director of radio and TV commercials Kenyon & Eckhardt, N. Y., named vice president and copy chief.

**JAMES ALBERT WALES**, vice president Walter McCreery Inc., N. Y., to Chas. W. Hoyt Co., same city, as account executive.



## on all accounts

**M**ARVIN LOUIS MANN was one of the first employees of Weiss & Geller Agency, Chicago, back in 1937. Now, as a new business and radio and television specialist, he is responsible for having brought Groucho Marx back to the air, originating the first two-hour telecast, giving Writer Cy Howard his first agency production and writing job, and developing shows which were the most expensive ever broadcast in their class.

A businessman with a penchant for show people and showmanship, Marvin Mann knows hundreds of stars in the talent field. Because of his business acumen, however, he bridges the usual gap between management and talent. He dipped into talent himself before venturing into business.

A native Chicagoan, he was graduated from Francis Parker High school and the U. of Michigan. He majored in business administration, and after graduation approached A. D. Lasker of Lord & Thomas for a job. He was advised to first get five years' advertising experience.

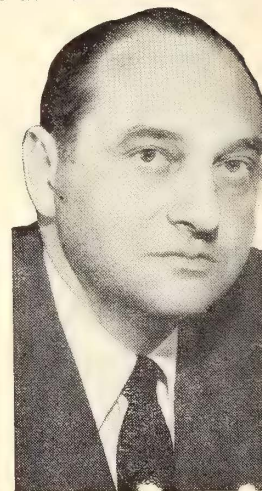
He got five years of experience, but not in an agency. For a while Mr. Mann worked on individual

mortgages at a large Chicago investment firm, Edgar Greenebaum & Sons. Then he supervised sales promotion and advertising for a family business, ownership of six retail stores in Chicago. In 1937 he was ready for the complete transition to an agency, and was hired as one of the first employees of MacDougall & Weiss, now known as Weiss & Geller. Mr. Mann, who started working on new business and still does, also handles work of vice president, secretary, radio and television director and account executive.

Two accounts—Visking Corp. (meat casings) and Selby Shoe Co.—have been in the house 18 years. He began buying spot radio time in 1939. When the agency handled the Axton-Fisher tobacco account.

Mr. Mann built the Groucho Marx show for Elgin-American (cigarette cases), keeping the star on three years. He also built the country's first two-hour telecast, aired on Thanksgiving Day 1948 for Elgin via ABC, on which George Jessel, Phil Regan, Phil Silvers and the Hartmans made their first TV appearances.

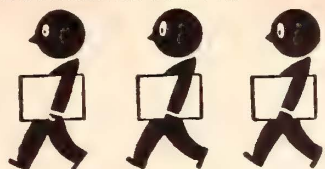
Weiss & Geller is believed to  
(Continued on page 68)



Mr. MANN



# beat



**ARTHUR E. TAYLOR**, account executive J. R. Pershall Adv. Co., Chicago, elected vice president.

**WILLIAM C. STANNARD**, senior account executive J. Walter Thompson Co., Montreal, appointed vice president Erwin, Wasey of Canada, Montreal; **F. E. THOMAS** senior account executive Erwin, Wasey of Canada, Toronto, named vice president at Toronto office.

**WILLIAM P. GENT** Adv. Co., Toronto, has been enfranchised by Canadian Assn. of Broadcasters.

**IRENE HESS**, O. L. Taylor Co., Chicago, to Ruthrauff & Ryan, same city as timebuying assistant to **HOLLY SHIVELY**.

**RAY W. STULTZ** to Leo Burnett, Chicago, as manager of personnel department.

**ROBERT F. STEINHOFF**, BBDO, Chicago, to Needham, Louis & Brorby, same city, as account executive on Nesco.

**JACK H. LEWIS** announces formation of new advertising firm the J. H. Lewis Adv. Agency, Mobile. Mr. Lewis was associated with Morris Timbes Inc., Mobile, before opening his own agency. Offices are located in First National Bank Building.

**BARNARD L. SACKETT** appointed associated member and director of radio and TV department Nat M. Kolker Adv. Agency, Phila.

**RANDY SMITH**, advertising and promotion manager KNBC San Francisco, to West-Holliday Co., S. F., as promotion manager effective June 1.



Mr. Betteridge

**HARRY BETTERIDGE** announces formation of advertising and public relations firm to be known as Betteridge & Co., Detroit. Mr. Betteridge was cofounder and executive vice president Denman & Betteridge Inc., Detroit.

**FARLAN MYERS**, TV director Platt-Forbes, N. Y., to Ted H. Factor Agency, L. A., in same capacity. Mr. Myers is writer-director of American Medical Assn. new transcribed radio series *Panorama of Research* being released in September.

**ALFRED HANSER**, account executive J. Walter Thompson, Chicago, to Biow Co., N. Y., as supervisor of account operation on Eversharp, Ansco and Whitehall.

**JOHN LILLBACK**, copy chief and radio-TV director Cox & Tanz Adv. Agency, Phila., recalled to active duty with Air Forces.

**CAROL LEWIS**, L. W. Frohlich & Co., N. Y., to Federal Adv. Agency in media department.

**JEAN FERGUSON** appointed account executive Mervin & Jesse Levine Inc., N. Y. She was with Sterling Adv., N. Y.

**W. C. (Andy) ANDERSON**, advertising department Purity Stores, S. F., to Foote, Cone & Belding, S. F., as assistant account executive.

**DEUTSCH & SHEA Inc.**, N. Y., moves to larger quarters at 230 W. 41st St. Phone remains Longacre 4-5900.

**ALFRED F. CALABRO**, assistant traffic manager Marschalk & Pratt Co., N. Y., named traffic manager.

**ROBERT PRIES**, production department Foote, Cone & Belding, S. F., elected president of Production Managers Club of Northern California.

**H. N. CARLETON**, account executive Lockwood-Shackleford Co., S. F., appointed office manager. He succeeds A. S. GIESECKE, resigned.

**JAFFE Agency**, Hollywood, opens New York office. **PAUL RADIN** is vice president in charge of N. Y. quarters at 38 E. 57th St. Mr. Radin was vice president Buchanan & Co. for 10 years.

BROADCASTING • Telecasting



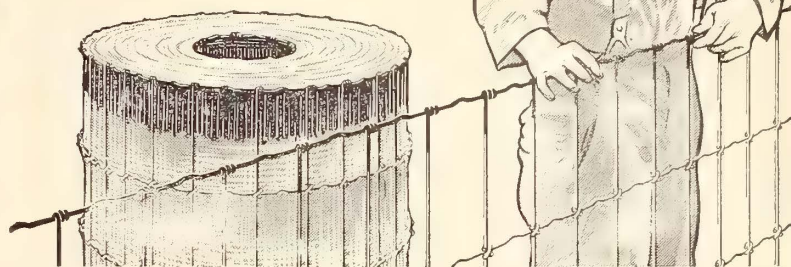
Mr. Taylor

## Obviously OUTSTANDING...

THE ONLY FENCE

KNOWN AT SIGHT...RED BRAND

Made in PEORIA by  
KEYSTONE STEEL & WIRE CO.



Farmers everywhere know Red Brand Fence. It's the only fence made with a trade mark recognizable at sight . . . a red top wire that's a familiar mark along the highways and byways that cross America's rich farmlands. This OBVIOUSLY OUTSTANDING merchandising job has been achieved by Peoria's Keystone Steel & Wire Co., large scale manufacturers of wire and wire products for agriculture and industry.

## WMBD Dominates the Rich Peoriarea Market



**MILTON BUDD**, featured for years on many of WMBD's top live-talent shows, is one of Peoria's most popular entertainers. Loaded with personality, he attracts great segments of the Peoria-area audience as a disc jockey on the "Musical Clock" and as announcer and M. C. on several shows throughout the broadcasting day.

OBVIOUSLY OUTSTANDING in Peoria-area radio is WMBD. Value-minded time buyers and experienced advertisers know that WMBD reaches more listeners in ANY TIME PERIOD than the next two network stations COMBINED! There's no mystery about this unusual dominance—the PEOPLE at WMBD have unmatched experience in serving the radio preferences of Peoria-area listeners. A staff of over 50 in programming, sales, engineering and promotion work as a team to make WMBD the No. 1 buy in the Midwest's No. 1 Test Market.

**CHARLES C. CALEY**, Vice President and General Manager  
**DON D. KYNASTON**, Director of Sales

See Free & Peters . . .



**PEORIA**  
CBS Affiliate  
5000 Watts





**It's an unshakeable fact—**

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

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

**We repeat—this is a completely impartial survey!**

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

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

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

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

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





The overwhelming majority  
of these agencies and  
advertisers prefer  
**BROADCASTING • Telecasting**

# OR BUT'S!

Here are the questions asked...

the answers given. In short, the facts.

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

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

\*Two voters ranked two magazines equally.

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

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

**What's the conclusion? Just this...**

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

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

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

**BROADCASTING  
TELECASTING**

New York, N. Y.

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

Chicago, Ill.

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

Detroit, Mich.

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

San Francisco, Calif.

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

Los Angeles, Calif.

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

Hollywood, Calif.

Raymond R. Morgan Company

Cincinnati, Ohio

The Andrew Jergens Company

New York, N.Y.

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

Newark, N.J.

Prudential Insurance Company  
Ronson Art Metal Works, Inc.

Akron, Ohio

F. F. Goodrich  
Firestone Tire & Rubber Co.

Los Angeles, Calif.

Carnation Company

Elkhart, Indiana

Miles Laboratories, Inc.

Racine, Wisconsin

S. C. Johnson & Son, Inc.

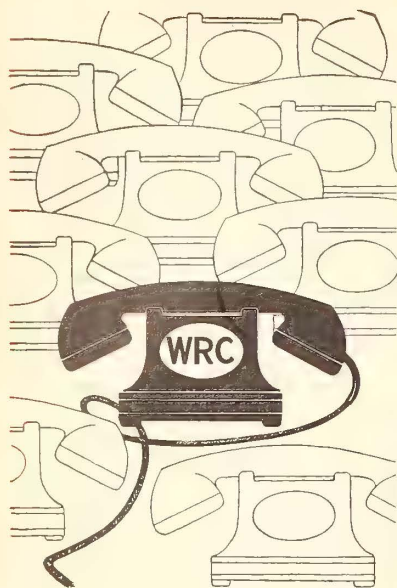
Toledo, Ohio

Electric Auto-Lite Company

Wilmington, Delaware

DuPont





## Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL  
YOUR BEST BUY IS

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



## feature of the week



Discussing final details for the "MacArthur Network" are these executives of participating stations (l to r) Jack Bundy, WMAW general manager; Jerry Sill, WMIL general manager; Mr. De Grace; Mr. Grignon; Charles Lanphier, WFOX president; Mr. Weller; Mr. Boice.

A SEVEN-HOUR broadcast with 200 separate remote pickups and not a moments delay or interruption!

The five Milwaukee stations who combined facilities and manpower for Gen. MacArthur's "homecoming" are justifiably proud of their performance.

WEMP, WFOX, WISN, WMAW and WMIL banded together as the "MacArthur Network" to produce what many feel is the greatest broadcast in the city's radio history.

In all, 35 announcers, 30 engineers and a complete staff of production personnel followed every move of the General.

And to sustain interest during the time the General lunched privately, the "MacArthur Network" presented roundrobin interviews with prominent officials.

Because of the intense civic in-

terest in "Mac's" visit, the entire presentation was made as a public service with no commercials.

The broadcast was co-ordinated from a special network control room. And through special arrangements, the Wisconsin Network and other stations carried the broadcast to every part of the state.

"We are convinced that this broadcast marked a milestone," said Hugh Boice, WEMP general manager, "not only in Milwaukee broadcasting, but it may serve as a pattern for the industry. . . ."

The "MacArthur Network" was organized by Gaston W. Grignon, WISN general manager, in cooperation with the general managers of four other stations. George De Grace, WISN promotion director, coordinated the broadcast, and Donald A. Weller, WISN chief engineer, supervised installations.



## strictly business

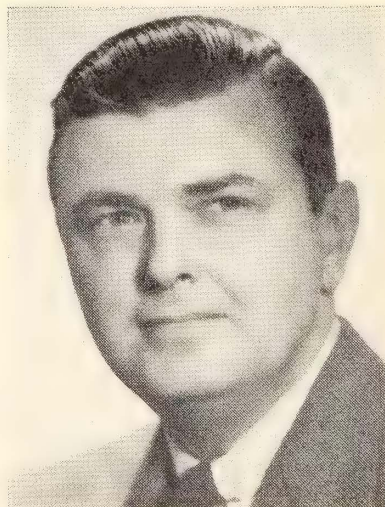
"DO YOU KNOW what Household did? Their advertising man dropped in to see me with no warning today and before he left my office he had bought a package!"

This type of comment is common among radio station men all over the country. For Household Finance Corp. does not direct its advertising campaigns from an ivory tower of statistics, graphs, charts and business barometers.

HFC believes that best results are obtained from working in the field, seeing stationmen personally and discussing face-to-face with them the most suitable medium.

That is why HFC emissaries are well known to radio and TV men from coast-to-coast in 29 states

(Continued on page 97)



Mr. SCHWIN

IF YOU'RE  
INTERESTED  
IN PEOPLE . .

Contact Your  
KATZ Man About  
WISN If You Want  
to Sell MORE  
PEOPLE This  
Spring and Summer.

WISN's Coverage Area (Milwaukee and Southeastern Wisconsin) Is Bulging With Vacationists From May Thru October. And WISN's Hoop-ers Are Bulging, Too.

You'll Like  
Doing Business  
With WISN.

IN MILWAUKEE  
THEY LIS'N TO

**WISN**

5000 WATTS

Represented by  
KATZ Agency



# 17 OUT OF 18 PREFER WDAY, FARGO!



"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY: 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

*WDAY was a 17-to-1 choice over the next station . . . a 3 1/2-to-1 favorite over all other stations combined!*

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". *In its home county, WDAY was a whopping 15-to-1 choice over the next station . . . a 6 1/2-to-1 favorite over all other stations combined!*

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. *Get all the facts. Write us direct, or ask Free & Peters!*



**WDAY • NBC • 970 KILOCYCLES • 5000 WATTS**

**FREE & PETERS, Inc., Exclusive National Representatives**



# Sales Up 42%

says Williams of Whiteland, suburban appliance dealer

More Proof that **WISH**

**DOMINATES ALL INDIANAPOLIS**

in the morning!



Talk about listener audience, enthusiasm and **SALES RESULTS . . .** that's the Bill Faulkner show every morning from 6:30 to 8. Bill's news, weather reports, time-temperature-and-music presentation is the town's top favorite in the morning. The Williams of Whiteland sales experience is typical, and just one of many success stories we could tell you.

**WISH  
WHOT  
WANE  
WHBU**

**Indianapolis • ABC  
South Bend • ABC  
Fort Wayne • CBS  
Anderson • ABC—CBS**

Represented  
Nationally  
by the  
**BOLLING  
COMPANY**

OWNED AND OPERATED BY  
**UNIVERSAL BROADCASTING CO. INC.**

**the stations that never out-  
promise but always outperform**

## new business



### Network . . .

**A**MERICAN TOBACCO Co., N. Y. (Lucky Strike cigarettes), to sponsor three new five-minute programs on NBC and MBS: *Kenneth Banghart and the News* on NBC, Monday-Friday, 2:55-3 p.m. effective June 4; Mutual to carry *MBS News* (tentative title), Monday-Friday, 8:55-9 a.m., no newscaster specified as yet, and *Talk Back* (tentative title), starring Happy Felton, Monday-Friday, 10:55-11 a.m. Both MBS programs effective July 2, and all three will originate from New York. Agency: BBDO, N. Y.

**BROWN SHOE Co.**, St. Louis, returns *Smilin' Ed McConnell and His Buster Brown Gang* to 125 NBC stations for 52 weeks beginning Aug. 1. Agency: Leo Burnett, Chicago.

**GENERAL MILLS**, Minneapolis, renews *Live Like a Millionaire* on full NBC network from June 1 for 52 weeks. Now half-hour show, it will be cut to 25 minutes, 1:30-1:55 p.m. Agency: Knox-Reeves, Minneapolis.

**INTERNATIONAL SHOE Co.**, St. Louis, renews quarter-hour of *Howdy Doody* on NBC-TV for 52 weeks from May 16 on full cable network and 13 non-cable stations. Agency: Henri, Hurst & McDonald, Chicago.

**NASH-KELVINATOR Corp.**, Detroit, June 9 starts *Paul Whiteman's Teen Club* on ABC-TV, Sat., 8-9 p.m. Plans undecided for sponsorship of Morton Downey series on CBS-TV. Agency: Geyer, Newell & Ganger, N. Y.

### Spot . . .

**SCUDDER FOOD PRODUCTS**, L. A. (Laura Scudder peanut butter, potato chips, etc.), planning special June radio-TV promotion campaign to celebrate firm's 25th anniversary. Present plans call for TV film spots on four L. A. stations—KLAC-TV KFI-TV KTTV KTLA; two San Francisco stations—KPIX KRON-TV; and KFMB-TV San Diego radio spots on KNX Hollywood and undetermined number of Coast stations. Agency: Davis & Co., L. A.

### Agency Appointments . . .

**ROLLEY Inc.**, S. F. (perfumes and cosmetics) appoints Buchanan & Co. Inc., S. F., to handle advertising for Sean & Ski, new lotion. Television will be used. MacAlan Gardner and Ruth Brown are account executives.

**WEST COAST SOAP Co.**, Oakland Pow-Wow Cleanser and White Navy Soap appoint Buchanan & Co., S. F. to handle advertising. Radio and TV are being considered.

**SINCLAIR OIL Corp.**, N. Y., appoints Kenyon & Eckhardt, same city as agency for its subsidiary, Sinclair Research Labs.

**ZIPPO MFG. Co.**, Bradford, Pa., planning TV spots in 30 cities for its lighters. Agency: Geyer, Newell & Ganger, N. Y.

### Adpeople . . .

**MARSHALL N. TERRY**, charge of television operations Crosley Broadcasting Corp., Cincinnati, appointed director of advertising The Trailmobile Co., Cincinnati.

**WILLIAM J. FREUND**, account executive Byer & Bowman Adv., Columbus, appointed advertising manager Nesco Inc., Chicago.

**TOM ALYEA**, sales promotion manager KOMA Oklahoma City, appointed advertising manager Hinderliter Tool Co., division of H. K. Porter Co. Inc., Tulsa.

**RE' C. ATCHINSON**, national advertising director Rexall Drug Co., L. A. named advertising director American Vitamin Assoc. Inc., Hollywood. He succeeds **KEN BARTON**, elevated to special assistant to **GEORGE S. JOHNSTON**, AVA president.





## We'd Like to Advertise Your Product just for the "SELL" of it!

**WE GOT** the market—WNAX's 267 BMB-counties in Minnesota, the Dakotas, Nebraska and Iowa have an after-taxes purchasing power of \$3.9-billion. Yes, Big Aggie Land has more spending money than San Francisco, Philadelphia or Washington, D. C.

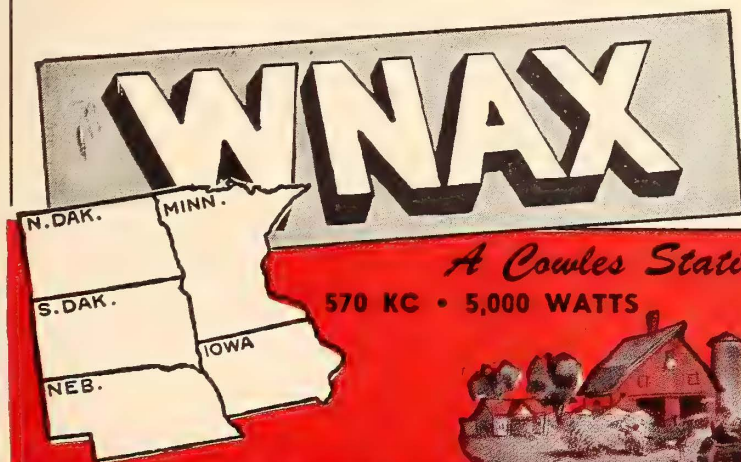
**WE GOT** the listeners—A recent Diary Study conducted by Audience Surveys, Inc. reaffirms WNAX's overwhelming domination. Of the 52 stations mentioned in the study, WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. Listeners like WNAX best 89% of all day-time quarter-hours . . . 84% of all evening quarter-hours.

**WE GOT** sales success stories galore—Most likely there's one for your type of product or service. Ask your Katz man today.

**WE AIN'T GOT** no tv in WNAX's Big Aggie Land!

Your product or service should be on WNAX just for the "SELL" of it!

AFTER JUNE 15,  
"THE MIDWEST ADDRESS OF CBS"



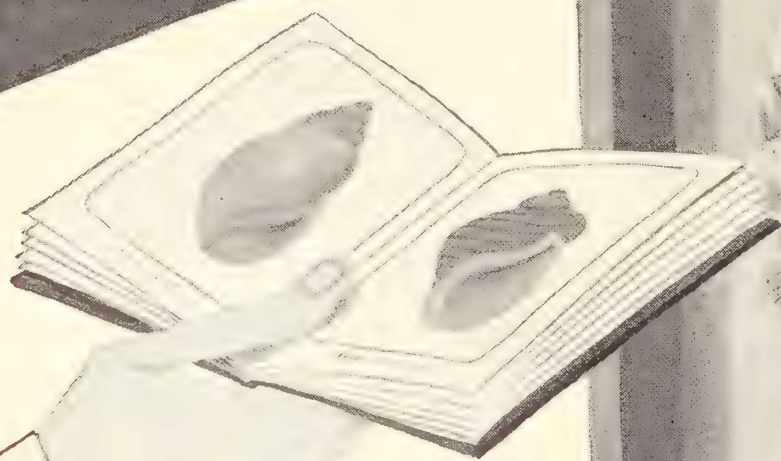
*A Cowles Station*

570 KC • 5,000 WATTS



**SIoux CITY - YANKTON** AFFILIATED WITH THE AMERICAN BROADCASTING CO.





Joe Kaufman





# ***COLLECT*** ***all Summer*** ***long***

At sea about where to *spend* this Summer?  
Stay in KMOX-land. You'll find Summertime  
here is a perfect season for *collecting*!

***They shell out a lot of money.*** People  
in KMOX's 78-county territory spent just  
as much last Summer as they did every other  
season... more than \$800,000,000!

And they're bound to spend even more  
this year. Because St. Louis, the nation's sixth  
industrial city, is working overtime filling  
\$277,000,000 worth of new defense orders.  
Business, too, keeps going full blast all year  
round (with 750,000 employed). What's more,  
every Summer more than 3,000,000 tourists  
roll into Ozark vacation grounds (most  
of them in KMOX's primary area) and spend  
\$200,000,000 during their stay.

***They do a lot of listening.*** The Pulse  
of St. Louis shows that during the Summer  
months KMOX gets an average Monday-  
Friday daytime rating of 7.5... *just as high as*  
*the average for other months of the year!*

Don't get left high and dry this Summer.  
Just use KMOX and *collect*. For details call...

50,000 watts ***KMOX***

Columbia Owned • "The Voice of St. Louis"

Represented by Radio Sales



# open mike

## Rate Cut Footnotes

EDITOR:

So radio's on the way out, is it?

The enclosed picture was taken Thursday, May 3, 1951, at Convention Hall, when *Queen for a Day*, a radio show, played to a capacity audience of 13,000.

The show was here Friday, the next day, and we again played to a capacity audience.

The only promotion used to pull this crowd of 26,000 people in two days was radio.

We at WIP do not think of reducing our rates—quite the contrary, we raised them in February of this year. Why AM broadcasters should take a defeatist attitude

is more than I can understand.

*Benedict Gimbel Jr.*  
President  
WIP Philadelphia

\* \* \*

EDITOR:

... If radio has lost listeners, so have newspapers lost readers. It stands to reason that if radio must adjust its rates because of TV, then the newspapers must fall in line, because their medium has also suffered the loss.

*Robert Wasdon*  
Vice President  
WLOW Norfolk, Va.

EDITOR:

Along with current uproar about network rate cuts I have this comment to make from one independent operator:

(1) Instead of cutting time rates for network broadcasts, why not squeeze some of the useless excess charges out of talent and production, geared to Hollywood or New York names and usually not worth the cost? ...

(2) It seems to me that if the networks are determined to make a rate cut stand, that the least that could be expected is that all sales

will be made at the adjusted rate and no more deals, etc. Frankly I believe if networks and station would fix a fair rate, and then HOLD IT they would make more money in the long run than by chiseling or dealing off a high rate card. After all, it is the amount of money they take home which pays the bills ...

(3) If a firm stand is not taken by all stations, network or indie, to cut out the chiseling, the attempts by agencies and advertisers will extend down into local spot rates (as they already have been started), and this problem will face every station. ...

As an industry we have a weak reputation for integrity of rates. But those stations with a FAIR RATE and the guts to HOLD TO IT are doing MORE BUSINESS. There is plenty of room for more converts to this philosophy.

*S. A. Cisler*  
Vice President, Operations  
WKYW Louisville

\* \* \*

EDITOR:

... There's no question in my mind that the announcement of rate cuts by the national network is and will continue to create a great deal of instability in the broadcasting business, but I believe the positive point of view that you have taken in BROADCASTING TELECASTING will serve as a leveling effect on all of us in this business.

And in this connection maybe a little good news once in a while will be good for all of us, and so I should like to report that at an Intermountain board of directors meeting on Thursday, April 20, 1951, the writer made the following report: April 1951 compared to March 1951, gross sales up 6%; May 1951 compared to March 1951, gross sales up 20%.

First quarter 1951 compared to first quarter of 1950, gross sales up 21%.

April 1951 compared to 1950, gross sales up 41%. May 1951 compared to May 1950, gross sales up 18%.

May 1951 is, of course, a projected figure, but we have learned through years of experience that we can project monthly in advance and come darn close to our projected figure.

Again congratulations on the most encouraging point of view that BROADCASTING • TELECASTING has taken over the past 60 days. I am sure that with a continuance of that policy advertisers throughout the country will come to the realization that AM radio is here.

(Continued on page 70)



"BOUGHT ANY PORK LATELY?"

- - - then you'll understand why  
WIBW listeners are rich

Our listeners are mostly farmers. They raise lots of hogs—sell them at prices that bring millions of extra dollars into Kansas. And they get the same high prices for everything they raise.

Coming right on top of ten years of huge crops and top prices, this makes Kansas farm families and agricultural communities one of America's most desirable markets.

These folks are our listeners. They say so themselves! Year after year, WIBW continues to rank as the farmer's first listening choice.\* And year after year, WIBW remains the first choice of advertisers ... a choice determined by RESULTS ALONE.

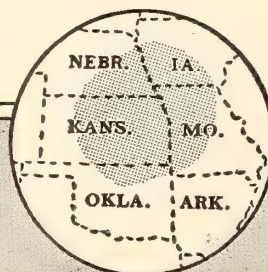
\* Kansas Radio Audience, 1950

**W I B W**

SERVING AND SELLING

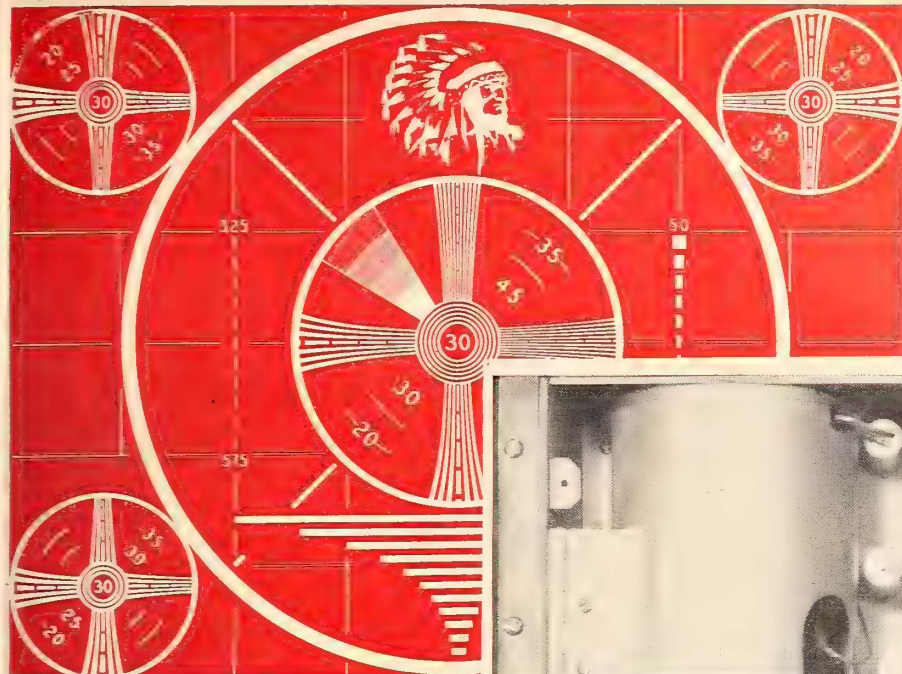
"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM

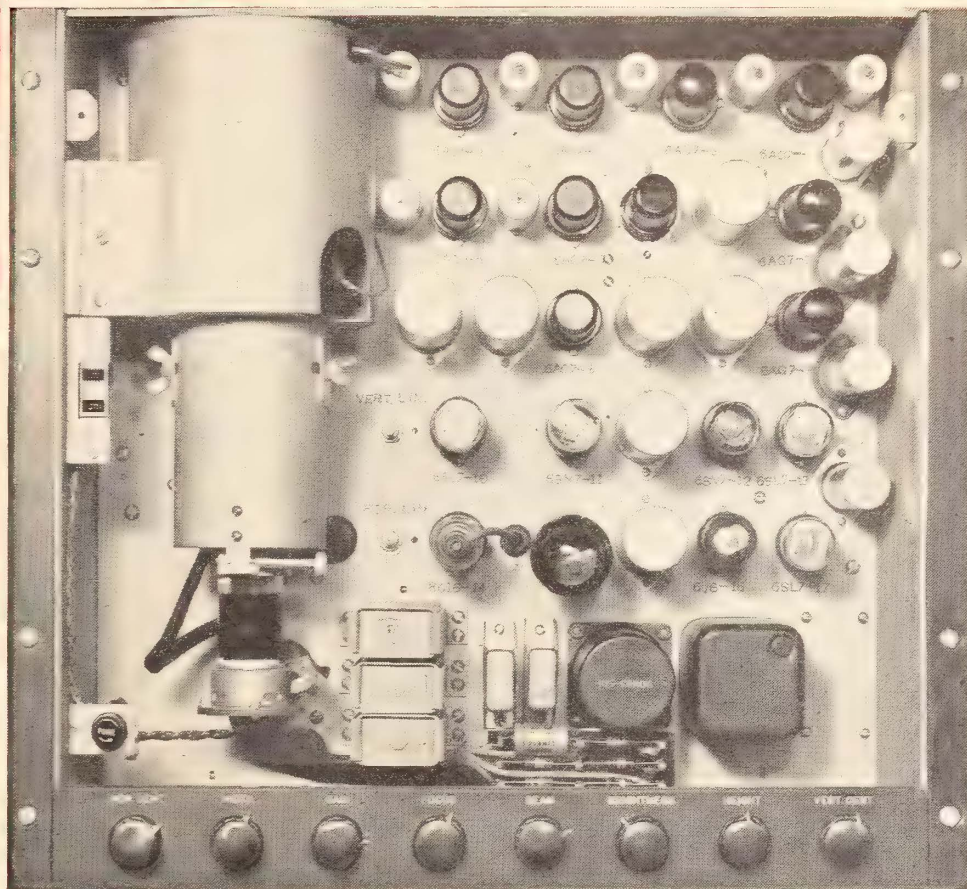


C  
B  
S





Video  
Monoscope  
Camera  
TK-1A



## ... "patternmaker" for the industry

The test pattern produced by RCA Monoscope Cameras is the standard by which picture quality has been judged since the beginning of electronic television . . . in TV stations . . . in laboratories . . . in TV receiver production.

These are the standard test-pattern cameras used by many TV receiver manufacturers. These are the standard "picture micrometers" used by TV stations to make precision measurements of video transmissions.

Deliberately designed to excel in all things, RCA Monoscope Cameras have earned the extraordinary re-

spect of television men. Evenly lighted patterns as steady as Gibraltar. Resolution as fixed as the cut of a diamond. Operation as reliable as a ship's chronometer.

Type TK-1A pictured here is RCA's newest Monoscope Camera—built to the highest standards known. It can be delivered to you with the familiar monoscope pattern (shown above)—or with a pattern of your own choice.

Ask your RCA Television Equipment Sales Engineer for prices. Mail the coupon for data.



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

In Canada: RCA VICTOR Company Limited, Montreal

Radio Corporation of America  
Television Broadcast Equipment Section  
Dept. 08-19, Camden, N. J.

Send me your technical bulletin on the RCA Type TK-1A Monoscope Camera.

Name \_\_\_\_\_  
Company or station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



SHREVEPORT HOOPERINGS MARCH, 1951						
	KWKH	"B"	"C"	"D"	"E"	OTHER AM & FM
MONDAY THRU FRIDAY 8:00 AM—12:00 NOON	50.1	20.3	14.6	9.7	4.0	1.1
MONDAY THRU FRIDAY 12:00 NOON—6:00 PM	47.6	11.4	20.1	12.7	5.6	2.5

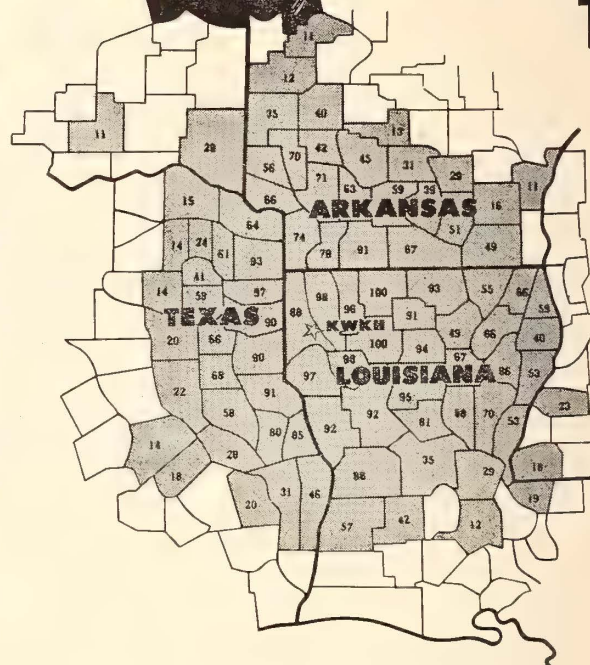
**IT'S EASY,  
WHEN YOU  
KNOW HOW!**

These Hoopers prove KWKH's tremendous popularity in Shreveport. In the morning, KWKH gets 265% as many listeners as the next station—actually gets more listeners than all other stations combined! In the afternoon, KWKH gets 195% as many listeners as the next station—barely misses getting as many listeners as all other stations combined!

