

TELECASTING

A Service of BROADCASTING Newsweekly

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a unique and powerful program — based on stories of the
supernatural — is for immediate sale on WOR-tv channel 9.

“trapped!”

holds the eyes of over 300,000 tele-viewers per month.

“Trapped!” brings you these viewers — who are *buyers* —
at \$6.33 per thousand — or one-fifth of a cent
per commercial impression.

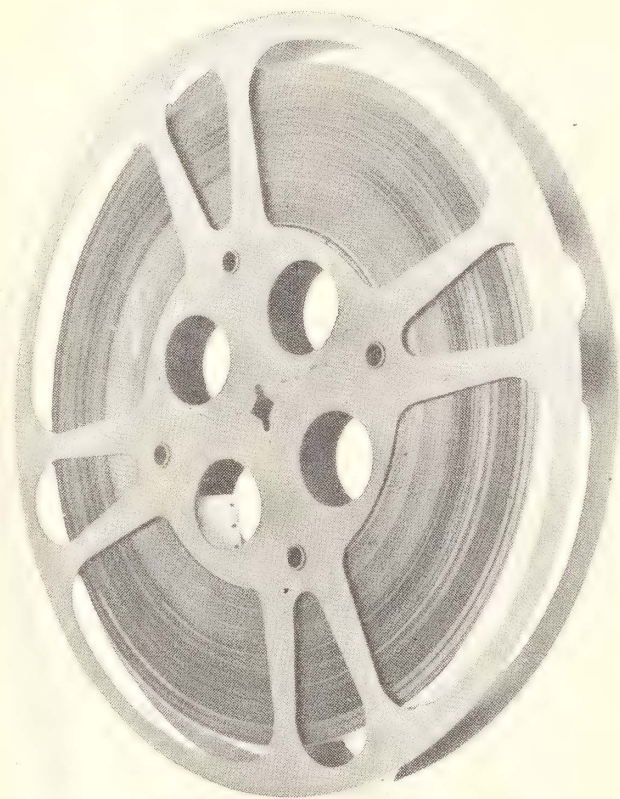
“Trapped!” is one of the greatest buys on tv in New York.

call, write or wire

WOR-tv

at 1440 Broadway, in New York

Why you should use feature films in daytime spot television



Larger audiences

Many daytime feature films deliver audiences larger than nighttime local programming. For example:

	RATING
In Philadelphia—WPTZ's <i>Hollywood Playhouse</i> (12:30—1:30 PM Monday—Friday)	16.6*
In Cleveland—WNBK's <i>Stagecoach Theater</i> (4—5:15 PM Saturday)	15.3*
In Chicago—WNBQ's <i>Matinee Playhouse</i> (1—2 PM Monday—Friday)	8.9*

**Latest American Research Bureau Rating*

More commercial impact

Scheduling your commercials during a daytime feature film guarantees complete audience attention, unsurpassed impact on viewers.

Increased product identification

Many stations (notably WPTZ, Philadelphia, WNBQ, Chicago and WNBW, Washington) offer in addition to one-minute commercials, product and sponsor identifications in other portions of the feature films . . . all for the price of a one-minute announcement.

Lowest cost

Participations in daytime feature films are invariably lower (usually half the cost) of nighttime announcements.

Where to buy

The best place to start your television schedule in daytime feature film programs is on one or more of the stations represented by NBC Spot Sales. Call your NBC Spot Salesman today and start reaping the benefits of television's most economical buy . . . *Daytime Feature Films*.

WNBT	New York
WNBQ	Chicago
KNBH	Hollywood
WPTZ	Philadelphia
WBZ-TV	Boston
WNBK	Cleveland
*WNBW	Washington
*WRGB	Schenectady—Albany—Troy

**Participations in Daytime Feature Films not currently available, but your NBC Spot Salesman has many other attractive daytime availabilities.*

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO

FORD TOPS NOV. ADVERTISERS

In Gross Network Buys

FORD MOTOR CO. topped the list of TV network advertisers from the standpoint of time purchases during November 1950, according to the BROADCASTING • TELECASTING analysis of gross TV network time sales compiled by Publishers Information Bureau.

Ford's volume of TV network time that month, figured at the one-time rate before all discounts, was \$225,338, of which \$65,400 went to CBS-TV for time for *Toast of the Town* and \$25,100 for *Ford Theatre*, while NBC-TV billed the motor company \$47,138 for time for *Kukla, Fran & Ollie* and \$87,700 for *Kay Kyser's Kollege of Musical Knowledge*.

Anchor-Hocking Glass Corp. ranked second in November TV network time purchases, spending \$217,593 at gross rates for its 11 p.m.-to midnight *Broadway Open House* series on NBC's video network. R. J. Reynolds Tobacco Co. ranked third with gross time purchases of \$30,150 for the *Vaughn Monroe Show* on CBS-TV and of \$35,595 for *Man Against Crime* on the same network, plus \$123,200 for the five-a-week *Camel News Caravan* on NBC-TV, a total of \$188,945. The top 10 users of TV network time in November and their gross time purchases are listed in Table I.

Food Top Product

Analysis of TV network time sales by product groups shows Food & Food Products the most highly advertised class on network television and the only class whose gross TV network time purchases exceeded \$1 million in November, totaling \$1,135,648. Smoking materials — cigarettes, pipe tobaccos and lighters—ranked second with gross time purchases of \$812,969; Automotive—cars, tires and equipment—third with \$787,879; Toiletries & Toilet Goods fourth with \$681,701; Household Equipment & Supplies, including a wide range of products from laundry soaps to

electric refrigerators, fifth with \$477,934.

For the 11-month January-to-November period, the same five groups were the leaders, but with Smoking Materials in first place and Foods second, the others retaining the same order as in November. For November 1949 the rank order of the first five groups was Automotive, Smoking Materials, Radios & TV Sets & Musical Instruments, Foods and Toiletries.

The five leading product groups for the first 11 months of 1949 were: Radios & TV Sets & Musical Instruments first, Smoking Materials second, followed by Automotive, Foods and Toiletries in that order.

Table II breaks down the product group advertising on network TV for November and January-to-November, with 1950 gross time sales compared with those for the same month and 11 month period of 1949.

TABLE II

GROSS TV NETWORK TIME SALES FOR NOV. AND JAN.-NOV. 1950
BY PRODUCT GROUPS COMPARED TO NOV. AND JAN.-NOV. 1949

PRODUCT GROUP	NOV. 1950	JAN.-NOV. 1950	NOV. 1949	JAN.-NOV. 1949
Agriculture & Farming	\$ 9,908	\$ 9,908	\$ 4,275	\$ 4,275
Apparel, Footwear & Acces.	124,954	763,680	20,209	269,021
Automotive Acces. & Equipment	787,879	4,577,301	362,505	1,284,822
Beer, Wine & Liquor	265,190	1,312,652	78,784	252,504
Bldg. Mat., Equip. & Fixtures	20,340	91,290		
Confectionery & Soft Drinks	316,202	1,525,698	20,328	165,701
Consumer Services	15,120	228,785	13,260	50,315
Drugs & Remedies	76,880	318,295	42,760	185,660
Food & Food Products	1,135,648	5,311,692	196,118	1,085,867
Gas, Lubricants & Other Fuels	264,468	1,316,713	136,108	605,599
Horticulture		1,140		
Household Equip. & Supplies	477,934	2,150,552	93,738	360,098
Household Furnishings	254,693	1,795,762	166,594	665,560
Industrial Materials	272,381	969,474		11,643
Insurance	18,900	60,550		
Jewelry, Optical Goods & Cameras	152,487	338,373	33,357	73,365
Office Equip., Writing Supplies & Stationery	15,460	43,750	7,600	16,720
Political	22,810	24,650		
Publishing & Media		152,401		131,063
Radios, TV Sets, Phonog., Musical Instr. & Acces.	439,718	2,861,045	281,548	2,084,355
Retail Stores	23,641	65,515	6,525	11,419
Smoking Materials	812,969	5,432,833	356,066	2,050,274
Soaps, Cleansers & Polishes	180,935	621,455	21,150	90,030
Sporting Goods	32,100	78,450	19,400	68,705
Toiletries & Toilet Goods	681,701	3,416,980	181,923	874,406
Miscellaneous	96,405	303,971	10,491	31,945
TOTAL	\$6,498,623	\$33,772,915	\$2,052,739	\$10,373,347

FREEZE STATUS

Coy Reviews for Publishers

"I DO HOPE and expect and predict that we will be out of the freeze and granting TV applications before the third anniversary of the freeze is upon us . . . unless the mobilization program is so large by late summer that it will not be possible to utilize raw materials in the building of equipment and the construction necessary to get television stations on the air."

That is FCC Chairman Wayne Coy's newest estimate on the TV situation as he related it last Tuesday in Buffalo to the New York State Publishers Assn. He also indicated color TV eventually will become the prevailing system in the U. S., although its beginning may be delayed by defense mobilization.

Chairman Coy based his figuring on lifting of the TV freeze on expected conclusion of the educational phase of the allocation hearing within the next week and about two months more of hearings on specific city-by-city allocation bids. If it is necessary to propose a new allocation table on the basis of revised engineering data, Chairman Coy explained, "the time involved in getting out of the freeze will be increased an additional 60 or 90 days." He indicated if such

a new table were necessary, it would have to be published and comments received.

Further session on the issue of reservation of channels for educational purposes, to resume today (Monday), originally was expected to be completed within a couple of days but commercial broadcasters have been granted leave to participate and the presentation will take additional time [BROADCASTING • TELECASTING, Jan. 15].

Must Face Fact

Reminding the publishers that whatever their interest, they must face the fact television is here to stay. Chairman Coy pointed out more than 10 million sets now are in use, most of them sold within the last three years. He noted 107 stations in 64 markets are covering an area containing 55-60% of the nation's families. These stations during 1950 had a business volume of about \$100 million, exclusive of talent, Mr. Coy said, while in the U. S. last year \$1½ billion worth of manufactured products was sold, mostly home sets.

"And this is just the beginning," he said. "It is not unreasonable to expect that a matured competi-

tive television service for this country will have more than 1,000 stations and that the annual volume of business done by these stations will exceed a billion dollars, and that we may have many years when the value of the manufacturer's product will reach \$1½ billion."

"What the impact of television will be on other media and on various aspects of American life remains to be seen," Chairman Coy stated. He noted it was a long time before the potentialities of movable type were recognized by the Europeans of that time and there is no record that anyone envisioned the revolutionary changes that this new method of printing was to bring about.

However, "we can see already that (television) is destined to bring sweeping changes in our social, economic and political life," Chairman Coy said. He noted a recent "head-on collision" between TV and newspapers as WKY-TV Oklahoma City began telecasts of the state legislature and a preliminary pickup showed a member reading a paper while "another was shown fast asleep."

At this date "both the legisla-

(Continued on page 68)

TABLE I

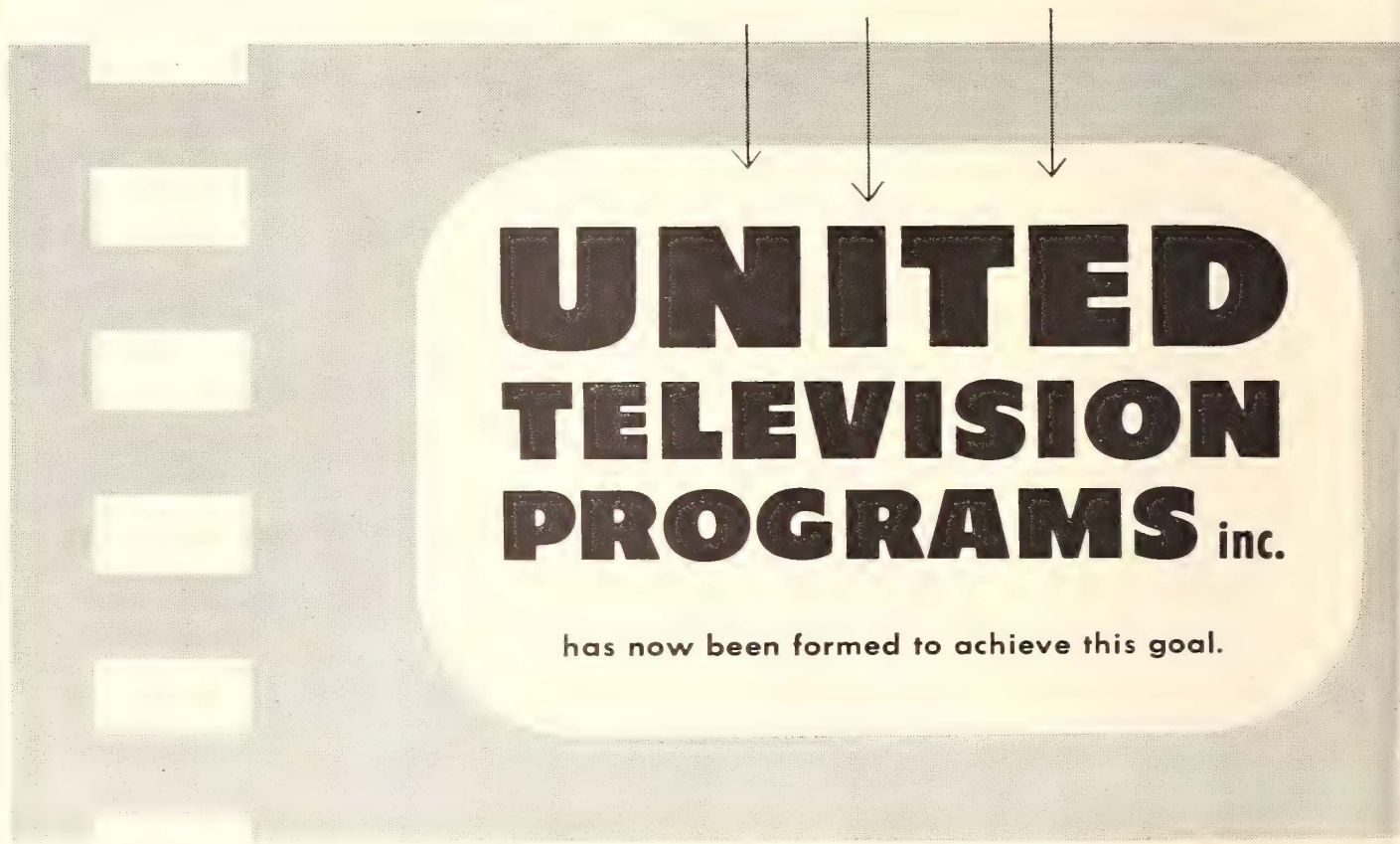
TOP TEN TV NETWORK ADVERTISERS IN NOVEMBER 1950

1. Ford Motor Co.	\$225,338
2. Anchor-Hocking Glass Corp.	217,593
3. R. J. Reynolds Tobacco Co.	188,945
4. General Foods Corp.	174,720
5. P. Lorillard Co.	165,180
6. Chrysler Corp.	161,970
7. National Dairy Products Corp.	154,795
8. Liggett & Myers Tobacco Co.	150,515
9. Philco Corp.	147,664
10. Colgate-Palmolive-Peet Co.	128,815

STAB

enters the television

The time has come for a stabilizing force that will put the rapidly expanding television film program industry on a sound basis. **a new company**



**UNITED
TELEVISION
PROGRAMS inc.**

has now been formed to achieve this goal.

Stations, agencies and advertisers can now depend on UNITED for top quality films made by reputable producers expressly for television. Films carefully

selected and pre-tested for high audience ratings. Offered on a firm and equitable price basis to all. With delivery of the full number of films guaranteed per contract.

The future of top-flight TV programming is in film!



UNITY

film picture!

To assure proper selling and distribution service to all levels of program buying, local as well as regional and national, UNITED has created this nation-wide organization employing the established, experienced facilities of **THREE MAJOR COMPANIES***

EDWARD PETRY & CO., INC.

America's outstanding radio and television representatives, has been appointed exclusive sales agent for United film programs in the field of national spot TV.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

One of the country's top organizations in the transcription library field, represents United at local station and local sponsor level.

CENTURY ARTISTS

Leading talent and package program agency, acts as liaison in Hollywood with ace television program producers, and represents United at the network sales level.

The leadership of these three companies in their respective fields is widely recognized. They were pioneer factors in bringing stability into the radio time and program field. They were chosen to represent UNITED because their combined experience, resources and manpower offer TV program buyers a service now unequaled in television — all from one central, dependable source.

For further information on availabilities of "Fireside Theater" and other current offerings, get in touch with

UNITED TELEVISION PROGRAMS, INC.

360 N. Michigan Avenue, **Chicago** 1, Ill. • 488 Madison Avenue, **New York** 22, N. Y. • 8619 Sunset Boulevard, **Los Angeles** 46, Calif.
or call any Petry or Standard Office in Chicago, New York, Detroit, St. Louis, Dallas, Oklahoma City, Los Angeles, San Francisco



FIRST

of the top-drawer producers to ally themselves exclusively with UNITED is

BING CROSBY ENTERPRISES

whose film properties include

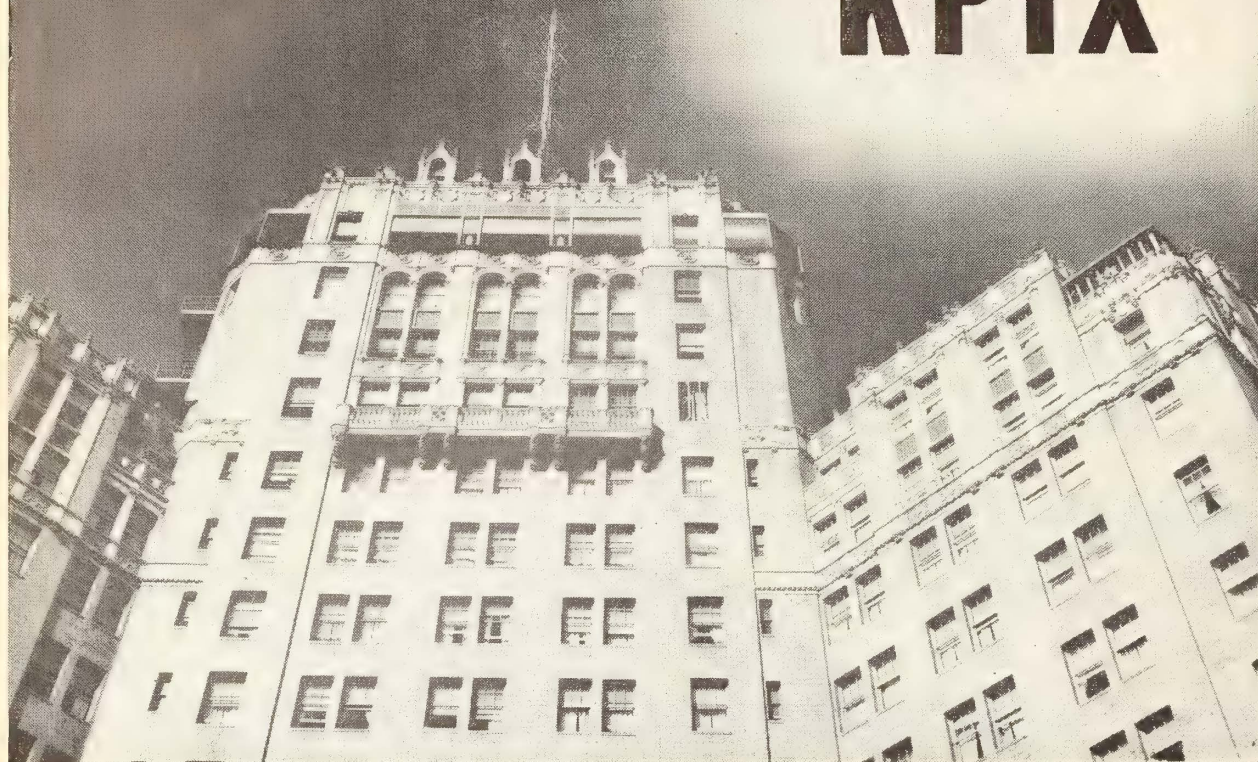
**FIRESIDE
THEATER**

The **2nd** highest rated TV show by current surveys. Here is the only show among the top ten which can now be bought on film for regional and local re-showings. Other Crosby programs now in the making include "Night Editor" with Hal Burdick, and a rollicking series of chimpanzee comedies without equal for universal appeal.

Watch for important announcements of other leading producers who have appointed United exclusive distributor for more outstanding film programs.

KPIX

Telefile:



TV Trailblazer For North Calif.

WHEN the San Francisco Academy of Television Arts and Sciences held its first annual awards banquet in early 1949 there was stiff and suspenseful competition for all the coveted awards save one. With almost unanimous approval the top award, the silver "Emmy," for all-around outstanding station achievement went to KPIX.

The well-earned recognition was the payoff for 18 months of fruitful labor by Vice President and General Manager Philip G. Lasky and his small but enthusiastic crew of young staffmen. It also was public acknowledgment by their colleagues and competitors that the boast of their standard station break ("This is KPIX, San Francisco's pioneer television station") was not an idle boast.

As San Francisco's first television station, KPIX blazed the costly TV trail in Northern California, and fought the early costly battles against advertiser and audience misinformation concerning the new medium.

This early pioneering made the path much easier for the stations that followed, and it was recognition of this fact by the entire Northern California television in-

dustry that brought KPIX the salute for outstanding achievement.

KPIX got its start in 1947 when the FCC issued a construction permit to Associated Broadcasters Inc., licensee of KSFO and KPIX, for Channel 5.

Station officials recognized the need for an educational campaign to correct much public misinformation about the supposed technical problem posed by San Francisco's many hills. (It soon demonstrated that San Francisco could be better served by TV signals than skyscraper dotted Manhattan Island, and even the hilly country of Los Angeles County.) And they foresaw the long range problem of developing the medium of television itself from a magic word to an integral part of community life.

KPIX Takes Gamble On New Medium

But KPIX was willing to gamble that the sooner a station faced these problems in actual operation the sooner the problems would be overcome.

Or, as Mr. Lasky once said: "The sooner we start losing money the sooner we'll start making money."

The man on whom the decision rested to shove the blue chips for-

ward in the gamble was Wesley I. Dumm, of Pasadena and San Francisco, president of Associated Broadcasters and long a leader in commercial broadcasting.

Mr. Dumm, a native of Columbus, Ohio, and a graduate of Wesleyan U., quickly established himself as a leading West Coast businessman shortly after entering business in California. He had experienced various pioneering phases of the broadcasting industry in earlier years, and he was willing to pioneer again.

For its transmitter site, KPIX chose the top of the Mark Hopkins Hotel on San Francisco's Nob Hill. And it pushed construction as rapidly as delivery of material and equipment would allow.

During the year of construction the station carried on a concentrated promotion and familiarization campaign; the latter being carried two ways, both to the public and to the station personnel.

Under the able direction of Alfred E. Towne, director of engineering for Associated Broadcasters, an engineering staff was assembled and given heavy doses of specialized TV training; key staffmen were sent to Los Angeles and other established TV centers

for operational briefings and observation.

Mr. Lasky picked a young but experienced KSFO staffer as operations supervisor (now program director) of the new TV operation. He is Sanford (Sandy) Spillman who joined KSFO in 1936 as news editor and announcer. Mr. Spillman and other members of the production staff also were sent to Los Angeles to study production techniques.

Develops All-Out Promotion Campaign

To familiarize the potential audience with television, the station conducted public demonstration with technical equipment and motion pictures. It publicized television and the coming telecasts of the station through news letters, luncheon speeches, newspaper and radio advertising.

Despite the intensive promotion campaign, when KPIX rushed its first test pattern on the air on Dec. 13, 1948, there were about 2,000 television sets in the homes of private individuals. This was the audience the station played to when, foregoing the normal test pattern period, it brought its first



Mr. LASKY



Mr. DUMM



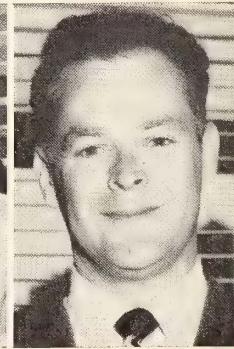
Mr. SELPH



Mr. TOWNE



Miss MULVIHILL



Mr. SPILLMAN



Mr. SIMON

program to the screens less than two weeks later, on Dec. 26.

But in its first week of operation the station got a big sales assist—the annual East-West Shrine football classic on New Year's Day. Announcement of the East-West football telecast, added to a year-long promotion drive, brought a rush on the television market. An estimated 3,500 sets were in use on the day of the game.

When set sales increased at a slower pace the next few weeks, KPIX immediately set to work to determine how its city was accepting television as gauged against eastern cities. It discovered that compared with population, and the number of station-months of operation in eight of the east's leading cities, San Francisco's set sales were more than holding their own. Determined to maintain or better this record, KPIX did not let up.

Programming continued on a five-day-a-week, 12-hours-weekly basis. By the middle of February the hours were expanded to 17, six days-a-week. About half of the programming was live. The station had an interim affiliation with NBC, from which it selected the top shows to fill out the remainder of its operational hours.

KPIX uses RCA equipment throughout with station designed auxiliary equipment such as opaque projectors, balopticons, and lighting apparatus.

General Manager Lasky drew on his 22-years experience in radio production to draw the most from his staff, which was small, but willing to work at anything and try anything to get an attractive show on the screens. Secretaries with looks and an idea went before the cameras with their own show, and some cases became TV stars. Music librarians became actresses and once a cameraman, Tony Lombardi, left his camera and played a bit part in a mystery drama—the first original drama on San Francisco TV, written by Mr. Spillman.

Many Beginners Now Are TV Stars

But mostly the talent came from "outside" and from the KSFO production staff. Many of these personalities still are among the leading stars of San Francisco television and few of them, notably Al Baldwin (now announcer on *Charlie McCarthy Show*), went to bigger fields in Hollywood.

Ruby Hunter, the first big star on San Francisco television, and one of the most popular personalities, was cited last year by the San Francisco ATAS as the city's outstanding TV star.

A list of "firsts" presented to San Francisco viewers includes: first telecasts of the opera; first presentation of the classics (Shakespeare); first afternoon programming; first football; first regularly scheduled sports series, ice hockey games (attendance figures at the San Francisco hockey games doubled as a direct result of the KPIX telecasts);

first boxing (the station's telecasts of the All Navy Boxing Championships also won an award from the San Francisco ATAS); first baseball games (with live commercials produced at the ball park); first live entertainment from a theatre stage; first man-on-the-street interview show.

Shortly after the Korean war began in June, KPIX scored again by sending Program Director Sandy Spillman to the war front to gather film and color of the fighting for release on the station. Mr. Spillman was among the first TV correspondents in the U.S. to be cleared and accredited by the Defense Dept.

KPIX has relayed religion and education to the screens through its weekly *Family Vespers* and *California Council Table* and similar programs, and through remotes at art exhibits and other cultural events.

Aids Police Dept. On Missing Persons

From the very beginning of its programming the station has presented a five-minute feature, *Wanted and Missing Persons*, in cooperation with the San Francisco police department. The program is just what the name implies and has been credited by the police with directly or indirectly resulting in the capture of several criminals and the locating of a number of missing persons. The FBI also has credited the program with aiding its investigations on occasion.

One man who did not share the enthusiasm for television and had no direct connection with the operation but who nevertheless deserves mention in any story of the station is Jack Campbell, commercial manager of the sister AM station, KSFO. To Mr. Campbell, KPIX was a cross to bear, a poor relation who drained off the finances as fast as he and his sales staff could bring the money in from sales of AM airtime. But he drove himself to increase AM sales to help support the struggling poor TV relation as long as the pressure lasted.

But two years of operation have brought several pleasant changes and the burden has passed from Jack Campbell. Today the station plays to an audience totalling around more than 140,000 TV sets and the number is growing daily and rapidly.

Programming time today has expanded to more than 70 hours per week, 7 days a week. More than 40% of the program time is live. The remainder is filled with leading shows offered by the CBS and DuMont networks, the Paramount television organization and by feature films.

A total of 63 employees are now counted as KPIX staffers.

In the two years the station has accumulated an impressive number of success stories. One of the earliest and most outstanding concerns a pitch for Dr. Ross Dog Food, one of KPIX's earliest and

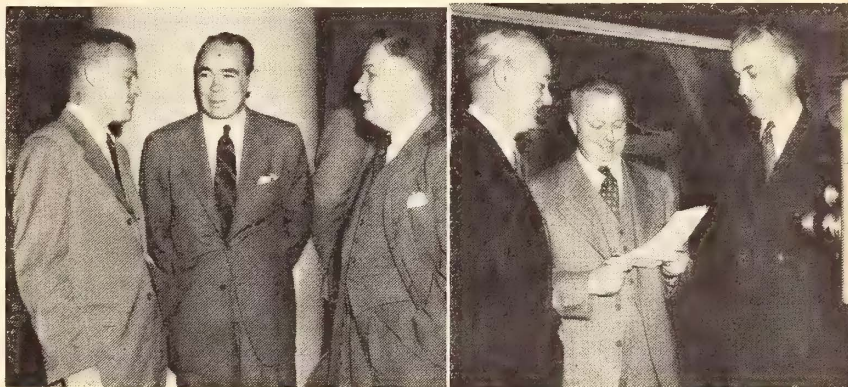
(Continued on page 70)



DRAWING plans for Jan. 1 debut of *Women in the News*, United Artists Television package, on WFAA-TV Dallas, are (l to r) Alex Keese, WFAA-TV asst. mgr., AM-TV operations; Margaret Evans, prom. mgr., Titche-Goettinger department store, sponsor, and Pat O'Brian, UA-TV's Dallas representative.



RELAXING after a heavy shooting schedule on films for CBS-TV *Magnavox Theatre* are (l to r) Bob Wolfe, Kenyon & Eckhardt v.p. who supervised filming for agency; Hal Roach Jr., of Hal Roach Studios, which is producing films, and Roy Hamilton, script writer.



DISCUSSING Arthur Godfrey's CBS-TV color telecast are (l to r) Leonard Carey, BBDO account exec.; J. L. Van Volkenburg, CBS vice president, and Glenn Martin, advertising manager, B. F. Goodrich Co.

FINAL plans for special show on WFBM-TV Indianapolis are checked by (l to r) Ted Nicholas, WFMB-TV acct. exec.; Bob Harbison, pub. dir., L. S. Ayres & Co., sponsor, and William Kiley, WFBM-TV comm. mgr.

BEHIND the *Gene Autry Show* on WBTV (TV) Charlotte are the Belks stores, Southeastern department store chain. Planning local promotions are (l to r) Wally Jorgenson and Charles Bell of WBTV; Will Johnson and Walter Klein of Walter Klein Advertising Agency, and (seated) A. Grant Whitney, representing Belks stores.





