The man who came to dinner  
—and stayed for nineteen years

NINETEEN YEARS AGO—about eight years after we first began pushing sound out of this station—a not very enthusiastic young man came to dinner at our place.

Put his product on the air? Pipe good money into ozone? Buy something he couldn't SEE—FEEL—COUNT the pages of? Well—he would! And he did! And he's used WOR for 19 years from the day he first strolled in.

Today the story of his success is one of the brilliant group of more than 100 success stories we've talked so much about. Flanking it is the story of a maker of bread who's also used WOR for 19 years.

Presently a considerable number of smart people came to stay with us. Eight of them have profitably used WOR for 17 years. Another man has had us coast his entertainment into the homes of hundreds of thousands of people in 430 counties in 18 states for 16 years—two others for 9 years—twenty, or more, for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells everything—fast—at low cost—to more people—more often—than any other station in the United States.

our address is 1440 Broadway, in New York WOR
Again in 1950 WLS

WILL

EAD IN

SERVICE

TO THE 15 MILLION PEOPLE
OF CHICAGO AND MIDWEST AMERICA

CLEAR CHANNEL
Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY
WNAC Boston

and its YANKEE NETWORK Stations (28)

from Bangor to Bridgeport have an

IDENTIFIABLE PROGRAM PLAN

designed for one minute announcements (live or transcribed)

***

The plan is built around these MGM programs:

"Good News from Hollywood"
with George Murphy
Tuesday, Thursday, Saturday 11:00 - 11:15 AM

"Hollywood U.S.A."
with Paula Stone
Monday thru Friday 4:00 - 4:15 PM

"At Home with Lionel Barrymore"
Monday, Wednesday, Friday 11:00 - 11:15 AM

"Maisie"
with Anne Sothern
Sunday 3:00 - 3:30 PM

"M.G.M. Theatre of the Air"
John Garfield — Deborah Kerr
Van Heflin — Charles Laughton
Sunday 9:30 - 10:30 PM

"Dr. Kildare"
Lew Ayres & Lionel Barrymore
Wednesday 8:00 - 8:30 PM

"Judge Hardy's Family"
with Mickey Rooney & Lewis Stone
Thursday 8:00 - 8:30 PM

"Crime Does Not Pay"
Tuesday 8:00 - 8:30 PM

Learn how you can get "sponsor identification" for your advertising
messages in programs (day and night) that get concentrated listening.
It's a simple, old fashioned radio advertising story designed to deliver
product sales for the advertiser.

Ask your Petry Man for the Plan
Or call Yankee at Boston, COmmontwealth 6-0800

***

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Upcoming


Jan. 15-17: Mid-winter conference of Advertising Assn. of the West, Hotel Santa Claire, San Jose, Calif.


(Other Upcomings on page 53)

Business Briefly


NAMED BY WRFD • Taylor-Boroff Co. named as national representative by WRFD Worthington, Ohio, effective Jan. 2. Station is 5 kw daytime AM outlet on 880 kc. James R. Moore is general manager, Edgar Parsons station manager and Robert Burns national sales manager.

MIDWEST SCHEDULE • Lebon Co., Chicago (Mulchide roofing) in February starts schedule of quarter-hour recorded musical shows in 12 midwest markets, 26-week minimum, and will renew quarter-hour live show on WLS Chicago. Agency, Schwimmer & Scott, Chicago.

REGIONAL PROJECT • Hanford Hotel, Mason City, Ia., names Schoenfeld, Huber & Green, Chicago, to handle advertising. Regional radio expected to be used.

AM, TV PLANNED • Adams Corp., Beloit, Wis. (Korn Kurls), which recently named Earl Ludgin Agency, Chicago, to handle its account, expects to buy radio and TV this year. Details not set. Montgomery McKinney is account executive.

TEST CAMPAIGNS • Venice Maid Co., Vineland, N. J. (food), names Schoenfeld, Huber & Green Agency, Chicago, to direct advertising. Test radio and TV campaign to be started this month in Buffalo.

CUNNINGHAM & WALSH ELECTS NEW OFFICERS

CUNNINGHAM & WALSH, New York, formerly known as Newell-Emmett Co., last week elected following officers: Fred H. Walsh, president; John P. Cunningham, executive vice president; Earl H. Ellis, George S. Fowler, G. Everett Hoyt, Robert R. Newell, and William Reynolds, vice presidents; Richard L. Strobridge, secretary.

In new organization, Newman McEvoy will continue as director of media. Present Cunningham & Walsh radio and TV clients include: Liggett & Myers Tobacco Co.; Western Electric Co.; Sunshine Biscuits; American Telephone & Telegraph Co.; Kirkman & Son; Southern Railway System; American Lead Pencil Co.; Denver & Rio Grande, Inc.; Northwest Airlines; Wheeling Steel Corp.; E. R. Squibb & Sons.

avery-KnodeL named

avery-KnodeL Inc. appointed national representative for WROL Knoxville, Tenn. Harry E. Cummings, of Jacksonville, Fla., will continue to represent WROL in Southeast.
Here's real news for an advertiser looking for a big sports audience in New England!

"Elbie" Fletcher, Boston Braves' first-sacker, has joined "Bump" Hadley, erstwhile Yankee moundsman and veteran air-waves luminary, to give the WBZ sports department a double attraction.

With a mighty assist from Fletcher, Hadley will not only handle his current shows on radio and TV... but also be able to deliver his tremendous following to an additional sponsor or two.

Yes, you now can get two national sports figures... at economical cost... on WBZ. Backed by WBZ's 50,000 watts, Hadley and Fletcher will carry your program to sports fans throughout approximately 80 per cent of prosperous New England. For details, check WBZ or Free & Peters.
Another Sponsor Approves . . .

and Renews . . .

First Federal of Rochester again on WVET

The Fulton Lewis Jr. program offers a ready-made audience . . . network prestige at local time costs with pro-rated talent costs. Though currently sponsored on more than 300 stations, there may be an opening in your city. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, New York City 18 (or Tribune Tower, Chicago 11).
"Young Love" is that merry, warm-hearted comedy of college-vs.-marriage, with Janet Waldo and Jimmy Lydon scoring as a pair of star-crossed campus lovers. The hilarious complications of a secret student marriage have kept a big and growing audience howling for more.

*Billboard* says: "a happy blend of... slick production... bright scripting."

*Cue* says: "fun to listen to."

*Hollywood Variety* says: "it's a winner... the kids can't miss."

*CBS* says: you couldn't ask for a nicer show to go steady with, than this fast-paced, top-comedy CBS Package Program, from the able stable that put "My Friend Irma" and "Our Miss Brooks" in the winner's circle.
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**Explanatory Notes:**
Variety shows in italics; programs in progress on stations sating; rebroadcast west coast; TBA to be announced. Time is EST.

**ABC**

- 9:55-10 PM Thurs., Personality Portraits, S.
- 10:15-10:45 PM Fri., Dragnet, P&G.

- 10:15-10:45 PM Sat., Saturday Night, CBS.
- 10:30-10:45 PM Fri., Happy Days, ABC.

- 11:00-11:30 PM Thurs., Happy Days, ABC.
- 11:30-12 AM Thurs., The Honeymooners, CBS.

**CBS**

- 10:30-11 PM Thurs., Mr. District Attorney, CBS.
- 10:45-11 PM Fri., Wagon Train, ABC.

- 11:00-11:30 PM Thurs., Orson Welles Presents, ABC.
- 11:15-11:45 PM Thurs., Right Time, ABC.

**MBS**

- 11:00-11:30 PM Thurs., 3-Star Theater, ABC.
- 11:15-11:45 PM Thurs., The Honeymooners, CBS.

- 11:30-12 AM Thurs., The Honeymooners, CBS.
- 11:45-12 AM Thurs., The Honeymooners, CBS.

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**Broadcasting: The Newspaper of Radio and Television**

January 2, 1950 Copyright 1950
Looking for the biggest?

Daytime, too, station breaks on WCBS are New York's biggest buys.

By day, all ten of Pulse's “Top Ten” network programs—plus seven of the ten biggest local programs—are on WCBS. And thanks to our rotating average-rating plan, WCBS station break advertisers get next to several of these big-audience shows each week (they don't just reach the same listeners each day).

Night and day, WCBS station breaks give greatest circulation at lowest cost per thousand. Let us prove it!

Represented by Radio Sales
Mr. Heggan

Bob E. Zeh, vice president, copy director and account executive with Henni, Hurst & McDonald, Inc., Chicago, for three years, resigns. Before joining HH&McD he was with J. Walter Thompson Co. for 10 years as group head and copywriter.


Benjamin C. Bowker named president of new advertising and public relations agency, Bowker & Co., Toledo, Ohio. Parent offices of new agency will be in Toledo, but temporary offices are presently located in Manhattan Bldg., New York. Mr. Bowker resigned as director of public relations and assistant to the president and assistant to chairman of the board of Willys-Overland Motors, to form his own agency.

Robert E. Bousquet, with Lever Bros., New York, for 25 years, appointed executive vice president of Chambers & Wiswell Inc., Boston. Appointment is effective tomorrow (Jan. 3).


Carl Rhodes and Lyman Avery shifted from Detroit office of J. Walter Thompson Co. to New York office.

Lee Strahorn, formerly in charge of production of Lucky Strike shows for Foote, Cone & Belding, joins New York staff of Young & Rubicam with production assignment on Fred Waring TV show.

William E. Becker, former account executive with Chris Lykke & Assoc., San Francisco, joins William E. Guymon & Assoc., same city, in similar capacity.

Catharine Finerty, copywriter for Anderson, Davis & Platte Inc., New York, elected vice president and member of agency’s board of directors.

Lee Strahorn joins radio and television department of Young & Rubicam, New York. He previously was with Foote, Cone & Belding and was independent radio producer for the last year.

W. J. Frost elected vice president of Kenyon & Eckhardt Ltd., Toronto.


Sidney Garfield, of Garfield & Guild, San Francisco, named chairman of management section of National Advertising Agency Network.


Winius-Drescher-Brandon Inc., St. Louis, effective tomorrow, (Jan. 3) changes name to Winius-Brandon Co. Enno D. Winius remains with firm as its president and C. A. Brandon retains his position as senior vice president. John M. Drescher resigns from agency. Operations will continue from present address, 1706 Olive St., St. Louis.

Robert Black, formerly public relations director of Milton Weinberg Adv. Los Angeles, joins Dan B. Miner Co., same city, as assistant radio and television director. He previously was with KFT Los Angeles as manager of recording division.

Eward Smith joins New York staff of Brooke, Smith, French & Durance Inc.

George R. Lamont joins Young & Rubicam Ltd., Toronto, as office manager and supervisor of media.

Agencies

W.M.A.L-TV presents, between 6 and 11 p.m. 7 1/2 hours of Local and National Spot Advertiser Sponsored Programs Weekly

more than double the other 3 Washington TV stations combined

Station X—1 Hour 20 Minutes
Station Y—1 Hour 45 Minutes
Station Z—0

Other 3 Stations’ TOTAL—3 Hours 5 Minutes

WMAL-TV COMMERCIALS, JANUARY, 1950

“Telenews Daily”—7 to 7:15 PM—Mon. thru Fri. sponsored by Valley Forge Brewing Co.

“Tailwaggers”—7:30 to 7:45 PM—Mondays sponsored by Arcade-Pontiac Co.

“Boxing” (Turner’s Arena)—9 to 11 PM—Mondays sponsored by Globe Brewing Co.

“Shop By Television”—7:30 to 8 PM—Tuesdays sponsored by Hecht Co. Department Store

“Sports Cartoon-A-Quiz”—7:30 to 8 PM—Wednesdays sponsored by L. P. Stewart, Inc.—Desoto Dealer

“Wrestling” (Turner’s Arena)—9 to 10 PM—Wednesdays sponsored by Sinclair Refining Co.

“Wrestling” (Turner’s Arena) 10 to 11 PM—Wednesdays sponsored by Phillip’s Radio & Television Co.—RCA

“Capitol Close-Up”—7:30 to 7:45 PM—Fridays sponsored by the Occidental Restaurant

“This Week in Sports”—7:15 to 7:30 PM—Saturdays sponsored by Trew Motor Co.—Dodge Dealer

“Hollywood Screen Test”—7:30 to 8 PM—Saturdays sponsored by Duffy-Mott, Inc. (5 1/2 hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES

8 3/4 Hours Weekly of Night Participating Programs—Currently 90% Sold Out

Channel 7 WMAL-TV Washington, D. C.

Represented Nationally by ABC SPOT SALES.

January 2, 1950 • Page 11
RIKERS Inc., New York restaurant chain, appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used. Contract has been signed with WJZ New York for 13-week test campaign.

STANDARD VARNISH WORKS, New York, and Chicago, appoints Lucerna Co., New York, to handle advertising for its "Rover-Floor" paint and other products. Radio and television plans in works for entire country.


JORDAN BAKING Co., Tacoma, Wash., appoints O'Connel Regan Agency, that city, to handle regional advertising. Spot radio will be used. Howard O'Connel is account executive.

STANDARD VACUUM CLEANER Co., Los Angeles, appoints Ad Fried Adv., Oakland, to handle its Northern California advertising. Campaign includes KROW Oakland, KSJO San Jose, KSFO San Francisco and daily participating sponsorship of Edith Green's Your Home Show on KRON-TV San Francisco.

SCOTT & BOWNE (Canada) Ltd., Toronto (Anhyst), appoints Foote, Cone & Belding International Corp., Montreal, to handle advertising. Radio spot campaign planned.

NATIONAL CARBON Co. (Eveready batteries) through its agency William Esty Co., New York, preparing television spot announcement campaign to start in January in six metropolitan cities, Boston, Philadelphia, Baltimore, Chicago, Detroit and Los Angeles.

MURRY F. FIELDS Assoc. (toy manufacturing representative) appoints Ad Fried Adv., Oakland, Calif., to handle all advertising. Radio will be used.

WM. WRIGLEY Jr. Co., Ltd., Toronto, extends its sponsorship of Cisco Kid, Frederic W. Ziv Co. package, to between 20 and 26 stations, covering entire Dominion of Canada. Wrigley has been sponsoring series for 13-weeks on trial basis over CFRY Toronto, CFPL London and CFRA Ottawa. Contracts on new basis are for 20-weeks. Agency is J. Walter Thompson Co.

Network Accounts • • •

SUN OIL Co., Philadelphia, through Hewitt, Ogilvy, Benson & Mather, New York, renews for 52 weeks its Three Star Extra news program on NBC, Mon.-Fri., 6:45-7 p.m.

COLGATE-PALMOLIVE-PEET Co. renews for 52 weeks its sponsorship of 5:45-6 p.m. segment of Howdy Doody, Tues. and Thurs. on NBC-TV. Program was placed through Ted Bates & Co. Number of outlets bought by agency was increased to 24 with addition of WKTV (TV) Utica, N. Y.

Adpeople • • •

WALLACE C. ROSS, formerly in radio production, joins public relations division of Mutual Life Insurance Co., New York, to assist in company's public service radio program on health subjects. He formerly was with KOA Denver, KTBC Austin, Tex., WVBR Ithaca, N. Y., and WHCU Ithaca, N. Y.

ROBERT H. DAVIDSON, advertising assistant in General Foods' Jell-O Div., appointed assistant advertising manager of division. He joined GF in 1940 as retail salesman in Rochester, N. Y., territory, Syracuse district.

HENRY F. WOULFE, president of Pepsodent Div. of Lever Bros. Co., elected vice president in charge of parent company's Midwestern operations. He will assume his duties early in February in Chicago. Meanwhile he will supervise move of Pepsodent Div. from Chicago to new quarters of Lever Bros., in New York. He also will continue to serve as president of Pepsodent Div. until successor is named.
serving more radio families in East Tennessee than any other Knoxville station

announces as its national representative *

Avery-Knodel, INC.

New York • Atlanta • San Francisco • Los Angeles • Chicago

WROL will continue to be represented in the Southeastern states by Harry E. Comnings, Jacksonville, Fla.

* effective January 1, 1950
The Branham Company

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Up-to-date Data

EDITOR, Broadcasting:

I want to buy an extra copy of the 1950 Broadcasting Yearbook when it is available, to put in the UNESCO Library. They should have up-to-date information of a reliable character on American broadcasting. This is in addition to the copy of the Yearbook which comes to me for Institute use...

Wilbur Schramm, Director
Institute of Communications Research
U. of Illinois
Urbana, Ill.

* * *

Offers FM Hours Views

EDITOR, Broadcasting:

I read with interest the protests against the proposed FCC minimum hours regulation in your Dec. 19 issue.

All of those who expressed opposition to the proposal apparently do not realize that there is adequate provision in the proposed regulation for "hardship" cases; however, it would seem that there are many cases of limited hours operation by FM affiliates which can hardly be justified on any reasonable basis. I think it is clearly the desire of the Commission to do everything reasonable possibly so as to avoid the necessity of any FM station going off the air for economic reasons.

Three 50 kw AM network affiliates in Chicago operate their FM transmitters only a limited schedule. With more FM homes in the Chicago area than there are radio homes in any one of seventeen states, doesn't the moderate expense for an extra engineer and power seem justified when there are no programming costs whatsoever involved? The ever increasing number of FM only and TV-FM sets (without AM) are further reasons for duplication of operating hours.

Every area and every station has its own particular problems with regard to FM, but it certainly does not seem unreasonable to require a 50 kw AM station to keep its FM transmitter on the air in Chicago.

I honestly feel that a good guide post for the Commission would be to inquire whether or not the increased cost of operation due to full-time FM duplication exceeded the cost of the janitorial and ushering staff in any one week.

Edward A. Wheeler,
President
WEAW (FM) Evanston, Ill.

* * *

What Ails Radio

EDITOR, Broadcasting:

...So many small town radio stations over the past year have been grumbling and wondering what is wrong with business, and why more retail stores, or local accounts don't advertise more with them. In the first place, the very first line of defense, the first voice that listeners hear, their announcers, in a great many cases are the lowest paid group of any in the business, especially in the South. It's that announcer's voice and personality that first conveys the message to the listener, hence he should not only be a well paid person, but one with that personality that sells to the listener and for the client. What do we find in most small town stations? We find that there are announcers who are getting $40 for 40 hours and no overtime.

I realize some of these announcers are not worth more, but why fool with that kind. Pay a decent salary and expect and "get" good announcers. If a station cannot afford good announcers, management and continuity writers, then they should not have installed a station and expect to give the public the only kind of radio that makes for good listening.

Second; Why must any radio station "double spot"? If they are an independent station, they have plenty of time, and if they are a network station, they can certainly shift programs around to where they can handle spot announcements without double spotting. A great many of the small town stations seem to think that "programs" are taboo, and lean to spot announcements because they sell quicker. Do they not intelligently try to sell a local client on programs? Or do they take the lines of least resistance and sell spots? The answer can be found in most any small town station.

I've proven over the past five years as manager of station WOLS Florence, S. C. and also at WBUY Lexington, that programs will sell for a client if properly put over. A small town station must present programs and radio generally as good or near as good as the 50,000 watt network stations, or later, find not much local audience.

Nat L. Royster,
WHED Washington, N. C.

* * *

Columbus Mix-up

EDITOR, Broadcasting:

Many thanks for including my release in [Dec. 19] edition. However, the pie you ran was (Continued on page 42)
A SALUTE TO 1950

and Best Wishes to Everyone in Radio—for the most prosperous New Year in Broadcasting history.

To all networks—all Radio Stations—to the N.A.B.—to Advertising Agencies and their Clients. Let’s All Tell the World in 1950 That Radio Is America’s Greatest Advertising Medium*

Represented by RETRY

WJR 50,000 WATTS

THE GOODWILL STATION INC.

G. A. RICHARDS CBS DETROIT
Chairman of the board

HARRY WISMER
Ass’t to the President

MICHIGAN’S GREATEST ADVERTISING MEDIUM

*It’s estimated there will be more than 90,000,000 radio sets serving America in 1950
DULUTH, MINN. — "Me ... not the horse," says Otto Mattick moseying along on his hay-burning tractor-sled. "I'm the one who's jockeyed KDAL into first place in the rich Duluth-Superior Market and that's where we'll stay!" KDAL will, too. Because KDAL never lets up when it comes to personalities, programming and listener promotion. That's why KDAL has topped the Hoopers here for a long time. And that's why KDAL can do the top selling job for you in this market. But you've got to give us the opportunity. Put us on the list for your next campaign.

The KDAL Story is a succession of success stories for its advertisers. Avery-Knodel will be glad to give you full details. Ask them now.

**SOUTHWEST VIRGINIA'S PIONEER RADIO STATION**

**Them that has...**

**GITS!**

There's an extra punch in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Aug. 21-Nov. 21):

- Newspaper Ad Lineage ........... 19,617
- Newspaper Publicity Lineage ...... 2,160
- Spot Announcements .............. 525
- "Biggest Show" Spots (Daily Feature, 8:45-9:00 AM) .......... 624
- Downtown Display Windows ....... 11

*plus trailers, dealer cards and letters!*

**WDBJ CBS • 5000 WATTS • 960 KC**

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., National Representatives

---

**Feature of the Week**

BATTLE against the nation's worst enemy—the germ—is waged with weighted punches each Thursday at 4:30 p.m. in the *Fight for Life* series over KUSD Vermillion, S.D.

Irving R. Merrill, KUSD general manager and treasurer of the Fight for Life Advertising Committee, adds, "so far as we know it represents the first time in the history of American radio that the (health) groups have united to present a single series of radio programs of public health education over a single station."