But KWKH's 50,000-watt signal reaches far more people outside of Shreveport than inside. KWKH gets a Daytime BMB Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 of these families—or 75.0%—are "average daily listeners" to KWKH.

Write direct or ask The Branham Company for all the facts on this powerful, 25-year-old CBS affiliate.

**BMB PROOF  
TOO!**



KWKH DAYTIME  
BMB COUNTIES  
Study No. 2  
Spring, 1949

# KWKH

**SHREVEPORT**

**Texas**

**LOUISIANA**

**Arkansas**

The Branham Company  
Representatives

Henry Clay, General Manager

**50,000 Watts • CBS •**



## SPIRITED BIDDING FOR ABC

*With CBS, IT&T, U. Para.*

NEGOTIATIONS for the sale of ABC took a complicated turn last week as the giant communications empire, International Telephone & Telegraph Co., and the nationwide theatrical chain, United Paramount Theatres, began spirited bidding against each other and CBS.

At the time this story went to press, Edward J. Noble, chairman of the board and majority stockholder of ABC, was negotiating with all three. It was impossible to precast with certainty which of the three would emerge as the buyer, but authoritative sources felt sure that within days Mr. Noble would close a deal.

As one executive close to the negotiations put it: "ABC is up for grabs."

All three prospective buyers, as of last Friday, were said to be negotiating on a basis of an exchange of their own stock for ABC's, a situation that developed after IT&T and United Paramount entered the bidding.

It was learned that CBS, which began negotiating with Mr. Noble at least a month ago [CLOSED CIRCUIT, April 23], had hoped to acquire ABC by offering a combination of CBS stock and cash or debentures.

### Wants Stocks Deal

It was understood that Mr. Noble wanted a 100% stock transaction, without cash or debentures. Such a deal, it was said, not only would put him in a better tax position than would a sale involving cash, but also would provide him with a promising speculative investment. Mr. Noble's history is that of successful speculator in securities.

CBS was negotiating for ABC, with General Tire & Rubber Co., owner of Don Lee and Yankee networks and the biggest stockholder in MBS, as a third party.

If that deal went through, General Tire would fall heir to ABC as a network, and to those ABC properties that CBS could not absorb, owing to FCC limitations on the number of stations that can be held under common ownership.

General Tire would sell its Don Lee and Yankee interests, thus pepping out of Mutual, and become the owner of ABC, less three TV properties in Chicago, Detroit, and possibly San Francisco, that CBS could pick up, but with the Boston TV outlet now owned by General Tire added to the ABC lineup. CBS could take the Chicago and Detroit

ABC TV stations, and probably San Francisco too.

IT&T and United Paramount Theatres were going it alone in the negotiations, without third parties. IT&T owns no broadcasting properties and hence would take over ABC intact. United Paramount would also take over the entire organization, except in Chicago where it already owns a TV station, WBKB. It would have to sell off the ABC Chicago TV station.

Competent observers felt that the prolonging of the negotiations for the sale of ABC was intended not only as a means of forcing a higher price out of the competitive bidders but also to give Mr. Noble time to make a careful estimate of the present and future values of CBS, IT&T and United Paramount stock.

It was believed, however, that he would reach a decision soon. It was pointed out that the present negotiations were the first ever to be admitted by ABC. Although it

has been authoritatively reported on numerous other occasions that Mr. Noble had considered selling ABC, neither he nor any of his top executives would confirm it.

A week ago ABC officially announced that it was negotiating with CBS [BROADCASTING • TELECASTING, May 7]. It was after that word was out that IT&T and United Paramount entered the bidding.

### Dropping Unlikely

Observers pointed out that having gone as far as he had in talking with three prospective buyers, Mr. Noble would find it awkward to call off the whole deal. It would be impossible for him to state in this instance, as he has in others, that ABC was not for sale.

A failure of the current negotiations would leave the ABC organization in turmoil, it was said. Morale of the ABC staff would be disturbed by uncertainty over the future, and beyond that the attitude of ABC affiliates would be profoundly influenced.

Last week several powerful ABC affiliates voiced indignation over the fact that no official word concerning the negotiations for the sale of the network had been passed to them. Some of them own stock in ABC, and they bitterly objected to any consummation of a deal without their consultation.

Stockholder suits against the corporation were threatened.

Edward Lamb, president of WTVN (TV) Columbus, Ohio, an ABC-TV affiliate; WICU (TV) Erie Pa., affiliated with all four television networks, and WTOD and WTRT (FM) Toledo, independents, notified Mr. Noble by letter that the CBS proposal "to purchase your stock and possibly that of others in ABC is giving great concern to the undersigned and to other substantial owners of stock in both companies."

Mr. Lamb said that as an ABC stockholder he was advising Mr. Noble there were "very serious

*(Continued on page 36)*

## BUILDING BOTTLENECK NPA OK Demanded

By JOHN OSBON

THE SPECTRE of serious disruption in new AM-FM broadcast station construction—and the prospect of curtailment in future station grants and equipment projects—loomed sharply over the industry horizon last week.

The government issued an amended order which removed radio and TV broadcasting stations from an exemption list dealing with erection of new facilities.

Under a new regulation, effective last Thursday, permittees who have not yet begun construction are required to obtain authorization from the National Production Authority. The action embraced all industrial facilities and public and private construction projects. This would involve applying to the local NPA office which would refer them to the Construction Controls Division in Washington for decision.

While the new order does not *per se* constitute a flat ban on new construction—merely restricts any building or other equipment projects involving use of steel—authorities viewed the announcement with a mixture of confusion and alarm.

In some quarters, the action was regarded as tantamount to a construction freeze as FCC moved ahead with its TV allocations plan.

The new regulation apparently caught the FCC and certain NPA officials by surprise. It was indicated that neither the Commission nor authorities in NPA's Electronics Products Division, broadcasters' claimant agency, had been consulted in advance of the announcement.

### Full Impact Unknown

It was emphasized, however, that broadcasters who already have commenced building prior to May 3 would be permitted to continue. The fate of others, who have been issued CPs or grants, however, still hung in the balance as FCC weighed the import of the order.

The order is expected to have far-reaching effects on such equipment as towers, studios, transmitters and related products where construction is involved.

The action also evoked a stew of queries from broadcasters, their attorneys and radio-TV equipment companies, many of whom deluged the Commission and NPA with re-

quests for an interpretation of the controversial regulation.

It was not clear last week what course of action FCC would chart in light of the order, which raised questions involving policy toward future AM-FM grants, cases in hearing and possible new yardsticks to guide the Commission in procedure on future broadcast applications.

It was held possible the FCC would find itself compelled to adopt new standards to supplement the precept of "the public interest, convenience and necessity."

Under the NPA edict, one ground for consideration of any authorization would be "the type and quantity of materials on hand, and needed for the facility, and the effect on the community at large if the authorization were denied."

Government authorities made plain, however, that permits would be issued on the "merits of individual cases" in each community and stressed that authorization in any case would not automatically entail priorities for materials.

On the basis of the best thinking

*(Continued on page 34)*



# GOP COVERAGE

## '52 Convention Plans Mapped

GROUNDWORK for broadcast coverage of the Republican national convention next year was to be laid at a special meeting of the GOP National Committee in Tulsa last Friday and Saturday.

Radio and television requirements for use of working booths, workrooms, studios and accreditations were to be submitted to Republican leaders by Bill Henry, chairman of the Radio Correspondents Assn. convention committee.

GOP officials convened over the weekend to select a convention site and date for 1952, with the choice resting between Chicago and Philadelphia. At press time a subcommittee had voted unanimously to recommend the convention be held in Chicago on July 21.

In any event, coast-to-coast radio and television coverage of both the Republican and Democratic national meets is assured, with particular emphasis on TV [BROADCASTING • TELECASTING, May 7]. Both cities possess comparable broadcast facilities.

Meanwhile, the Democratic National Committee announced a se-



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I want a case of this Hadacol you're talking about."

ries of national and regional meetings will be held in Denver May 23-25. The committee is expected to follow the suit of Republican leaders as to convention site. Use

of facilities in one city by both parties will save an estimated \$30,000, it was understood. Site and date will be announced May 25.

Mr. Henry reportedly will proceed to Denver where he will submit similar radio-TV plans to Democratic committee officials. Plans for broadcast coverage of speeches by administration leaders are expected to be completed during the Denver meeting. Ken Fry, radio-TV director for the national committee, hopes to announce a schedule sometime in the next fortnight. Officials from 24 states will attend the Denver session.

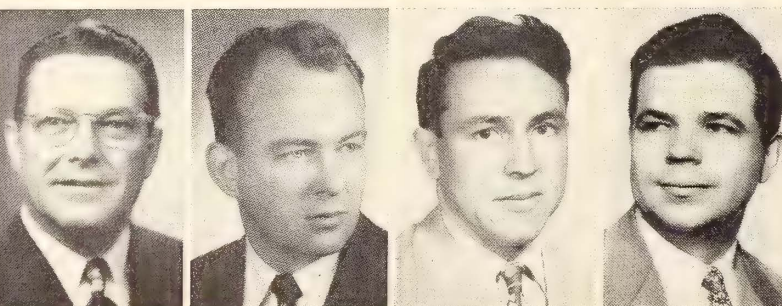
The question of sponsorship of the conventions also is expected to arise on both the GOP and Democratic party fronts, though local committees might tackle the problem in some instances.

## Auto Radio Survey

A SPECIAL Pulse Inc. survey in 17 major U. S. markets to find out the number of automobiles with radios will be made this month, it was announced in New York last week. Growing out of a January 1951 Pulse study of the car-radio situation in New York City which was found to have 770,000 radio-equipped cars, or one for every 3 radio families, the newly-announced survey will be made available to the industry at no charge when completed, Pulse announced.



Mr. HOLLINGBERY



Mr. Spencer

Mr. Hague

Mr. McCarthy

Mr. Hunter

Mr. Wise

Mr. LaRue

# HOLLINGBERY

## All Salesmen Are Made Part Owners

ALL SALESMEN of George P. Hollingbery Co., station representative firm, have been made part owners, the company's founder, George P. Hollingbery, announced last week.

In taking this action, he said, the company will incorporate, thus giving every member of the sales staff a stake in the business.

Officers of the new corporation, under this plan, are Mr. Hollingbery, president and active head; F. Edward Spencer Jr., executive vice president, New York; Fred F. Hague, eastern sales manager and vice president, New York; Frank McCarthy, midwest sales manager and vice president, Chicago; Harry H. Wise Jr., vice president, Los Angeles; Knox LaRue, vice president, San Francisco; R. N. Hunter, vice president, Atlanta.

The company was founded in 1936 by Mr. Hollingbery. Four of the five original employees are still in the company. In all, 17 salesmen share in the ownership. The firm represents 36 AM and 3 TV stations. Headquarters are at 307 N. Michigan Ave., Chicago. New York headquarters are at 500 Fifth Ave.

## MAGAZINE SPOTS

### ABC Sets 'Journal' Drive

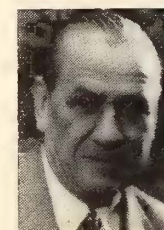
IN A sponsorship deal with a unique twist, ABC reported last week it had placed a *Ladies' Home Journal* spot campaign on its Mary Margaret McBride cooperative program, with stations to handle billings and national representatives to get customary commissions.

The contract originated when the Curtis Circulation Co., *Journal* distributor, wanted to proceed immediately with a campaign. Ernest Lee Jahneke, ABC vice president in charge of radio, who completed arrangements by telephone and had the first commercial on the air on the next day's program (May 4) hailed the accomplishment as a clear demonstration of radio's superiority in speed and flexibility.

## RIPLE TO WLAW

### Is Named General Manager

WILLIAM A. RIPLE, vice president and general manager of WTRY Troy, N. Y., has resigned to become general manager at



Mr. Rippe

WLAW, the new ABC outlet for the Boston area effective June 1. At the same time he resigned as vice president and director of the Connecticut Radio Foundation, operator of WELI New Haven.

WLAW Lawrence is the ABC 50 kw outlet for the Boston market, replacing WCOP Boston. Mr. Rippe, a radio veteran since 1932, joined WTRY in 1940, supervising construction of the station's new 5 kw transmitter building and towers. As an officer of WELI, he supervised the merger of several companies as Connecticut Radio Foundation.

## WOAI's Rate Answer

IN STUD-HORSE type, WOAI San Antonio 50 kw NBC outlet, shouts its answer to Assn. of National Advertisers and networks on rate cuts. Operator of one of two TV stations in its market, WOAI states in full page ad that since 1942 its percentage of increase in radio families is 108%, while increase in its hour rate has been only 13%. Instead of cutting rate by 5%, as ANA recommended, rate might logically increase 84%, it argued. Ad is the first of a series telling WOAI's story, and why no decrease is justified, either spot or network. Campaign, it was thought, might lead the way in encouraging other stations which can show by fact and figures that increases rather than cuts are indicated, to join in resistance.



# EDUCATORS SEEK FORD FUNDS

## Young Studies TV Plans

By EDWIN H. JAMES

THE VAST TREASURY of the Ford Foundation, most richly endowed philanthropy in the U. S. and perhaps the world, may be tapped for hitherto undreamed-of sums to finance educational television.

BROADCASTING • TELECASTING learned last week that James Webb Young, senior copy consultant at W. Walter Thompson Co. and consultant to the Ford Foundation, has been making a painstaking study of TV on which he will base recommendations for grants by the foundation.

First indications that such a study was underway were given April 13 by Sen. William Benton (D-Conn.), former partner in Benton & Bowles, when he introduced a resolution calling for senatorial investigation of educational TV.

Sen. Benton, without identifying who the parties were, said at that time that "one of America's most distinguished advertising leaders" was "making a study of television for one of our great philanthropic foundations."

Last week it was learned that the advertising leader was Mr. Young and the foundation was Ford.

Mr. Young, who has been dividing his time between his New Mexico ranch and Ford Foundation headquarters in Pasadena, Calif., serves not only as a consultant to the foundation but also as a member of the board of directors of two corporations that the foundation has recently established—the Fund for the Advancement of Education Inc., which has an interim grant of \$7,154,000 from Ford, and the Fund for Adult Education, which has \$3 million of Ford money in its pocket.

### Previous Grants

The Fund for Adult Education has already made grants totalling \$650,000 for educational TV and radio; \$90,000 to the Joint Committee on Educational Television, to be spent in stimulating educators' interest in TV; \$260,000 to Iowa State U., owner of WOIT-TV programming; and \$300,000 to Lowell Institute, Boston, for production of five series of educational radio programs, to be produced by the National Assn. of Educational Broadcasters.

Indications are that these grants are only the beginning.

Lowell Institute's Cooperative Broadcasting Council, whose members include Harvard U., Boston U., Massachusetts Institute of Technology, Northeastern U., Tufts College, and the Boston Symphony Orchestra Assn., was reported in informed quarters last week to have prospects of obtaining a sub-

stantial Ford Foundation grant for television operations.

A Lowell Institute spokesman last week said that he had no statement to make regarding the report of a possible Ford grant. Ford Foundation executives, on this question as well as others pertaining to future appropriations, were understandably unavailable. Ford operates under so strict a desire for anonymity that it does not even announce grants after they are made. It leaves the breaking of such news up to the discretion of recipients.

Presumably Lowell Institute would use a Ford grant, if such were forthcoming, to operate a station on channel 2 in Boston, which under the FCC's proposed allocations is reserved for education. Whether the funds would be used both for construction and operation of a station was not known, although it was said in informed quarters that Ford probably would adopt a policy of making grants only to assist in operating stations that somebody else's money had built.

### Supported Boston Reservation

Last week Lowell Institute's Cooperative Broadcasting Council filed a comment with the FCC applauding the reservation of Channel 2 in Boston. The Council did not say,

however, whether it intended to apply for it.

Although as yet the Senate has not acted on Sen. Benton's proposal for a sweeping inquiry into television, it was assumed that such an investigation would be of great help to the Ford Foundation, as well as other philanthropies and educational groups contemplating excursions into television, in making up their minds how to jump.

The Senator, whose personal interests and business holdings are ramified—including the Muzak Corp. and the Encyclopedia Britannica—can be expected to pursue his enthusiastic inquiry into TV, in the view of authoritative observers.

### Personal Friendship

Indeed, it is said, it is not beyond possibility that Ford Foundation interests in TV will be influenced by the Senator's views. He has a close personal relationship with the foundation's top executives.

Paul G. Hoffman, president of the Ford Foundation, is a director of Encyclopedia Britannica Inc., which is Senator Benton's property. Mr. Hoffman also was chairman of the board of trustees of the Committee for Economic Development at the time that Mr. Benton was vice chairman.

Robert Hutchins, associate di-

rector of the Ford Foundation, was president of the U. of Chicago during the time that Mr. Benton was vice president of the U. of Chicago (1937-45) and was chancellor of the U. of Chicago when Mr. Benton was assistant to the chancellor (1945-46).

Mr. Hutchins and Mr. Benton were classmates at Yale, class of 1921.

C. Scott Fletcher, president of the Fund for Adult Education, the Ford Foundation organization that has been granting funds to educational radio-TV, is former president of Encyclopedia Britannica Films, which is Mr. Benton's property. He is also a former executive secretary of the Committee for Economic Development, of which Mr. Benton was vice chairman and Mr. Hoffman chairman.

Mr. Fletcher was general sales manager of Studebaker Corp. during the period that Mr. Hoffman was president of Studebaker Corp.

Chester Davis, associate director of the Ford Foundation, former president of the Federal Reserve Bank of St. Louis, was a member of the board of trustees and of the research committee of the Committee for Economic Development, of which Mr. Benton was vice chairman of the board of trustees and

(Continued on page 102)

# LICENSE FEE REQUEST

## Now Up to Senate

HALF the battle for supporters of the "fees and charges" proposal before Congress apparently had been won last week.

This is the legislation that would clear the way for government agencies, such as the FCC, to charge for special services rendered [BROADCASTING • TELECASTING, May 7].

It conforms to what has been called the "license fee" request in broadcast circles.

Written into the appropriations bill (HR 3880) for independent offices covering fiscal 1952, which starts this July 1, the section on fees and charges would permit any government agency to set a "charge, fee or price" as may be determined feasible.

The section was passed by voice vote with no objection raised in the House. It now awaits approval by the Senate Appropriations Committee, where the funds bill rests.

If passed by the Senate and signed into law by the President, presumably the FCC could charge broadcasters for specified services rendered, after interpretation so determined. The government, it is understood, would regard the law as a one-year "test."

While this section remains unscathed by an economy-minded House, the actual budget for FCC operation suffered a deep cut. Leading the floor fight for this slash were Democratic Reps. Eugene Cox of Georgia and John Rankin of Mississippi. The Congressmen

★ vigorously attacked the FCC in asking for the reduction (see story, page 30).

President Truman had asked for \$6,850,000 for the FCC's fiscal 1952 operation. This figure was pared to \$6,575,000 by action of the House Appropriations Committee. It corresponded to the current operating budget and also reflected a general overall 10% reduction applied to the independent offices funds bill, which covered some dozen other agencies as well.

### FCC Fund Slash

However, after the axe had fallen on the House floor, FCC was given a proposed even \$6 million. This figure, of course, may be changed again by the Senate. Most likely the funds bill will be considered at joint Senate-House conference, before final passage.

Direct reference to FCC's stake in the license fee measure was pointed up on the House floor during the lower chamber's heated debate.

This insight into Congressional thinking was disclosed by Rep.

Sidney R. Yates (D-Ill.), a member of the House Appropriations Committee, who worked closely on the funds bill.

"Taxpayers," he told the House, "pay every dollar of the charges and of the costs that go into" hearings held by the FCC. He said the Commission conducts extensive hearings "first in connection with a construction permit; secondly on the question as to the allocation of the position of a particular broadcaster in the spectrum of megacycles over which the FCC has control."

Rep. Yates declared, "The companies pay nothing other than taxes, and I think it is only fair that in exchange for the franchise that the government gives the broadcasting company and the protection which the government affords to such broadcasting company to assure its freedom from interference in the operation of its broadcasting facilities in the particular point of the spectrum which it occupies, that it should pay some of the costs of the hearings."

"It is perfectly proper that the franchised company make a profit, and there has been much profit making. Such companies should assume a greater share of the costs, because regulation is necessary."



# BAB'S BIG CHANCE Pellegrin Urges Rate Action

By FRANK E. PELLEGRIN  
VICE PRESIDENT AND SECRETARY  
H-R REPRESENTATIVES INC.

WE ARE surrounded by threatened calamity in the radio industry, and our trade journals and other informed and responsible spokesmen are calling the present rate-cut stampede the most serious crisis to confront the industry in 25 years. Everybody is looking for someone to do something about it. The BAB could leap to the pinnacles by giving this problem No. 1 priority.



Mr. Pellegrin

(1) I believe the root of the entire problem lies in the fact that for 25 years radio has outdone itself on research which pin-points the actual listeners to a given program or commercial, rather than to measurements of "gross or potential circulation." Our principal competitors, the newspapers and magazines, have done just the opposite. As a result, we are in trouble and they are not.

Advertisers and agencies long ago refused to accept the staggering figures of "radio homes" or "radio sets"—which is our closest parallel to the "circulation" figures of newspapers and magazines. Instead, they insisted that we provide figures on actual listening, minute by minute. They did not correspondingly demand from newspapers and magazines actual readership figures, page by page. Why not? If a minute-by-minute count of listeners is fair for radio, why is not a page-by-page, column-by-column, inch-by-inch measurement equally fair for newspapers and magazines, and equally important and informative to advertisers?

## Gauge to Be Applied

What is the common denominator of radio and newspapers-magazines? I think it is a minute of listening to radio, and a minute of reading in space media; stated more simply, why isn't it a minute vs. an inch?

Therefore, comparable research should be demanded of all media.

(2) Radio cooperated to its own downfall by acceding to the listener-research demanded by advertisers, but it did not insist, shout, demand and require that competitive media cooperate in like manner. Radio has spent over \$37,800,000 in research services which limit its "circulation", whereas newspapers and magazines combined have spent only a paltry \$6,000,000 to count and certify its total "circulation", which says not one thing about inch-by-inch readership.

Isn't radio to blame for thus permitting its competitors to get away with murder for the past 25 years?

(3) The present rate-cut stampede is induced by radio's hysteria over television. Television is no more a competitor to radio per se than is any other spare-time activity, including bowling or lawn tennis or making love. Television is just as much a competitor to newspaper and magazine reading as it is to radio listening. We know this, but we seldom talk about it. We should start to do so immediately.

(4) The Research Services which radio has so richly supported have done most to create this radio-vs.-television miasma, because every radio audience measurement hurried to put itself in the television measurement field also, and from the very beginning, compared television only to radio. This is history's most classic and tragic example of biting the hand that feeds.

(5) A few efforts have been made to measure "readership" of space media. The Continuing Study of Newspaper Reading and the Starch and Roper magazine studies are examples. But how pitifully few and thin these are, when arrayed against the staggering phalanx of the Hoopers, Pulses, Nielsens, Conlans, CABs, Videodexes and the rest of the innumerable host of radio-TV researchers!

And what has happened to these newspaper-magazine surveys of "readership"? How many people ever see them?

Radio research studies are distributed as widely as possible

## NETWORK RELIEF URGED

WSAB Votes Aid to 'Disabilitated'

A RESOLUTION proclaiming formation of an organization to be known as CORN (Cooperative Organization for the Relief of Networks) was unanimously adopted last Thursday by the board of directors of the Washington State Assn. of Broadcasters.

Without alluding directly to the network rate cards, the resolution cited the "jitters" precipitated by the rate actions, and referred derisively to the networks as "disabilitated" persons. Members of the WSAB board are Fred Chitty, KVAN Vancouver, president; Jerry Greehan, KMO Tacoma, secretary-treasurer; Don Wike, KUJ Walla Walla, and W. R. Taft, KRKO Everett.

The resolution follows in full text:

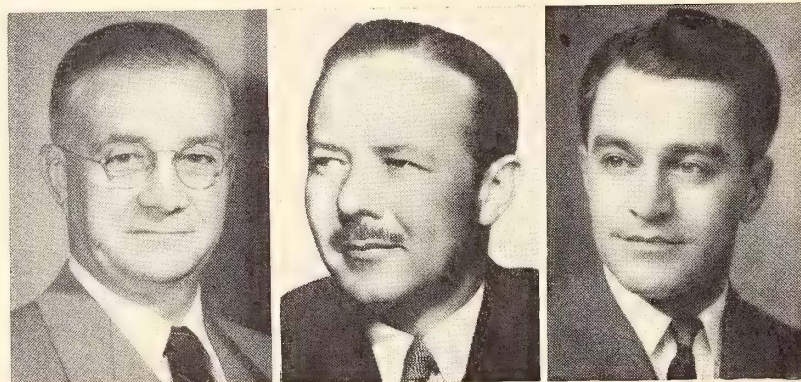
WHEREAS, the networks of the great American system of broadcasting have jitters,

WHEREAS everyone even remotely connected with the great American system of broadcasting has experienced direct evidence of those jitters in their income,

WHEREAS mass desertion of brass within network ranks is further evidence of jitters,

THEREFORE, we of the great altruistic Washington State Assn. of Broadcasters do hereby create the organization which shall henceforth be known as CORN (Cooperative Organization for the Relief of Networks). We hereby invite all broadcasters and the great American public to join with us in forwarding to those "disabilitated" persons any contributions of food, clothing and other materials so that they may survive to maintain our great system of free democratic broadcasting.

\*Source—WSAB



TRIO of key broadcasting industry leaders were among 11 recipients of honorary degrees presented during an Ithaca College mid-century convocation dedicated to the promotion of "international understanding and world peace." Slated to receive LLD degrees last Saturday from Dr. Leonard Job, college president, were (l to r) Justin Miller, NARTB president and general counsel and board chairman elect; Mark Woods, vice chairman of the board of ABC; and Michael R. Hanna, general manager of WHCU Ithaca and Rural Radio (FM) Network. Accompanying the degrees were citations noting Judge Miller as "outstanding jurist, university president and dean, administrator and counsellor, executive head of the world's largest communication organization;" Mr. Woods as "accountant, experienced industrialist and top flight radio executive;" and Mr. Hanna as "first teacher of radio classes at Ithaca College, radio station executive, student of the thinking people in other lands, national consultant in radio communication, vigorous friend and supporter of Ithaca College." Among other degree-recipients during the two-day convocation on many arts was George V. Denny, founder and moderator of America's Town Meeting of the Air.

among agencies, advertisers, networks and stations. Network and station salesmen and representatives carry them in their pockets, show them to everybody on any excuse. By contrast, the few "readership" studies are carefully hidden, never talked about, never used by space media in competitive advertising. Why have we permitted this to be the general practice? Why do we not start now to beam the white hot light of publicity on this fact? Why not demand equal distribution of comparable studies?

For example, a Continuing Study of Newspaper Readership was made of a St. Louis newspaper over five years ago. When I was managing a radio station in St. Louis and calling on the local agencies and advertisers there, I did not find a single one who had ever seen or heard of this newspaper readership study—yet every one was fully informed on the local Hoopers and Pulses covering radio listening! This newspaper, it appears, had done a beautiful job of hiding its readership facts during all those years, while we radio salesmen had knocked each other silly with our competitive listening research!

(6) Some scratch-the-surface studies indicate that space media—newspapers and magazines—have been affected by television and should be cutting their rates—but the startling fact is that they have been raising rates steadily and the advertisers and agencies keep buying! One such study was recently made by BBDO in November 1950 among its National Panel of Consumer Opinion.

## Reading Habits

It found that in TV homes, only 55% of the sample reads any morning newspaper, and only for 3 minutes daily as compared with 40 minutes in non-TV homes—a difference of 7.5%. Are morning newspapers cutting their rate 7.5%? Among evening papers only 78% of the sample read evening papers in TV homes for an average of 43 minutes per day compared with 48 minutes in non-TV homes, a difference of 10.5%. Are evening papers cutting their rates by 10.5%?

By startling contrast, these same homes report 82% listening to radio every day, for 3 hours, 3 minutes in non-TV homes and 1 hour, 10 minutes in TV homes. They also report the whopping bonus of 25% listening to radio outside the home for 1 hour, 2 minutes among non-TV families and 1 hour, 20 minutes among TV families.

These are burning statistics. They could light the fires of hell under space media if buyers and agencies were impressed with them. To fight a raging forest fire, Rangers frequently start "back fires." Where in the world are the Radio Rangers today?

(7) While we have paid tremendous sums to radio research companies who limit our audience—who do not count total radi

(Continued on page 38)



# AFFILIATES SHOWDOWN

Committee Fate to Be Decided

By RUFUS CRATER

THE incendiary radio rate question, overshadowed momentarily in network minds by CBS' bid for ABC (story page 23), moves toward the showdown area this week when the specially constituted Affiliates Committee meets in New York to chart its own future.

Technically, the first question to be settled by the Committee when it convenes Tuesday morning is whether to disband or to organize for a continuing campaign to sell radio and bolster its rate structures in the face of cuts already announced by CBS and NBC and imminently expected from ABC and Mutual.

This technicality appeared to industry leaders to have been answered already by the fact that before the end of last week 165 stations had contributed an estimated \$10,500 to the committee's war chest for a permanent organization. Returns were still coming.

The committee leadership's thinking on the subject was reflected in their scheduling the meeting to last two days. It will be held at BAB headquarters under the direction of Committee Chairman Paul W. (Fritz) Morency, WTIC Hartford.

## ABC, MBS' Rates

While the 13-man committee awaited its session—which, barring an upset in the trend of affiliates' reaction, will include the drafting of proposed courses of action—the anticipated ABC and Mutual network radio rate reductions had not materialized by Friday. There was no indication, however, that the plans for them had been anything more than delayed.

The delay to some extent was believed to result from the negotiations looking toward acquisition of ABC by Columbia and other interests, which not only would give networks their biggest upheaval but did give network people a topic for speculation of comparable magnitude throughout last week.

ABC executives nevertheless were known to be formulating their rate position, with further meetings Thursday and Friday. The network's general views were disclosed to members of the ABC Stations Planning & Advisory Committee by telephone. In these conversations ABC officials found no disposition among the SPAC members to attend a special meeting on the subject, presumably on the theory that they would fare no better than did the Affiliates' Committees of CBS and NBC in attempting to dissuade those networks from reducing rates.

ABC, which officially has said only that it will "meet the competition," is expected at least to match the approximately 10-15% reductions which both CBS and NBC

ordered into effect with respect to time periods after 1 p.m. [BROADCASTING • TELECASTING, May 7, April 16]. Mutual, equally silent on the subject, also is expected to follow suit.

Los Angeles area radio stations, both network affiliates and leading independents, are maintaining their rate structures despite reductions announced by CBS and NBC, according to a survey made by Southern California Broadcasters Assn. KNX Hollywood, owned and operated by CBS and KFI Los Angeles, affiliate of NBC, are not lowering rates on local and national spot contracts, it was said.

## Radio Delivers More

Radio advertising today delivers more circulation in Southern California at less cost than ever before, it was pointed out by Robert J. McAndrews, managing director of SCBA. Los Angeles County alone has had an increase of 27% in radio homes since 1946, with no general increase in station rates, he revealed.

"Sales of extra sets have brought the current total to 3,625,000 sets in the county, located in 1,394,557 homes, 184,250 business establishments and 1,241,595 automobiles," he said.

Mr. McAndrews pointed out that the average radio listening per home per day, while down slightly from previous years, is still over four hours. Total radio listening in Los Angeles County each day, in view of heavy population growth, is 39% above 1946.

FCC reports show that the 27 radio stations in Los Angeles Met-

ropolitan District registered a 9.5% increase in revenue in 1950 over 1949. This is greater than any of the other 10 leading metropolitan districts, whose average raise was only 4.4 according to SCBA.

CBS affiliate in Little Rock, Ark., KLRA, last week announced a long-contemplated rate increase despite network reductions. The average increase was 15% for Class A time with one-time, one-hour rates raised from \$75 to \$85 according to W. V. Hutt, manager. The increase will become effective May 15, six weeks ahead of the CBS network reduction.

"Our advertisers are receiving more benefit from advertising on KLRA than they ever have before," Mr. Hutt said. "Increased listening has reflected itself in increased sales. Virtually every local client we have contacted thus far agrees that a rate increase is entirely justified. I believe that we and our clients are the best judges of the worth of KLRA advertising."

The uncertainty of the entire rate question, authorities noted, has been reflected in a marked lack of activity in network timebuying in particular.

Both CBS and NBC, it was reported, have yet to make their first new sales on their new rates, which are slated to go into effect July 1.

The special Affiliates Committee, set up a spontaneous meeting held during the NARTB's mid-April convention in protest against Columbia's just-announced rate reduction, is expected to incorporate if it decides to organize for a continuing campaign.

That decision is being formed

by affiliates of all four networks, who were asked to submit checks if they wanted the committee to  
(Continued on page 105)

## MEDIA TEST

### ARBI Offers Three Plans

THREE different plans designed to show radio's effectiveness as compared with other media have been submitted to the Affiliates Committee by Joseph B. Ward, managing director of Advertising Research Bureau Inc. (see rate story above).

Mr. Ward proposes to collect sales data at point-of-sale, working with national advertisers. ARBI has been conducting a series of studies on media effectiveness [BROADCASTING • TELECASTING, May 7, Feb. 26].

Three alternative plans, as submitted by Mr. Ward, propose:

1—National study of individual product on scale projectible nationally, with advertiser selecting product and number of markets. Cost depends on number of markets. Advertiser probably would supply premium. Assurance should be obtained from ANA that study would be considered conclusive for purpose.

2—Series of smaller individual studies. For example, sales of Tide could be checked in several markets at same time Ipana was checked in others. Combined data would supply reaction on media effectiveness. Each study of one product would cost about \$5,000.

3—Combination study of minimum of three allied products, such as drug or grocery items; sales to be checked in any number of markets; cost per market about \$2,000.

# MARCH TIME SALES Network Gross Down 2.4%

GROSS time sales of the four nationwide radio networks totaled \$16,440,387 in March 1951 and \$48,132,847 during the first quarter of this year, according to figures compiled by Publishers Information Bureau and released last week to BROADCASTING • TELECASTING. Both the March and the quarter gross represent a loss of 2.4% from the figures for the month and three-month periods of a year ago.