W. H. (Steve) BRODIE (l), sales manager of Manning-Bowman & Co., Meriden, Conn. (electrical appliances), maps out future advertising plans with Miles C. McKearney, account executive for newly-appointed Foster & Davies Adv. Agency, Cleveland. Plans include extensive TV use.

UNITED FILMS

May Add Feature Runs

UNITED Television Programs Inc., recently organized to handle nationwide distribution of television film programs [BROADCASTING • TELECASTING, Jan. 15], may set up similar distribution for feature motion pictures if there is sufficient demand by station owners, it was learned last week. Decision will be made at a sales meeting in New York Feb. 1 of the firm's executives, Jerry King, president; Richard J. Dorso, executive vice president, Milton Blink, secretary-treasurer, and members of the firms comprising UTP—Edward Petry, head of Edward Petry & Co., Tom Dawson, manager, TV division, and Ed Voynow, Chicago manager, respectively of the latter firm.

The new firm has signed with three additional TV film producers to handle sales of their products. They include Jerry Fairbanks Productions, Hollywood, for whom UTP will represent the quarter-hour *Paradise Island* series five-minute TV *Closeups* and American Legion wrestling films; Eddie Lewis-Marion Parsonette on the half-hour TV film series *Hollywood Affair*; and Kirk Douglas in the sale of 13 series in which he will star, entitled *The Bible Speaks*. Firm had previously signed with Bing Crosby Enterprises to represent three TV film series.

Stock Exchange Plans

NEW YORK STOCK EXCHANGE is considering the use of radio and TV as an informational media in its recently announced \$8,000,000 public education program. The campaign is being undertaken to increase the public's knowledge of buying and selling of stocks, and the overall securities market.

'RUNAWAY' COSTS

Trenner Urges Control

HARRY TRENNER, vice president and television director of the William Weintraub Agency, New York, told the January meeting of the Television Assn. of Philadelphia that television will eventually price itself right into government subsidies if runaway costs and mounting time charges are not controlled.

Mr. Trenner said that increased talent, production and time cost will eliminate competition in television by pricing all but a few of the nation's top advertisers out of the market.

Blaming the networks and "some independent stations" for basing price increases on increased set circulation which does not affect production costs in the industry, he said: "It makes no difference whether you broadcast to 250,000 or a million sets—you still push the same button."

Comparing the circulation increase of a national magazine to an increase in the number of TV sets, Mr. Trenner said publishers have a legitimate basis for increasing rates to cover increased paper, printing and shipping costs. TV stations, he claimed, get their circulation without cost and base their rate increases on this gift of the public.

Multiple sponsorship of costly network shows was criticized by Mr. Trenner, who said it is "killing gratitude response." Citing the Jack Benny-Jello show as an example of public appreciations, he said "many people who are not influenced by the show's commercials, buy the products out of gratitude for the sponsor who brings Jack Benny into their homes." The same gratitude cannot be expressed in buying response for three or more sponsors on one show.

At the close of his speech Mr. Trenner made a plea for "someone to do something about the cost of TV before it is priced beyond the reach of advertisers."

Mr. Trenner was introduced by Frank Roberts, radio and TV di-

rector of the Feigenbaum Agency, Philadelphia, following an address by Jack Wilcher, radio and TV director of Badger, Browning & Hershey, New York, on "TV Radio and Spot Campaigns."

Mr. Wilcher used 16mm animated commercials to illustrate the transition of spot campaigns from radio to television and described the difficulties of agency men in

MUSIC LICENSE

"Per Program" Idea Backed

SUPPORT for the industry's Per Program Committee, currently negotiating with ASCAP to obtain a "satisfactory per program license" for use of music on TV stations, was pledged in Chicago Thursday by over two-thirds of the nation's TV stations.

Visual broadcasters, at the largest gathering of TV stations representatives in history, agreed to support the committee and to back up any necessary court action. The meeting was held prior to the NAB-sponsored TV convention scheduled last Friday at the Stevens Hotel, Chicago.

Meeting in the Blackstone Hotel, the TV committee meeting culminated in passage of a resolution introduced by Leslie C. Johnson, WHBF Rock Island, Ill., following a three-hour debate led by Dwight Martin, WLWT (TV) Cincinnati, chairman of the committee.

Negotiations were reviewed by Stuart Sprague, New York, as committee counsel. Among those at the meeting were broadcasters who had taken part in the ASCAP radio battle a decade ago, including Henry W. Slavick, WMCT (TV) Memphis; Campbell Arnoux, WTAR-TV Norfolk, Va.; Mr. Johnson, and Nathan Lord, WAVE-TV Louisville.

Text of the resolution follows:

Be it resolved that the All Industry Television Per Program Committee shall be and it hereby is, given full power and authority to take any and all necessary and appropriate steps to secure a satisfactory television per program license from ASCAP, including giving assistance to such television stations as may institute attendant court actions;

And further resolved that the television stations here assembled pledge their financial support of the committee in carrying out the foregoing activities, in accordance with a formula of allocation to be determined by the committee;

And further resolved that the television stations here assembled pledge their assistance in securing the financial support of the committee's activities by the other television stations.

trying to get the picture to match the sound.

Commercial movie producers cannot be relied upon in producing effective TV commercials, according to Mr. Wilcher, because there is a tendency among film men to put too much action into commercials, which he said cuts down the effectiveness of the message.

Informal Debate

At an informal debate which followed, Alexander Dannenbaum, sales manager of WPTZ (TV) Philadelphia, defended the stations position on rising costs by saying that television is merely trying to get back some of the money it originally invested to develop the medium.

TV CYCLOPEDIA

Reference on Receivers

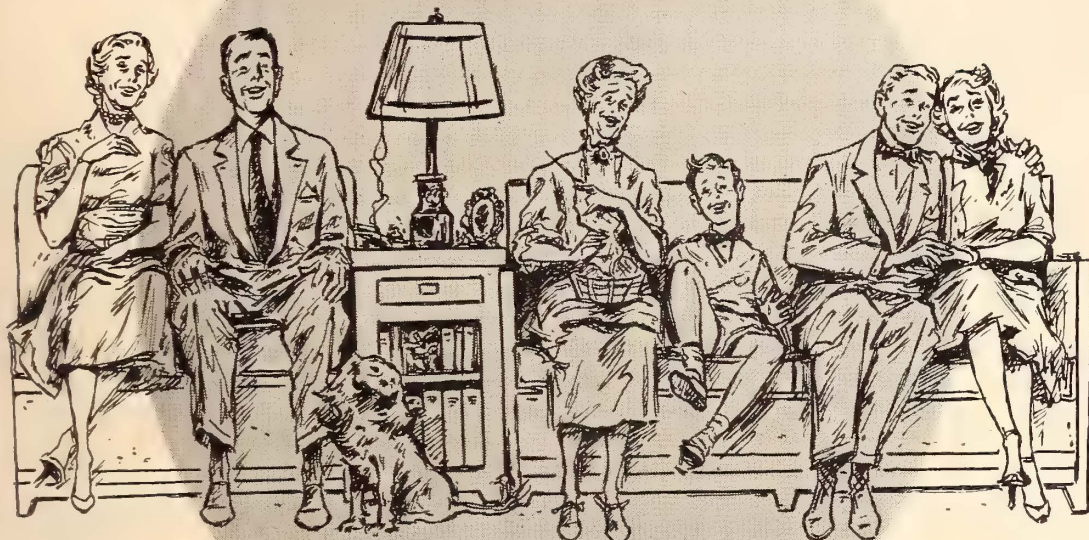
COYNE TELEVISION CYCLOPEDIA. Authored by Harold P. Manly. Edited by Bennett W. Cooke, Silas C. Narland, Raymond A. Snyder. Chicago: Educational Book Publishing Division, Coyne Electrical and Television-Radio School. 727 pp. \$5.95.

THE EDITORS have designed this as a practical book, planning it "especially as a guide and quick reference volume to provide instant reliable information on television receivers and reception." Most of the information was selected from material gathered from over 70 companies engaged in manufacturing TV sets. All of the special service and installation data collected in this way has been laboratory tested.

A "how-to-do-it" approach is used throughout the book, each article being written to meet the needs of the beginner as well as offering "something new and valuable" to those with field experience in radio-TV. Subjects are arranged in alphabetical order with article on alignment, amplifiers, antenna, color TV, trouble shooting, signal tracers and many other subjects included. Illustrations are generously used, with special four-color plates illustrating working of several color TV systems.

Call Letters

SIMPLIFICATION of calls of TV stations was proposed in a letter last week to FCC Chairman Wayne Coy by William von Zehle, president of the New York advertising agency bearing his name. Stating current call letters, based on a 1910 regulation, are "outmoded and outdated," Mr. von Zehle proposed that "W" and "K" prefixes and "TV" suffixes be eliminated and channel numbers added. Thus WAAA-TV might become AAA-6. Geographic location and channel would prevent confusion with KAAA-TV, it was indicated.



"ASTONISHING!"

writes BBDO

(BUT 16,000

REPLIES

TO TWO TELECASTS

NO LONGER

ASTONISH US)

Audience-response to WBZ-TV has been so terrific that we sometimes hesitate to report the facts. They look unbelievable!

But letters like this speak for themselves. According to Mr. John H. Wright, TV director for BBDO, mail count for the First National Bank program exceeded 16,000 pieces. "This is all the more astonishing," he writes, "since Norman Harris merely asked his fans to drop him a card on two telecasts, without any promise of a reward."

For full-scale coverage of the Boston TV area.. now one of the top five in the nation.. WBZ-TV is obviously your top choice. Availabilities are limited, but the man from WBZ-TV or NBC Spot Sales can help solve your problem.

BOSTON

WBZ-TV

CHANNEL 4 NBC-TV AFFILIATE

Represented by NBC SPOT SALES

Batten, Barton, Durstine & Osborn, Inc.

Hubbard 2-0430

1220 Statler Office Building, Boston 16, Massachusetts

Advertising

December 13, 1950

Mr. Wilmer C. Swartley
General Manager
Station WBZ TV
Boston, Mass.

Dear Bill:

We are delighted with the news that the mail count on "Living Wonders" for our client, The First National Bank of Boston, has exceeded 16,000 pieces.

This is all the more astonishing since Norman Harris merely asked his fans to drop him a card on two telecasts, without any promise of a reward or give-away.

Mr. Stanley, the bank's advertising Manager is most agreeably pleased not only with the volume but with the loyalty to which this mail attests.

You should be justly proud of the work which has been put into this telecast by your staff over the two year sponsorship period; especially since this program is one of WBZ-TV's original entries in pioneering live shows, package-produced by the station.

We feel that it is a fine public relations vehicle for the bank.

Cordially yours,
John H. Wright
TV Director

JHW:v

BOSTON - BUFFALO - CHICAGO - CLEVELAND - DETROIT - HOLLYWOOD - LOS ANGELES - MINNEAPOLIS - NEW YORK - PITTSBURGH - SAN FRANCISCO



WESTINGHOUSE RADIO STATIONS Inc

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

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

YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

Yesterday

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today there are

112,000

Sets in use
in WFBM-TV's
coverage area

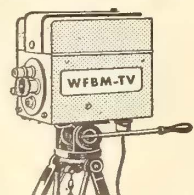
In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel

6



"First in Indiana"

telestatus



November Advertisers Reported by Rorabaugh (Report 147)

AS STATION and network operating hours were extended and the fall season hit its stride in November, the total number of television advertisers gained 7.2% over the previous month for a November total of 4,830. This was a gain of 120.1% over November 1949.

The spot field gained 4.1% in total advertisers bringing the November total to 939. There were 274 more local advertisers reported in November than in October which gave a total for the latter month of 3,723.

These figures are from the November Rorabaugh Report on Television Advertising. Network figures are for the entire month and are supplied by the networks' headquarters. Local and spot figures cover 98 stations for the period Nov. 5-11.

On the four networks 20 new advertisers were added between October and November, bringing the total for the latter month to 168. During the month there were 206 active accounts. (An "account" is the sponsor of any given program. An advertiser sponsoring more than one program is counted once for each program.) CBS-TV was the leader in number of accounts with 73. In a close second was NBC-TV which recorded 72 accounts for the month. ABC-TV was reported with 40 accounts and DuMont had 21.

The largest new account for the month in number of stations carrying the business, was the *Edgar*

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	1	2	9	12
2. Apparel, Footwear & Acces.	9	33	313	355
3. Automotive, Automotive Equip. & Acces.	17	21	397	435
4. Beer & Wine	6	132	46	184
5. Building Material, Equip. & Fixtures	18	3	129	150
6. Confectionery & Soft Drinks	18	87	112	217
7. Consumer Service	1	14	222	237
8. Construction & Contractors	—	—	28	28
9. Drugs & Remedies	4	25	64	93
10. Entertainment & Amusements	—	—	55	55
11. Food & Food Products	30	281	720	1,031
12. Gasoline, Lubricants & Other Fuels	6	24	29	59
13. Horticulture	—	—	27	27
14. Household Furnishings, Equip. & Supplies	20	85	544	649
15. Industrial Materials	1	3	18	22
16. Insurance, Banking & Real Estate	2	5	138	145
17. Jewelry, Optical Goods & Cameras	6	19	120	145
18. Office Equipment & Supplies	—	5	20	25
19. Publishing & Media	—	11	46	57
20. Radians, TV Sets, Phonographs, Musical Instruments & Acces.	10	12	277	299
21. Retail Stores & Shops	—	1	185	186
22. Smoking Materials	9	27	10	46
23. Soaps, Cleansers & Polishes	7	47	11	65
24. Sporting Goods & Toys	1	9	29	39
25. Toiletries	15	48	9	72
26. Transportation, Travel & Resorts	—	19	8	27
27. Miscellaneous	6	26	157	189
TOTAL	168*	939	3,723	4,830*

*Will not add out because some advertisers appear in more than one product group.

Bergen Show. The one-time program was presented by Coca-Cola on 61 CBS-TV stations for a half hour on Nov. 23. As a regularly scheduled advertiser Bulova took top honors in the new business column by starting the *Frank Sinatra Show* as a weekly feature on 55 CBS-TV stations.

Largest regular account in number of stations was DeSoto Div. of Chrysler Corp. which presented *You Bet Your Life* on 61 NBC-TV stations. There were 22 accounts active during the month which placed network shows on 50 or more stations.

New television spot business for the month was confined mostly to accounts buying only a few stations. Largest new spot account in the number of stations bought was A. C. Gilbert Co. which placed a schedule on 35 stations for its toys. Wilson & Co., for Ideal Dog Food was shown in second place with a spot schedule covering 21 stations.

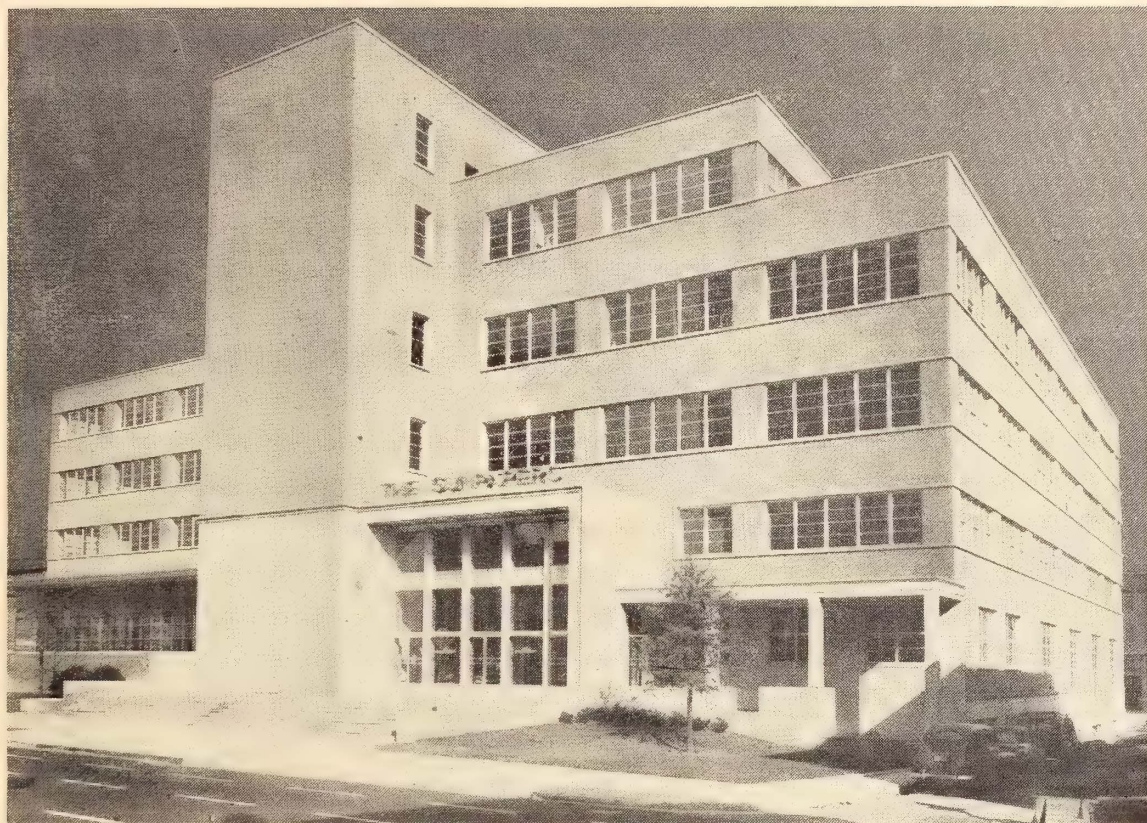
In number of stations bought Bulova was the largest spot advertiser for the month with business on 78 outlets. O'Cedar Corp. was in second place with 76 stations on

(Continued on page 70)

Weekly Television Summary—January 22, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	6,100	Louisville	WAVE-TV, WHAS-TV	71,000
Ames	WOI-TV	33,724	Memphis	WMCT	70,100
Atlanta	WAGA-TV, WSB-TV	67,800	Miami	WTVJ	50,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	252,226	Milwaukee	WTMJ-TV	202,100
Binghamton	WNBF-TV	31,270	Minn.-St. Paul	KSTP-TV, WTCN-TV	216,800
Birmingham	WAFM-TV, WBRC-TV	35,000	Nashville	WSM-TV	16,700
Bloomington	WTTV	13,000	New Haven	WNHC-TV	129,500
Boston	WBZ-TV, WNAC-TV	642,302	New Orleans	WDSU-TV	47,100
Buffalo	WBEN-TV	171,211	New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	2,000,000
Charlotte	WBTV	53,403	Newark	WATV	Inc. in N. Y. Estimate
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	776,700	Norfolk	WTAR-TV	52,400
Cincinnati	WCPO-TV, WKRC-TV, WLWT	223,000	Oklahoma City	WKY-TV	68,000
Cleveland	WEWS, WNBK, WXEL	396,082	Omaha	KMTV, WOW-TV	58,700
Columbus	WBNS-TV, WLWC, WTVN	122,000	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	750,000
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	100,544	Phoenix	KPHO-TV	25,100
Ft. Worth	WOC-TV	38,466	Pittsburgh	WDTV	212,000
Davenport	Include Davenport, Moline, Rock Is., E. Moline	146,000	Providence	WJAR-TV	105,300
Dayton	WHIO-TV, WLWD	376,706	Richmond	WTVR	57,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	43,470	Rochester	WHAM-TV	70,000
Erie	WICU	100,544	Rock Island	WHBF-TV	38,400
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	101,126	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	35,500
Grand Rapids	WLAV-TV	41,968	Salt Lake City	KDYL-TV, KSL-TV	38,100
Greensboro	WFMY-TV	60,158	San Antonio	KEYL, WOAI-TV	76,000
Houston	KPRC-TV	32,500	San Diego	KFMB-TV	127,000
Huntington	WSAZ-TV	112,000	San Francisco	KGO-TV, KPIX, KRON-TV	133,000
Indianapolis	WFBM-TV	26,775	Schenectady	WRGB	63,100
Jacksonville	WMBR-TV	61,250	Albany-Troy	KING-TV	239,000
Johnstown	WJAC-TV	95,860	Seattle	KSD-TV	88,000
Kalamazoo	WKZO-TV	93,170	St. Louis	WHEN, WSYR-TV	70,000
Grand Rapids	WDAF-TV	76,487	Syracuse	WSPD-TV	33,100
Kansas City	WGAL-TV	40,000	Toledo	KOTV	219,000
Lancaster	WJHM-TV	877,421	Tulsa	WKTU	55,000
Lansing	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTLN, KTTV		Utica-Rome	WMAL-TV, WNBW, WTOP-TV, WTTG	
Los Angeles			Washington	WDEL-TV	
			Wilmington		

Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 10,354,000
 Editor's Note: Totals for each market represent estimated sets within viewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



The exciting adventure of producing the Sunpapers has now continued for over 114 years. Today's new building, pictured above, is for the present staff, the culmination of that adventure, more exciting than any other in which they have participated.

Publication of the Sunpapers in their new home began Christmas Day, 1950. The old Sun Building at Sun Square will continue to be the headquarters of WMAR-TV. The station is proud to be part of this century-old organization.

WMAR-TV
CHANNEL 2 ★ BALTIMORE, MD.

Represented by **THE KATZ AGENCY, INC.** NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

SMALL BUSINESS

Senate Group Eyes Color Video

WITH little fan-fare, the Senate Select Committee on Small Business has been conducting an investigation into a number of topics, many of them of interest to broadcasters and to manufacturers of electronics equipment.

Last week, the committee released a summary report of its probe activities ranging from color television to procurement. The color TV section of the report has these significant revelations:

● Although the review covers the color television proceedings before the FCC and subsequent orders and court rulings, "the investigation [by the committee] is now in progress."

● While standards for color transmissions have been adopted, "this does not close the chances of a new and improved system being considered. . ."

● Programs, in accordance with black-and-white standards, "are expected to be transmitted for at least several years in view of the present crisis."

The Senate group said it entered the color TV question when, "following the decision on color television by the FCC in October of 1950, many complaints on it were received" by the committee.

Little Publicity

The report further reveals that the committee was directed to conduct "a full study and investigation, particularly with respect to the effect of the decision on small business." It can be gathered from the report that additional information, particularly to the import of findings on small business, will be forthcoming.

Little, if any publicity, had been given the quiet investigation of color by the Senate group, which was set up in the 81st Congress nearly a year ago. Actual staff work by the committee got underway last June. Chairman of the committee is Sen. John Sparkman (D-Ala.). Sens. Ernest W. McFarland (D-Ariz.), chairman of the Senate Commerce radio subcommittee, Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N. H.), all members of the Senate Commerce Committee, also are on the committee.

While the group is concerned only with color TV affect on manufacturers and other small business firms, the House Interstate & Foreign Commerce Committee still has before it a request by Rep. James I. Dolliver (R-Iowa), for a full-dress inquiry on all phases of the question [BROADCASTING • TELECASTING, Jan. 15, 8].

An important phase of the committee study touched on the growing shortages of newsprint for small newspapers. The report concludes:

Sources contacted by the committee within the trade were of the opinion that while the supply of newsprint is undoubtedly "tight," there had come to attention a relatively few more or less isolated instances of actual hardship. Representatives of the newsprint industry seemed inclined to attribute the

majority of current hardship cases to one or more of the following reasons:

(1) Lack of ordinary business prudence and foresight; (2) inadequate credit facilities; (3) recent changes in source of supply which created a "new customers" status, and (4) the desire, due to increased circulation and advertising resulting from the general high level of business activity, to increase press runs.

In its color digest, the committee summarizes (1) FCC's report on frequency allocations in May 1945 and the allotting of 13 channels, later reduced to 12, for commercial TV broadcast service within 6 mc band width; (2) CBS filing in September 1946 of its petition requesting FCC authorization to operate its color TV system in the UHF band on a commercial basis with 16 mc width; and in the same year, RCA's demonstration of its color TV system within the 12.5 mc band; (3) September 1948 hearing by the FCC on whether 475-890 mc could be used for color, and the subsequent filing by three parties, CBS, RCA and Color Television Inc; (4) the holding of hearings from Sept. 26, 1949, to May 26, 1950; (5) FCC's "First Report" on Sept. 1, 1950; its "Second Report" a month later, amending its engineering standards to provide for color TV broadcasting based on the field sequential system (CBS); and (6) subsequent court proceedings.

Considerable detail is given to FCC's "Second Report of the Commission" and "Order" amending its engineering standards and also to the manufacturers' responses to the Commission's inquiry whether TV manufacturers could and would build TV sets capable of operating within "bracket standards" as suggested by the Commission.

Other Topics Covered

Other topics treated in the report, and of interest to the broadcast-electronic manufacturing industries are (1) manpower, (2) procurement, and (3) material shortages (steel, aluminum, copper and zinc).

The report points out that small firms are having difficulty in competing with big businesses for the "frantic search" for defense orders because of increasing material shortages.

Two days after the report was issued, Sen. Sparkman and Rep. Wright Patman (D-Tex.), chairman of the Senate and House Small Business Committees, simultaneously dropped bills in the hopper in both branches of Congress to provide a blueprint of assistance to small business during the mobilization period.

The legislation (S 533 and HR 1600-1-2-3-4-5) would (1) create an independent agency known as the Small Defense Plants Corp.; (2) aid small plants in obtaining

a share of government contracts; (3) assure "fair and equitable treatment to small-business subcontractors from prime contractors.

The Senate committee, meanwhile, launched into the question of material shortages and the impact on small business by holding hearings, beginning last Thursday. It heard top officials of the government mobilization agencies. (See separate story).

RTMA CONFERS

On Industrial Relations

DETAILS on inclusion of television set prices by the U. S. Bureau of Labor Statistics in a revised Consumers' Price Index by the Labor Dept., were explained by Ewan Clague, Commissioner of Labor Statistics, at the Radio-Television Mfrs. Assn. Jan. 17-18 Industrial Relations Conference, held at the Hotel Statler, New York.

"Industrial Relations Problems in a Mobilizing Economy" provided the theme for the RTMA meeting, at which John W. Craig, Avco Mfg. Corp., presided as chairman of the RTMA Industrial Relations Committee.

Speakers included George W. Taylor, Wharton School, U. of Pennsylvania, and William A. Gombert, International Ladies Garment Workers Union. A panel on personnel problems of expansion was moderated by Harris Reinhardt, Sylvania Electric Products. Taking part in Wednesday afternoon proceedings were Hugh Annett, Westinghouse Electric Co.; Harold N. Chamberlain, Rensselaer Polytechnic Institute; Edward J. Hammer, Stackpole Carbon Co.; Peter Arakelian, Bellevue Medical Center.

At the Thursday morning meeting Kenneth E. Piper, Motorola Inc., presided at a radio-TV training panel. Morning speakers included Richard W. Greve, Allen B. DuMont Labs.; Paul W. Deubery, Avco Mfg. Corp., and W. V. Merrihue, General Electric Co.

Wage-Salary Panel

Concluding session included a wage-salary panel with Harry Houston, Allen B. DuMont Labs., presiding. Other speakers were Richard Smyth, Schick Inc.; Henry O. Lumb, RCA; Leslie E. Woods, Raytheon Mfg. Co.; Robert C. Sprague Jr., chairman, RTMA Walsh-Healy Committee.

A separate session on use of employee publications was held Thursday. Participants included Robert D. Breth, International Resistance Co., consultant; Dorothy Piercey and Effie Miller, Arvin Mfg. Co.; Beulah Larkin, General Electric Co.; E. G. Bowman, RCA-Victor; Courtney Flanders, Sprague Electric Co.