The program, considered by Mr. Merrill as the best promoted one the station ever has carried, delivers its message—that of combating disease—to the public with distinctive impact. Format resembles a blow by blow radio account of a boxing bout. In one corner is the germ-infested disease (e.g. "Churchyard Cough," the tuberculosis attacker) and in the other, "Johnny Public." Invited guests describe various aspects of the problem to announcers who set up boxing ring atmosphere with appropriate sound effects. Gov. George T. Mickelson, endorser of the series, appeared on the first program.

Total budget for the series, which started Oct. 20, 1949, and will last through June 1 this year, is $1,433.00. Mr. Merrill explains, all of which is made up by contributions from the 13 participating health groups. Radio time, including program and spot announcements, is donated by KUSD. Key sponsors in addition to the station are the South Dakota State Dept. of Health and the U. of South Dakota school of medicine. Other participants include medical associations, tuberculosis, mental

(Continued on page 86)

**On All Accounts**

A FEW blocks away from the White House in Washington, James Gordon Manchester, 34-year-old hustling account executive, is showing advertisers that radio not only can help sell corn to rural dwellers, but also sell packaged frozen shrimp to inlanders. His position as radio and television director at Lewis Edwin Ryan Advertising Agency, he admits, means he sleeps, eats, and thinks radio.

While philosophy now usually takes a back seat to more practical subjects directly related to the advertising business, Mr. Manchester began his studies in the books of Plato, Socrates, Descartes and the other scholars. A descendant of a long line of college professors, Gordon (he seldom uses his given name) decided to test his mettle elsewhere. He gave up philosophic studies at various schools—"the U. of the South, Sewanee, Tenn.; American U. of Washington, D.C., and of Vermont, Burlington, Vt.—to find "peace of mind" in radio production in New York City.

Gordon pegs his original interest in radio to strong,及相关固定, to an inborn fixation for the dramatic. Radio, he believes, has these qualities wrapped up in a powerful pocket and it was his decision in 1940 to unwrap the trappings.

Gordon feels that all his life he has been one step out of the classroom. His father, Dr. Allen W. Manchester, now retired, was president of Storrs Agricultural College (now the U. of Connecticut) prior to becoming a member of Franklin D. Roosevelt's inner government circle of intellectuals. Dr. Manchester served in three successive executive posts in New Deal agricultural agencies. Quick to note this, Gordon says he knows to whom to refer problems on foods.

The list of educators does not stop with his dad. Gordon's mother was a Columbia U. professor. His two brothers are college professors, John Wilbur at U. of Maine and Alden Cee at Harvard U. (Gordon speaks of them as "John Alden"). His own name, he says, was put together by his mother "who had a crush on Harry Lauder and believed James Gordon sounded Scotch." When he talks of his family, Gordon threads through decades of American history. His forebearers— a Brewer—were religious persecution and reached New England soil in 1621. In the same century, other ancestors—

(Continued on page 88)

**BROADCASTING • Telecasting**
Here’s a Cross Section of the Scores of Stations that are Sold on M-G-M—
KFI, Los Angeles . . . WHNH, Laconia, N. H. . . .
WFIL, Philadelphia . . . KEYY, Pocatello, Idaho . . .
WGN, Chicago . . . KICA, Clavis, N. M.

...M-G-M’s GREAT FOR ALL!

M-G-M RADIO ATTRACTIONS ARE THE BIGGEST, BOOMINGEST HIT ON THE AIR—TODAY!
M-G-M THEATRE OF THE AIR • AT HOME WITH LIONEL BARRYMORE • HOLLYWOOD, U.S.A. • GOOD NEWS FROM HOLLYWOOD • THE STORY OF DR. KILDARE
CRIME DOES NOT PAY • THE ADVENTURES OF MAISIE • THE HARDY FAMILY

THE TRADE PRESS RAVES!

VARIETY
Adventures of Maisie. “Topflight air adaptation of pix series . . . zany situations . . . bright and brittle dialogue make snappy comedy all the way.”

THE BILLBOARD
M-G-M Theatre of the Air. “In slickness of production his hour-long program compares very favorably with its network brothers. Name value stars.”

VARIETY

Crime Does Not Pay. “Crackerjack show . . . solid dramatic impact . . . rising line of tension.”

THE NATION’S PRESS CHEERS!

WALTER WINCHELL
“The ‘Hardy Family’ has moved from the cameras to the mikes . . . Thanks to Mickey’s peppery Rooneying.”

ST. LOUIS GLOBE DEMOCRAT
M-G-M Theatre of the Air. “Hollywood at its all-out best . . . the usual fine quality production associated with the film capital. Superb background music, stories and stars.”

CLEVELAND PRESS
“Offers stations an inexpensive way of competing with such enterprises as NBC’s ‘Theatre Guild’.”

HOUSTON PRESS
“With all due respect to Lux Radio Theatre, and some of those half-hour quickies, I think you’ll like M-G-M Theatre of the Air best.”

THE STATIONS ACCLAIM!

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives . . . . . . . MUSIC CORPORATION OF AMERICA

BROADCASTING • Telecasting
9 (COUNT 'EM) 9

This mama boxer had exactly nine puppies.

And nine is exactly the number of years that W·I·T·H has been providing advertisers with the biggest bargain in Baltimore radio.

The way W·I·T·H does it is this: first, W·I·T·H regularly delivers more home listeners-per-dollar than any other station in town. And second, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a little money does big things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.
ABC TOP COMMAND

MARK WOODS, president of ABC since 1942, last Thursday was elected vice chairman of the network and Robert E. Kintner, executive vice president since 1946, became president.

Edward J. Noble, principal stockholder in the network, continues as chairman of the board.

The change was said to have been made to free Mr. Woods from administrative duties and enable him to make wider use of his persuasive abilities as a salesman.

The shift in top command at ABC last week was not unlike that which occurred at NBC a month ago when Niles Trammell, also celebrated as a salesman, was moved from president to chairman of the board, and Joseph H. McConnell, a crack administrator, was elected president.

Mr. Kintner, as executive vice president, has been assuming more and more top administrative assignments in the past year, to permit Mr. Woods to concentrate his energies in high-level troubleshooting on sales, talent and programming problems.

Salary Question

Both Messrs. Woods and Kintner have five-year contracts with ABC signed only a year ago. As president, Mr. Woods receives $75,000 a year, and as executive vice president Mr. Kintner was paid $50,000. Whether salary changes were involved in the change of positions last week was not known.

With his election last week—effective Jan. 1—Mr. Kintner became the youngest president of a major network. He is 48 years old.

Although no official comment was made on the subject, it was learned authoritatively that the position of executive vice president at ABC will be abandoned.

The elevation of Messrs. Woods and Kintner to new jobs was not regarded in informed quarters as suggesting renewed activity in the often rumored negotiations of the sale of ABC.

Recent reports of reawakened buyer interest in the network have been denied by all sides.

That Mr. Noble, who, as principal stockholder in unquestioned control of the company, is the man to say yes or no to any buyer proposition, was not entirely closed

ing the door to a future sale was indicated, however, in the vigorous facilities expansion that the network has carried on for the past year.

The acquisition of several million dollars worth of television studios and equipment in New York and Hollywood was seen as enhancing the real value of the network and inevitably influencing

any sale price.

Mr. Woods, a veteran broadcaster, entered radio in the early 1920's as a financial officer, assistant secretary and office manager of the AT&T subsidiary company that operated WEAF New York (now WNBC).

After the formation of NBC he joined the network in an executive capacity, rising to assistant executive vice president and administrative officer.

He became president of the Blue Network Inc. when it became a separate entity from NBC in 1942. Mr. Kintner joined ABC—his first venture into radio—after his release from Army duty in 1944.

Before the war, in which he served as a lieutenant colonel, Mr. Kint-

(Continued on page 69)

'49 REVENUE

By J. FRANK BEATTY

GROSS broadcast revenues from time sales rose 4.5% to $345 million for 1949, according to NAB, but industry profits continued their downward trend. Operating costs were up 4% for 1949, NAB estimates.

Annual estimates of the industry's financial status for 1949 were made by Dr. Kenneth H. Baker, NAB research director, and C. Meryl Sullivan, assistant director, on the basis of a sampling of the membership along with comparisons with FCC 1948 figures and the status of business.

The gross income figure of $345 million for 1949 compares with FCC's 1948 total of $416,720,279. Gross income comprises station and network time sales after trade discounts but before deduction of agency commissions.

National spot business continued its sharp upward trend last year, rising from 1948's $104,759,761 to an estimated $118,425,000, an increase of 13%. This category runs far ahead of other sources of broadcast income in rate of increase.

Overall average of station profits before federal taxes was 17.1% in 1948. Dr. Baker said, but "it is expected that 1949 will be the second consecutive year in which they have been less than 20%. They may fall as low as 16% in 1949."

Actual profits after deduction of federal taxes, however, will run under 10%, it was indicated on the basis of tentative calculations.

The continued upward trend in operating costs brought this figure from $342.9 million in 1948 to $356.3 million in 1949, according to NAB's calculation.

These figures, it was explained, "do not preclude the possibility of large increases in expenses in the case of individual operations engaged in AM-FM-TV expansions."

Dr. Baker said local retail business "has consistently been underestimated. In 1948 it amounted to $170.9 million (instead of the estimated $157 million). An evaluation of reports from stations and an overall appraisal indicates another 5.3% increase for 1949, bringing the revenue from this source to $180 million."

Network revenues will show a drop of 3.3% below the 1948 gross, it was estimated, declining from $133,723,098 to $129.3 million in 1949.

Revenue to stations increased from $314.7 million in 1948 to $333.6 million in 1949, a gain of 6%. The increase was derived entirely from local retail, regional and national spot business, it was pointed out.

A large part of the station increase was ascribed to business done

(Continued on page 67)

BROADCASTING • Telecasting

Vol. 38, No. 1  WASHINGTON, D. C., JANUARY 2, 1950  $7.00 A YEAR—25c A COPY
CBS REALIGNS

SIX high CBS executives were given new jobs last week in what the network described as a move to integrate television and radio activities in the areas of programming, sales, program business affairs and general program operations.

A seventh executive, Davidson Taylor, for more than two years vice president and director of public affairs, resigned.

Under the realignment William C. Gittinger, former vice president in charge of AM network sales, becomes vice president and assistant to the president—a senior management assignment.

Hubbell Robinson, Jr., vice president and director of radio programs since 1947, becomes vice president in charge of network programs with general direction of all programming, both radio and television.

J. L. Van Volkenburg, vice president and director of television operations, becomes vice president in charge of network sales, directing sales for both radio and television.

James M. Seward, vice president in charge of operations, becomes vice president in charge of business affairs, network programs. Mr. Seward will handle all negotiations and contracts regarding network talent, rights and programs, literary clearances and budgets for the program department and CBS package programs, and will direct business affairs for the operation of all CBS program subsidiaries.

Falknor Made V. P.

Frank Falknor, one of radio's pioneer engineers, assistant general manager of the CBS-owned WBMM Chicago, becomes vice president in charge of program operations, and will move to CBS headquarters, New York. All departments and divisions of radio and television "having to do chiefly with putting programs on the air" as well as general service departments will be grouped under Mr. Falknor, the network announced.

Sig Mickelson, now director of public affairs and production manager of the CBS-owned WCCO Minneapolis, becomes CBS director of public affairs, succeeding Mr. Taylor but without the title of vice president. Mr. Mickelson a month ago was slated to move to New York as director of the CBS division of discussion [Broadcasting, Dec. 5]. With the resignation of Mr. Taylor, Mr. Mickelson's new assignment was changed to the big job.

The network's official announcement of Mr. Taylor's resignation said he had taken that course because he felt he could not work effectively under the plan of reorganization.

The essence of the changes at CBS was an integration of television and radio functions—an organizational concept that was in direct antithesis to the recently inaugurated redesign of NBC.

The unification of CBS command over the various program functions of radio and television was in contradiction to the NBC policy of establishing separate entities of radio and television with individual commands.

Veterans at CBS

All of the executives, save Mr. Robinson, are veterans in the service of CBS.

Mr. Gittinger joined the network in 1934 as director of sales development. Soon afterward he became sales manager. He was elected vice president in charge of sales in 1940.

Mr. Van Volkenburg joined CBS in 1932 as general manager of the network-owned KMOX St. Louis. In 1936 he became assistant to H. Leslie Atlass, CBS vice president in charge of the Western Division at Chicago. In 1945 he moved to New York as general manager of CBS Radio Sales.

He became director of station administration in 1948 and a few months later was elected vice president and director of television operations.

Mr. Robinson joined CBS in 1947 as vice president and director of programs. His radio experience began with Van H. Robinson, which he joined in 1933, rising to a vice presidency. In 1944 he became vice president and director of programs of the Blue Network.

A year later he joined Foote, Cone & Belding as vice president in charge of radio, leaving that post in 1947 to go to CBS.

Mr. Seward has been with CBS since 1933 when he became a member of the production department. He was promoted to assistant treasurer in 1934, to associate treasurer in 1935, to vice-president of operations in 1942. He became vice president in charge of operations in 1948.

Mr. Falknor joined CBS in 1933 as chief engineer of WBWM Chicago. In 1937 he was promoted to chief engineer of the network's Central Division. From 1943 to 1945 he served in the Army, leaving as a Lieutenant Colonel to rejoin CBS as general manager of KMOX. In November 1945 he became assistant to Mr. Atlass in

(Continued on page 37)

PARAMOUNT

PARAMOUNT PICTURES Inc., under court anti-trust decree, to separate its theatre-owning and movie production-distribution interests, last week filed applications with FCC to cover disposition of holdings in WBBK (TV) and WBK (FM) Chicago and WSMB-AM-FM New Orleans [Broadcasting, March 7, 1949].

To Paramount's accompanying request for action prior to Jan. 1, date set for the formal initial steps to effect the separation of interests, the Commission on Thursday afternoon observed that Paramount, and not the court, had set the date. The FCC declared it couldn't process the applications on such short notice. FCC reported Thursday morning the applications were filed. Letter of transmittal was dated Dec. 22, FCC said.

Under the Paramount reorganization plan, submitted to the U. S. District Court for the Southern District of New York, it is promulgated to formalize a realignment, previously announced, whereby complete divestiture of the two new firms would be accomplished in three years. Certificates of interest in the theatre company are not convertible into stock until the holder has given up all of the stock in the new picture firm.

According to the transfer applications filed with the Commission, United Paramount Theatres would own 90% of the stock of Balaban & Katz, licensee of WBBK and WBK, from Paramount Pictures. United Paramount Theatres also would own 50% interest in WSMB Inc. through a multiple transaction. Other 50% interest in WSMB is retained by Maison Blanc Co.

In the WSMB transfer, Paramount Pictures is to turn over to United Paramount Theatres its

(Continued on page 37)

Transfers Station Interests

DRAWN FOR BROADCASTING by Sid Hix

"Better wear these for protection, Flitwick, some station managers get quite abusive when they learn it's a P.I. deal we offer them!"
**FM Audience**

**ARB Studies D. C. Area for NAB**

**AN AUDIENCE comprising 7.2% of the Washington metropolitan area population, or 102,200 people, listens to FM broadcasting an average of 1 hour, 46 minutes per day, according to a study conducted by Radio Broadcasting Research Co. for the NAB FM Executive Committee.**

- **Techniques Utilized**
  - Results of the study, prepared by Arthur C. Stringer, NAB staff director and secretary of the FM Executive Committee, are based on field work employing both diary study and interview techniques. This field work was conducted Oct. 15-31.
  - The survey shows that 51,288 families (15.2%) in the area own at least one FM receiver.
  - The estimated total of FM sets in the area is 138,120, with 2 people owning sets in 73.2% of the families.
  - The results are based on 24,220 actual sets and recorded type of equipment as well as length of ownership.
  - Average length of FM set ownership was found to be 15 months, distributed as follows: FM-AM, 10.9%; FM:FM-AM, 10.9%; FM:FM-AM-TV, 9.1%; FM-TV, 4.5%.

**Producers of Washington owned sets, capable of receiving FM, and ownership percentages, are:**
- **Philco**: 17.3%; RCA-Victor, 10.9%; Stromberg-Carlson, 8.2%; Zenith, 8.2%; Emerson, 7.5%; Westinghouse, 6.4%; Admiral, 5.8%; Silvertone, 5.5%; Magnavox, 4.5%; 19 others, 26.2%.

**American Research Bureau used an area sample of 1,000 persons for the FM set study, and its findings were based on a sample of 96 persons.**

**Recording programs are compiled in terms of people, not families.**

**Personal Interviews**

Besides the diary study, 982 personal interviews were conducted with heads of the family group.

**Members of the NAB FM Executive Committee, besides Mr. Mansin, are Matthew H. Bonebruke, KCOS-FM Oklahoma City; Victor C. Diehm, WAFL-FM Haslet, Texas; Ray A. Furr, WIST (FM) Charlotte, N. C.; Milton L. Greenebaum, WKNY-FM New York, and Edward A. Wheeler, WEAF (FM) Evanston, Ill.**

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**NBC's Report on 1949, a voluminous document, is released today (Jan. 2) covering the network's achievements in radio and TV programming and financing, and alignment of top executive personnel for more efficient operation in both types of broadcasting. Some of the report's highlights follow:**

In sales, the total gross income of its 294 affiliated stations and network facilities reached an all-time high. Television network sales alone were five-fold over 1948, which were ten-fold over the preceding year, 1947. The total gross network radio billings for the year were higher than those of any other network.

On Jan. 1, 1949, NBC had 24 stations on its television network, and by Dec. 15 the figure had zoomed to 55, 28 of which were interconnected and 27 non-interconnected.

**WDAK Columbus, Ga., was added to the NBC radio network to bring the total number of radio affiliates to 171, and contracts were signed with KIT Yakima, Wash., to join the network on Jan. 1, 1950. Six radio stations improved their power.**

By Dec. 1, 26 NBC radio affiliates were operating companion FM stations, as compared with 87 on Nov. 15, 1948. Four other stations also had construction permits, and two had applications pending for permits.

**Top Echelon Changes**

On Oct. 7, the NBC board of directors elected Niles Trammell, network president, to the position of chairman of the board, and upon the recommendation of Mr. Trammell, elected Joseph H. McConnell as president. Mr. McConnell, 43, came to NBC recently, where he had been executive vice president. He had been with RCA for 12 years.

In order to cope with the great expansion of NBC television, Sylvestor L. (Pat) Weaver, head of radio and television for Young & Rubicam, and a former top advertising executive for the American Tobacco Co., was named to head the newly-created television network.

Meanwhile, at the end of the year, separate organizations were in the process of formation for radio, television, and owned-and-operated station operations.

**New accounts sold by NBC during 1949 included U. S. Steel's Theatre Guild on the Air; The Assn. of American Railroads, The Railroad Hour; Bristol-Myers, Bristol the Bank; Riatz Brewing, Duffy's Tavern; Gulf Oil, We, The People; Wildroot, Sam Spade; American Tobacco Co., Light Up Time, and Liggett & Myers, Perry Como.**

In the daytime, NBC sold Kraft the 15-minute five-day-a-week Marriage For Two, and Sealsite the 15-minute five-day-a-week Dorothy Dix Show. Procter & Gamble brought Welcome Travelers, a half-hour daytime series, Monday through Friday, to NBC from a competing network and also purchased NBC's Lorenzo Jones.

In addition, these six NBC-created package programs were sold during the last two months of 1949: Draguet to Liggett & Myers; Baby Snooks Show to Lewis-Howe; The Hall of Ivy to Schlitz Brewing; Screen Directors Playhouse to RCA Victor; One Family to Miles Labs, and Richard Diamond to Helbros Watch Co.

82% Renewal

Eighty-two per cent of the 1949 NBC advertisers renewed their contracts during 1949. Twenty-seven of these advertisers have been on NBC for over 10 years.

New business came from 26 U. S. advertisers on the NBC radio network, while evening advertisers at the end of the year were using a greater proportion of NBC's affiliated stations than ever before.

The average program was carried by 148 NBC stations, or 87.6% of all stations, with 141 stations or 83.9% of all affiliates for 1948. In 1945 the average program was carried by 82.1% of the stations.

Concomitant with the television set sales (of 7.5 million at year's end) was the tremendous growth of stations in the U. S. In January 1949, NBC had 24 stations. By December 1949, the total was 55, or more than double the number at the start of the year.

New advertisers and old flocked to NBC television. Bringing in new programs, some of them NBC packages, were R. J. Reynolds Tobacco, 93% of sets equipped; magnificent Carpet Mills, Bulke, U. S. Tobacco, P. Lorillard, Firestone, Pabst Sales Co., Miles Labs, American Cigar & Cigarette Co., Chesterfield, Bristol-Myers, Lever Bros., Cities Service, Gulf Oil, Admirial, Elgin-American, Roson Art Metal Co. and Hamilton Watch.

Of the well-established programs continuing on NBC television throughout the year, Milton Berle's Texaco Star Theatre remained the nation's number one program by a wide margin; Climax was the number two Theatre and Philco Television Playhouse ranked among the top dramatic programs, as did the Kraft Television Theatre, video's longest-running continuous drama show.

Gillette Safety Razor Co.'s Friday night boxing bouts were a top sports attraction.

Maintaining its top position in the world of research and engineering for video, NBC was authorized by the FCC to build the nation's first experimental protected high frequency station in Bridgeport, Conn., which was completed by the end of 1949. Elimination of venetian-blind type of interference for tanglefree results was proposed by O. H. Hanson, NBC vice-president.