## P&G Tops

Procter & Gamble Co. maintained its leadership among network advertisers easily in March, spending

TABLE I

Top Ten Network Advertisers in March 1951	
1. Procter & Gamble Co.	\$1,634,194
2. General Foods Corp.	800,269
3. Sterling Drug Inc.	716,029
4. General Mills	659,219
5. Miles Labs	570,630
6. Lever Brothers Co.	565,938
7. American Home Products	550,257
8. Liggett & Myers Tobacco Co.	525,619
9. Colgate-Palmolive-Peet Co.	514,268
10. Campbell Soup Co.	486,550

\$1,634,194, at gross rates before discounts, for network time, more than twice the \$800,269 gross net-

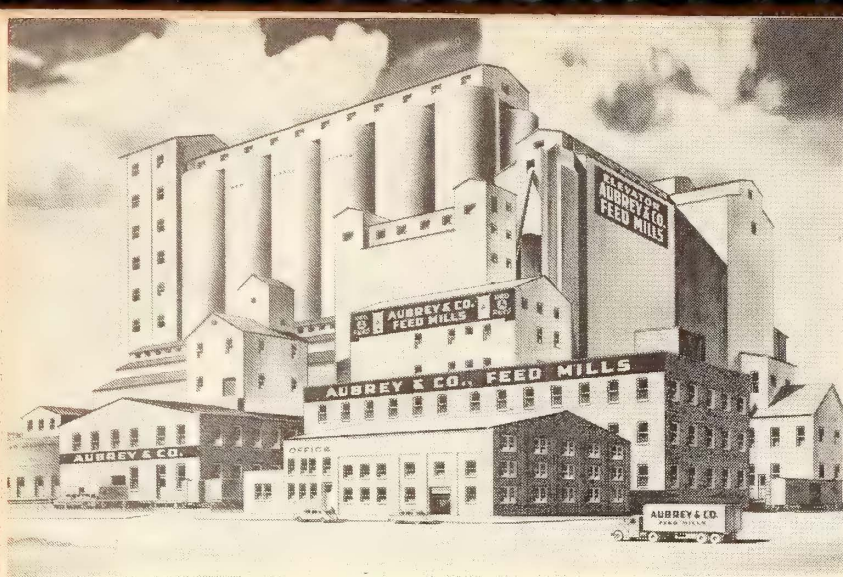
work time expenditures of second-place General Foods Corp. Table  
(Continued on page 97)

TABLE II

### LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MARCH 1951

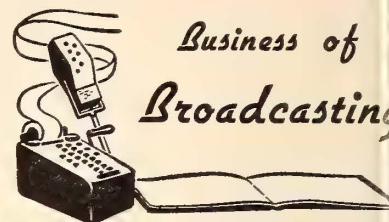
Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$ 41,858
Apparel, Footwear & Access.	Frank H. Lee Co.	56,192
Automotive, Automotive Access. & Equip.	Electric Auto-Lite Co.	95,745
Aviation, Aviation Access. & Equip.		
Beer, Wine & Liquor	Pabst Brewing Co.	136,922
Bldg. Material, Equip. & Fixtures	Johns-Manville Corp.	107,361
Confectionery & Soft Drinks	William Wrigley Jr. Co.	166,555
Consumer Services	U. S. Government (Army & Air Force Recruiting Serv.)	188,006
	Sterling Drug Inc.	674,822
Drugs & Remedies		
Entertainment & Amusements		
Food & Food Products	General Foods Corp.	774,869
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	133,499
Horticulture	Ferry-Morse Seed Co.	30,105
Household Equip. & Supplies	Philco Corp.	136,562
Household Furnishings	Armstrong Cork Co.	44,541
Industrial Materials	U. S. Steel Corp.	107,040
Insurance	Prudential Life Insurance Co.	118,522
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	100,792
Office Equip., Stat. & Writing Supp.	Hall Brothers	88,458
Political		
Publishing & Media	First Church of Christ Scientist (Christian Science Monitor)	8,176
	RCA	138,819
Radio, TV Sets, Phonographs, etc.	Airways Inc.	2,096
Retail Stores & Direct by Mail	Liggett & Myers Tobacco Co.	525,619
Smoking Materials	Procter & Gamble	1,045,911
Soaps, Cleansers & Polishes		
Sporting Goods & Toys	Procter & Gamble	433,713
Toiletries & Toilet Goods	Assn. of American Railroads	67,660
Transportation, Travel & Resorts	American Federation of Labor	101,527
Miscellaneous		





The modern plant of Aubrey & Co. Feed Mills, sponsor of Market Digest on WHAS Louisville.

\* \* \*



One of a Series

# To Harvest Farm Dollars

**R**ADIO, as essential to the farmer as any piece of equipment he owns, is being used with conspicuous success to sell everything from tractors to ideas in the agricultural areas of the country.

Take these three examples:

- The Howard County Farm Bureau Co-op Inc., sponsor of two six-a-week, 15-minute programs on WIOU Kokomo, Ind.

- Aubrey & Co. Feed Mills, sponsor of the five-a-week, 10-minute *Market Digest* on WHAS Louisville.

- Aluminum Co. of America, Alcoa, Tenn., sponsor of the Tuesday, Thursday, Saturday, 15-minute *Voice From the Farm* on WNOX Knoxville.

The Howard County Co-op is owned and controlled by farmers and sells farm supplies, feed and implements. Its sales records, since it began using WIOU Feb. 1, 1950, are among the more spectacular radio stories in recent years.

In the nine months after it began sponsoring its WIOU show, *Indiana Farm Journal of the Air*, 6:30-6:45 a.m., Monday-Saturday, the co-op's gross sales jumped more than \$250,000 over sales for the corresponding period of the year before. Its radio expenditures were less than 1 1/4% of the sales increase.

After its sales boost in the first nine months of its radio campaign,

## Best Tool Is Radio

the co-op added another WIOU program, *IOU Farm Service*, 12:15-12:30 p.m. Monday-Saturday. Both programs are conducted by Dix Harper, WIOU farm service director.

Since Oct. 31, 1950, when the second program was added, the Howard County Co-op's sales have been running 34% bigger than for corresponding months a year before.

Some items of merchandise that were moved by the radio advertising for the co-op included:

Implement sales in Howard county went up 155% in 1950 over 1949. Some 1.2 million gallons of fuel were sold—a 29% gain over 1949.

### Uses One-Week Drive For Spring Orders

In a one-week campaign last December the Co-op's radio commercials urged farmers to place orders for spring supplies of fertilizer. The state co-op had set the Howard county quota at 700 tons, based on previous years' buying and an expected increase in demand.

A Voice From the Farm program is prepared for airing as Cliff Allen, WNOX news and farm editor, interviews agricultural authorities. L to r: Donald Walton, manager, Beverly Hills Sanitarium Farm; V. D. Parsons, U. of Tennessee dairy specialist; Mr. Allen; Shirley Spence, owner, Lashbrook Farms; H. P. Wood, WNOX agricultural consultant, and A. D. Cross, manager, Lashbrook Farms.

Getting a local tie-in on farm news stories, Dix Harper (l), WIOU farm service director, discusses the situation with a Howard County farmer, Edwin Matlock. Notice the radio on Mr. Matlock's tractor!

pected increase in demand.

But as a result of the radio campaign, the Howard County Co-op booked orders for 1,803 tons in four days and had to stop taking orders because the entire fertilizer supply available for the next two and a half months had been sold.

The Co-op Hatchery sold 200,000 baby chicks during 1950 and by January 1, 1951, had booked orders for 62,500 chicks for spring delivery. That was 4,500 more than their quota and the first time the hatchery had reached its quota since it started operation in 1939.

The WIOU farm department prepares and airs more than two hours of farm program material daily and its success is attested by having received National Safety Council awards for distinguished service to safety on the farm in 1948 and the Public Interest Award for Exceptional service to safety on the farm in 1948 and 1949. The *Indiana Farm Journal of the Air* received the first award in agricultural broadcasting at the Fourteenth American Exhibition of Educational Radio Programs at Ohio State U. in May, 1950.

The early morning program sponsored by the Howard County Co-op regularly features market news, local farm news, recorded interviews with farmers or county agents and recorded music. The lunchtime ("dinnertime" in the farm belt) show includes a weather summary, full market reports and notices of meetings of interest to farmers.

Mr. Harper, the station's farm service director who conducts both programs, is 28, was raised on a farm and is a graduate of Iowa State College, where he majored in agricultural education.

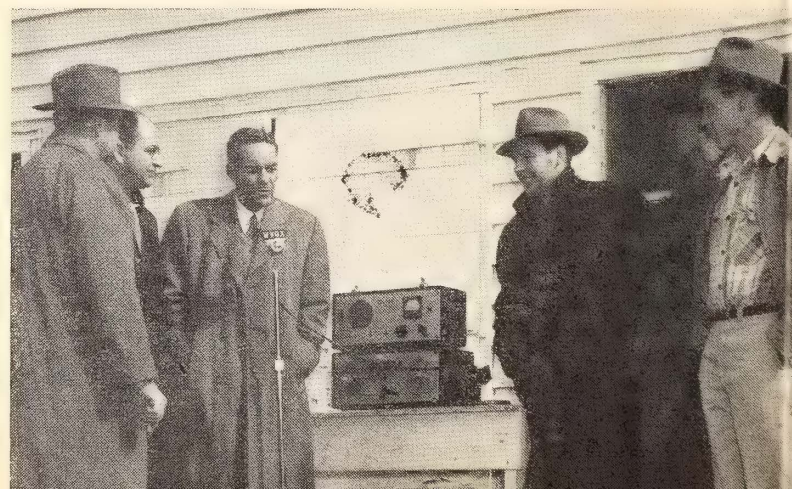
### Aubrey Buys First On WHAS in 1948

Aubrey & Co. Feed Mills, of Louisville, which distributes feed for livestock and poultry from Indiana south to Miami, east to Virginia and west to the Mississippi was a solidly established enterprise before it bought its program on WHAS in December, 1948.

But radio gave it a startling sales boost. Since Aubrey began using the 6:35-6:45 a.m. *Market Digest*, conducted by Frank Cooley, WHAS farm program director, its gross sales have soared 225%.

In the same period, the company added 200 dealers, a 25% increase.

(Continued on page 93)





# CENSORSHIP TRENDS

## Sarnoff, Coy Speak

AMERICAN LIBERTY stands upon three giant pillars of the spoken word, the printed word and pictures, Brig. Gen. David Sarnoff, chairman of RCA, said in a statement to a "trends in censorship" meeting sponsored by the National Council of Freedom from Censorship of the American Civil Liberties Union in New York last Wednesday night.

"Since the advent of radio broadcasting," he continued, "a new pillar has been erected, 'freedom to listen'. In this age of television, another new pillar has been established — 'freedom to look.' The structure of American liberty is supported by these giant pillars of public information—the spoken word, the printed word, and pictures.

"Wherever people are kept uninformed or misinformed," Gen. Sarnoff's statement went on, "they live in the dark and are denied the attributes of freedom which require light to grow as a plant requires sunshine. Freedom is the sunlight which gives strength to the press, to speech and to radio and television in America."

In another statement to the meeting, CBS President Frank Stanton said that "to speak one's own thoughts, free from governmental reprisal, is a fundamental right of a free people. The preservation of this right requires its responsible exercise . . . and it can be jeopardized by misuse or abuse against the public interest, particularly in times of emergency or crisis."

### FCC's Viewpoint

FCC Chairman Wayne Coy, in his statement, said that "the tremendous mechanism of radio broadcasting, consisting now of 3,000 aural stations and 100 television stations, will not realize its potential as a real instrument of democracy unless we are zealous in assuring that all sides of controversial issues are fully and fairly represented.

"The Commission," the chairman continued, "considers this as a most important point in deciding applications for renewal of license of broadcast stations. In reaching such a decision the Commission is guided by the station's overall operation during the period of its license . . . Best wishes to the American Civil Liberties Union in its fight to preserve our precious liberty of freedom of speech."

A hope that "all barriers will be torn away and that there eventually will be truly mass communication among free men everywhere" was expressed in a statement of Joseph H. McConnell, NBC president.

ABC Vice President Robert Sauter said that "freedom of expression is the foundation stone of this network in the field of controversial issues. We do not believe in censor-

ship excepting where duly constituted authority exercises it for purposes of national security where lives of Americans would be endangered by the publication of certain types of information. This latter concession would seem to apply principally in cases of armed strife, in which the United States or its military allies are involved; and it would be our general view that even such cases should be limited in time to the critical period only."

### Reel's Belief

AFRA National Executive Secretary A. Frank Reel expressed the belief that "any people, anywhere in the world, can be trusted to act intelligently if they are aware of the facts. I have come to the conclusion that the greatest single obstacle to world peace today is the existence of the Communists' 'Iron Curtain'. It seems obvious that we cannot fight the enemy's iron curtain by establishing one ourselves. Full freedom of expres-

sion, therefore, is as vital today as it was in 1776. It is the most important of those basic first principles that must be preserved."

H. V. Kaltenborn, veteran commentator who recently celebrated his thirtieth year in radio with publication of his recollections, said he believed that very little censorship existed in radio today. Mentioning the G. A. Richards case, Mr. Kaltenborn expressed the opinion that Mr. Richards has been rightly accused and said he was glad that FCC had prosecuted the matter.

Elmer Rice, playwright, struck out at all minority groups seeking to restrict free expression, reminding his audience that all its members were of minorities and urging their toleration as one of the prices of enjoying freedom. *Red Channels*, a listing of radio-TV performers allegedly having pro-communist or communist affiliations, Mr. Rice said, had deprived hundreds of performers of employment

## BROWN ATTACK Files Further Network Charges With House

GORDON P. BROWN, owner of WSAY Rochester, N. Y., has fired another broadside against alleged coercive and anti-trust practices of the major networks.

The broadcaster, outspoken foe of networks, last week submitted a further statement to the House Interstate & Foreign Commerce Committee. In it he supplements his previous testimony before the Committee on the McFarland Bill (S. 658) [BROADCASTING • TELECASTING, April 9].

Committee has indicated it will accept the addenda.

Mr. Brown's four-point supplement based on "four situations" that have arisen within the past month, leads off with the charge that the recent CBS rate cut is an attempt to "control" rates charged by all stations.

"The radio networks are about to exercise complete control of the radio industry to the extent of its possible ruination," he said.

### Cites NBC

Mr. Brown referred to "the NBC attempt to control these affiliates rates" of last winter. He added that it "failed" because affiliates were able to "muster some resistance."

"CBS, no doubt, feels that they have a right to control the rates of all independent affiliations," he said. This, he contended, was based on a "serious misinterpretation" of the FCC's authority in the anti-trust proceedings of Mr. Brown's corporation against MBS, NBC and CBS. He disputed this right and quoted a portion of the Solicitor General's memorandum on this case in September 1948.

Mr. Brown's second point was

answer to McFarland Bill testimony of Joseph Ream, CBS executive vice president [BROADCASTING • TELECASTING, April 30].

Quoting Mr. Ream as saying that the networks are "merely sales agencies," the Rochester broadcaster pointed to CBS's acquisition of Hytron Radio & Electronics Corp. and subsidiaries as well as a recording company, transcription firm and other industries.

NBC, he said, owns "every type of corporation imaginable . . . even to the ownership of the Broadway hit play, 'Call Me Madam.'"

Third point of Mr. Brown was to support his original claim that the independent station had a right to seek rebroadcast of material from the sponsor and not the key station of a network. He contradicted Mr. Ream's testimony which cited, as one problem, the difficulties with the musicians' union. Mr. Brown maintained that if there was such a difficulty, it would be a violation of the penal provisions of the Communications Act entitled "Coercive Practices."

Fourth and final point dealt with Mr. Brown's charges that networks sought to coerce and influence agencies and advertisers to discriminate against stations seeking to rebroadcast their radio shows for the second time in the same area. Allegation had been branded by Mr. Ream as "fairy tale."

without their having had a chance to defend themselves.

The meeting, which was attended and supported by leading figures in radio, television, the theatre, films, publishing, art and industry, heard discussions of censorship threats in each of the fields represented.

WFDR New York made a tape recording of the meeting and scheduled it for broadcasting the following night.

## FCC POSTS

### Division Selections Pend

SELECTION of top personnel to serve under FCC Broadcast Bureau Chief Curtis Plummer was still pending last weekend. The newly-appointed head under the completed reorganization of the Commission along functional lines [BROADCASTING • TELECASTING, May 9], was away from his office all last week on a trip to Colorado.

It's expected that he will make the recommendations for placements shortly, with an eye to effective starting date of June 4 for Bureau operations.

Post of deputy director as well as heads of the divisions under the Bureau will probably call for GS 15 government ratings which provide for a minimum base of \$10,000 per year. Bureau Chief is understood to be one grade higher.

Divisions are Aural Facilities, Television Facilities, Renewal and Transfer, Hearing, and Rules and Standards.

Speculation last week again centered on the possibility of Harry Plotkin, assistant general counsel in charge of the broadcast operations, moving into the post of deputy director of the Bureau. Slight, if any, increase in salary would be effected in view of Mr. Plotkin's long service in his present grade.

Questioned shortly after the announced reorganization as to the possibility of his becoming a special assistant to Chairman Wayne Coy, Mr. Plotkin refused to comment. Likewise, the Chairman's office would make no statement.

## FM SETS SOUGHT

### Heavy Demand in N. C.

PLEA for more FM-AM table radios to meet a demand in North Carolina was made to General Electric Co. last week by Josh Horne, president of WCEC-WFMA (FM) Rocky Mount, N. C.

In a letter to Ernest H. Vogel, manager of marketing, General Electric Co., Mr. Horne said 700 of a consignment of 1,000 FM-AM sets received April 15 had been sold. He said the remaining 300 could be sold promptly.

The letter voiced concern over fear that GE would not produce any more FM-AM sets until mid-summer, and noted that the demand should go up because of severe static and interference during the warm months.



# FCC 'PINKO' PROBE

## Kearney Leads Faction

AMMUNITION for a proposed, so-called "pinko" probe of the FCC was being organized last week by at least one faction in Congress.

It was apparent that this Congressional group, led by Rep. Bernard W. (Pat) Kearney (R-N. Y.), is attempting to declare open season on Capitol Hill for hunting alleged "pink" elements in the FCC.

Rep. Kearney, who has introduced a resolution in the House (H Res 214) to set up a select committee to investigate the organization, personnel and activities of the FCC [BROADCASTING • TELECASTING, May 7], may receive strong support in the House Rules Committee from Rep. Eugene Cox (D-Ga.).

It was Rep. Cox and Mississippi Democrat John Rankin who steam-rolled a cut in FCC funds in the House May 4 (see editorial, page 56, appropriations story page 25).

Both Congressmen bitterly denounced the Commission. Rep. Cox charged FCC with being a "dangerous agency." Rep. Rankin asserted funds should be withheld from FCC until it "cleans house."

Whether these scorching attacks on the FCC will dovetail into Rep. Kearney's proposal was moot. Rep. Cox told BROADCASTING • TELECASTING that he has not yet taken a position on the Kearney Resolution.

Rep. Cox, who fathered a probe of FCC during 1943-44, said the Kearney resolution would have to be considered as a request for "an entirely new investigation in an entirely new atmosphere."

It was learned that Rep. Harris Ellsworth (R-Ore.), part-interest holder in KRNR Roseburg, Ore., has questioned Rep. Kearney about his proposal.

While Rep. Kearney has been holding back on making an "official" and detailed statement on the purpose of his probe, enough information has been made known to form a general outline of what the Congressman would hope to accomplish.

### Interested in Personnel

Primarily, he is interested in FCC personnel. It is understood that Rep. Kearney believes he has information which indicates alleged "leftish and pinkish" tendencies both in "ideas and thinking" within the Commission.

He thinks that such an important agency in the government should be screened carefully. Rep. Kearney apparently wants "heart-to-heart" talks with members of the Commission and the FCC's key personnel.

It is further known that the New Yorker wishes to know more about the granting of licenses to certain stations. In particular cases, he is of the opinion that "undue influence" was extended within the FCC. He is known to have "correspondence" in his possession

dealing with the general situation.

Other factors have been pointed out. Rep. Kearney is second ranking GOP member of the House Un-American Activities Committee.

Congress is of an investigative mood. An inquiry into FCC personnel and activities, with a search for alleged communist sympathizers, would possibly fit into the political pattern. It could well cast overtones in anticipation of the national elections in 1952.

Rep. Cox set off the one-day anti-FCC crusade, which succeeded in its purpose of lopping off substantial funds for fiscal 1952, by saying the agency "because of its mischievous behavior [has been] one of the most dangerous." He called the Commission "an aggregation which with few exceptions has been for the past 15 or 16 years made up of pinks and reds and it has been operated in a manner comparable with what would be expected of hired agents of Moscow."

Alluding to the ill-celebrated Amerasia case, the Congressman declared "there must have existed in the Communications Commission a Communist cell in order for Amerasia to have obtained the highly secret documents it got from that source."

An almost equally antiquated

case—that of Metropolitan Broadcasting Corp. which had operated WQQW Washington (now WGMS Washington) was dusted off by Rep. Cox. The corporation has since been reorganized and the stock has changed hands.

Charging that the FCC's "legal department has for years controlled the Commission," Rep. Cox accused the FCC of "rather than operate in an endeavor to develop broadcasting, has sought to dominate, to control, and to terrorize the communication operators everywhere."

### Cox Attacks Coy

Directing his fire at Chairman Wayne Coy, Rep. Cox alleged FCC as being "dominated" by *The Washington Post*. In support of this allegation, the Georgian talked of Chairman Coy when he was vice president in charge of the *Post's* radio operations (WINX). He asserted that after Mr. Coy became chairman, "in 1948 . . . Eugene Meyer and *The Washington Post* were permitted" to purchase majority stock in WTOP-AM-FM-TV from CBS.

Rep. Cox stated flatly: "As a matter of fact, of all the agencies of the government, this is the one about which Congress should busy itself in the interest of purging

## RADIO FIRST

NEW JERSEY broadcasters faced two critical problems at their spring meeting last Thursday—the radio rate crisis and the role they will take in case of enemy attack.

Meeting at the Ritz-Carlton Hotel, Atlantic City, the state's station operators were told they will be "the first means of direct communication with the public." The statement was made by Thomas S. Dignan, New Jersey's Deputy Director of Civil Defense.

As to the rate problem, William B. Ryan, president of Broadcast Advertising Bureau, outlined BAB's plans to meet the situation head-on, calling for station support as the industry's sales promotion agency takes the lead in meeting onslaughts from buyers of time and competing media.

Mr. Dignan said: "If the bombs fall it is going to be your defense network we will use to tell the public the who, what, when, where and why. People are going to want to know if water is safe to drink, if there will be transportation available, what roads to use, if there is still danger. These first important questions are going to be answered by civil defense officials over the Defense Radio Network. In disaster areas where it will be life and death, we can't wait for the presses to roll. We'll have to have the Defense Radio Network."

Fred Weber, WFBG Atlantic City, acting civil defense director of the association, discussed broadcast operations during and after enemy air raids. Mr. Dignan presented a citation of merit to Maj. James L. Howe, U. S. Continental

### In Case of Attack; BAB's Rate Role

Air Command, for pioneering in development of the New Jersey network. Mr. Howe is president of WCTC New Brunswick.

Carl Mark, WTTM Trenton, presided at the two-day meeting as association president. The association was authorized to work for passage of a state bill giving radio equal privileges with the press in immunity for news sources.

Closer cooperation among radio stations to aggressively sell the medium was urged by Mr. Ryan. He told the broadcasters that radio should be sold on the basis of its total values, and that it should offer documented proof of cumulative audiences, well designed merchandising and others sales research and promotion tools to realize its full sales potential.

Pointing out that there are today more hours of radio listening than in 1946-47, according to Neilsen, Mr. Ryan excoriated destructive sales tactics such as P.I. deals, unmitigated rate cutting and other unconstructive tactics.

With respect to rates Mr. Ryan explained that the advertiser will stand by until he is sure that the rates are at the lowest point. Responsible broadcasters can and should get together locally to plan and promote, he said.



NEW YORK timebuyers were guests at a buffet luncheon hosted by WRVA Richmond, Va., in the WRVA theatre where the station's *Calling All Cooks* originates every Saturday morning. In the foreground are (l to r) Fred Cusick, Dancer-Fitzgerald-Sample; Gertrude Scanlan BBDO, and Henry Untermeyer, CBS radio sales. Jack Stone, WRVA promotion manager, is at upper left.

and set up in its stead a new agency that will be imbued with the love of its own country."

From Rep. Rankin came the observation that Rep. Cox's statement "shows that this outfit is literally honey-combed with Communist or fellow travelers."

In reference to his committee probe of FCC in the early forties Rep. Cox asserted that the "White House, then presided over by President Roosevelt, intervened" and "impounded" files of the FCC, the armed forces, as well as of the Budget Bureau. ". . . Insofar as I know there they still are," he said.

Chairman Albert Thomas (D-Tex.) of the House Appropriation Subcommittee on Independent Offices, swung to FCC's defense. I was his committee that had commended the job FCC has accomplished in its functional reorganization [BROADCASTING • TELECASTING, May 7].

### Rankin 'Has Forgotten'

Confronting Rep. Rankin, the Texan said Rep. Rankin "has forgotten what the FCC does. I know the gentleman would not want to cut out the regulatory powers of that agency which holds down our long-distance and telephone rates . . ."

On personnel, Rep. Thomas said he could not agree with the arguments presented. Referring to Comr. Robert F. Jones, Rep. Thomas said: "He is no more Communist than this table is. He is a loyal American, and the same applies to Wayne Coy, the able Chairman, and to other members of the Commission." Later in debate he named Comrs. George Sterlin and Paul Walker as members of the Commission whom he considered had equal "character and integrity."

He reminded his colleagues the FCC has a "tremendous load" and cited various cuts in personnel voted by the Congress in recent years.



# RATE CONFUSION

**Hooper Sets Revision Urged by Michaels**

REVISION of Hoopering figures covering TV listening to remove confusion arising from comparisons with radio reports was announced last week by C. E. Hooper, head of the research firm bearing his name.

Mr. Hooper's action was disclosed in a letter to Bill Michaels, station manager of KABC San Antonio.

Mr. Michaels had contended that radio was prejudiced because audience ratings for radio show percentage of all homes, whereas Hoopering TV figures are based merely on percentage of TV homes.

The issue arose when Mr. Michaels informed Mr. Hooper he felt the confusion worked "to the definite disadvantage of AM and advantage of TV."

Explaining his position, Mr. Michaels wrote:

Ever since I can remember, until TV entered the picture, a Hooper

"rating" indicated a specific percentage of overall population listening to a given radio program within a definite geographic area, subject to some very minor adjustments to project over both telephone and non-telephone homes. To the best of my knowledge all calls were counted, and if a home didn't happen to have a radio the call was not discarded—merely regarded as a non-listener. In my opinion this is the proper and simplest way to handle it, since the number of non-radio homes was insignificant.

Well and good, until TV entered the survey picture. Then, because the number of TV homes was very minor as compared to AM homes, and because it was relatively easy a couple of years ago to keep track of the TV homes, we started a new method of calculating "TV Ratings." These "ratings" were based not on overall random calls, but on calls to TV homes only. So that if TV homes made up only 5% of the total homes, and half of that 5% were viewing a given program we came up with a TV rating of not 2.5 as the same

number of listeners would yield on AM, but a 50.0.

And let's not kid ourselves, a great many of the advertisers and buyers not actually digging into the foundation and basis, were at least partially deluded and misled—and some still are. How much indirect damage and business this has caused AM advertisers it is hard to say. But let's not deceive ourselves that AM is not being hurt by the confusion.

As more and more TV stations take the air, we can expect a continued subdivision of audience to the point where it is going to be more confusing than ever, and even more detrimental to the AM picture. For as some of the 44.0s approach 20.0s for the TV shows, it will be less apparent than ever that AM figures apply to overall population and TV figures to an arbitrarily limited group.

Mr. Hooper responded by introducing the words "TV-Home" before the word "Hooperatings." He said he believed the day will come when radio and television ratings will be reported on an all-home base.

In reply, Mr. Michaels said he considered the new designation "the first step in correcting the problem." He suggested the following type of entry be placed at the bottom of each rating sheet: "Ratio of TV-Home Rating to Overall Rating:  $\frac{1}{8}$  or 12.5%."

## RADIO-TV STUDY

**House Group Interested**

PECULATION that the House committee on Un-American Activities may turn a probing eye to the radio and television industry sometime before Congress adjourns was held out last week.

There apparently was some sentiment for at least a minor investigation of possible Communist infiltration in the broadcasting field, although one committee member declined to be quoted by name and others were unreachable.

The possibility of hearings involving radio and television personalities was advanced as the committee prepared to resume sessions on its Hollywood entertainment probe tomorrow (Tuesday). It was understood, however, that the radio-TV phase would not be pursued exclusively until completion of the present hearings.

Lending weight to a possible broadcasting probe was the disclosure last week that at least one radio writer and one TV producer already have been subpoenaed from the industry. Their identities were not revealed.

Chairman John Wood (D-Ga.) of the committee and Chief Counsel Frank Tavenner Jr. were unavailable last week, with the result that no authoritative answer on the radio-TV query could be obtained. But one committee member expressed feeling that the current entertainment probe should not be limited to motion pictures but be extended to the mushrooming TV industry and even radio. Sam Moore, former head of the Radio Writers Guild and a radio writer, already has testified before the committee. Abe Burrows, a television entertainer, also has either been served or tabbed for subpoena and is expected to appear in future sessions.

A Republican member who is said to favor such a probe is Rep. Harold Velde (R-Ill.), a former FBI investigator. Still another, Rep. Francis Walter (D-Pa.), second ranking majority member on the committee.

## RING PLAN FUNDS

PRESIDENT Truman's "Campaign of Truth"—envisioning a worldwide network ring of radio stations and ship-borne transmitters designed to pierce Iron Curtain countries—was temporarily deprived of supplemental funds on Capitol Hill last week.

The Senate elected to by-pass floor debate on fresh Voice of America expenditures, thus sustaining the recommendations of the Senate Appropriations Committee and, earlier, the House. But State Dept. officials were to have re-submitted testimony in support of additional monies for new transmitter facilities during hearings on the department's regular 1951-52 budget. The Voice supplemental was cut 90%.

At the same time the upper chamber also backed up substantially the recommendations of the Senate group relating to fund cuts for the Federal Civil Defense Administration. Radio transmitter and other equipment for "the nerve system of civil defense" was not affected, however, and in fact received a boost over House levels. But appropriations to educate "the man on the street" by radio, TV and other media were pared.

In backing House action that pared the Voice appropriation from a requested \$97.5 million to \$9,533,939, the Senate group said it also had denied these additional funds "in view of the urgency" in connection with the bill together "with the necessity for securing complete details" on such a vast

program. The committee vote was 10-9 for the cut.

Edward W. Barrett, Assistant Secretary of State for Public Affairs, had told the Senate Appropriations Committee during hearings that the proposed \$97.5 million was "exclusively a capital investment budget solely for the construction of the very major radio facilities" and did not involve funds for production of radio programs.

The "Ring Plan," he said, envisions a system of 14 strategically-located relay bases, fed through U. S. outlets, which would, when completed, "literally blast the Voice of America through to all critical areas." He said one-third of the project "has been completed or is in the process of completion."

### Seven Transmitter Project

The \$9 million-plus figure voted by the House and Senate represents funds earmarked for seven transmitter projects already authorized, with the remainder originally tabbed for new facilities [BROADCASTING • TELECASTING, April 16]. Mr. Barrett estimated that \$50 million of the sum requested would have been used to place orders for electronic equipment, power plants and steel.

Foy D. Kohler, chief, International Broadcasting Division (Voice), said that as a result of findings by James D. Shouse, Crosley Broadcasting Corp., NARTB President Justin Miller and others, the Voice hopes to initiate new programs on the Continent, to be in-

## NEW AM STATION

**WANT Richmond Now on Air**

WANT Richmond, Va., began broadcasting May 4 on 990 kc with 1 kw daytime, affiliated with UBC. Glen A. Harmon is general manager, Theodore Austin program director and Silas Bell chief engineer. Sports and music are featured with Negro disc jockeys, Milton Johnson and Wilbur Lewis.

The station brings Washington Senator baseball games to Richmond, sponsored by Old Georgetown Beer, made by the Christian Heurich Brewing Co., Washington.

## Electronics Conference

AN industrial electronics conference will be held May 22 at Hotel Carter, Cleveland. The conference will be sponsored jointly by the Cleveland sections of the Institute of Radio Engineers and the American Institute of Electrical Engineers. Among those scheduled to speak are Dr. Eugene Mettalmann consulting engineer; Edward W. Chapin, chief FCC laboratory; Wilfred L. Atwood, manufacturing engineer; I. S. Coggeshall, national president of IRE, and Marvin Hobbs, chief, electronics division, Munitions Board.

## Senate Upholds Cut

egrated with the shortwave operation out of the U. S.

Sen. Joseph McCarthy (R-Wis.), sitting in on the State Dept. request, took an active part in the line of questioning, particularly on queries involving department personnel and distribution of small portable radio sets overseas, as well as the proposed Vagabond project envisioning ship-laden transmitters. Tests get underway in July. Such a project, according to Mr. Barrett, may cost slightly more to install and operate.

Sen. McCarthy stated that he is "much more disturbed" about the broadcast of certain "tripe" than what appeared to be Communist propaganda. He referred to a program giving Arabic women advice on knowing "whether or not you are truly in love."

On civil defense funds, the Senate slashed in half funds voted by the House but increased operational monies appreciably. The warning and communications system, comprising organizational equipment and operating costs, was allotted \$4 million.

The Senate group, however, pared Audio-Visual and other media information activities from the House-approved \$890,000 to \$500,000 after strong protests from Millard F. Caldwell Jr., Federal Civil Defense Administrator. The House had slashed operating costs considerably and simultaneously urged greater emphasis on the educational program through radio, TV and other media.



# SET TARIFFS CUT

Import Levy down 25 to 50%

LEVIES on the import of radio and television sets, as well as a host of musical instruments, will be pared drastically—from 25% to 50%—under an agreement reached at a 30-country tariff conference held in Torquay, England. The reduced tariffs are expected to become effective upon ratification by each country, sometime within the next six months.

At the same time it was agreed that duties on zinc, aluminum, lead and other raw materials—all vital for electronics manufacture—will be cut anywhere from 20% to 30%. Countries involved in the agreement include England, France, Canada, Italy, Germany, Norway, Turkey and Sweden, all of whom will, in turn, cut their levies on import of U. S. goods.

One effect on American radio-TV and other equipment producers is likely to be price cuts in a number of items, possibly radio-TV sets and phonographs, and thus stiffer competition in the United States—providing price boosts don't nullify the lowered imports.

Export demand for radio receiving tubes and receivers has increased steadily in recent months. Dollar value of tubes covered by applications for export licenses during the first quarter of 1951, for example, has almost equaled total exports to many countries for all of 1950.