WDTV (TV) Pittsburgh reports addition of 15 new accounts and seven renewals for week ending Dec. 10.

upcoming

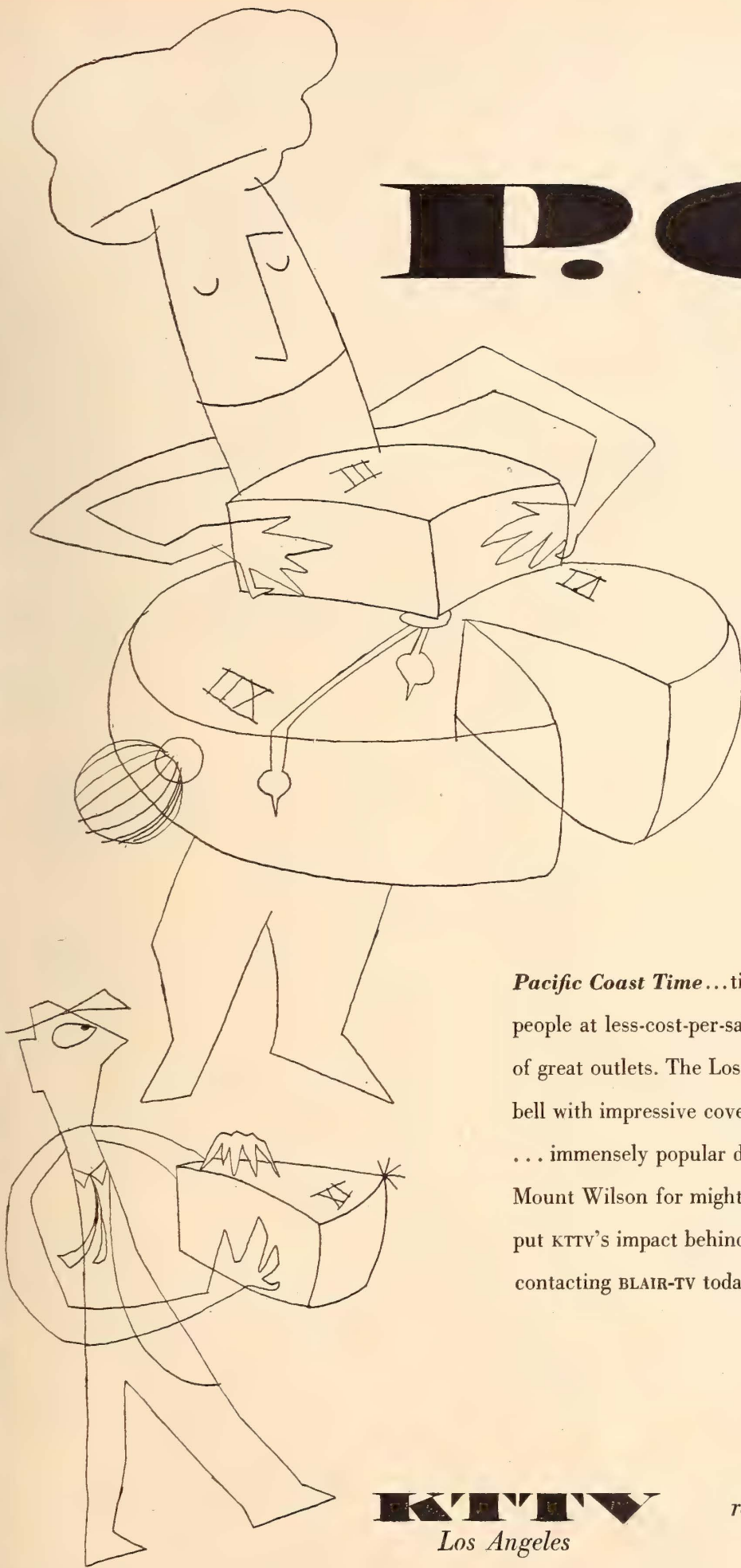


- Jan. 22: Educational TV hearing resumes, FCC, Washington.
- Jan. 22-23: Assn. of Railroad Advertising Managers, St. Augustine, Fla.
- Jan. 22-24: Newspaper Advertising Executives Assn., Annual Meeting, Edgewater Beach Hotel, Chicago.
- Jan. 22-26: AIEE Winter General Meeting, Hotel Statler, New York.
- Jan. 23: Academy of Television Arts and Sciences annual awards dinner, Ambassador Hotel, Los Angeles.
- Jan. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.
- Jan. 27-28: National Advertising Agency Network, Eastern Regional Meeting, Hotel DuPont, Wilmington, Del.
- Jan. 29: NAB Board Finance and By-Laws Committees, Bellevue-Biltmore Hotel, Belleair, Fla.
- Jan. 31-Feb. 2: NAB Board Meeting, Bellevue-Biltmore Hotel, Belleair, Fla.
- Feb. 1-2: Mississippi Broadcasters Assn., Program and Sale Clinic, Jackson, Miss.
- Feb. 4-6: Arkansas Broadcasters Assn., Annual Winter Meeting, Hotel Marion, Little Rock, Ark.
- Feb. 10-11: AWRM Michigan and Indiana Conference for former AWB members, Detroit.
- Feb. 15: RTMA Board Meeting, Hotel Stevens, Chicago.
- Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.
- Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.
- Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration date is Feb. 25.)
- March 12-13: American Management Assn., Marketing Conference, Waldorf-Astoria, New York.
- March 28-30: Assn. of National Advertisers, Spring Meeting, The Homestead, Hot Springs, Va.
- April 6-8: AWRM Convention, Hotel Astor, New York.
- April 11: Brand Names Day 1951, Hotel Commodore, New York.
- April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.
- April 15-19: NAB 29th Annual Convention, Hotel Stevens, Chicago.
- April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.
- April 24-26: American Newspaper Publishers Assn., Annual Convention, Waldorf-Astoria, New York.
- June 10-13: Advertising Federation of America, Annual Convention and Exhibit, Hotels Chase and Park Plaza, St. Louis.
- June 17-21: Advertising Assn. of the West, 48th Annual Convention, Cosmopolitan Hotel, Denver.
- June 20-22: American Marketing Assn. Conference, Hotel Statler, Detroit.
- June 24-27: National Industrial Advertisers Assn., Annual Conference, Waldorf-Astoria, New York.
- Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.
- Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

TV in Vehicles

A NEW BILL introduced in the Nebraska state legislature makes it "unlawful to operate a motor vehicle which is equipped with a television set so placed that the viewing screen thereof is visible to the driver while operating such vehicle."

P.C.T.



Pacific Coast Time...time for advertisers to sell more people at less-cost-per-sale via KTTV—newest addition to BLAIR-TV's roster of great outlets. The Los Angeles Times' KTTV consistently rings the bell with impressive coverage of America's second largest television market ... immensely popular day-and-night programming beamed from atop Mount Wilson for mighty down-to-earth selling. P. C. T. is your cue to put KTTV's impact behind your client's product—now! Start by contacting BLAIR-TV today.

KTTV
Los Angeles

represented by

BLAIR
I N C.

New York, Chicago, St. Louis, Dallas,
Detroit, Los Angeles, San Francisco



film report

CALTEL PICTURES, Los Angeles, opens offices in California Studios, 5255 Clinton St. President is **Edward Lawrence**; **Russell Day**, formerly **Telemount Productions**, Los Angeles, is production head in charge of TV spots and film programs. . . . **Snader Telescriptions Corp.**, Los Angeles, has completed 10 telescriptions featuring **Ike Carpenter's** orchestra.

* * *

Dynamic Films, New York, producing all TV film spots in color at no extra cost to clients, although black-and-white prints are available from color originals. . . . **TV Ads Inc.**, Los Angeles, has completed three TV film spots, one each for **J. W. Robinson** (department store), Los Angeles; **National Traveler's Ins. Co.**; and four for **Southern California Buick Dealers**.

* * *

Eighteen feature motion picture films have been acquired by **KECA-TV Hollywood** from **Eagle Lion** for use on station's Monday evening **Chevrolet Triple Feature Theatre**. Films produced in 1947 include series of **Philo Vance** mysteries. Program sponsored by 141 **Chevro-**

let Dealers of Southern California. Agency: **Campbell-Ewald Adv.**, Los Angeles. . . . **Douglas Jenkins**, secretary, named vice president in charge of TV production and administration, **Bracken Productions Inc.**, Hollywood. Mr. Jenkins also was principal in **Jenkins-Large Inc.**, Los Angeles public relations firm, which continues under that name.

* * *

Ed Lewis, former TV director, **Bartley Productions**, and **Marion Gering**, former producer-director, **Paramount Pictures**, form **G-L Enterprises Inc.**, 1619 Broadway, New York, telephone Plaza 7-0198. Firm to produce motion pictures for television. . . . Two one-minute and two 20-second live action TV film commercials completed by **Telefilm Inc.**, Hollywood, for **General Petroleum Corp.** Narration by **John M. Kennedy**, announcer for **CBS Lux Radio Theatre**, **Ted L. Stromberger**, vice president and account executive, supervised production for **West Marquis Inc.**, Los Angeles agency.

* * *

TAP (Television Associated Productions) formed in Los Angeles

for developing and packaging live and filmed TV shows for sponsors, working directly through advertising agencies. Principals are **James Rickard**, producer-program director, **MCA Hollywood**, and formerly head of TV network programming and TV coordinator at **ABC New York**; **Wally Sherwin**, TV producer-director. Associated with new group are **John O'Dea**, radio producer-director; **Martin Ross**; **Fred G. Williams** and **Bill Seckler**, writers. **Les Taufenbach**, sales consultant, will head merchandising department and **J. R. Hawkins**, **BBDO** art director, will have similar position.

* * *

Jerry Fairbanks Productions, Hollywood, filming weekly wrestling matches at **American Legion** stadium in cooperation with **Hollywood Post, American Legion**. Producers film entire two-hour bouts, editing them to hour-long program. Films will be distributed nationally, first program to be telecast Feb. 1. **Barry Fitzgerald** has signed with Fairbanks for new series of TV films for **Oldsmobile**. **Verne Smith** and **Harlow Wilcox**, radio announcers, signed by firm to do narration on series.

* * *

Charles Michelson Inc., New York, releasing new half-hour, open-end TV film series, **Club Celebrity** featuring **Harry Von Zell** and guest stars.

ABOUT TV MOVIES

Battison Prepares Guide

MOVIES FOR TV. By John H. Battison. New York: Macmillan Co. 376 pp. \$4.25.

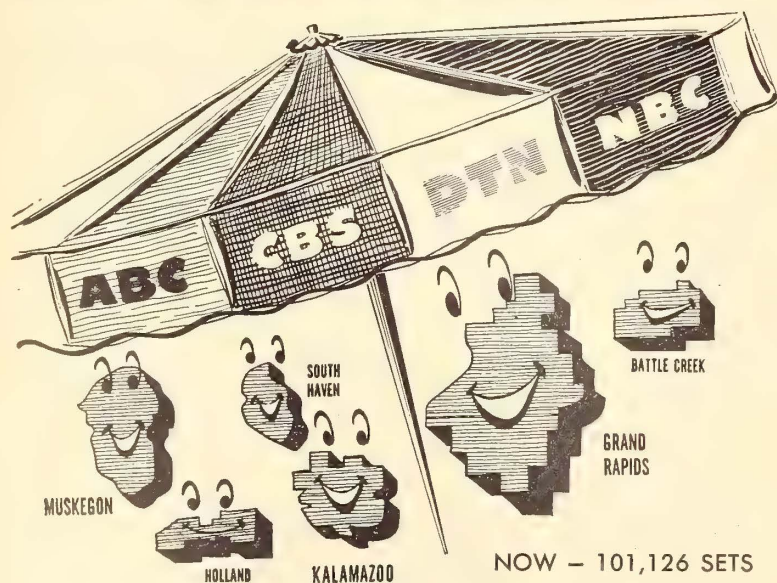
FOR every TV broadcaster, advertiser and agency executive who finds himself suddenly involved in the production or purchase of filmed programs or commercials for telecasting, this slim (376-page) volume is must reading. Mr. Battison, associate editor of **Tele-Tech Magazine**, has avoided the technical jargon so often found in books of this type without sacrificing completeness.

His first section, beginning with the principles of movies and of television, goes on to describe movie-making equipment, film transmission equipment, kinescope recording, lenses, lighting and the like; his second section deals with the various aspects of film programming, from the choice of films to copyright problems. Volume is handsomely bound, effectively illustrated and adequately indexed.

KMBC Looks Ahead

LOOKING AHEAD to eventual FCC official defrosting of the freeze on new TV stations, **Arthur B. Church**, president of **KMBC Kansas City, Mo.**, has recently purchased a **DuMont Oak Series**, 5 kw, air-cooled TV transmitter. The transmitter will be installed in a new building **KMBC** is erecting under its present expansion program.

nothing but smiles under our umbrella!



NOW - 101,126 SETS



WLAV-TV

CHANNEL 7 - GRAND RAPIDS
LIVE - INTERCONNECTED
Represented by **John Pearson**

CHICAGO FIRE COVERAGE

Some 10 Million Persons See Blaze Via TV

CHICAGO radio and TV coverage of a fire which killed four firemen Jan. 12 was concerted, complete and spontaneous. The \$1½ million blaze, described by firemen as a "5-11 plus three special alarms" (reserved for major disasters), broke out shortly after 2 p.m. in a riverfront warehouse-office building. By the end of the afternoon, an estimated 10 million persons saw on-the-spot happenings via TV and heard about them on the air.

All Chicago video stations—**WNBQ (NBC)**, **WENR-TV (ABC)**, **WGN-TV (DuMont)** and **WBKB (CBS)**—covered the disaster, as did their network AM affiliates—**WMAQ**, **WENR**, **WGN** and **WBBM**—along with several independent stations. In addition, **WBKB**, owned by the theatre chain **Balaban & Katz**, piped 20 minutes of its telecast into the south-side **Tivoli Theatre** for projection on the theatre screen. This was understood to be the first spontaneous telecast of a news event on theatre TV in the city.

Shortly after the fire broke out and the first alarm sounded, cameras from **WENR-TV**, **WNBQ** and **WBKB** were focused out of skyscraper windows onto the burning building. **WENR-TV**, farthest from the scene, started with a camera in a window on the 24th

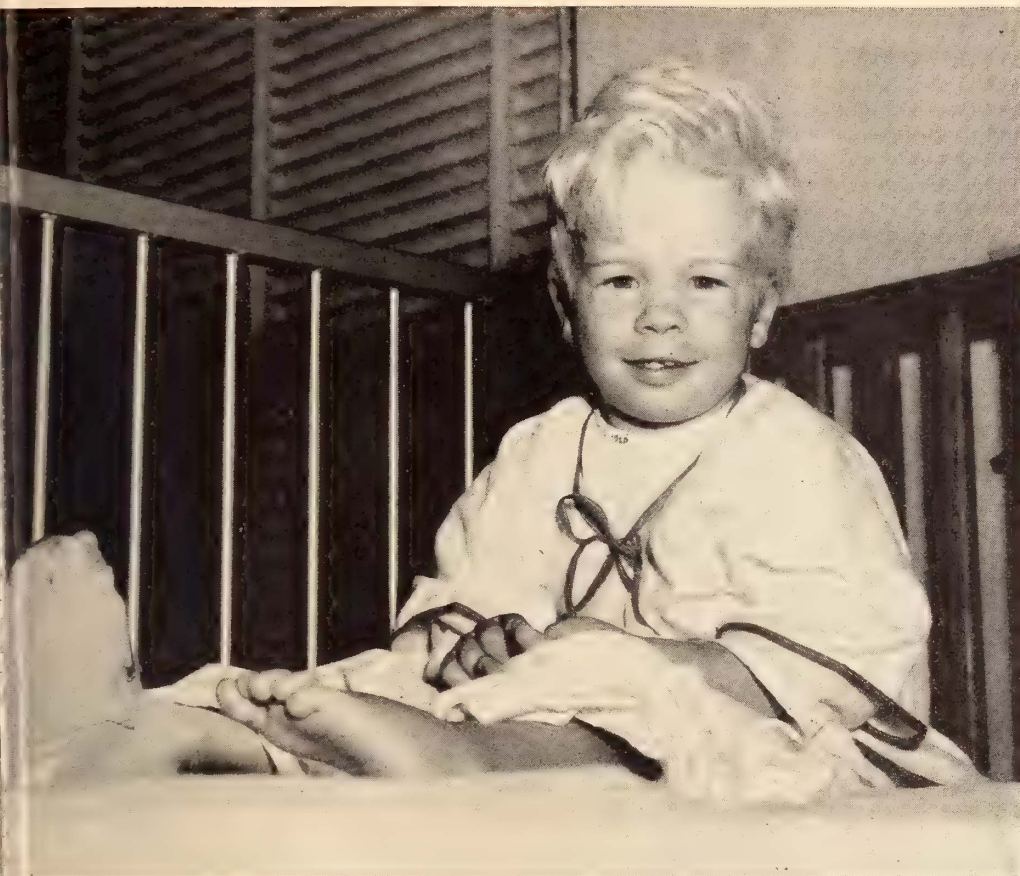
floor of the **Daily News Bldg.**, adding another later from the 44th floor of the **Civic Opera Bldg.** **WNBQ**, located at **NBC headquarters** in the **Merchandise Mart**, was nearest, only a half block away. Its cameras on the roof at the 19th floor level had what was termed "an unparalleled view." **WGN-TV**, located several blocks east along the lake, had an obstructed view from windows, so it sent out remote units with a mammoth searchlight for night coverage.

Among the many plaudits received by stations for their coverage was the following letter sent to General Manager **Frank P. Schreiber** of **WGN** from Chief Fire Marshal **A. J. Mulhaney**:

The officers and members of the **Chicago Fire Dept.**, and especially the undersigned, wish to express our sincere appreciation and gratitude for the wonderful service rendered the department by both your **WGN** and **WGN-TV** facilities for the effective and efficient coverage of the fire at 320 N. LaSalle St. on Jan. 12.

We are especially appreciative for the use of the high searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during the serious fire.

I am sure Commissioner **Corrigan** and Mayor **Kennelly** join me in the above.



**"He still
Needs
You!"**

JOIN THE 1951 MARCH OF DIMES

JANUARY 15th—31st

AND USE AS MANY OF THE FOLLOWING PROGRAMS AS YOU CAN

RADIO SHOWS

15 minute Electrical Transcriptions

starring

**CURT MASSEY *and* MARTHA TILTON
STAN KENTON AND HIS ORCHESTRA
NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA
HANK WILLIAMS AND HIS DRIFTING COWBOYS
PAUL WESTON AND HIS ORCHESTRA
DOROTHY MAGUIRE—BASIL O'CONNOR**

plus

LIVE AND TRANSCRIBED ANNOUNCEMENTS

TELEVISION PROGRAMS

16 mm. Sound Films—Various Lengths

starring

**CAB CALLOWAY AND HIS ORCHESTRA
FRANK FONTAINE—MONOLOGIST
RAY ANTHONY AND HIS ORCHESTRA
PINKY LEE—CAROL RICHARDS—LINDA—
EDDIE DEAN—SMILIN' ED McCONNELL**

plus

**15-, 25-, 60-SECOND
ANNOUNCEMENTS**

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 BROADWAY—NEW YORK 5—NEW YORK

FRANKLIN D. ROOSEVELT, Founder

HOWARD J. LONDON, Director—Radio, Television and Motion Pictures

BEekman 3-0500

Your 1951 BROADCASTING Yearbook —

... is being printed. It will be mailed to BROADCASTING subscribers within the next few weeks.

You'll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

For instance—How much do advertisers spend for spot, network, regional and local campaigns? Who handles the account?

You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services—plus some 50 directories covering the wingspread of radio, television and related businesses.

Yearbooks will be sent to regular BROADCASTING subscribers immediately upon completion.

If you're not a subscriber, there's still time to get in on the first mailing. Here's a handy order form:

BROADCASTING • Telecasting

870 NATIONAL PRESS BLDG.

WASHINGTON 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

☐ \$7 enclosed ☐ please bill

NAME

STREET

COMPANY

CITY

ZONE STATE

Freeze Status

(Continued from page 55)

tors and the public are enthusiastic over the telecasts," the Commission chairman said, "but there is no more newspaper reading during the portions of the sessions that are telecast."

Chairman Coy cited a Duane Jones Co. survey in early 1949 which indicated 23.9% of the people who have homes equipped with TV read newspapers less than before they had TV; 58.9% read books less, 48.5% read magazines less, and that families with TV receive an increase of 70% in visits by children and adults.

Although statistics show an overall increase in newspaper circulation for 1950, Chairman Coy indicated the "decrease in readership... poses a real problem for newspaper publishers and editors which I am sure is receiving your attention in geometric proportion to the increase in the number of television receiving sets." He also observed TV viewing in some areas "had brought the readership of afternoon papers down to the level of readership of morning papers" [BROADCASTING • TELECASTING, Jan. 1].

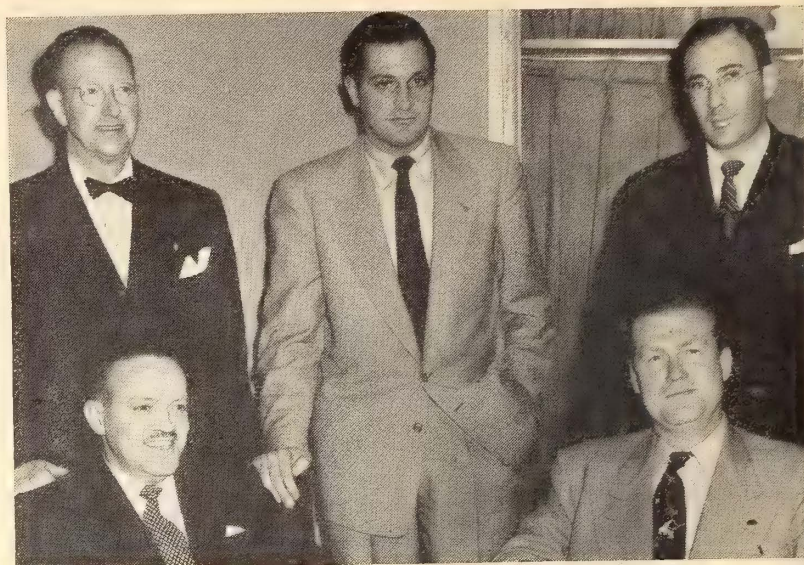
As background to his discussion of the color television situation, Chairman Coy observed that "despite the increase in cost of color advertising over black-and-white advertising in magazines, approximately one-half of all advertising in national magazines is in color." Similarly, in spite of increased costs, color advertising volume in newspapers has increased several-fold, he noted, while in the movie field it is expected that in spite of added cost about one-half of all films made in 1951 will be in color and within the next five years all pictures will be in color.

Color Costs

"Color in television will be available for the presentation of programming and advertising materials at substantially the same cost as black-and-white television is available for the presentation of those materials," the FCC chairman stated. "This young upstart now competing with you so vigorously for the advertiser's dollar to support their medium thus will have an advantage over you with the advent of color television. You sell your color advertising at a premium and he can sell color advertising without any additional cost over black-and-white."

Explaining FCC rejected the RCA and CTI color systems because it was not convinced "of the potential capacity of either system to develop satisfactory color," Chairman Coy chose that of CBS because it "produces excellent color, is relatively simple as compared to other proposed systems, and the Commission believed that sets could be produced at prices which would make it possible to have mass distribution of them reaching to most of the homes of this country."

Referring to the "compatibility"



PARTICIPANTS in the January meeting of the Television Assn. of Philadelphia are (l to r): seated, Harry Trenner, vice president-TV director, William Weintraub Adv., New York, who spoke on "Television and Its Relation to the Agency," and Jack Wilcher, radio-TV director, Badger, Browning & Hershey, New York, who spoke on "TV, Radio and Spot Campaigns"; standing, Edward A. Davies, president, Edward Davies Assoc., Philadelphia; Franklin Roberts, TV-radio director, H. Feigenbaum Adv., Philadelphia, and Merrill Pannitt, Philadelphia Inquirer TV columnist. (see story page 60)

issue, Chairman Coy said it should be noted "that any system now known requires all present sets to be rebuilt or converted in order to get color pictures from color transmissions. This is a point which has been obscured in the fuss which has been made about adapting present sets in order that they will continue to receive black-and-white pictures from all transmissions, whether those transmissions are in color or in black-and-white."

"The Commission was not interested in just finding another way for people to get a black-and-white television picture," Chairman Coy said.

Regarding demands since the color ruling for public test of all the systems, Chairman Coy stated: "It is interesting to note that all of the witnesses before the Commission on this color television question opposed the idea of multiple standards on the grounds that it would create a chaotic situation and force the public to expend large sums of money without knowing which of the systems would be the one in ultimate use. There was one exception to this general line of testimony. The chairman of the board of (RCA) testified his preference was for a single standard, unless the Commission adopted the CBS system."

Answers Seidel

Citing an RCA representative's talk [Robert A. Seidel, vice president, RCA Victor Div., BROADCASTING • TELECASTING, Jan. 15] before the National Retail Dry Goods Assn. on the great development of TV in the U.S., Chairman Coy pointed out this "progress was made upon a single set of standards promulgated by the Commission after a hearing, the same procedure followed by the Commission in the adoption of color television

standards!" Chairman Coy likened dual standards to multiple telephone exchanges in the same community, requiring businessmen to subscribe to all of them in order to have access to all subscribers.

Cites Development

As to the RCA representative's alleged indication FCC forced color TV for better or worse, akin to "offering a product before it's fully developed," Chairman Coy said:

We have not rushed. Color television has been known for more than a decade. Hearings on this matter began almost a year and a half ago and the product which can be offered under the color standards adopted by the Commission is presently as fully developed as was the black-and-white television product which followed the adoption of the present television standards in 1941.

What the speaker really means to say is that the product of his own company was not fully developed or adequately developed and that they did not believe that anyone other than themselves could possibly develop a satisfactory product in this field.

This same fellow says that the Commission is now placing a ceiling on scientific development. Of all the balderdash! Even since the Commission approved the standards, the proponents of the field sequential system have announced the development of 17-inch tube, thus meeting the criticism that their picture size was limited to 12½ inches.

The speaker conveniently ignores this development. I have no doubt but what there will be larger tube size developed to be used with the mechanical reproduction of the color system. And I have no doubt that a tri-color tube will be developed for the reproduction of color with this system.

This same speaker makes reference to the development of this tri-color tube for use with the RCA system. In fact, he gets a little waggish on the subject. He says it is now popular known as the "Joe DiMaggio."

I think that putting the name of Joe DiMaggio on this tube is somewhat unfortunate because it shows a certain amount of disrespect for DiMaggio's ability. Joe has never refused to play the game, but the tube now bearing his name is side-lined and is as inactive, so far as its potential public

concerned, as a retired ball-player or as though the tube had suffered an attack of anemia.

When the Commission asked RCA to make its tube available to the industry, as its witnesses testified under oath would be done, they brought up as a reserve letter-answerer a fellow who had never been in the game, who said "No" when the others had said "Yes."

He said such a request was a pity and a shame and was comparable to asking that the New York Yankees give DiMaggio to the Phillies before the last World Series. This letter-answerer implied it just wasn't cricket to ask them to give for free what they had invented.

He knew then, and so does everyone else, that if RCA has a patent position in the tube (and applications were on file at the Patent Office) CBS or anyone else using the tube would pay royalties to use it. As a matter of fact, CBS is licensed to use patents owned by RCA or patents of others to which RCA has sublicense rights.

Noting RCA last week was expected to take its case before the U. S. Supreme Court, Chairman Roy said he was confident, "as I have been from the very day the commission wrote its decision," that the color ruling would be sustained by the courts.

"All types of broadcasting, including color television broadcasting, will be affected by the defense effort," the FCC chairman said, at the "exact extent cannot now be foreseen. The future of our defense mobilization effort may well hold the answer to whether color television broadcasting makes small or large beginning within the year in becoming the prevailing television system of this country."

CA Salesmen Honored

FTY salesmen of the RCA Engineering Products Dept. have been made members of the Sales Leadership Club for exceeding quotas during 1950. Announcement was made by H. C. Elwes, manager of the department's Field Sales Coordination Section, at the end of the annual department general sales meeting at RCA Victor headquarters in Camden, N. J. Eight members were named directors of the club for 1951. They are:

A. Josephsen, Broadcast Section, New York, chairman; G. E. Rand, Broadcasting Section, Atlanta; S. J. Coombs, Communications Section, Hollywood; F. Gusler, Communications Section, Kansas City; D. R. Davis, Theatre Products, Kansas City; E. W. Bonslett, Industrial Products, Chicago; M. R. Magere, Visual Products, New York City; and H. T. Schrule, who completed the panel of directors.

BEN-TV Stops Music

WBEN-TV Buffalo has dropped the ABC *Stop the Music* program "because of its reputed lottery aspects," according to the affiliated *Buffalo Evening News*. ABC's Pulitzer Prize Playhouse was substituted. WBEN-TV officials said they regretted the deletion but said the show will be off the station until the status of *Stop the Music* and other programs of the type has been adjudicated.

1891

Walter Wade

1951

FUNERAL SERVICES were conducted Thursday afternoon in Oak Park, Ill., for Walter Wade, 59, executive vice president of Wade



Mr. Wade

Advertising Agency, Chicago. He died Tuesday morning after suffering a cerebral hemorrhage. Mr. Wade had worked in his father's agency for 36 years, since 1915. Born in Elkhart, Ind., July 3, 1891, Walter Wade lived there during his childhood and attended the U. of Wisconsin. Leaving college to join the Wade agency, he started with routine clerical and messenger duties, eventually graduating into space and timebuying. Mr. Wade became one of the best-known media men in advertising.

Although the agency handles numerous accounts, it has been most closely identified with the business of Miles Labs, located in Elkhart, Ind. Mr. Wade ventured into radio for the first time with the Miles account, and initial purchases were designed to reach rural audiences. Among the first "experiments" in broadcasting was *Songs of Home Sweet Home*, aired on WLS Chicago starting in January 1932. By October, the agency was using 60 CBS stations to carry a news show called *The Hoosier Editor*. The following February Miles began a show which has made radio history, *The Alka Seltzer National Barn Dance* on WLS Chicago.

'Barn Dance' Network

The *Barn Dance* network grew from three outlets in February 1933 to a Saturday night feature on the NBC network, and built a series of performers into household names, including Joe Kelly, the Hoosier Hot Snots, Uncle Ezra, Arkie the Arkansas Woodchopper, Lulu Belle and Scotty, Eddie Peabody and Red Foley.

In September 1939, the agency employed Pianist Alec Templeton to star in a new kind of program on NBC. A variety show, it featured Mr. Templeton with Pat O'Malley in comedy routines. In June of the following year, the agency introduced an innovation in programming by placing the *Quiz Kids* as a summer substitute for Mr. Templeton. The show is now aired on both NBC AM and TV networks.

For some time Miles sponsored *Lum and Abner*, and in March 1941 the company bought *News of the World*, also on NBC. Walter Wade's faith in radio and television reached its height in realization last year when the agency's principal account, Miles, was listed among the first 10 companies in

radio-TV advertising expenditures throughout the country.

Mr. Wade was invited on numerous occasions to supervise activities of war loan drives and Heart Assn. campaigns, along with other humanitarian enterprises. He held membership in the Chicago Athletic Assn., the Fin and Feather Club, Lake Geneva Country Club and the Oak Park Country Club.

Surviving are his wife, Pearle; a son, Albert G. Wade II, vice president in charge of radio and television at the agency, and a daughter, Mrs. Harry Owen Jr.

BASEBALL RIGHTS

Heurich Signs Senators

CHRISTIAN HEURICH Brewing Co., Washington (Old Georgetown beer), has signed an exclusive two-year contract with the Washington Senators baseball club covering broadcast and telecast rights. Under terms of the agreement, announced last Wednesday by the brewery, all 154 games of the 1951 season will be broadcast through WWDC Washington with WTTG (TV) Washington telecasting 21 home contests.

Total sale price was not disclosed, although unofficial estimates have placed the option for one year, including facilities, at \$250,000 [CLOSED CIRCUIT, Jan. 15].

The new contract also covers billboard rights whereby only Old Georgetown beer signs will come within the scope of video cameras—an arrangement similar to the 1950 contract with Liggett & Myers. It also was revealed that although the present contract provides for exclusive rights, Heurich is considering co-sponsorship of the games by a non-competitive account.

Regional Network

A regional Senators radio network is again being arranged for 1951 with day games only being fed to communities in Virginia, Maryland, West Virginia and Pennsylvania. When the Senators play at night, another American League contest will be picked up for the regional network.

Alternate announcers for radio and TV will be Arch McDonald and Bob Wolff, with Ray Morgan handling substitute games.

Participating in last week's final negotiations were Charles Echles, vice president and general manager of Heurich; Edward R. Wade, general sales manager of the firm; R. C. O'Donnell, account executive, Henry J. Kaufman & Assoc.; Calvin Griffith and Edward B. Eynon, vice president and secretary, respectively, of the Senators.

PABST SALES Co. sponsored half hour film condensation of All-Stars Pro-Bowl football game, played in Los Angeles, on CBS-TV, 4:00-4:30 p.m., Jan. 21.