(Continued on page 69)
The Laundryman Calls

More and more housewives are deciding to do their laundry at home, and more and more empty-nested laundries are wondering what to do about it. One hundred and thirty such laundries, members of the Chicago Laundry Owners' Assn., have found a solution.

Early in 1949 the association picked up an inexpensive tab on a local show built by WBBM-CBS Chicago. It is called Pickup Time, and is custom-styled for the laundry group. The format requires a personalized approach, as the daytime show needs to appeal directly to housewives in the home.

Business of Broadcasting

One of a Series

The sales message is of necessity "institutional," but not in the usual formalized sense. Because no specific item or concern could be promoted in 15 minutes, the show "sells" time-saving and health-saving qualities of laundry service.

The program was designed to sell laundry service and also to back cash-laden competition of the major soap manufacturers, who last spring were spending an estimated $30,000 weekly in time alone on Chicago stations. Their appeal to thrift and economy was basic.

Because WBBM has a high listenership rating early in the morn-

ing, John W. Shaw Agency, Chicago, asked station executives to work up a program with mass appeal to women. Program Director Al Morrey and Local Salesman Stan Levey developed a show around a fictitious but friendly laundry route man, Patrick O' Riley.

Fifteen announcers were auditioned for the part, but each was found to have a voice that was too professional or false. Show planners found exactly what they wanted—a warm, friendly personality and a voice that could sell good will—in Val Sherman, WBBM program manager who had been away from air work for about six years. Mr. Sherman re-transferred his talents to the microphone to sing and talk the role of Patrick O' Riley.

Adlibs Show

Val adlibbed the entire show, building patter and songs around jokes sent in by listeners. The five women sending in the best jokes each week are given a week's laundry service free. Mr. Sherman, who has a deep, resonant baritone voice, works with Singer Jeanne MacKenna and a five-piece musical combo headed by Harold Kartun.

Mr. Sherman and Miss MacKenna are used also by Shaw agency in live presentations before non-member laundry owners in the city and suburbs to get them to join association activities. The agency believes it has converted the association from a "strong tendency" to use newspaper space. This was proved previously because a laundry owner can list his name and address for reference. No specific laundries or addresses are mentioned on the air because of the 120 members and time limitations, which means that non-members can actually benefit from the advertising without paying for it.

During the past year, the association has made an all-out effort to re-establish a wide public relations front. All advertising was suspended in the war years, when every laundry had a surplus of orders. Radio this year has been the core of the group's campaign, and the show is frequently backed-up by 60-line ads in daily newspapers on radio pages.

The reason for a renewal contract early in December, in the opinion of John Toomey, executive secretary of the association—"Pickup Time is maintaining for our laundries more of a normal level of business. Laundry business is down all over the country, but it's down less in the Chicago area because of our radio promotion."

Radio's Good Effect

Association President John G. Shaw (no relation to John W. Shaw of the agency) is convinced "radio has a psychologically good effect for an association campaign, because it has substance and consistency to it.

"In addition to customers and potential customers, the program is followed with interest by laundry plant owners and their families. The format of the show, with Patrick O' Riley's personality, makes the laundry route man a pretty good guy. The general good tone and public relations value of the show seem to be appreciated all around," he observed.

The association was organized in 1909 as a local trade group, and has members from Chicago proper and its many suburbs. Most of the members contribute to the advertising program on a pro rata assessment based on the number of routes operated by each laundry.

"Handling advertising for a good-sized trade association calls for equal parts of strong planning, patience, perseverance and good luck," Jack Shaw of the agency concludes.

Cites Pre-Planning

"In every association there are a few who don't believe in what you're propagating. They are the targets for your arguments. If you can talk to the skeptics with enough strength and conviction, you can make your point with the whole committee. Pre-planning here is more important than on any other type of account. It is vital that you spell out exactly what you mean to do so there is no gap or misunderstanding. Take those tactics with a reasonable amount of good luck and you can get a campaign started. Once in motion, the most important thing to do is to continually merchandise your campaign to individual members. Let them know exactly how it's working and what good it is doing them."

Account Executive Larry Scott and Radio and Television Director Robert Zelens have worked with the station in the informal approach to commercials advocated by CBS. The talkative and friendly messages have been enhanced by the techniques of Val Sherman, known in Chicago as the "near-beer Arthur Godfrey."

The show is a three-a-week feature, Mon.-Wed.-Fri., 8:30-8:45 a.m. Laundry owners are getting good results, and Mrs. Chicago lives an easier life.

Easy-Going commercials are planned carefully in advance for an effortless approach. John Toomey (l), secretary of the Chicago Laundry Owners' Assn., confers with Val Sherman (c), Pickup Time's Patrick O'Riley, and John G. Shaw, president of the association.
DON LEE RENEWAL PROPOSED

By RUFUS CRATER

IN A DECISION which may guide its approach to future network-affiliation problems, the FCC proposed last Wednesday to renew the licenses of Don Lee Broadcasting System's five owned stations for want of a penalty short of a "death sentence." (Closed Circuit, Dec. 30, 1949)

The Commission found Don Lee guilty of violating FCC's network regulations which deal with network affiliation agreements, and give affiliates the right to reject network programs. However, the majority said in a 4-2 proposed decision:

"Except in an aggravated case, the Commission is reluctant to impose a sentence on a licensee which not only terminates his existing operations but would preclude him from holding any other radio licenses. Had we the authority to order a suspension, assess a penalty or impose some other sanction less than a 'death sentence' we should have no hesitancy whatsoever in doing so in this case.

"When made final, the decision will bring FCC one step nearer solution of the cases in which four owned stations of NBC and three of ABC have been put on temporary licenses [Broadcasting, Nov. 9, 1949]. FCC has said it is holding up these renewals pending the Don Lee decision because similar questions are involved. Another key to solution of the ABC and NBC cases is the pending spot representation question, which also is delaying renewals for four CBS owned stations.

Don Lee, West Coast regional which consisted of 37 stations at the time of the hearing in January 1947, is licensee of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KNX Los Angeles. All would get renewals under FCC's proposed decision.

Other Applications

In the case of other Don Lee applications, the Commission proposed to (1) put the San Francisco television bid into the pending files until the freeze is lifted; (2) grant a petition for a renewal of KGB's application for 95 kw on 1380 kc and hold further hearing on technical issues; and (3) continue KFRC's FM application in hearing status for further scrutiny of technical aspects.

FCC's 4-2 split on the renewal question saw Chairman Wayne Coy and Comr. Freda B. Henneck voting "no," while Comrs. J. Sterling, E. M. Webster and Robert F. Jones voted to renew. Chairman Coy and Miss Henneck issued separate dissonant opinions, and Comrs. Webster and Jones wrote additional concurring opinions.

The majority's reluctance to employ the "harsh" penalty of license refusal, and its announced desire for a lesser sanction, were taken as indications that renewed efforts would be made to secure cease-and-desist and voluntary authority for some other intermediate penalty. Comr. Hennock said in her dissent that "it would certainly be salutary" for Congress to consider the problem of regulating other serious sanctions if possible.

Insuance of a proposed rather than final decision occasioned surprise, since (1) no contest is in sight on the merits of the case; (2) the party, and (2) the decision is to renew, not deny. FCC authorities said the procedure was employed so that Don Lee would have opportunity to protest any of the findings and conclusions to which it objects. Whether the network would thus bring its licenses again is another question.

The majority held flatly that Don Lee had violated the network regulations. The majority decision said:

"This is not a case in which the FCC is instituting an action to enforce regulations, as in particular [Lee Allen Weiss, Don Lee board chairman, formerly vice president and general manager], were not actually violating the conduct and their attitude toward the Chain Broadcasting Regulations, or any that their actions amounted to violations of the regulations.

However, in light of their statements it is apparent that the violations of these regulations were either deliberate or the result of complete indifference. Weiss clearly admitted in his testimony that he did not believe in the enforcement of Commission regulations which he felt were inconsistent with the economic interests of Don Lee.

He regarded these portions of Don Lee's network affiliation contracts which were being alleged as Chain Broadcasting Regulations as necessary evils imposed by the Commission and that, if strictly adhered to, they would prevent Don Lee from broadcasting as it was carried on by Don Lee. To him, the interests of the network were paramount and economic practicalities governed the conduct of the network toward its affiliates rather than the provisions and purposes of the Commission's regulations.

The intent of the regulations to insure that licensees remain in control of and responsible for the operation of their stations was effective.

But the absence of authority for FCC to impose any intermediate penalty left the majority "disposed to afford Don Lee a final chance to demonstrate its ability to comply with the Commission's rules and regulations in the light of theenucination of their scope and import in this decision."

Further, the majority noted. Mr. Weiss last January filed an affidavit "in which he undertook personally guarantee that, in the future, Don Lee would not, in any manner, violate the Commission's Chain Broadcasting Regulations."

Comrs. Coy and Hennock, however, argued pointedly for denial, and Comr. Jones said his vote for renewal was promised on FCC's own terms. The Commission's rules and regulations for hearing despite "complaints and other facts" which "parallel the prima facie evidence" on which Don Lee was set for hearing in the future.

"Since no other major networks' licenses have been designated for renewal...

(continued on page 31)

W. B. DONER (I), president of W. B. Doner & Co., Detroit advertising agency, chats with Max Shaye of Grosse Poinete Foods and Big Bear Markets at a cocktail party celebrating the 13th anniversary of Doner firm last month.

AWARDS SHUNNED

Networks Chilly To Project

By EDWIN H. JAMES

"POSTPONEMENT" of the first which was announced for Jan. 13 in New York [Broadcasting, Dec. 19, 1949] was under consideration last week because of the reported inability of networks to work out a present in the project.

Television Beat magazine, Mr. Stanton said:

Speaking quite frankly, I tend to resist the whole concept of awards in the creative field. For one thing—and this is generally true to writers and editors as well. For another, such critical appreciation as major networks give their radio as they do in creative fields, there is a chance that the public can be sought out by the public.

For example, when a book wins a Pulitzer prize or a movie wins an Oscar, the public attention is focused on the product and the acclaim has a very constructive effect. In radio and television, however, by the time the prize is awarded the public has no opportunity to sample the product that was singled out for recognition.

In addition, the fact that networks have explored very carefully both within and without their organizations that time I have gone through it I have come away with a rather negative side, the book, the film, to say.

Mr. Stanton's sentiments were vigorously seconded last week by Sydney H. Eiges, NBC vice president in charge of press who has coordinated NBC activity in the awards projects. Mr. Eiges explained that after Mr. Berle had agreed to participate that the NBC executives followed suit.

The names of ABC and Mutual executives also appeared on the sponsoring committee announced three weeks ago. That the interest of those two networks in the award was hardly warmer than that of CBS and NBC was indicated in the report that both ABC and Mutual had authorized Mr. Eiges present them at one or more meetings held with the award sponsors, neither bothering to send a representative to the ceremony.

Since the awards were intended to be given network programs, it seemed the sponsors of the project would be hard pressed to sell tables at the dinner; if it came off, unless the networks suddenly warmed up to the whole idea.
AN ESTIMATED 11,680,385,000 radio listener impressions were obtained for public service projects during the first 40 weeks of 1949 by The Advertising Council Inc., New York, according to the group’s year-end statement issued last week. During that period, the council reported, it enlisted support for 13 top-priority campaigns and minor support for 34 other projects.

During 1949, 137 network and regional radio advertisers cooperated with the council by presenting public service material on programs regularly. In addition, more than 150 sustaining programs of the four major networks participated in the council’s Radio Allocation Plan, broadcasting messages on a regular schedule.

Substantial Gain

The listener-impressions figure represented a gain of 75,490,000 over the same period last year.

All sponsored simulcasts broadcast a number of messages in support of council projects, the report stated. These included Arthur Godfrey, We, the People, Break the Bank, the five World Series games and a few others. Television support of campaigns is on the increase, the group stated, and improvements in services offered by the council to TV advertisers, networks and stations, will be made this year.

CLAY MORGAN

Resigns as NBC Executive

CLAY MORGAN, assistant to the president for 12 of his 13 years as a NBC executive, has resigned from the network to become an independent public relations and publicity consultant.

Prior to joining NBC in the fall of 1936, Mr. Morgan had spent 17 years with the French Line in New York, for 13 of which he was the firm’s director of publicity and public relations.

Niles Trammell, NBC board chairman, stated: “We wish every success to Clay Morgan in the service he plans to carry on with individual clients who can use his great experience in public relations.”

ANAHIST ON MBS

Buys ‘Falcon,’ Quiz Show

THE Anahist Co., New York, which announced earlier this month it was interested in buying colds, is sponsoring two national network programs [CLOSED CIRCUIT, Oct. 31] effective Jan. 1 on 345 MBS stations.

The company sponsors The Falcon Sunday 7-7:30 p.m. and True or False Saturday, 5-5:30 p.m. Contracts were placed through Foote, Cone & Belding, New York.

FCC IN ’50

A HOST of major policy decisions vitally important to radio and television dominates FCC’s list of “things to do in 1950.”

Many were on the list a year ago. Others have been added by developments during the current year.

Comr. George E. Sterling calls them “the most perplexing and important problems and unanswered questions” that have faced government and the radio industry since “the days of the Hoover Conferences of 1922, 1923, and 1924.” His list—and he points out that they are problems to which both government and industry are directing their efforts—include:

“the destiny of FM;”
“the impact of TV on aural broadcasting;”
“whether we shall have a new North American Regional Broadcasting Agreement and, if so, at what cost;”
“the clear-channel docket;”
“the TV allocation structure including the vital color issue, Phonovision and Stratovision;”
“whether or not an allocation of microwave frequencies should be made for theatre television;”
“ interconnection of broadcasters’ inter-city relays [for television]” with those of common carriers, and interconnection of the facilities of common carriers;”
“utilization of the spectrum as it concerns industry versus government;”
“final implementation of the Atlantic City Convention (on international radio);”
“frequency allocations dependent on the success of the Provisional Frequency Board and the next High Frequency Broadcasting Conference;”
“the plight of the Western Union;”
“whether or not there should be a merger of the international radio equipment companies.”

FCC is not the sole or final authority on the solution of some of these matters, particularly those involving international arrangements. But, said Comr. Sterling: “I feel certain that the Commission during the New Year will put its shoulder to the wheel for the purposes which it has in mind, if only one of the problems on which it has responsibility and jurisdiction, with the intent of looking back next year at this time on a year of considerable progress.”

On the strictly broadcast front other problems await decision. These include the question of the (Continued on page 36)

BROADCASTING • Telecasting
PRESENT level of radio expenditures will be continued in 1950 by several national advertisers, supporting the facts and predictions in the annual BROADCASTING forecast published in the Dec. 26 issue. Their replies were received too late for inclusion in the forecast.

Some increase in total station revenues is forecast by sales and representative interests, whose replies also arrived too late for the all-industry roundup.

Additional comments follow:

Advertisers

Hudnut Sales Co., New York, is putting “a great deal of money in radio” since taking over the Walter Winchell program as of Jan. 1, according to D. L. Bryant, advertising director. “We will also be advertising through the chain store group on television,” he added, and predicted the Warner and Hudnut companies will have a very prosperous year in 1950.

International Harvester Co., plans to spend the same amount for radio in 1950 as it spent in 1949, though budgets have not been analyzed, according to W. O. Maxwell, assistant manager, Consumer Relations Dept. Mr. Maxwell said the company’s only TV experience in 1949 was a brief exploratory program on WGN-TV Chicago during the International Livestock Show, and the firm has no immediate television plans.

Nash Motors is figuring on an increase in both radio and television budgets during 1950, according to J. B. Huntress, assistant director of advertising and sales promotion.

Great Atlantic & Pacific Tea Co. operates on a fiscal year ending in February and has not made up advertising budgets, according to Hudson S. Robbins, of Business Organization Inc., New York, public relations counsel for the company. “So far,” he said, “our advertising in connection with the recent anti-trust action has been limited generally to newspapers and radio stations receiving our regular consumer advertising.”

E. R. Breech, executive vice president of Ford Motor Co., predicted the company and the entire automotive industry will continue to play a major supporting role in the nation’s economy.

J. R. Davis, sales and advertising vice president, estimated the industry’s 1950 market between 5 million and 6 million vehicles.

Stations

James G. Riddell, general manager of WXYZ, Detroit, expects little change in the 1950 time sales picture and hopes to maintain expenses on the present basis. “Business in Detroit depends so much on the automobile business that it is watched very closely by all Detroit business concerns,” he said. “It appears that automobile business in 1950 will be highly competitive which will mean better business conditions in Detroit.”

Mr. Riddell

Anticipating a 3% increase in radio revenue, Hugh Terry, vice president and manager of KLZ Denver and NAB District 14 director, looks for a 5% gain in operating expenses with general business remaining at the 1949 level. He said, “Total dollars in radio should be increased slightly due to more intelligent and more intensified sales efforts, but the radio dollar (AM, FM, TV) will go in greater amounts to the better stations and networks, with possible decreases otherwise. More attention to operating costs should keep profits up. This area is diversified and growing in sales and population. Business should be good in 1950.”

John R. Bailey Jr., manager of KVOC Casper, Wyo., foresees no change in overall radio revenues but an increase in sales to the license, especially in the automotive and department store categories. He figures general business will be at the 1949 level. “We should do better,” he added, “as we are a comparative newcomer.”

Speaking for the J. G. Long stations (Long Texas Group), Bryan Powell, general manager, said general business in the Southwest Coastal Area will be “much better,” but competition will equalize any gains for the stations.

Representatives

George W. Bolling, president of the Bolling Co., station representative, expects a bigger revenue year overall, locally and nationally, with AM time sales going up 8.5% and TV 50%. Largest increases will come from drug, auto, TV, food and beverage fields, he believes.

General business will increase about 4% next year, he predicted, with radio operating expenses going up 6%.

G. W. Brett, vice president and sales manager of The Katz Agency Inc., New York, looks for an overall bigger year for radio in 1950. AM and TV will increase their volume, he thinks, and general business will improve. He points out, however, that “business will not bestow its favors evenly; they will vary with local economic conditions and competition,” adding that members of his firm are “bullish in our outlook.”

BMB Study

BMB’S REPORT of its second nationwide study of station and network audiences moved into the list of last week. BMB for the second time was forced to postpone the announced date for delivery of the subscribers and to members of the American Assn. of Advertising Agencies and of the Assn. of National Advertisers.

The report had originally been scheduled for publication around the first of December, that date being later postponed until Dec. 27. After delays in tabulation it was made another postponement necessary, Dr. Kenneth Baker, NAB director of research who is super-

Kirst’ by Butcher

HARRY C. BUTCHER, former CBS vice president and present president of NBC’s KIST, Santa Barbara, Calif., never misses a chance for a good promotion stunt. Mr. Butcher decided during the Yuletide season he should make use of the station’s antenna which towers over the city from atop the town’s tallest building. He ran up a wreath of mistletoe to the top of the mast “so the entire population can feel free to get ‘KIST’ for Christmas.”
CBS PHOENIX CASE
Boies Denies Signing Letter

L. C. BOIES, sheriff of Arizona's Maricopa County, did not sign the letter which carried the names of several local officials in protest against the CBS switch of its Phoenix affiliate, from KOY to KOOL, Broadcasting has been told.

A Dec. 22 telegram bearing his name said the "purported signature" on the letter "is not mine," that "allegations in [the] letter are not consistent with facts," and that "it [is] heartily deplores my name being used in such reprehensible and unauthorized manner."

The letter in question, sent out over the names of several local authorities, reportedly went to CBS affiliates throughout the country [Broadcasting, Dec. 19, 1949]. It said "your future is threatened." and warned that "if a deal' can be made in Phoenix, 'a deal can be made in your town.' Effective Jan. 1, CBS moved its affiliation from KOY, which feeds CBS programs to KTUC Tucson, to Gene Autry's KOOL and to KOPO Tucson, in which the CBS cowboy star has an interest as well as to KCKY Coolidge, the latter two on a "bonus" basis. KOY, KTUC and KUSN Bisbee, comprising the Arizona Network, meanwhile have signed with Mutual-Don Lee, also effective Jan. 1.

ANY resemblance between loss of blood and a network affiliation may be entirely coincidental but apparently that doesn't hold true at KTUC Tucson. Ariz. Lee Little, president and general manager, demonstrates fact that KTUC is switching from CBS to Mutual, while actually donating a pint of blood taken by nurse at the right. Meanwhile, Mr. Little may be musing whether the potential recipient of the blood will begin giving CBS cues, promoting that network or even become baldheaded. In any event, CBS moves its affiliation from KTUC to KOPO, in which Gene Autry holds stock. Affiliation was slated to become effective yesterday (Jan. 1).

NEW NARBA HOPE

HOPES for success in reaching a new NARBA treaty shot upward last week as Cuba, whose channel demands imperiled negotiations at Montreal last month, formally subscribed to the interim "status quo" policy of other nations.

At the direction of Cuban President Carlos Prio Socarras, this decree was issued by the island nation's Minister of Communications, Arturo Illas Cuza:

"In order to insure the successful conclusion of this conference (NARBA), it is essential that during the recess and until a new agreement is adopted, the nations abstain from any action with respect to the assignment of radio stations which would prejudice the future negotiations of this conference.

This includes the authorization of changes in the power or frequency of the new frequencies or the creation of new frequencies assignments that could have the effect of producing a greater number of interference stations in other countries."

U. S. State Dept. officials immediately launched plans to get U. S. preparations for the Feb. 1 U. S.- Cuban conference in motion. Initial meetings may be held this week. It was also recommended that the industry advisory delegation be permitted to attend the conference along with government delegates.