Mounting export demand for tubes is attributed to expanded defense programs, greater dollar availability, TV developments, need for replacement tubes, advance buying and duplication of orders. Because of these demands, an Electronic Equipment Advisory Committee has advised the Commerce Dept.'s International Trade Office, priority assistance is greatly needed to further mutual defense efforts.

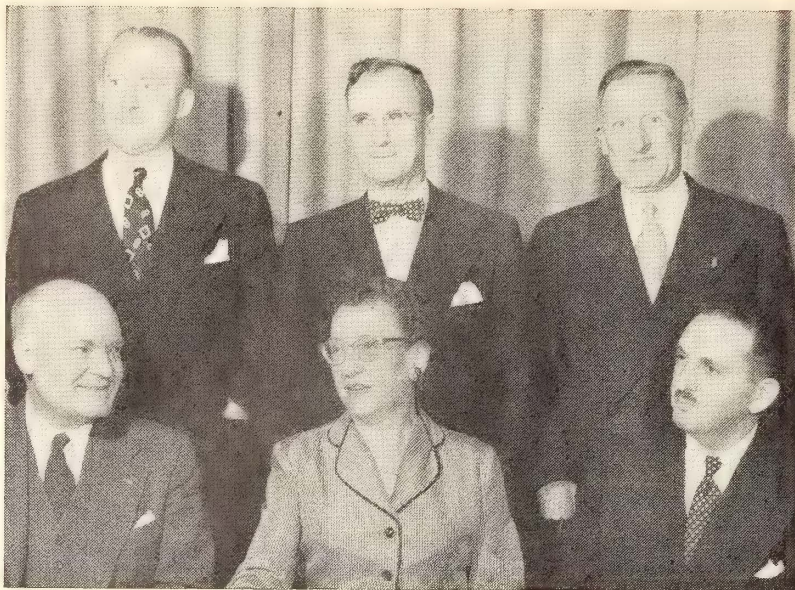
Top exporters of all electronic equipment dollarwise for the first quarter of 1951 were Italy, Belgium, France, Sweden, Switzerland and Spain. Export applications approved for that period total \$1,567,000 compared to \$1,556,800 for the 12 months of last year.

## AFRA CONTRACT

HCL Negotiations Opened

LOS ANGELES Local, American Federation of Radio Artists, is slated to open contract negotiations this week with 13 independent stations for cost-of-living increases for staff announcers. The union's reopening contract was signed with the stations in September 1950.

In accordance with a clause contained therein, the contract could be reopened in six months, if the cost of living rose 10 points. Stations negotiating are KFAC KFVB KFVD KMPC KGFI KRKD KLAC Los Angeles; KXLA KWKW KALI Pasadena; KGER and KOFX Long Beach, and KIEV Glendale.



PREPARATIONS for the 47th annual convention of the Advertising Federation of America in St. Louis, June 10-13, are made at a pre-convention rally at the Advertising Club of New York by (l to r, seated): Roger Barton, editor, Advertising Agency; Mrs. Sara Pennoyer, vice president, James T. McCreery & Co.; Ned Baron, sales promotion manager, Interstate Department Stores Inc.; (standing) John A. Thomas, head of television account service for BBDO; Elon G. Borton, AFA president, and Eugene S. Thomas, general manager, WOR-TV New York. All are scheduled to speak at the convention.

## AFA MEETING

Convention to Draw VIP's

ADVERTISING and media executives will mingle with top government and military officials at the 47th annual convention of the Advertising Federation of America, to be held June 10-13 at the Chase Hotel, St. Louis, with the convention theme of "Advertising's Opportunities in a Mobilization Economy."

Opening general convention session on Monday, with Eugene S. Thomas, general manager, WOR-TV New York, and convention program chairman, presiding, will present three speakers on the subject "Special Jobs for Advertising in 1951": Samuel C. Gale, vice president, General Mills, speaking on "Public Service"; Arthur C. Fatt, executive vice president, Grey Advertising Agency, on "Combating Shortages and Loss of Quality," and Brig. Gen. Frank Howley, former American commandant of Berlin, on "The World Picture." Charles Sawyer, Secretary of Commerce, will address the Monday general luncheon.

Other Highlights

Other agenda highlights:

Tuesday morning general session, on "Special Advertising Problems in 1951," will include reports on "Prospect and Consumer Service" by Roger Barton, editor, Advertising Agency; "Government Regulations" by Ralph Hardy, government relations director, NARTB; "Government Taxes" by J. K. Lasser, tax consultant, and "Future of Our Economy" by Dr. Paul Nystrom, Columbia U. professor of marketing. Fairfax M. Cone, board chairman, Foote, Cone & Belding, will be the Tuesday luncheon speaker.

Millard Caldwell, Civil Defense Administrator, will address the general club session Monday afternoon. Tues-

day afternoon will be devoted to the annual AFA business meeting. Three departmental sessions will be held Wednesday morning, including one on television, at which John A. Thomas, head of TV account service, BBDO, New York, will discuss "Tested Methods of Avoiding TV." Other speakers at this session are still to be announced. Other departmentals will be devoted to retail and industrial advertising.

The Erma Proetz Award for the "Advertising Woman of the Year" will be presented at a Sunday "brunch" session which will officially open the convention. The high school essay contest winner will be presented at Monday's luncheon when the governors of the Mississippi Valley states will be guests, and the club achievement awards at the Wednesday luncheon which will conclude the convention.

Scheduled convention entertainment includes a Sunday cocktail party, a "trademark" costume party on Monday and a "speakerless" banquet and dance on Tuesday.

## RALEIGH DROPS

NBC's 'People Are Funny'

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), following the May 29 broadcast and after nine years, discontinues *People Are Funny* with Art Linkletter on 168 NBC stations, Tuesday 10:30-11 p.m. (EDT) with transcribed repeat on 71 NBC stations, Saturday, 7:30-8 p.m. (EDT).

Cancellation resulted from "inability to make a reduced budget deal with NBC for a lesser number of stations in their Tuesday time spot which would have allowed extra money for TV spot announcements," according to John Guedel, producer and co-owner with Mr. Linkletter of package. Raleigh agency is Russel M. Seeds Co., Chicago.

## BOYD RESIGNS

PRB Being Dissolved

P.R.B. Inc., New York program packaging firm, is being dissolved it was announced last week. Malcolm (Mal) Boyd, vice president and general manager, has resigned to commence theological studies toward priesthood in the Protestant Episcopal Church.

Organized in the fall of 1948, P.R.B. Inc. is equally owned by Buddy Rogers as president, his wife Mary Pickford as director and Mr. Boyd. A board member of the National Society of Television Producers, Mr. Boyd continues membership in American Television Society of New York, Academy of Television Arts & Sciences, Academy of Motion Picture Arts & Sciences, and Hollywood Ad Club.

PRB's dissolution will not affect applications of Miss Pickford for TV facilities in Winston-Salem and Durham, N. C. [BROADCASTING TELECASTING, April 25, 1949] Spokesman last Friday reiterated that Miss Pickford will vigorously pursue these applications as soon as the TV freeze is lifted.

## KOWL IS SUED

Pastor Asks \$100,000

SUIT for \$100,000 damages has been filed in Los Angeles Federal Court against KOWL Santa Monica, Calif., by Rev. Clayton D. Russell who charges his reputation was injured by intimations that he was favorable to Communism.

Rev. Russell, pastor of People's Independent Church of Christ, Los Angeles, according to the complaint, broadcast his sermons at church services weekly over KOWL until Oct. 24 last, when they were suddenly cancelled. In explanation of the termination, the pastor charges, KOWL released a statement which said his name had appeared on lists of persons "supposed to be friendly to Communist front organizations."

However, the station added: "We have watched his sermons closely and he has never uttered a word that could be objected to and we do not think he is a Communist. But we don't want to take any chances. In addition to damages, Rev. Russell asks the court to compel KOWL to restore his broadcasts."

## STORE JINGLES

WBS Reports Sales Upsurge

UPSURGE in buying of commercial jingles by department store and menswear establishments was reported last week by World Broadcasting System. Many of the local buyers, it said, were using radio for the first time.

World executives were reported to feel that such firms were "wid open" for being sold radio time "when presented with the right tool to do a selling job in their communities," although no general trend was seen. World affiliate during April reported 28 contracts for 26-or-more weeks with such sponsors.



COPYRIGHT LAW

INQUIRY has been made by a House Judiciary subcommittee on whether the copyright law should be broadened to protect recording rights of authors of poems and novels.

The law already affords rights to authors of dramatic works.

If the bill were enacted, it is claimed radio and TV stations would have to ask permission of the author before airing either the composition itself or an excerpt.

As pointed out by Vince Wasilewski, NARTB attorney, who opposed the amendment (HR 3589) to the copyright act, it would also penalize the broadcaster for carrying an individual's speech wherein a quotation from a literary work is included, even though the speaker cleared the quotation with the author. The station, itself, it was understood, would also have to seek permission.

Complete Overhaul

The NARTB spokesman asked that Congress overhaul the act completely rather than act on it piecemeal. He said the \$250 penalty involved against the broadcaster would apply, under the act, if the station happened to air any part of the authors' works.

He said such a provision might go beyond its intent and could even be interpreted as preventive to the "reciting of a poem on the floor of Congress."

A Congressman, who transcribed this program for rebroadcast by the home station, not only would have to clear any quotation with the author but the station airing the speech also would necessarily need the author's approval.

Mr. Wasilewski said "the sole effect of this bill is to put into the hands of the author and book publishers a very big bargaining stick in the form of the \$250 infringement penalty . . . any small group of authors of publishers will be able to form a licensing society and then go to every broadcasting station in the country and negotiate with each for a license."

If the station refused to sign a contract, he theorized, "it would be a . . . simple matter for the group to monitor that station . . . and if the station innocently broadcasts a copyrighted literary work—even an advertisement—the station would be faced with a



HOLLIS SEAVEY (l), MBS director of Washington operations, accepts a plaque for Gabriel Heatter, MBS commentator, from Sen. Richard Nixon (R-Calif.). The award, from the Santa Ana Detachment of the Marine Corps League, was made to Mr. Heatter for his "unselfish aid and assistance to the league."

NARTB Objects To Amendment

★ liability of \$250 at the minimum. . . . Consequently the station could be coerced into taking the license, not as payment for something which it intends to utilize in its broadcasts, but more as an insurance policy."

The Authors League of America said it regretted that Congress did not foresee radio, TV and long-playing records when it drafted the copyright laws in 1909. John Schulman, the league's general counsel, spoke in favor of the measure, asking Congress to stop the presentation or recording of copyrighted novels or poems.

For the broadcast of these literary works, Mr. Schulman declared, the authors collect no royalties.

The American Book Publishers Council in a statement entered in the record echoed this sentiment.

Another group testifying was the American Society of Composers, Authors and Publishers. Herman Finkelstein, general attorney, pointed out that today long-playing

GAMBLING BAN

Legislation in 'Draft' Form

LEGISLATION to carry out a proposed ban and regulation of interstate transmission of gambling information is in "draft" form, Chairman Herbert R. O'Connor (D-Md.), of the Senate Crime Investigating Committee, said last Thursday.

Sen. O'Connor said the bills would be introduced "quite promptly." They will embody recommendations as contained in the crime probes' third and final interim report released a fortnight ago [BROADCASTING • TELECASTING, May 7].

There are eight bills in all. Two of them would carry out the suggestions on gambling information. Presumably they would (1) ban transmission of bets and wages in interstate commerce and (2) outline licensing procedure for firms engaged primarily in the distribution of gambling information.

The licensing bill, according to Sen. O'Connor and Richard G. Moser, chief committee counsel, who succeeds Rudolph Halley in that position, would be aimed at the nationwide racing news service (Continental Press Service) and would not be designed to restrict regular news services nor to interfere with press freedom.

It is believed the bills dealing with gambling data will be sent to the Senate Interstate Commerce Committee. That committee has been designated as the Senate group to take over the crime probing activities upon expiration of the special crime committee in September.

records can condense a novel into a single reading. These developments, he said, have brought profit to the phonograph record manufacturers and to the recording artists but no comparable return to the author. This would apply to the broadcast of these records as well as to live performances.

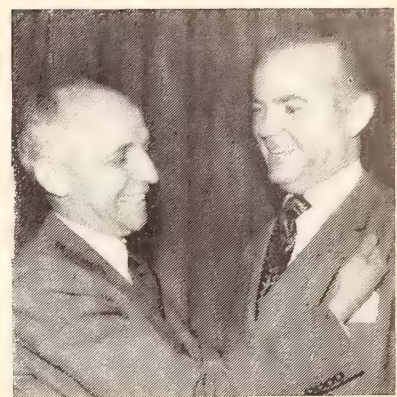
AP's NEWS FILM

Shows Income Potential

A COLOR film about public interest in radio news and news presentation, "Your News and Its Revenue Potential," was shown at the spring meeting of the Kansas Assn. of Associated Press Broadcasters in Wichita April 29, AP reported last week.

The film was shown to 36 broadcasters and five AP representatives attending the meeting by Oliver Gramling, AP assistant general manager.

A monthly contest for the best news story turned in by a radio member was voted by the association, which discussed plans for radio members protecting AP on news breaks, and elected as vice chairman Thad Sandstrom, of KSEK Pittsburg, Kan. The term of Chairman George Gow of KANS Wichita has six months to run.



JOSEPH A. McDONALD (l), ABC vice president, pins a membership insignia on the lapel of Johnny Olsen, host of the Philip Morris Luncheon Club, welcoming him to membership in the Radio Pioneers Club. The club is reserved for those who have served at least 20 continuous years in radio broadcasting. Mr. Olsen received the award May 11, climaxing a week-long celebration of his 25 years in show business.

LABOR DISPUTE

AFL, CIO Compete in L. A.

AFL's IBEW and IATSE planned further steps this week to check the "invasion" by CIO's NABET into the radio and television fields.

Nine Los Angeles representatives of all local AFL entertainment unions were slated to meet early this week to consider plans drawn up by a special sub-committee. The recently appointed sub-committee, made up of representatives of eight AFL unions, has been meeting to plan the organization of radio and TV technicians and engineers in the Los Angeles area.

First step in the AFL plan to maintain its foothold was the signing of renewal contracts two weeks ago with seven stations covering broadcast engineers. The stations were KGFJ KFVD KFAC and KRKD Los Angeles; KWKW and KALI Pasadena and KGER Long Beach.

At present IBEW represents television workers locally at KTSL KLAC-TV KTTV; NABET represents at KNBH (TV) and KECA-TV; IATSE at KTLA and KFI-TV. NABET advocates setting up one union for all engineers and technicians.

BOSTON REC

Shea Elected President

EDMUND J. SHEA, radio and television director, James T. Chirug Co., Boston agency, was elected president of the Radio Executives Club of Boston at a meeting May 2 in the Hotel Touraine.

Other officers elected were:

W. C. Swartley, manager, WBZ-AM-FM-TV Boston, first vice president; Elmer Kettell, Kettel-Carter, station representative, second vice president; Rudolph Bruce, advertising manager, New England Coke Co., treasurer, and Paul Provandie, Hoag and Provandie advertising agency, secretary. Named to the board of directors were William B. McGrath, managing director, WHDH, representing Boston radio stations; Nathan Herman, account executive, WNAC-TV, Boston TV stations; William F. Malo Sr., commercial manager, WDRC Hartford, out-of-town radio stations; Janet Gilbert, radio and TV director, Harold Cabot & Co., advertising agencies; Edmund Greene, advertising manager, Monsanto Chemical Co., advertisers; Robert C. Foster, New England manager, Paul H. Raymer Co., radio or TV station representatives, and Barbara Keane, partner, Beacon Television Features, radio or TV services.

April Box Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

	AM	FM	TV
Total authorized	2374	668	109
Total on the air	2264	652	107
Licensed (All on air)	2235	519	73
Construction permits	139	148	36
Conditional grants		1*	
Total applications pending	908	204	460
Requests for new stations	263	10	402
Requests to change existing facilities	249	28	25
Deletion of licensed stations in April	0	1	0
Deletion of construction permits	2	5	0

\* On the air



## Building Bottleneck

(Continued from page 23)

in authoritative legal and government circles last week, it appeared that the issuance of authorizations would hinge on these criteria:

- Grants or permits already issued by the Commission would be taken into consideration by NPA before recommendations are made.

- The existence of current AFM-FM-TV facilities within any one community would be studied.

In the latter instance, the view of competent authorities is that authorization for, say, an AM station facility in a city already claiming four or five such facilities, would be denied. A request to commence FM station construction in a market with few or no such stations, on the other hand, probably would be allowed, it was speculated.

In cases where AM or FM facilities are virtually non-existent, permits might be authorized to alleviate a "hardship" and not deprive the community of a vital service.

The NPA order also specifies construction of television stations, but this is regarded as academic in view of the FCC freeze on new TV station grants. Manufacturers of radio-TV equipment—the regulation spells out "building, structure or project"—are not affected save those who would seek to expand present plans, it was explained.

### Interpretations Offered

The regulation poses various situations involving station construction in various steps. NPA's general counsel office offered these interpretations, ruling that authorizations would be needed where:

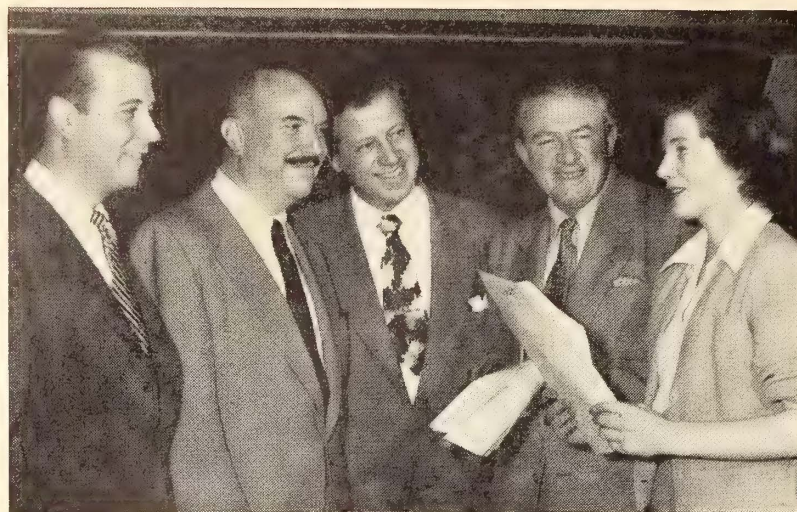
(1) A broadcaster has been granted a CP but has made no expenditures in contracts or begun actual construction.

(2) A broadcaster may have obligated "moderate or reasonable funds" for equipment but has done nothing toward actual construction or site clearance.

In the latter instance, NPA authorities felt that any such authorization would be granted if filed.

Broadcasters who already have completed certain construction phases on designated sites—like the sinking of pilings—would not be required to file for permits. But the order provides that "no person shall accept an order for, sell, deliver . . . material, equipment or supplies (transmitters, steel towers, etc.) which he knows, or has reason to believe, will be used in violation of . . . the order."

Commencement of construction was defined to include "substantial site clearance (including demolition of buildings or structures), preliminary to the start of or incident to the work on a new building, structure or project; or to incorporate into a building, structure, or project, substantial quantities of materials which are to be an integral and permanent part



**SARAH CHURCHILL**, daughter of the former British prime minister, received ample male encouragement when she made her radio debut over the CBS network May 3 on the *Hallmark Playhouse* drama series. Miss Churchill starred in a dramatization of the novel, *A Breath of Air*. L to r: Hugh Lucas and Ed Cashman, of Foote, Cone & Belding, agency for the show sponsored by Hallmark Cards; Bill Gay, producer-director; James Hilton, British author, host and narrator, and Miss Churchill.

of such building, structure, or project."

The new regulation, which amends an earlier order exempting radio and television broadcasting [BROADCASTING • TELECASTING, Jan. 22], will also include newspaper printing and duplicating plants. In that respect, industry authorities felt that it is "not discriminatory" and in fact includes all industrial facilities.

It was recalled that as far back as last October, when NPA first issued its construction order, the agency warned that anyone starting construction not on its prohibited list but which "does not further the defense effort," would run the risk of being unable to finish construction [BROADCASTING • TELECASTING, Oct. 30, 1950].

A breakdown on outstanding grants for which authorizations will be needed was not available last week. FCC currently has on record, however, an estimated 264 AM and 12 FM applications pending, and 139 AM and 4 FM in hearing. CPs have been issued for 142 new AM and 150 FM outlets, which are involved in varying degrees of contract obligation or actual construction.

Observers raised the issue of cases now in hearing before the Commission—whether FCC will proceed with actual hearings. The Commission had adopted no policy as of last Thursday.

NARTB legal and government officials last week maintained close contact with NPA and the FCC as they attempted to weigh the import of the agency's action on new construction in the broadcast field.

NPA also provided in its order that reconstruction of facilities damaged in a disaster or any "Act of God" would be permitted after repair and maintenance as well as alteration and additions within the limits of \$5,000 for any 12-month period. The \$5,000 figure includes only actual construction costs. And a limitation of 25 tons of steel is imposed.

The chain of procedure for applying for authorization, as tentatively seen last week, would be along these lines:

Broadcasters are instructed to apply on NPAF-24 to their nearest Dept. of Commerce regional office—in the area where construction is desired. The local office would then process the applications to NPA, which would then channel them to the agency's Construction Controls Division in Washington. Applications must be accompanied by complete, detailed plans and specifications, as well as a list of the materials to be used.

Authorities in the Construction Controls Division indicated last week that they probably would consult with NPA's Electronics Products Division and also FCC on occasion. The division then would submit its recommendations to NPA Administrator Manly Fleischmann for final determination.

### Cottone Is Liaison

FCC General Counsel Benedict Cottone has been serving as liaison for the Commission in its contacts with NPA. Mr. Cottone said last week he has attended some preliminary meetings with the agency but expressed surprise at the order. He added that no specific procedure has been evolved relating to FCC-NPA liaison.

Officials emphasized that requests will be decided "on the merits of individual cases" on the basis on types of materials needed and the possible hardship a denial of the request would have on the respective community. This is the primary criteria on which the government will act, it was stressed. Other considerations will involve furthering "of the defense effort" and essentiality "to maintenance of public health, safety and welfare."

In issuing the regulation, NPA said the action was taken to "promote further conservation of steel and other construction materials in the interest of the defense pro-

gram and to coordinate requirements of the industry with NPA's Controlled Materials Plan."

At the same time officials expressed hope that the new program also will help save vital supplies of copper and aluminum which, together with steel, will be allocated under NPA's Controlled Materials Plan beginning July 1. The order is aimed primarily at use of structural steel, which may become more plentiful in the next few years.

As of now, further radio-TV construction is "less essential" alongside of defense and defense supporting programs, it was held. Falling under the order would be proposed radio and television centers and other projects. The original order was directed at new buildings for amusement, recreational or entertainment purposes.

The order was issued following a meeting of NPA officials with a Construction Industry Advisory Committee. Broadcast industry advisory representatives were not consulted, nor were publishers' industry groups. The move also was taken without previous consultation with Electronics Products Division and its chief, John G. Daley.

### Follows Equipment Order

The virtual construction ban came, ironically enough, only a week after NPA had tabbed commercial radio and TV equipment (transmitters, amplifiers, radio receiving tubes and other equipment as "essential" and earmarked all locations of steel, copper and aluminum for the industry. The earlier order made no such provision for home type radio-TV set [BROADCASTING • TELECASTING May 7].

Designation of transmitting tubes and other equipment as "essential" was held in some quarters as partly academic now, especially in cases involving new station facilities as distinct from orders for replacement products.

Meanwhile, the government did take steps last week to assure supply of nickel for use by the receiving tube industry during May and June. NPA allotted 200,000 and 180,000 pounds for those respective months, but pointed out that even this sum represents a reduction in the "minimum nickel requirements" given by an industry advisory committee.

These quantities should, however, tide the tube industry over on a minimum operating basis in light of industry conservation programs and the increasing scarcity of the metal.

The tube industry had assured government officials earlier that adequate supplies of tubes would be channeled through tube distributors for replacement purposes. NPA explained that tubes for new home radio and television sets will be available "only after all other needs have been met."

In a blanket move aimed at nickel users, the government clamped a limitation on deliveries for May, cutting them to 15% of

(Continued on page 38)



FALL,



WINTER,



SPRING,



→ **SUMMER,**



**LISTENERS** (NOT SEASONS)

**MAKE THE AUDIENCE!**

By now, almost everyone agrees that Summertime radio provides as many (if not more) listeners than any other season.

This fact has been proven by many surveys and just plain common sense. Less than 7 percent of the nation's people are on vacation at any one time. And when they go, today's vacationers take their radios with them. Iowa Radio Audience Surveys show that even during the past two years there has been a tremendous increase in sets used during the summer. *Families* owning portable sets has increased by 66,019 — *families* owning radio-equipped autos has increased 145,462 since 1948.

In Summer, radios flock to the beaches, mountains and lakes; on family picnics; they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. (The 1949 Iowa Radio Audience Survey found that 80.5% of the men and 63% of the women listened to

their auto radios when traveling more than 100 miles.)

Radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay". Actually, *people are more dependent on radio when vacationing than when at home.* If you want further facts, ask us or Free & Peters!

**W H I** 

**+ for Iowa PLUS +**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.  
National Representatives



## Spirited Bidding

(Continued from page 23)

dangers in any attempt to dissipate the assets of ABC" and that "legal action will be taken against the officials of CBS and ABC if properties of ABC are thrown on the market as a result of such agreement."

"We feel constrained to advise you in behalf of stockholders of ABC and CBS as well as the contractors having contracts with each of these companies that we will oppose before all governmental agencies and in the courts any attempt to merge these operations," Mr. Lamb wrote.

Mr. Lamb sent a copy of his letter to William S. Paley, CBS chairman of the board.

The CBS proposal involved the acquisition by that network of ABC stock at \$14 to \$15 per share. Total ABC shares outstanding as of last Jan. 1 was 1,689,017, of which Mr. Noble, his family and the Noble Foundation held about 900,000, or 57%.

Assuming CBS were able to buy the entire outstanding stock of ABC, a not inconsiderable problem in view of the fact that much of the minority bloc is held by small shareholders, the total value of the sale would be about \$25,500,000.

Under the CBS proposal, that network would take ownership of WENR-TV Chicago, WXYZ-TV Detroit and possibly KGO-TV San Francisco, all of which ABC wholly owns.

The rest of the ABC properties, embracing WJZ-AM-FM-TV New York, WENR, half-time clear channel outlet in Chicago; WXYZ Detroit, KGO San Francisco, and KECA-AM-FM-TV Los Angeles, would be acquired by General Tire at a figure between \$12 and \$15 million, assuming that the whole transaction involved 100% of the ABC stock.

### Total Price

That would mean that CBS had paid some \$13 million for the three ABC TV stations it picked up in the transaction, with the prices per station estimated at approximately \$5 million for WENR-TV Chicago, and between \$3 and \$5 million each for KGO-TV San Francisco and WXYZ-TV Detroit.

It was understood that the plan of General Tire was to dispose of both Don Lee and Yankee networks, including six of the seven AM stations it now owns. Exceptions would be the seventh AM station, WNAC Boston and its only



**DUNCAN ROSS**, assistant advertising manager, National Dairy Products Corp., was honored guest last month at a Spot Radio Clinic luncheon in the Biltmore Hotel, New York, sponsored by the National Assn. of Radio & Television Station Representatives Inc. Among those attending were (l to r) Louis Moore, Robert Meeker Assoc. Inc.; John Porterfield, Paul H. Raymer Co. Inc.; Jerry Lyons, chairman, Weed & Co.; Mr. Ross; Arthur McCoy, Avery-Knodel Inc., and Thomas Campbell, The Branham Co.

television station, WNAC-TV.

General Tire would be left with ownership of the five ABC owned AM stations, plus its original WNAC Boston, and of three TV outlets, WNAC-TV Boston, which it already owned, and ABC's KECA-TV Los Angeles and WJZ-TV New York, neither of which CBS could retain because of FCC limitations.

Authoritative sources said that MBS was the logical purchaser of the Don Lee and Yankee networks from General Tire, in which case it would mean that General Tire, which is now the biggest Mutual stockholder (38%) because of its ownership of Mutual members Don Lee and Yankee, would be pulling out of Mutual to take over the reorganized ABC.

For Mutual itself to take over the Don Lee and Yankee properties would entail a reorganization of the cooperative structure of the network. Individual station stockholders, however, could acquire the Don Lee and Yankee facilities.

These MBS stockholders, aside from General Tire, are R. H. Macy & Co. (WOR New York) and the Chicago Tribune (WGN Chicago), each holding about 19%; and Gimbel Bros. (WIP Philadelphia), the Cleveland Plain Dealer organization (WHK Cleveland), and CKLW Windsor-Detroit, each holding about 7%.

What caused the CBS-General Tire deal with ABC to bog down was Mr. Noble's desire to unload his ABC stock in exchange for other stock, rather than for cash.

CBS was unwilling to trade only in stock, preferring to offer a combination of CBS stock and debentures. CBS, presumably on advice of lawyers, feared that to deal with Mr. Noble on exclusively a stock basis would lead to a dilution of CBS stock and that such a deal might have anti-trust implications.

CBS a month ago acquired 100% ownership of Hytron Radio & Electronics Corp. for stock valued at some \$20 million. To embark on another stock transfer of the di-

mensions desired by Mr. Noble would be to risk devaluation of CBS shares, it was feared.

At about the same time that it bought Hytron, CBS borrowed \$15 million from two insurance companies, but that money was not involved in the Hytron deal.

The reappearance of IT&T as a prospective buyer of ABC introduced a new element into the negotiations. A week before, it had been reported that IT&T was one of several third parties to the ABC-CBS deal.

### Earlier Talks

Six weeks ago IT&T was disclosed to have held exploratory discussions with Mr. Noble, but a deal failed at that time because of an inability to compromise on price.

Although IT&T's cash position is excellent (it recently sold its Spanish telephone system for some \$80 million), the international communications giant was said to have managed a reentry into the ABC picture by offering what Mr. Noble wanted, an exchange of stock.

IT&T stock on the New York Stock Exchange closed at 16 last Thursday. On the same day ABC closed at 13%. ABC stock has never paid a dividend. IT&T paid 50 cents in the past 12 months.

Because IT&T has no radio or TV station holdings, it was assumed that if its quest for ABC were successful, it would retain all ABC properties intact.

IT&T, headed by Col. Sosthenes Behn, is a holding company owning far-flung communications interests, largely in Latin America. Not long ago it purchased the Farnsworth company, manufacturer of radio and television receivers. Its acquisition of ABC would place it squarely in competition in broadcasting and manufacturing with RCA and with CBS, with its newly acquired manufacturing resources.

The third prospective buyer to appear last week was United Paramount Theatres, another company that had been mentioned as a pos-

sible third party in an ABC-CBS deal.

Like IT&T, United Paramount had previously dickered with Mr. Noble to no avail. Controlled by the Balaban organization, United Paramount is the licensee of WBKB (TV) Chicago, its only TV property.

If it consummated a deal with ABC, United Paramount would be obliged to sell either WBKB (TV) or WENR-TV Chicago, which it would acquire. It would probably find a ready buyer for either of these properties in CBS.

United Paramount was separated from Paramount Famous Players, the company that produces films, after the motion picture consent decree which forced partition of production and exhibition organizations.

## WILCOX-GAY

### Firm Leases Calif. Plant

LEASING of a Burbank, Calif. plant for the manufacture of Majestic TV and radio receiver set and Wilcox-Gay Recordios for West Coast distribution has been announced by the Wilcox-Gay Corp., Charlotte, Mich.

Operation of the plant, which has 85,000 square feet of floor space and is said to have been adapted to straight-line mass production, is scheduled to begin within 30 days.

Coincident with the announcement, the company reported its largest quarterly earnings in its history. Net earnings after taxes were \$355,787 for January through March 1951; and net sales for the same period amounted to \$3,707,658. For the same period a year ago, a net loss of \$227,224 on sale of \$1,220,560 was reported.

## Regan to CBS

THE *Phil Regan Show*, sponsored by Pepsi-Cola Co. and featuring Phil Regan in a tour of armed forces camps, and defense plants, will move from NBC to CBS, beginning with the broadcast of June 3, 5:30-5:55 p.m. Agency is Bio Co., New York.

## AFCCE ELECTIONS

### Davis Voted President

GEORGE C. DAVIS, Washington consulting engineer, was elected president of the Assn. of Federal Communications Consulting Engineers, at annual elections in the Occidental Hotel in Washington April 30.

In addition to elections, the members discussed possibilities of modernizing FCC standards of engineering practices which, said Mr. Davis, have been changed little since 1939. Other officers elected were:

James C. McNary, vice president; Dr. Frank G. Kear, secretary; Frank H. McIntosh, treasurer; and Lester Carr, Everett Dillard, Ronald H. Cuyver, and John Creutz, members of the executive committee.

## Liberty's Pitch

JAMES FOSTER, executive vice president of Liberty Broadcasting System, telegraphed several ABC affiliates last week, suggesting they "secure other and permanent network affiliation in your market immediately" because of the apparent imminence of an ABC sale.



# WOAI'S ANSWER TO ANA!

(GEORGE DURAM PLEASE NOTE)

Here's WOAI coverage and cost for which the ANA recommends a 5% decrease—

	1942	1951
Radio Families.....	349,610*	767,365**
Minus TV Families.....		
(on the basis used by the ANA)		41,500***
Net "Radio-only" Families ...	349,610	725,865
Basic hour rate (network)	\$300.	\$340.
% Increase radio families....		+108%
% Increase hour rate.....		+ 13%
If rate were adjusted to audience increase, WOAI'S rate should be.....		<b>\$624</b>

\*NBC Survey, 1942: \*\*BMB — 1949 + 3.6% adjustment to 1951:

\*\*\*NBC Estimate, March 1951

**WOAI**  
**INSTEAD OF**  
**CUTTING**  
**RATE MIGHT**  
**LOGICALLY**  
**INCREASE**  
**FROM \$340**  
**TO \$624**  
**OR 84 %**

**WOAI STILL serves the Southwest at \$340 an Hour**



Represented Nationally by  
EDWARD PETRY & COMPANY, INC.  
New York, Chicago, Los Angeles, St. Louis  
Dallas, San Francisco, Detroit





## BAB's Big Chance

(Continued from page 26)

listening to extra sets, automobile sets, out-of-home listening, etc.—we have permitted newspaper-magazine research to perpetuate the grossest type of exaggeration.

All newspaper-magazine selling is based on *total circulation*. To this they add a mythical figure called "passed-on." They also multiply circulation by number of people per family. Resulting totals, of course, are terrific, but bear little relation to the facts. Even when a so-called "readership" study is made, it is not actual readership at all that is measured but only a "noting" figure, which is patently much higher than an honest readership figure.