There's

There's a mineful of money for advertisers in the homespun salesmanship of Hardrock Gunter, Zeke Clements and Happy Wilson, hillbilly favorites of Alabama's only live-camera TV station, WAFM-TV:

gold

Gold is what you're getting when you buy Hardrock Gunter. Because Hardrock has won national fame with his recording of "Birmingham Bounce"—and a huge local following on AM and TV.

in

In motion pictures, on records and "Grand Old Opry," Zeke Clements has established himself as a topflight mountain musician. Part Cherokee Indian, he's already built himself a mighty tribe of WAFM-TV viewers.

these

These two are joined by Happy Wilson, Alabama's best-known hillbilly. Star of television, his own network AM show and personal appearances, and a hit song-writer, he has an army of faithful TV kith and kin.

hillbillies

Hillbillies Hardrock, Zeke and Happy can help you strike it rich in Alabama. Participations—including choice one-minute spots—are now available. For details, get in touch with your nearest Radio Sales representative, or...

WAFM-TV

"TELEVISION ALABAMA"

CBS in Birmingham • Channel 13

Represented by Radio Sales

Telestatus

(Continued from page 62)

its schedule. R. J. Reynolds Tobacco Co. moved into third place by increasing its campaign for Cavalier cigarettes from 57 stations in October to 72 in November. There were 18 accounts which reportedly placed spot business on 40 or more stations during November.

Food & Food Product advertisers continued to be the product classification with the greatest number of accounts in November (see table). In all there were 1,031 such accounts active during the month. This classification also led in the network, spot and local fields. Second largest number of total accounts was concentrated in the Household Equipment & Supplies classification which had 649 different advertisers. This also was the second largest classification in the network and local fields.

In the spot field Beer & Wine advertisers were the second most active with 132 accounts.

* * *

Berle Leads December Telepulse

TOP once-a-week show during the first week in December was *Texaco Star Theatre*, according to the Multi-Market Telepulse released last week by The Pulse Inc. Leading multi-weekly program was shown as *Howdy Doody*. The list of top 10 network programs is as follows:

ONCE-A-WEEK SHOWS

Program	Avg. Rating	Dec.	Nov.
Texaco Star Theatre	47.1	46.5	
Show of Shows	33.7	29.4	
Talent Scouts	32.8		
Toast of Town	29.0	30.8	
Fireside Theatre	29.0	28.4	
Comedy Hour—Cantor	28.9	26.7	
Philco TV Playhouse	28.5	30.5	
Studio One	27.3	24.7	
The Goldbergs	26.8		
Hopalong Cassidy	26.0		

MULTI-WEEKLY SHOWS

Program	Avg. Rating	Dec.	Nov.
Howdy Doody	16.5	15.1	
Camel News Caravan	14.8	13.9	
Kukla, Fran & Ollie	12.7	11.9	
Perry Como	11.7	11.0	
Captain Video	11.3	10.2	
Mohawk Showroom	11.0	9.7	
CBS-TV News	11.0	10.6	
*Faye Emerson (Tue., Thurs.)	10.9	10.4	
The Little Show	10.1	9.7	
Roller Derby	9.9		
Kate Smith Show	9.9		
*10.5 Tue., Thurs., Sat.			

* * *

KGO-TV Issues New Rate Card

KGO-TV San Francisco issued Rate Card No. 3 Jan. 1 increasing base rates an average of 20%. New rates: Class A time, \$480 per hour; Class B, \$360 per hour; Class C, \$240 per hour. Spots jumped to \$80 in Class A; \$55 Class B, and \$40 Class C. Advertisers of record on December 31 were extended six months' rate protection.

PLAYS

ALL SPEEDS 78, 45, 33 RPM

ALL SIZES 7-1 1/2 inch

ALL KINDS OF RECORDS

Now available also for AC-DC operation—from \$28.95-\$99.50

Catalog Upon Request

AUDIO-MASTER

341 Madison Ave., N.Y. 17, N.Y.

LEGISLATIVE TELECASTS

WKY-TV WSB-TV KSL-TV Start Series

THREE MORE state legislatures have added their names to the rapidly growing number of legislative bodies permitting telecasts of their sessions.

In addition, a resolution has been introduced in the U. S. House of Representatives to permit telecasting of that chamber [BROADCASTING • TELECASTING, Jan. 15].

After some opposition, WKY-TV Oklahoma City began on Jan. 16 twice weekly telecasts of Oklahoma's legislative sessions direct from the state capitol.

When WKY-TV sought permission for regular telecasts, some of the law-makers questioned its advisability. A preliminary telecast had shown one legislator asleep, another reading a newspaper.

In Atlanta, WSB-TV Jan. 15 carried Gov. Herman Talmadge delivering the annual budget message to the combined house and senate. This was the first of a projected series of simulcasts by WSB-TV from the Georgia capitol. Future sessions will be handled as their importance to the public dictates.

Opening Session Shown

Stormy opening session of the Utah legislature was televised by KSL-TV Salt Lake City on Jan. 9. Next day the television camera was trained on Gov. J. Bracken Lee as he made his second biennial address.

An attempt is now being made to obtain television sets for use in Salt Lake City schools and in the U. of Utah, so that political science students may study government procedure in action.

Although other state legislatures are expected to take advantage of this medium of reaching their constituents, lack of facilities will prevent many from doing so until FCC lifts its freeze.

The danger of slander suits will be one factor considered by stations and networks. Washington legal observers say the point has not been ruled on as yet but "undoubtedly" the same rules that govern newspapers "fair and accurate" accounts will apply.

Telecasts of legislative functions probably would be included in the educational category subject of heated FCC hearings. FCC would not comment on these telecasts because it is not a matter brought specifically before the Commission.

TV Academy Awards

GOV. EARL WARREN of California will be the principal speaker at the forthcoming annual Awards Dinner of the Academy of Television Arts & Sciences of Los Angeles, being held there Jan. 23 at the Ambassador Hotel.



Utah Gov. J. Bracken Lee keeps a "TV-eye" on the state legislature through a set in his office. Gov. Lee described the medium as "extremely useful."

Telefile: KPIX

(Continued from page 59)

most consistent sponsors.

When sets in the area numbered but 9,000, the station put on six one-minute announcements offering a dog comb for 10 cents and one Dr. Ross label. More than 1,000 replies poured in from 86 cities in 19 counties—this despite the fact that no more than a fourth of the 9,000 TV homes could be expected to have dogs. The sponsor later reported that a similar offer on 45 network AM stations brought approximately the same return.

More recently, a single announcement on a Friday evening musical show, *Music Album*, brought in more than 2,000 requests for a free harmonica. This program too is sponsored by one of the station's early and consistent advertisers, Sherman, Clay & Co. The locally produced program, though on the air in competition with network programs on the other stations, is credited by the sponsor with producing "outstanding" sales results.

Advertisers, Audience Continue Growth

As a result of these proven successes, the list of advertisers, like the audience, has grown with increasing rapidity.

Heading the business end is Colin M. Selph, a veteran advertising man, who last year was named KPIX vice president in charge of sales.

Under the direction of Commercial Manager Lou Simon the station has a long roster of program sponsors, spot, local and national advertisers. Approximately 85% of the total programming time is commercial. And the red ink is giving way to black.

KPIX rates read:

Class A time: 1 hour, \$450; 45 minutes, \$360; 30 minutes, \$270; 15 minutes, \$180; 5 minutes, \$115; 1 minute, \$75. Class B time: 1 hour, \$340; 45 minutes, \$270; 30 minutes, \$204; 15 minutes, \$136; 5 minutes, \$87; 1 minute, \$56. Class C time:

1 hour, \$225; 45 minutes, \$180; 30 minutes, \$135; 15 minutes, \$90; 5 minutes, \$57.50; 1 minute, \$37.50.

Investment in KPIX is estimated in excess of a half million dollars.

KPIX promotion activities today, not a bit lessened from the days of the station's initial telecast, are directed by Kay Mulvihill. Other personnel include Forrester Mashbir, chief producer-director; George Mathiesen, studio technical director, and Al Kees, assistant to Mr. Towne.

The station's outstanding local shows today include a delightful bit of fantasy for the children, *Once Upon a Time*, featuring Miss Hunter and a local little theatre group; William Winter, long an outstanding radio news analyst and foreign correspondent, and his news show; Ben Alexander, former movie and network radio star in *Watch and Win*; *The Del Courtney Show*; Hal Shutz, organist and band leader, on *Music Album*; Sid Crockett, Bay Area architect, explaining problems of interior decoration, on *Design for Living*; Edna Fisher, popular radio and nightclub pianist, introducing *Stars in the Making*; Faye Stewart, long a well-known home economist on radio, in *KPIX Kitchen*; Wally King, Bay Area radio disc jockey, showing off juvenile talent on *Kids Kapers*.

It all seems a long way from that initial show on Dec. 26, 1948. Two years have brought changes—the sparkling list of stars and shows, the growing roster of sponsors, the pleasant inflow of money to compensate for the necessary heavy outflow, and the ever increasing audience.

New KPIX Studio Seen in 1951

1951 promises completion of new studio for KPIX. The new plant, specifically designed for television, will be located on Van Ness Ave., San Francisco's famed "Auto Row."

The modern three-story building will house, in addition to executive offices, three immense studios, three smaller utility studios and an especially designed and built-in television kitchen. The KPIX transmitter will remain atop the Mai Hopkins Hotel.

And as KPIX proceeds into its third year on the air several important factors have not changed. Most of the same faces are still on the staff and the pioneer enthusiasm still is one of the biggest attractions and biggest assets.

RCA Color Tests

FURTHER extension of special authority was granted by FCC last week to NBC stations WNBW (TV) Washington and WNBT (TV) New York for testing the RCA color TV system. Since last October the authority has permitted the experimentation in off-hours on programs made during regular hours of operation.

GOV. RELATIONS

Miller Addresses CTC

GOVERNMENT agencies in Washington have a "great reluctance to interfere in any way" with the broadcasting industry, Judge Justin Miller, president of NAB, told members of the Chicago Television Council Wednesday. He went on to say that a Presidential advisor remarked to him recently that the government has better control of news by voluntary censorship than in any other country in the world.

Judge Miller, in Chicago for the NAB-TV convention Friday, outlined at random events taking place at the nation's capital. He pointed out an "increasing sensitiveness" by government agencies about news stories being released which contain important defense and military information. "The government wants complete freedom of news, but also expects the highest kind of strategy in releasing military developments," he said, adding that the primary mover behind the idea of taking over radio and TV stations if war comes is "the military." Radio and TV will "undoubtedly suffer," if there is or is not a war, when materials and manpower are considered. "The crisis will call for more and more for men highly trained in exactly that field in which our industry operates," Judge Miller said. Manufacturers are already taking for granted "two alternatives, substitution of materials whenever possible and training of men to replace those killed."

No Tax Damage

"No one seems to be very badly hurt on taxes," however, he said, referring to the "hope" of some radio people that a high excess profits tax would be passed because such advertising money was channeled into radio during the last war as a result. He pointed out that both AM and TV were reconciled with the present tax set up, inasmuch as TV companies were concerned that the proposed excess profits tax would be based on years when they were just getting started.

Judge Miller reported on several conferences with government agencies and officials which he has attended as a representative of the Broadcast Advisory Council and the Advertising Council. "We were all welcomed in a wholehearted fashion," he reported, adding that the government people want to cooperate and understand the industry's position.

The Broadcast Advisory group is scheduled to send a defense bulletin regularly to broadcasters with vital information released by the government.

Judge Miller was introduced by Fred Kilian, ABC-TV Chicago program manager, TV Council president. James Hanlon, publicity director for WGN-AM-TV, Chicago, was named council publicity chairman after the resignation of Elliott Henry, ABC publicity director.



COL. MITCHELL WOLFSON (l), president of WTVJ (TV) Miami, plays host to Comdr. Mortimer W. Loewi, director of the DuMont Television Network, in the WTVJ studio. They discussed television as it pertains to Miami—WTVJ is DuMont's Miami affiliate—and appeared on a WTVJ public service presentation, *The Television Forum*, on the subject "Color Television Today."

SUBVERSIVES

Senate Probe Group Created

A NEW and powerful Senate investigating unit was created last week to look into Communist and subversive activities. Among its functions contemplated is an exhaustive inquiry into the McCarran Communist Control Law which prohibits Communists and subversives from sponsoring radio-TV time if sponsorship is not labeled.

The powers granted to the group, a subcommittee of the Senate Judiciary Committee, chairmaned by Sen. Pat McCarran (D-Nev.), rival those of the House Un-American Activities Committee.

Seven Senators were selected for the committee which will be directed by Chairman McCarran. They are Democrats James O. Eastland (Miss.), Herbert R. O'Connor (Md.), Willis Smith (N. C.), and Republicans Homer Ferguson (Mich.), William E. Jenner (Ind.) and Arthur V. Watkins (Utah).

The Senate group asked the upper chamber to approve its request for a \$160,000 budget for a two-year inquiry. Sen. McCarran said he hoped the budget would be cleared in time for a staff to be assembled for a start in its work by Feb. 1.

By a previous action, the Senate already has given the group a \$10,000 budget to be spent in January on an approved investigation.

Charles D. Wailes

CHARLES D. WAILES, 78, father of Lee B. Wailes, vice president in charge of operations, Fort Industry Co., N. Y., died Jan. 16 in Memphis, Tenn. Funeral services were held in Memphis, Jan. 18. Surviving are his wife, Harriet, two daughters, Mrs. Robert E. Goldsby, and Mrs. Howard W. Rash; and another son, Charles D. Wailes, Jr.

EQUIPMENT UNIT

Reactivated for Defense

RADAR-RADIO Industries of Chicago Inc., a group of electronics equipment manufacturers, has been reactivated for the present emergency by Leslie F. Muter, president of the Muter Co., Chicago, to meet demands of the national defense program. The group was active during World War II after it was organized to develop cooperation among Chicago-area radio manufacturers, which produce about 40% of all electronics equipment in the country.

During World War II RRIC recruited 30,000 production workers, mainly women, renegotiated wage scales with the War Labor Board and worked to insure maximum efficiency and production. It was the only manufacturer's group to receive the Navy's certificate of Achievement during the entire war.

Mr. Muter, in the new setup, is president and director. Vice presidents and directors are Raymond C. Durst, executive vice president of Hallicrafters; Richard C. Dooley, vice president of Admiral; Paul V. Galvin, president, Motorola; James P. Ray, Cronane Inc., and an additional director Charles M. Hofman, vice president, Belmont Radio.

Shapiro Is Secretary

Leonard J. Shapiro, Chicago attorney, is executive secretary. Three honorary directors are the Hon. R. W. Cwyman, former Navy commander and Congressman; Henry C. Forster, retired Chicago radio manufacturer, and Edward W. Shepherd of Philco.

A special committee named to make emergency decisions includes Mr. Hofman, chairman, Mr. Durst, Mr. Dooley, George R. MacDonald, treasurer of Motorola, and Robert Alexander.

BEATY LEAVES WBAP

Takes State Dept. Post

LAYNE BEATY, for seven years farm editor of WBAP-AM-FM-TV Fort Worth, sails Jan. 23 on the *SS America* for Greece. He has joined the State Dept. as director of agricultural information in Greece under the Marshall Plan. Mrs. Beaty and their two children are accompanying him.



Mr. Beaty

Mr. Beaty has been active in NAB as a member of the former Program Executive Committee and in farm broadcasting circles. He is succeeded at WBAP by W. A. (Doc) Ruhmann, county agricultural agent in Tarrant Co. (see AIRCASTERS). Mr. Ruhmann has been heard frequently on the station.

BETWEEN COMMERCIALS

BY KAY MULVIHILL



Interviewing under water is the latest feat for KPIX Program Director, Sandy Spillman. Constantly seeking out the interesting and unusual around the Bay Area for his program, "Teletrips", Spillman recently visited the Navy Diving School at Hunters Point. Fully attired in diving gear, Spillman was lowered into the Bay for his 'man-in-the-water' interview on the newest in navy diving techniques.

"Teletrips", which now goes into its third year on KPIX, has featured interviews from such unique places as: police laboratories, cable cars, backstage theater, Navy submarines, flying air force bombers, pistol ranges and speeding locomotives.

AIR ADDS:

New addition to KSFO disc jockeys is Glen Hurlburt, author of the celebrated "Cable Car Concerto". Glen, one of the most versatile and gifted entertainers of the day, will host "Take It Easy Time" for Regal Pale Beer, nightly from 10 to 12.

"Great Sport", with Vic Holbrook of wrestling fame as emcee, is now a weekly feature on KPIX for car dealer, Horse-trader Ed.

Latest on the KPIX kiddies' show roster is "Powow Indians", which takes the 'little people' to an Indian Reservation for a weekly visit with Chief Powow and his Tribe.

SEEN AND HEARD

With Baseball season just around the corner, Don Klein returns to the KSFO mike side to bring "Baseball Notebook", five days a week.

William Winter's (Wednesday through Friday) newscasts on KPIX are now under sponsorship of the Jenkel-Davidson Optical Co.

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC **KSFO**

Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

NBC Progress

(Continued from page 30)

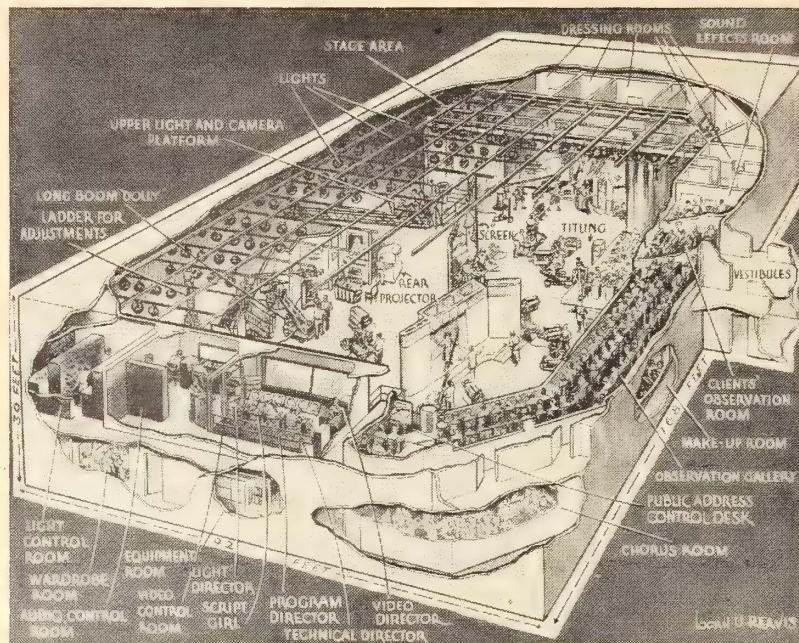
phases of its sales operation," the report continued, "leading the next two networks combined as far as gross sales were concerned. NBC total sales exceeded that of the next two networks combined. In 1949 NBC-TV had nine hours of open evening time and in 1950 it was completely sold out, with the number of weekly sponsors jumping from 19 to 42 and the number of network advertisers from 32 to 62. NBC-TV led all other networks in the number of sponsored hours with 42, as compared with the second network which had 34."

'More Stations'

"Another extremely important part of the NBC-TV network operations was the fact that NBC had held more stations per program—25% more than any other network," the report said.

Network TV facilities were expanded, the report continued. Studios 3-A and 3-B in Radio City, New York, were reconditioned, and Studio 8-H was torn down and rebuilt at a cost of \$1 million. The Hudson Theatre was purchased, the Center Theatre in Rockefeller Center was rented, and both were fitted out with TV equipment. Space for staging service was secured elsewhere in New York. In Chicago, the Studebaker Theatre was made into a television studio.

The program technique of rotating big-name stars such as Eddie



ARTIST's sketch of Radio City's famous Studio 8-H—rebuilt for television by NBC at a cost of \$1 million—shows highlights of the structure a city block wide and three stories high. According to O. B. Hanson, NBC vice president and chief engineer, when Radio City was originally constructed it was planned to use the 8-H space for two radio studios but NBC engineers, visualizing future need for large television space, effected the design of the gigantic studio without visible beams or pillars.

* * *

Cantor, Martin & Lewis, Fred Allen, Bob Hope, and Bobby Clark was evolved, and applied to the *Comedy Hour*. Later came a similar program featuring Ed Wynn, Jack Carson, Jimmy Durante, and Danny Thomas.

Organization of NBC into three major divisions of radio, television, and company owned-and-operated radio and TV stations, was completed.

Victor T. Norton left the presidency of American Home Foods Inc., to become NBC vice president for administration; William F. Brooks was promoted to vice president in charge of public relations, a new post; John K. West was made vice president in charge of the NBC Western Division; Edward D. Madden became vice president in charge of TV sales and operations.

Charles C. Barry was appointed vice president in charge of programs, and John K. Herbert vice president and general sales manager for NBC radio. Harry C. Kopf became vice president in charge of Radio Sales and was transferred to Chicago.

Station relations, both radio and TV, were placed under newly-named Vice President Carleton D. Smith. In Hollywood, Thomas C. McCray became director of radio network operations, and Thomas B. McFadden was made manager of KNBH (TV) Los Angeles. Lloyd E. Yoder was transferred from KOA Denver to management of KNBC San Francisco.

The National Spot Sales Dept. made new records, the report said. "Total dollar volume in radio surpassed that of every previous year, and television spot sales were multiplied over 1949," the report noted. The department divided its

New York, Chicago, and Cleveland offices into separate units for radio and television.

Nine stations were gained during the year by the NBC radio network, bringing the total to 180 stations. Affiliation of stations of the Alaska Broadcasting System and the Midnight Sun Broadcasting Co. extended the network to Alaska. A change of affiliation occurred in Ft. Wayne, Ind., where WGL of 1,000 w was replaced by WOW with 10,000 w.

As of Jan. 1, 1950, a total of 55 stations comprised the television network, 28 being interconnected and 27 non-interconnected. At year's end, the total TV network stations had grown to 63, of which 16 were non-interconnected.

Total of network employees, including owned-and-operated stations, was 3,482 for 1950, an increase of 503 over the preceding year. Guided tours of NBC studio and television facilities at Radio City were taken by 350,000 people last year, bringing the total guests since the tours began in 1933 to 7½ million.

Transmitter Okayed

CANADIAN Broadcasting Corp. has been given the green light to go ahead on construction of its TV transmitter on Mount Royal, Montreal. Permission had been held up by Quebec Provincial Premier Maurice Duplessis. Mr. Duplessis stated that CBC should allow private interests to build TV transmitters in the Montreal area if they want to use the Mount Royal location, avoiding a monopoly. A. D. Dunton, CBC chairman, at Ottawa, said CBC will go ahead with construction as soon as weather permits, and that CBC had never asked for a TV monopoly.

CHANNEL ISSUE

NCPT Joins Education Drive

NATIONAL CONGRESS of Parents & Teachers joined other educational groups across the nation last week in petitioning the FCC to reserve TV channels for universities, colleges and public schools for education purposes. This was revealed Thursday by Mrs. John E. Hayes of Twin Falls, Ida., president of the congress, who said she has filed a statement with the FCC in support of such allocations. Hearings on the matter are still being conducted by the Commission.

The congress, Mrs. Hayes said, "is concerned with any project that may promote the effectiveness of public education. We urge that the Commission take immediate steps toward the allocation of television channels for educational and non-commercial purposes." She continued:

Recognizing the tremendous potentials in educational television, we also recognize that available channels for the purpose must be reserved for education as well as for the use of commercial broadcasters. Unless the rules and regulations of the FCC are amended to reserve television channels for exclusive use by educational stations, it is our belief that television may never realize its full potentialities as one of the most important educational aids yet devised.

Groups which have made requests of the Commission for educational channels include a Joint Committee on Educational Television representing the National Education Assn., the American Council on Education, The Assn. of Land-Grant Colleges and Universities, the National Assn. of State Universities, the National Council of Chief State School Officers, as well as the Assn. for Education by Radio and the National Assn. of Educational Broadcasters.

Cook Arrest

ONLY five hours after the arrest of William E. Cook, subject of a nationwide manhunt, KFMB-TV San Diego showed a 10-minute movie film covering the dramatic event. A KFMB-TV staff photographer recorded the action—narrated by Harold Keen, KFMB-TV news editor who covered the story for the station. Both employees were congratulated by Jack Gross, owner and manager of the station, which is the ABC television network outlet in San Diego.

....for the finest
in professional tape
recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

Championship
Wrestling Bouts
NOW AVAILABLE ON
WLW-Television!

SATURDAY
AFTERNOON
WRESTLING

Press-acclaimed studio matches fed by WLW-D to WLW-T and WLW-C. Now featuring men's heavyweight championship tournament for \$5,000 purse. Televised from 3:00-5:00 P.M.—30 minutes more air time at no increase in price. Nov. Videodex rating 14.9—three times greater than the average rating of its competition. Has 60.7% of the viewing in all three markets.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

Barbo's Story

(Continued from page 25)

building—done in less than three years.

The Barbos have used the same programs with the same women broadcasters for almost 10 years now. Not only do the listeners come in themselves, but they send their friends in, too. Salesmen at the furniture company keep index cards on which they mark the source responsible for a customer. Radio far outnumbers any other grouping.

"You can walk through the store at any time," says Charlie Barbo, vice president and secretary, "and you'll find that 8 out of 10 customers are here through radio. Yes, radio started our business upswing and we've certainly found it to be our most important advertising means. We would never be where we are today if not for it."

Commercial Stress Institutional Theme

High-pressure methods have ever been used. The furniture company has always used institutional copy to promote the store as a whole. Prices are rarely quoted. Instead, the name, high-quality merchandise, the ability to buy anything from a small item to a courteous service, parking facilities, and savings in cost because of the suburban location have been stressed through the years.

When Barbo's first began to use radio, its budget for the medium was about \$10,000 a year. Today it's \$25,000 per year, or an increase of 150%. This accounts for most half of the total advertising budget which now includes promotions such as the parties and TV and newspaper media. "We added newspapers about a year ago as a tie-in media, giving an overall average in our advertising," Leo Barbo explains.

The store took the jump into television in August of 1950 and has two evening spots a week, utilizing slides and live copy. "We're very satisfied with results from television," says the manager. "There are never any ifs about customers who come in from that source. They say very definitely that they saw about us on TV."

So promising has their video advertising been that the Barbos want to experiment further with the new and exciting medium. They feel sure they'll increase their purchases and "we may even go into TV programming."

Handling the Barbo account during its decade of growth have been M. Frost, president of the

Frost agency; Harvey P. Newcomb, radio and TV director of the agency, and also in recent years, Norman R. Huey, agency assistant radio and TV director. A little over a year ago, Barbo's hired Douglas Kingston as advertising manager, to handle newspaper advertising and to keep the store in more personal contact with the Frost agency in working out radio and TV commercials.

The Barbo family circle has divided its responsibilities in the business as follows: Leo is general manager and treasurer; R. John is president; Charles, vice president and secretary; Joseph, factory production manager; Albert, assistant factory production manager; and Salvi is head of the factory receiving and shipping department.

As for the sisters, Mary, although married, still works in the store, and Jennie, according to her brothers, is "the best stitcher of fine fabrics there ever was."

From a lowly start in old and run-down quarters in the little town of Stoneham, Barbo's has been transformed into a booming business in new, modern quarters. Its name is known wherever fine furniture is mentioned.

It's no wonder agency people in Boston refer to it as "the institution the women of radio made."

But even today, the Barbos bring their lunch to work in paper bags in order to save precious minutes for work in their multi-million-dollar store that radio helped to build.

MOTOROLA BACKS

D. C. Song Writing Contest

JAMES H. SIMON, president, Simon Distributing Corp., and Motorola agree that Washington, D. C., should have a song of its own. To that end Motorola is sponsoring a song-writing contest with prizes amounting to \$2,500.

Mr. Simon, whose corporation acts as distributor for Motorola in the area, complained in a letter to *The Washington Post*, published Jan. 17, that he felt left out at conventions when various state delegates would sing their official state song. He thought Washington should have a song. *The Post* and WTOP-AM-FM-TV Washington supported the idea enthusiastically.

So with the aid of Motorola and Henry J. Kaufman & Assoc., advertising agency, Mr. Simon launched the contest which closes midnight Feb. 22. The distributor plans to plug the contest through radio, television and newspaper ads.

Color Relay Rates

AT&T's new color television tariff has been incorporated by FCC into its general investigation of the telephone company's intercity TV relay charges [BROADCASTING • TELECASTING, Jan. 1]. The color tariff, to become effective Jan. 25, provides only for an extra station-connection charge above the regular monochrome rates. No date for the hearing has been set.

NCAA HIT

By Fort Worth Editorial

PUBLIC interest in both television and colleges "has been thrust aside as of no consequence" by the National Collegiate Athletic Assn. at its Dallas meeting [BROADCASTING • TELECASTING, Jan. 15], according to an editorial in the Jan. 17 *Fort Worth Star-Telegram* (WBAP-TV). The editorial continued:

It (NCAA) has thus drawn a scraggly line across the progress of television service which it presumably imagines will settle the matter of whether the public has a right to see football games on the television screen and whether foresighted schools can continue to experiment as they see fit with television as a great, new medium of promoting the public interest in sports. We do not believe the issue will be disposed of so easily.

The association's action follows the same short-sighted, narrow thinking, dictated by a greed for gate receipts in the big business of college football, which has marked the television bans imposed by various regional athletic conferences, including our own Southwest Conference. The thinking, or lack of thinking, of the various conference athletic directors has simply been transferred to the formation of a national policy.

The principal issue is the public's right to television service, and particularly the right of school patrons and taxpayers to participate in an activity which they have created. College football, we insist, is not the vested interest of a troop of athletic directors.

WOI-TV MOVE

Shifts Equipment to Studios

WOI-TV Ames, Iowa, is moving its camera, projection equipment and network control board from its transmitter building in Kelly, Iowa, to its studio building on the Iowa State College campus in Ames.

A link transmitter has been installed atop the Service Building on campus from which WOI-AM-FM-TV broadcast. Another link unit has been installed at the transmitter to receive programs sent from the studios. Soon to be ready is a second set of links for remote telecasts from WOI-TV's mobile unit.

FOOTBALL VIDEO

PCC Asked to Lift Ban

PACIFIC Coast Conference ban on telecasting football and other college sports events should be reconsidered, the California State Assembly decided last week by a 39-6 vote. Assemblyman Gordon Hahn (R-Los Angeles), author of the resolution, said conference schools did not consider "the vast number of people who are watching television."

Since Californians have spent millions for TV receivers, he said, the ban is a "problem of the people." His measure goes to the State Senate. Earlier Mr. Hahn had proposed a resolution calling upon U. of California regents to prevent teams from playing in contests banned from video by FCC. He noted that state universities are supported by tax funds.

TESSIE'S TROUBLE

B&B's Mead Writes TV Satire

TESSIE THE HOUND OF CHANNEL ONE. By Shepherd Mead. Illustrated by Weston B. Emmart. Doubleday & Co. Inc. 251 pp. \$2.75.