Cuba for 'Status Quo'

With the NARBA conference in recess until April 1, the U. S.- Cuban sessions are designed to work out an agreement on frequency assignments for Cuba. The far-reaching nature of Cuba's demands, affecting U. S. clear, regional and local channels, led to the current recess in the conference itself [Broadcasting, Dec. 5, 12, 1949].

Havana Meet

The U. S.- Cuban meeting will be held in Havana. FCC Comr. Rosel H. Hyde, who headed the U. S. delegation at Montreal, is expected to go to Havana in the same capacity, although no official announcement has been made.

Yet has there been any announcement of the place for the April 1 resumption of the full NARBA conference, except that it will be in the U. S.

While U. S. authorities appeared pleased by Cuba's "status quo" decree, the announcement did not make clear whether the status quo relates to Cuban assignments made prior to the expiration of the full NARBA conference, except that it will be in the U. S.

Mr. Streibert said: "Of course we are known primarily by the name WOR. The only purpose of the change in our corporate name is to make it more descriptive of our broadcasting and television activities." The change became effective the first of the year.

BOIES OUTLETS
KLAC-AM-TV Not for Sale

KLAC and KLAC-TV, Los Angeles stations owned by Dorothy Schiff, are not for sale, Mrs. Schiff announced last week. In a formal statement, she reported turning down two offers in excess of a million dollars.

"From progress reports of late, it appears that KLAC-TV will be one of the first television stations in a major city to strike the black," her statement said.

Declaring that it is her intention to remain in the television and radio business, her statement made no mention of KYA, but it is understood that the San Francisco station also has been withdrawn from the market.

Mrs. Schiff was known to have been negotiating for sale of the stations even after Warner Bros. withdrew as a buyer last Aug. 2.

The film company had offered $1,045,000 plus paying for the capital improvements of Warner Bros. and in TV as well as deficits resulting from operation. Entire deal reportedly came to approximately $2 million. It is further reported that news of Warner Bros. money went into operating KLAC-TV while the sale was pending. This sum was to have been included in the sale price. It is now owned Warner Bros. by Mrs. Schiff and is to be repaid over a four year period.

BAMBERGER CHANGE
Name Now General Teleradio

A CHANGE in the name of the corporation operating WOR New York from Bamberger Broadcasting Service to General Teleradio Inc. was announced Friday by Theodore C. Streibert, WOR president. The company also operates WOR-FM WOR-TV, both New York, and WOIC (TV) Washington.

In making the announcement, Mr. Streibert said: "Of course we are known primarily by the name WOR. The only purpose of the change in our corporate name is to make it more descriptive of our broadcasting and television activities." The change became effective the first of the year.

Jolliffe's Ratings

RADIO'S science's 10 major developments during the past 50 years were listed last Friday by Dr. C. B. Jolliffe, executive vice president of RCA Laboratories. They are: 1. wireless communication; 2. electron tube; 3. radiotelephone communication; 4. radio broadcasting; 5. all-electronic television; 6. facsimile radio-photo and Ultrafax; 7. radio navigation and direction finding aids—Longshoan, Telenavigator, S. radar; 8. radio remote control; 10. microwave radio relay systems.

Fort Industry Moves

THE FORT Industry Co. announced the removal of its headquarters offices on Dec. 28 from 500 New Center Bldg., Detroit, to 199 Pierce St., Birmingham, Mich. Telephone numbers are Birmingham 4760 (for calls from Birmingham and for long distance calls other than Detroit), and Jordan 4-5910. The Fort Industry Co. owns and operates WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WLOK-AM-FM Lima, Ohio; WAGA-AM-FM-TV Atlanta; WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit.
TULSA, OKLAHOMA ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR and COMPANY

AS NATIONAL REPRESENTATIVES!

It takes a big, powerful station to cover a powerful big state like Oklahoma! KRMG, Tulsa, is ready to do the job, and reach plenty of neighboring territory to boot, with 50,000 watts daytimes, 10,000 watts nights. That’s plenty of power to bring a big audience outstanding local entertainment and popular ABC programs... the kind of fare that quickly makes loyal listeners that mean profitable sales for advertisers!

KRMG is now on the air. Under the able leadership of Robert B. Jones, Jr., KRMG is dedicated to put new life into Tulsa radio... by applying aggressive management methods... by bringing Tulsa and Oklahoma the best in live radio talent!

Your John Blair man is ready now with full information on KRMG, its markets, its programs, its availabilities. If you want sales in the rich Oklahoma market, ask your John Blair man about KRMG, today!
CLARIFICATION of Sec. 1.342 of FCC’s rules, requiring that licensees file with the Commission copies of management and bulk time sale contracts, is sought in letter to Guilford Jameson, president of the FCBA.

The FCBA letter indicated that widespread confusion has been evidenced as to interpretation of the rule and especially so since the publication of the Commission’s opinion in the WAPB Ponce, F. R., renewal case [Broadcasting, Oct. 24, 1949].

FCBA, on recommendation of its Committee on Practice and Procedure under chairmanship of Leonard H. Marks, Washington radio attorney, requested FCC to appoint a special committee to work with the FCBA group in attempting to resolve some of the ambiguities in the FCC rule.

The PCBA letter pointed out that “broadly interpreted, the provisions of Sec. 1.342 would require the filing of many papers and documents which may not be of any interest or concern to the Commission” and would entail “a tremendous amount of unnecessary work” on the part of both FCC and applicants.

In some cases, it was explained, this broad interpretation of the requirements of the rule “would result in a real hardship by making confidential business information available to competitors, employees and members of the public.”

According to the new interpretation of the WAPB ruling, the letter continued, every licensee or permittee who employs a manager must file a copy of any agreement covering his employment, must file agreements for the sale of two hours or more per day to the same purchaser, and must file all agreements relating to time sales to brokers for resale.

Interpretation of Management

Under the previous interpretation, the letter explained, use of the word “management” in the rule generally was understood to mean management agreements “such as the Commission has dealt with in the past, and not employment contracts.” Thus if the broader interpretation is correct, which includes the latter, why not also require filing of employment contracts for assistant managers, station managers, chief engineers and others who manage and operate stations, the letter queried.

It was further noted that such employment contracts under the new interpretation would be open to public inspection, including provisions for compensation. Likewise, detailed terms of pacts for sale of two hours or more to sponsors of sporting events such as baseball, etc., would be made available to competitors and others without just reason. The letter asked that if such data was actually needed by FCC, “consideration should be given to the desirability of treating these agreements as confidential documents in the same manner as network affiliation contracts.”

Another point of dispute in interpretation, the letter indicated, is whether contracts must be filed covering news and transcription services and music performance rights. Even FCC staff members have disagreed on this, it was said.

The letter explained the industry generally in the past has considered “bulk” time sales to distinguish ordinary time sales from bulk sales to brokers “who exercise varying degrees of control over the time involved.” The new interpretation appears to have broadened this definition, it was said.

Ralph Edgar

RALPH EDGAR, 29, WGR Cleveland announcer, died Dec. 22 at the city’s Huron Rd. Hospital following a two-month illness. He is survived by his wife, the former Isabelle Loomis, and a daughter, Lynne Ellen, 2.

Edward Sellers

Edward L. Sellers, executive director of FM Assn., prior to its merger with NAB, joins NAB this week as FM director. FMA last week was completing the dissolution process following action of its board in accepting NAB’s merger invitation [Broadcasting, Nov. 21, 28]. Arthur C. Stringer, who has been handling FM activities for the past year in connection with his other duties, is expected to work through the secretary-treasurer’s office, though President Justin Miller has not yet announced the exact form the realignment will take. Mr. Stringer devotes the three-month period prior to NAB conventions to staffing of the annual equipment exhibit, one of the nation’s largest industrial expositions.

Mr. Sellers joined FMA a year ago. Previously he had been with the Washington bureau of Associated Press. He is a graduate of Roanoke College and took post-graduate work in journalism at Washington & Lee. He was a naval aviator in World War II.

**TIME SALES**

**FCBA Urges Clearup In FCC Rules**

**EDWARD SELLERS Named NAB FM Director**

Mr. Sellers
Mitch on Record

RECORDED version of "Mitch’s Pitch" the sales-instigating talk delivered at the 17 NAB district meetings by Maurice B. Mitchell, director of Broadcast Advertising Bureau, is available at McKennon Recording Studios, New Oregonian Bldg., Portland, Ore. D. R. McKennon, studio president, said the "pitch" was recorded at the District 17 meeting held last month at Portland. It is available on tape or disc.

LEVER PLANS
Merchandising Staff Named

LEVER Brothers merchandising department organization in the firm’s new New York offices was announced last week by W. W. McKee, vice president in charge of sales for Lever.

The department will continue to operate under the direction of Frederie Schneller, general merchandising manager. Three assistant merchandising managers have joined Lever in New York. They are: James G. Gammell, former sales promotion manager for the Osborn Mfg. Co., who is in charge of merchandising for Surf, Lifebuoy, Swan and hotel sales; H. E. Wholley, formerly with Swift Co., who is in charge of Lux Toilet Soap, Lux Flakes, Silver Dust and Glycerine; A. C. West, previously with Standard Brands, who is in charge of Rinso, Spry, Breeze and bulk edibles.

The newly created Lever post of assistant merchandising manager for copy and art is held by Julian Bers, formerly with Federal Advertising. William B. Bisker, previously with DuPont Co., has been named merchandising office manager.

Mr. Schneller and the assistant merchandising managers are located at Lever’s temporary quarters, 80 Varick St. in New York. Mr. McKee is at the company’s temporary executive headquarters at 608 Park Ave.

KENT ESTATE
Value Exceeds $9 Million

Estate valued at $9,130,971.11 was left by A. Atwater Kent, radio manufacturer and philanthropist, according to first accounting recently submitted by executors to Los Angeles Superior Court. Executors are now holding $4,004,921.67 cash, $5,116,153.94 in stocks and bonds and $8,896.10 in sundry assets, they stated.

Almost $5 million was left in his will to friends, employees, charities and educational institutions by Mr. Kent, who died March 4, 1949. To his widow, Mable Lucias Kent, he left $2 million in cash and income from 20% of stock of Atwater Kent Mfg. Co.

ELWELL URGES CONTINUED COOPERATION

BROADCASTERS are not now required to obtain a CAA facility certificate for their antenna towers but they may stir up legislation imposing such a requirement unless they continue to cooperate with the agency, according to CAA General Counsel R. E. Elwell.

In a letter to Arthur W. Scharfeld, Washington radio attorney who had posed the question [Broadcasting, Oct. 31], Mr. Elwell wrote:

"While the present law does not require radio antenna tower owners to obtain a facility certificate, once the FCC has granted the owner a lawful right to operate air navigation or obstruction lights on the tower, the CAA has in the past received the full cooperation of the owners of such towers.

"It is to be hoped that this spirit of cooperation, for the common welfare, will continue. If the Administration finds, in the future, that lack of cooperation on the part of such owners and operators creates a situation that is detrimental to air commerce, legislation will, in all probability, be sought to require that all such towers be lighted in accordance with CAA standards and that owners thereof secure certification of such lights as air navigation facilities.

"On behalf of a client, Mr. Scharfeld had written the CAA that he found no law requiring a broadcaster to file an "application" form received from CAA. The application was ACA Form 114, entitled "Application for Rating of Air Navigation Facility and Lawful Authority to Operate a True Light."

"Under the circumstances, in view of the obligations imposed by the filing of ACA Form 114, I am of the opinion that my client should not apply for something that it doesn’t need, although we should be willing to file the information called for in the application form," Mr. Scharfeld wrote.

He said that on the basis of earlier communications with the agency he was advising the client to file the other form sent out by CAA—ACA Form 117, "Notice of Construction or Alteration of Structures, or Construction of New Landing Areas."

CAA authorities have explained that for years they have sent these forms to stations which get FCC grants for antenna structures requiring use of 300-millimeter flashing code beacons. Their purpose, they said, is to permit CAA to certify the light as an air navigation facility upon which pilots can rely in flight.

SPECIAL Treasury Dept. citation for promoting sale of U. S. Savings Bonds presented to WIOD Miami, Fla.

TWO CITIES—SOUTH BEND AND MISHAWAKA—ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here’s how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka’s 1948 food sales are added, the total becomes $45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don’t forget, either, that South Bend-Mishawaka is only the heart of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-billion dollars on retail purchases in 1948.

And only WSBT covers all of this market.
THE LATEST WCKY STORY

CINCINNATI'S OUTSTANDING DAYTIME PROGRAM

THE WCKY MAKEBELIEVE BALLROOM

REX DALE, M. C.

10.05—12 Noon
3.05—5 P.M.
Monday thru Sunday

HIGH RATINGS

An average rating of 5.7 for the 112 quarter-hours it is on the air each week with ratings as high as 7.8.

BEATS NETWORK COMPETITION

The Makebelieve Ballroom beats such network competition as Betty Crocker, Rosemary, David Harum, Hilltop House and Welcome Traveller.

LOW COST

The open announcement rate on the Ballroom is $25.00. The average cost per thousand listeners is $1.25.

INVEST YOUR AD DOLLAR WCKY'S-LY
SUCCESS STORIES

Advertisers are enthusiastic about results on the Ballroom. More and more advertisers are using the Ballroom. Some of the current advertisers are:

- BORDEN’S INSTANT COFFEE
- AJAX CLEANER
- VICKS VAPO RUB
- CONTINENTAL BAKING
- COLGATE DENTAL CREAM
- GROVE’S ANTAMINE
- GRENNAN CAKES
- RESISTAB
- CARTER MEDICINE CO
- MGM PICTURES
- P & G IVORY SNOW
- BLUE BONNET MARGARINE
- MAZOLA
- ROBT. HALL CLOTHES
- KATHMAN SHOE REPAIR
- TAYSTEE BREAD
- PLYMOUTH
- EX LAX

IF YOU ARE PLANNING A CAMPAIGN IN CINCINNATI, THE BALLROOM IS YOUR BEST BUY!

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

Call collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1698

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: CI 261

L. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Follies of 1949

THE SATISFACTION with which an informed listener may think back upon the programs offered by network radio in 1949 will be to some extent diluted by a glance at current popularity ratings. It is quickly to be seen that with some exceptions the more popular programs of 1949 were also the more popular programs of 1948.

The obvious conclusion is that if new programs were created in 1949, most of them were either inadequate to attract large audiences or, assuming they contained potentials, were abandoned before having a chance to draw a crowd. 1949 was a year in which it could have been logically expected that new program ideas would be vigorously cultivated in radio, for television for the first time became a contest for the audience in some 50 markets. The fact that most of the “new” only upon the surface of the myst within the long established formats — mysteries, for an outstanding example — could be taken to mean that a large part of the creative energy in the business was being turned away from radio and toward television.

There is little doubt that television has evoked widespread interest among writers, directors, and actors who have heretofore concerned themselves with radio or with stage or films. The fact that many who have been accustomed to the high pay of more established mediums have been willing to work for television at relatively modest rates is a clear indication of the degree to which video has aroused their professional curiosity.

In 1949, television programming on the whole showed the results of this creative interest. There was a freshness and inventiveness in a satisfying proportion of television fare — enough to stimulate hope that further experimentation would adduce a healthy art form.

Television, however, is confronted with a greater danger of falling into mediocrity than radio ever was. The inordinate demands that television imposes upon its program producers and participants are very easily the creative strength at its disposal. To some degree this already has been manifest.

For example, one format that has been in increasing use in video is the mystery, for which the supply of story material is greater than for other dramatic formulas. Mysteries have flourished in such abundance that some television station owners have been obliged to protest to the networks originating them. The protests have been based not only upon the number of the puzzles, but also upon the questionable taste of some of them.

Programming for radio and television is still programming for the American home. There is going to be a fierce fight for the attention of the home audience. The fight can produce imaginative programs in good taste or repetitious formulas of improper standards.

Broadcasters have a good programming record, as attested by the volume of radio and television receiving set sales. We believe the record will be maintained by those broadcasters and telecasters — by far the majority — who know that it is good business to air good programs.

Smile When You Say That!

RADIO'S ROCKY ROAD in the area of libel and slander jurisprudence becomes more tortuous with TV's advent as a mass medium. In New York, Federal Judge Conger has ruled that defamation ad libbed via TV is slander rather than libel. In the particular case before him he went even farther, and ruled that it was "slander per se" and therefore actionable. The case involved a charge in 1948 by Elizabeth Bentley, the Un-American Committee star witness, over NBC-TV on a program sponsored by General Foods, that a Government official was a Communists.

Thus, the ruling broadens the body of law which has placed the sound broadcaster in what was once described as the "dilemma of self-destruction." It's not only what you say on TV, but how you say it. A leer with a voice inflection could bring more in damages. A smile, conversely, might mitigate them.

The Conger decision once again points up the need for explicit Federal legislation to save broadcasters and telecasters harmless from libel uttered over their facilities by candidates for public office. A licensee now has three alternatives: (1) he can accept a political talk, without censoring it, and run the risk of suit in which he cannot win; (2) he can obey state laws which forbid him to broadcast defamation and risk his license at the hands of the FCC; (3) he can exercise his prerogative to forego political broadcasts altogether, for which he might be ruled to do the public service job he would like to do, and at the same time forego the revenue.

And that's only part of it. In addition to political broadcasts, what does children inadvertently happen to someone, while in the program's ad libbing?

The courts repeatedly have held that radio is a field preempted by the Federal Government as interstate commerce and therefore isn't subject to state jurisdiction. We hope the next session of Congress gets around to legislation that will allow the broadcaster and telecaster to lead reasonably normal lives beyond those calculated risks indigenous to this business in which there's never a dull moment.

Cuba's Olive Branch?

SOMETHING has happened again in Cuban radio. President Carlos Prio himself has stepped into the NARBA controversy. Through his Minister of Communications, Arturo Illas, he has decreed that, pending a new NARBA agreement, nothing be done that would augment or produce interference to stations in other countries.

That can be viewed only as a conciliatory gesture in the direction of the U.S., which has been reprimanded from Cuba via indiscriminate censorship on our clear and regional.

It is not plain from the context of the decree whether this means an immediate return to allocations which existed prior to last March 29, when the NARBA treaty expired. It is clear, however, that Cuba's highest echelon wants no acrimonious ether war.

So it appears the NARBA problem is not insoluble. The State Department already is making plans for the preparatory sessions to begin next week in advance of the Feb. 1 meeting in Havana and prior to resumption of the NARBA conference itself on April 1 in the United States.

We hope that Cuba does return to the March 29 status quo, so conversations can start from diplomatic scratch.

Our Respects To—

CLAUDE ERNEST HOOPER

E. HOOPER, a name that has become practically a common noun signifying the audience appeal of a radio program, did not enter the field of program ratings of his own free will, but at the insistence of the publishers of the country's biggest national magazines.

It all began in the fall of 1934, six months after Mr. Hooper and L. M. Clark had left Daniel, Bickel & Staff to set up their own market research shop, specializing in magazine readership studies. The magazine publishers were extremely concerned over the emigration of many of their best advertisers to network radio.

They felt that the claims of all networks of the whole audience of 20 million radio families at all times needed some deflation. Cooperative Analysis of Broadcasting, functioning under the joint auspices of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, declined to release their ratings to a competitive medium, so the publishers asked Clark-Hooper to provide them with a reasonable facsimile of the CAB service.

Loath to turn down good customers and prospects, Clark-Hooper's President Hooper was even less willing to have anything to do with the recall technique then used by CAB.

"It's more of a reflection of the frailties of human memory than a measurement of listening," he informed the startled magazine men. "I'll do your radio survey," he added, "but I'll do it my own way."

The Hooper way was — and is — the coincidental method of asking people what they are listening to while they are listening. This technique, he explains today as patiently as if he had not explained it thousands of times before, gives memory no time to go wrong: it gets from a listener a report of his own behavior at the time, not a delayed report of the radio habits of the whole family; it is akin to a measurement of advertising effectiveness because in counting a program's listeners it counts the only people that program can possibly influence; finally, it permits the use of the telephone for interviews, providing more interviews at less cost per program period.

The magazines contracted for six-monthly surveys, each to cover listening in the 16 cities of the networks' basic areas — the northeaster and the northeaster states — from 7 to 10 p.m., seven nights a week, one week in each month. Clark-Hooper reserved the right to distribute copies of each report to other interested parties and most of their profits on the job went for getting these copies to advertisers.

(Continued on page 34

BROADCASTING • TELECASTING
CONFLUENCE*

where the CONFIDENCE of millions meets the INFLUENCE that sells!

The wholehearted CONFIDENCE of the world’s richest and largest Italian market and the INFLUENCE of the station that has been part of the fabric of their lives for so many years form one great potent force that results in sales.

True enough, you speak to over 2,100,000 listeners with active buying power. But far beyond these statistics is the greater strength that makes your sales message a compelling force. It is the trust, the respect and the deep affection of these families for WOV.

It is all this CONFIDENCE plus WOV’s great INFLUENCE that gives you CONFLUENCE — the plus delivered only by WOV.

* Act of flowing together ... the meeting or junction of two or more streams ... —Webster’s New International Dictionary
Respects

(Continued from page 32)

and agencies.

When the six months had ended, both sides were satisfied. The magazine had sufficient information to prove that the total radio audience was divided among the various networks and stations, with no one getting all the listeners. Enough advertising executives had indicated a willingness to pay for a continuation of the radio reports to persuade Clark-Hooper to keep them going.

And they've kept going ever since, adding hours and cities as the networks expanded, but retaining their pristine basic character, measured by the comparative audience attraction of competing network programs for listeners in cities where the programs of all four networks are equally available.