By contrast, radio research not only limits most studies to the principal home set, ignoring the millions of extra sets in homes and elsewhere, but seldom counts all the people of the family who may be listening to different sets at the same time, both at home and away. While space media have been adding, multiplying and inflating their claims by every device (and proving *nothing*), we have been throwing a large part of our circulation away!

It is almost fantastic to realize what we have done to ourselves and what we have failed to do to our chief competitors.

The rate-cut stampede is in full

flight. If Broadcast Advertising Bureau will lay out an aggressive campaign of positive action and get immediately to work, I feel sure that most of the industry will rally round and give BAB the support it needs. The industry is looking for a leader and a standard-bearer in this time of crisis. It is a golden moment for BAB.

## ADWOMEN ELECTIONS

**Helen Berg Renamed Pres.**

HELEN BERG, vice president and director, Her Majesty Underwear Co., was re-elected president and Nadine Miller, director of press and public relations, C. E. Hooper Inc. was chosen vice president of the Advertising Women of New York at the club's annual business meeting at the Waldorf-Astoria Hotel last Tuesday.

Other new officers are: Ruth Volckmann, office manager of Sawyer-Ferguson-Wakjer Co., treasurer; Hulda Kloenne, educational director of public health committee, Paper Cup & Container Institute, corresponding secretary; Marjorie Reinert, assistant news editor, *Printer's Ink*, recording secretary. Grace Johnsen, ABC director of continuity acceptance; Jean Wade Rindlaub, BBDO vice president, and Dorothy Kemble, MBS director of continuity acceptance, were re-elected to the board of directors. The new officers will be installed at a dinner at the Waldorf-Astoria tomorrow (Tuesday).

## SPOT-A-DAY CAMPAIGN

Chicago Sponsor Lauds Radio Results

A CHICAGO sponsor who has used only one participation spot daily since mid-January on an independent station in one market is so thoroughly sold on radio's delivery per dollar that he's made it a must for future distribution areas.

The story of Thure (Terry) Anderson of suburban Park Ridge started three years ago when he ventured into the packaged food business. A salesman for many years, Mr. Anderson had known for a long time that beef has "more universal acceptance" than any other meat. He decided to experiment, and set up a cooking and slicing production line in the basement of his home. He borrowed a barbecue sauce recipe from his mother-in-law, drafted members of his family for the work, and in a year and a half produced 25,000 pounds monthly. In the meantime, he had added beef chop suey to his line of beef with natural gravy and sliced beef barbecue—and had frozen-packaged all of them. When the pound volume needed to be increased, he leased a plant nearby.

Now, on an early-morning disc show starring Bill Evans and broadcast five times weekly on WCFL Chicago, three formerly unknown products are creating customer demand and building distribution—all this for \$26.50 daily or \$132.50 weekly.

The sponsor terms results un-

believable and startling, and says it in a quiet voice. During Lent, for example, when meat products traditionally hit the bottom of the barrel sales-wise, Terry Foods Inc. saw a 9% greater volume than in December and January. This return was unique also because there were three fewer shipping days during February. Mr. Anderson figures radio alone is responsible for the rise of 9%, and actually sees the increase as between 39% and 43%, inasmuch as his volume normally drops from 30 to 35% during Lent. Sales were sustained even during the post-Lenten season, when meat sales usually hit a low-level also, Mr. Anderson said. He has earmarked a standing 5% of his net to advertising, almost all of which will continue to be used on radio.

The company, a family corporation, distributes now in about 2,000 stores, two-thirds of which are large supermarkets. When Mr. Anderson borrowed a slicer and started his business three years ago, he gained distribution in only about 300 independent stores during the first year. Retailers in towns outside Chicago have ordered Terry Foods in response to customer request, as the WCFL signal reaches many mid and southern Illinois towns where people listen regularly to "the music station."

The sponsor, who thinks AM is a far better buy than television during the daytime, chose the *Bill Evans Show* because of the personality of the m.c., a successful local announcer with many commercial shows. Although 11 other products are sold each morning, Mr. Anderson believes the sincerity and personalized approach of the star—combined with the audience WCFL delivers—can sell the product effectively. The same type of program will probably be used for Terry Foods participations in other markets later. The company is now making plans to get a federal permit for interstate shipment.

## Building Bottleneck

(Continued from page 34)

each firm's average during the first six months of 1950. Users of the metal for electronic and other purposes can continue to utilize up to 65% of that base period, however, in the unlikely event they have sufficient supplies in stock. Tube makers, however, would receive the direct allotment specified above.

At the same time NPA is advising loudspeaker manufacturers to file requests with the Electronics Products Division for authority to use copper in field windings which would enable them to supplement permanent magnet speaker production with electro-magnetic speakers. Copper already has been adopted as a substitute by producers, although its chief application is in power transformers and as a means of plating steel chassis.

NPA also announced publication of a brief, non-technical outline on principles incorporated in its CMP, which Administrator Manly Fleischmann formally announced for a July 1 target date last Thursday. Titled *ABC's of CMP* and embracing product classifications for radio and TV equipment, the booklet will be made available at NPA Washington or Commerce Dept. field offices.

## University Elections

THOMAS D. RISHWORTH, director, Radio House, U. of Texas, has been elected president of the University Assn. for Professional Radio Education. Elections were held in conjunction with Institute for Education by Radio-Television sessions in Columbus, May 3-4. Others elected were:

Leo Martin, U. of Alabama, vice president; Samuel B. Gould, Boston U., secretary-treasurer; Joe Calloway, Michigan State; Robert Hudson, U. of Illinois; and Mr. Martin, directors. Ralph Hardy, NARTB, Washington, was named industry representative. The U. of Kentucky was elected to full membership—18th university to be accepted in the association.

**50,000 WATTS  
KOB**

**ALBUQUERQUE, N. M.**

**25,000 WATTS NIGHT**

*and*

**KOB-TV**

**5,000 WATTS - CHANNEL 4**

*are now represented by*

**THE BRANHAM COMPANY**

CHICAGO NEW YORK ATLANTA CHARLOTTE DALLAS  
DETROIT MEMPHIS LOS ANGELES ST. LOUIS SAN FRANCISCO

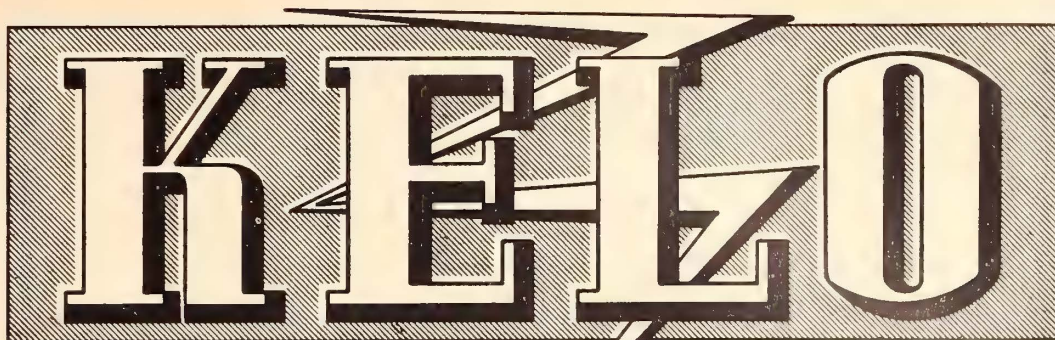
**KOB**  
NBC  
770 KC

**KOB-TV**  
NBC - CBS  
ABC - DuMont



**5000  
WATTS**

**1320 KC**



**MIDCONTINENT BROADCASTING CO., INC.  
SIOUX FALLS, SOUTH DAKOTA**



**AFFILIATE**

**MORNING, AFTERNOON AND NIGHT . . .**

**All day . . . every day**

**KELO is FIRST . . . in listening**

**A SURVEY  
OF THE  
RICHEST  
FARM  
REGION  
OF THE  
UPPER  
MIDWEST**

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
<b>Distribution of Listening Homes Among Stations:</b>				
<b>KELO</b>	<b>20.5%</b>	<b>22.2%</b>	<b>29.1%</b>	<b>24.8%</b>
STATION A	11.6	13.1	11.4	12.0
STATION B	5.3	4.9	3.0	4.2
STATION C	.3	.4	.1	.2
STATION D	.8	.6	.5	.6
STATION E	1.4	.6	1.0	1.0
STATION F*	19.6	18.3	—	10.8
STATION G	.3	.4	0	.2
STATION H*	1.9	1.4	—	.9
STATION I	14.6	12.6	23.9	17.8
STATION J	1.4	1.3	1.6	1.5
STATION K	17.6	17.2	23.1	19.8
STATION L	.5	.6	.6	.6
Other	4.2	6.4	5.7	5.6

\* Indicates Limited Time Operation  
Survey Periods: Monday through Saturday 8:00 A.M. to 10:30 P.M.  
—Sunday 12:00 Noon to 10:00 P.M.

**THE ONLY  
HUNDRED  
MILLION  
DOLLAR  
MARKET  
IN THE  
DAKOTAS**

**KELO is FIRST**

**for farm information**

**for general news**

This personal interview survey was conducted in the KELO general area concurrent with the regular coincidental telephone survey conducted during the month of March, 1951.

**QUESTION 1. Upon what station do you depend most for farm information?**

<b>KELO</b>	<b>27.8%</b>
STATION A	18.0
STATION B	16.6
STATION C	13.9
STATION D	9.1
STATION E	7.0
STATION F	2.7
STATION G	1.9
STATION H	1.6
STATION J	1.4
	<b>100.0%</b>

**QUESTION 2. Upon what station do you depend most for news?**

<b>KELO</b>	<b>25.2%</b>
STATION A	20.8
STATION B	17.9
STATION C	12.6
STATION D	9.1
STATION E	7.9
STATION F	2.5
STATION G	1.7
STATION H	1.3
STATION I	1.0
	<b>100.0%</b>

**REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.**



# DEFENSE ROLE OUTLINED At D. C. Meet

TWO-PLY role of radio-TV stations as educators and sentinels in the nation's civil defense—to disseminate vital information to the public and to alert local community planners—was outlined to state and city groups last week.

Stations will be utilized not only to educate the citizenry on the necessity of adequate instruction for survival under atomic attack but also will serve as a vital alert system in the event land lines are bombed out.

Status of current national planning was outlined during a civil defense conference of national organizations, held at the Hotel Statler, Washington, D. C., last Monday and Tuesday.

Additionally, radio and TV outlets publicized the sessions with coverage of President Truman's address Monday evening and a luncheon speech by Gov. Earl Warren of California Tuesday, which rounded out a series of panel discussions. NBC-TV telecast the Chief Executive's talk, which also was aired by all major radio networks save ABC. Gov. Warren's address was scheduled by MBS and LBS, with tape recordings made by NBC.

A feature of the conference was a comprehensive exhibit of materials supplied by the Audio-Visual

Division of the Federal Civil Defense Administration. Included in the display was a series of broadcast scripts, details on the New Jersey and New York civil defense radio networks, mats, booklets detailing various CD aspects, and a TV film showing of *Survival Under Atomic Attack* with narration by CBS Commentator Edward R. Murrow. Sample scripts were used on CBS-TV *The Facts We Face* and DuMont TV Network's *Johns Hopkins Science Review*.

## FCDA Material

Delegates were told that FCDA's Public Affairs Office is supplying networks and stations with scripts, visual material (films, film strips, slides). Aids are in the form of questions and answers, public addresses, forums, and one-minute and 20-second spot announcements. The office also arranges for appearance of FCDA speakers, assisting networks in covering special civil defense events and maintaining liaison with advertising agencies, networks and various associations.

FCDA officials indicated that the agency hopes to map a recommended plan patterned after the New Jersey and New York state communication networks. Latter carries a special CD program each Wednesday at 11:30 p.m. when

New York stations hold special dress rehearsals. WOR, WCBS and other station participation was recounted. A similar plan is under preparation in Minneapolis, it was revealed.

The Advertising Council also is cooperating on CD projects, having set aside a radio-TV allocation from April 30 through May 6. Schedule called for spotlighting FCDA's alert card on such programs as *Theatre Guild On the Air*, Arthur Godfrey and *FBI In Peace and War*.

Another phase of the national program is the need for some 15 million trained volunteers. Citizens are invited to contact their local stations to volunteer for any one of a number of services, including communications, if they have technical training in radio, television, telegraph or telephone. Thousands of workers will be needed to man communication networks for civil defense alone.

The role of AM-TV stations in implementing the "nerve system" of civil defense will largely be secondary, crystalizing in the event land line communication is bombed out. This was indicated in a talk by Col. William Talbot, director of FCDA's Communications & Warning System, who said the government prefers not to depend on any

one system. FM stations are not involved in present planning, it was indicated.

Col. Talbot outlined the nature of the yellow alert, which would be used to alert local civil defense officials, and the red signal which would be aired to the population. Provision is made for coded or sub-audible signals to be piped to broadcast stations on the yellow alert. Primary system for alert involve use of a teletypewriter network from FCDA Washington headquarters. Actual alerts would be flashed by a civil air defense controller by telephone or radio.

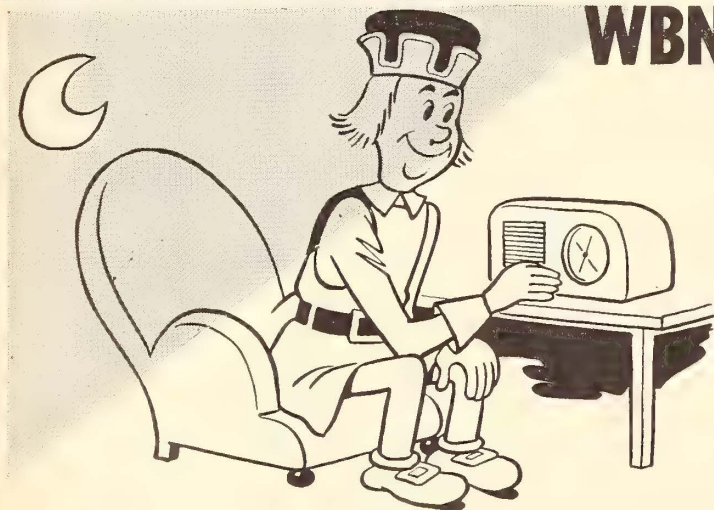
## Issues Guide

A communications guide made available to state and city CD directors explains that FCDA is responsible, along with FCC and the Dept. of Defense, for supervision over broadcasting networks. The study claims that "radio is particularly vulnerable" to enemy interception, thus inviting security problems, but recommends that local plans should embrace AM broadcasting and other forms of communication, and observes:

Wherever possible, wire line circuits should be back-stopped by radio. Self-powered mobile radio equipment is especially desirable. . . . Broadcasting stations (including television) should be used to inform the public of its responsibility in civil defense and to teach civil defense procedures. AM broadcasting station will be available for dissemination

(Continued on page 69)

## LATEST HOOPER REPORT SHOWS:



WBNS IS  
BATTING 1000 IN  
THE BIG CENTRAL  
OHIO LEAGUE

## WBNS, Columbus, has the 20 top-rated programs — Day and Night

Keep company with the top-rated programs on Central Ohio's top station. Cash in on these ratings with your own spots and programs.

The ten top-rated daytime shows on WBNS are: Aunt Jenny, Ma Perkins, Our Gal Sunday, Wendy Warren, Arthur Godfrey, Big Sister, Guiding Light, News Roundup, Helen Trent and Rosemary; followed by the ten top-rated night-time shows, including Jack Benny, Mr. and Mrs. North, Mystery Theatre, Amos and Andy, Dr. Christian, Mr. Chameleon, Bing Crosby, Our Miss Brooks, Chet Long and Godfrey's Talent Scouts. That makes 20 out of 20 . . . a good batting average in any league.

For time availabilities, write or call your John Blair representative.

CENTRAL OHIO'S ONLY CBS OUTLET

# WBNS

PLUS  
WELD-FM  
Ask John Blair

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



# LET'S HAVE THE FACTS

Yes, let's have the facts about the metropolitan Washington area. Population — 1,464,400, and the amazing story of WOOK, a UBC station.

**WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.**

**WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.**

**WOOK has more listeners during the key daytime periods than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.**

## *Let's have the facts about WOOK*

(Time)	WOOK Audience	Independent A Audience	Independent B Audience	Network C Audience	Network D Audience	Network E Audience
6:45	28940	9050	1000	17465	8285	1400
7:00	28940	22055	3695	50830	22053	2165
11:30	13640	5225	1400	15400	7520	2165
12:00	9815	6755	7460	5225	2165	2165
12:30	9815	5990	7460	5225	4460	2165
1:00	15170	5225	7460	19760	3695	2165
1:30	24350	5225	7460	6755	4460	3695
2:00	15170	5225	4460	3695	4460	4460
2:30	13640	6755	3695	8285	8285	2930
3:00	15170	11345	3400	12875	8285	2165
3:30	22055	13640	3400	3695	7520	1400
4:00	21310	12875	2930	4460	8285	1400
4:30	23585	11345	1400	5225	7520	1400
5:00	17465	8285	1000	5400	5990	1400

Average rating 2. WOOK. All above figures from the 1951 American Research Bureau report.

## *Let's have the facts.*

WOOK gives more listeners for the dollar.

You can't cover the Washington area without WOOK.

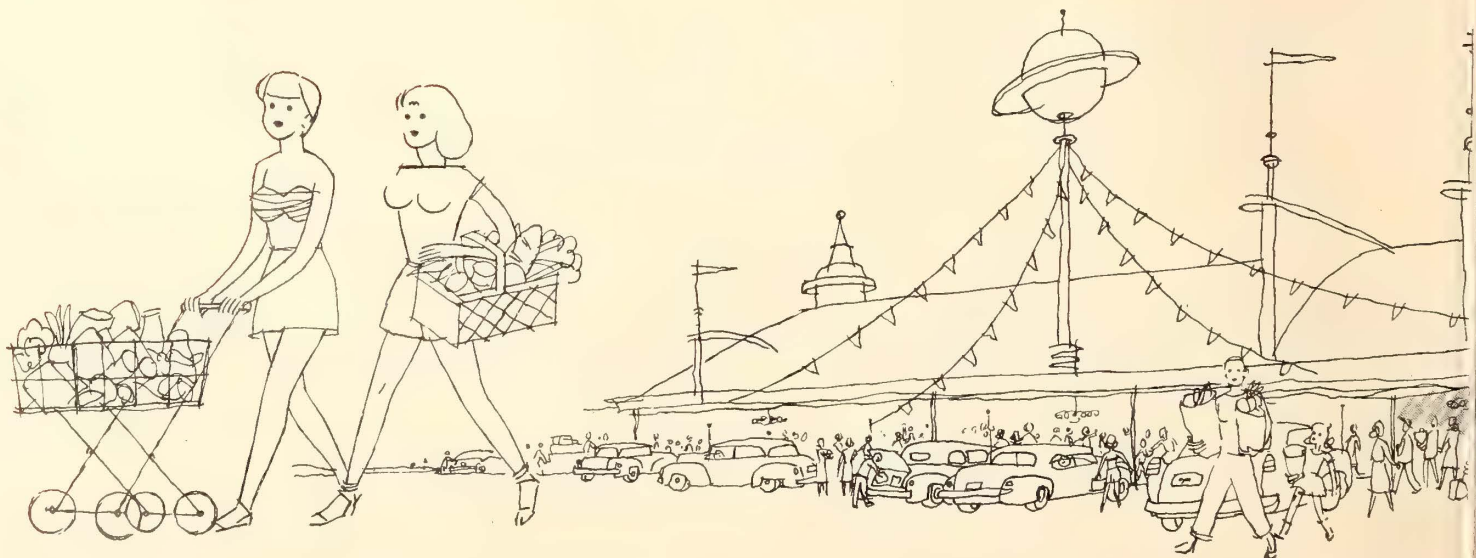
For more information, write, wire or phone United Broadcasting Company, 1143 Connecticut Avenue, N. W., STerling 7265 Washington, D. C. and ask Forjoe or Radio Representatives about . . .

## THE AMAZING STORY OF WOOK


WOOK is a UBC Station



**Summer is only colossal!**







**T**ake a long look at Southern California  
in the Summertime.

In this land of superlatives nearly  $\frac{1}{4}$  of all retail sales (24.4%) are made in June, July, August. Summer food store sales of \$1,473,577,000 are *higher* than they are during the Winter.

Vacation figures? Colossal, too. More than 2,500,000 tourists visited Southern California last year... and 40% during the Summertime.

One more colossal fact. Winter and Summer Southern California radios attract the same big audience. Sets-in-use reveal only a slight difference. 21.1 in Nov.-Dec. and 20.2 in July-Aug. And, of course, 50,000 watt KNX commands the *largest share* of this audience in Summer just as it does every other season.

To make your Summer sales colossal just ask Radio Sales about the most-listened-to station in Southern California....

**KNX** *Los Angeles*





ATTENTIVE listeners to an address by FCC Comr. Frieda B. Hennock (r) at the Institute for Education by Radio and Television are Benjamin Fine, education editor, *New York Times*, and FCC Comr. Paul A. Walker.



UNOFFICIAL side meeting during the institute draws this trio (l to r): Kenneth Bartlett, dean of University College and director of Radio & TV Center, Syracuse U.; James C. Hanrahan, general manager, WEWS (TV) Cleveland, and Dr. I. Keith Tyler, director of the institute.

## IERT MEET ENDS *Demands More TV Use For Education*

DEMAND for more and better use of the new TV medium for educational purposes featured the 21st Institute for Education by Radio-Television, which wound up its sessions May 6 at Columbus, under auspices of Ohio State U. [BROADCASTING • TELECASTING, May 7].

TV held delegate interest all through the annual institute, with radio receiving only occasional mention. Few industry representatives took part in the sessions, which at one time drew top-flight network and station executives.

A leading critic of commercial television, FCC Comr. Frieda B.

Hennock said educational TV will serve as a "pilot plant" for commercial TV, with educators bringing to the medium the high moral purposes which characterize their endeavors.

Speaking in a panel on TV's impact, Miss Hennock conceded com-

mercial station's right to a profit "but not a profit of 1,000%." Dr. Benjamin Fine, education editor of the *New York Times*, said his four-year-old daughter announced she had "just learned on TV the best way to poison Mommy." Mrs. Donald P. Cottrell, wife of the Dean of Education at Ohio State U., said parents must guide children in program selection.

Among those blasting away at commercial TV was Thomas D. Rishworth, National PTA Congress radio chairman, who called TV at present a "lethal influence on the fine art of conversation." Said he: "I can see the American family going back to the Indian sign language as a result of television."

There were nearly two-score smaller group meetings and clinics for those with specialized interests.

Kathleen N. Lardie, WDTR (FM) Detroit, Board of Education station summed up a panel discussion on "How To Tell the UN Story" as follows:

If we do nothing else but tell the UN story, we are fulfilling our mission as broadcasters. Conversely, if we neglect the UN or do not put our best foot forward in telling its story, we do not deserve to be on the air.

Dorothy Lewis, UN radio, was discussion chairman.

### Political Issues

In a session on "Politics and Broadcasting," the discussion revolved largely about the question of giving free time to all political candidates—and selling none. This policy was advocated by Richard M. Pack, WNEW New York program director. He told of WNEW's policy of sponsoring political broadcasts daily for six weeks before election; how all parties receive equal time; how professional actors are hired to read the candidates' prepared speeches in order to prevent one party from having an oratorical advantage over another.

Two national radio-TV chairmen, Edward T. Ingle, GOP, and Kenneth D. Fry, Democratic party questioned whether this method was best although they conceded its obvious merit.

They joined with Benedict P. Cottone, FCC chief counsel, in questioning the effect of a recent Supreme Court ruling on the reading

of campaign speeches by professional actors.

Mr. Ingle said a political candidate who ignores radio and TV "is inviting political suicide." He said the media "are creating a greater interest in politics among the electorate than ever before. The force of television has dramatically proven its potential in the recent screening of Senatorial investigations."

He lauded radio and TV for their "scrupulous fair play" in allocating public service time to political broadcasts. Users of such time, he suggested, "must plan, prepare and deliver political broadcasts of such calibre that they strengthen, rather than detract from the listening or viewing audience of any station or network . . ."

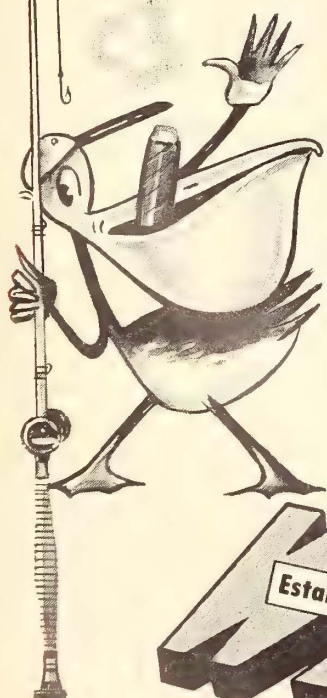
### Cites TV Faults

Mrs. Charles G. Weeks, president of Greater Cleveland Radio Council said major faults of TV are bad sound tracks, poor kinescoping and too many variety shows. She said TV is following some of radio's bad program practices, listing "soap operas, lengthy and ridiculous commercials, horror and crime stories."

Lt. Col. Paul D. Guernsey, Washington, chief of the Attitudes Research Branch of the Armed Forces Information & Education Division criticized "glorified nose-counts" which may appear to determine effectiveness of informational devices. Sound methods of obtaining and measuring constructive mass education will continue impeded, he said, as long as researchers "continue to be plied with turbid and heady 'concoctions of words' which intoxicate the educators into forgetting or losing sight of their unresolved problems and unaccepted responsibilities."

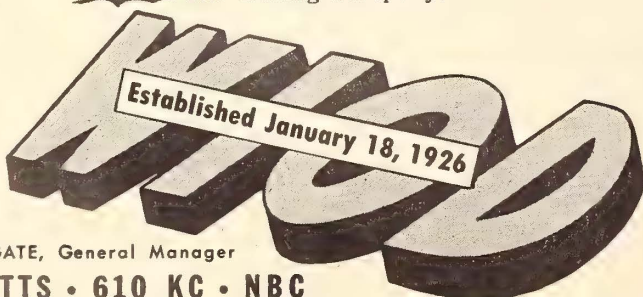
M. Robert Rogers, vice president and general manager of WGMS AM-FM Washington, criticize commercial broadcasters who think of "public service" in terms of civil announcements or programs that run free, calling the attitude "utter lunacy." He said: "All radio programming in the United States is public service, whether station-sponsored or advertiser-sponsored."

## The Good Old Summertime IN MIAMI



Who'd think we'd ever see the day when Miami's Summer tourists would outnumber the Winter tourists of just a few years ago? Well, everything...the number of inquiries flooding the Chamber of Commerce, more hotels, transportation company reports...*everything* indicates that this will be Miami's biggest Summer Season -- not to mention the nearly half a million year-round local residents in Dade County!

As far as the local advertisers are concerned...we're nicely UP over last year. We can do a good job for you, too. Just call our Rep... The Bolling Company.



JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC



# YOU MIGHT GET A 12' 8" BLACK MARLIN\* —

**BUT...**

**YOU NEED**

**WKZO-WJEF AND WKZO-TV  
TO LAND BUSINESS  
IN WESTERN MICHIGAN!**

WKZO, Kalamazoo, and WJEF, Grand Rapids, catch the biggest radio audience in Western Michigan. In their home cities, listener-preference is so heavy that we've even quit subscribing to Kalamazoo Hoopers! Out in the country, 1949 BMB figures give WKZO-WJEF a 46.7% increase over 1946 in unduplicated Daytime Audience — a 52.8% increase at night! *Yet WKZO-WJEF's combination rate is 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!*

When it comes to television, WKZO-TV is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. Coverage includes five West-

ern Michigan and Northern Indiana markets with a buying income of more than one and a half billion dollars! WKZO-TV telecasts to more receivers than are installed in such metropolitan markets as Atlanta, Kansas City and Rochester. *WKZO-TV, Channel 3, is first choice on most of the 120,269 sets within the .1 MV line.*

Write direct or ask Avery-Knodel, Inc. for all the facts!

*\*In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

**WJEF**

**Top<sup>A</sup> IN GRAND RAPIDS  
AND KENT COUNTY**

**(CBS)**

**WKZO-TV**

**Top<sup>A</sup> IN WESTERN MICHIGAN  
AND NORTHERN INDIANA**

**WKZO**

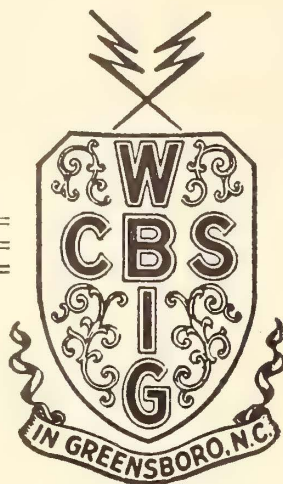
**Top<sup>A</sup> IN KALAMAZOO  
AND GREATER  
WESTERN MICHIGAN  
(CBS)**

**ALL THREE OWNED AND OPERATED BY**

**FETZER BROADCASTING COMPANY**

**AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES**





*"The Prestige Station  
of the Carolinas"*

THE GREENSBORO CHAMBER OF COMMERCE WILL SOON  
COMPLETE ITS FIRST YEAR OF SPONSORING A PROGRAM,  
"AMERICANS, SPEAK UP!", ON WBIG.

WHAT GROUP IS BETTER QUALIFIED TO SELECT AN EFFEC-  
TIVE LOCAL ADVERTISING MEDIUM THAN THE BUSINESS  
AND PROFESSIONAL MEN WHO CONSTITUTE THE CHAM-  
BER OF COMMERCE?

**WBIG**

**Gilbert M. Hutchison, President**

**CBS Affiliate**

**5000 watts**

**EST. 1926**

**represented by Hollingbery**

## 'RED' ACCUSATIONS AFRA-Industry Revise Plan

AFRA-INDUSTRY Committee procedure for handling accusations of Communism against performers as originally announced May 4 in New York [BROADCASTING • TELECASTING, May 7] was corrected and amplified in a second announcement last week.

The committee, which includes representatives of AFRA, AAAA, NARTB, ANA and the major networks, was formed under AFRA leadership last September. Its formation resulted from growing concern among both employers and performers over issues raised by such incidents as General Food's dismissal of Jean Muir from *The Aldrich Family* radio cast, after receipt of protests based on *Red Channels*.

The latter publication, compiled from sources as diverse as House Un-American Activities Committee reports and *The Daily Worker*, listed radio and television performers alleged to have Communist or Communist-front affiliations. Miss Muir denied any sympathy with Communism, which she termed "vicious and destructive."

Also preceding formation of the AFRA-Industry Committee was announcement early last September by Rabbi Benjamin Schultz that a Joint Committee Against Communism in New York, of which he was coordinator, and which had been "assured the assistance of local patriotic organizations from coast to coast," would "watch national networks. . . ."

Last week's AFRA-Industry Committee announcement described the procedure it had "unanimously" adopted as designed both to "prevent Communist inroads" and to "protect radio and television actors and employers from irresponsible charges." It was adopted "substantially as recommended by a subcommittee after several months of study," the announcement said.

### The Procedure:

1. When an AFRA member is "publicly accused by an identifiable source of disloyalty or adherence to an organization or organizations described as subversive," he may file any sort of written statement he likes in reply with AFRA.

2. AFRA will keep such statements in a "locked and confidential file."

3. Any employer or prospective employer of an accused performer may request such statement through the AAAA president, who will forward the request to AFRA's national executive secretary. If such request cites publication and date of charges made, a copy of any statement on file in reply to them will be released to firm or person making request.

4. If no statement is on file, AFRA will notify performer of the request and permit him to file a statement. "In either event the employer or prospective employer, after first notifying the performer, may release such statement for the sole purpose of refuting any disloyalty charge."

5. "It is understood and agreed that by consenting to this procedure, AFRA is not on behalf of itself or any of its members admitting the veracity of any charges which have thus far been made. Nor is AFRA in any way attesting to the validity or veracity of any of the statements

which may be filed by its members. If any performer by his own actions outside of union activities has so offended American public opinion that he has made himself harmful to the best interests of an advertiser or broadcaster, that is the individual performer's personal responsibility and it cannot be shifted to his union. A letter of transmittal from the national executive secretary of AFRA to the president of . . . (the AAAA) . . . setting forth these understandings, shall accompany each statement.

6. "The Industry-AFRA conference shall continue in existence in an attempt to find further solutions to the problems which caused its creation.

7. "It is understood that the representatives of industry may work out a similar plan with other crafts in the industry. . . ."



Mr. Feltis



Mr. Brandt

## KING CHANGES

### Brandt Succeeds Feltis

RESIGNATION of Hugh M. Feltis as vice president and general manager of King Broadcasting Co. Seattle (KING-AM-FM-TV), effective June 1, and appointment of his successor, Otto Brandt, ABC vice president, were announced last week.

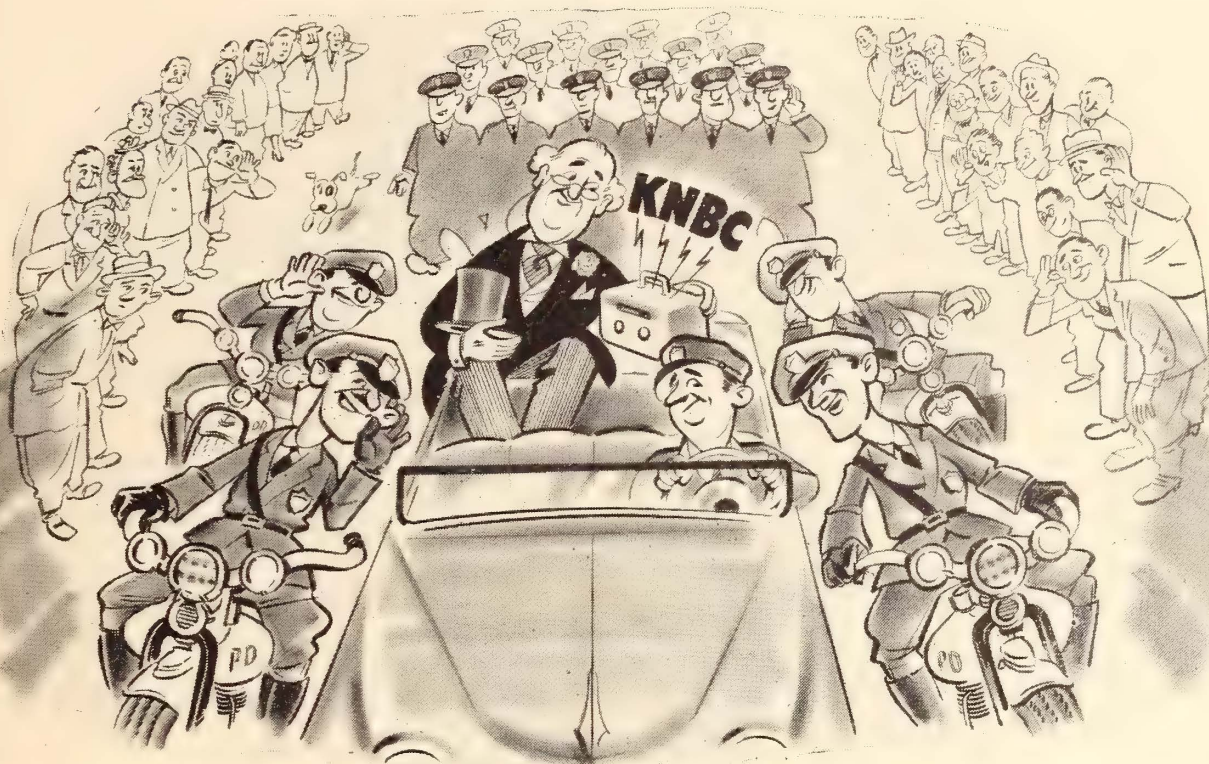
It was learned that Mr. Feltis will open a radio-television consultant office in the Central Bldg. Seattle, advising stations, advertisers and agencies on commercial management, program problems network relations, etc.