THIS SATIRE on television was written by the supervisor of all radio and television copy for Benton & Bowles [BROADCASTING • TELECASTING, Jan. 8]. The irresistibly funny novel is augmented by Mr. Emmart's drawings which catch the mood.

The story involves Tessie, a colie, who as a top TV star won the love of audiences throughout the nation but also was a source of much disturbance for other characters in the book.

Rectangular Tube

DEVELOPMENT of a new metal rectangular television picture tube has been announced by the RCA Tube Dept. A 17-inch tube, the new kinescope uses the metal-shell construction first introduced by RCA in the 16-inch round metal tube. Complete technical data is contained in a bulletin available from the Commercial Engineering Section, RCA Tube Dept., Harrison, N. J.

Why buy 2 or more...

do 1 big sales job

on "RADIO BALTIMORE"

Contact EDWARD P. TRY CO.

WBAL



Improve Your Selling!

This Year's only Southeastern

RADIO SALES TRAINING CLINIC

will be held February 14-15-16 in

Fort Lauderdale, Florida

Give your salesmen this training—
Better tools to work with—
A bonus for both salesman and station.

Write or wire for information and reservations

THE Fred A. Palmer CO.
WORTHINGTON, OHIO

Networks Gross

(Continued from page 21)

gross time purchases. (See Table II.)

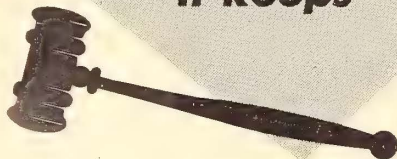
By product groups, the greatest amount of time was bought by the food processors, who spent \$3,870,536 during November 1950, registering a drop from last year's total of \$4,074,456. The Toiletries and Toilet Goods manufactures were second, through purchases of \$2,254,614, as compared to November 1949's figure of \$2,479,889. Within the group Procter & Gamble led the other advertisers by spending \$405,922. Third place was taken by the Drugs & Remedies category whose expenditures mounted to \$2,215,702 while last year their total was only \$1,902,143. Sterling Drug Co. spent the most money, \$639,457, in the drug group. Fourth and fifth were the Soaps, Cleansers & Polishes, and the Smoking Material groups, respectively. (See Table III.)

TABLE II

TOP TEN NETWORK ADVERTISERS
IN NOVEMBER 1950

1. Procter & Gamble.....	\$1,680,669
2. General Foods	794,863
3. Sterling Drug Co.	662,907
4. Lever Bros.	632,384
5. General Mills	604,957
6. American Home Products.....	582,101
7. Miles Labs.	563,002
8. Campbell Soup Co.	476,438
9. Liggett & Myers.....	454,139
10. R. J. Reynolds.....	392,069

JUDGE
a station by
the company
it keeps



One of the nation's leading insurance companies, with a sizable advertising budget, uses 30 radio stations throughout the country. WINS is one of them, and is the only independent used in metropolitan New York. Why? Because low rate per thousand, plus response, makes WINS the perfect radio buy in this market.

Call your WINS representative . . . see him when he calls.

Buy WINS . . .
it Sells!

WINS

50KW New York

CROSLEY BROADCASTING
CORPORATION

TABLE III

LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS IN NOVEMBER 1950

Agriculture & Farming.....	Allis Chalmers Mfg. Co.	\$ 33,486	Insurance	Prudential Life Ins. Co.	118,570
Apparel, Footwear & Acces.	Frank H. Lee Co.	59,132	Jewelry, Optical Goods	Longines-Wittnauer	
Automotive, Automotive	Electric Auto-Lite	95,490	& Cameras	Watch Co.	179,271
Acces. & Equip.			Office Equip., Writing Sup-	Hall Bros.	88,665
Aviation, Aviation Equip.	Pabst Sales Corp.	126,555	plies, Stationery	National Democratic	
Beer, Wine & Liquor	Johns-Manville Corp.	106,042	Political	Committee	54,464
Bldg. Materials, Equip.			Publishing & Media	William Wise Co.	10,512
& Fixtures	Wm. H. Wrigley Jr.	142,512	Radios, TV Sets, Phonog.,	RCA	205,449
Confectionery & Soft Drinks	Electric Co.'s Adv. Program..	68,592	Musical Instr. & Acces...	Save-By-Mail	7,844
Consumer Services	Sterling Drug Co.	639,457	Retail Stores	Liggett & Myers.....	454,139
Drugs & Remedies			Smoking Materials	Procter & Gamble.....	1,125,124
Entertainment & Amusements	General Foods	795,799	Soaps, Cleansers & Polishes	Procter & Gamble.....	405,922
Food & Food Products.....	Standard Oil of Indiana.....	132,311	Sporting Goods & Toys...	American Assn. of Railroads.	67,660
Gasoline, Lubricants & Other Fuels	Philco Corp.	136,632	Toiletries & Toilet Goods...	American Fed. of Labor....	121,954
Horticulture	Armstrong Cork Co.	35,620	Transportation, Travel & Resorts		
Household Equip. & Supplies	U. S. Steel Corp.	109,650	Miscellaneous		
Household Furnishings					
Industrial Materials					

FCC Budget

(Continued from page 26)

406; and executive, staff and service activities from \$1,322,653 to \$1,373,358.

Actual outlay to be expended in fiscal 1951 is \$6,575,000 since \$50,000 was sliced by the Budget Bureau from the appropriation in line with an overall non-defense Congressional cut.

A "permanent indefinite appropriation" of \$1,500 is carried over on 1952's estimate bringing the total appropriation figure to \$6,851,500. The additional account, however, is a bookkeeping item.

Substantial increase in State Dept.'s international information program, which includes Voice of America operations, is proposed by the President. Last fiscal year's appropriation was \$94,018,850 as adjusted. This figure includes the

whopping \$63,855,850 appropriation contained in a supplemental voted by the 81st Congress. Recommended for 1952 is an unprecedented figure of \$115 million.

Program operations for radio broadcasting would be increased some \$9 million under the President's recommendation. For establishment of radio facilities, an appropriation of \$15,763,680 is requested. This compares to \$34,117,068 voted by the Congress in fiscal 1951. Consequently the new sum asked by the President is for a continuing expansion of Voice facilities.

In highlighting the activities of radio broadcasting under the information program, the President paid particular attention to the 1951 "Campaign of Truth." He said the appropriation increases for that fiscal year furnished additional language broadcasts by providing radio sets to people "in certain foreign countries," and additional broadcasting facilities in the U. S. and overseas.

By 1952, he observed, a substantial amount of improved and new radio facilities underway in recent years will be completed and in operation. Some 38 transmitters are now sending out programs—which will total 61% program hours per day in 46 languages and dialects by 1952—in the U. S. and from overseas relay stations.

FTC Budget Same

Federal Trade Commission is tabbed for \$3,892,0000, nearly the exact figure of 1951 appropriations.

The marked similarity of fiscal 1952's non-defense budget to 1951's reflects the general outline which is to contain domestic spending while substantially increasing the defense outlay.

President Truman's overall budget request comes to a total \$71.6 billion, an increase of some \$44.4 billion. The expanded budget would require a \$16-20 billion tax increase.

In the tax-revenue field, the House Ways & Means Committee announced tentative scheduling of hearings Feb. 5 to explore methods to gain additional revenue.

It was learned that the Budget Bureau is conducting an extensive study of the proposal to impose fees for commercial broadcast licenses as a revenue-raising action

[BROADCASTING • TELECASTING, Jan. 8]. The House Ways & Means Committee may be expected to explore the issue when the report is complete.

A spokesman for the committee, meanwhile, said no formal action is near to consider tighter restrictions on institutional advertising, an issue that has been cropping up in unofficial Congressional discussion. He said that as yet, the House group has not looked into the matter nor had it been requested to do so.

PARTS MATERIAL

Elliott Cites Shortages

SOME of the scarce materials available to radio and TV set makers should be pegged for production of replacement parts, Joseph B. Elliott, vice president of consumer products for RCA Victor Division, told National Appliance and Radio Dealers Assn. members in Chicago Monday. Speaking at the group's convention in the Stevens Hotel, Mr. Elliott warned "there is no prospect of business as usual." Manufacturers, he said, "cannot anticipate production beyond the first quarter of the year." He told retailers to prepare for shortages of merchandise.

Mr. Elliott said RCA "will make every effort" to supply replacement parts for service and maintenance of TV sets in homes. "This can only be done, however, by diverting a portion of whatever materials and components are available from new production to production of replacement parts."

Other manufacturing news in Chicago last week came from Webster-Chicago Corp., which announced \$315,000 will be spent on advertising and promotion during the first six months of 1951. This represents a 50% increase from 1950, said Advertising Manager S. T. Seaman.

Only "people" buy your product — and the "people" of Western Michigan refer to WGRD as —

"The People's Station"

WGRD Grand Rapids

New Business

(Continued from page 14)

over 10 stations of DuMont network, for 13 weeks effective Jan. 13. Agency: Grant Advertising Inc., Chicago.

CHRISTIAN SCIENCE PUBLISHING SOCIETY, Boston, renews *The Christian Science Monitor Views the News*, featuring Erwin D. Canham, editor of *Monitor*, Tues., 9:45-10 p.m., over ABC. Agency: H. B. Humphrey, Alley & Richards Inc., N. Y.

Adpeople . . .

ELLIS M. TREFETHEN promoted assistant to advertising manager General Electric's electronic department, Syracuse. Previously was public relations in Washington, D. C.

KEITH PORTER, sales manager Harriet Hubbard Ayes, appointed president of firm, a division of Lever Bros. He succeeds RALPH P. LEWIS, resigned.

NEWTON C. CUNNINGHAM, merchandising manager Owl Drug Co. in Pacific Northwest, appointed advertising and sales promotion manager of firm with headquarters in L. A. FRANK McGREAL returns to Owl after five year absence to succeed Mr. Cunningham in Pacific Northwest position.

DOUGLAS MUELLER, director of public relations Seiberling Rubber Co., Akron, appointed assistant to president.

Feature

(Continued from page 8)

jam. Now, coming into listeners' homes twice a day is a privilege I value highly."

And Mr. Sigl has developed a reputation for helping folks out when they need it most. One of his outstanding works has been the *Times-Union* Legion of Blood donors, which has contributed close to 3,000 donations of blood in its 11 years of existence. Another good deed was done when Mr. Sigl appealed for wheelchairs for aged people who could not afford them, and received more than 300 chairs from listeners.

Perhaps the most interesting of "Uncle Al's" accomplishments was his aid to the Tonawanda Indian Reservation, located near Rochester. The Indians now call him "Hunyawandoa," which means "he who speaks with magic voice," because he not only got them a 10,000-book library some years ago, but got another one for them later when the first one burned.

With characteristic grace and

modesty, Mr. Sigl disclaims all credit for his good works. "Actually, I don't do anything," he insists. "I just make an appeal on the air. Those wonderful folks do the rest."

LISTENER AWARD

WFBR Has Personality Contest

A SUCCESSFUL new promotion has just been concluded over WFBR Baltimore. The promotion, called "The Don McNeill Listener Award," was offered to the most popular station personality. Winner was Henry Hickman, 46-year-old radio veteran of Maryland and Delaware who is scheduled to receive the award on ABC's Don McNeill *Breakfast Club* this Thursday. Mr. Hickman conducts WFBR's *Club 1300*.

The station arranged the promotion, giving two weeks of air publicity and extensive newspaper advertising. Don McNeill, ABC star; John E. Surrick, WFBR general manager, and Bert Hanauer, station program director, transcribed spot announcements which plugged the award. None of the personalities was permitted to campaign.

Ballot boxes for listeners' votes were placed in grocery stores by the sales forces of General Mills, Swift & Co. and Joseph Zamoiski, Philco distributor. In addition to names of WFBR personalities, names of products specified by sponsors of the *Breakfast Club* also were contained on the ballots. Three other ABC stations already are setting up the same kind of election, it was reported.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

RCA TUBES

The standard of comparison



A full line of mercury-vapor rectifiers* from one dependable source

RCA Tube Distributors are conveniently located in all principal cities of the U.S. . . . and are the top distributors in their territories. Look to your local RCA Tube Distributors for efficient service on your broadcast tube requirements.

*RCA types 857-B, 869-B, 575-A, 673, 872-A, 8008, 866-A, and 816, mercury-vapor rectifiers are built for continuous-duty service. Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers.



RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

CAB MEET

Map Plans for Feb. 26-Mar. 1

TENTATIVE PLANS for the annual meeting of the Canadian Assn. of Broadcasters at Chateau Frontenac, Quebec, Feb. 26-March 1, call for panel discussions, closed business meetings and a closed session on emergency communications at which Canada's Civil Defense Coordinator will speak.

Morning and afternoon sessions are planned under the general chairmanship of William Guild, CJOC Lethbridge, CAB board chairman. Mr. Guild will welcome delegates to the convention on Monday morning, Feb. 26, and at 10 o'clock the first panel on "Earnings and Services" will start under chairmanship of F. H. Elphicke, CKWX Vancouver. Maurice B. Mitchell, Associated Program Services, New York, will be luncheon speaker. The afternoon session will be a panel, "Information Please" with Canadian and American representatives of all phases of broadcasting on the panel under the chairmanship of Vic George, CFCF Montreal. A cocktail party by the Canadian National and Canadian Pacific Telegraphs will end the day's sessions.

Other Sessions

Second day of the meeting will include a morning panel under Ralph Snelgrove, CKBB Barrie, on "Earnings and Audience." The afternoon opening session will be devoted to association business and annual report. The second half of the afternoon will be a closed session on emergency communications with five station operators on the panel along with General Worthington, Canadian Civil Defense Coordinator. Canadian Marconi Co. will be host at a cocktail party preceding the annual dinner at which the first John J. Gillin Jr. Memorial Award will be made to a Canadian station and membership awards will be made for the CAB Quarter Century Club.

Wednesday morning will be de-

voted to the annual meeting of the Bureau of Broadcast Measurement and afternoon session to "Operations and Earnings" under chairmanship of W. F. Souch, Canadian Marconi Co.

Thursday morning will be devoted to cleaning up all unfinished business. CAB board of directors will meet the day before the convention starts.

RCA-NBC SEMINAR

Meet With Negro Editors

RCA AND NBC conducted the second of a series of current conferences on press and public relations with Negro editors and publishers Tuesday in Chicago, with 40 representatives of the Negro press from the midwest attending seminars at network headquarters. This is the second year RCA has sponsored co-operative work sessions in the three major metropolitan centers, New York, Chicago and Los Angeles. A similar conference took place in New York last October, and will be repeated in Los Angeles next month.

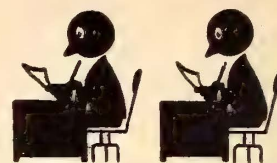
William F. Brooks, NBC vice president in charge of public relations, and Sydney Eiges, vice president in charge of press, appeared on a panel discussion outlining purposes of the seminar after speeches by Willard Townsend, head of the United Transport Workers and a member of the CIO executive committee, and Dowdal Davis, president of the American Negro Publishers Assn. and managing editor of the *Kansas City Call*. Mr. Townsend spoke on the Negro in the national community and Mr. Davis outlined activities of the Negro press. Harry Kopf, NBC Chicago vice president, was host.

Mr. Eiges explained functions of the network press department, and that all hiring of personnel is based "on experience and ability rather than race, creed or color." He cited a need for "greater contact with the Negro press."

Mr. Brooks outlined how questionable references to Negroes and other racial and religious groups are deleted from copy, including song lyrics.

At a luncheon given by *Ebony* magazine, Walter A. Buck, RCA vice president and general manager of the Victor Division, received a citation from the magazine as the company making the greatest contribution in the field of industrial race relations during the year.

FCC actions



JANUARY 11 TO JANUARY 18

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	CG-conditional grant	

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 11 Applications . . .

ACCEPTED FOR FILING

AM-1310 kc

KNOX Grand Forks, N. D.—CP AM station to change from 1400 kc 250 w unl. to 1310 kc 5 kw unl. DA-N.

License Renewal

Request for license renewal AM Station: KVMV Twin Falls, Ida.; KWBW Hutchinson, Kan.; KSIG Crowley, La.; WPOR Portland, Me.; WAGM Presque Isle, Me.; KLMX Clayton, N. M.; WWSC Glens Falls, N. Y.; WNBZ Saranac Lake, N. Y.; KWHW Altus, Okla.; WHSC Hartsville, S. C.; WTSB Brattleboro, Vt.; KSEM Moses Lake, Wash.

Request for license renewal FM station: WENR-FM Chicago; WEHS Chicago; WSON-FM Henderson, Ky.; WPAG-FM Ann Arbor; WKBZ-FM Muskegon, Mich.; KCMO-FM, Kansas City, Mo.; WGWR-FM Asheville, N. C.; WMFR-FM High Point, N. C.; WAIR-FM Winston-Salem, N. C.; WVKO Columbus, Ohio; WHIO-FM Dayton, Ohio; KLUF-FM Galveston, Tex.

License for CP

KVLC-FM Little Rock, Ark.—License for CP FM station.

Modification of CP

WBT-FM Charlotte, N. C.—Mod. CP FM station to change ERP from 277 kw to 55.5 kw.

TV-82-88 mc

Tampa Times Co., Tampa, Fla.—New commercial TV station Chan. 4 (66-72 mc), ERP 22.5 kw vis., 11.25 kw aur. AMENDED to request Chan. 6 (82-88 mc) ERP 27.1 vis., 13.55 kw aur.

TV-210-216 mc

WJAC-TV Johnstown, Pa.—CP commercial TV station to change from 30 kw vis. 15 kw aur., to 100 kw vis., 50 kw aur.

TENDERED FOR FILING

CP to Replace CP

WCEN Mt. Pleasant, Mich.—CP to replace expired CP to increase power, install DA-N etc.

January 12 Decisions . . .

ACTION ON MOTIONS

By Examiner J. D. Cunningham

FCC General Counsel—Granted petition to reopen record upon application of Tri-State Bestg. Co. (WCPM), Middlesboro, Ky. for sole purpose of receiving evidence with respect to availability of a Class IV channel for use in Middlesboro, Kentucky; and said further hearing will be conducted in offices of Commission in Washington, D. C., Jan. 23, 1951.

By Examiner Jack P. Blume

Charles H. Chamberlain, Bellefontaine, Ohio—Granted petition insofar

as it requests leave to amend application so as to include therein additional data relating to applicant's financial qualifications to construct proposed station; so much of petition as requests reconsideration and grant without hearing is referred to Commission, en banc, for consideration.

KXLA Pasadena, Calif.—Granted continued hearing from Jan. 15 to March 1 in proceeding upon application for mod. license and in re Order to Show Cause.

January 12 Applications . . .

ACCEPTED FOR FILING

AM-1420 kc

David M. Segal, Malvern, Ark.—CP new AM station on 1380 kc 1 kw D. Amended to request 1420 kc.

AM-970 kc

WERH Hamilton, Ala.—CP AM station to change from 970 kc 1 kw D to 970 kc 5 kw D.

AM-1150 kc

WCEN Mt. Pleasant, Mich.—CP AM station to replace expired CP to increase power etc.

Modification of CP

Request for mod. CP for extension of completion date: KRE-FM Berkeley, Calif.; KFOF-FM Long Beach, Calif.; KWPC-FM Muscatine, Iowa; KUGN-FM Eugene, Ore.; WISC-FM Madison, Wis.

License Renewal

Request for license renewal FM station: WCFM Washington, D. C.; KTFI FM Twin Falls, Idaho; WDWS-FM Champaign, Ill.; WGNB Chicago; KROS-FM Clinton, Iowa; WTPS-FM New Orleans; WHAV-FM Haverhill, Mass.; WMBH-FM Joplin, Mo.; WMBO FM Auburn, N. Y.; WERE-FM Cleveland, Ohio; WSAF-FM Allentown, Pa.; WSLF-FM Roanoke, Va.

License for CP

WLET-FM Toccoa, Ga.—License for CP FM station to make changes in existing FM station.

TENDERED FOR FILING

AM-920 kc

WOKY Milwaukee, Wis.—CP AM station to change from 920 kc 1 kw unl. to 920 kc 5 kw unl.

APPLICATIONS RETURNED

License for CP

KAGH Crossett, Ark.—RETURNED Jan. 12 application for license for CP new AM station.

License Renewal

W C L O - F M Janesville, Wis.—RETURNED Jan. 12 application for license renewal FM station (not notarized).

January 16 Decisions . . .

BY THE SECRETARY

KIUP Durango, Col.—Granted license change frequency, power and transmission location and install new trans. and DA-N and change studio location; 920 kc 1 kw unl. DA-N.

Board of Education, City of Chicago—Chicago—Granted CPs for new remote

WEVD
New York, N. Y.

USES

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Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

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PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 18 years"

For immediate service phone

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Washington, D. C. REpublic 3984
Member AFCCE*

WELDON & CARR

WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE*

E. C. PAGE

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AM-TV BROADCAST ALLOCATION,
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Riverside, Ill.
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New Rochelle 6-1620



Member AFCCE*

kups KA-8187-8, KSB-736.
KCSB San Bernardino, Calif.—
Granted CP to install new trans; cond.
Following granted mod. CP's for
extension of completion date as shown:
WZ-TV New York, to 6-30-51; WBN-
I Buffalo, N. Y. to 8-8-51; KREL-FM
Rose Creek, Tex. to 5-21-51; WARD-
I Johnstown, Pa. to 3-1-51; WMLD
Petersburg, Fla. to 2-15-51; KNOB
Beach, Calif. to 7-22-51 cond;
AYS-FM Charlotte, N. C. to 3-31-51
cond.; WBAP Fort Worth, Tex. to
5-51 cond.
WMAY Springfield, Ill.—Granted li-
ase new AM station; 970 kc 1 kw-D
w-N DA-2 cond.
WCFC Beckley, W. Va.—Granted li-
ase for new AM station; 730 kc 250
D cond.
KRLX Roseburg, Ore.—Granted li-
ase for new AM station; 1240 kc 250

w unl.
KELK Elko, Nev.—Granted license
change frequency; 1240 kc 250 w unl.
KTSW Emporia, Kan.—Granted CP
to install new trans. and change main
studio location.
WCTT Corbin, Ky.—Granted mod.
CP to change trans. location, and
change type of trans.; cond.
WGLC Centerville, Miss.—Granted
mod. CP for approval ant. and trans.
and studio locations, and change type
trans.
WVOR Beckley, W. Va. — Granted
mod. CP for extension of completion
date to 7-12-51.
WFAA Dallas, Tex.—Granted mod.
CP for extension of completion date
to 6-15-51 cond.
KSTT Davenport, Ia.—Granted li-
cense change frequency, increase
power, change hours of operation, in-
stall new trans. DA-2 and change
trans. location; cond.
KXO El Centro, Calif.—Granted CP
to make changes in presently licensed
vertical ant.

January 17 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Paul A. Walker
KJSK Columbus, Neb.—Granted dis-
missal with prejudice of application
to change from 900 kc 1 kw D to 920

kc 1 kw D 500 w N.
WMFJ Daytona Beach, Fla.—Granted
dismissal without prejudice of applica-
tion to change from 1450 kc 250 w to
1260 kc 1 kw.

Independent Bestg. Co., Des Moines,
Iowa—Deferred action on motion to
amend to incorporate as part of applica-
tion resolution setting forth release
of Independent Bestg. Co.

WCEM Cambridge, Md.—Granted dis-
missal without prejudice of application
to change from 1240 kc 100 w to 1240
kc 250 w.

The Reorganized Church of Jesus
Christ of Latter Day Saints, Independ-
ence, Mo.—Granted extension of time
to Feb. 19 to file exceptions to initial
decision issued in proceeding re applica-
tion and that of Kansas City
Bestg. Co. Inc., Kansas City, Mo.

By Examiner Fanny N. Litvin
Southern Bestg. Co., Nashville, Tenn.
—Granted petition to amend applica-
tion to make revision in programming
data and estimated monthly cost of
operation.

Nashville Bestg. Co., Nashville, Tenn.
—Granted petition to amend applica-
tion to change location main studio
from that shown to "to be determined."

Lakewood Bestg. Co., Dallas, Tex.—
Granted petition to amend application
(Continued on page 86)

POPPELE ELECTED

Is Director of VWOA

J. R. POPPELE, vice president in
charge of engineering, WOR-AM-
TV New York, has been elected a
director of the Veteran Wireless
Operators Assn. for 1951.

Other directors of the VWOA
are: George E. Sterling, FCC Com-
missioner; George H. Clarke, form-
erly of RCA, retired; A. J. Costi-
gan, Radio Marine Corp. of Amer-
ica; C. D. Guthrie, U. S. Maritime
Commission (ret.); William J.
McGonigle, New York Telephone
Co., president of VWOA; Capt.
Fred Muller, USN (ret.), and Wil-
liam C. Simon, Tropical Radio-
United Fruit, VWOA secretary.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—\$1.00 minimum • Help Wanted, 20¢ per word—\$2.00 minimum
All other classifications 25¢ per word—\$4.00 minimum • Display ads. \$12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Wanted: Experienced radio man with some money for safe investment. Prefer managerial type or holder of first class ticket. Interesting proposition. Box 585H, BROADCASTING.

Wanted—Complete staff for new 250 watt station—engineers, announcers, program directors, salesmen. Give all details first letter. Nathan Frank, Box 810, Henderson, N. C.

Managerial

If you think sales, breathe sales, sell sales, then you are the man for us. Write Texas ABC station. Box 413H, BROADCASTING.

General manager having now active or with references previous experience as general manager in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 558H, BROADCASTING.

Wanted: Topnotch manager with first class ticket and some announcing ability. Small market, new 1 kw station west Alabama. Applicant must be draft exempt and have automobile. Salary against a definite percentage. Interested parties please write W. E. Farrar, Reform, Alabama, or R. E. Hook, Aliceville, Alabama.

Salesmen

Salesman with technical training, especially equipped for selling tape recorders also experienced with transmitters to cover southwest contacting broadcast stations, recording studios, colleges, armed services. Box 478H, BROADCASTING.

Experienced salesmen for the Lone Star state's most powerful fulltime independent. Right in the heart of sunny Texas where the west begins and dollar-volume is big. Excellent future for the right party. Must be alert, ethical, a go-getter. Write W. B. Chambers, General Manager, KCUL, Fort Worth, Texas.

Salesman wanted for local accounts. Announcing or writing experience desirable. Arkansas' largest fulltime Mutual station. Write or call KFFA, Helena, Ark.

Time salesman—Preferably one who can announce. Good situation for talented young man. Send full particulars to Jim Duncan, KSIL, Silver City, N. M.

Young progressive Massachusetts 1000 watt independent station needs "thinking" salesman to help excellent commercial manager with tough job in virgin territory. Good opportunity for ambitious man who likes to battle odds—and win. Salary is not bad and cost of living is low. If you have what it takes and are interested, write at once in long hand to Guidance Center, 73 Tremont Street, Room 343, Boston 9, Massachusetts. Be sure to include your latest photograph.

Announcers

Combination studio announcer-engineer. Must have three years all-round experience plus sports. Disc, photo, references. Immediate opening. Box 431H, BROADCASTING.

Somewhere there must be a combination announcer-engineer who has qualifications in both fields. This is a high caliber 250 watt which needs someone to act in the capacity of chief technician and still be able to do a really first class announcing job. If you have a minimum of three years combination experience, can handle the technical aspects and can do a professional job of announcing with a selling voice on all types of programs and commercials, your pay is \$70 per week to start, with raise in six months. Box 485H, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer, network affiliate. \$50 week. Send detailed letter only. Box 561H, BROADCASTING.

Announcer or combination, some experience. 250 watt near New York. Box 562H, BROADCASTING.

Wanted. Combination announcer-engineers with a first class ticket. Starting pay \$75 per week. 40-hour week. Answer immediately. Box 601H, BROADCASTING.

Rocky Mountain ABC affiliate desires good combo man with first phone. Send disc, photo and particulars. John R. Bailey Jr., Manager, KVOC, Casper, Wyo.

Old established NBC affiliate in important northwestern market seeks two good announcers for its staff. New studios. New transmitter soon, increasing power to 5000 watts. Wants personable, all-round man especially good on disc shows; and an all-round man specializing in good, listenable news delivery. Pay above average for market. Send disc, background and photograph to Jim McKibben, Program Director, KIDO, Boise, Idaho.

Wanted by small market station in Hawaii, two experienced announcers with first class tickets. Send full details in first letter to KMVI, Wailuku, Maui, T.H.

Morning man able to do news and music. College and midwest preferred. KVFD, Fort Dodge, Iowa.

Announcer with good voice. Remotes, mobile units, MC work, writing. Good opportunity. Please send disc, snapshot and letter. No application considered without all three items. ABC, KVOC, Casper, Wyoming.

Wanted: Well established Mutual station has opening for experienced announcer. Permanent situation offering excellent working conditions in nice clean town of 15,000. KVOP, Plainview, Texas.

Announcer-engineer with emphasis on announcing. Must be high type. WBAT, Marion, Indiana.

Morning man: Some staff experience necessary. Here is an opportunity for a young staff announcer to develop his own air personality. Contact Program Director, WCOJ, Coatesville, Pennsylvania.

Wanted—Baseball announcer for class A Sally League season beginning April. Possibility permanent position year-round if satisfactory. Good salary to right man. Send photo, transcription, salary expected and full details to Walter M. Windsor, General Manager, WGBA, Columbus, Ga. immediately.

Wanted—Two experienced combination men with emphases on announcing. Also two engineers, no experience necessary. Good working conditions and pay. No need to apply unless you want permanent position. Apply in person, letter or phone giving all details. Radio Station WHNC, Henderson, N. C.

Announcer-operator, emphasis on announcing but must have first class radiotelephone operator's license. Pleasant working conditions, modern plant in city of 23,000 population located four hours drive from New York or Boston. 250 watt independent offers good pay to successful applicant. Only written applications accepted, include photo and tape or disc recording. J. Gordon Keyworth, General Manager, WMNB, North Adams, Massachusetts.

Technical

Audio technician, thoroughly experienced, as chief engineer of two professional-grade recording studios. Prefer man not subject to draft. State salary. Box 430H, BROADCASTING.

Help Wanted (Cont'd)

Chief engineer for progressive dual network station, in town with 3 stations. Send full details including experience, education to Box 447H, BROADCASTING.

Engineer wanted: 5000 watt station South Atlantic coast. No announcing or control room work. Automobile required. Starting salary \$250-300 per month. Please furnish complete experience, training, references and snapshot. Box 448H, BROADCASTING.

Two hundred fifty watt station expanding to five thousand watts needs first class operator. AM-FM operation. Letter of experience, education and list of references desired. Box 511H, BROADCASTING.