In 1938 Clark-Hooper was dissolved and C. E. Hooper Inc. took over the radio audience measurements. It is significant that most of the Hooper executives are still with him, comprising two-thirds of the corporation's officers and directors today.

Makes Pacific Presentation

The next milestone in the Hooper history was an invitation to attend the Pacific Coast AAAA's fall meeting in Del Monte, to present a plan for Pacific Coast sectional radio reports. Representatives of four companies—Crossley Inc., which collected and compiled the data for CAB; Ross-Federal and Hooper-Holmes, who had made surveys for individual stations, and the Hooper firm—were given an hour apiece to present their plan to a committee of 28 members, representing stations, networks, station representative firms, advertisers and agencies. Mr. Hooper left a hospital bed where he was recovering from pneumonia to make his pitch, returning to bed immediately afterwards. His convalescence was appreciably aided by the news that the committee had unanimously selected his plan.

Presenting his first Pacific Coast report in December 1939, Mr. Hooper was somewhat discomfited when the Los Angeles broadcasters told him the report was fine for the Pacific Coast networks but not much good to the stations and he should please get out a city report for them, showing the division of audience among all stations serving Los Angeles. When he told them it couldn't be done they told him they would provide the service and to go home and work it out.

Three months later he was back with the first City Hooperings Report, managing a service which today covers more than 100 markets, including Hawaii, and there's an invitation to get it started in Bermuda which Mr. Hooper hasn't yet found time to accept.

That first City Report, by the way, was a single chart which when spread out was about the size of a desk blotter but was multifaceted to fit easily in a man's pocket—the first step toward the Pocket Piece which today is as much a part of the radio newsman's impedimenta as his rate card and fountain pen.

The word "Hoopering," incidentally, had not been born at the time of that first City Report. The term, today as ubiquitous as American radio itself, first appeared on a tablecloth in New York's Hotel Marguerie, when Paul Warwick—Warwick & Legler, with whom Mr. Hooper was lunching, objected to the length of the answer to his question: "What do you sell?"

At about this time, the Hooper organization was retained to tabulate and compute the postcard returns of NBC's first All-County survey, a job that gave them an understanding of coverage measurements that has been the source of area reports of various types. From it have also stemmed the various Hooper proposals for industry-wide coverage studies which began before BMB was established and are still forthcoming. The most recent, sent to the BMB board in November, recommended that BMB continued in its present form, but that it achieve a "higher standard of precision" for its measurements by adopting the Hooper Area Coverage Index technique.

Fast-Thinking Pays Dividend

Mr. Hooper's aggressive salesmanship and the growing acceptance of Hooperings inevitably clash with the CAB, which, like the most non-professionally run operations, was slow to meet the daunting competition of this fast-thinking, fast-acting individual entrepreneur. Prodded by advertisers and agencies, whom Hooper had convinced, CAB dropped its recall technique for the coincidental method pioneered by Hooper. Immediately the users of these reports began to wonder why they should pay two organizations to do the same job. Wonder led to talk, to action, and in July 1946 the CAB suspended operations, after arranging for C. E. Hooper Inc. to

WHY TAKE SECONDARY COVERAGE of Virginia’s First Market?

Regardless of claims, if you’re trying to cover Greater Norfolk from the outside, nature’s terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Available advertising rates from Ra-Tel will prove it. WSAF..."solving advertising problems" in Virginia’s First Market.

Management

H OWARD S. MEGHAN, CBS vice president and general executive, is in New York for three weeks. During that time he attended the network conferences and year end meetings.

A. M. (Vic) MORGAN, president and general manager of WJNY, Lowell, Mass., for two years, has been with the radio industry for 30 years.

DICK CAMPBELL, general manager of KOME-Tulsa, OK, and appointed publicity chairman for Tulsa Chamber of Commerce in 1950.

JOHN J. ROHRER, commercial manager of KTRY-Bastrop, La., named manager of KTRY branch studios in Monroe, La.

J. A. (Archie) MORTON, general manager of KXJZ, Minneapolis, appointed radio chairman for March of Dimes campaign in Washington State.

S. R. SAGUE, president of WSBS Cleveland, presented with citation plaque from Cuyahoga County Council of VFW for station’s cooperation in producing weekly series of VFW programs.

FRED RABELL, manager of KSON San Diego, is confined to his home recovering from a heart attack.

SIG MICKELSON, director of public affairs and production manager at WCCO Minneapolis, given leather portfolio for distinguished service by Minneapolis Chamber of Commerce.

Mr. Mickelson becomes director of the Discussions Div. of CBS Jan. 18.

ERNEST LEE JAHNCKE, ABC vice president in charge of station relations, is the father of a boy, Redington Townsend, born Dec. 27.

Mrs. Maurice Barrett

ANNA BARRETT, wife of Maur-ice Barrett, WPAF Paterson, N. J., program director, died Sunday, Dec. 18, at her Washington Heights home after an illness of seven months. Mrs. Barrett had been known on the stage, from which she retired in 1927, as Anna Bernardi.
fill the balance of its unexpired subscriptions.

After such a victory some men would have been content to rest on their laurels, but not Claude Ernest Hooper. He was born May 31, 1898, in Kingsville, Ohio, into the family of a Baptist minister more interested in saving souls than dollars. Young Claude soon realized that whatever went into his pockets would go there through his own efforts. At nine, he launched his first business venture, hiring a man to grind horseradish for him each Saturday morning and spending the day taming two huge bucks in the fresh con?d?ment from door to door, selling it to housewives at 10¢ a cup. If business was good he’d swagger home with as much as $4 in his pocket. “I’ve never been so rich since,” he says with a rueful smile.

After working his way through high school in Chicopee, Mass., Mr. Hooper donned a d'oughboy’s khaki suit. Discharged a year later, he entered Amherst and coincidentally became a salesman of aluminum ware, with such success that he sold 15,000 kit sets. At 15 he was set to training other student salesmen. This extracurricular activity not only carried him through Amherst (AB, 1921) and the Harvard Graduate School of Administration (MA, 1923), but also financed his sister’s education.

Headed West

Following the advice of Horace Greeley and the footsteps of Emily Judson Reed, who had attended Smith while he was at Amherst, Mr. Hooper went west all the way to Yakima to go to work for Miss Reed’s father in the Liberty Savings & Loan Co. A year later he returned east to become advertising manager of the Harvard Business Review, but in 1927 went back to Yakima to change Miss Reed’s name to Mrs. Hooper. Their daughter, Mary Stuart, 18, is now a freshman at her mother’s alma mater.

In 1926 Mr. Hooper moved to Scribner’s Magazine as advertising manager, leaving three years later for an account executive’s berth with Doremus & Co. In 1931, with the depression setting in, research seemed a more salable commodity than financial advertising, so he joined forces with Daniel Starch, under whom he had worked at Harvard, who was then in business in New York. In 1934, Mr. Hooper and Dr. Starch disagreed about technical considerations, and Clark-Hooper was formed.

While braving with CAB, Mr. Hooper had been working to meet the demand for rating figures projectable to all U. S. radio homes. During the war, two figures were issued with ratings projectable to the 80 cities with populations of 25,000 or more and in January 1948 the first U. S. Hooperating appeared.

A month later the Hooper organization began publishing monthly New York City Teleratings, measuring TV audiences on the nation’s first video market. Plans called for a national TV report to start in October 1949, but the rapid spread of TV across the country brought so much pressure and coverage outside New York that the date was advanced to May.

Expense in Television

Like other video pioneers, Mr. Hooper found the expenses of his TV service far in excess of its income, making some belt-tightening necessary. By the end of the year, however, he could report that, after only six months, TV-Network Hooperating subscribers were contributing one third of its total revenue from all network programs. As much as the income from the 15-year-old AM network reports.

Looking to the future, C. E. Hooper foresees the need for more information on the impact of advertising, particularly in view of the costs of television, far above those of any other medium. Accordingly, in November, he launched this new, two-page, weekly Impact Rating. He also is gearing his organization to deliver more frequent and more detailed local reports—and to deliver them faster than ever before—in response to anticipated demands for information about the effect of television on a city’s listening and buying habits and the differences between TV and non-TV communities.

Of medium height and build, his brown hair well mixed with grey, Mr. Hooper gives the impression of inexhaustible vitality. His handsomely designed normally wear a smile that seems to say “Everyone is my friend, especially you.” He is always intent on the business at hand, whether he’s doing the talking or the listening. To meet him once is to understand why he is famed as “the best salesman in the whole research field.”

An avid outdoor man, Mr. Hooper can be found skiing in Vermont, shooting pheasant in South Dakota or flying casting in a mountain stream whenever opportunity offers. He commutes to New York from South Norwalk, Conn. His clubs are: Harvard, Players, Amherst (New York); Tavern (Chicago); Bohemian (San Francisco); Shore and Country (Norwalk); Tokeneke (Darien); Fly Fishers (Roscoe, N. Y.). He is a member of American Marketing Assn., Market Research Council and Delta Tau Delta.

**KRMG TULSA**

Kerr at Dec. 23 Debut

KRMG Tulsa, Oklahoma’s third 50 kw station, officially began operation Dec. 23 amid impressive ceremonies highlighted by the appearances of U. S. Sen. Robert S. Kerr (D-Okl.), principal owner, and station and civic officials.

KRMG is an ABC affiliate, licensed to All-Oklahoma Broadcasting Co. and beginning full time on 740 kw with 50 kw day and 10 kw night, directionally. Construction and engineering work was completed in mid-December, four and half months after ground was broken [Broadcasting, Aug. 8, 1949].

Robert B. Jones Jr., KRMG general manager, reported fine reception on the station’s signal from throughout Oklahoma, Missouri, Kansas and Texas.

Sen. Kerr, introduced by Cal Finney, famed columnist, entertainer and story-teller, told listeners that the “amazing miracle of modern radio has done more than any other agency to bring the ancient U. S. Sen. Robert S. Kerr touch with one another.” He outlined KRMG program plans which he said would take heed of the interest of the “rank and file.”

KRMG uses an RCA BTA 50F1 transmitter with low-power consumption tube. Control rooms are equipped with flexible control system built by RCA and all studios and control rooms are designed for diffusion of sound.

McIntosh and Inglis, consulting engineers, handled technical preliminaries for KRMG, using two helicopters to more re the station’s field strength [Broadcasting, Dec. 12, 1949]. Use of the helicopters in adjustment and measurement of the KRMG antenna system resulted in a saving of six weeks’ time, according to the station.

All-Oklahoma Broadcasting Co. comprised several stockholders of WEEK Peoria, of which Sen. Kerr is president, and includes among others D. A. McGee. Sen. Kerr and Mr. McGee head Kerr-McGee oil properties in Tulsa.
qualifications of applicants and licensees involved in anti-trust decisions— a point on which applications of major motion picture producers and others are being held up.

Another is the National Assn. of Radio Station Representatives' complaint against networks representing affiliates for the sale of spot advertising, on which hearings were completed last January.

The Commission also has made it clear that it thinks it’s past time for another full-fledged network investigation, though inadequate funds and the demands of other business haven’t permitted it as yet. There has been speculation that FCC would ask Congress for a probe appropriation in 1950.

FCC also has before it a long-pending proposal to revise the multiple-ownership rules, on which hearings were wound up in late January 1949, and an even older plan of a proposed reorganization program at least 51% of its air time from the city in which its main studios are located.

There is also a possibility that 1950 will see a major FCC staff reorganization. Plans have been detailed to the Civil Service Commission. They envision a functional reorganization into four bureaus: Broadcast, Safety & Special Services, and Field Engineering & Monitoring [CLOSED CIRCUIT, Dec. 12].

A review of 1949 policy decisions finds these actions in the lineight:

1. Repeal of the Avco Rule requiring that competing bids be invited when stations are up for sale [BROADCASTING, June 13].

2. Reversal of the long-standing “Mayflower Decision,” thus giving licensees the right to air their own views provided they treat advocates of differing viewpoints with “fairness” [BROADCASTING, June 6].

3. Adoption of a rule banning giveaway giveaways. [BROADCASTING, Aug. 22], though the rule was subsequently suspended pending outcome of current court tests.

Court decision could be forthcoming in 1950.

4. Realignment of FCC procedures, including institution of a separation-of-functions system [BROADCASTING, June 6].

6. By most standards the most complex problem tackled by the Commission in 1949 was television. Though the study had been set in motion in late 1948, the full agenda was not formulated and made public until mid-1949.

Involving color, prospects for use of UHF, revision of standards, a proposed VHF-UHF allocation and many corollary problems, the proceeding got under way with hearings on the color question in late September.

The color proceedings continued into November, are due to resume in late February, and seem unlikely to be completed before Spring. Then the other TV problems must be approached. The VHF licensing freeze meanwhile is still in effect and, most observers agree, seems likely to continue until fall at least.

The NARBA Question

Another major 1949 problem which remains is NARBA of old expiration March 29. Conferences looking to the formulation of a new one got underway in Montreal in September and continued until U.S.-Cuban impasse was reached on far-reaching Cuban channel demands. The State Dept. rejected Cuba’s proposals and the conference broke up early this month to resume April 1 in the U.S. after U.S.-Cuban negotiations starting in Havana Feb. 1.

In the field of new-station applications, FCC in 1949 continued to withhold approval, assisted by a slower pace of new filings.

Applications for new AM stations stood at 329 on Dec. 15, 1949, as compared to 554 a year earlier. The number of these in on-going hearing dropped from 283 to 266.

FM applications are described as “current.”

The number was 86 a year ago and in mid-November was 49, of which 28 are in hearing as against 31 in December 1948.

Television applications naturally are on the rise, since the Freeze was in effect throughout 1949. There were 311 on file in mid-December 1948 and 353 a year later. The number of these in hearing is the same—182—for FCC has designated no new hearing cases since the freeze was imposed in late September 1948.

LIQUOR ADS

Treasury Officials To Appear At Senate Group Hearing

OFFICIALS of the Treasury Dept.’s Internal Revenue Bureau are expected to appear as initial witnesses Jan. 12 before the Senate Foreign Commerce Committee. Legislators prepared to converge on rarily abandoned), is one of the first sessions touching on radio and communications, is slated for the second session.

Others include probe of lobbying activities, and broad review of the Communications Act, indicated by Nation & State & Foreign Commerce Committee [BROADCASTING, Dec. 26, 1949].

Meanwhile, top Congressional members have indicated the past fortnight that Congress will lump together annual funds for FCC, FTC and other independent agencies with those for other government branches before either house votes on appropriations measures.

Subcommittees would continue to act on budget requests but they would be correlated in one “package” before House and Senate Appropriations Committees.

LINCIONTON AM

FCC Proposes Denial

INITIAL decision reported by FCC Thursday to deny application of Carolina-Piedmont Broadcasters Inc. for a new AM station at Lincionton, N.C., to operate on 1080 kwh with 1 kw day.

Hearing Examiner Basil P. Cooper found that the applicant had failed to present satisfactory evidence or exhibits to show that the proposed station would operate in conformity with FCC’s rules and standards and would not cause interference to WWGP Sanford, N. C. No adequate showing has made either regarding areas and populations to be served within the several contours of the station, the report found.

Carolina-Piedmont is composed of Dr. L. A. Crowell Jr., president 28.04%; Dan Boyd, vice president and part owner Glenn Mills Inc., vice president 3.74%, and R. S. Reinhardt Jr., insurance, secretary-treasurer 3.74%. There are 18 other stockholders.

KCBQ San Diego joins Southern California Broadcasters Assn. Group now has 47 members.

Small Space—Big Story

Grand Rapids, Michigan

BROADCASTING * Telecasting
Paramount
(Continued from page 20)

50% interest in Paramount Richards Theatres Inc., a subsidiary theatre operating firm which in turn is the 50% owner of WSBM Inc. United Paramount Theatres is to acquire the other 50% interest in Paramount Richards for about $3,500,000 from E. V. Richards Jr.

The reorganization plan presented the court specified that these various transactions were to take place on and between Dec. 31 and Jan. 3. It was for this reason prompt FCC action on the station transfers was sought.

DuMont's Status

It is proposed that Paramount's 20% interest in Allen B. DuMont Labs., television manufacturer and operator of WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, is to be included within the new Paramount Pictures Inc., as likewise subsidiary Paramount Television Productions Inc.'s KTTLA (TV) Los Angeles.

Each of the two new Paramount firms would be allowed to own five television stations under FCC rules, whereas Paramount now has that maximum if the Commission were to make final its proposed finding that the film company controls DuMont. DuMont has TV applications pending for Cincinnati and Cleveland in addition to the three stations it operates.

Concerning its refusal to act immediately on the transfer requests, the Commission noted that Paramount stated "that the stock transfer must take place on Jan. 1 or 3, 1950, pursuant to the court decree, that it has not been possible to file these applications at an earlier date, and that if the Commission cannot determine whatever issues are involved in these transfers prior to Jan. 1, 1950, that the Commission grant the applications subject to such later considerations and determinations as the Commission might make." To this FCC added: It is noted that you characterize the transfers covered by these applications as involuntary. We do not understand that the consent decree adjudicated the specific transfers for which applications have been filed with the Commission. Nor do we understand that the transferor was adjudged liquidated as of Jan. 1, 1950; but that such sale was chosen voluntarily by the transferor in its reorganization plan filed with the court.

Further, the Commission does not understand the District Court decree to deprive the Commission of its responsibility under the Communications Act to pass upon the qualifications of the transferee to be a licensee of the Commission.

The Commission is unable to process these applications in sufficient time to make a decision thereon prior to Jan. 1, 1950, as you requested. The Commission will consider the transfer applications on their merits as soon as possible in the light of the problems involved therein.

Officers of United Paramount Theatres include the following:

Leonard H. Goldenson, vice-president of Paramount Pictures in charge of theatre operations, president and director; Walter W. Gross, general counsel of Paramount Pictures theatre department, vice president, director; the late William H. O'Brien, secretary of Paramount Pictures, secretary-treasurer and director; J. L. Brown, assistant to the treasurer of Paramount Pictures, assistant treasurer; Simon B. Siegle, controller of Paramount Pictures theatre department; John A. Coleman, member Adler, Coleman & Co., stock brokerage, director; E. Chester Gersten, president of the Public National Bank of New York, director; William T. Killborn, president of Flannery Bolt Co., Bridgeville, Pa., director; Walter Marshall, president of Western Union Telegraph Co.

As of Oct. 31, 1949, Mr. Goldenson was reported owner of 1,100 shares individually and of 700 shares jointly with his wife of Paramount Pictures.

NAMES BIDDLE
To Advise Defense Trust

NATIONAL Security Resources Board has named Eric H. Biddle, State Dept. official, as consultant on civil defense planning. Appointment was made last Wednesday by John R. Steelman, presidential assistant and acting chairman of the board.

CBS
(Continued From page 20)

Chicago and assistant general manager of WBBM.

Mr. Mickelson joined WCCO in 1943 as a consultant in establishing a new department and became WCCO news director in June of that year. In 1946 he became director of news and special events public affairs and production manager. He is a past president of the P. N. E. in 1948 was made director of National Assn. of Radio News Directors.

Taylor Joined in '33

Mr. Taylor joined CBS in 1933 as an announcer and entered the network's production department later that year. In 1937 he became director of the CBS music division and a few months later became assistant to the vice president in charge of broadcasts and shortly afterward assistant director of programs.

In 1944 he became chief of the radio section of the Psychological Warfare Division of SHAEF, succeeding to Jig William S. Paley, then president and now chairman of CBS, in the post.

In 1945 Mr. Taylor rejoined CBS as director of programs and before the end of the year was elected vice president and director of programs. When Mr. Robinson was hired for that job in 1947, Mr. Taylor became vice president and director of public affairs.

AGENCY EXPANDS
Cecil & Presbrey Adds 12

WITH acquisition of the Electric Auto-Lite Co., Toledo, account, a nearly $3 million advertiser, Cecil & Presbrey, New York, will add at least 12 new executives. All are former employees of Newell-Emmett Co., which previously held the account and which dissolved a fortnight ago to become Cunningham & Walsh.

T. J. Maloney, partner of Newell Emmett, had previously been announced as joining Cecil & Presbrey. The account executive on Auto-Lite will be Frank Gilday, who held the same post at Newell Emmett. Mr. Gilday had been associated with Newell-Emmett since 1942 and before that was with Mr. Maloney in the latter's agency.

The new television director at C&P, George Foley, joined Newell Emmett's public relations department in 1946. In 1947 he was named an account executive and when the agency organized the television department in 1948, Mr. Foley was called on to head that operation.

Auto-Lite sponsors Suspense on CBS-TV, Tuesday, 9:30-10 p.m.

May Use Radio

R AILWAY Express Agency, New York, has appointed Fuller, Smith & Ross, New York, to handle its advertising effective Jan. 1. Radio may be used.

The Answer to a Disc Jockey's Prayer . . .

by DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audible communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notebly compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an Off position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable movement.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts. Available on Daven A-360 Under Desk & Pedestal Attenuators.

*Pat. Pend.

For further information write to Dept. BD-3
In the Public Interest

[Editor's Note—In The Public Interest this week is devoted to Christmas public service activities reported last week by stations at the conclusion of their holiday efforts. A rundown of other Christmas promotions and programming was in Broadcasting, Dec. 19, 1948.]

KFH Fetes Children
On Christmas Eve, 1,500 underprivileged children in Wichita, Kan., were guests at the first annual Christmas program and party jointly sponsored by KFH and KFH-FM, the Salvation Army and the Wichita Amvets. The party, a good portion of which was broadcast, ran from 2 to 4 p.m. Candy, nuts, fruits and toys were donated by the local merchants and collected by the Amvets for distribution during the party by Santa Claus. On the two Saturdays preceding the big Christmas party, a two-hour show was held for adults and children. Admittance to this show, called the "Christmas Neighbor's Club," was obtained by canned or preserved "good stuffs" which were turned over to the Salvation Army.