Announcements were made by Mrs. A. Scott Bullitt, president of the King Broadcasting Co., who said Henry B. Owen will continue as executive vice president. Mr. Owen is now on loan to the Office of Price Stabilization.

Mr. Brandt, who was elected ABC vice president in charge of TV stations last January after serving as director of television station since April 1950, joined the ABC station relations department in February 1942. He previously has served with NBC for eight years.

He was named manager of the eastern division of the ABC stations department on April 1, 1948 and was promoted to national director of station relations in January 1949, continuing in that position until his appointment as director of television stations. His successor at ABC has not been named.





In Northern California  
**MORE PEOPLE LISTEN — more often — to KNBC**  
 than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

... KNBC has the *biggest, most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

... And as a plus, KNBC penetrates the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers **MORE PEOPLE** (in one package!) — at **LESS COST** per thousand — than any other advertising medium in Northern California.

**PLUS-Market Case History**  
 San Jose-Santa Clara

- Population—288,938, an increase of 65.2% from 1940-1950
- Effective Buying Income\* — \$415,346,000 up 166.4%
- Retail Sales\* — \$302,670,000, an increase of 206.2%
- KNBC Audience—Week after week, almost nine-tenths (89%) of the radio families listen regularly to KNBC

\*Sales Management's 1951 Survey of Buying Power

# KNBC

Northern California's **NO. 1** Advertising Medium

50,000 Watts — 680 K.C.

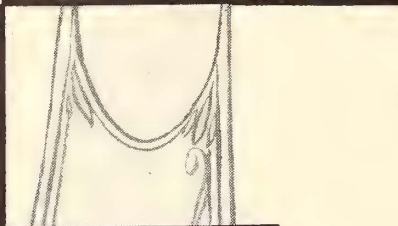
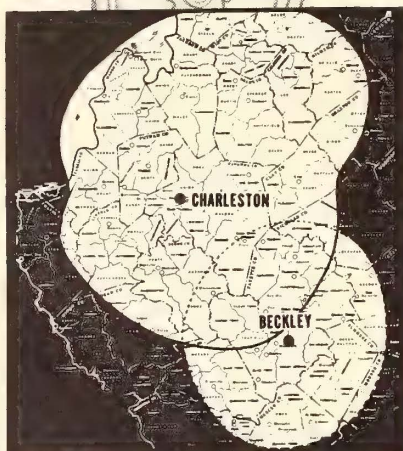
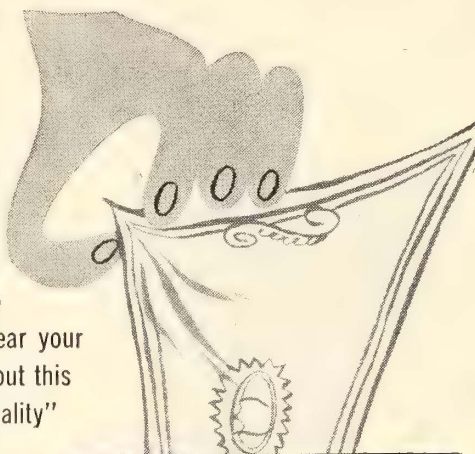
San Francisco

Represented by NBC Spot Sales



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

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



Inspecting the control panel of the master control in CBC's new Radio Canada Bldg. are (l to r standing): A. J. Ouimet, chief engineer; Dr. Augustin Frigon, general manager, A. Davidson Dunton, chairman, CBC board of governors; G. W. Olive, director-general of engineering, and Donald Manson, assistant general manager.

## NEW CBC HOME Canada Radio Bldg. Opens

CANADIAN Broadcasting Corp. Friday (May 18) officially opens its 12-story Radio Canada Bldg. on Dorchester St. in downtown Montreal. A former hotel, it has been changed in three years to be headquarters for CBC engineering staff, administrative and personnel staffs, all CBC French-language programs, local English-language programs, and international shortwave broadcasts in 14 languages daily. When Montreal's TV transmitter goes on the air next summer it also will be programmed from the Radio Canada Bldg. More than 600 CBC employees will use the building.

There are 26 studios in the building, each in a different color scheme, and each suspended on springs or rubber within the framework of the walls. Within the studios all acoustic tile has a different treatment on its reverse side, and by merely reversing a few tiles within the studio anyone of a dozen different acoustical results can be achieved.

The master control can carry programs to five transmitters, eight outgoing networks, seven incoming networks and the output of

the 26 studios in the building. Twenty-seven individual programs can be routed through the master control simultaneously. The recording room can accommodate 12 disc recorders and eight tape recorders, each with its own control panel, clock and overhead speaker.

## BLUME RESIGNS

Leaves FCC for Law Firm

FCC HEARING Examiner Jack P. Blume resigned from the Commission effective May 1 to become resident Washington partner in the radio law firm of ex-FCC Chairman James Lawrence Fly and Peter Shuebruk. Firm name becomes Fly, Shuebruk & Blume.



Mr. Blume

Mr. Blume will devote fulltime to Washington operations of the firm, which expects to open offices May 15 at 1028 Connecticut Ave. N.W. Messrs. Fly and Shuebruk will divide their time between Washington and the New York offices of the firm at 30 Rockefeller Plaza.

Mr. Blume joined FCC in March 1946 as regional attorney at Chicago. He moved to Washington in early 1947 as chief of the Law Dept.'s Review Section, being appointed hearing examiner in June 1947 with establishment of the hearing examiners under provisions of the Administrative Procedure Act.

He graduated in 1934 from City College of New York and obtained his law degree in 1937 from New York U. Law School. He engaged in private practice from 1937 to 1942, when he joined OPA as deputy hearing administrator.

Among his cases while hearing examiner have been the Mansfield Journal, Paramount-DuMont, WTUX Wilmington, Del., San Francisco and Detroit TV cases, as well as several other broadcast and common carrier proceedings.

## Alaskan Baseballcasts

ALASKA Broadcasting System broadcasts of live major-league baseball games through Liberty Broadcasting System facilities will have two sponsors for the Saturday and Sunday games, not five as previously reported by BROADCASTING • TELECASTING, May 7. Blatz beer through Kastor, Farrell, Chesley & Clifford, New York, will be the sole Sunday sponsor, and Philip Morris through Biow Co., New York, a participating Saturday sponsor. Procter & Gamble's Tide through Benton & Bowles, New York, and Hill Brother's coffee through N. W. Ayer, same city, have scheduled one-minute spot announcements on the broadcasts and Lucky Lager Beer through McCann-Erickson, San Francisco, has arranged for chain-breaks.





**"You give me a paean\*,**

**said the account executive**

*(for an a.e. he had a big vocabulary)*

"This copy isn't first enough," the a.e. said

"Make it claimier. You know—highest Hooperated  
CBS station in the nation—highest income in the you know  
what—all kinds of dough in the area—  
loyalest audience— you know . . ."

"The hell with that," said the copywriter.

For once a copywriter won an argument:

*The ad ran this way:*

### ***To a Madison Avenue Time Buyer With Other Things on His Mind***

975 miles west of you on U.S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. *Iowa's corn yield is the highest of all states.*

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever-growing bank accounts. *Iowa produces more pork than any other state.*

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa housewives. Poultry sums aren't chicken feed, either. *Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.*

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's \$4 billion annual income of individuals. It's a market worth reaching—and in Eastern Iowa WMT reaches.

*Please ask the Katz man for additional data.*

5000 WATTS

600 KC

DAY AND NIGHT



**BASIC COLUMBIA NETWORK**

\* "What A.E.'s give me is spelled differently," says the copywriter.





# WMIE CASE

## Sterling Denies Petition For Delay

PATH has been cleared for final FCC action on the WMIE Miami, Fla., transfer case, following denial by Comr. George E. Sterling of FCC General Counsel's petition for added time in which to file exceptions to the proposed grant of transfer [BROADCASTING • TELECASTING, March 19].

In Comr. Sterling's action, announced May 4, no sufficient reason was found to grant an added delay. Vigorously opposing further extension, Attorney Paul M. Segal, counsel for WMIE, charged that additional delays "have played into the hands of malicious and unscrupulous competitors of WMIE who have long been seeking to destroy it."

WMIE said it is losing considerable business as the result of an alleged "campaign" against it by certain radio and newspaper competitors. Mr. Segal is a member of the Washington, D. C., law firm, Segal, Smith & Hennessey.

The initial decision by FCC Hearing Examiner Leo Resnick was issued in mid-March. It would approve Arthur B. McBride as part owner of the station. Mr. Resnick had concluded that there was no evidence in the Commission record to disqualify Mr. McBride from being a radio station stockholder.

Mr. Resnick had proposed to grant WMIE assignment of construction permit from Lincoln Operating Co. as trustee for Sun Broadcasting Corp. to Sun Coast

★ itself. Sun Coast is chiefly owned by Mr. McBride and his Cleveland business associate, Daniel Sherby.

Sen. Estes Kefauver (D-Tenn.), had objected to the failure of the FCC initial decision to consider evidence gathered by Senate Crime Investigating Committee staff members [BROADCASTING • TELECASTING, April 9].

### Committee's Charge

The crime committee's "second interim report," charged Continental Press with being controlled by "gangsters who constitute the Capone syndicate" and again named the national racing news wire service in its final report [BROADCASTING • TELECASTING, May 7].

Continental Press is owned by Mr. McBride's son, Edward J. McBride, and managed by his brother-in-law, Thomas Kelly.

Mr. Resnick also had given Mr. Sherby and Continental Press a clean bill of health.

In argument setting forth "no need for any additional time" on the case, WMIE refuted various possible grounds for FCC delay, such as shortage of available per-

sonnel, work load, and size of the hearing record.

Station also contended "no lawful cause" has been set up in the Commission counsel's motion for further extension of time, saying none of the allegations by general counsel was factual.

WMIE described itself as the only independent, regional station in its area, operating with 5 kw night and 10 kw day. There are 11 stations in the Miami area, four of them affiliated with national networks. The four are WQAM, affiliated with ABC; WIOD, with NBC; WKAT, with Mutual, and WGBS, with CBS. WGBS was not named in the brief as being in active competition with WMIE.

While giving a review of the WMIE case, the brief pointed to the radio advertising trend toward a fall-off in network business and an increase in national spot business. Result, according to WMIE, is that the leading high-power independent in a good market "has been rapidly increasing its earnings at the expense of the network stations in the area." Such a development apparently is indicated in the Miami area, Mr. Segal's brief noted.

According to the WMIE counsel; The applicant [WMIE] sincerely believes, and urges the Commission to consider the probability that there is joint action on the part of the three competing stations . . . to prevent the placing of radio advertising on WMIE, to bring the station into discredit, to cause it to operate at a loss and to drive it out of business. The Commission will of course recognize that the proof of such a conspiracy is an extremely difficult thing. In the nature of things direct and positive evidence is seldom accessible.

Counsel went on to say: "In the present case there is much evidence of a common design and a joint operation to the ends indicated.

WMIE's brief alleged Daniel P. Sullivan, now employed by the Greater Miami Crime Commission, had been conducting a campaign before the FCC against WMIE. The brief attempted inference that this campaign had been, at least in part, allegedly conducted with the knowledge and perhaps aid of the stations named in the brief.

### Gambling Issue

WMIE also strongly attacked the connecting of the station with violation of the FCC's standards on the broadcasting of gambling information.

In defending its position, WMIE said the Crime Commission "takes the position that Continental Press Service is organized to supply information to bookmakers. The Crime Commission is familiar with the case of McBride vs. Western Union. . . . This opinion specifically mentions that one of the customers of Continental Press Service is WINZ at Miami Beach. The Crime Commission also knows that WINZ, and WMBM, also of Miami Beach, have for a long time broadcast such things as the morning line, jockey changes, track conditions, etc." Both WIOD and WKAT broadcast racing news, the brief asserted.

In outlining the alleged con-

## VANDIVERE

### Joins Weldon & Carr

EDGAR F. VANDIVERE Jr., formerly with the FCC, has joined Weldon & Carr, consulting radio engineering firm, as senior physicist in its Washington division.



Mr. Vandivere

intending to join FCC's engineering staff.

From 1945 until he left, Mr. Vandivere was chiefly concerned with research on propagation and antennas and with development of associated engineering standards. He directed preparation of the technical exhibits and studies for the Daytime Skywave Hearing. In 1946 he was vice chairman and later chairman of the government-industry committee which analyzed skywave data and prepared new skywave charts for the Clear Channel Hearing.

Subsequently, he was named a member of the Ad Hoc Committee on VHF propagation and was chairman of various other government-industry technical committees concerned with NARBA.

certed campaign against WMIE, the brief referred to an April 14, 1950, editorial, "Only Issue Is McBride," printed by the *Miami Daily News* (WIOD). Mr. Segal claimed the article was written by James M. Cox, who controls the newspaper and radio outlet involved. WMIE counsel asserted:

"Not only did Cox use his newspaper to vent his spleen and attempt to influence the advertisers of the Miami area, but he also undertook to see to it that his vicious editorial was called to the attention of the FCC. He accordingly instructed an employee of his, one J. Leonard Reinsch, to see to it that copies of the editorial were furnished the Commission. Reinsch accordingly sent copies of the editorial personally to the Chairman of the Commission and to its General Counsel. This was obviously an attempt and an illegal attempt to influence the Commission."

Mr. Segal said "the same James M. Cox is author of the incredible and ridiculous fairy tale seeking to link Mr. McBride with Alphonse Capone."

Existence of a joint effort to discredit WMIE, Mr. Segal alleged was manifested "by the fact that the newspapers, their radio stations, WKAT and the Crime Commission concentrate all of their complaints against WMIE and deliberately and consistently ignore palpable and notorious violations by other radio broadcasting stations."

The  
**ALBUQUERQUE  
METROPOLITAN AREA**  
in 1950

POPULATION 148,800

RETAIL SALES \$153,720,000

Effective Buying Income, \$231,235,000

Quality of Market Index  
32% Above National Average

Completely  
Covered by

**KGGM**

5000 WATTS  
610 KC  
CBS

And in SANTA FE, State Capitol and New Mexico's  
Second Major Market It's . . .

**KVSF • 1000 Watts • 1260 KC • CBS**

Represented Nationally by  
**AVERY-KNODEL, INC.**

New York, Chicago, Los Angeles, San Francisco, Atlanta



# Building Strength for the Free World

*Highlights from the Annual Report of Standard Oil Company (New Jersey)\*  
for 1950...a year of record activity*

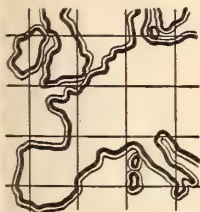
Standard Oil Company (New Jersey) is an American corporation which has, in varying degrees, investments of capital and technical knowledge in a large number of operating oil companies, both in the United States and abroad. In 1950, these companies:

## IN THE U. S. A.



Drilled over a thousand new wells, with an unusually high proportion of producers...  
Improved and expanded refineries in New Jersey, Maryland, Louisiana, and Texas...  
Completed a new continuous wax-making plant at Bayonne, N. J....  
Added 370 miles to Texas crude oil pipeline systems...  
Started doubling the capacity of a products pipeline across Pennsylvania...  
Let contracts to increase by 85% the capacity of a pipeline from Baton Rouge to the Southeastern states...  
At government request, re-activated two government-owned Butyl rubber plants; also continued operating two others which have been producing constantly since 1943...  
Invested over 20 million dollars in laboratory research for new and improved processes and products.

## IN WESTERN EUROPE



Proposed a plan which ended gasoline rationing in England...  
Went ahead of schedule in construction of a new refinery at Fawley, England, to be the largest in Europe...  
Expanded, improved or started construction of refineries in Norway, Belgium, West Germany, France, and Italy...  
Opened many new service stations, which served not only local motorists, but some 18,000 American tourists...  
Supplied 28% more fuel oil than a year ago, to meet needs for industrial expansion...  
Met the greatest demand for asphalt for new road building ever experienced in these areas.

## IN THE MIDDLE EAST



Stepped up oil production substantially in Saudi Arabia...  
Opened the vitally important Trans-Arabian Pipeline system from oil fields on the Persian Gulf to the Mediterranean...over 1,000 miles of 30- and 31-inch pipe...  
Started construction of a large-diameter pipeline extending 550 miles from Iraq to the Mediterranean.

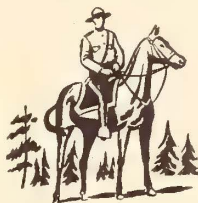
## IN THE FAR EAST



Expanded production of crude oil in Indonesia and explored for oil in Papua...  
Increased output of refineries in Australia, Sumatra, Japan.

**STANDARD OIL COMPANY (NEW JERSEY)**  
AND AFFILIATED COMPANIES

## IN CANADA



Produced nearly 50% more oil than a year ago...  
Made new oil and gas discoveries in Ontario and Alberta...  
Operated nine refineries at 14% greater output than a year ago...  
Opened a new 1,100-mile pipeline system from Alberta to Lake Superior, to carry crude oil toward the major Canadian refineries and markets.

## IN SOUTH AMERICA



Set a new production record in Venezuela, second largest oil-producing country in the world...  
Operated the big Aruba refinery in the Netherlands West Indies at a higher rate than ever before...  
Met sharply increased call for products throughout the continent, to support the vigorous post-war development.

## IN OCEAN TRANSPORT



Received the last 4 of 12 super-tankers ordered two years ago...  
Ordered 6 more new tankers...  
Operated an ocean-going tanker fleet of 117 vessels, totaling over 2 million deadweight tons.

## IN EMPLOYEE RELATIONS



Continued the same favorable labor relationships that have prevailed for more than three decades, with no strikes in domestic operations.

**THE YEAR ENDED... THE JOB GOES ON.** In 1950, for the first time, world use of oil outside the Iron Curtain passed 10 million barrels a day. For comparison, it was just over 7 million in 1945, the peak war year.

This is significant to free people everywhere. Oil supplies in today's world are closely linked to living standards and national strength.

It seems clear that more and more the world will look to oil to help keep it free and progressive. More and more it becomes clear, in meeting that need, that the American-developed business process of risk and result... of competition spurring corporate ingenuity and responsibility... is a strong and flexible system for promoting the welfare of people.

\* We will be pleased to send a copy of the full report to anyone wishing it. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

## FINANCIAL SUMMARY

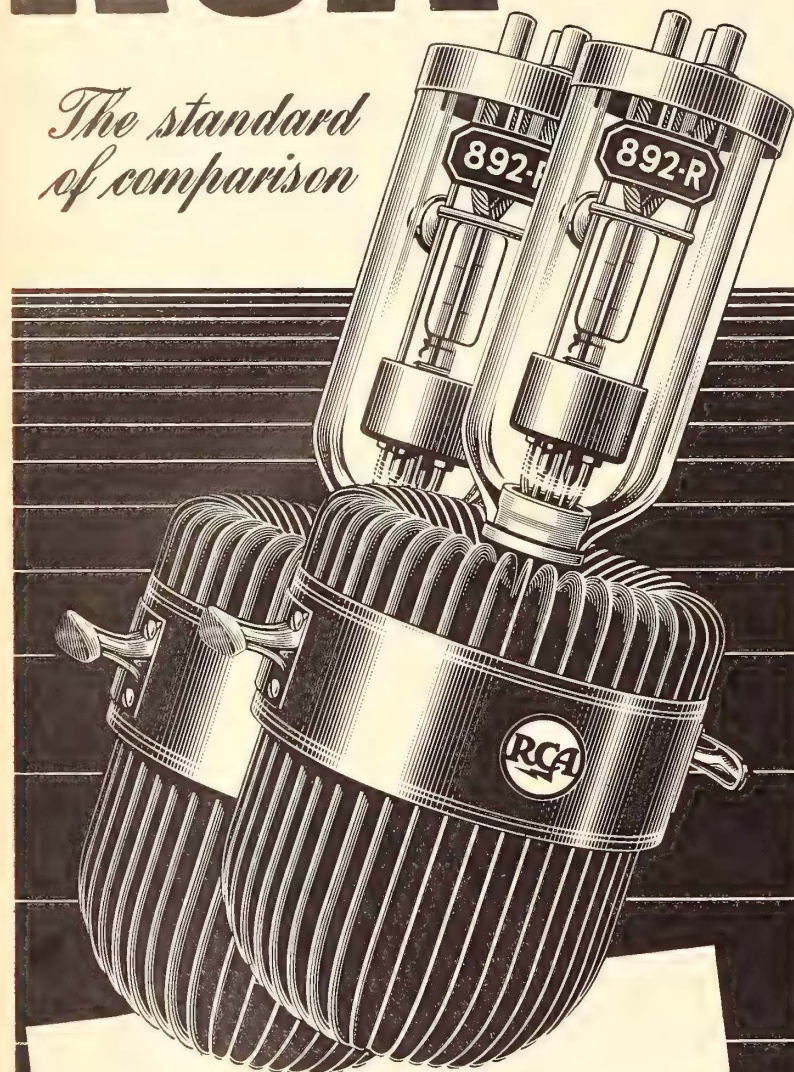
*Standard Oil Company (New Jersey) and Consolidated Affiliates*

Total income from sales, services, dividends and interest ....	\$3,198,266,000	Taxes collected for governments .....	\$294,749,000
Net income ....	\$408,223,000 or \$13.48 per share	Wages and other employment costs .....	\$548,205,000
Dividends ....	\$151,028,000 or \$5.00 per share	Spent for new plants and facilities ....	\$295,132,000
Taxes paid ....	\$276,000,000	Number of stockholders-owners .....	222,000
		Number of employees.	116,000



# RCA TUBES

*The standard  
of comparison*



## Faithful Servants<sup>☆</sup>

☆ RCA-design 892-R air-cooled power amplifier tubes have been demonstrating their long life and dependability in hundreds of the nation's leading 5- and 50-kw AM transmitters for many years. For the finest in power tubes ... buy RCA.

RCA Tube Distributors are anxious to give you the best possible service on your broadcast tube requirements. You can count on the co-operation of your local RCA Tube Distributor ... and he's as close as the phone on your desk.



**RADIO CORPORATION of AMERICA**  
**ELECTRON TUBES HARRISON, N.J.**

## LEGAL NOTICES ON AIR

Florida Bill Proposes Radio Authorization

REVENUE from legal notices, longtime a financial mainstay of many small market newspapers, may soon be available to Florida radio stations.

A bill was introduced May 4 in the state legislature at Tallahassee and voted out of committee for floor consideration that same day which would authorize radio stations to handle legal notices.

If passed, the measure would prove a boon to hundreds of stations, particularly those located in county seats.

One Washington observer, a radio pioneer, expressed the opinion that the legislation, if passed, probably would be adopted by other states.

The Florida bill would not interfere in any way with present publication requirements, but would prove an additional method of serving process.

In all cases in which personnel services could not be obtained in suits, and process would be permitted by publication, the proposed bill would give a radio station in the same county as the court the authorization to broadcast the notice once weekly for four consecutive weeks.

The bill noted that the station

would have to be a standard broadcasting station licensed by the FCC and operating with a power of at least 100 w.

Proof of the broadcast would be furnished by affidavit of a station owner or employee. The bill does not delineate time limits within which the broadcast should be made.

## ORR REAPPOINTED

**Gets National Guard Pact**

ROBERT W. ORR & Assoc., New York and Washington agency, last week was reappointed to handle the National Guard advertising account for the new fiscal year beginning July 1. The announcement followed action by a special board last Tuesday after four agencies made formal presentations.

The Orr agency thus retains an estimated \$600,000 ad account for 1951-52, with roughly 25% of that amount earmarked for radio and television spots and programs [BROADCASTING • TELECASTING, May 7].

Other agencies who made presentations last week were Aitkin-Kynett Co., Philadelphia; Cecil & Presbrey, New York, and Van-Sant, Dugdale & Co., Baltimore. Buchanan & Co., New York, the fifth agency bidder, did not submit a brief. Over 25 agencies competed for the recruiting account.

## SET OUTPUT

**Radio Same, Television Up**

PRODUCTION of radio receivers during the first quarter of 1951 was 27% above the same period last year, according to Radio-Television Mfrs. Assn. TV production was 37% above the same quarter in 1950, it was found.

Preliminary figures for the second quarter indicate a drop in TV production but RTMA pointed out that the greatest proportion of the 1950 output came during the third and fourth quarters.

RTMA's estimates, including both member and non-member companies, showed 4,235,597 radios and 2,199,669 TV sets manufactured in the first three months of 1951, compared to 3,343,600 radios and 1,605,200 TV sets, respectively, a year ago.

The figures show that 95% of TV sets in the first quarter had picture tubes 16 inches or larger, with 3,672 having tubes 22 inches or larger.

March production included a five-week period. Breakdown of first quarter production follows:

	Television	Home Radios
January	645,716	780,410
February	679,319	795,377
March (five weeks)	874,634	1,027,745
<b>Total</b>	<b>2,199,669</b>	<b>2,603,532</b>
	Portables	Auto Sets
January	75,294	346,799
February	79,859	437,779
March (five weeks)	147,037	545,297
<b>Total</b>	<b>302,190</b>	<b>1,329,875</b>

## WAGE POLICY

**Explained by Cool**

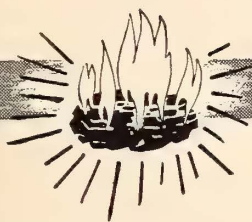
WAGE and salary stabilization programs definitely cover radio and television talent employed by advertising agencies, the Advertising Agency Financial Management Group was told by Ola C. Cool, Labor Relations Institute of New York director, at a luncheon meeting in New York fortnight ago.

Mr. Cool, speaking on "Wage and Salary Stabilization Problems in the Advertising Field," gave a detailed explanation of how the 10% wage increase formula of Regulation No. 6 applies in advertising, along with a plan for operation under Wage Stabilization programs. Barron Proctor, group president, presided.

## Lyle Warrick

LYLE WARRICK, 27, special events director at WTTS and WTTV (TV) Bloomington, Ind., died May 5 after a long illness. Mr. Warrick, a prominent Indiana radio personality, formerly was associated with WSUA Bloomington, WISH Indianapolis and WAOV Vincennes. A native of Bloomington, he was a graduate of Indiana U.





# NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

## **COAL RESEARCH PLANS FOR FUTURE.**

Coal men recently met in Columbus, Ohio, to review and plan further the work of Bituminous Coal Research, Inc., which is sponsored by leaders in the industry. BCR work has led to greater mine safety, better coal preparation, more efficient mining machinery, and better utilization. BCR also looks to the future—to a practical synthetic fuels industry—new products through coal chemistry—and the revolutionary coal-power gas turbine. Coal men predict that newly planned research will mean not only still greater productivity and better coal, but also wider and more efficient use of coal in the future.

## **BRITISH EXPERTS STUDY AMERICAN COAL MINING METHODS.**

Sixteen British coal mining experts were recently in this country to study American coal production—to see how, on a man-for-man basis, the average American miner is able to out-produce the average British miner by 5 to 1. American coal producers showed them how the most highly developed modern mining machines and the stimulus of free competition have made our coal industry the most productive in the world.

## **SAFETY PAYS—INSURANCE PREMIUMS LOWERED!**

The coal mines' safety record of 1950 was the best in history. It brought tangible benefits to management as well as the miners. The State of Pennsylvania estimates that, as a direct result of the decrease of accidents, coal industrial insurance premiums will be lowered this year by more than 4%. Labor and management, working together, have both gained . . . because coal mining in Pennsylvania—as in other states—is safer than ever before.

## **"COAL RUSH" BY INDUSTRY.**

The New York Times reports that major American industries are now staging a virtual "coal rush." Electric utilities, and plant after plant in such industries as food, soap and chemicals, are converting 100% to coal for their power. Industry is, as the Times article puts it, "waking up to conditions." There is no fear of coal rationing. The highly mechanized American coal industry is now at its highest level of productive efficiency—up 30% in 10 years. The nation is assured of a dependable and plentiful supply of its basic fuel—bituminous coal.

## **BITUMINOUS COAL INSTITUTE**

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

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





# **2 great names hands: BLAIR**

As John Blair & Company starts its 19th year of exclusive representation of leading radio stations, we welcome WWDC of Washington to our roster. We are pleased as well to number Washington, the 9th metropolitan market, among the great American cities on our list. The hard hitting, aggressive management at WWDC assures us that our new association will be a long and happy one.

We have watched WWDC grow during the past ten years to a dominant position in this always-rich market. Today with the cream of WWDC's established local shows PLUS the best of MUTUAL, we believe that WWDC offers more for your advertising dollar than any other medium in Washington. One of our representatives will be happy to tell you the whole story.





# **s in radio join and WWDC**

---

**John BLAIR & Company, NATIONAL REPRESENTATIVES**

**Offices in: NEW YORK, CHICAGO, ST. LOUIS, DETROIT, DALLAS, LOS ANGELES, SAN FRANCISCO**

**WIRELESS TELEGRAPH CO.**

**TELEPHONE**





## Moral: Look Up

ONE DAY Chicken Little, a flighty bird, began rushing around screaming, "The sky is falling." Goosey-Woosey, Piggsey-Wiggsey and Turkey-Lurkey did not bother to look at the sky, although a glance would have assured them it was still in place. They just rushed after Chicken Little and joined in the alarmed cry.

The situation was a natural for the sly Foxy-Loxy who lured the terrified crowd into his den on the pretext of offering sanctuary and then ate them all up.

Too many radio people are acting like Chicken Little's friends. Some of their customers have hollered that the sky is falling, and they believe it. They had better look up.

We can offer the report that the sky is still there (we just looked out our window and saw it). Perhaps it is cloudier than it was a year or so ago, but it hasn't even begun to crumble at the edges.

## Freeze to Ice-Cap

LAST WEEK radio-television lost its aura of essentiality in this volatile defense economy. It's supposed to be temporary—until better controls on critical materials can be evolved.

The net effect, nevertheless, is that under the new NPA construction order, an equipment freeze is imposed upon new station construction. There are the usual appeals procedures. Simultaneously, regulations affecting nickel, used in loudspeakers, and cathode ray tubes, foreshadow tightened production ahead in the receiver field.

This could be the beginning of what many thought would be the effect of the Korean outbreak—an equipment freeze superimposed upon the TV allocations freeze. That this should come just about the time there are first signs of the thawing of the four-year-old TV freeze, if only in UHF, must be regarded as sheer coincidence.

The mysterious aspect of the new construction ban is that it came out of the blue—a complete surprise to the FCC and to those doing business with NPA. There wasn't the customary consultation with industry advisory representatives. It countermands an order of last January which exempted radio and TV.

The experience of World War II, when a tight equipment freeze was imposed on everything except construction "certified as essential in the war effort" must be used as the index to this new dilemma. Defense production officials assert the new order means simply that there will be no approvals "in the field" of new construction of transmitters or studios, but that applications must be bucked to Washington. Anyone who had experiences with the priorities procedures of the last war knows their futility.

As it stands now, only those projects underway can be completed. Hollywood-type studios are out, along with motion picture theatres and hot-dog stands. New station installations might get by if they aren't too numerous, and if the Washington authorities do not follow the World War II pattern of confusion and frustration, compounded.

Radio should not be a serious issue in this new material austerity. TV again is the problem-child. The President and Defense Chief Wilson have stated repeatedly that a healthy

civilian economy must be maintained.

TV occupies a unique place in the civilian economy. In the scant six years since World War II, it has become as vital as any part of the economy save food, clothing, housing and transportation—in those parts of the country where the federal government has permitted it to exist. Yet many areas are still deprived of television—which is still a "regional" medium, regional to the extent of 107 stations covering only 63 markets.

Before the controls are drawn taut, the case for radio-TV should be forcefully presented to the appropriate defense authorities. The incongruity of banning radio-TV construction at about the time the allocation lid comes off, should be made crystal clear.

## Below the Belt

IN OUR government of checks and balances, it is the prerogative—indeed the duty—of Congress to probe into the activities and personnel of any and all agencies of Government.

The FCC has had its share of those inquiries. It has been the butt of many a Congressional diatribe. It has been called almost everything in the book. And much of it, in our judgment, has been justified, as past volumes of this journal covering a 20-year span, will attest.

The FCC of today isn't the paragon of bureaucratic perfection by quite a stretch. But it's still far from being the worst agency in Government. We think it can get along with less money, less red tape, less made-work and fewer people just sitting out jobs until they can retire.

Proper inquiries into FCC activities, in our view, should be encouraged. Irresponsible ones, motivated by disgruntled individuals or flannel-mouthed legislators with axes to be ground, should be shunned.

The FCC was hit below the belt the other day. Rep. Eugene Cox (D-Ga.), who headed the first FCC investigation eight years ago, and Rep. John Rankin (D-Miss.), who spits vituperation at all minorities, joined hands. They branded the whole FCC a Communist cell. Mr. Cox wanted to snip half a million off the FCC's budget, and got it. Mr. Rankin wanted to abolish the FCC altogether—until the last vestige of his imagined junior Kremlin is cleaned out.

Mr. Rankin's approach was pure nonsense. We believe the FCC of another era had its pinkos and a red or two. We said so in these columns. We're satisfied that those who may remain are misguided little people who couldn't control the granting of a construction permit for a studio-to-transmitter link.

It was Mr. Cox, who should know better, who gave to his House colleagues a lot of archaic, rhetorical eye-wash, and who slandered Chairman Wayne Coy. He talked about a commissioner's wife who is vice president of a Communist-front organization. He meant the wife of an ex-commissioner who failed of re-appointment three years ago. He was alluding to a departed era.

Mr. Cox charged that the *Washington Post* "pretty well dominates the Commission," because Chairman Coy was head of the radio operations of that newspaper before he became chairman in 1947. That canard is repudiated by the record. Mr. Coy has declined to participate in any decision having the remotest connection with *Washington Post* radio or TV activities, and has absented himself from the discussions.