Engineer—some announcing. Starting salary \$60. Immediate opening. North Carolina. Box 525H, BROADCASTING.

Need first phone operator for 1 kw independent Texas station. Give draft status, age and references. Box 545H, BROADCASTING.

Wanted: One transmitter engineer with at least one year experience to operate AM (5 kw), FM (10 kw) equipment. Possibility of entering TV field. Southern New York state station. Box 606H, BROADCASTING.

Wanted immediately. Chief engineer-announcer. Construction experience necessary. Desire family man over 30 who wants to work. Excellent future. \$4400 per year. Send background, references, Merle Tucker, KGAK, Gallup, New Mexico.

Midwest—Network affiliate. Fulltime First class phone operator, transmitter, remotes, recordings. Car necessary. Give full details, first letter. WGEM, Quincy, Illinois.

Engineer-announcer wanted for Mutual affiliate station, located in college town of 8,000. Top salary, good living conditions. Write, wire or phone R. H. Thompson, WWNS, Statesboro, Georgia.

Production-Programming, others

Copywriter-woman preferred. Send photo, copy and disc. State salary. Box 453H, BROADCASTING.

Program director for New England independent 1000 watt. Require production experience, directing staff, announcing and board. State experience, draft status, availability and salary. Box 527H, BROADCASTING.

Copywriter with ideas. Some announcing. Send samples work. Box 543H, BROADCASTING.

Copywriter, preferably female, start \$45.00 per week. Rush copy, photo, all info WDAD, Indiana, Pa.

Ralston Purina Company has an opening for a man 26 to 35 to work as radio promotion man. College degree and some experience in radio work is necessary, a rural background helpful. Work will be with radio stations to help merchandise programs and helping to supervise production of radio shows, etc. Headquarters in St. Louis, considerable travel involved. To apply, write F. E. Heacock, Ralston Purina Co. giving complete qualifications.

Television

Technical

Television station in southeast has opening for experienced or qualified television technician. Box 528H, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Sales manager with outstanding record no rocking chair executive, needs minimum guarantee \$150 per week plus commission. Capital available to buy in after few months if opportunity offered. Box 385H, BROADCASTING

Manager, former owner successful operation, available January 15. Experienced in sales, programming sports and promotion. Full details on request. Box 387H, BROADCASTING

Manager, commercial manager, over 1 years newspaper and radio sales management. Now employed, available reasonable notice. Prefer midwest or south. Write Box 426H, BROADCASTING.

Manager who knows radio from A to Z. From bottom to top. I've worked in all capacities. Thorough knowledge of all station operations, also top announcer. Proven record of two stations pulled out of red. If personnel get scarce, can fill any spot except engineering. College background plus ten years radio experience. Not afraid of trial period. Good reason for change. Want job with future and can make station pay, also save money on operation. Available thirty days notice to present employer. Draft exempt. Reply Box 473H, BROADCASTING.

Mr. Station Owner. Need help? Secure the combined services of two men with thirty-four years successful records in radio and television, station management, sales and programming. Presently employed but available on reasonable notice. Write or wire to day. Box 552H, BROADCASTING.

Ten years experience in all phase station operation, seeks managerial post. Box 587H, BROADCASTING.

Thoroughly capable general manager 36, and commercial manager available. Presently employed. Has made substantial success of metropolitan market in one of most highly competitive cities in midwest. Exceptionally well rounded newspaper classified and display background. Excellent record radio commercial management background. Family man. Want opportunity to profit by own efforts and establish permanent home. Prefer station conditions to indicate this by stock participation. Salary and 5% on gross business. Address Box 609H, BROADCASTING.

Successful all phases TV-AM in executive capacity... advertising, sales promotion, publicity, news, programming and production. Working in to market, available 4 weeks' notice. Best references. Good draft status, mid-thirties, own car, married. Box 610H, BROADCASTING.

Salesmen

Let's face facts! I am in my early thirties. Have reached the peak in sale where I am presently employed. I have the initiative and ability to go to the top in radio sales. I have been in radio 4 years, college education. Married. I am interested in a top salesman's or commercial manager's job. Box 403H, BROADCASTING.

National radio representative sales, call on and service accounts for other salesmen. Experienced. Also time buyer. Box 544H, BROADCASTING.

Salesman—Six years sales, announcing program experience. Married. Desires permanent opportunity to work hard for progressive station. Box 553H, BROADCASTING.

Texas only! Hundred week guaranteed ten years experience. Presently employed. Box 580H, BROADCASTING

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league staff; veteran; married; college graduate. Box 458H, BROADCASTING.

Sports wanted, beginning baseball. A. baseball, midwest basketball, football (college prep) national agency, sponsor recommendations. Veteran, 28, three children, college, permanent primary. Contract desirable. \$100. Box 472H, BROADCASTING.

Situation Wanted (Cont'd)

Announcer, newscaster, 15 years all phases, seeks permanent position. Former NBC staff. Veteran, 34 years old, married, one child. All replies answered. Will go anywhere. Box 7H, BROADCASTING.

Portscaster-engineer. To play-by-play basketball, football, baseball, boxing. 10 years chief engineer, installations, good newscast, remotes, staff announcer. Sports disc or tape. Full details letter. Draft exempt. Box 484H, BROADCASTING.

Announcer, some experience small southern net. Require living wage, willing to travel midwest or east. 25, single vet. Box 500H, BROADCASTING.

you're in need of an experienced announcer—pause here, please! Thanks! Prefer metropolitan area. 5 kw to 50 w. News, commercials, emcee, drama, etc. Excellent references. College education. Disc, photo on request. Box 513H, BROADCASTING.

sc jockey, announcer; show-biz wise, lent ad lib to hypo your programming. Topflight shows. Opportunity first. Salary secondary. Innuity unlimited. Box 517H, BROADCASTING.

ports announcer, three years experi- ce, married, draft exempt. Play-by-play baseball, football, basketball, topflight sports review, news, commercials, DJ, board operation, all-round man. Want year-round play-by-play, sports-minded community. Moderate salary plus talent. Currently employed, available two weeks notice. Consider offers. Box 526H, BROADCASTING.

announcer—3 years experience, 27, married, draft status good. All type jobs—news, studio, man-on-street. Prefer midwest. Box 530H, BROADCASTING.

announcer with five years experience even top mail pull and ad lib selling experienced in acting and directing preferred position television station or radio station with television plans. Box 5H, BROADCASTING.

untry personality: Sometimes called, e farmers Arthur Godfrey, because selling ability. Homespun type of ow with excellent ad lib. Can do e or record shows or combination. 3M recording artist as folk singer. ay guitar and sing as part of record ow. Have done 3 hours daily for st 3 years. 1 hour daily in depart- ment store before live audience. Rat- ings good and steady. Also do 15 min- utes news commentary "Cracker Barrel limentary." Staff song writer for ding publisher. Age 35 with family. x 532H, BROADCASTING.

perienced announcer-engineer, mar- d, veteran; presently employed 5000 tt midwest network—music director. Prefer eastern market. Have car. Box H, BROADCASTING.

ortscaster—Play-by-play man, 3 ars experience. Draft exempt. Pre- midwest. Box 531H, BROADCASTING.

elligent experienced announcer available for effective commercials, ws, classics, platters. Tape avail- e. Box 534H, BROADCASTING.

mpetent staffer, heavy on news and nmercials, looking for permanency good market. Married veteran. Cole- e background. 2½ years experience. Presently employed. Excellent refer- es. Box 536H, BROADCASTING.

nnouncer-writer combination metro- litan experience. Effective at mike l typewriter. Copy and tape avail- e. Box 535H, BROADCASTING.

ff announcer desires night shift in lege town. 2½ years well-rounded perience. Married veteran. First e references. Box 537H, BROAD- STING.

ws is "IT" as saleable item—local ws not excepted. Over 180 thousand sons listen to the local news covered, then and announced by one man n five years of metropolitan news- er and radio experience. Also ex- perenced as staff announcer, continuity ter, operator and in disc shows. te Box 538H, BROADCASTING.

available, announcer 2 years experi- e. Chief announcer for past year. nly man, veteran. For taped audi- o write Box 539H, BROADCAST-

Situations Wanted (Cont'd)

Announcer—Two years radio and console experience. Draft exempt; college graduate. Prefer position in east, but will reply with disc, information to all requests. Box 541H, BROADCASTING.

Experienced announcer. Upper mid- west only. News, DJ remotes, general staff. Tape air check and full informa- tion available. All replies answered. Box 542H, BROADCASTING.

Announcer, excellent on news and disc shows. Well grounded in all phases of broadcasting. Graduate of New York City announcing school. Veteran, fam- ily man, conscientious and dependable. Will reply to all inquiries. Disc avail- able. Box 546H, BROADCASTING.

Sports announcer. Five years experi- ence. Play-by-play in major sports. Prefer midwest. Staff announcing. Dependable. 27. Veteran. Presently employed. Excellent references. Disc available. Box 547H, BROADCASTING.

Lazy, good for nothing announcer. Two years loafing. Single, 26. Box 549H, BROADCASTING.

Experienced announcer knows produc- tion, programming, can sell. Good offer will procure draft exempt, family man who can produce results through hard work, imagination and persist- ence. Available immediately. Box 554H, BROADCASTING.

Experienced announcer-writer, pres- ently employed with a 250 watt station, seeks re-location. For further informa- tion contact through Box 556H, BROADCASTING.

Family man above draft age. Good commercial announcer. Excellent train- ing news, production, special events. References. Minimum required: \$90 a week. Box 557H, BROADCASTING.

Experienced sportscaster, former pro, wants sports job. Baseball tops. 1st class ticket. References. Box 560H, BROADCASTING.

Available immediately. Man with B.S. Degree in radio broadcasting desires radio or television announcing or pro- ducing. Can handle all-round staff jobs. Married. Box 563H, BROAD- CASTING.

Baseball play-by-play man experienced in live and recreated broadcasts avail- able for this season. Air check avail- able. Excellent references. Box 564H, BROADCASTING.

Announcer, newscaster, copywriter, experienced, married with family. Draft exempt. Box 568H, BROAD- CASTING.

Experienced, versatile, congenial ann- ouncer. Outstanding selling ability. College background. Presently with leading independent. Desires market of 500,000 or larger. Box 569H, BROAD- CASTING.

Sportscaster. Play-by-play baseball, basketball, football and other sports. Presently employed at 5000 watt sta- tion. Draft exempt. Location immat- erial. Box 570H, BROADCASTING.

Baseball broadcaster. Rated region's outstanding sportscaster. Completely experienced live, recreation, regional network broadcasts. Desire AA or higher affiliation. Draft free. Avail- able '51 season. Currently employed. Top references furnished. Personal interview arranged. Box 572H, BROAD- CASTING.

Experienced announcer have worked in large market areas. Interested per- manent position with progressive sta- tion east only, draft exempt. Box 573H, BROADCASTING.

Experienced announcer, desires per- manent position with future, draft ex- empt, also traffic and console, will service accounts, Box 575H, BROAD- CASTING.

Experienced announcer desires per- manent position in midwest but will consider other areas. Married, vet. Taped audition, references on request. Box 579H, BROADCASTING.

Staff announcer: Newlywed, 32, draft exempt, willing to work for advance- ment, college education, neat appear- ance. Midwest preferred. Disc avail- able. Box 581H, BROADCASTING.

Announcer draft exempt, experienced traffic, programming, will travel, want permanent position. Box 576H, BROAD- CASTING.

Announcer, experienced all phases, some sports. 25, single, veteran not in reserves. Prefer midwest. Box 583H, BROADCASTING.

Announcer, experienced, specialty, news, music from pops to classical. Draft exempt. Box 574H, BROAD- CASTING.

Situations Wanted (Cont'd)

Now doing a weekly "On the Spot" tape recorded broadcast from nearby veterans hospitals. DJ and news ex- perience. Play guitar and sing. Have written continuity and spots. Under- stand board. 24, single, veteran, will travel. Box 584H, BROADCASTING.

Want Baruch voice, Godfrey person- ality, for \$40? Don't answer this! Want to start vet. 23, single, one year an- nouncer AFRS, radio speech school, college grad, work board, clear, pleas- ant voice, good articulation, diction, available immediately? Contact me! Box 589H, BROADCASTING.

Announcer, continuity writer, limited experience, knowledge control board, veteran, married, available immedi- ately. Box 590H, BROADCASTING.

Announcer, draft exempt. College grad, will travel. Seek initial experience. Box 591H, BROADCASTING.

Announcer, limited experience. Single, veteran, draft exempt. Seeks oppor- tunity. Control board. Box 592H, BROADCASTING.

Announcer-salesman. Sales experience, knowledge of control board, draft ex- empt. Box 593H, BROADCASTING.

Experienced announcer. News cast- ing, DJ, control board operator, N. Y. or New England. Draft exempt. Box 596H, BROADCASTING.

Young married couple. Each have 1st phone. Experienced all phases. De- sire combo position within 500 mile radius of Los Angeles. Opening for man or both. Box 597H, BROAD- CASTING.

Experienced sportscaster, young, ag- gressive, play-by-play all sports, de- sires slot with opportunity for plenty of work in baseball, football and bas- ketball. Also special events man and staff work. Excellent references. Draft deferred. Box 603H, BROADCASTING.

Announcer and entertainer, H. P. Davis Award winner. 6 years experience, married, 32, musician, can do news, special events, sports. Box 607H, BROADCASTING.

Announcer-salesman. Personable, ex- perience, married vet, 34, strong on newscasts and sales promotion wants opportunity to do active selling. Ex- program director, writer. Personality. Profile available. Frank Frost, 505 - 5th St., Garden City, Kansas.

Announcer, 30, married, 2 children. Medical discharge. 3 years announc- ing, production and station construc- tion. Available. Vernon L. Grace, LI 8910, 1906 East 43rd, Kansas City, Mis- souri.

Announcer, 2½ years solid radio work. Experienced in handling board and all type shows. Sound knowledge of pro- duction and programming. Very per- sonable selling approach with excellent record of commercial credits. If pos- sible, would like all night show. Eddie Lambert, 1029 49th St., Brooklyn 19, N. Y.

DJ news, commercials two years ex- perience authoritative delivery. Mar- ried veteran. Prefer Chicago vicinity. Victor Peters, 2906 South Emerald, Chi- cago 16.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Technical

Engineer, 10 years experience AM ra- dio. Draft proof. Box 338H, BROAD- CASTING.

First phone, studios, transmitters, com- plete offer please. Box 410H, BROAD- CASTING.

First phone, transmitter experience, desires studio-transmitter operation. Draft exempt, married. Prefer N.E. Box 415H, BROADCASTING.

Engineer, 14 years experience. Capa- ble supervisor. 8 years chief 250 wat- ter. Communications installation and maintenance experience. Veteran. Would like job with reputable organ- ization in southwest. References. Box 464H, BROADCASTING.

First class phone vet. No experience, willing to travel. Sober and reliable. All answers considered. Box 505H, BROADCASTING.

First phone. Three years experience transmitter operation, maintenance. Studio controls, tapes, remotes. Draft exempt, car. Box 559H, BROADCASTING.

Situations Wanted (Cont'd)

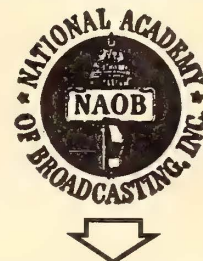
Engineer-announcer, 25, single, 1st phone, college grad, 4F. 6 years ex- perience in studio recording, motion picture sound and free lance announc- ing. Now employed, desire change. Will send letter, photo and disc. Box 566H, BROADCASTING.

Chief engineer with top engineering talent and executive ability backed by years of experience in all branches of broadcast engineering seeking employ- ment by good progressive station. Box 594H, BROADCASTING.

Chief engineer-announcer, reliable man with plenty experience all phases broadcast radio. Draft exempt veteran with dependents. Oklahoma-Arkansas area only. Box 600H, BROADCASTING.

Engineer, first phone, veteran. Have car, experienced, Southern states only. Box 602H, BROADCASTING.

Schools



STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

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Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

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Washington 10, D. C.

Please send information concerning

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Name.....

Address.....

City.....State.....

FASTEST PREPARATION FOR

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Get your ticket the EASY way! Qualify

for a higher-paid job now. Learn ONLY the

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License. Learn by PHOTOSOUND, the ad-

vanced new method that actually cuts

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FREE! SAMPLE F.C.C. EXAM AND
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MAIL COUPON NOW!

ELECTRONIC TECHNICAL INSTITUTE Dept. B-1522
769 Venice Blvd., Los Angeles 15, Calif.

Gentlemen: Please send me without cost or obligation a sample
F.C.C. Examination and "Opportunities in Electronics".

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

Situations Wanted (Cont'd)

First class ticket, recent technical school grad desires experience as assistant engineer. Vet. Vic Daley, 202 South Mesa, Carlsbad, New Mexico.

Technician, first license, five years broadcast radio, wants straight transmitter job. No objection some studio maintenance. 32. Single. Available quickly. Please outline requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

News writer. 5 years experience. Presently employed midwest station. Also continuity, sports. Best references. Box 479H, BROADCASTING.

Draft exempt. Talent rich: Two young writers experienced in television, radio, theater, and newspaper. Seeking opportunity. Box 509H, BROADCASTING.

Nice people, good food, warm climate, that's what I like about the south. Energetic copywriter wishes to leave 1000 watt independent for permanent southern location. 5 years radio big doubling in promotion, sales, announcer when needed. Married, 4A vet. college grad. Box 540H, BROADCASTING.

Radio school graduate. Some experience. Single. Work anywhere. Best references. Box 571H, BROADCASTING.

Experienced program director. Ingenuity, drive, stability plus profitable programming. Box 577H, BROADCASTING.

Program director with ticket, presently employed, seeks permanent position in western station. Permanency main requisite. 15 years announcing, manager, construction, organization. Undraftable family man. Box 578H, BROADCASTING.

Female plowhorse with imagination, initiative, sense of humor, seeks same kind of boss. Newspaper, advertising, sales promotion background. M.A., 27, physically, but not mentally, handicapped. What have you? Box 582H, BROADCASTING.

Newsman: Best Hoopers, saleable ideas, and ten years experience in radio news gathering, writing, editing. Box 588H, BROADCASTING.

Gal Friday. Broadcasting and secretarial work, continuity writing. Air and office experience. New York area, Connecticut, New Jersey. Box 550H, BROADCASTING.

News editor. Thoroughly experienced at getting and writing fast paced news show. Top emphasis on local news and features. Veteran, 30. Write Box 551H, BROADCASTING.

Program director, music librarian, announcer, 2½ years experience. Best references, draft exempt. Available immediately. Minimum \$65. Sam McLaughrey, 8521 S. Loomis Blvd., Chicago. Triangle 4-1459.

Television

Announcers

Announcer, wishes position on television station. Seven years experience. Married veteran, good draft status. Box 495H, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Technical

Draft deferred. Graduate television engineer desires station work. Understands and handled RCA cameras and link. Any location. Box 565H, BROADCASTING • TELECASTING.

Production-Programming, others

Ready to put into production original show ideas that can get sponsors for you. Two years experience in television production plus competent directorial ability. Offering an excellent potential as a high caliber producer-director for the progressive station. 30, married, top references. Box 586H, BROADCASTING • TELECASTING.

Experienced TV program director with 12 years radio background, too. Interested in TV writing, directing, producing in larger market. Box 586H, BROADCASTING • TELECASTING.

Experienced young woman, 1½ years solid TV background, thorough in all phases of programming, continuity and contact. Mistress of Ceremonies on children's and adult shows, spot commercials. AM experience and BA Degree. Box 599H, BROADCASTING • TELECASTING.

For Sale

Stations

For sale. 1000 watt, fulltime, AM station. Network affiliate. Located in industrial New England city. Established over 25 years. Principals only apply. Box 548H, BROADCASTING.

All, part southern 250 watt Mutual station, town 10,000. Box 608H, BROADCASTING.

Equipment, etc.

Hard to get broadcast, television equipment, G.E., Western Electric, Gates, Collins, used two years, like new. Write for descriptive list and prices. Box 149H, BROADCASTING.

For sale: Complete equipment for 250 watter including antenna, monitors, console, transmitter. KAVR, Havre, Montana.

Raytheon antenna coupler, 250-1000 watt AM transmitter. Write for details. Station WKCT, Bowling Green, Ky.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6751.

Liquidating entire recording studio; mikes, turntables (W.E.) etc.; Universal lathe, Gates console. Inventory upon request. Highest bid takes all. 1045 Elbert, Oakland 2, California.

Wanted to Buy

Stations

Desire to purchase all or part of local or regional station. Preferably Georgia, Alabama or Florida. Box 598H, BROADCASTING.

Equipment, etc.

Wanted—Equipment for 500 watter including transmitter and monitors. State price and condition. Charles Chamberlain, P. O. Box 438, Bellefontaine, Ohio.

Miscellaneous

Attention, commercial managers! Turn that sustaining time into dollars with our accounts! Write Ambassador Advertising Associates, 706 Elmwood, East Gadsden, Alabama.

Help Wanted

Do you want to work in "North Carolina radio"—the fastest growing radio field in the country? Positions now open for program directors, engineers, announcers, salesmen, copywriters. File application with North Carolina Association of Broadcasters, Drawer 1140, Southern Pines, N. C. Submit photograph and references and give full information regarding experience.

Announcers

Wanted: Combo Man

NBC station
desires to employ announcer with good voice and with first class ticket. Modern plant and attractive salary. Write, wire or telephone

WCBS
Greenwood, S. C.

Technical

wanted

top recording engineer,
thoroughly experienced, excellent opportunity, New York City company.

Box 605H, BROADCASTING.

Situations Wanted

Television

Technical

TV CHIEF ENGINEER

Wide experience TV station design, construction and operation including network and color. Large metropolitan station background. Topflight engineer and department executive. This man is not cheap but knows how to save your money in large pieces. Availability can be arranged. Box 555H, BROADCASTING • TELECASTING.

For Sale

Stations

for
sale

Northern New England 250 watt independent—important market—no TV competition—station well-staffed and showing profit. Financing possibilities. Write BOX 604H, BROADCASTING.

For Sale (Cont'd)

Equipment, etc.

FOR SALE: FM TRANSMITTER

RCA 3 kw, BTF3B; FM-TV triplexer; RCA amplifiers BA3C and 86A1; GE BM1A frequency and modulation monitor; equipment rack; complete set of tubes plus spares for final amplifier. Equipment used only 12 months. Make offer for all or any part. J. E. Risk, KSD, St. Louis, Missouri.

ATTENTION EDUCATIONAL AND RELIGIOUS FM STATION!

We offer immediate delivery on a General Electric FM 50 KW transmitter and 8 bay Federal antenna complete in every respect ready for installation. Substantial saving. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Wanted to Buy

Equipment, etc.

Wanted to buy—3 kw FM transmitter late model in good condition, preferably Raytheon, RCA or Westinghouse, also monitors, coax and Andrew sidemount four element antennae. Would prefer equipment within trucking distance of North Carolina Box 595H, BROADCASTING.

Miscellaneous

ATTENTION STATION MANAGERS

Selling spots is a cinch when your radio offer includes topnotch commercial jingle tailor-made for your sponsor. Our little package consists of production, continuity, the talents of announcer and former NBC vocalist together with music or sound effects. Total cost . . . \$30. Write today for free sample disc and details. National Recording Studios, 410 Broadway, Nashville, Tennessee.

Profitable Midwest Network Station—\$125,000.00

A well established network facility located in one of the midwest's most desirable medium sized markets—well removed from TV. Profits are consistent and a sizable amount of cash is included in the purchase price, which is for 100% of the stock. This property shows a very high return on invested capital. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO

Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

SALESMAN

New York independent has opening for a hard-hitting local salesman with a major league batting average and a major league salary bracket.

If you are a real producer there is a position open with one of New York's most aggressive independents.

The man we are looking for may be working outside of New York and would like to apply his sales ability to the No. 1 market in the country. Or, he may be working in New York and interested in expanding his income.

Write to Radio Station **WOV** 730 Fifth Ave., New York

allied arts



GEORGE FIELD, sales staff World Broadcasting System, appointed northeastern sales representative for RCA's Thesaurus & Syndicated Programs.

LAIN STARR, publicity agent PAT Paterson, N. J., announces opening of package production organization at 9 E. 49 St., N. Y. Telephone: PLaza 8-1724.

AUL ROSENAU to sales and contact staff Jam Handy Organization, Detroit. **JAMES E. MACLANE** to motion picture production department.

ALTER GUEDEL, on production staff John Guedel Radio Productions' *People Are Funny* program, and **IVIAN SCOTT**, widow of **CLYDE SCOTT**, late general manager KECA Hollywood, were married Jan. 12.

Equipment . . .

UDIO MASTER Corp., N. Y., announces new transcription playback machine for either AC or DC operation.

OY E. DREW, manager of cost analysis and control department Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed controller for picture tube division.

EPHEN J. WELSH, tube sales General Electric, N. Y., appointed district representative for company's tube division.

RANK MARSHALL, sales manager Grovox Corp., New Bedford, Mass., appointed director of manufacturers' sales for Aerovox Corp. and Electrical Reactance Corp. **A. E. QUICK** will succeed him as sales manager.

ONALD B. HARRIS, executive assistant to director of research Collins Radio Co., Cedar Rapids, Iowa, to Thorne Instruments Lab, Mineola, N. Y., as technical assistant to president.

FERD E. WILLIAMS, acting head of light production division General Electric, Schenectady, appointed head of division. **Dr. LEROY W. KER** appointed head of semiconductor division.

JOHN P. HOWLAND, assistant to president Zenith Radio Corp., to head office of production research for Stewart-Warner Corp., Chicago.

LEON C. GUEST, controller TV picture tube division Sylvania Electric Products Inc., Buffalo, appointed controller radio and TV division.

FREDERIC W. ZIV Co. announced new transcribed series *Bold Venture*, starring Humphrey Bogart and Lauren Bacall, was sold in 92 markets within week of its first announcement.

Technical . . .

JAMES HOOK, studio chief engineer KFWB Hollywood, to KULA Honolulu, Hawaii.

EDWARD B. BENCH Jr., engineering staff KSTL St. Louis, appointed chief engineer.

GORDON WHITE, graduate Northwest Broadcasting School, Portland, to KBND Bend, Ore., as combo-man. **KEN BURFORD**, also graduate, to KWIL Albany, Ore., as combo-man.

HERB DOVER, TV engineer NBC Chicago, and Nancy Dieter were married Jan. 6.

WALTER STUART, KJR Seattle, to KCBS San Francisco engineering staff.

FRED RODEY, WNBQ (TV) Chicago transmitter staff, father of girl, Diane Marie, Jan. 2. **JOHN McARTHUR**, NBC Chicago radio studio engineer, father of boy, Craig Alan.

LEO E. PHILLIPS Jr., Columbia Recording and previously with CBS-AM-TV New York, to KECA-TV Hollywood as TV engineer.

RUSSELL B. STURGIS returns to NBC Chicago from network headquarters in New York, to work as AM engineer.

MALCOLM WARING, lighting supervisor KTTV (TV) Los Angeles, to engineering department DuMont TV Network.

AMATEUR BANDS

Designated for Civil Defense

CIVIL Defense Administration last week informed FCC that licensed radio amateurs may be requested by local authorities to provide civil defense communications or to supplement other existing communications systems for purposes of civil defense.

FCC, CDA and the Armed Forces have been studying the matter of permanent availability of specific frequency bands within the regularly allocated amateur bands for eventual use by amateurs in providing civil defense communications if any suspension of normal amateur activity is necessary because of war or other national emergency, the Commission explained.

Review Later

FCC reported that "after consideration of all factors known to be involved at this time, including frequency requirements of other radio services in time of war or other national emergency, certain frequency bands already allocated to amateurs have been selected for their retention and use" as described above. Extent to which such bands meet actual requirements for amateur participation in civil defense communications "may be reviewed after a sufficient number of local communities have established appropriate civil defense plans, conducted communications drills or otherwise accumulated data which will permit such a review," the Commission explained.

Frequencies designated include:

1800-2000 kc	50.35-50.75 mc
3500-3510 kc	53.35-53.75 mc
3990-4000 kc	145.17-145.71 mc
28.55-28.75 mc	146.79-147.33 mc
29.45-29.65 mc	220-225 mc

FCC noted 1750-1800 kc will continue to be available for the Disaster Communications Service, a permanent service for use in disaster occurring at any time.

ALASKA SALES UP

ABS Reports \$120,000 Rise

AN INCREASE of \$120,000 in national advertising over the Alaska Broadcasting System for the fiscal year 1950 as compared with 1949, was announced last week. Proportionate increases both in national and local advertising during 1951 are anticipated, because of continuing rise in Alaskan sales, the announcement said.

Advertisers responsible for the 1950 increase, it was announced, are Coca-Cola, Best Foods, Anheuser-Busch, General Foods, Liggett & Myers, Brewing Corp. of America, Scandinavian Airlines, Dodge Motor Corp., Carnation, Ex-Lax Corp., Schenley International, Standard Oil, Lincoln-Mercury, Murine, American Cigarette & Cigar, Block Drug Co., and Libby, McNeil, Libby.

KFI-NABET PACT

Follows AFRA Agreement

PEACE reigns again at KFI Los Angeles following the settlement of labor difficulties with two unions which had threatened to strike [BROADCASTING • TELECASTING, Jan. 15, 8].

Station came to terms Jan. 10 with the National Assn. of Broadcast Engineers, granting substantial increases to 60 engineers and technicians; and previously with the American Federation of Radio Artists, who received \$25 weekly minimum increases for 14 staff announcers.

Revising the present progressive escalator structure of \$275-\$522.50 over a five year period, the station granted NABET members a starting salary of \$300 for the first six months, \$430 thereafter, with top men serving five years or more, receiving \$555. Four senior men, at their jobs for 10 to 20 years, were increased to \$650 monthly, top salary. Payment is retroactive to Jan. 1, 1951. It was agreed there would be review of wage scales on or before the first of every year, with particular regard to those below the top salaries.

AFRA one-year contract provided for a basic minimum of \$110 weekly, constituting \$25 weekly increase from the previous \$85 minimum. Further raises also were granted on an individual basis.

KSWM
JOPLIN, MO.

REACHES 446,600*
PERSONS WHO SPEND...
\$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!



The small map above shows airline miles to nearest metropolitan centers. Assured unduplicated CBS service to the KSWM audience.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.

Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

**LIBEL, SLANDER, INFRINGEMENT OF
COPYRIGHT, INVASION OF PRIVACY**

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

**USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.**

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Respects

(Continued from page 48)

night watchmen.