Goodwill Gesture
An international gesture of goodwill that featured two stations plugging each other's programs and brought joy to a 5-year-old burned boy and a 9-year-old orphan girl was offered by WTOP Washington and CJCH Halifax, Nova Scotian. All Christmas week, late-night listeners heard Gene Klavan of WTOP and Norman Riley, CJCH disc jockey, collect Christmas greetings and toys for the two children. Mr. Riley told Mr. Klavan he had heard about the injured Washington boy, Mike Rector, and asked the Washington announcer if Christmas greetings collected in the Maritimes for Mike, could be sent him via Mr. Klavan. Agreeing to this, Mr. Klavan said he'd like to return Canada's kindness. He was told that Marjorie Dobbin, orphaned since she was two and a hospital case all her life, was coming home for her first Christmas to St. Joseph's orphanage in Halifax. The Washington announcer saw to it that Marjorie received 87 presents and 100 cars.

Aids Salvation Army
WHHH Warren, Ohio, aided the Warren Christmas Charity Shows Inc. with gifts for the area's needy which were distributed by the Salvation Army. On Dec. 16, a four-hour disc show was aired. The disc spinners were recruited from among the area's most prominent civic leaders, business and professional men who asked each listener to pledge a sum for gifts for the needy. Both the station and the Charity Shows Committee reported results far beyond expectations.

WTAG Helps Girl
In Worcester, Mass., a 20-year-old girl named Arlene was assured of having a specially constructed artificial arm after one announcement during the five-a-week "Letters to Santa" feature on WTAG-FM's "Julie's 'n' Johnny" program. Miss Chase read a letter from Arlene, a cardiac case whose left arm had been amputated because of blood clots. Julie and Johnny returned to their office to find pledges totaling $250, just 10 minutes after they'd signed off the air.

WLS Neighbors Club
Again this year, WLS Chicago's Christmas Neighbors Club was active in solicitation of funds from listeners for purchase of children's hospital equipment. Contributions amounted to about $40,000—the yearly average since 1946. In the 14 years since the club was organized by WLS staff members and Dr. John W. Holland, Midwest listeners have given over $10 million dollars.

Patients Remembered
Exceeding all expectations was the Christmas Card campaign conducted in Havre de Grace, Md., by WASA's Dick Jockeys Norman Wain and Dick West. Listeners were asked to send in cards which the station would then distribute to patients in local hospitals who otherwise might not receive one. When it became evident that there would be more than enough cards to go around, the campaign was altered to have listeners send greeting cards which would help to brighten hospital wards during the holiday season. Over 2,500 cards of every size, shape and description were sent to WASA studios.

WNBK Collects Presents
WNBK (TV) Cleveland's Three and Easy program devoted its Christmas period schedule to collecting presents for the Holy Family Homes for Children. Vocalist Ken Ward, Jack Elton, pianist, and Tom Haley, announcer, decorated a tree on their show and viewers sent presents to put under it. To give each orphanage and children's home an unprejudiced selection, the boys wrote the names of the 20 homes on slips of paper and the one chosen was drawn from a hat during the television show. On the Friday before Christmas, the tree was transported to the Holy Family Home along with all the presents.

Old Newsboys Fund
WJW Detroit offered a week-long schedule of Christmas programs. One of the highlights was on Fri- day, Dec. 16, when the station sponsored the 26th annual "Old Newsboys Goodfellow Fund" pro-
Listening. Not only did he get his dog for Christmas but employees of Ward's organized a campaign to raise from $1,200 to $1,400 so Georgie can have a Leader dog when he grows up.

Christmas Seal Day

In keeping with the spirit of Christmas giving, WWJ Detroit "gave a day" to help prevent tuberculosis. Mention of the Tuberculosis and Health Society Christmas Seal sale was made on 24 shows and newscasts Dec. 14.

Collection Depot

Personnel of WWDC Washington manned a collection depot for Christmas gifts for distribution to the District Home for the Aged and the Infirm.

**WLAW Upheld**

The Licensee of a station can reserve to himself the final decision as to what programs will best serve the public interest, according to a precedent-making ruling by a federal judge in Boston on Dec. 23. Ruling upheld the right of a station to break a contract if it believes a proposed program does not best serve the public interest.

U. S. Judge Francis J. W. Ford, in delivering the finding, dismissed a civil suit brought by the Massachusetts Universalist convention against WLAW Lawrence. Suit alleged breach of contract in WLAW's refusal to broadcast a sermon on last Easter Sunday. It asked damages and an order forcing WLAW to broadcast the sermon next Easter.

The Universalist organization filed civil suit asking damages and a court order requiring WLAW to broadcast the rejected sermon next Easter. WLAW, represented by James Lawrence Fly of Fly, Fitts & Sheubruk, moved to dismiss the suit for "failure to state a claim upon which relief can be granted." Summarizing the case, Judge Ford's decision states: "Plaintiff's contention is that under the Communications Act the business of radio broadcasting is affected with a public interest and that, in consequence, contracts between the owner of a broadcasting station and persons seeking to broadcast are likewise affected with a public interest. Therefore, the plaintiff urges that the Communications Act, in imposing on licensees a duty to broadcast in the public interest, by implication, confers on those contracting for broadcasting time a right, notwithstanding any contractual provisions for rejection of programs, to have their material broadcast except where the content of the broadcast is not in the public interest.

"Such an interpretation of the Communications Act must be rejected," the decision declares. "Certainly the act does not confer on anyone any right to broadcast any material at any time, whether or not it has a contract for such a broadcast. Nor does there seem to be any basis for the implication of such a right. Where is nothing in the Act to indicate that the mere fact that one party to the contract is a licensee under the Act gives to the other contracting party any greater rights than those which the law ordinarily gives to parties to a contract."

Radio Exhibit Room

WALTER EVANS, Westinghouse Radio Stations, Inc. president, officially starts a "History of Radio" exhibit room at the Carnegie Museum in Pittsburgh next Tuesday (Jan. 10), his firm has announced. During the KDKA (Pittsburgh) Day program of the Pittsburg Radio and Television Club on that date, Mr. Evans will present an item of historical significance to the Museum as the official beginning of the new room. The exhibit will be opened to the public during National Radio Week next November.
HORSE RACE programming in itself is not bad broadcasting, but the determining factor rather is how much of it is used in relation to other subject material and in what manner it is presented.

In brief that is indicated to be the general conclusion of FCC Hearing Examiner Jack P. Blume in his initial ruling fortnight ago to renew the license of WTUX Wilmington, Del. [Broadcasting, Dec. 26]. WTUX was the subject last spring of Commission investigation upon complaint by Wilmington police alleging that the station's race results broadcasts aided illegal gambling [Broadcasting, June 20, July 4, 1949].

The decision commented, however, that no consideration had been given "the repeated requests" of the Wilmington Police Dept. "for general rules on horse racing programs to guide all stations, since this proceeding is obviously not the appropriate forum for such rule-making."

The decision did not indicate whether FCC might be planning such a rule-making proceeding to tackle the racing program problem, which would be patterned after the lottery and similar cases.

'National Problem'

The Wilmington police in their requests for such general rules to ban or restrict racing shows had emphasized that the problem of broadcast aid to bookies and illegal gambling is not a one-station or one-community matter, but rather a national problem since radio signals cross municipal boundaries.

In the WTUX initial ruling, Examiner Blume concluded that the programs questioned "were not intended or designed to be of assistance to persons engaged in unlawful activities, but were subverted to that end." He added that although they were not so designed, they were aired "with an almost reckless disregard of their potential use for this purpose."

In favoring renewal for WTUX, the examiner noted that the station's basic program policies were in the public interest although actual programs in some instances did not fully implement these policies. He observed that WTUX was a relatively new station and was managed by newcomers to radio who, "because of financial limitations, were without the benefit of experienced radio counsel."

The decision further observed that when the station owners did retain counsel and during the hearing "previous programming errors were pointed out, applicant's principals were quick to attempt to remedy them." Thus, before the hearing concluded, WTUX had curtailed its horse race broadcasts to the point where Wilmington police stated they no longer were an aid to illegal betting, the decision said.

The examiner also gave consideration to what remedial purpose would be served by refusal to grant renewal and noted the police had stated further that to delete WTUX would not assist in their law enforcement program "since other stations carrying similar bookmaking establishments with the racing information needed by them."

In considering further whether deletion of WTUX would serve any remedial purpose, the initial decision found that WTUX "has devoted substantial periods of time to the needs of civic, charitable, religious and other community organizations, and has provided the only source in Wilmington of valuable foreign language broadcasts, both of which community services would be eliminated if the station were not granted a renewal."

Particular notice was made of WTUX's promises as to future programming, the examiner said. He added that these promises played such a large role in considering renewal that were it not for the Commission's rule providing for full three-year renewals, he would have been inclined to recommend only a one-year renewal, but the applicant could alternatively show the promises were put into execution.

While observing that minority interests properly must be served by specialized programs, the decision indicated that WTUX had effected a program imbalance through the substantial amounts of afternoon time devoted to 1290 Sports Parade on which racing news was aired. The decision said that WTUX up to the hearing not only aided the results of races and mutual prices paid, but also a large variety of other information such as scratches, track conditions, off-times, predicted post-times, jockey changes and insertions.

Until the hearing, the decision continued, WTUX had no policy of delaying the broadcasts of results which were given on the average of four and six minutes after a race and in some instances within one or two minutes of a race.

"The record herein does not establish that the average listener, or even the listener interested in horse racing as a sport, requires the detailed type of information about horse racing broadcast by Station WTUX, or needs to learn the results of the races with the rapidity with which they were broadcast," the decision said. "Moreover, it is reasonable to assume that persons engaged in legal betting at the race track would not be listening to these broadcasts," it added.

Business Legal

Concerning the sponsorship of the racing reports by Armstrong Daily Sports Inc., "publisher of a daily 'scratch sheet' devoted to horse racing information," the decision stated the Armstrong publication enjoys second class mail privileges and is not considered "in the same class as racing publications which are devoted exclusively to supplying tips on races." It also noted several courts have found Armstrong's business and publications to be legal enterprises.

"However, the legality of a business or of a product is not the sole test of its suitability for broadcast advertising," the decision said, continuing, "In the instant case, the sponsor's publication is so closely identified with illegal betting on horse races as to raise a serious question as to the suitability for radio advertising."
Don Lee Renewal
(Continued from page 22)

hearing while the instant proceeding has been pending, equal justice under the Commission’s network rules requires that the licenses of Don Lee Broadcasting System be renewed,” Comr. Jones declared.

Comr. Webster saw a possibility that in some future case an applicant in similar circumstances “may—without claiming that it is not engaged in alleged violations, and without assuring the Commission of an intent to operate henceforth in conformance with the provisions of the Act or the rules and regulations—cite the Don Lee case as precedent for renewal of its license without hearing.”

But, he observed, “every individual case must be judged on the basis of its merits. I do not consider that my position in this case precludes me from reaching a different conclusion as to what would serve public interest in another case based upon the peculiar circumstances of the case under consideration.”

‘Violations Shown’

Chairman Coy stated flatly that “the licensee has violated the network regulations. He has stated on the record that he did not believe in the enforcement of the regulations which he felt were inconsistent with the economic interests of the stations. In this manner the station officials have manifested a flagrant disregard for the management of the station. If a licensee can continue to reap the benefits from the use of a public frequency despite the fact that he exercises no control over the manner of its use, and in a case in which the frequency has been used in a manner that violates fundamental policy of the FCC, he has acquired what, in my view, is a perpetual right to use the frequency in any manner that he sees fit. . . .

The Commission found that Don Lee’s formal, standard affiliation contract “conforms in its terms to the Chain Broadcasting Regulations,” but that the network and its officials had “caused,” “forced,” or “induced” affiliates to give up rights granted by FCC’s rules.

The majority held that Don Lee exerted “unmitigating and insistent pressure” on affiliates, sometimes including implied threats to break off affiliation.

The Commission particularly cited Don Lee dealings with KVCC Redding, KVEC San Luis Obispo, KPXM San Bernardino, KFRE Fresno, KDON Monterey, and KYOS Merced, Calif.; KMO Tacoma and KWLK Longview, Wash.; and KON Portland; KNRN Roseburg and KFJJ Klamath Falls, Ore.

Mr. Weiss, it was pointed out, said that because of his experience in operating stations ranging from 250 to 500,000, and because he had FCC and industry respect, he felt he was justified in substituting his judgment for that of a licensee whose experience was limited to operation of one station.

He contended, however, that Don Lee had not used force or coercion. Further, he stated, the network and its affiliates had a clear understanding that the final decision on station policies was to be made by the licensee. Conversations and correspondence with affiliates, he said, must be viewed in the light of that understanding.

NAB Advertising List

BIBLIOGRAPHY on “Public Service Aspects of Advertising,” has been compiled by NAB’s research and library staffs. They will be mailed by NAB on request. The list is divided into four groups—public interest and welfare, information and education, consumer attitudes, and economic aspects.

Orr Agency Promotes Two EXECUTIVES of the Robert W. Orr & Assoc., New York agency, were promoted last week. They are John H. Baxter, vice president in charge of creative activities, who has been appointed executive vice president and member of the board of directors, and Eldon Sullivan, vice president named assistant to the president and board member.

First 15 Program Hooperatings—Dec. 30 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Year Aged</th>
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<tr>
<td>Jack Benny (CBS)</td>
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<td>Radial Theatre (CBS)</td>
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<td>McGee &amp; Molly (NBC)</td>
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<td>Godfrey’s Talent Scouts (CBS)</td>
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<td>130</td>
<td>15.9</td>
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<td>150</td>
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<td>游客 Chellet (ABC)</td>
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<tr>
<td>Bob Hope (NBC)</td>
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<tr>
<td>F. B. I. in Peace &amp; War (CBS)</td>
<td>149</td>
<td>17.7</td>
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</tbody>
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* Second broadcast on same day in some cities provides more than one opportunity to hear program.

Specially Designed

JOHNSON PHASING EQUIPMENT

Illustrated is a perfect example of Johnson craftsmanship—phasng equipment exactly duplicating style and color of transmitter cabinets.

All Johnson phasing equipment is individually designed for the job. Adequate safety factor of all components, ample front panel control and adjustment of each circuit is provided.

In addition, Johnson Phasing Equipment offers optimum circuit design, heavier components with a wider range of tuning adjustments and automatic switching from directional to non-directional operation.

Johnson, for many years a leading supplier of antenna phasing equipment, manufactures units with power ratings from 1 to 50 kw. Standard as well as custom cabinets to match your equipment are made in the Johnson plant.

Your inquiries are always welcome.

In Altoona, Pa., It’s ROY F. THOMPSON and WRTA

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

Represented by ROBERT MEeker ASSOCIATES

BROADCASTING • Telecating

January 2, 1950 • Page 41
MARCH OF DIMES

Adds to Radio-TV Staff

SIX STAFF members to augment the Radio-Television Div. for the 1950 March of Dimes campaign were named last week by Howard J. London, director of motion pictures, radio and television for the National Foundation for Infantile Paralysis.

Those added to the Radio Div. are: Jeanne C. Austin, former commercial writer and assistant daytime script supervisor for J. Walter Thompson; Barbara Boothe, former television writer for Standard Brands and member of the writing staff of CBS; Ann-Lou Davis, previously a radio writer for Compton Advertising; Joe Grate, former CBS producer and director; and Edward E. Scovill, former director of public affairs for CBS, Washington.

John Becker continues as assistant to Mr. London with Kirk B. Alexander as production assistant, Charles C. Bennett as radio script writer and Michigan Kroll as script editor. John Swallow is West Coast production chief in Hollywood and Jack Fisher serves as Chicago national radio representative.

Connie Martin Ryan, formerly with Veterans Hospital Camp Shows and CBS trade news editor, is handling radio publicity for the campaign.

‘50 Outlook

(Continued from page 25)

of National Broadcasting Sales Ltd., Toronto, looks for slightly larger radio revenue next year, with the overall picture rising 4 or 5% and the Canadian industry undergoing a 6 to 7% increase. He expects a slight (3%) increase in general business and a jump of 5% in operating costs.

The here-tofore undeveloped French-language market will aid radio in experiencing a 10-15% rise in volume, according to John R. Fox, general manager of Omer Ranaud & Co., representative firm in Toronto.

The “increased interest in Canada by U.S. customers, especially soap companies, who are buying local programs, spot announcements, and quarter-hour programs,” will help make 1950 a good year for Canadian radio, according to A. McDermott, sales manager of Westinghouse Electric Corp., Toronto, and Automotive sponsors also will contribute to the increase in AM spot and sales.

Overhead will increase, but general business will go up with it, says Mr. McDermott.

Manufacturers

Westinghouse Electric Corp. will increase TV set output 75% in 1950, according to F. M. Sloan, manager of the Home Radio Division, with factory facilities being increased one-third. Increased efficiency will make possible reductions in cost of sets, he said.

Mr. Sloan predicted the unprecedented demand for that exhausted radii and TV sets at Christmas will be projected into the first quarter of 1950. Despite record production, the Westinghouse division was unable to fill orders and the biggest problem in the fourth quarter was not sales but allocation, he said.

The long-range market for television shows great promise, he added, with over 24 million families to come within range of TV stations by the end of 1950.

John W. Craig, vice president of Aveo Mfg. Corp. and general manager of its Croyle Division, said: “The sale of 10 million radio sets in 1949 and the fact that fail and winter buying have produced an actual shortage of radios in the market, firmly refute the contention made in the earlier days of television that radio was on its way out.” He estimated there would be a market in 1950 for some 6 million home radios, 3 million auto sets and 3,200,000 TV sets.

Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Dept., predicts the electronics market will set new records in 1950, spurred by TV’s “tremendous sales potential” and a substantial market for radios and radio-phonographs.

The public will spend over $800 million for TV receivers, plus $60 million for licences, he said. Color TV is at least five years away on a national scale, he explained.

Dr. Baker believes the nation will have 300 TV’s local by the end of 1951. He says TV and radio have their respective spots in the field of public service and one will not replace the other. He referred to the surprising consumer demand for small radios and radio-phonographs in the last quarter of 1949.

AFRA VS. WSTV

NLRB Upholds Union Claim

NATIONAL Labor Relations Board last Friday upheld recommendation of a trial examiner that WSTV Steubenville, Ohio, “cease and desist” certain alleged unfair labor practices in its bargaining relations with American Federation of Radio Artists.

Case arose from a charge filed by AFRA’s Pittsburgh local, Nov. 10, 1948, that the Valley Broadcasting Co., WSTV licensee, had refused to bargain with the talent union. Trial Examiner filed his recommendations last summer [Broad-casting, May 16, 1949]. The labor board noted that AFRA was the duly-designated representative and urged Valley Broadcasting Co. to “cease and desist” from refusing to bargain collectively and engaging in other unfair practices. Order affects announcers, newscasters, sound effects men and those who play records and transcriptions. Musicians are excluded.

CATHOLIC SERIES

Three 1950 Programs Open

THE National Council of Catholic Men yesterday (Sunday) launched two of its 1950 program series and the third is scheduled to begin on Thursday of this week.

The Rt. Rev. Monsgr. Fulton J. Sheen, nationally known religious speaker, began his 21st series on The Catholic Hour (NBC, Sunday, 6:30 p.m. EST), and Clare Boothe Luce, author, lecturer and former member of Congress, was the first guest of Fr. Urban Nagle on the new Hour of Faith (ABC Sunday, 11:30-12 noon EST). On Thursday, Jan. 5, Fr. Richard Ginder, associate editor of the magazine, The Priest, will begin a series of talks on the MBS program series called Faith In Our Time (Thursday, 10:15-10:30 a.m. EST).
Want a lot
for your money?

TRY DUMONT DAYTIME TELEVISION

If you have a message for the Homemaker,
you'll find Du Mont Daytime Television is a mighty economical
way to show her while you tell her. Remember,
Du Mont pioneered Daytime Television and Du Mont
has the pick of the Daytime shows—both for
Network and local sponsorship.
Buy what you want—one market or many.
For anything in Television, call:

TELEVISION NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N. Y.

DuMont's Newest
SHOPPERS' MATINEE

An afternoon in an imaginary department store with
delightful segments on food, fashions, glamour, homemaking,
photography, song and entertainment.
FILMED, processed, edited and narrated completely by fast-moving WBAP-TV newsroom personnel is "Texas News," a 10-minute newsreel recently named the nation's best by the National Association of Radio News Directors.

Aired at 6:45 p.m. Sunday, Tuesday, Thursday, Friday and Saturday* on the Star-Telegram's WBAP-TV, an average "Texas News" covers eight stories — four from the Dallas area, and four from the Fort Worth area. No story is over 24 hours old, and many of them develop as late as two hours before air time.

"Texas News" staffers often travel over 300 miles by auto or chartered plane to get one story. Their filmed stories have been telecast repeatedly over NBC and other stations across the nation.

"Texas News" is a top example of station programming. WBAP-TV, the Southwest's first television station, can serve you best in the Fort Worth-Dallas area. Complete facilities for live programs, commercial film production (program or spots) are at your disposal at WBAP-TV. Contact the station or Free & Peters for details.

*Sponsored by Texas Electric Service Co. Tues., Fri., Sun. and the Southwest Chevrolet Co. on Thurs.
NBC Television Network last week asked interconnected affiliates to clear time for the two-and-a-half-hour Saturday night program that Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, has been shaping up for more than two months.