The cut in FCC appropriations, as advocated by Mr. Cox, may stand. The FCC wouldn't be incapacitated if it did. But fairness and equity, we believe, demand a repudiation of the irresponsible and unfounded charges which went virtually uncontested in the *Congressional Record*.



our respects to:



DONALD MALCOLM NEILL

TO GO FROM office boy to chairman of the board in a little less than 14 years is unusual, but to go from office boy in a government broadcasting system and become chairman of the board of the private stations' organization at the same time is even more unusual. That in short is the career of Donald Malcolm Neill, general manager of CFNB Fredericton, N. B., who at the age of 35 was recently elected chairman of the board of the Canadian Assn. of Broadcasters.

Malcolm Neill grew up with radio. Born in Fredericton on April 15, 1915, he learned when he was eight years old that he had to tiptoe about the house and speak in whispers during certain hours of the day. During that time, CFNB was on the air—from the den in the family home. It was a 100 watt and the power supply was a motor generator beating out a regular rhythm in the basement.

He recalls that "in those early days there was no such thing as an electrical pickup and the method used was to place a microphone in front of the speaker on our victrola and grind out the records in this manner. There was of course no soundproofing in the house, and having an open microphone in the den a good part of each day mean that members of the family had to walk on tiptoes and speak in whispers during broadcast hours."

That situation prevailed from 1923 to 1928 when the station was moved to larger and more suitable quarters outside the Neill family residence. Life became easier for the Neills at home.

After finishing school at Bishop's College in Lennoxville, Quebec, Mr. Neill put in a short time in the family business, a retail and wholesale hardware firm founded in 1838 by his great-grandfather. CFNB is operated as a division of that firm, and Mr. Neill is a vice president of James S. Neill & Sons Ltd. and a member of the fourth generation in the firm.

From the hardware firm he went to the Canadian Broadcasting Corp. at Ottawa to become an office boy. That was on May 15, 1937. He was just 22 years old. He was promoted within a week to a file clerk, and after six months was transferred to the newly organized station relations division of which Horace Stovin became the first manager. Mr. Neill became his assistant. On May 15, 1938 the division, along with other departments of the CBC, was moved to Toronto and he went along.

It did not take young Neill long to find his way about Toronto, and within a week he had

(Continued on page 69)



**WTOP's news programs  
are more-listened-to  
than ever before...**

**The 6 to 7 p.m. evening news hour delivers 4,462\* MORE homes than last year**



WTOG CBS

THE WASHINGTON POST—CBS STATION

**Represented by Radio Sales**

\*The Pulse Inc., March-April 1950 vs. 1951





Advertisement

## From where I sit by Joe Marsh

### Hope "Cappy" Told Him Where to Get Off!

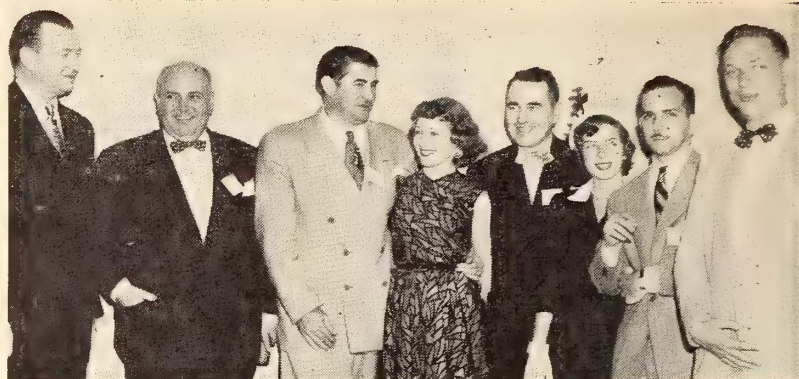
*"Cappy" Fisher—who just retired after thirty-five years as a railroad conductor—was telling about a certain salesman who was often one of his passengers.*

*"That man was so busy," says Cappy, "he used to bring a dictaphone on the train to catch up on his letters. On one trip he'd been rushing around so much he clean forgot to bring his ticket. Left it on his desk."*

*When Cappy started to tell him not to worry about the ticket he forgot, the salesman busts out with "Who's worried about the ticket? It's just that now I don't know what city I was going to get off at!"*

Cappy might have been pulling our leg, but from where I sit, lots of us get so wrapped up in ourselves we often forget "where we're going." Some folks get so narrow they even begrudge their neighbors the right to enjoy a glass of beer now and then. Let's not forget that just as trains run on steam and oil, democracies run on freedom and tolerance!

*Joe Marsh*



INFORMAL gathering during the Ohio Assn. of Broadcasters meeting [BROADCASTING • TELECASTING, May 7] includes (l to r): William B. Ryan, BAB president, who addressed the broadcasters; William Lemmon, WJW Cleveland; Ad Karns, WING Dayton; Mrs. J. M. O'Hara; Mr. O'Hara, WMAN Mansfield; Mrs. Roger Berk; Mr. Berk, WAKR Akron, and C. N. Evans, WIZE Springfield.

### NEWS INTEREST

#### Gramling Cites Factors

NEWS, ranking at the top in listener interest, offers a threefold opportunity to broadcast stations, according to Oliver Gramling, Associated Press vice president.

Recalling an address before the Ohio Assn. of Broadcasters [BROADCASTING • TELECASTING, May 7],



Mr. Gramling

Mr. Gramling said news programs give radio a chance to perform a public service, build a station's audience and provide revenue. He cited surveys showing radio news has the highest percentage of men, women and children listeners of any program type. In the case of one survey, the audience figure was 74%.

In selling news, Mr. Gramling said, a number of primary factors must be considered. He listed these as ratings, established newscast periods, proper preparation and presentation, and effective salesmanship. He described AP's newest sales device—"Archy," a composite time salesman, and pictured this mythical character in the process of selling newscasts to local sponsors.

Listener interest in radio news

### APS Meetings

AS A direct result of its first subscriber conference in Greensboro, N. C., last February, Associated Program Service, New York, has scheduled two more conferences according to Maurice B. Mitchell, vice president and general manager of APS. The second conference will be held May 21 at the Atlanta Biltmore Hotel, Atlanta, and the third on May 25 at the Stephen F. Austin Hotel, Austin, Tex. Both meetings, conducted by Mr. Mitchell and Les Biebl, APS program director, will be devoted to discussions of the newest techniques in radio sales and programming.

has increased continuously for the last 25 years, according to Mr. Gramling, and will continue to increase because: "It is a well-established fact that one news medium does not replace another. Each helps the other—because each helps to broaden people's interest and to satisfy their hunger for more and more information."

### EDUCATION POLICY

#### Hennock Gives Views

FCC Comr. Frieda B. Hennock believes that commercial programs can be educational. Appearing Tuesday evening at the annual dinner of the American U. Radio Television Guild, held in Washington, Miss Hennock offered this view in a question-answer session following her formal talk.

Referring to comments of the Conference of Mayors on behalf of educational TV and the New York State Board of Regents plan to operate a statewide TV network Miss Hennock said: "This is a very thrilling day. One comment from the mayors weighed 20 pounds."

#### Less Reading

Noting that reading of news papers, magazines and books is falling off because of TV's impact on the home, Miss Hennock said TV must be used to spread knowledge about our free, democratic institutions. She called the stock pile of TV channels "one of our most valuable resources."

Ted Koop, CBS Washington news and special events director, criticized newspapers for repeated statements that telecasting of hearings involves use of batteries of klieg lights and cameras. At the Kefauver hearings, he said, TV stations pooled the coverage, using two cameras. The bright lights and flashes are caused by newsreel and still cameramen, he said, who do not operate on a pooled basis.

"Television is taking its place in the national scene," Mr. Koop said. "It is a tremendous force for good, working with the press."



Children's Programs  
also  
prove

**KEX**

*Preference*

**YOUNGSTERS prefer KEX  
programs and influence  
purchases of KEX  
advertised products**

5,000 eager youngsters jammed the auditorium of Portland's leading department store, Meier & Frank Company, to witness the annual Easter Party. "Drawing cards" for the show were KEX stars Uncle Bob and Merrie Virginia.



Throughout the years only KEX children shows have enjoyed a *continued* success in the Pacific Northwest, and five sponsors have been associated with these shows since their inception. Consistent program promotion and personal appearances are keeping these KEX leaders way out in front of other kid shows. Proof? Check your audience reports!

**"The Squirrel Cage"**

Every afternoon from 4:15 to 4:45 Uncle Bob holds forth with his little friends, "Gus the Goose" and "Gabby the Squirrel." It's fascinating fun for small fry.

**"The Merrie Circle"**

Rounding out each afternoon of kiddie fun, Merrie Virginia takes her listeners to the land of make-believe with her many puppet characters, including "Gulbert" and "Sir Percival Penguin." This program from 5:00 to 5:30 provokes hundreds of letters weekly from the entire Northwest.

P.S. Not only do these shows earn ratings — but they rate parental approval. Contact KEX or Free & Peters for availabilities now!



**KEX**

**Oregon's *Only* 50,000 Watt Station**

**ABC AFFILIATE IN PORTLAND  
WESTINGHOUSE RADIO STATIONS INC.**

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



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



# front office



**W**ILLIAM DOTY EDOUARDE appointed NBC radio and TV spot sales representative in Southern California succeeding ROBERT E. HOWARD resigned. Mr. Edouarde was with KFWB Hollywood as sales manager, and earlier was associated with Badger, Brown-Ing & Hersey, N. Y.

**RALPH L. STUFFLEBAM**, commercial manager KSTL St. Louis, appointed director of FM at KXOK-AM-FM St. Louis.

**PAUL ADANTI**, station manager WHEN (TV) Syracuse, appointed director and vice president Meredith Syracuse Television Corp., subsidiary of Meredith Publishing Co., Des Moines, Iowa. Company also owns WHEN.

**LEO BORIN**, program supervisor WHAY New Britain, Conn., appointed manager of station. He will also continue his program duties. **THOMAS MEADE** appointed sales manager WHAY.

**HOWARD R. HAWKINS**, general attorney RCA Communications since Jan. 1, 1949, elected vice president and general attorney of RCA Communications Inc.

**A. DONOVAN FAUST**, assistant general manager WLWD (TV) Dayton, appointed assistant general manager WDTV (TV) Pittsburgh.

**WINSTON S. (Red) DUSTIN**, vice president and general sales manager of Noe Stations (WNOE New Orleans, KNOE Monroe, La.), named executive secretary of Cordell Hull Foundation for International Education. Foundation, which plans multi-million dollar endowment for education of Latin American students at Vanderbilt and other U. S. universities, constitutes largest private project for interchange of students and eventually plans to cover entire world. Mr. Dustin has been identified with

project from its start. Trustees include Frank Houston, Chemical Bank in New York, James A. Farley, UN Ambassador Warren Austin and other leading figures.

**HARRY W. ZIPPER**, executive assistant to J. KELLY SMITH, CBS vice president in charge of O&O stations, named production business manager, KTSL (TV) Hollywood. He will work with JAMES MELICK, executive assistant to management CBS Hollywood.

**JOSEPH HERSHEY McGILLVRA Inc.**, N. Y. appointed national representatives for WBIS Bristol, Conn.

**EDWIN C. DERRYBERRY**, account executive WTVJ (TV) Miami, called to active duty with Air Force.

**ART CURTIS** assistant to merchandising manager Hotpoint Inc., Chicago, to sales department WBBM Chicago.

**LaVERLE TEED**, John Keating Radio Station Representatives, Portland, Ore., appointed radio consultant for firm.

**R. C. LOCKMAN**, account executive KNX Hollywood, to KTTV same city in similar capacity.

**B. W. JASPER** appointed account executive WXGI Richmond. He was with WCSI Columbus, Ind., as sales manager.

**MEL GOODRODE**, Bendix Appliances, South Bend, MBS Chicago, as network account executive. He also worked at J. Walter Thompson, Chicago.

**THE KENNEDY Co.**, Phila. appointed Philadelphia representative for WOND Pleasantville, N. J. **JOHN G. STRUCKELL** appointed acting general manager WOND. He was with WWBZ Vineland, N. J.

**JOHN B. SOELL**, DuMont Television Network, named account executive. He was account executive with WMCA New York for two years.

**ARTHUR M. SWIFT**, salesman WOOD Grand Rapids, on temporary duty with Air Force, stationed in Detroit.

**NORMAN GLENN**, supervisor of NBC sales promotion division, radio advertising and promotion, named to Radio Network Sales staff. **VIN TON FREEDLEY Jr.**, formerly with American Tobacco Co., Foote Cone & Belding and BBDO, also named to Radio Network sales staff [BROADCASTING • TELECASTING, April 30].

## Personals . . .

**HECHT S. LACKEY**, owner and general manager WSON-AM-FM Henderson, Ky., elected governor of District 233 of Rotary International. . . **J. CLIFFORD LEE**, president KFXM San Bernardino, elected to three year term as director-at-large on board of California Tuberculosis & Health Assn. . . **C. K. SPICER**, business manager WBT-AM-FM and WBTB (TV) Charlotte, N. C., elected first vice president Charlotte Chapter of National Office Management Assn. . . **JOHN H. POOLE** president KALI Pasadena, Calif. is on two months tour of Europe. . . **ROGER CLIPP**, general manager WFIL-AM-FM-TV Philadelphia, name chairman of Variety Clubs convention to be held in Philadelphia in May. Vice President Alben W. Barkley, Loretta Young and Morton Downey are scheduled to attend. Faye Emerson and Ken Murray will originate their network television shows from Philadelphia during the Variety Club convention. Mr. Clipp will also serve as chairman of special events committee for Philadelphia's observance of Armed Forces Day, May 19.

**JOHN D. SCHEUER Jr.**, assistant to general manager WFIL Philadelphia will speak at Fourth Radio and Television Institute to be held at Pennsylvania State College, July 11, on *WFIL-TV University of the Air*. Several hundred men and women in the radio-television industry and in the education field are expected to attend. . . **ROBERT E. DUNVILLE** president and general manager Crosley Broadcasting Corp. at Cincinnati headquarters, returned to his home last Tuesday after a hospital sojourn. He suffered what was described as a "mild cardiac attack" three weeks earlier. . . **HENRY P. JOHNSON**, managing director WSGF Birmingham, Ala., has adopted four-month-old girl, Margaret Ann.

## BASEBALL HEARING

### KFSB Goes to Court

MAY 17 has been set for a circuit court hearing in Joplin, Mo., wherein the local KFSB will seek the right to broadcast baseball games of the St. Louis Cardinals. Station's counsel has filed for an injunction against such a ban

which is effective when the Joplin baseball team of the Western Assn. plays at home.

Defendants are the Cardinal Griesedick Brewing Co. as sponsor Ruthrauff & Ryan, agency, and the Joplin baseball team. Anti-trust restraint of interstate commerce and monopoly are alleged. According to reports, KFSB is disregarding the ban.

**IT PAYS TO BE THE MIDDLEMAN**

**CHICAGO**

**WMAY**

**SPRINGFIELD, ILLINOIS**

Covering Illinois Second Market

**1000 watts day**  
**500 watts night**

**ST. LOUIS**

So there we were—sitting between Chicago on the north-east and St. Louis on the southwest and doing such a terrific job for the folks hereabouts that we're just bound to do as well for you. We've got everything!

**COVERAGE:** Exactly 25 counties in Central and Southern Illinois and 776,400 buyers packed therein. And none of them covered by television.

**MARKET:** A nice, fat lush \$800 million worth.

**POWER:** The most powerful fulltime station in all of Central and Southern Illinois: 1000 busy watts day and 500 night.

**TRY WMAY, middlemen to Illinois' second largest market. There is a good sales story. Get it today—from Gordon Sherman, WMAY General Manager.**

**GORDON SHERMAN, GEN. MGR.**

NATIONALLY REPRESENTED BY THE JOHN E. PEARSON COMPANY



# Murrow takes to tape

45 miles of news-packed sound tape is one week's raw material for Ed Murrow's "HEAR IT NOW", Peabody Award winner for 1951

History repeats itself for the benefit of CBS audiences every week as Edward R. Murrow airs his skillfully woven account of the week's happenings, "Hear It Now". On-the-spot tape recordings from the world's newsfronts—45 miles of them—go into the making of "Hear It Now". These capture the actual voices and surroundings of the men who make the news, reproduce every sound with life-like fidelity.

There is no needle scratch, crosstalk or backlashing with tape, and its high fidelity remains through thousands of playings. Tape recordings can be made anywhere, anytime . . . in the studio, on the street, in moving vehicles . . . and the tape is easy to cut and dub into.

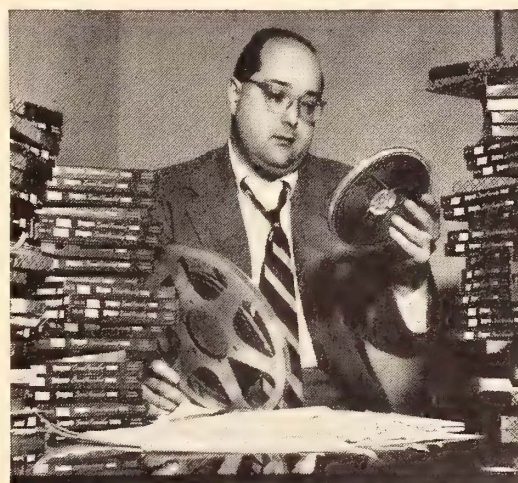
Want to know more about the short-cuts, new twists, savings you can make with tape? Write to Dept. BT51, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll arrange to have a representative give you the whole story.



**ED MURROW** (right) listens with his co-director and writer Fred W. Friendly as "Hear It Now" goes out over the CBS network. The program is being constantly edited right up to air time, and in case of a major news break the second half can be changed while the first half is on the air. Notice the pile of discarded tape on the floor that didn't quite make this broadcast.



**UP TO 50 HOURS** of recordings are winnowed down to less than an hour by the staff of "Hear It Now" editors, including Irving J. Gitlin (above). Tight, noise-free splices of selected material are easily made with a pair of scissors and "Scotch" Splicing Tape.



**ONE 18-MINUTE FEATURE STORY** presented on "Hear It Now" contained the boiled-down essence of this mountain of tape-recorded material. John Aaron, one of the editors, helps select the 9/10ths of a mile of tape that constitutes each "Hear It Now" broadcast.



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

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



# OPERATOR RULE

'Severe Hardship'—NARTB

SEVERE hardship would be imposed, especially on small stations, by the FCC's April 5 proposed rule granting 30-day exemption from the first-class operator rule, according to a special NARTB committee engaged in a study of the problem [BROADCASTING • TELECASTING, May 7].

While the FCC's proposed rule is designed to provide relief, according to the committee, its 30-day limit will force stations into procedural snarls worse than the hardship the rule is designed to relieve.

Exemption of 120 days instead of 30 days should be granted, the committee suggested, with stations filing an interim report at the 60-day point to show what efforts are being made to hire first-class operators.

Stations would be put to heavy expense and time-consuming effort in supporting applications for relief every 30 days, the committee contended, with more than 30 days likely to be required to comply with requirements. "In fact, a station would be well advised to begin preparing its second justification before action had been taken on its first application," the committee argued. "The Commission must make the basic period of relief sufficiently long to make it meaningful."

Since the proposed FCC ruling permits filing with field engineers, the committee felt these engineers should have the right to terminate exemptions if stations failed to make a good showing at the 60-day interval.

The 30-day rule proposed by the Commission is contrary to sound administrative practices, the committee contended, citing regulatory practices in support of its claim.

Another practical objection centered in the difficulty of hiring temporary operators on a 30-day basis, especially in view of the present national labor shortage.

The brief was filed by Bernard Koteen, attorney for the committee, whose membership comprises William C. Grove, KFBC Cheyenne, Wyo., chairman; Marshall Pengra, WATO Oak Ridge, Tenn., and Harold Essex, WSJS Winston-Salem, N. C.



TO FAMILIARIZE the Paul H. Raymer Co. with representative programs, WTAG Worcester, Mass., station officials prepared a 72-minute disc digest of a day's programming [BROADCASTING • TELECASTING, May 7]. Shown examining a portion of the orientation material in Raymer New York offices are (l to r) Ralph McKinnie, Raymer sales manager; Robert J. Brown, WTAG commercial manager; Wally Duncan, assistant to the Raymer president, and Herbert L. Krueger, WTAG manager. The special platter, *A Day In The Life Of WTAG*, was written by Andy Fuller, publicity director, and Ed Quinn, sales promotion director. Mr. Brown conceived the idea and also will take the disc to Raymer offices in Chicago and Detroit.

## UTAH DENIAL

KSVC Loses Petition

FCC last Tuesday denied a petition by Sevier Valley Broadcasting Co. asking to enlarge the hearing issues in connection with its application for license renewal of KSVC Richfield, Utah. Sevier Valley had requested the inclusion of the station's programming as evidence.

Comr. Paul A. Walker and Rosel Hyde dissented to the decision upheld by Comrs. Wayne Coy, Paul A. Walker, Edward Webster, Robert Jones, and George Sterling. FCC's memorandum opinion and order stated that the Commission had not specified any programming issues because it was "satisfied that programwise the station has been operated in the public interest." Request that oral argument be held was also denied by FCC.

Issues being considered in KSVC's license renewal are possible authorized transfer of control of the station, alleged misreporting and failure to report to the Commission, deviation in financing from the representations shown in the CPF application, and whether grant

of the application would be in the public interest.

In his dissent, Comr. Hyde indicated that since the application was to be considered as to whether it could be granted in the public interest, all evidence concerning the application should be offered. KSVC had petitioned that it had engaged a lawyer unfamiliar with radio law at the time of its original filing and therefore had been late to offer evidence of programming in the hearings. Comr. Hyde said that in FCC's discretion, this lateness in filing could have been waived.

## HOUSE MOVING

WBUD Meets Emergency

WBUD Morrisville, Pa., quickly shifted operations to its transmitter site when linemen cut main power lines to permit the moving of a three-story double house. The house, purchased from the Delaware Bridge Commission, was "transplanted" from one section of the city to another. Transfer necessitated power be cut.

William A. Brewer, WBUD chief engineer, ordered interim operations be conducted from the transmitter site on the Delaware River. The emergency operation lasted only an hour and WBUD made the transition with only 20 seconds of "dead" time.

## Decision Set Aside

FCC on Monday set aside a hearing examiner's initial decision looking toward grant of KIFI Idaho Falls, Ida., application for a change in facilities from 1400 kc, 250 w, unlimited to 1060 kc, 10 kw, unlimited, night directional. Commission remanded the proceeding to the examiner for further engineering evidence.

## KPPC DENIED

FCC Reverses Proposed CP

REVERSING an initial decision, FCC last week denied a construction permit to Pasadena Presbyterian Church to change transmitting equipment and to increase power of KPPC Pasadena on a share-time basis with KGFJ Los Angeles. Requested power boost was from 100 w to 250 w, operating on 1240 kc.

The initial decision was reversed on grounds that there was more than 2 mv/m and 25 mv/m contours overlap by KPPC compared to respective 25 and 2 mv/m contours of KGFJ.

In a dissenting opinion, Comr. Paul A. Walker said that FCC's rules and standards should be enforced "with reason." Asking such an interpretation in this case, Comr. Walker indicated granting of both applications as recommended by Examiner Basil P. Connor would permit "increased benefits to many thousands of listeners."

## KFST REVOCATION

Suspended Pending Hearing

FCC has suspended its order revoking the construction permit of KFST Fort Stockton, Tex., until hearings, which are to be held in Fort Stockton, are concluded [BROADCASTING • TELECASTING, March 19]. No date has been fixed for the hearings over which Comr. Paul A. Walker will preside, FCC said in an action May 3.

Basis for the revocation order was alleged ownership misrepresentation of KTXC Big Spring Tex., whose bid for license renewal also was designated by the Commission for hearing.

Actions on KTXC and KFST have been based on disclosures in a letter from Leonard R. Lyon regarding alleged contracts granting par interests in KTXC to V. T. and E. W. Anderson. Mr. Lyon is original permittee of KTXC and part owner KFST in equal partnership with the Andersons and Clyde F. and George T. Thomas, all of whom were charged by the FCC with having participated "in the illegal transfer" of KTXC.

## Extends Deadline

DEADLINE for filing proposed findings in G. A. Richards' station case has been extended seven days to today (May 14). Renewal proceedings involve KMPC Hollywood WJR Detroit and WGAR Cleveland. In giving additional time last Monday, Examiner J. D. Cunningham noted illness in the family of FCC General Counsel staff member as well as enormity of hearing record as justification for the extension. Richards counsel has already submitted its proposed findings [BROADCASTING • TELECASTING, May 7].

# KGW carries the weight in the Oregon Market DAY or NIGHT

**TOTAL BMB FAMILIES**  
From 1949 BMB Survey

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

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

## KGW PORTLAND, OREGON

on the efficient 620 frequency

**AFFILIATED WITH NBC**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



**TRUSCON...a name you can build on**

# Truscon Builds World's Tallest Radio Tower

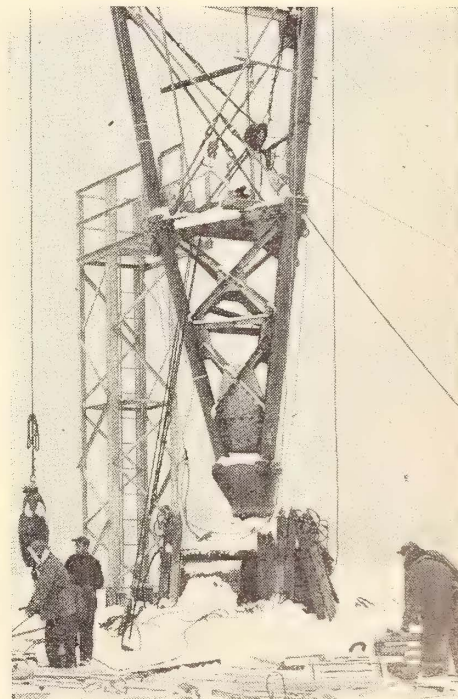
Truscon has fabricated for the United States Government a 1,212-foot tower recently erected near Rome, New York.

The 1,212-foot giant overshadows every other man-made structure in the world, except the 1,250-foot high Empire State building. It is truly a tribute to the skill of the men at Truscon who designed, engineered, and produced it. Not many years ago a tower of this type and height would have been considered impractical to build. Work on the structure began on Truscon's drawing boards in the spring of 1948. Erection was started in September 1950.

Nearing completion last November, the tower had its first test of consequence during the storm that brought record snow and 125-mile-an-hour winds to the eastern section of the country. In this blow the tower swayed approximately seven-tenths of the seven feet it is calculated to sway in a 150-mile-an-hour hurricane.

Requiring 772 tons of fabricated steel, the great structure is supported by 4 miles of guy cables, most of which are anchored almost a quarter of a mile away from the base. The new tower will be used by scientists at the Griffiss Air Force Base near Rome (N. Y.) for the study of Loran, a radio navigation aid first developed during the last war.

Today, rising skyward in many nations are many hundreds of Truscon-built "fingers of steel" over which pour communications for the attentive ears and eyes of the world's people. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.



*A construction photograph shows giant tower's base. More than 1400 cu. yds. of concrete was used to form base pier and guy anchors.*



**TRUSCON® STEEL COMPANY**

Subsidiary of Republic Steel Corporation

**Youngstown 1, Ohio**





If it's ears you are need'n  
The kind that are heed'n



Commercials, just as they should;  
Before proceeding . . .



Pick the station that's leading.  
In Greater Grand Rapids, it's WOOD!



Why is WOOD terrific?  
Ask Katz to get specific.

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 . . .

**WOOD**

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.

## MICHAEL AWARDS

1,200 Attend 2nd Annual Academy Dinner

SECOND annual "Michael Awards" of the Academy of Radio & Television Arts & Sciences were presented to 27 network radio and television personalities and programs at a dinner at the Waldorf-Astoria Hotel in New York last Monday evening.

Seven special citations were presented, including a "pioneer television award" to Dr. Allen B. DuMont, president of Allen B. DuMont Labs and the DuMont Television Network, and a "national public service citation" to the Kefauver Crime Investigating Committee. Some 1,200 persons, including broadcasting, newspaper, government and social leaders, were on hand for the banquet, proceeds of which were donated to United Cerebral Palsy's \$5 million May campaign.

Award winners were announced as follows:

Radio—Best comedian, Groucho Marx (NBC); best situation comedy, *Jack Benny Show* (CBS); best dramatic program, *Theatre Guild on the Air* (NBC); best news interpretation, Edward R. Murrow (CBS); best consistent news commentator, Walter Winchell (ABC); best classical music program, *The Telephone Hour* (NBC); best mystery program, *Dragnet* (NBC); best children's program, *Quiz Kids* (NBC); best producer-director, *Theatre Guild* and Homer Fickett (NBC).

Television—Best comedian, Milton Berle (NBC-TV); best variety program, *Toast of the Town* (CBS-TV); best situation comedy program, *Alan Young Show* (CBS-TV); best dramatic program, *Philco Playhouse* (NBC-TV); best mystery program, *Suspense* (CBS-TV); best panel quiz, *What's My Line* (CBS-TV); best children's program, *Super Circus* (ABC-TV); best musical

variety program, *Fred Waring Show* (CBS-TV); best producer-director, Max Liebman (NBC-TV); best news commentator, John Cameron Swayze (NBC-TV); best commercial presentation, Lucky Strike cigarettes (NBC-TV).

Best male vocalist, Perry Como (CBS).

Best female vocalist, Dinah Shore (CBS).

Best announcer, Bud Collyer (NBC-TV).

Best sportscaster, Bill Stern (NBC-TV).

Most promising television star, Sam Levenson (CBS).

"Michael Citations"—Irving Mansfield for originality and creativeness in the conception of program ideas (CBS); Barry Gray, public affairs award (CBS); Arthur Godfrey, "Mr. Mike" (CBS); Eddie Cantor, humanitarian award (NBC-TV); Bob Hope, Americanism award (NBC); the Kefauver Committee, national public service citation; Dr. Allen B. DuMont, pioneer television (DuMont).

Radio-television forum and discussion programs—*American Forum of the Air*, best forum program (NBC); *Meet the Press*, best discussion program (NBC-TV).

## GE RESEARCH

To Triple Facilities

THE NEED for more research and development looking toward improved electronic equipment for the armed forces has prompted the General Electric Co., Syracuse, to plan tripling of its facilities at Electronics Park and the addition of 173 new employees.

Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Dept., said the size of the 190-acre lab building will be increased from 33,000 to 101,000 sq. ft. by the addition of two wings. Construction starts this month. Activities carried on in the laboratory include not only military research but basic studies in the whole field of communications. About 162 people currently are employed at the Electronics Lab.

## FRAUD BILL

House Committee Cites FCC

CITING FCC testimony on the projected radio fraud bill [BROADCASTING • TELECASTING, April 30, 23 16], the House Judiciary Committee has said "radio misuse to perpetrate frauds has increased to an alarming degree. . . ."

This recognition of fraud via radio was given in the committee's report on HR 2948, which was approved a fortnight ago for House action.

Taking cognizance of fraudulent operators who by-pass the mail and use only "wire and radio facilities," the committee said "the ingenuity of swindlers gravitate naturally to those unethical practices beyond the specific sanction of law."

### Mail Issue

It went on to say, "even in those cases of radio fraud where the mail have played a role, it is sometime difficult to prove the use of the mails to the satisfaction of the court and so prosecutions often fail. Because of the greater facility in proving the use of radio, this bill if enacted might often rescue prosecution which would otherwise be defeated on technicalities."

The fraud bill would apply to any person who transmitted or caused to be transmitted by way of interstate wire or radio communication any fraudulent scheme. The amendment to the U. S. Criminal Code also includes television. Maximum penalty carried would be a \$1,000 fine, five years imprisonment, or both.

## Dartmouth Granted CP

TRUSTEES of Dartmouth College Thayer School of Engineering Hanover, N. H., have been granted CP and license for a Class 1 experimental radio station to be used for basic research in physics of the ionosphere. Frequencies within the band 1.5 to 10 mc to be assigned with conditions.

## COUNCIL PICKUP

Col. Springs Allows Tape

"REVOCABLE" permit to tape record meetings of the Colorado Springs (Col.) City Council has been granted KVOR, that city. By vote of 6-3 the council approved delayed broadcasts, long proposed in Rocky Mountain cities.

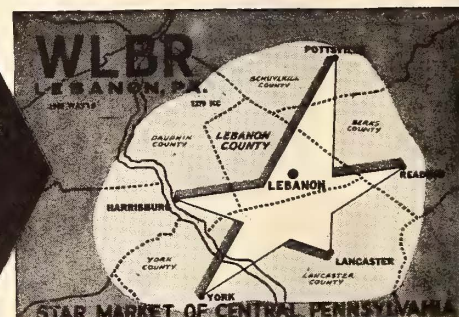
James D. Russell, KVOR president, appeared before the council May 8 to explain his request, saying the object was to heighten public interest in council proceedings. The tape will be edited to remove less interesting portions and a narrative will be added by Hal Bumpus, KVOR newsman.

Mr. Russell said military matter of a confidential nature would be deleted. "We have no bones to pick," he continued. "We are not in a position, nor do we have the slightest desire to editorialize. It will be straight news reporting."

One of the three dissenters objected to recordings on the ground they would cause misunderstanding. A new member felt he had not been on the body long enough to have his opinions broadcast.

This Rich  
Lebanon Valley  
Market Is  
YOURS...

300 Million  
DOLLARS  
WORTH  
covered with  
ONE STATION



**WLBR** AM  
FM

LEBANON, PA. • 1000 WATTS • 1270 KC  
The STAR MARKET of Central Pennsylvania

JULIAN F. SKINNELL—Operations Mgr.  
REPRESENTED BY RAMBEAU



# *Mr. Heverly: You'll find the truth about* **ZENITH UHF TUNING**

*in the May issue of*

## **RADIO COMMUNICATION**



**Y**OUR LETTER, Mr. Heverly, published in *Broadcasting* for April 16, described Zenith's full-page advertisements on their UHF television tuning as "one of the most flagrant examples of poor advertising I have ever seen, and a discredit to the TV manufacturing industry", and "... a disgrace to the advertising profession and the agency [Critchfield & Company] that places it."

If Zenith is giving UHF television what you called the "patent medicine" treatment, it is a very serious matter in your city of Seattle, where 2 out of the 5 proposed commercial allocations are UHF. It is still more serious to the people in your state generally, because 17 out of the 27 stations proposed are UHF. In fact, the future expansion of TV depends largely on UHF reception, because the FCC plan calls for 1,230 UHF commercial assignments, with only 484 on VHF. This makes UHF doubly important.