Representing Rothschild's at a National Retail Dry Goods Assn. convention in 1927, he met David Arons, publicity director at Bloomingdale's, who hired him as advertising manager for the firm's basement store. His broadcasting experience during the two years there consisted of trying to make himself heard by store buyers over the noise and clatter of customers in the basement store.

Someone gave Mr. Abrahams a tip one day that the Ludwig Baumann home-furnishings chain was looking for an advertising manager for its radio and appliance departments. He checked up and was told by Howard Kuh, advertising manager at Ludwig Baumann, that the tip was wrong but that he could have a job with him as assistant. Mr. Abrahams accepted the job, and later in 1929 became advertising manager when Mr. Kuh was promoted to a vice presidency in the organization.

Radio advertising was coming into its own during Mr. Abrahams' 12 years with the Baumann firm, which was expanding into a department store chain. At one time, he was supervising two weekly radio shows for the organization. Such stars as Sophie Tucker, Eddie Cantor, Belle Baker, Ruth Etting, and many other Broadway and Hollywood entertainers were featured on the programs.

After a year with the OPA during the war, where he served as chief of the Retail Furniture and Homefurnishings Division, Mr. Abrahams went to work for the *New York Times* advertising department in 1943, selling space and coming into contact with a large group of stores whose promotion problems he undertook to solve.

Direct experience with radio advertising was gained again when he became advertising manager for I. J. Fox, New York, in 1945. His radio spot commercials for that firm were placed on most of the big city's stations.

Then in March 1946 he was offered the managership of the Sales Promotion Division of NRDGA, the position he holds today. Advising the 7,500 member-stores on every phase of retail promotion, examining their activities and reporting successful experiences to members, creating and conducting promotion clinics, planning promotion conventions, and writing pamphlets, bulletins and books for those members are all part of Mr. Abrahams' work.

A serious study of radio advertising was undertaken by him during his first week on the job, as a result initially of first-hand experience with Frank Pellegrin, then NAB director of broadcast advertising, and the NAB Joske's study which conclusively proved radio's effectiveness in selling for retail stores.

Uncovers Other Successes

Encouraged by the Joske's study's results, Mr. Abrahams undertook an impressive survey on the use of radio by retailers and discovered countless instances similar to the Joske's story. He arrived at a simple retail radio formula, which is basically as follows:

1. Retail radio advertising is not intrinsically different from other retail media advertising. All are geared to sell goods.
2. Every retailer is different from every other, but all stores fall into a few character types.
3. These store types are identified by the personality of the store, its merchandise and its character of customers.
4. Locate a typical radio case history of a store which matches the character of yours and it can be adapted to your store to sell goods as well as prestige.

With this formula in mind, Mr. Abrahams conceived a retail radio contest to dig out successful retail radio case histories. The annual NRDGA awards have since become one of the better-known competitions in the industry.

Bringing radio knowledge to retailers is a vital part of Mr. Abrahams' job, and he has interrupted two summer vacations to teach intensive radio retailing courses at Denver U. He regularly teaches Retail Sales Promotion and Retail Advertising at New York U. and City College of New York.

Last fall, he staged the first retail Radio-TV Workshop where a

New Job, a la 'Cart'

MONDAY, Jan. 8, was a busy day for Tony Moe, new KNX Hollywood and CBS Pacific Network director of sales promotion. Mr. Moe, then WCCO Minneapolis sales promotion manager, was at a Minneapolis hospital undergoing an examination for acute appendicitis. An urgent phone call from Merle Jones, CBS Pacific Network general manager, got him to the phone. Would he take the job? Mr. Moe asked for 10 minutes while the doctors finished their examination. He got it. They did, and ordered an immediate operation. Again Mr. Moe asked for 10 minutes to place a call back to Mr. Jones. The call went through as Mr. Moe was on the hospital cart en route to the operating room. He accepted the job, then presto—out came the appendix. Mr. Moe is recuperating nicely, thank you. He'll report in Hollywood, Feb. 15.

parade of top radio, TV, agency and retail talent drilled their "student" representatives of leading retailers in the use of the two media. Walt Dennis, radio-TV expert at Allied Stores, gave his full assistance to Mr. Abrahams, and it is reported that increased use of radio-TV by those attending the workshop has been one important result of the conference.

In regard to the ever-present war between print and the airwaves for the advertiser's dollar, Mr. Abrahams who is also manager of NRDGA's Visual Merchandising Group says: "Printed media continues to be used by retailers as their No. 1 medium because retailers have always used it, know how to use it, and know, in advance, what results it will bring. The reason why more stores are not using radio and TV is because stores, generally don't know how to create radio programs and advertising." He insists that the broadcasting industry "has never done the proper educational job for retailers to show them how to use radio for getting business in their stores."

Mr. Abrahams believes that someone should write a book to show the industry how to sell advertising to retail stores effectively, and he has often threatened to write the book himself if he could find someone to collaborate with him. The fundamental retail radio formula which he would have all stations apply is summed up in the five following points:

1. Hire a retail promotion expert.
2. Let the retail expert study the stores in the station's specific radio-TV market and their customers.
3. Locate typical retail case histories that match these stores and their markets.
4. Let the retail expert, not a

typical station salesman or program director, adapt the case histories to apply to the local stores.

5. Let the retail expert present and "sell" the suggested program to the local stores.

Mr. Abrahams is at present editor of *Promotion Exchange*, a twice-monthly newsletter, and wrote a chapter in the *Advertising Handbook* published by Prentice Hall in 1949. He also has written *Retail Advertising Fundamental* and is associate editor of *New York Retailer*, a City College publication.

His business and trade association activities include membership in the New York World Trade Week Committee, Advisory Council of the National Assn. of Travel Executives, National Mothers' Day Committee, National Fathers' Day Council, and chairmanship of the Retail Advisory Panel's Merchandising Group. He is on the advisory commission of New York City's School of Industrial Art.

Mr. Abrahams has been active in many government activities including the Committee on Organized Support, the President's Conference on Fire Prevention, and has acted as retail consultant to the U.S. Treasury. He was co-chairman of the Publicity Committee of the President's Famine Emergency Campaign in 1946 and has been active in bond campaign and Army recruiting drives.

Phi Delta Pi Member

While at Cornell, Howard Abrahams joined Phi Delta Pi fraternity as well as Ye Hosts and the Cornell Society of Hotelmen. He also belongs to the Advertising Club of New York, the New York Homefurnishings Club, and the Triad Club of New York U.

In addition to his schooling at Cornell he also studied a half year at Both Cumberland U. and the U. of Florida.

A campus romance provided Mr. Abrahams with a fellow Cornellian for his wife—Florence Blostein, also a 1925 graduate. They were married July 13 of that year and now have two children. Elinor Ann, 16, a student in fashion illustration at the School of Industrial Art, New York, and Allen E., 2, who escaped the advertising field only to marry a retail advertising copywriter.

Howard Abrahams' hobbies are swimming, gardening and smiling when jocular friends call him by his middle name.


THE LITTLE STATION WITH...

NBC

REP. BY MEEKER

THE BIG WALLOP!

WMAM MARINETTE WISCONSIN



Time Buyers, NOTE!

NO TV

Stations within
60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only **ABC**
Station Serving
This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

AFM Demands

(Continued from page 21)

struments or conducting, heretofore made or which will be made prior to the expiration of this agreement, on in connection with television, during the life of this agreement and hereafter; except only after separate negotiations are entered upon and after a separate written agreement has been reached between the federation and the producer with respect to the use of such music sound track such scenes or shots, on or in connection with television, can such be made, and then only upon the terms and conditions agreed upon by the federation and the producer in each separate agreement.

(J) The producer agrees that the substance and intent of Section 11 hereof, shall be incorporated in all agreements made by the producer for the licensing, leasing, lending, giving, selling, utilizing or other disposition of music sound track containing the recorded music made by members of the federation, or scenes or shots containing pictures of members of the federation performing on musical instruments or conducting.

Separate contracts for films made especially for telecasting have been entered into with AFM Official Films Inc. in New York and in Hollywood by Gene Autry's Flying H Picture Inc., Horace Heidt, Louis D. Snader (producer), and Hollywood Imperial Pictures Corp. These contracts include the sale current in the film field, \$9.00 per sideman for a single session of three hours or less and limited to no more than five 3½-minute films.

Clarification Seen

Process of clarification of the union's demands is expected to continue for some time before the networks present counter proposals and actual negotiations begin. Although it would be possible for a work stoppage to occur after Jan. 31, it is considered unlikely that the union will resort to like tactics so long as negotiations progress amicably and give indications that they can produce mutually agreeable contracts. General belief last week was that this possible, even probable, but that process would be an extended

The AFM campaign against recorded programs—"canned music,"



WWNY Watertown, N. Y., was given the *Herald Tribune* Fresh Air Fund Radio Citation for outstanding work on behalf of the fund in 1950. Judges (l to r) Frank White, president, MBS; Mark Woods, vice chairman, ABC, and Niles Trammell, board chairman, NBC, look over station reports.

to use the union's own terminology—is no novelty to broadcasters. Ever since the advent of sound motion pictures more than 20 years ago brought about the mass discharge of musicians from the nation's movie houses, AFM leaders, particularly Mr. Petrillo, have argued long and loud against the kind of music which can be used over and over again by those who might otherwise find it necessary to employ live musicians.

Mr. Petrillo has been especially bitter over the paradox of the musician himself creating his own competition by making recordings, and at numerous times he has forbidden AFM members to make records of any kind—bans which were always dissolved sooner or later when the recording companies agreed to hire more men or to pay higher wages or to restrict the use of their recordings.

A campaign to restrict the use of phonograph records to the home unless their use on the air was expressly licensed by the recording artist or the recording company was waged vigorously in the '30s (not by AFM, incidentally), only to be thrown out by the courts as an illegal restraint of trade under present laws.

First AFM attempt to reduce recorded competition with live mu-

sicians on the air on a national scale occurred in 1937 when the union made preemptory demands on recording companies and broadcasters to increase their employment of live musicians under threat of having the union forbid any broadcast use of records. A nationwide musicians strike against radio was averted by a hastily formed association of independent radio network affiliates which, after lengthy negotiations, presented the union with a two-year agreement to double their employment of musicians (increasing their expenditures for this purpose from \$1.5 million to \$3 million a year).

Non-Network Pact

A similar agreement was subsequently negotiated for non-network stations and peace was restored, AFM dropping its proposed restrictions on recorded programs in exchange for a guarantee of increased employment of live musicians by the nation's broadcasters. Contracts were not renewed at their expiration when the Dept. of Justice warned both AFM and the broadcasters that it considered the agreement a definite violation of the anti-trust laws and that any renewal would lead to prompt prosecution of both sides. However, the broadcasters generally agreed to maintain their employment of musicians at the level previously agreed on.

In 1942 AFM forbade its members to work for recording companies unless the firms would agree to make royalty payments into the union's welfare fund. A year-long stoppage of the production of phonograph records and transcriptions ensued, until in May 1943 Decca Records and World Broadcasting Co., then a Decca subsidiary, agreed to pay the royalties, with some other companies following suit shortly thereafter. RCA-NBC and CBS continued the fight

'REVIEW' CITES

Lists Top Radio, TV Shows

SID CAESER and Imogene Coca in *Show of Shows* on NBC-TV; New York Philharmonic over CBS, and Edward R. Murrow over CBS were named tops in television, radio and news respectively by readers of the *Saturday Review of Literature* in a current poll by the magazine.

First 10 television programs, in the order of their popularity, were: *Show of Shows*, Groucho Marx, Kukla, Fran and Ollie, *Studio One*, United Nations debates, Fred Waring, *Lux Theatre*, Ed Sullivan's *Toast of the Town*, *Phileo Playhouse* and *Kraft Theatre*.

First 10 radio programs: New York Philharmonic, Metropolitan Opera, *Information Please*, *Theatre Guild on the Air*, Groucho Marx, *Invitation to Learning*, *Halls of Ivy*, *U. of Chicago Round Table*, *The Telephone Hour* and *Town Meeting of the Air*.

First eight newscasters and commentators: Edward R. Murrow, Elmer Davis, Lowell Thomas, Fulton Lewis jr., Howard K. Smith, H. R. Baukhage, Martin Agronsky and Drew Pearson.

against the royalty payments in hearings before the National Labor Relations Board, but when the union refused to comply with the board's order to withdraw its recording ban these companies, too, capitulated.

Another AFM strike against the recording companies occurred in 1948, lasting through most of that year and coming to an end only when the recording companies agreed to make royalty payments to a trustee of the AFM welfare fund instead of directly to the union, the latter practice having been outlawed by the Taft-Hartley Act. Warned of the strike well in advance, the record and transcription firms piled up a sizeable backlog of recordings and the strike had little effect on broadcasters.

In March 1948, AFM and the networks signed a three-year contract, retroactive to Jan. 31, expiration of the former one. This agreement, which expires at the end of this month, required no increase in wages or in the number of men to be employed, permitted the duplication of AM programs on FM at no extra cost for musicians and also permitted the employment of musicians on telecasts, with rates for network TV broadcasts set at three-fourths the AM rate for similar network programs, with a bonus of \$7.50 per man to be paid for commercial simulcasts and of \$3.75 for a simulcast of a sustaining program.

WMRY Here's The Key TO NEW ORLEANS' \$431,000,000.00 NEGRO MARKET.

Reach more than ½ million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience. WMRY is the only sure way of sharing in all of this \$431,000,000.00 market.



THE SEPTA STATION
WMRY
600 ON THE DIAL

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

JOHN E. PEARSON CO.
Nat'l. Representative
MORT SILVERMAN
General Manager

Gates has it

IF IT IS FOR A
BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

programs promotion premiums



BRIGHT FACTS

McCLATCHY Broadcasting Co., Sacramento, Calif., sending bright yellow mail piece to advertisers and trade. Pamphlet is headed "The McClatchy Beeline" and has map of California on cover. Inside gives BMB coverage facts, both for daytime and nighttime. It also has audience percentages for day and night. Back cover gives BMB data for counties.

TURNPIKE BEGINS

KOTV(TV) Tulsa televised roundtable discussion following groundbreaking ceremonies of Tulsa-Oklahoma City Turnpike. Members on panel included noted civic leaders who campaigned for \$31 million road-way.

KIDS PROGRAM

WSLS Roanoke, *Story Time*, 1:45 p.m., Mon., taped as public service for grammar school children. All grade schools in station's area are equipped with radio so children may listen to broadcasts. Stories are taken from fairy tales and children's stories. Each school receives schedule of programs to be presented.

NAVAL RESERVE SERIES

WIND Chicago transcribed series of programs for Naval Air Reserve, Thurs. 8:10-8:25 p.m., started Jan. 11. The "kickoff" show featured Paul Weston and his orchestra, the Starlighters and Jo Stafford, all recorded. Program also had discussion of overall set up of USNR units throughout country.

TV LAYOUT GUIDE

KMTV(TV) Omaha sending "Guide to Layout and Reproduction of Art for Television" to all regional agencies and timebuyers. Four-page illustrated guide gives many pointers on preparing artwork for TV.

CIVIC MINDED

KRON-TV San Francisco making half-hour daily afternoons available to Northern California officials for series of educational and civil defense programs. Time will be offered on alternate days to universities and school superintendents for educational offerings and to defense officials for programs dealing with civil preparedness, first aid instructions, etc.

★ ★ ★ ★ ★ ★ ★ ★

FILM PROMOTION

WBAL Baltimore sending advertisers and trade promotion resembling roll of film. Unrolled, film reveals large white letter against black background saying "On WBAL . . . Your Products Are Better Exposed To Buy Appeal." On the other side in red are pictures of entertainers, along with companies advertising on station.

★ ★ ★ ★ ★ ★ ★ ★

BRINGS SCHOLARSHIP

WSB Atlanta, *Speaking of Sports*, 7:15 p.m., featuring Sports Director Thad Horton. Mr. Horton mentioned certain local high school football player who was being overlooked by college scouts because he had only one year of experience. As direct result, coach of Georgia Tech put in call to the youngster's coach, and the following day, boy was signed to grant-in-aid scholarship at Georgia Tech.

TOP NEWS PERSONALITIES

KGO-TV San Francisco presents new half-hour weekly news show. Personalities involved in week's top local news stories and people behind the scenes of news are featured.

AUTO LISTENING

CKEY Toronto mailed pamphlet to advertisers on listening audience of "Carville," those who drive autos daily in Toronto area. Pamphlet reports Elliott-Haynes survey showing potential auto radio audience of 144,000, total larger than urban audience of all but seven of Canada's largest cities.

FILMED MUSICAL SHOW

WDTV (TV) Pittsburgh, *Sun Spotlight*, 1:45-2 p.m., started Jan. 15, sponsored by Sun Drug Stores, Pittsburgh. Show features film shorts of outstanding musical talent.

FM COVERAGE

WSGN-AM-FM Birmingham, Ala., sending promotion booklet to trade headed "The Alabama FM Story." Booklet points up station's coverage by counties, its baseball broadcasts and percentages of persons listening to station. Booklet gives interesting facts about FM listening in counties. Facts gathered through survey to determine extent of FM listening in state.

SPECIAL PRAYER

WRC Washington, *What Prayer Means to Me*, 11:05-11:15 a.m., Jan. 7. Special program was written and aired by Earl Godwin, "dean of Washington newsmen." Station reported that mail response topped all mail counts for that day. Station plans another such broadcast soon.

SPECIAL GUARD COVERAGE

KSTP-TV Minneapolis Jan. 14, 6-6:15 p.m., presented special on-the-spot films of Camp Rucker, Ala., where activated Minnesota National Guard will train. Station's film crew headed by Dick Hance, motion picture director, filmed camp and adjacent town. Along with this, KSTP-TV presented descriptive narration of area.

LIVE GUEST SHOW

WDTV (TV) Pittsburgh, *Fashionabilities*, Wed., 3:30-4 p.m., started Jan. 17, sponsored by J. E. Miller (Pittsburgh Philco distributor) and local Philco dealers. Agency: Daniel F. Sullivan Co., Boston. Program features Rege Cordic, local personality, who will invite guests to describe and give demonstrations on latest modern trends of the day in fashions.

IRE Agenda Released

AGENDA for the Institute of Radio Engineers 1951 national convention in New York, March 19-22, has been released by I. S. Coggeshall, IRE president. Approximately 43 subjects with more than 200 speakers have been listed. Key-note of the convention is "Advance with Radio-Electronics in the National Emergency."

Time Sales

(Continued from page 19)

dition of new organizations, as well as brought up to date of personnel and other vital data.

In addition to the state AM-FM TV station directory, AM stations are listed according to call letter and by frequencies, and FM and TV stations are listed according to call letters.

The lists of stations in other North American countries have been revised to show not only existing station assignments but also those proposed under the new North American Regional Broadcasting Agreement (NARBA).

Many new radio and television program production and transcription firms and equipment manufacturers are listed, in addition to the usual directories and data on such diverse subjects as national and regional networks, group ownership, NAB and FCC executive and key personnel, radio-TV attorney and consulting engineers, station identified with newspaper ownership, network billings, awards and citations, FCC rules, and radio and television unions—all brought up to date—plus a summary of 1950 radio and TV highlights.

A. C. Nielsen, president of A. C. Nielsen Co., presents a comprehensive analysis of radio listening and television viewing, the extent of saturation by both media, radio and TV programs, audiences, and audience preferences.

"Radio and TV," Mr. Nielsen concludes, "are both healthy advertising media. But greater competition, due to the increasing number of radio stations and more diversified TV programming, breaking down the tight cluster of audience which were prevalent in the past.

"Perhaps," he says, "this can be interpreted as meaning that more advertisers, particularly medium-size advertisers, will be attracted to these media."

KFBK Sacramento, Calif., will broadcast all of the Sacramento Solons baseball games in the Pacific Coast League for the 1951 season.

oooooooooooooooooooooooooooo

got a BOTTLER prospect or client?



GUARANTEED TO DOUBLE HIS BUSINESS IN 30 DAYS.

write or wire

R. A. PERROTT
BRUNSWICK, GA.

oooooooooooooooooooooooooooo

23rd Year

regional promotion campaigns

HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061

Shows with a Hollywood Heritage ★ Member N.A.B.

PEARSON CASE

D. C. Trial Continues

BEL suit against Drew Pearson, radio-newspaper commentator, was expected to go to the court today (Monday) in U. S. District Court, D. C.

The case involves charges by N. Howser, ex-attorney general of California, that Mr. Pearson libeled him Sept. 12, 1948, on ABC network broadcast by arguing he had accepted a \$1,200 bribe from a well-known gambler. At that time Mr. Howser was district attorney for Los Angeles County. In his suit, Mr. Howser seeks \$350,000 in damages.

Conflicting testimony marked the hearing before Judge Alexander M. Holtzoff last week. Four California Congressmen asserted their testimony that Mr. Howser's reputation was not of the highest caliber, while a statement read by a California appeals court justice to the effect that the plaintiff's reputation for "truth, honesty and integrity" was "very good." Still other witnesses took opposite sides of the character question.

Denies Motion

Judge Holtzoff earlier in the week denied a motion by the commentator that the case be closed because of a lack of evidence. Mr. Pearson's attorney asked the judge for a directed verdict on grounds that Mr. Howser had failed to make a case but Judge Holtzoff ruled that the broadcast statement by the commentator was enough to require a defense. Pearson is charged with saying over the radio that he had an affidavit showing that Mr. Howser in 1946 had accepted a \$1,200 bribe from a "well known Long Beach gambler."

On the stand, Mr. Pearson testified that he was informed that Howser was willing to drop the suit but that the latter's attorneys had refused because they had taken the case on a contingent basis.

A trio of defense motions in all were denied by Judge Holtzoff, who ruled that the Pearson statement about Mr. Howser was "defamatory," that malice cannot

be proved directly and that a demand for retraction had been mailed to the commentator.

Meanwhile, in another issue concerning the ABC commentator, Army Secretary Frank C. Pace Jr., disclosed that the Army is investigating a column written by Mr. Pearson because it contained quoted excerpts from secret-code military messages on the Korean war.

Secretary Pace revealed the probe in a letter to Sen. Joseph R. McCarthy (R-Wis.) who has engaged Mr. Pearson in a running feud, beginning with an attack on Mr. Pearson's newspaper writings and radio broadcasts and extending to a particular column written Dec. 30 [BROADCASTING • TELECASTING, Jan. 15, 8, 1].

Sen. McCarthy had accused Mr. Pearson of allegedly receiving "military secrets" from a Pentagon "leak."

RACE NEWS PROBE

Kefauver Seeks Controls

POSSIBILITY that Congress may act in the field of horse race broadcasting was seen last week as Sen. Estes Kefauver (D-Tenn.) stated his Senate Crime Investigating Committee will make specific recommendation for legislation to control wire services disseminating racing information.

His announcement came on the heels of FCC's issuance of a detailed questionnaire to all radio and TV stations inquiring into their horse race programming [BROADCASTING • TELECASTING, Jan. 15]. FCC officials indicated results of the inquiry may mean license renewal proceedings for those stations considered to be rendering unbalanced programming or effecting aid to illegal gambling.

FCC by late last week, however, had received no indication how the broadcasting industry was taking commencement of the long-foreseen probe.

Sen. Kefauver also indicated that in order to curb nation-wide rackets and betting rings his group would recommend legislation amending the Internal Revenue Act. The committee's report on its nine-month investigation, including FCC testimony, is to be ready before the end of March.

AUDIENCE DATA

Proposals Nearly Ready

SATISFACTORY progress toward completion of the draft of proposals for studies to clarify the status of the various types of broadcast audience measurement services was made Thursday by the committee of research experts. Group was named last summer by Stanley Breyer, commercial manager, KJBS San Francisco, to try to eliminate the confusion caused by dual rating services (Pulse and Hooper) in the San Francisco area.

The committee will meet again in New York Feb. 1 with C. E. Hooper and Sydney Roslow, heads of the Hooper and Pulse organizations, and observer-members of the committee, invited to discuss the proposed recommendations. Another meeting is scheduled Feb. 15, at which time the group hopes to put its final approval on the proposed research plan which will then be presented to Broadcast Audience Measurement Inc. with the suggestion that executing these studies be made the first BAM project.

WIBK CASE

FCC Answers Station's Appeal

FCC answered the appeal of WIBK Knoxville, Tenn., last week in a brief supporting its decision to refuse a license to the station on grounds of misrepresentation and lack of personal qualification of part-owner Rev. J. Harold Smith [BROADCASTING • TELECASTING, Oct. 9, June 5, 1950; Aug. 15, 1949].

Argument of the case, before the U. S. Court of Appeals for the District of Columbia, is expected to be scheduled sometime in March.

WIBK, assigned 1 kw daytime on 800 kc, in its appeal charged the Commission ruling amounted to unlawful deletion of the station and violated the First and Fifth Amendments of the Constitution. WIBK also charged FCC wrote a protestor of the station's grant that the Commission was aware of Rev. Smith's background when the permit was issued.

The Commission told the court its hearing was properly conducted and revealed alleged concealment of financial and business interests by Rev. Smith. FCC also contended WIBK misrepresented stock ownership. The brief explained FCC based its ruling on Rev. Smith's qualification on the "uncontradicted evidence as to what Smith did, rather than what other persons thought of Smith."

The brief explained this evidence concerned "the intemperance of language used by Smith in his writings, sermons and broadcasts, his constant habit of attacking the honesty and sincerity of all those individuals and groups with which he found himself in disagreement, his efforts to institute economic boycotts of people and groups who failed to give him the degree of cooperation which he demanded, and his constant solicitation of funds . . ."

BUFFALO BID

Recommends Denial for Erie

DENIAL of a new local AM station at Buffalo, N. Y., was recommended last week by FCC Hearing Examiner J. D. Bond on grounds the station would render a "grossly deficient nighttime service" to Buffalo and its metropolitan district.

The applicant, Erie Broadcasting Corp., seeks 1230 kc with 250 w fulltime there. Erie Broadcasting is owned 95% by John W. Walchli, program producer WOLF Syracuse.

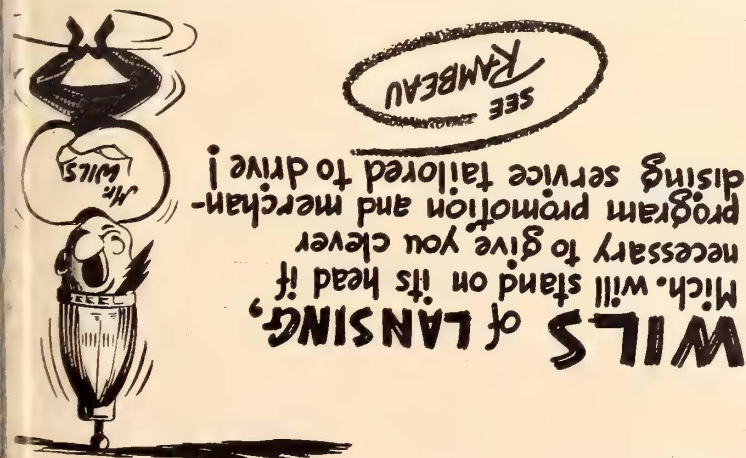
Meanwhile, in several other hearing cases, the Commission certified the records of the proceedings to itself for initial decision without preparation of recommended decisions by Hearing Examiner James D. Cunningham. The examiner has been devoting considerable time as presiding officer in the Commission's probe of the news policies of the G. A. (Dick) Richards' stations, KMPC Hollywood, WJR Detroit and WGAR Cleveland. Cases certified:

Gateway Broadcasting Co., for new AM station at Texarkana, Ark., on 790 kc, 1 kw day, 500 w night.

Delta Broadcasters Inc., for new AM outlet at Thibodaux, La., on 630 kc with 500 w daytime only, and Charles Wilbur Lamar Jr., to change facilities of KCIL Houma, La., from 250 w fulltime on 1490 kc to 1 kw fulltime on 630 kc, directional.

Southwestern Pub. Co., to increase power of KFSA Fort Smith, Ark., from 500 w night and 1 kw day to 5 kw day directional, 1 kw night, operating on 950 kc.

A. D. Ring & Co., Washington, for license for new special industrial base and mobile station for station field survey and construction work.



ABC
AMERICAN
BROADCASTING
COMPANY
IN LOUISVILLE

WKLO
1080
Kilocycles
5000
WATTS-DAY
1000
WATTS-NIGHT

BALANCED PROGRAMING
for better listening...
more listeners

WKLO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by
JOHN BLAIR & CO.

New NAB Structure

(Continued from page 23)

red and couldn't afford to pay dues. Now the TV industry is wing rapidly into black ink and be asked to carry a suitable of the overhead.

Currently NAB is operating on a \$721,000 budget for the year ending March 31. Assigning member dues run at about present level, NAB's budget will be trimmed to \$550,000 for next fiscal year to allow for operation of BAB as of April 1. This would provide roughly \$180,000 for BAB in the ensuing 12 months.

Rapid expansion of the BAB operation is planned as a result of NAB board's decision last summer to let the sales-promotion unit of the association operate as a separate unit. The BAB budget will provide for the \$36,000 salary to be paid Mr. Ryan.

Stations belonging to NAB have the option of belonging to BAB. They elect not to join BAB they are entitled to a 30% cut in NAB dues.

Stations not members of NAB will be eligible to join BAB but scale of dues has not been set. In addition, station representatives, networks, transcription firms and other related industry groups will be eligible to join BAB, with dues not yet established.

In the amount of income flowing from BAB from these new participants will depend the extent of agency's growth. The board in mind last summer a vastly increased sales-stimulating operation which eventually might have a million-dollar budget comparing favorably with the extensive production setups of competing advertising media.

Mr. Ryan has a three-year contract as BAB president. His salary goes up to \$40,000 the second

year and \$50,000 the third. Since becoming NAB general manager last spring he has realigned the headquarters and committee structures.

NAB membership is holding its own despite a flurry of disqualifications at the year-end for failure to pay dues. Such separations are unusual at the end of the calendar year.

As of Jan. 15 NAB had just over 950 AM station members, about 380 FM members, 44 TV members, two networks (NBC, MBS) and about 70 associates. These estimates compare with a Nov. 1 total of 951 AM, 389 FM, 42 TV and 75 associates.

Planning for the April convention is in charge of a board committee headed by Eugene S. Thomas, WOR-TV New York. This year the Management and Engineering Conferences are to be held simultaneously, with several joint sessions likely.

TV Convention Plans

Into that picture must be fitted TV convention programming. With video stations demanding autonomy in NAB, the convention committee is expected to give them their share of the Chicago proceedings, perhaps including a day or two of separate conferences in addition to joint management discussions.

Already NAB is contacting associate members in preparation for the annual equipment exhibit held in connection with the convention. TV firms are understood to be showing more interest this year.