The network advised its affiliates it would compensate them at their regular half-hour network rates for five half hours, 8-10:30 p.m., Saturday. The affiliates were told the program was scheduled to begin Feb. 4.

According to Mr. Weaver's plan, the two-and-a-half-hour show will be sold to several sponsors, whose commercials will be telecast on a rotating basis. There will be three one-minute network commercials in each half hour.

The regular 30-second chain breaks prevailing in ordinary network schedules and available to stations for spot sales will not be disturbed, a network spokesman said.

It was understood that NBC-TV would need to clear its Saturday night program on at least 15 stations if the project were to succeed. Stations must agree to carry the entire two-and-a-half-hour show if they carry it at all. A network spokesman was careful to point out that although the show fell within network option time, affiliates could reject it if they chose.

The exact format of the program that NBC intends to put in the Saturday night period was not yet disclosed. It was known, however, that Mr. Weaver had been contemplating a "Saturday night on the town" which would cover a variety of entertainment. The idea is that the home audience will be taken to the theatre, to night clubs, to the movies and to other sources of amusement without leaving home.

By distributing the cost of the show among a number of sponsors, whose commercials will be changed among the various half-hour segments from week to week in order to give them equal time advantages, the cost-per-sponsor will be less than that an individual advertiser would have to pay for a half-hour program of similar merit, according to Mr. Weaver's plan. Whether NBC-TV had acquired sponsors for the program was not known. In its message to its stations, the network did not identify possible sponsors nor did it explain the format of the show.

IN THIS TELECASTING

FOLSOM REPORTS

Says TV Rise Unprecedented

A SPECTACULAR rise, unprecedented in the industrial history of the United States, has been made by television, according to a year-end statement by Frank M. Folsom, president of RCA.

"During October, after only three years of production, television achieved the going rate of a billion-dollar-a-year industry," Mr. Folsom said. "No other enterprise of the past has moved so far in so short a time."

Pointing out that it took the automobile industry more than 10 years to reach a similar mark, Mr. Folsom said the wholesale value of all TV sets purchased by the American public exceeds $1 billion—another unequalled record.

Set Demand Great

"So great was the public demand for television receivers, particularly in the last half of 1949, that some of the major producers were from two to eight weeks late in deliveries," Mr. Folsom said. "The total number of sets produced and sold during the year amounted to 2,500,000, or 500,000 more than had been predicted. In New York City alone, the number of television sets in use rose to 1 million."

Turning to 1950, Mr. Folsom said the outlook is exceptionally good, assuring that industry may be expected to produce and sell between 3,500,000 and 4 million receivers, bringing the total number of sets in use by the beginning of 1951 to more than 7 million and the potential television audience to at least 25 million persons.

"To achieve new production records in 1950," Mr. Folsom continued, "industry reports indicate that capacity will be increased by nearly 50%. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1949, the ability of component parts manufacturers to keep pace with demand."

He cited as one of the outstanding developments in TV during * * *

NBC-TV Proposes 2½ Hour Saturday Night Show.  3
Folsom Cites TV's Spectacular Rise  3
The Fine Philosophy: Sell Video Separately  6
Expected Criticize Film at NTTC Forum  10
TV Directors Guild Recognition Award Strike  11
NBC-TV Sets New Rates for O & O Stations  12

DEPARTMENTS

Film Report  14 Telefile  4
Teletvuer  13 Telestatus  8
**Telefile:**

DON LEE'S KTS(L) (TV) MARKS 18 YEARS IN TELEVISION

TODAY KTS(L) (TV) Los Angeles operates secure in the knowledge that the area boasts a set circulation in excess of 300,000, but W6XAO started just 18 years ago knowing its maximum audience did not exceed five sets.

Besides observing the Yuletide season, the Don Lee Broadcasting System last month celebrated the 18th anniversary of KTS(L) which first took to the air as W6XAO Dec. 23, 1931. Present at the start were the late Don Lee, founder of DLBS; Harry Lubcke, now director of television research, and a staff of three men.

Despite the long history of Don Lee in television, the firm is still looking forward to its future, according to Willet H. Brown, DLBS president. In his words, "television is not 'old hat' to Don Lee Television-KTLA (W6XAO). Television is not merely a matter of looking at the record; to us television remains a challenging future."

Mr. Brown is not a man who believes in the status quo. He recognizes that pioneering still remains for his organization.

"Until 1939," he reminds, "we were obliged to manufacture all of our equipment, including receivers, to carry on. However, we managed to continue leading the way, albeit scarcely more than a 'baby' ourselves in a then truly infant industry. Now during television's similarly trying introduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come."

The spirit of Don Lee's continued forward movement in television as guided by Lewis Allen Weiss, board chairman, and President Brown, is reflected in their recent selection of Charles Glett, motion picture executive, as vice president in charge of television, and Cecil Barker as executive producer, thereby injecting motion picture thinking into television.

"Don Lee has engaged in TV research and operation for a longer period than any other network," Mr. Brown points out. "Recently Don Lee also participated in the development of the new 'Electra-Zoom' lens for television cameras. And so it goes; Don Lee continues to seek the proverbial better mousetrap, content only with the most, and best possible, since the days when we built the first structure ever erected specifically for television atop Mt. Lee" (overlooking Hollywood).

Among the various historical television accomplishments claimed by the Don Lee organization are:

- May 10, 1931—First time in Los Angeles that a television image was transmitted from one side of a room to the other on newly developed all-electrical equipment.
- Dec. 23, 1931—W6XAO, one of the first—if not the first—television transmitters of the present-day type, went on the air, telecasting one hour per day, six days a week.
- May 21, 1932—First known reception of television images in an airplane. Made in a Western Air Express tri-motored plane, carrying Los Angeles news representatives.
- March 10, 1932—First showing of full length motion picture, "The Crooked Circle," then being shown in theatres.
- March 23, 1932—First television coverage of a disaster by means of rapidly processed newsreel film, showing scenes of Long Beach earthquake.
- April 4, 1933—First showing of current Pathé newsreels.
- Aug. 30, 1937—Published seven rules for taking motion pictures intended for TV, formulated from having telecast three million feet of movie film.
- Dec. 23, 1940—Mt. Lee television completed, the largest, highest and most complete plant built specifically for television up to that time.
- Sept. 30, 1946—First tennis match to be played on a television stage, when National Champion Ted Schroeder, and others, participated in exhibition matches on regulation court set up on stage of Mt. Lee studios.
- Dec. 23, 1946—Fifteenth anniversary of W6XAO on the air. To that date station had telecast 7,331.6 hours and exhibited 13,601,600 feet of film via television.
- May 21, 1947—Started first sustained daytime telecasting with several weekly presentation of "Queens for a Day" radio program and presented simultaneously.
- April 1, 1948—Telecast first symphony west of New York, with Los Angeles Philharmonic.
- Dec. 7, 1948—First Air Force plane-to-television station images. Air Force B-17 used to show viewers extensive scenes of greater Los Angeles from air. Images beamed directly from moving plane to trans-
Aside from making it technically possible for Don Lee to launch itself in television, Mr. Lubcke has substantially contributed to the lore of television in the west. While still a student of engineering at the U. of California in Berkeley, he built his first television set. He recalls reception with this set of TV transmission from Washington, D. C., in 1926-27; it was nothing more than a repetitious image of a girl bouncing a ball, transmitted by a man named C. Francis Jenkins via the two-megacycle band.

Also before graduating from college, Mr. Lubcke had delivered a technical paper at a meeting attended by Philo Farnsworth. Impressed with the youth, Mr. Farnsworth offered him a job at his laboratories. Upon graduation, Mr. Lubcke became assistant director of research, working directly under Mr. Farnsworth. From there he went south in 1930, where he contacted the late Mr. Lee, Mr. Weiss and Mr. Brown, talked television, and has been with the organization ever since.

Thanks to Mr. Lubcke’s memory, historians may learn that the first Los Angeles TV fan was Howard Tremaine, a motion picture studio engineer, who had built his own set. From him came telephone calls and notes commending the station’s programming and transmission in its early days. From an audience which was so personal, Mr. Lubcke has seen television grow to a mass communications medium in Los Angeles.

Now that television’s next big technical step will be color, Mr. Weiss and Mr. Brown have a man with an ideal background for the post they created as director of television research in charge of color—Mr. Lubcke. While he will venture no guesses on the “when” of color television, Mr. Lubcke firmly believes that the system to gain commercial approval will not be one existing system but rather a combination of two or more.

SUMMING up the position of the technical progress of his organization, Mr. Brown says:

"Don Lee is proud that it developed and demonstrated successfully the first all-electronic system known west of the Mississippi and is very proud for having assisted in the formation of present-day approved standards. This projection goes on in the new-developing TV film-recording system Don Lee will use."

TELECASTING on Channel 2, KTSL transmits on 66-72 mc., 15,000 kw, with live and tape. Its current transmission site atop Mt. Lee is approximately 2,200 feet above sea level but the plan is to move the site to Mt. Wilson as possible. FCC approval has been sought.

Overseeing Don Lee’s television operations is Charles Glett, vice president. Mr. Glett formerly was managing director of the Motion Picture Center and previously a vice president in charge of David O. Selznick production and studio operations. His is a background in motion pictures which extends from financing through production. Additionally he has had experience in the production of industrial films as well as in talent management. During the war he supervised more than 20 film production units while serving as an officer with the Signal Corps.

Mr. Glett states frankly that he believes TV to be a motion picture medium—whether the fare is produced live or on film. But he hastens to explain that "when the man with the screwdriver got off the motion picture camera, the motion picture business became creative." The time is past, he says, when an electronic engineer is all that is needed on a television camera. He has no objection to a cameraman who also knows electronics, but he insists that his cameramen have an understanding of such matters as lighting and setting up.

Not at all one-sided in his view of television as a motion picture medium, Mr. Glett readily admits that there are facets of TV production from which the motion pictures could profit. He cites an example the sustained "take" of a live television show which calls for a performer to go through the length of the program whether it is 15, 30 or 60 minutes in length. This he feels will certainly alter the existing brief "takes" of motion pictures which are sometimes as short as 30 or 60 seconds.

Mr. Glett does not believe in running sustaining "live" programs for a prolonged period of time. In fact he would consider it ideal if KTSL telecast no such programs, except for public service programming. Thus, most "live" KTSL programming is commercial except for those segments which are being showcased for sale, and the public service programming.

He fully recognizes that a program has to be seen to be bought but doesn’t think it need run interminably as a sustaining. The station selects programs which are considered likely entertainment and they are thoroughly rehearsed before ever being seen on the air. Additionally, a "preview" technique is being developed to show programs to a studio audience via closed-circuit. Each attendant is provided with a card for critical comment. After compiling the comments along with the critiques of the station’s staff, program revisions may be undertaken. When the program is then adjudged ready to roll, it may be telecast a few times and kinescoped. With this visual presentation, the station’s sales force has a handy product to sell. That which is sold may be put on the air and that which lacks commercial appeal need not have endless money expended, Mr. Glett reasons.

At the present time, KTSL is telecasting approximately 20 hours weekly on a Monday through Friday basis. Within 60-90 days, Mr. Glett intends to expand the station’s schedule to include weekend nights and by spring he hopes to add about 10 hours of daytime programs to the station’s weekly schedule.

Of the present average of 20 hours each week, about one third is live, including remotes. Kinescoped programs, obtained through the station’s affiliation with Dumont, presently provide about two more hours a week; early in 1950 this will be increased by two more hours. All other programming seen on the station is film.

In addition to this mode of operation, Mr. Glett told TELECASTING definite plans have been drawn to evolve a motion picture workshop group as still another source of programming. He said that the first story property had been obtained and only formal negotiations had to be completed before an announcement is made. This group will work in both live (Continued on Telecasting 12)

HISTORIC pieces that typify Don Lee pioneering in television:

Above—The first transmitter used by W6XAO for over-the-air transmission in October 1931 when Don Lee was operating from Seventh and B-streets and the initial signals were picked up on a receiver in a vacant lot a block away. Later the distance was increased to 10 miles. Transmitter is shown without its protective cabinet.

Below—Harry R. Lubcke, director of TV research in charge of color for Don Lee-KTSL(W6XAO), explains component parts of the first-known TV receivers in Los Angeles to his daughter, Joanne, now 13. Joanne is believed to be the veteran television of her generation, the Lubcke home having had a television set since before she was born.
ON THE FIRST day of September 1949, Keith Kiggins took occupancy of the second floor of the building at 343 Lexington Ave., New York, and set out to build an organization that would live up to the new gold letters on the door, reading "Edward Petry & Co., Inc.—Television Department."

Reason for the new office space, half a mile across Manhattan from the Petry headquarters at 42d and Madison, was the same as for the new department, itself. Edward Petry, president of the company that has been among the leading station representative organizations since the early 30s, had been thinking about television and sound radio and had reached some definite conclusions.

Mr. Petry observed that when

Divorce of the Visual From the Aural

Keynotes Firm's Television Success

"AM was in its infancy, station representatives believed they could represent competing stations in the same market. In founding The Petry Co. 17 years ago we felt differently and established the now accepted practice of exclusive representation." He continued: "And now ever since television came to life as an advertising medium, every radio representative has faced the temptation to rationalize the feasibility of a combined AM-TV sales operation.

"His thinking goes somewhat like this: Ownership of stations is often the same; in many agencies the buyer is the same; often, too, the advertiser is the same. Why, then, shouldn't the seller be the same?"

"That's an easy bill of goods to sell yourself," he commented. "It's cheaper; it's easier. And it's just as good . . . isn't it? You don't need initiative, added effort, the willingness to invest considerable money in a new and separate operation. Actually, you don't need to do anything. Long live Status Quo!"

"But let's not kid our stations, advertisers or ourselves," Mr. Petry advised.

"At the risk of being called simple and old-fashioned," he said, "we maintain that a good salesman must first of all believe in and be enthusiastic about what he has for sale to the exclusion of all else. For the salesman who really deserves the name there are no two ways about it. He simply cannot wholeheartedly and honestly sell two things which compete for the same advertising dollar. He can't sell Sunday supplements and daily papers—or car cards and billboards—or network radio and spot—or AM and TV—no matter what their superficial similarities."

Mr. Petry explained, "We at the Petry Co. believe this so completely that we have entirely separated our

AM and TV sales direction, sales force and sales promotion—even down to physical separation of our office space. As a matter of fact, we have even been kidded about the fact that our AM salesmen don't even know our TV men, and vice versa. There's some truth in that. We want it that way.

"We believe that's the way to do a better job for our stations, for advertisers, and for their agencies," he concluded.

Kiggins for TV

Turning from thought to action, Mr. Petry engaged Mr. Kiggins, veteran network executive, to build and operate his TV division. Mr. Kiggins, who had topped off his long service in sales and station relations at NBC and ABC with two years as an officer and consultant of Television Assoc., agreed with the Petry reasoning and went to work to carry it out.

By the end of September, Mr. Kiggins had his office space well populated. There were—and are—five salesmen: Douglas MacLatchie, who had joined the Petry sales staff in February, moving from WFIL-TV Philadelphia; William Cornish, former agency radio and TV director and time salesman for the DuMont TV Network and DuMont's own video stations; Donald P. Campbell, veteran network salesman with NBC, ABC and MBS experience; Robert S. Wilson, formerly in charge of cooperative program sales for Mutual's Central Division; Richard Arbuckle, previously space representative for

(Continued on Telecasting 11)

EXAMINING the Petry TV map are (1 to r): Joe DiDona, director of sales service, Petry TV department; Douglas MacLatchie, Petry TV time salesman; and Joseph Allen, director of public relations, Bristol-McAllister.

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(Continued on Telecasting 11)
GET "CLEAR SWEEP"
TELE-SELL IN THE SAN FRANCISCO
BAY AREA WITH...

San Francisco's
Highest
TV Antenna

KRON-TV’s modern antenna was created especially to serve this multi-County market. It rises 1,480 feet above sea level... has 14,500-watt power (is designed for 100,000 watts directional power)... occupies San Francisco's highest and finest telecasting location.

Telecasting from “Television Peak”— atop San Bruno Mountain, just south of San Francisco—KRON-TV brings NBC network and popular new local programs to the Bay Area's fast-growing television audience.

For “Clear Sweep” television advertising in the San Francisco area...check KRON-TV first!

- Represented nationally by FREE & PETERS, INC....
  New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood.
  KRON-TV offices and studios in the San Francisco
  Chronicle Building, 5th and Mission Streets, San Francisco
IN the first 11 months of 1949 the number of television advertisers increased by over 210%. Between the December 1948 and November 1949 reports, total advertising jumped from 651 to 2,195. The number of reporting stations increased from 41 to 86 with television markets going from 23 to 51 in the 11 month period.

Total advertisers increased from 1,891 to 2,195 between October and November of 1949, the latter figure excluding the spot and local business of two stations which did not report.

This information is based on results supplied to Telecasting by the N. C. Rorabaugh Co., publisher of the monthly Rorabaugh Report on Television Advertising. Network figures cover all stations for the entire month and are obtained directly from the networks' headquarters. Spot and local business information is supplied by the stations and covers the week of Nov. 6-12. Two stations did not report their business in November.

Total network advertisers moved up from 76 in October to 78 in November. Although this would indicate the network field had set-tled down for the fall-winter season, there were seven network sponsors who dropped entirely from the picture while nine new ones entered. In addition to those nine, there were four advertisers included in the October total who placed additional business in November. Conversely, several advertisers who were included in the totals for both months decreased their time purchases. A few new sponsors in November made their time purchases for special onetime-only programs.

New Advertisers

Goodyear Tire & Rubber Co. started the half-hour Paul White-
man Goodyear Review on 40 stations. Ford Motor Co. purchased time on 12 stations for two, hour-
long telecasts each day, five days a week, from the United Nations. Gulf Oil Corp. switched its We the People from CBS-TV to NBC-TV and increased the number of stations to 29.

The biggest losses between the two months were the hour-long Fireball Fun-for-All sponsored by Buick Div. of General Motors and Crusade in Europe backed by Time Inc. The Buick program appeared on 35 stations and Crusade in Europe on 35.

The 78 different network adver-
tisers in November sponsored 95 shows. ABC dropped from 18 ad-
vertisers in October to 15 in November. CBS went from 35 to 33 and the DuMont TV Network lost one advertiser, giving it four in November. Four new advertisers appeared on NBC for the November total to 36. (If an ad-
vertiser sponsors more than one program on a network he is counted only once for that network. If he sponsors programs on more than one network he is counted in the total for each network where business is placed.)

Total advertisers in the national-regional spot field increased by 21, going from 399 in October to 420 in November for the reporting stations. There were 75 newly active advertisers, the dif-
f erence being due to accounts dropped. Most of the addition and deletion activity was confined to

(Continued on Telecasting 14)
The first year is the hardest. 1949 was a year of accomplishment and achievement for “The Eyes of the South.” A steady and persistent schedule of topflight programs has already established a record set population in the Atlantic area.

1950 will be even more significant. For the policy of market dominance with superior programs will be maintained — and augmented.

If Atlanta is on your television planning board—and it should be—get the facts about WSB-TV from your Petry man.
Experts Criticize at NTFC Forum

Folsom Reports
(Continued from Telecasting 3)

variety and quality of television programs.

Mr. Folsom said the social implications of TV's wide public acceptance already are becoming apparent and that there is much evidence to show that it is becoming an influential factor in establishing closer family relationships—reversing a trend set in motion by other modern developments.

Sound Position

While the progress of television held the spotlight during 1949, sound broadcasting steadily advanced, Mr. Folsom said, far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest single medium of mass communication available to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to profit still between 8 million and 10 million receivers during 1950. Moreover, there is every reason to believe that there will be a market for 6 million to 8 million radio sets and records an indeterminate period in the future," he said.

Commenting on the phonograph field, Mr. Folsom said that in October, "only seven months after the 45 [45 rpm record] was introduced, the new records were being produced and sold at the rate of 20 million a year and the new record players at the rate of 65,000 a day." Mr. Folsom concluded: "The major advances of the radio-television-phonograph industry in 1949 are but proof of still better things to come. At no time in the history of the radio-electronic arts have conditions been more favorable for continued growth and expansion in service to the American people. To the fulfillment of this promising outlook, RCA wholeheartedly dedicates its facilities and services in scientific research, manufacturing and communications."

Antiquated and inefficient television film projection equipment used by video stations across the country was named last week by National Television Film Council as one of the major causes of poor retention of films in TV homes.

At the group's third quarterly forum, held Wednesday at New York's Astor Hotel, stations were criticized by several of the speakers for using "equipment nothing better than a type of imported "portable projection machines" in the telecasting of film. No specific stations were named, such as network originating stations, and it was agreed by an indepth few exceptions the situation was general.

While most of the producers are aware that film for video can be improved, it was agreed that even tailor-made TV film an educational job among stations is necessary before transmission will be of quality level.

Morning session on distribution was headed by John Mitchell, United Artists television sales manager, and W. W. Black, vice president of Official Television, both New York. Mr. Mitchell revealed that UA is adopting a policy of omitting submission of audition prints to video stations for the latter to sell in favor of selling directly to the advertiser. He feels that there is a big untapped market for TV films if advertisers are properly contacted. According to Mr. Mitchell, his firm's experience with stations has not been profitable, as station sales organizations are inadequate.

Pointing out that advertisers are interested in continuity—larger packages such as a series of programs—Mr. Black invited qualified producers to submit such packages for distribution to stations and advertisers. Official TV, he said, is conducting research to ascertain the type of film that will justify production of a large series. He decried the omission of audience and merchandise promotion plans with TV films.