Your letter asked: "What are the Zenith tuning strips? Probably slabs of bakelite upon which the new tuning coils are mounted. What is the provision to receive tuning strips? Mere space for mounting? Why would any other receiver require outside adapters or converters any more than Zenith?" All those questions are answered by an article entitled "Zenith VHF-UHF Tuning" which appears in the May issue of RADIO COMMUNICATION Magazine. It presents detailed information, 14 photographs and wiring diagrams, and a full account of Zenith UHF performance.

You got a little ahead of us, Mr. Heverly, on the subject of Zenith UHF tuning, but usually, before management and engineering executives ask the questions, we are out with the answers, presented in a clear, readable, well-illustrated style. That's why readers look to RADIOCOM for the facts they need. They rely on this Magazine, trust it, depend on it.

If you aren't already a subscriber to RADIOCOM, fill out and mail the attached coupon today. A 3-year subscription costs only \$6.00, but mistakes in judgment, due to lack of full and accurate information, may be awfully expensive.

### ***Mail This Coupon Today....***

#### **11th Year of Service to Radio Management and Engineering**

Since 1940, it has been the special job of this Magazine to present authoritative, unbiased, documented information on significant technical developments and FCC actions.

For example, the April issue of RADIOCOM carried the most helpful analysis of the new TV plan, with a quick-reference table showing all cities where VHF allocations are proposed, together with the VHF stations on the air, the UHF allocations, population, and the FM and AM stations in each city.

In May, there is a searching discussion of FCC policy with respect to functional-music, storecasting and transcasting, entitled "This May Be Another Plotsky". Here is a matter of interest to every management or engineering executive, because it is related to the Commission's continuing arrogation of control over the business of broadcasting in general and, specifically, its intention to implement or eliminate the FM service which it has described officially as the "finest aural broadcast system".

The article on "Zenith VHF-UHF Tuning" is *must* reading because any intelligent decision about the immediate future of UHF requires an answer to the question: Can present sets receive UHF, or are the manufacturers giving the new band the "patent medicine" treatment?

**RADIOCOM, Inc., TV Building, Great Barrington, Mass.**  
Please enter my subscription to RADIO COMMUNICATION for:

☐ 3 years (36 issues) \$6.00      ☐ 1 year (12 issues) \$3.00  
☐ My remittance is enclosed      ☐ Please send me a bill

Name.....

Address.....



**J**OSEPH IARICCI, NBC statistical division supervisor, promoted to traffic division supervisor for NBC TV sales service, succeeding HAMISH McINTOSH, transferred to TV stations relations. JOHN CRAMER replaces Mr. Iaricci as statistical division supervisor. NANCY EWELS named assistant traffic division supervisor, succeeding JOHN WEIR, now in Armed Forces.

**MILTON Q. FORD**, disc jockey WWDC Washington, signed for three - times weekly disc jockey show on WOR New York. Mr. Ford is also the father of boy, May 2.



Mr. Ford

ter was radio editor at Rutgers U.

**"DID" DWYER**, disc jockey-announcer KCHE El Reno, Okla., to KJBC Midland, Texas, in same capacity.

**ROY RECTOR**, senior director-producer and operations supervisor WKY-TV Oklahoma City, appointed director-producer KOTV (TV) Tulsa.

**STAN VAINRIB**, chief announcer and disc jockey WKAX Birmingham, Ala., appointed production manager KHQ Spokane. He succeeds HERB HESS, now with Virgil A. Warren Adv., Spokane.

**JIM KILIAN**, staff announcer and assistant in publicity and public relations department WAAM (TV) Baltimore, appointed assistant program manager. He will continue his work in publicity and public relations department.

## air-casters



**WALTER VAN BELLEN**, former art staff member, appointed art director, and **HAROLD SHEPARD**, sales promotion writer, named supervisor of sales promotion division of NBC's radio advertising and promotion department. Mr. Shepard succeeds **NORMAN GLENN**, now in Radio Network Sales [see FRONT OFFICE].



**A MOTHER** who is following in the footsteps of her daughter provides a new twist to a career story. **Ruth Crane (I)**, star of *Modern Women* over **WMAL-TV** Washington, is losing her assistant, **Mary Beth Larrabee**, to maternity. Mrs. Larrabee's place is to be taken by her mother, Mrs. **Mary Louise Roberts (r)**.

**BYRON DOWTY**, sales department **WDTV** (TV) Pittsburgh, appointed production director. He will have charge of all programs, both live and film.

**BOB RECTOR** appointed announcing staff **KMOX** St. Louis. He was with **KWTO** Springfield, Mo. **JIM BUTLER**, **WVLN** Olney, Ill., to **KMOX** as late night disc jockey.

**BOB DALTON**, **WRNL** Richmond, to announcing staff **WMAL-AM-TV** Washington.

**OTT ROUSH**, program manager **WSIX** Nashville, Tenn., appointed production manager **WMC** Memphis.

**LOU AMES**, assistant program manager **WPIX** (TV) New York, and **TONY AZZATO**, film department manager, assigned, respectively as production supervision and control-room direction, and assistant to program manager in charge of administration.

**LLOYD DENNIS**, director-producer **WTOP** Washington, named director of program service **WTOP-AM-FM-TV**. Mr. Dennis will be responsible for program operations in all media.

**SAM ABELOW**, producer in CBS program department's public affairs division and producer of CBS radio and TV show, *We Take Your Word*, is resigning effective May 18, to write a play. He has been with CBS since 1945; formerly was freelance radio writer in Boston.

### NATIONAL NIELSEN\* RATINGS TOP RADIO PROGRAMS

(Total U.S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

REGULAR WEEK APRIL 1-7, 1951

CURRENT RANK	PROGRAMS	RATINGS HOMES %
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	(7.7)
1	Jack Benny Show (CBS)	17.3
2	Lux Radio Theatre (CBS)	17.3
3	Charlie McCarthy Show (CBS)	16.1
4	Amos 'n' Andy (CBS)	14.2
5	Walter Winchell (ABC)	13.1
6	My Friend Irma (CBS)	13.1
7	Godfrey's Talent Scouts (CBS)	13.0
8	Red Skelton (CBS)	12.4
9	Fibber McGee and Molly (NBC)	12.3
10	You Bet Your Life (NBC)	12.2

EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(4.5)
1	Beulah (CBS)	9.7
2	Lone Ranger (ABC)	8.0
3	Jack Smith Show (CBS)	7.7

WEEKDAY (Average For All Programs)		
	(5.1)	
1	Romance of Helen Trent (CBS)	9.5
2	Our Gal, Sunday (CBS)	8.9
3	Wendy Warren & the News (CBS)	8.6
4	Arthur Godfrey (Ligg. & Myers) (CBS)	8.4
5	Pepper Young's Family (NBC)	7.9
6	Guiding Light (CBS)	7.8
7	Aunt Jenny (CBS)	7.8
8	Big Sister (CBS)	7.8
9	Ma Perkins (CBS)	7.5
10	Road of Life (NBC)	7.4

DAY, SUNDAY		
	(Average For All Programs)	(2.8)
1	True Detective Mysteries (MBS)	9.0
2	The Shadow (MBS)	7.7
3	Martin Kane, Private Eye (MBS)	5.2

DAY, SATURDAY		
	(Average For All Programs)	(3.6)
1	Stars over Hollywood (CBS)	7.8
2	Armstrong Theater (CBS)	6.5
3	Grand Central Station (CBS)	5.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(\*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. Nielsen Co.

**CARTER CLEMENTS**, program department **WHAY** New Britain, Conn. appointed chief announcer. **WILLIAM TURNER**, business department, named office manager.

**LOUIS GILLESPIE**, **KPAS** Banning Calif., to **KXO** El Centro, as announcer and engineer.

**GEOFFREY GASS** and **BRYCE HOWARD**, both graduates Northwest Broadcasting School, Portland, Ore. to **KRPL** Moscow, Ida., as announcer technicians. **BRUCE FOUNTAIN**, Northwest graduate, to **KRUL** Corvallis, Ore., as announcer.

**BILL JOHNSON** to announcing staff **WNAX** Yankton, S. D. He was with **KCOM** Sioux City, Iowa.

**HARTLEY SATER**, chief announcer **KGA** Spokane, and **ALWYN BACH** **KYW** Philadelphia, to **KGO** San Francisco announcing staff.

**MARY ANN JAYNES**, new to radio to **WSB** Atlanta, as receptionist.

**KAY SCHEER** appointed copywriter **WTVJ** (TV) Miami. **FLORENCE O'BRIEN**, secretary to **LEE RUTCH**, vice president and general manager **WTVJ**, resigns.

**P. M. COVINGTON** appointed director of property maintenance **WBT-AM** FM and **WBT** (TV) Charlotte, N. C.

**ROBERT R. MILLER**, **WBEZ** (FM) Chicago, to **WGN-TV** Chicago, as floor manager.

**SID GARRIS**, as "Symphony Sid," to **CKLW** Windsor as disc jockey.

**DAVID SNELL**, **WOR** New York commentator, was to receive citation for loyalty and service from Joint Committee Against Communism in N. Y. yesterday (Sunday) on his program *This Week on the Communist Front*. Presentation was made by **STEPHEN C. CHESSE**, radio-TV committee chairman.

### News . . .

**H. B. KENNY** appointed news director **WSAZ-AM-TV** Huntington, W. Va. He was Washington correspondent for *Minneapolis Tribune*.

**JOE SMITH** appointed sports staff **WARD** Johnstown, Pa. He will handle Phillies games. He was with **WSSP** Petersburg, Va.

**JERRY CROCKER**, program director **WCUE** Akron, to **WERE** Cleveland, as sportscaster and disc jockey.

**THEODORE F. KOOP**, director of news and special events **CBS** Washington, spoke on "Radio-Television News Coverage in Nation's Capital at U. of Missouri, May 2.

**JAMES MacNAMARA**, head news staff **KLAC-AM-FM** Los Angeles, returned to active duty with U.S. Army, Korea under Gen. James A. Van Fleet. **MAL KLEIN**, commercial director **KLAC-TV** named director of station film department.

**ALLEN FORBES**, **BILL WARRICK** and **ARTHUR MUELLER** to new staff **WCCO** Minneapolis.

**ADD PENFIELD** appointed director of news and special events **WJZ** Columbia, S. C. He was with **WSB** Atlanta.

**WILLIAM J. SAGSTETTER**, noted agricultural editor and writer, conducting early morning farm program on **KXYZ** Houston.

**JOHN E. MURPHY**, news director **WCKY** Cincinnati, elected president Kentucky Outdoor Writers Assn.

**Dr. SAMUEL JOHNSON**, executive director of St. Louis Council on War Affairs, now doing afternoon news analysis program on **KMOX** St. Louis.

MICHIGAN'S  
GREATEST ADVERTISING MEDIUM...

**WJR**

THE GOODWILL STATION, INC.

FISHER BLDG., DETROIT

**CBS**

50,000 WATTS



This advertisement is the 13th in a series of messages on Inflation appearing in 425 newspapers and leading farm magazines. The Institute believes that Inflation can really be checked only when the public understands its cause and accepts its cure.

We are in a state of Emergency.  
We must build our military strength—  
and at the same time we must keep  
our economy strong for the long pull.  
Inflation bleeds both!

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

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

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

## **Your money is at stake**

All of us as taxpayers are already feeling the pinch of increased taxes, and there are more ahead. As consumers we are already feeling the rise in prices. So every one of us has a *personal* stake in how our Government meets the responsibility of cutting non-military expenditures.

Calling on representatives in Government for economy in non-military spending is one of the most effective ways of aiding defense and combating Inflation—the Sixth Column Enemy—at the same time.

Of course, cutting back means giving up some things, but this must be done in order to help pay for defense. Government's only source of money is the people—and one of those people is *you*.

## **Five more things that must be done to check Inflation:**

- 1. Increase production:** To meet military needs, provide civilian necessities, help keep prices down.
- 2. Support taxes** needed to put our Government on a "pay-as-you-go" basis.
- 3. Accept controls:** To assure military materials and to keep prices down by reducing competition for these materials.
- 4. Increase savings:** To provide investment money for greater production, lessen the demand for goods, and build a reserve for our own future needs.
- 5. Buy only for real needs:** To prevent bidding against each other for scarce goods.

None of these things will be easy to do. But everybody will agree that it's worth making sacrifices if they result in preventing the Sixth Column Enemy—INFLATION—from bleeding our economy.

**T**his message is one of a series on Inflation. It is brought to you by the life insurance companies and their agents in the interest of keeping America strong and protecting the purchasing power of the dollars of their 83 million policyholders.

You can help check Inflation by doing your part and by letting your representatives in Government know that you support every action they take to check Inflation.

**Institute of Life Insurance** 488 MADISON AVENUE, NEW YORK 22, N. Y.



**LEON FROMKESS**, vice president Samuel Goldwyn Productions Inc., L. A., to Music Corp. of America Ltd., Beverly Hills (talent agency), as executive in TV department.

**ANTRIM SHORT Agency**, Hollywood (motion picture talent agency) announces opening of new television department and move to new quarters at 8743 Sunset Blvd. **BOB PAYTON** heads TV department; **MERWIN SCHIRMER** is associate. **JIM MELZER** is motion picture associate. Phones: Crestview 5-8340, 5-0626. Firm currently planning production of half-hour TV show featuring Ronnie Kemper, Jane Frazee, Dick Haynes. **CARL CONNS** will produce.

**STU WAYNE**, WPEN Philadelphia, has formed Stu Wayne Enterprises Inc., to handle series of packages he has been testing and is releasing for late summer and fall season. Firm is located at 2212 Walnut St., Phila.

**PENN McLEOD & Assoc.**, Toronto, research organization, moved to new quarters in Bay & Gerrard Bldg. Telephone Plaza 4093.

**ROBERT T. SEELYE**, San Francisco sales representative Tele-Que, West Coast TV research firm, named vice president of corporation and regional manager, headquartered in San Francisco. Also named to new positions were **ERNEST CLAY**, director of statistics, to Vice President; **ROGER COOPER**, director of special research, to secretary of corporation; **JOHN LANDRETH**, associate professor U. of Nebraska, to treasurer and general manager of research firm.

**JAMES W. LUCAS**, director of new product development Associated Program Service, resigns, **MAURICE B. MITCHELL**, APS vice president and general manager, announced.

## allied arts



**MARX LEVA**, Assistant Secretary of Defense, received Certificate of Appreciation for civilian service on occasion of his resignation, effective May 1. Award was presented by Defense Secretary George C. Marshall for Mr. Leva's legal and legislative efforts in Dept. of Defense. Mr. Leva resigned to return to private law practice.

**DONALD B. GATLING**, acting chief, Div. of Investigation, Bureau of Anti-deceptive Practices, has received award for leadership in administering Federal Trade Commission's advertising study in radio, TV and other media fields. He was one of 23 FTC members to receive "incentive" award for "outstanding achievement."

**WILLIAM B. LINDSEY**, sales manager Universal Recorders, Hollywood, and **HELEN ELIZABETH HAVENS**, secretary to Lloyd Sigmon, vice president KMPC same city, announce their marriage.

**S. W. CALDWELL Ltd.**, Toronto (transcribed program distributor), has sold 33 programs to CJRW Summerside, P.E.I., to augment station's increased airtime from 6 p.m. to midnight.

**JACK SNADER**, production assistant and office projectionist Snader Telecriptions Corp., Beverly Hills, inducted into Army.

**CARTER S. KNIGHT**, regional sales representative WFGM Fitchburg, Mass., to New England Housewares & Electrical Appliance Buyers Guide as advertising sales representative.

**LOUIS G. COWAN** will put another TV package on air shortly when WGN Chicago originates *Down You Go* for DuMont TV Network. Plan is to carry package Wednesday, 8 to 8:30 p.m. (CDT) as sustained until it is sold. Show will feature quiz panel playing variation of parlor game, Hang the Butcher.

### Equipment . . .

**PATRICK J. BRADY**, chief industrial engineer Sylvania Radio & Tube Div. in Buffalo plant, named manager of Williamsport, Pa., Sylvania Electric Products Inc. plant.

**THOMAS F. CONNOR**, Army public relations adviser and former newspaper editor, named special assistant to **CHARLES M. HULTER**, general manager of the State Dept.'s international information program.

### On All Accounts

(Continued from page 10)

have aired the most expensive local show. As a test for Elgin-American, to find out if radio could sell high-fashion, "visual" items, the agency bought Wayne King and his orchestra for a 13-week live series on WBBM Chicago. This was in 1946, and the merchandise did sell, Mr. Mann says.

Wine Corp. of America (Mogen David), reportedly was the first wine company to have a full TV show, *Can You Top This?* on ABC. The company will sponsor another on CBS-TV this fall. Additional broadcast accounts handled by Mr. Mann are Holeproof Hosiery, College Inn Food Products, Wyler & Co. (soup mixes), Associated Products (Five-Day deodorant), Fox Head Brewing Co., and Reid-Murdoch (Monarch foods), which buys the first quarter morning segment of Arthur Godfrey on CBS.

Mr. Mann took a leave from the agency for a year in 1942 when he joined the Army Air Corps as a first lieutenant in combat intelligence. He has been married nine years to the former Paula Jean, a stage and motion picture actress known as Jo Ann Carter whom he met in Chicago when she was playing in a Broadway show. They have two children, Richard, 7, and Jean Paula, who will be 3 in June. They live on Chicago's north side.

The agency executive likes to play tennis and golf, go deep-sea and bass fishing with his wife (two times a year) and vacation in Palm Springs and Canada. He still keeps enough hours free to see showfolk friends in Chicago, the West Coast and New York.

**JOHN WARD DAWSON**, in charge of equipment engineering for Stanford Research Institute, named chief engineer for Electronics Div., Sylvania Electric Products Inc., N. Y.

**NATIONAL UNION RADIO Corp.**, Orange, N. J., announces new type N. U. 5857, secondary-emission, wide band amplifier tube having a transconductance of 25,000 micromhos designed for use at frequencies up to 20 megacycles.

**TECHNICAL APPLIANCE Corp.**, Shelburne, N. Y., offering new engineering bulletin to trade covering application of Taco Special Twin-Driven Yagi antenna in overcoming problem of co-channel interference.

**TELEVISION TRANSMITTER Div. of ALLEN B. DuMONT Labs Inc.**, Clifton, N. J., offering several new equipment bulletins to those interested in telecasting operations or plans. They describe in detail latest products of division, including operational features, engineering data, illustrations and diagrams of interest to station managers, engineers and planning personnel.

**MILTON R. BENJAMIN**, national sales manager Majestic Radio & Television (division of Wilcox-Gay Corp.), appointed vice president in charge of sales for Majestic and Wilcox-Gay products.

**BERGEN WIRE ROPE Co.**, Lodi, N. J., maker of industrial cables, including twisted lead-in wires for TV; power cables for maritime construction, etc., purchased by **REEVES SOUND-CRAFT Corp.**, N. Y. **HAZARD E. REEVES**, president of Reeves Soundcraft, said Bergen Co. would be operated as wholly-owned subsidiary.

**H. B. FANCHER**, assistant division engineer of commercial products for Commercial Equipment Div. General Electric, Syracuse, appointed division engineer.

**HAROLD L. OLESEN**, executive assistant Weston Electrical Instrument Corp., Newark, N. J., retires.

**RAYTHEON Mfr. Co.**, Waltham, Mass., announces transfer of its New York and international sales offices to 19 Rector St., New York.

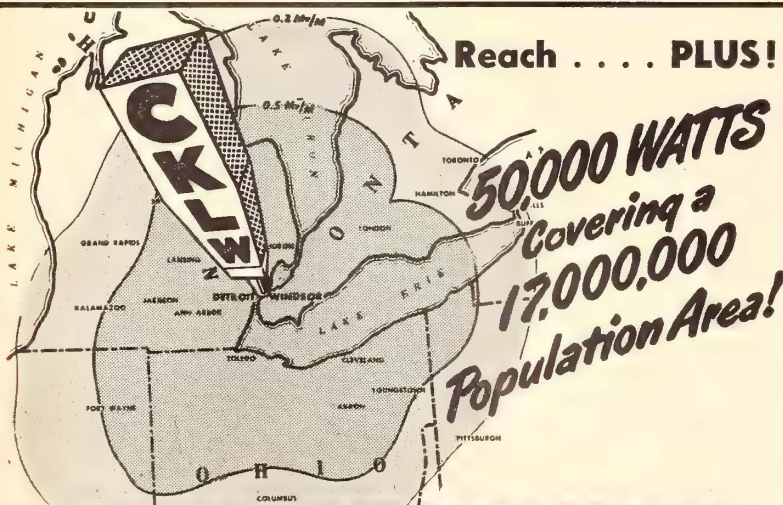
### Technical . . .

**HILLIS HOLT**, engineering department WHAY New Britain, Conn., appointed chief engineer.

**ALFRED ROLOFF**, WAGA-TV Atlanta, to control-room crew WSB Atlanta. **JAMES E. BOYD** named transmitter engineer WSB-TV. **RODRICK MORRISON** named mike boom man WSB.

**WOOD ROBINSON**, transmitter engineer WSB Atlanta, father of daughter, Karen Virginia.

**ANDY BROWNING**, chief engineer WTAG Worcester, Mass., named publicity chairman for fifth annual meeting of North Atlantic region Institute of Radio Engineers.



**The DETROIT Area's Greater Buy!**  
—at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the **LOWEST RATE OF ANY MAJOR STATION IN THIS REGION** means that you get more for every dollar you spend in this area when you use CKLW—plan your schedule on CKLW now!

Adam J. Young, Jr., Inc.  
National Rep.

J. E. Campeau  
President

Guardian Building  
Detroit 26

**CKLW**

**WHAT A "SPOT" TO BE IN**

**WTTN**

**The Nation's Richest Farm Market**

Survey average of 50.8% tuned every hour to good listening.

**WTTN** WATERTOWN, WISCONSIN



## Respects

(Continued from page 56)

met a young lady by name of Norah Hicks, who had just finished a business course. It so happened the station relations department needed a secretary, and he hired Norah for one week. She remained a year, after which time Malcolm Neill and Norah Hicks were married and went househunting in Toronto's suburban areas.

At the CBC tall, tactful young Neill became acquainted with many of Canada's broadcast station owners and managers. It was his job to interpret and enforce CBC broadcast regulations under the Canadian Broadcasting Act, interpret network policies (the CBC controlled all networks in Canada), and be a liaison officer between the private stations and the CBC. During the war years he also had to supervise censorship regulations for both the CBC and the private stations. He served as assistant first to Horace Stovin, who resigned in 1940 to form his own station representation firm, and under Jack Radford, who resigned in 1947 to buy CJFR Brockville, Ont.

### Called Home

In August 1945 Malcolm Neill received a long awaited call from his father to come home. The elder Neill felt that his sons could now handle the business, one to operate the hardware business, the other to handle CFNB while Stuart Neill, a past director of the Canadian Assn. of Broadcasters, would devote more time to travel and hunting. Malcolm Neill took over management of CFNB.

"CFNB is operated on a policy that we must actively support everything which builds the community," Mr. Neill explains. "Fredericton in itself is a small market and it is our purpose to do everything that we can to build it into a larger market. Since CFNB started operation, the population has increased from 8,000 to approximately 22,000, and although we of course cannot take full credit for this, we do feel that the tremendous amount of promotion we have broadcast on Fredericton as both a residential area and an ideal site for small industries, has played its part in building the community.

"One very concrete action which

we effected in 1948 was the setting up, in conjunction with CFBC St. John, and CKCW Moncton, of Radio Press Limited, a news agency specializing in local and regional news. It seemed to me that the news field provided an excellent opportunity for CFNB to provide a valuable service to the community. Radio Press has far exceeded our expectations in this regard."

CFNB does a great deal of educational sustaining broadcasting as part of its community work, in view of the fact that the city is the capital of the province of New Brunswick and has the provincial university and various schools.

As background for his present post of chairman of the board of the CAB, Malcolm Neill has had considerable experience in the past few years. Locally he is president or director of a number of community organizations, and has been president of Radio Press Limited since its organization. Since 1947 he has been president of the Maritime Assn. of Broadcasters, which covers the stations in the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland. As president of the regional organization he has been a CAB director, and last year was president of the CAB. He was elected chairman of the board at the annual meeting of the CAB at Quebec on March 1.

The Neills have three children, Andrew, age 8, Eric 3 and Deborah born last summer. Mr. Neill belongs to the Fredericton Golf Club, Curling Club, Gun Club, and to the Headquarters New Brunswick Area Officers' Mess. He also belongs to Rotary, to the junior and senior chambers of Commerce and is secretary to local branch of the Canadian National Institute of the Blind. When he is not busy with his many outside activities, and CFNB, he likes to take pictures of his young family, look after his garden and go hunting and fishing.

## FIRE BOARD CITES

### KANS Gets Gold Medal

KANS Wichita, Kan., for the second straight year, won the National Board of Fire Underwriters' Gold Medal Award in radio, announced in New York last week.

WTVN (TV) Columbus, Ohio, received a special television award, the first such award given.

WJEF Grand Rapids, Mich., received a first honorable mention award in radio, and honor award citations were presented to WDSR Lake City, Fla., and KIRO Seattle.

Among newspapers honored were the *Commercial Appeal*, Memphis, Tenn. (WMC, WMC-FM, WMCT(TV)); *Twin City Sentinel*, Winston-Salem, N. C. (WSJS, WSJS-FM); and the *Gazette*, Alexandria, Va. (WPIK).

Judging the radio stations were Don Hollenbeck, CBS commentator and news analyst; Seymour Siegel, director, WNYC New York, and Henry Wehde, manager of the fire prevention campaign of the Advertising Council.

## Defense Role

(Continued from page 40)

of civil defense instructions during and after air raids, but only under classified operating regulations prepared by the FCC. . . .

The mention of "classified operating regulations" presumably was in reference to FCC's emergency broadcast plan already unfolded to the industry [BROADCASTING • TELECASTING, April 23, 2].

Amateur radio operators also will make "an important contribution" to civil defense communications, the agency observed. Their knowledge can be used to augment such established services as police and fire.

State and local officials were asked to survey existing communication facilities and make arrangements for their emergency use, as well as provide for secondary systems.

According to present plans, FCDA hopes to get out a detailed technical manual sometime next month. The communications manual, delayed while FCC and the Defense Dept. crystalized broadcasters' participation and assignment of amateur radio frequencies, would serve as a followup to President Truman's blueprint for *United States Civil Defense* designating communications as the "nerve system" [BROADCASTING • TELECASTING, Sept. 25].

More than 1,200 leaders representing 250 organizations attended

the two-day sessions devoted to the general theme that "there can be no real preparedness without civil defense" and that there can be no survival for the U. S. without public participation. Aside from President Truman and Gov. Warren other public officials attending were FCDA Administrator Millard F. Caldwell, Secretary of Labor Maurice Tobin, Vice President Alben Barkley, Reps. John W. McCormack (D-Mass.) and Sam Rayburn (D-Texas) and Secretary of Defense George C. Marshall.

Forum discussions ranged over a number of topics, including public affairs, communications, national organization, health and emergency welfare, operational services. Clem Randau, FCDA executive director, presided over a technical services forum.

### Truman Warns

President Truman told the conference that "the threat of atomic warfare is one which we must face, no matter how much we dislike it." The lives of millions "may depend on the development of a strong civil defense" and the ability of the nation to avert an atomic war. Administrator Caldwell called for a program "co-equal with our military efforts" in the interest of national security. Civil defense may be a reality for 5, 10 or 20 years, he added. Gov. Warren stated "a partial program is no program" and "either we are prepared or we are unprepared."



NEVER HEARD OF KIRKSVILLE?  
You must be from New York!

But, 100,000 North Missourians hear of Kirksville every day, over KIRX! Check our rate card. It's advertising's best value!

**Get Sales On "Q" . . . Others Do---**

- ① THRIFTY COVERAGE
- ② 5 FOR 3 PRICE RATIO
- ③ COMPLETE MERCHANDISING SERVICE
- ④ IN THE SOUTH'S GREATEST MARKET

**MUTUAL IN MEMPHIS...**

**WHBQ Gayoso Hotel Memphis, Tenn.**  
REPRESENTED by WEED



## Open Mike

(Continued from page 20)

to stay for a long long time to come and that it will continue to give advertisers greater values as we go into the future.

Lynn L. Meyer  
Vice President, Charge  
of Sales  
Intermountain Network

\* \* \*

### EDITOR:

I have intended to drop you a note since spotting the ridiculous news letter in *Tide* magazine on April 6, with particular reference to George Duram, the ANA radio-TV chairman. Perhaps you have seen it, but I am referring specifically to his statement:

"When printed media hiked prices the buyer can generally see why—rising paper or printing costs, etc., but radio—" Mr. Duram said pointedly, "air is free!" . . .

Doesn't Mr. Duram know anything about increasing operating costs of a radio station, such as technical and engineering equipment, salaries, and no end of other items such as these?

Misleading statements such as these should be challenged!

Daniel C. Park, President  
Indiana Broadcasters Assn.

**EDITOR'S NOTE:** For amplification of Mr. Park's theme, see "On Reason and Emotion, an Editorial," in this publication April 30, page 24.]

## No Joy in P.I.'s

### EDITOR:

I was rather upset, on reading your article on "P. I. Flag Waving" on page 40 of your May 7 issue, to note that the last paragraph referred to Maxwell Sackheim & Co.

I am sending you herewith a copy of the letter which was sent to some 500 stations that do not have representatives.

The Joy Hosiery deal is a mail order item and, in inquiring if the station felt they could do a job, I indicated what our order cost should be in order to guide them in making a decision.

Please note that I ask what sort of schedule they would suggest our using and what the cost would be. Why this was construed as a P. I. deal, I do not know . . .

Rae B. Elbroch  
Radio-TV Director  
Maxwell Sackheim & Co.  
Inc.  
New York

**EDITOR'S NOTE:** The letter that was sent to stations follows: "Our client, the Joy Hosiery Mills, would like to try running their men's socks—five pairs for \$2.00, with a year's guarantee—on your station. This is a copy-righted guarantee which accompanies each order of socks.

"I am enclosing copy herewith and will appreciate your letting me know if you feel your station could do a job. To guide you further, we should receive orders at 50¢.

"If you feel your station can do a job, I will appreciate your advising me by return mail as to what sort of schedule you would suggest our using,

and what the cost would be . . ."

We regret that a legitimate campaign was mistaken for a P.I., but we cannot help gently chiding Miss Elbroch for wording the second paragraph of her letter to stations so that misinterpretation was possible.]

\* \* \*

## Oops!

### EDITOR:

I would like to call your attention to a slight error in the story on the Alfred P. Sloan awards, page 31, May 7 issue of BROADCASTING • TELECASTING.

The C. W. Kelley Transport Co., Hutchinson, Kan. was cited for its *Kelley Safe-T Club*, aired on KWHK Hutchinson, Kan. (You had KWKH Shreveport La.)

You might mention too that last week KWHK was advised that we had also been awarded the National Safety Council's Public Interest Award for 1950 on the same program. . . .

Vern Minor  
General Manager  
KWHK Hutchinson, Kan.

\* \* \*

## More MacArthur

### EDITOR:

We read with interest your recent write-up in the April 30 [issue] in which you described the radio and television coverage of General MacArthur's arrival and welcome in Chicago.

We'd like you to know that WSDR Sterling-Dixon was the only outside of Chicago station to carry a direct broadcast from Chicago on MacArthur's welcome. WSDR under the direction of Sam Bartlett, general manager and Johnny Rohwer, program director, sent three crews into Chicago and broadcast direct from the airport, a description of the parade from two different locations throughout the loop and General MacArthur's address from Soldiers Field at night. All these were handled by direct phone lines from Chicago to Sterling. This station employed a crew of 14 to handle the job. . . .

John E. Rohwer  
Program Director  
WSDR Sterling-Dixon, Ill.

\* \* \*

## Sandler, the Seer

### EDITOR:

A few days ago the Associated Press carried an item on its sports wire giving the National Hockey League All-Star Team for 1950-51. They should have consulted our sports director and saved themselves a lot of trouble. On Jan. 26 our sports director, Jack Sandler, selected his All-Star team and when the official team was announced a few days ago he had picked the team man for man. . . .

Gaylord Avery  
Sales-Program Director  
KOWH Omaha

# DEFENSE BUYING

## Budget Provides Windfall

MANUFACTURERS of communications and electronics equipment for the armed forces can expect a windfall of military orders early this fall on the basis of the 1951-52 defense budget submitted to Congress by President Truman.

The \$60-billion budget calls for an estimated \$34.7 billion to be allocated for major electronics and other heavy equipment. No breakdown was given on the apportionment among ships, planes, tanks, artillery, trucks, ammunition, and guided missiles but authorities estimated that electronics and communication firms would receive about \$3.4 billion—or roughly 10%—on the basis of past allocations.

President Truman stated that most of the funds in the budget would be spent for military equipment and supplies and for constructing bases and other facilities.

Electronics equipment (transmitters, radar, receivers, radio trainers, etc.) also figured in action on the fourth supplemental defense appropriation, passed by the House April 26 and sent to the Senate.

The U. S. Air Force made no request for procurement monies on the ground that "presently available funds will permit continued orderly procurement on a partial financing basis."

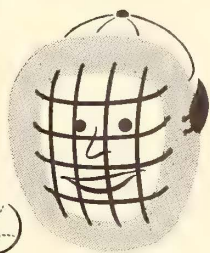
The U. S. Navy, however, said it has \$532 million still available and seeks another \$191 million "for communication, radar, and sonar equipments for the active forces and shore activities."

The Navy's Bureau of Ships was given \$203,268,000 for "urgent procurement" and for maintenance with the notation that procurement be initiated as soon as possible.

## N. C. State Meeting

NORTH CAROLINA Assn. of Broadcasters will hold its spring meeting at the Carolinian, Nags Head Beach, May 24-25. Scheduled speakers are: Carl Haverlin, BMI president; Richard P. Doherty, employee-employer relations director, NARTB, on wage stabilization and manpower problems; E. Z. Jones, on leave from WBBB Burlington and now State Civil Defense Director, on civil defense plans pertaining to radio; Earl Wynn, head of communications department of U. of North Carolina; Cecil Hoskins, general manager of WWNC Asheville, N. C., on the FCC emergency communications meeting; and Harold Essex, WSJS Winston-Salem, NARTB director.

BASEBALL'S ON...



HERE'S YOUR BUY!

"The Yanks are coming" over WINS right now—every day, at home and away.

That puts this station in the spotlight as the best spot buy—or any buy!

Let WINS go to bat for you, through spots or programs.

Whatever you have to sell, you can sell *more* at *lower* cost!

We'll be glad to give you the facts, and the figures.

Buy WINS...  
it Sells!

WINS

50KW New York

CROSLEY BROADCASTING  
CORPORATION

Call your WINS representative  
... see him when he calls!

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

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

WBAL