At least a dozen changes in composition of the present NAB board may develop before the April convention. The Florida session next week will be the last for 15 board members whose terms expire in April. Many of these members are eligible for re-election, however.

Nominating forms and lists of

BUYS KFDA STOCK

Ballard Also to Manage

JOHN G. BALLARD, vice president-general manager and formerly national sales manager of the Nunn Stations, has purchased an interest in KFDA Amarillo, Tex., a Nunn property, and assumed management of the station. Amount of stock purchased and consideration were not disclosed. An ABC outlet, KFDA is assigned 5 kw day, 1 kw night directional, on 1440 kc.

Bill Fairley continues as station manager. No personnel changes are contemplated. KFDA has 20,000 shares outstanding, owned by J. Lindsay Nunn (6,708 shares) and Gilmore N. Nunn (11,792 shares individually and 1,500 as trustee). Before joining the Nunn organization, Mr. Ballard was general manager of KGNC Amarillo.

eligible nominees for at-large and odd-numbered district directors were mailed Jan. 10 by NAB. Those nominated will be notified Jan. 26. They have until Jan. 31 to decide if they will accept. Final ballots will be mailed Feb. 5, returnable Feb. 20, with election results to be certified Feb. 28.

Special election is slated in District 8 (Ind., Mich. in part) to pick a successor to George J. Higgins, WISH Indianapolis, who is moving to KMBC Kansas City.

Expiring Terms

District directors whose terms expire in April are: District 1, Paul W. Morency, WTIC Hartford; District 3, George D. Coleman, WGBI Scranton, Pa.; District 5, Allen M. Woodall, WDAK Columbus, Ga.; District 7, Gilmore N. Nunn, WLAP Lexington, Ky.; District 9, Charles C. Caley, WMBD Peoria; District 11, John F. Meagher, KYSM Mankato, Minn.; District 13, Clyde W. Rembert, KRLD Dallas; District 15, Glenn Shaw, KLX Oakland, Calif.; District 17, Harry R. Spence, KXRO Aberdeen, Wash.

H. Quenton Cox, KGW Portland, Ore., was elected at the District 17 meeting last fall to succeed Mr. Spence, ineligible for re-election. Mr. Cox takes office in April.

Messrs. Coleman, Nunn, Caley, Meagher and Rembert are ineligible to run for re-election in their districts, having served two consecutive terms. Mr. Woodall notified NAB he was not a candidate for re-election.

Directors-at-large whose terms expire in April are John H. Dewitt Jr., WSM Nashville; John Esau, KTUL Tulsa; Edgar Kobak, WTTA Thomson, Ga.; Ben Strouse, WWDC-FM Washington, and Mr. Thomas. All are eligible for re-election.

If the board is set up under new by-laws to accommodate television, the present two-director setup for TV will be changed.

With membership of the board again an active question because of the television situation the question of dividing the nation into fewer

districts may come up again. A number of plans have been prepared in the last two years but no final action has been taken.

Before the board winds up its three-day meeting it will take up such questions as the pending plan to develop extensive material showing aural radio's impact on the public, as approved by many districts last fall following an attack on radio rates by Assn. of National Advertisers.

The board will review the whole headquarters situation, including detailed activities. It may go into the increasingly serious problems created by mail-order advertising (see story page 22), and the corollary proposal to set up an agency recognition bureau.

Still unfilled is the general counsel's post vacated by Don Petty. It may be considered along with staffing of other segments of the headquarters operation.

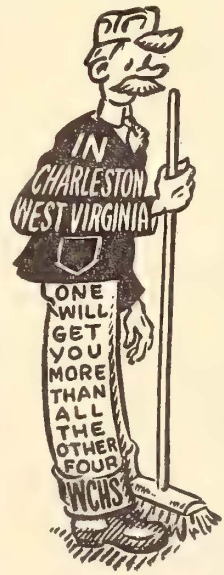
The future of Broadcast Advisory Council, set up last fall at board direction, is likely to be discussed by NAB's board. Technically the council can decide its own future, but this future looms uncertain at the moment following two meetings at which members were briefed by high government officials on the state of the emergency.

Some BAC members have indicated the council should frame a definite program of action. NAB President Justin Miller is to report in person to the White House on BAC activities, under council instructions.

Mr. John G. Hoagland
Campbell Soup Company
Camden, New Jersey

Dear Johnny:

Shore do 'preshate that fancy Campbell Soup necktie! Hit's th' talk uv WCHS, an' ever one thinks hit's real purty! By th' way, Johnny, Charleston, West Virginny, is gonna be better'n ever fer Campbell Soup from now on. Jest seen in th' papers whur marriages is way up in this here territory, and divorces is a fallin' off fast. Yessir, fambly life is on th' increase in West Virginny's number one city, an' th' state's number one station'll see to it thet no one fergits Campbell Soup. Th' more homes there are, th' more soup folks'll eat, so this is mighty good territory fer folks like you!



Yrs.
Algy

WCHS
Charleston, W. Va.

WTNJ WRIA CASE FCC Suspends Revocation

Revocation of the licenses of stations—WTNJ Trenton, N.J., WRIA Caguas, P.R.—was suspended by FCC last week upon request by the stations for formal hearing of the issues.

The WTNJ case was designated for hearing Feb. 19 at Trenton and WRIA case March 5 in Caguas. Hearing Commissioners for each case the inquiries have not been completed.

The Commission had ordered revocation of the WTNJ license on grounds of alleged transfer of control without approval [BROADCASTING, Dec. 25, 1950]. WRIA license was ordered revoked on grounds of alleged repeated violations of the Commission's engineering standards and regulations. WTNJ is licensed 250 w daytime on 1300 kc, A 250 w fulltime on 1450 kc.

VOICE TOURS

Scheduled for D.C. Studios

A SERIES of tours of Voice of America facilities in Washington has been opened by the Dept. of State. Although most of the VOA facilities are in New York, the Division of International Broadcasting has small studios in Washington in the Interior Dept. Bldg., located on E St. between 18th and 19th, N.W.

The tours are scheduled for the general public on Tuesdays, Thursdays and Fridays from 2:30 to 3:30 p.m. They will include inspection of the Washington studios, observation of a live broadcast, presentation of special recorded overseas broadcasts. Guests will have an opportunity to discuss policies and problems with VOA officers. Special tours also are to be arranged for Congressmen desiring them.

CENSORSHIP

MacArthur Defends Action

GEN. DOUGLAS MacARTHUR, defending himself against censorship complaints, said last Thursday that a mid-December conference of radio and press representatives "made it unequivocally clear that military censorship should be imposed."

His reference was to a Dec. 18 meeting of 12 newspaper, wire service, and radio representatives who included NAB's President Justin Miller, Government Relations Director Ralph W. Hardy, and Public Affairs Director Robert K. Richards [BROADCASTING • TELECASTING, Dec. 25, 1950].

Gen. MacArthur's statement was to *Editor & Publisher*, taking issue with a Jan. 13 editorial of the magazine discussing censorship in Korea. Gen. MacArthur claimed the editorial was "misinformed."

He said he had "tried to defend press freedom but strangely I found myself opposed on the issue by the press itself and finally yielded to its almost united demand that military censorship be imposed."

Gen. MacArthur said demands for censorship became so strong that he put the question up to the Dec. 18 conference in Washington, in which Defense Secretary George C. Marshall conferred with representatives of all media. The group responded with a message to Gen. MacArthur, and this was followed within 48 hours by imposition of security curbs in the Korean theatre. More stringent censorship orders, which aroused Tokyo correspondents came a fortnight ago [BROADCASTING • TELECASTING, Jan. 15].

Pat Griffith to WAC

PAT GRIFFITH, former director of the NAB Assn. of Women Broadcasters and later with WHO Des Moines, has joined the WAC with rank of captain. Miss Griffith served 3½ years in WAC during World War II.



RADIO executives, salesmen and program directors of the Ottaway Stations in Oneonta, N. Y., Stroudsburg, Pa., and Endicott-Binghamton, N. Y., met Jan. 12 to discuss the latest techniques in retail selling and radio advertising. Featured speaker for the all-day session at WENE Radio Center Endicott-Binghamton was Maurice B. Mitchell, vice president and general manager of the Associated Program Service and former BAB head. L to r: seated, Francis H. Brinkley, Ottaway stations managing director; Mr. Mitchell, and Byron E. French, vice president of the Empire Newspapers Radio Inc., WENE licensee; standing, Stephen W. Ryder, WENE station manager; Elton Hall, WVPO Stroudsburg station manager, and Walton Deming, WDOH Oneonta manager.

MBA SCHEDULES

Sales, Program Clinic

A TWO-DAY Program and Sales Clinic has been scheduled for members of the Mississippi Broadcasters Assn. who will meet in Jackson, Miss., Feb. 1-2. Bob McRaney, general manager of the Midsouth Network, Columbus, and chairman of the Program and Sales Clinic Committee announced meetings have been scheduled for discussing problems and latest developments in both the program and sales fields.

Maurice Mitchell, formerly head of BAB and now with Associated Program Service as vice president and general manager, will lead the Sales Clinic on Feb. 2. Henry P. Johnston, recently elected president of Broadcast Audience Measurement Inc., and owner of WSGN-AM-FM Birmingham, Ala., and WHBS-AM-FM Huntsville, Ala., will be the principal speaker at the Sales Clinic luncheon.

The Program Clinic on Feb. 1 will feature Jack Flowers, editor of the Mississippi State College Extension Dept. and originator of the Mississippi State Farm Programs, as well as Mel Alpern, director of Mississippi State College radio department. Harry Leadingham, of the Associated Press in New Orleans, will lead a discussion of "Programming With News." Each of the stations attending the clinic is to present a successful program and sales idea which it has used.

ARKANSAS MEET

In Little Rock Feb. 4-6

"ARKANSAS and the NAB" will be the subject of an address by NAB's Director of Government Relations Ralph Hardy at the Arkansas Broadcasters Assn. annual winter meeting to be held in Little Rock Feb. 4-6.

Oliver Gramling, assistant to the general manager for radio for the Associated Press in New York, will speak to the group on "The News Services."

Other speakers are to include Jack Wolever, general manager of KTHS Hot Springs, who will address the group on "Free Time Policies;" Fred Stevenson, general manager, KGHR Fayetteville, on "Chicken of Tomorrow;" Maj. Carl Martin, civil defense director for the state of Arkansas, who will lead the group in discussion of "Radio's Role in Civil Defense," and a guest speaker yet to be announced.

SECOND TEST

N. J. Emergency Network

SECOND TEST of the New Jersey State Emergency Radio Network [BROADCASTING • TELECASTING, Dec. 18, 1950] took place Jan. 11:55 a.m.-12 noon, and utilized for the first time New Jersey's on TV station, WATV(TV) Newark as audio-originator. WATV went on the air at 11:45 a.m. with discussion by Leonard Dreyfus, state director of civil defense about the network's uses in time of emergency.

Thirty seconds before the 11:55 a.m. mark, each of the 23 AM and FM stations in the network received a number of short warning "beeps," and at the five minute signal, all stations picked up the emergency broadcast. The time was devoted to an explanation of the defense program, but in case of real emergency will be used for supplementary instructions to state authorities to all citizens.

At noon, arrangements were made for all cities to test the siren warnings and other civil defense facilities. Two New Jersey cities, Camden and New Brunswick simulated an enemy bombing attack, and WCTC New Brunswick featured an "on the scene" broadcast of the services rendered ambulances, hospitals, Red Cross and other defense groups work.

Future tests have not been scheduled as yet, and, according to station official, will probably be announced beforehand in order to present a more realistic and effective test.

Sues NBC, Sally Rand

\$2 MILLION damage suit was brought against Dancer Sallie Rand and NBC in Chicago's Federal District Court Wednesday. Al Wagner, head of Cavalcade of Amusements, an outdoor show, Mr. Wagner charges that Mrs. Rand, in private life Mrs. Harry Finkelstein, damaged him by a mark made on *The Chez Paree* local broadcast from the local Paree night club on WMAQ, N. O. and O station in Chicago. Mrs. Rand reportedly made the remark during an interview Dec. 3, saying Mr. Wagner owed her \$23,000.

SONG, "Love That Hadacol," recorded by Mercury Records, is being featured throughout country by disc jockeys and juke box operators.

1950 OCT.-NOV. SURVEY

	WIBA	B	C
AM	34.1	8.0	15.2
PM	38.3	12.3	13.6
NITE	42.4	8.9	9.6

From co-incidental survey conducted by Economic Research Agency for Madison.

WIBA
MADISON
WISCONSIN

NBC

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310... ESTABLISHED 1925

....for the finest
in professional tape
recording equipment

STANCIL-HOFFMAN
HOLLYWOOD 38, CALIFORNIA

JACKSON OUTLET Proposed Grant to WKMH Inc.

NEW AM station at Jackson, Mich., 970 kc with 1 kw fulltime, directional, was proposed to be granted last week to WKMH Inc., licensee of WKMH-AM-FM Dearborn, in an initial decision by FCC Hearing Examiner Jack P. Blume.

The ruling would deny the competitive bid of WKNX Saginaw, Mich., to change from 1 kw daytime on 1210 kc to 1 kw fulltime on 970 kc, directional at night.

The examiner found that both proposals would violate provisions of the Commission's engineering standards and suffer some mutual interference with certain other stations. However, in the case of the Jackson bid, he ruled the need for additional local facility justified the technical deviations. The examiner also found that some overlap of the Jackson station with WKMH would not violate the Commission's dupoly rule, Sec. 3.35, since the overlap area receives multiple other services.

BUTCHER NAMED

As CD Audio Visual Head

ALFRED BUTCHER, former network agency radio executive, last week was named head of Audio Visual Section (which includes radio, television and films) of the newly created Federal Civil Defense Administration.

Mr. Butcher, who served in executive public relations capacities with both NBC and CBS, was radio director of the O-National War Fund during World War II.

Offices of the Civil Defense are in the newly completed Cafritz bldg. Washington.

AAA Examinations

ANNOUNCEMENT of the fifth annual AAAA advertising examinations in 19, or possibly 23 cities throughout the United States on Jan. 17 and 24 was made last week in New York by Sydney H. Gielap, partner in Marschalk & Gielap Co., and chairman of the committee on the examinations. Regional committees of the AAAA councils and chapters will administer the examinations.



RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
50 W. 4th St., New York 14, N. Y.

KAUFMANN'S NEWSCASTS

Department Store Marks 17 Years on WJAS

ONE of the first department store-sponsored newscasts in the country, *Kaufmann's Breaks the News*, heard at 12:30 p.m. over WJAS Pittsburgh, celebrated its 17th anniversary Jan. 1. All through the years, since the show started in 1934, it has had the same sponsor, Kaufmann's Department Store; the same newscaster, Beckley Smith, and the same time and station, a half-hour past noon on CBS' Pittsburgh outlet, WJAS.

Beckley Smith's policy of sticking to the facts, without comment or attempted analysis, is cited as a big factor in his continued popularity with the "Steel City's" audience, a popularity which many surveys have shown to be greater than that of any other newscaster, local or national, the station reports.

Mr. Smith points out that there has never been any scarcity of facts to be reported. Since his first broadcast on Jan. 1, 1934, there has been a war to report. Then it was Italy's drive into Ethiopia and all the swift-moving events leading up to World War II. Now, of course, it is Korea and the many other facets of the precarious world situation.

Another strict program policy, which has been broken only once, is a "no guest" rule. H. V. Kaltenborn was the only exception. He appeared on the show during a visit to Pittsburgh.

Kaufmann's regards its daily newscast as a fundamental part of its advertising plans and has a special script writer who concentrates on the program's commercials. The script writer searches for merchandise most suitable for air presentation and writes all commercials as nearly as possible in Mr. Smith's individual broadcasting style. Merchandise promoted is often tied in with the news of the day.

No appeal is made to any special

WOV PROMOTION

Film Presentation Announced

"WOV's Three Million People," a new animated film promotion presentation to be shown to agency executives and advertisers in New York, Chicago, Detroit, Cleveland and Minneapolis-St. Paul, has been announced by WOV New York. The sound film covers WOV's programming in English and Italian and presents many sales success stories.

The station will show the film at luncheon meetings throughout the New York metropolitan area. John E. Pearson Co., WOV's representative, will handle the out-of-town showings. First presentation of the film will be in Chicago Jan. 23. WOV Manager Ralph Weil and Sales Manager Herb Schorr will be in Chicago to act as hosts at the luncheon.



Beckley Smith begins his 17th year of *Breaking the News* for Kaufmann's Department Store over WJAS Pittsburgh.

income bracket or economic level, and commercials are directed at both men and women. Commercials on the program are limited to two one-minute announcements, which may be cut to one-minute of advertising or eliminated entirely if the news is especially serious.

Radio's vital advertising role in Pittsburgh will continue to be underlined by Kaufmann's and WJAS, who have already made "It's Kaufmann's for Everything Under the Sun" a by-word among the city's thousands of radio listeners.

Name Warwick & Legler

L. A. BREWING Co., Los Angeles (Eastside Beer), has named Warwick & Legler there to handle its advertising. The account, for 13 years handled by Lockwood-Shackelford Adv., Los Angeles, exceeds \$1 million annually. Half of this is reported spent in radio and TV. C. E. Staudinger, W&L account executive in New York on the Pabst account, transfers to the West Coast to handle Eastside. Six other agencies were reported bidding for the account.

VICTOR ALBUMS

'Treasury' Promotion Set

RCA Victor Feb. 5 launches a two-week promotion and advertising campaign for its new "Treasury of Immortal Performances" record album series. Special programs written around the records in the Treasury series will be presented for two weeks nightly on more than 250 stations on the *Music You Want* show.

In addition RCA Victor has suggested that record dealers promote the series on their own local radio shows and in other advertising.

Disc jockeys, long haired and popular, will be sent the album free of charge to help promote it.

The series, recorded on both 33 1/3 and 45 RPM, is composed of 12 classical and six popular albums containing performances by the greatest vocalists and instrumentalists of the age. Performances are by such stars as Caruso, Galli-Curci, Benny Goodman, Russ Columbo, Glenn Miller, etc. The series has been selected from thousands of original masters.

Dolcin Sues

"WE SHALL not modify our conservatively-worded advertising except to do even more of it than in the past," Victor van der Linde, president of Dolcin Corp., said in a statement announcing a libel suit against *Reader's Digest*. The latter magazine has been served by Dolcin Corp. with a summons in a \$2,500,000 libel suit as a result of an article entitled "Those Million-Dollar Aspirins" which appeared in the January 1951 issue.

BMI's 15th Clinic

BMI's 15th program clinic opens a two-day session today (Monday) in Radio City, New York, with an all-time high in attendance expected. More than 100 station executives, representing thirty states and Canada, are enrolled. Executives of BMI, stations and agencies will lead in the discussion of various aspects of program-building.

When It's BMI It's Yours

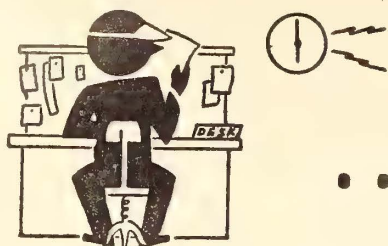
Another BMI "Pin Up" Hit—Published by Peer

IF YOU'VE GOT THE MONEY

On Records: Jo Stafford—Col. 39065; June Hutton—Dec. 27329; Joan Shaw—MGM 10866; Kenny Roberts—Coral 64064; Ernie Lee—Mer. 6289; Dusty Fletcher—National 9142; Wayne Raney—King 914; Mervin Shiner—Dec. 46274.

On Transcription: Chuck Foster—Langworth; Eddy Howard—World.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

NBC SPAC COMMITTEE TO HOLD FEB. 14-15 MEETING

FIRST meeting of newly-elected NBC Stations Planning & Advisory Committee for radio and TV networks scheduled Feb. 14-15 in New York, Carleton D. Smith, station relations vice president, announced Friday.

Radio affiliate representatives on committee include C. Robert Thompson, general manager of WBEN Buffalo; B. T. Whitmire, general manager of WFBC Greenville, S.C.; Milton L. Greenebaum, president and general manager of WSAM Saginaw, Mich.; Howard E. Pill, president of WSFA Montgomery, Ala.; Ralph Evans, executive vice president of Central Broadcasting Co., representing WHO Des Moines and WOC Davenport, Iowa; Jack Harris, general manager of KPRC Houston; S. S. Fox, president of KDYL Salt Lake City; Richard O. Dunning, president and general manager of KHQ Spokane.

TV affiliate representatives include Martin Campbell, general manager of WFAA-TV Dallas, representing non-interconnected TV network; E. R. Vadeboncoeur, vice president and general manager of WSYR-TV Syracuse, N.Y.; John T. Murphy, TV director for Crosley Broadcasting Corp.; Dean Fitzer, general manager of WDAF-TV Kansas City.

AT&T RATE INQUIRY STARTED BY FCC

INVESTIGATION of AT&T rates for interstate and foreign communications services instituted by FCC Friday, with initial hearings to start April 16. AT&T and 22 associated Bell System companies were given till March 23 to show (1) why present rates should not be held "unjust and unreasonable," and (2) why interim reduction should not be ordered pending completion of probe.

With investigation directed primarily at message toll telephone rates, authorities expected it to have little effect on rates for program lines and other services for radio and TV. Even if probe brings rate reductions, authorities said, principal benefits would be in long-distance message charges. It was also noted that rates for intercity TV service already are in hearing, and that that proceeding was not consolidated in general hearing.

BILL DEMANDS FOOTBALL TV

BILL to compel U. of Washington to award football television rights to highest bidder introduced in Washington State Legislature by Reps. Ed Henry and Jeannette Testu, Seattle Democrats. Pacific Coast Conference recently placed ban on telecasts.

PRATT ELECTED BY R&R

K. S. PRATT, account executive for Dodge cars, Ruthrauff & Ryan, Detroit, elected vice president of agency.

YOUNG ON PROGRESSIVE

JAMES R. YOUNG, correspondent and author, will be featured news analyst of PBS, 5:45-6 p.m., Sunday, beginning Jan. 21.

NAB-TV Voted

(Continued from page 4)

Mr. Swezey; Harold Hough, WBAP-TV Fort Worth; Mr. Thomas; Clair R. McCollough, WGAL-TV Lancaster; George B. Storer, Fort Industry; Campbell Arnoux, WTAR-TV Norfolk; Harry Bannister, WWJ-TV Detroit.

Four network representatives on committee were to be named by their organizations. Likely to be named automatic network representatives were Frank Russell, NBC Washington vice president, and C. J. Witting, of WABD (TV) New York, for DuMont.

Whether CBS and ABC, non-NAB members, would join NAB-TV had not been determined at press time Friday. Should these networks enroll, it was expected their Washington vice presidents would be assigned directorships. They are Robert H. Hinckley, ABC, and Earl Gammons, CBS.

Lawrence W. Lowman, CBS vice president and general executive, said that decision will be made after consulting Columbia Affiliates Advisory Board. Joseph A. McDonald, ABC vice president, secretary and general attorney, declared that ABC course will be considered by ABC board in New York.

Voting was begun after Messrs. Rogers and McCollough had collaborated on motion that directors on TV board who represent TV stations should bear same ratio to total number of members of TV board that TV-only stations bear to total number of TV stations who are members of new organization, but in no case less than two members.

Thus, meeting resolved that there should be minimum of three board members representing exclusively TV station licensees including automatic membership of DuMont.

Late registrations (see advance list page 23) follow:

Lewis Avery, Avery-Knodel, New York; Harry Bannister, WWJ-TV Detroit; Herbert Bloomberg, DuMont TV, New York; John J. Boyle, WJAR-TV Providence; Mrs. A. Scott Bullitt, KING-TV Seattle; Don Campbell, WBRC-TV Birmingham; Ken Carter, WAAM-TV Baltimore; Edward R. Carroll, DuMont TV, New York; Walter Compton, WTTG Washington; Norman Dreschler, DuMont TV, New York; Walter Duncan, Paul H. Raymer Co., New York; Walter Emerson, WENR-TV Chicago; E. Y. Flanagan, WSPD-TV Toledo; John Harrington, Harrington, Righter & Parsons, New York; Carl Haverlin, BMI, New York; George Hollingbery, George Hollingbery Co., Chicago; Dick Hooper, RCA, Camden; Peter B. James, Weed & Co., New York; Robert Jamieson, DuMont TV, New York; Richard E. Jones, WJBK-TV Detroit.

Sidney Kaye, BMI, New York; Edgar Kobak, New York; Howard Lane, WJJD Chicago; Horace Lohnes, Dow, Lohnes & Albertson, Washington; Larry Lowman, CBS, New York; Joseph McConnell, NBC, New York; Edward McCrossin, DuMont TV, New York; William McNally, WTCN-TV Minneapolis; Paul A. O'Bryan, Dow, Lohnes & Albertson, Washington; William B. Quarton, WMT Cedar Rapids; Paul Ralibourn, KTLA Los Angeles; J. D. Rankin, KMTV Omaha; William Reilly, Adam J. Young Co., Chicago; Marshall Rosene, WSAZ-TV Huntington, W. Va.; George Shupert, Paramount TV Productions, New York; Carleton D. Smith, NBC, New York; Stuart Sprague, New York; Burt Squire, BMI, Chicago; Sarkes Tarzian, WTTV Bloomington; James Tharpe, DuMont TV, New York; Fred Wagenvoort, KCRG Cedar Rapids; Maurice Wetzel, Musicolor Inc., Chicago.

WEATHER STYMIE

PLAN of Frank Stanton, CBS president, to be present at the special Friday demonstration of color TV for the NAB-TV delegates was stymied by weather, as fog forced Chicago-bound plane on to Omaha, Neb. There CBS president headed back to Chicago via bus.

Closed Circuit

(Continued from page 4)

and not likely to be broken down by states or cities. Complete radio-TV data due in summer but that timing now appears doubtful.

CAPITAL housing note: Radio-Television Mfrs. Assn., needing space when new president is elected next month, looking hopefully at ample square footage in NAB's headquarters building. RTMA also scanning town house situation to see if own building could be acquired.

PACE AT WHICH defense effort is proceeding with concomitant cutbacks or freezing of strategic materials, may mean that before long FCC will become phantom agency insofar as normal regulatory operations are concerned. New applications are down to mere trickle.

RE FCC work load, part of it probably will be absorbed through call to colors of many reservists in both legal and engineering bureaus. Conversion of FCC staff to defense activities now is in feverish process to hold personnel line.

MAIL-POUCH Tobacco, Wheeling, longtime radio user, planning extensive campaign within month throughout Midwest, using both radio and TV spots.

WHITE HOUSE action in cancelling Radio Correspondents Assn. banquet, scheduled for Feb. 3, has caused some consternation. Reason cited was that President didn't want to discriminate against press and photographer groups, which previously cancelled their annual events presumably because of conditions and high talent costs. Radio, however, was all set and some members feel discrimination runs other way. In any event, there will probably be function later, maybe without Chief Executive.

DOHERTY, Clifford & Shenfield will be named to take over Borden's instant coffee account resigned Friday by Kenyon & Eckhardt, New York. Firm is currently sponsoring Peter Lind Hayes on NBC-TV.

APPEAL SOUGHT IN RULING COVERING RADIO LIBEL

PETITION for rehearing of U. S. District Court judgment in case of Westinghouse Radio Stations Inc. (KYW), WCAU and WFIL Philadelphia, covering radio libel liability, filed Friday with U. S. Court of Appeals, Third Circuit.

District court had ruled Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates [BROADCASTING • TELECASTING Dec. 25, 1950]. It had reversed district court decision which dismissed three \$50,000 libel suits against Philadelphia stations.

KHON ASKS FREEZE LIFT

KHON Honolulu petitioned FCC Friday to lift TV freeze in Hawaii, saying separations between four principal Hawaiian cities will permit assignments under either existing proposed channel allocations plan, or under new plan if new one is issued. KHON will apply for TV shortly, according to petition filed by Washington law firm of Dow, Lohnes & Albertson.

ROBERT JONES TO AGENCY

ROBERT H. JONES, head of his own marketing specialists firm, to Marschalk & Pratt New York, in contact capacity on Esso Standard Oil Co. account.



**To a
Sunset Boulevard Time Buyer
who commutes
on the Super-Chief**

If you think of Iowa only as a place to pass thru or by or over on the way East, please consider this: The Super-Chief doesn't disclose it, but no town in Iowa is more than 12.8 miles from a railroad; only 3 states have more railway mileage. Thru highways don't show it, but there's a surfaced road to every incorporated town in Iowa. In per cent of farms with autos, Iowa leads the nation. *The means exist for Iowans to reach markets—and Iowa's \$4 billion annual income constitutes a market worth reaching.*

Contrary to Hollywood gag-writers, all Iowans are not in California. Furthermore, those who stay home take off their shoes before going to sleep. Their little women order furniture moved around, make scenes about cigarette ashes, buy mink coats, chew gum, and read books. *Iowans also display their normality by listening to the radio, with 97.1% of the families owning one or more radios.*

Besides transcontinental airplanes, Iowa air contains WMT's strong signal. In WMTland 600 kc means music hall, stage, and news. Information and entertainment pour up WMT's masts and come out in the minds of more than a million listeners. When you buy time on WMT, your client's advertising reaches responsive customers to whom the station is an important part of normal living.

The Katz Agency man will provide full data upon request.

5000 WATTS, 600 KC

DAY AND NIGHT



BASIC COLUMBIA NETWORK



New television microphone, developed at RCA Laboratories, virtually vanishes when in active use.

Vanishing Microphone lets the stars shine

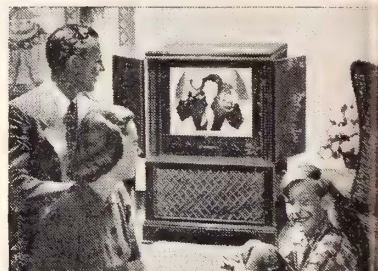
Now you see it, now you don't! RCA's new "vanishing microphone" is plainly visible when standing alone—but let a television performer stand before it and it seems to disappear.

Called the "Starmaker," this RCA microphone is little larger than a big fountain pen . . . and principles of design based on modern camouflage blend it with an artist's clothing. There's no clumsy "mike" to distract your attention—and it's also a superbly sensitive instrument.

Through research carried out at RCA Laboratories, the "Starmaker" microphone picks up sound from all directions—hears and transmits every sound the human ear can detect. It's not only small and almost invisible, but it's also one of the most efficient microphones ever devised.

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See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20.



Known for brilliant pictures, RCA Victor's 1951 home television receivers also have the finest of sound systems—RCA Victor's "Golden Throat."



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