"The distributor," he said, "must be organized to visit advertising agencies with fool-proof presentations," Film must equal or surpass so-called "live program." "Money," he concluded, "is waiting and available for financing of films if investors can be shown market and profit possibilities through station and sponsor acceptance."

Mr. Folsom defined the time rate as any good for video according to Russ Johnson, newly appointed vice president of Jerry Fairbanks Productions, East Coast office, and stations are not-joining with antiquated projection equipment. Mr. Johnson, who recently resigned from NBC-TV's film department, questioned the merit of photographic sound for television film, pointing out that FM transmission, used in TV, is the most critical in the world.

"Many films need better productions, as well as better equipment," he said. "Even if you could get a picture," he added, "the present electronic tube will not reproduce it, and the present film stock is not used, no matter what it is."" Favorable Factors

He stressed as factors favorable to the use of film the recording of programs for perpetuation, the overcoming of time zone differences and elimination of cable costs. "It's a waste of money to produce a program, throw it into the air and lose it," he emphasized.

High key illumination with no more than 1-00 ratio between the darkest black and the lightest white, or one-sixth of the lighting ratio used for motion picture was advocated for production of television films by Dr. Frank Back, inventor of the Zoomar lens.

Speaking at the afternoon session on production, headed by Henry Morley of Dynamic Films, New York, Dr. Back outlined several reasons why films, that show up well in screening look badly on home receivers. The most important factor, he said, is the increase in contrast differences, causing loss of half-tones, of detail in shaded areas, and blackness at the picture's borders. Explaining that each link through which a film must pass before reaching home sets acts as a gamma amplifier, sometimes increasing the film's half-tones five times its original gamma reading, Dr. Back stressed the need of either processing negatives to low gamma readings or working with low contrast to begin with. Another method, he said, is to light as if photographing in color, avoid bright highlights and deep shadow areas.

Mr. Paskov concluded the meeting with the outline of NTFC television station manual, to be published shortly by the council. The manual outlines everything a station manager thought by council experts to be necessary to efficient operation of video station film departments.
Mr. PETRY

* * *

TV DIRECTORS

Networks Recognize Guild, Avert Strike

A threatened strike by New York television directors against three major networks and WOR-TV New York was averted last week when the companies recognized the Radio & Television Directors Guild as bargaining unit for floor managers.

The guild already had been recognized by ABC-TV and NBC-TV as representing floor managers, but until last Thursday CBS and WOR-TV had contended that class of employees at their studios had not claimed the guild as a bargaining unit. Floor managers at CBS and WOR advised the companies at mid-week that they had chosen the guild to represent them. The ensuing recognition of the guild on behalf of the floor managers averted a strike that the guild had threatened to call for Dec. 31.

At the same time the companies and the guild accepted a proposal by Frederick Bullen, executive secretary of the New York State Board of Mediation, that negotiations of the union’s demands for wage raises and revisions in working conditions proceed for another month.

The guild’s contracts with ABC-TV, CBS-TV and NBC-TV expired at midnight Dec. 31. The acceptance of the state mediator’s proposal virtually insured a no-strike period to Jan. 31.
A mong the station's most successful commercial formats are weekly wrestling pickups from the Hollywood Legion Stadium sponsored by the TV Buys Bureau, five individual banders gathered together to defray the cost. Commercials call for the use of each dealer during the series, utilizing no more than one or two commercials a cent uate their neighborhood locations and an effort is made to personalize the dealer as a local neighborhood. The dealers handled a station traffic directly traceable to television, as well as sales results.

Camels, through Westy Ely Co., has been sponsoring boxing via the NBC networks, another local interest in the weekly bouts each Friday from the Hollywood Legion Stadium has run high and handling of the commercials by the cigarette firm has been a source of particular comment. Ample product identification has been enjoyed without hammering. Summing it up, Mr. Hoag describes it as the "happy service of two masters—sponsor and viewer, alike."

Two other highly successful programs have been sponsored by Thrifty Drug Stores (chain) through the Nelson Weinberg Advertising Agency in Los Angeles. One is locally produced and titled, What's The Name of That Song, featuring Bill Gwinn as m.e. Thursdays through Saturdays. Essentially audience participation program, product mentions are happily managed by the m.e. and commercials well integrated.

The same sponsor's second program is a kinescope feature from DuMont, titled Cavalcade of Stars, seen on Monday evenings. It is a good example, according to Mr. Hoag, of a national network caliber program priced properly for single market sale.

O ther examples of KTSN success stories:

Klever Kook, a seasoned flour process, had used newspapers and radio before buying a participation on KTSN. Directly coincident with the first use of TV, sales showed a noticeable hike, according to Lockwood - Askafords, the management.

Utilizing a one-minute spot as a test and anticipating mild results, Fralunga Ice Cream through The Tullis Co. purchased a Friday night spot to announce a weekend TV special. Viewers were advised they could phone a certain number or visit their neighborhood dealer. Not only were the local dealers happy over the broadcast, but the phone girls handled all the calls physically possible for 45 minutes following the spot.

On a participating show featuring Norma Young in a variety of household hints, a self-sealing jar was demonstrated and viewers were told to send their checks to a given box address. Although results were not made known, more than 20 checks were mistakenly directed to Miss Young in addition to known sales increases at the two Buick's department stores, carrying the one exclusively in the Los Angeles area.

To plug its children's line, Karl's Shoe Stores, thru its agency, J. B. Kiefer Inc., purchased showings of 16 cartoons. Commercials featured specific models. Stores reported selling out the lines advertised within a couple of days following each telecast. One of the most satisfying agen
cy-client reactions, according to Mr. Hoag, came from Challenge Cream & Butter through Ross Sawyer Inc., for three weeks of TV via KTSN. The plans were to buy additional time in San Francisco and Mr. Hoag "regretfully" had to report that Don Lee as yet, does not have a San Francisco station operating.

**PHONEVISION**

Zenith Asks for Tests Now

ZENITH RADIO Corp. asked FCC last Thursday to let it proceed with its proposed $400,000-plus test of Phonevision in the Chicago area without the hearing which the Commission has ordered [TELECASTING, Aug, 8, Dec, 1949].

Most of the questions raised by FCC for the hearing can best be answered after the tests and some results may be obtained before the tests begin, it was stated by A. K. Wheeler of the Washington law firm of Wheeler & Wheeler.

The commission pointed out that Zenith proposes to test its system of subscription television for three months in some 300 homes, charging each subscriber $1 for each Phonevision setup he wishes to see. The subscribers will also have standard TV broadcast sets, so they may choose between standard and Phonevision programs.

To put it simply, the company hopes to make a profit on the experiment, Zenith said it would give all proceeds to charity. Zenith's "pay-as-you see" system of subscription TV is a broadranged multiform system which is an "assembled" that can be uncranshambled only by means of a "key" signal sent by standard telephone lines, has been on the air from Zenith's own tower at K2XBS since March 1947. Its technical feasibility has been proven, the petition asserted, adding:

Whether the system will operate successfully has yet to be determined. Here the large number of lines connected to the same local exchange has yet to be determined. Here are subscribers remaining question to be answered is whether the system will make the primitive of "pay-as-you-see" television. The primary objective is to obtain a definitive answer to that question.

Zenith maintained that its proposed systems were even more limited than those of Muzak Corp, which FCC authorized in 1941 with respect to Muzak's "pay-as-you-

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**NBC-TV RATES Increase for O&O Outlets Are Announced**

Rate increases for NBC-TV owned-and-operated stations were announced last week by NBC. The rates, for stations in New York, Washington, Cleveland and Chicago, are effective Jan. 16. The Hollywood station increase is effective Feb. 1.

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**Effective Date**

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**Ratings**

- With the exception of Los Angeles, all NBC stations carry Los Angeles programs.
- The increase of $250 per hour was the most noticeable change.
- The increase in the ratings was due to the higher costs of production and advertising.
- Mr. Hoag explained that each studio would be converting a non-television studio site into a usable one.

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**O F the station's average of 20 hours of programming week-
lv, 12 are commercial, according to Robert Hoag, sales manager. A thorough reading of the station's rates and schedules discloses a scale of production charges and Mr. Hoag promptly explains that each such cost estimate is made as the specific program's needs are made known. In the matter of film facilities, "rates listed include film facilities. If film programs require rehearsal of an announcer, the cueing of additional material or sound effects, etc., a film facilities charge is made at the rate of $40 per hour for such rehearsal, with minimum of one half hour re-
quiring."
FRED FREELAND's innate inventiveness and technical approach to all things—including television—are birthrights from his father, an industrial engineer and former Swiss bell ringer in Vaudville. Any bell ringing Fred now hears comes from befuddled moments of video in his work as television director of Ruthrauff & Ryan, Chicago.

Always interested in creative dramatics and factual electronics, Fred is one of the few agency TV men permitted to call his own shots in station control rooms. Director of TV shows and spots for 30 accounts, Fred spends much of his time on film commercials.

His fascination with films began (and almost ended) in his hometown of Middlebury, Ind., when he was nine years old. The exploits of Harold Lloyd were being reeled off in the Freeland basement on 2,000 feet of highly explosive nitrate film when the can caught fire. The house, and Fred's head, were saved by a quick-thinking father who threw the reel out the back door. Immediately, he turned his efforts to production of pseudo radio and stage shows in the living room, surrounded by pulleys, mikes, curtains, props and turntables.

After years of homespun his- trionics, he became a full-fledged announcer at WTRC Elkhart, Ind., when he was 14 and a Middlebury High School sophomore. His first job, at $3 a week as a substitute announcer, was snatched through the program director, who had tutored him in mike technique. "When it came time for me to ask for a job, he couldn't say no and prove he wasn't teaching me anything," Fred says.

When WHBC Canton lured him with a $20-a-week announcing job, he adjourned to Ohio, remaining there until 1941. There he produced and announced shows, mainly musicals.

While auditioning applicants for an amateur hour one evening, he heard a "real cute gal who tried to sing, but couldn't. Her name was Norma Faust—and she still can't sing," Fred says. They were married in Canton, and now have a 13-year-old son, Dick. They now live in Ft. Wayne, Ind., where Fred spends his weekends.

At the time of his marriage, Fred was fast becoming a sound expert. He offered his services and the station facilities, both free, to an industrial film producer. Together they shot location movies for such organizations as the Timken Co., Republic Steel. Fred later produced movie shorts for Warner Bros. 

Fred's next job was in uniform—he entered the Army. Going from Mississippi to Louisiana to Texas, he worked on an infantry radio staff and aided in production of several CBS network shows from WHAS Louisville. On his return to civilian life, he went to the Studebaker Corp. in South Bend, Ind., as foreman in the high frequency static suppression department. Locked in his laboratory daily for security reasons, he developed noise abaters for Army vehicles.

Transferring to WOWO Ft. Wayne, operated by Westinghouse along with WGL (later sold) and the experimental FM station, WCIA, Fred was one of a program staff of 100, but in nine months became production manager.

Early in the war he produced the film feature "Bombs Over Ft. Wayne" for the local civilian defense unit. The documentary was later taken over by the War Dept., and released nationally. It earned an Army citation for him in 1942.

While at Westinghouse, Fred became involved in the television department operations, and earned three patent awards from the firm for inventing (1) a mixing circuit for long-set shots, akin to a traveling mask in the movies, (2) an electronic zooming lens, and (3) a pulse-time transmission system, a single instead of a double unit.

After putting TV technical and programming theories to test at the Farnsworth experimental station there, he went briefly to WBZ-TV Boston as director of television. He returned to Ft. Wayne in January 1948 to promote and produce the Hoosier Hop, 20-year-old western and folk show, and special productions, including several for the Indiana State Fair. After turning out television film commercials and more industrial movies as a freelancer, he was hired by WBKB (TV) Chicago as production assistant last January. From there it was a quick jump to Ruthrauff & Ryan in June.

Fred directs or supervises all of the agency's TV shows and film commercials, most of which are made in Chicago. With enough technical knowledge to know his own limitations, Fred has a simple formula for successful shows and commercials—"Shoot everything as a minute movie, and follow motion picture techniques exclusively."

ON THE
WASHINGTON SCREEN

As We Enter January, 1950

WMAL-TV presents, between 6 and 11 p.m.

7½ hours

of Local and National Spot Advertiser

Sponsored Programs
Weekly

more than double the
other 3 Washington
TV stations combined

STATION X—1 Hour 20 Minutes
STATION Y—1 Hour 45 Minutes
STATION Z—0

Other 3 Stations' TOTAL—3 Hours 5 Minutes

WMAL-TV COMMERCIALS, JANUARY, 1950

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri. sponsored by Valley Forge Brewing Co.

"Tailwaggers"—7:30 to 7:45 PM—Mondays sponsored by Arcade-Pontiac Co.

"Boxing" (Turner's Arena)—9 to 11 PM—Mondays sponsored by Globe Brewing Co.

"Shop By Television"—7:30 to 8 PM—Tuesdays sponsored by Hecht Co. Department Store

"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays sponsored by L. P. Steuart, Inc.—DeSoto Dealer

"Wrestling" (Turner's Arena)—9 to 11 PM—Wednesdays sponsored by Sinclair Refining Co.

"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays sponsored by Phillip's Radio & Television Co.—RCA

"Capital Close-Up"—7:30 to 7:45 PM—Fridays sponsored by the Occidental Restaurant

"This Week in Sports"—7:15 to 7:30 PM—Saturdays sponsored by True Motor Co.—Dodge Dealer

"Hollywood Screen Test"—7:30 to 8 PM—Saturdays sponsored by Duffy-Mott, Inc.

(5½ hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES

8¾ Hours Weekly of Night Participating Programs—Currently 90% Sold Out

CHANNEL 7 WMAL-TV WASHINGTON, D. C.

Represented Nationally by ABC SPOT SALES.
Telesatus 
(Continued from Telecasting 8)

advertisers using one to three stations. Biggest new spot account reported was for Rorabaugh in November, in point of size of account, was D. I. Clark Co., which placed business on 11 stations. No big spot accounts dropped or decreased their station list to any extent with the exception of Kaiser-Frazer Corp., which dropped from 16 stations in October to two in November.

The Dodge Div. of Chrysler Corp., which had placed spot business in only a few stations during the October check week, increased its schedule to include 31 stations in November. Eleven new stations were added by the Alliance Mfg. Co. for 38 in November while American Tobacco Co. and Pioneer Scientific Corp. bought 10 new outlets. They placed business on 49 and 26 stations respectively in November. Berrus Bulova Watch Co. continued as heavy users of television spots.

Greatest Gain Local

Greatest gain in the number of advertisers was made in the local field. This category jumped from 1,416 advertisers in the October report to 1,697 for November.

Food & Food Product advertisers, which have consistently led in the number of active sponsors, gained 50 new accounts for a November total of 345 (Table II). Although one network sponsor was lost—Derby Foods Inc. which had backed a half-hour segment of Super Circus—substantial gains were made in the spot and local fields.

Advertisers of Automotive, Automobile Equipment & Accessories increased by 30 to remain in second place with 271 accounts. One new advertiser jumped in this classification—Buick Div. of General Motors. Spot advertisers remained at 14 with the gain being made at the local level.

Increased ratings in this classification kept Household Furnishings, Equipment & Supplies in third place with 247 advertisers. Hotpoint Inc. sponsored a special one-hour Thanksgiving Day program on 18 stations and Nash-Relina
tor Corp. which had started participations in the Monday through Friday Homemakers Exchange in October was included in the Novem
ber report. Three new spot advertisers were added and the remaining gains were made locally.

In fourth place for number of accounts was Radios, TV Sets, Phonographs, Musical Instruments, & Accessories with 239 advertisers. Although the number of network advertisers remained at five in November, Admiral Corp. started a second program, Larks Eye, on NBC TV stations. There was one new spot advertiser, with the remaining 35 new accounts being placed locally.

BING CROSBY Enterprises, Holly-
wood, in first television film ven-
ture, has been signed to produce 10-26 minute films for Procter & Gamble’s Firestone Theatre series on NBC eastern TV stations. Ac-
cording to agency for P&G, Compton Adv., Hollywood, each film will cost between $8,000 and $12,000. Production to get underway after Jan. 1 will be directed by B & W Prod., which is to produce series for P&G for Teleplay Produc-
ductions.

Standard Television Corp., New York (film distributor), concluded agreements with every major Rank, London, for distribution by Stand-
ard of 75 feature films; aggregate production costs are said to have been $50 million. About 50 films never shown in U.S. have been
made in past two years, according to Standard. Others, such as “I Know Where I’m Going,” “Waterloo Road,” etc. have already been box office hits during U.S. theatre runs.

KTLA (TV) Los Angeles has started filming of its first one-hour film series The Comics. Based on comic strip characters, series is made up of films leased from Universal International. Among the comic strips to be filmed are 13 episodes of Flash Gordon, Red Barry, Ace Drummond, Tim Tyler, Smiling Jack and Don Winslow series. Two different series are being shot each week, in 20-
minute segments.

Caston Productions, Hollywood, doing series of 13-quarter-hour films, called Sketchbooks, is making 55 films. Each film will be based on book and is made up of 13 one-hour episodes of films. Films will depict interesting people in various parts of U.S. Shooting already has started in California and Arizona, later to be extended to rest of country. Film has gone to Europe for European series to be combined with this group . . . Dixie Dugan,” half-hour TV film based on comic strip character has been prepared by Drink Productions, Hollywood. Plans are to produce two half-hour film episodes weekly for series. Jean Gerard is producer, Al C. Ward directs and Helen Parrish, film actress, is starred.

Alan Brown, formerly with Time Inc. and recently special assistant to Secretary of the Navy, has joined the Princeton Film Center, Princeton, N. J. Mr. Brown will be director of client relations as well as executive assistant to the presi-
dent. He now resides in Princeton but will spend a large part of his time in New York office . . . United World Films, New York, recently completed six one-

Penguin Pictures Inc., New York, producing filmed musical series, “I Thee Wed,” planned as a 15-
minute weekly episodes. Cost of series said to be less than compar-
able live show. Series currently being offered to national sponsor and will be re-released thereafter on market-by-market basis.

General Films Division of Televi-
sion Corp. of America, western branch, Alameda, Calif., announces its new studio which opened last September are operating on full seven-day schedule. Not all this production has been contracted for, but John Convery, general man-
der, believes in the diversity of films and other films currently being made in the famed Mexican back-log of all types of film for future calls. All sound and camera equipment being used is latest 1950 type. New sound stages and out-
door sets and buildings make this one of the largest studios in coun-
tryp devoted to exclusive production of TV films, it is said.

**

TABLE II

<table>
<thead>
<tr>
<th>Number of Advertisers by Product Groups</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Accessory</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>3. Automotive, Automobile Equip. &amp; Access.</td>
<td>8</td>
<td>4</td>
<td>13</td>
<td>25</td>
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<tr>
<td>4. Beer &amp; Wine</td>
<td>2</td>
<td>14</td>
<td>249</td>
<td>271</td>
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<tr>
<td>5. Building Materials, Equip. &amp; Fixtures</td>
<td>4</td>
<td>9</td>
<td>173</td>
<td>190</td>
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<tr>
<td>6. Confectionary &amp; Soft Drinks</td>
<td>2</td>
<td>18</td>
<td>69</td>
<td>97</td>
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<td>7. Disinfecting &amp; Sanitizing Products</td>
<td>1</td>
<td>15</td>
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<td>8. Construction &amp; Contractors</td>
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<td>14</td>
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<td>30</td>
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<td>9. Drugs &amp; Remedies</td>
<td>1</td>
<td>23</td>
<td>23</td>
<td>46</td>
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<td>10. Entertainment &amp; Amusements</td>
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<td>11. Food &amp; Food Products</td>
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<td>103</td>
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<td>348</td>
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<td>12. Gasoline, Lubricants &amp; Other Fuels</td>
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<td>13. Hardware</td>
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<td>207</td>
<td>207</td>
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<td>14. House Furnishings, Equip. &amp; Supplies</td>
<td>31</td>
<td>5</td>
<td>36</td>
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<td>15. Industrial Materials</td>
<td>9</td>
<td>31</td>
<td>37</td>
<td>78</td>
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<td>16. Insurance, Banking &amp; Real Estate</td>
<td>16</td>
<td>17</td>
<td>33</td>
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<td>17. Jewelry &amp; Optical Goods &amp; Connect.</td>
<td>10</td>
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<td>11</td>
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<td>18. Offsets, Stationary &amp; Writing Supp.</td>
<td>1</td>
<td>3</td>
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<td>19. Publishing &amp; Media</td>
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<td>19</td>
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<tr>
<td>20. Radio TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>5</td>
<td>225</td>
<td>225</td>
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</tr>
<tr>
<td>21. Restaurant &amp; Shops</td>
<td>1</td>
<td>17</td>
<td>17</td>
<td>34</td>
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<tr>
<td>22. Smoking Materials</td>
<td>1</td>
<td>12</td>
<td>12</td>
<td>24</td>
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<tr>
<td>23. Stationery &amp; Stationery Supplies</td>
<td>8</td>
<td>12</td>
<td>20</td>
<td>42</td>
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<tr>
<td>24. Sporting Goods &amp; Toys</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>25. Tailors</td>
<td>1</td>
<td>30</td>
<td>30</td>
<td>60</td>
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<tr>
<td>26. Transportation, Travel &amp; Resorts</td>
<td>1</td>
<td>8</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>27. Miscellaneous</td>
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<td>57</td>
<td>57</td>
<td>114</td>
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<tr>
<td><strong>Total</strong></td>
<td>78</td>
<td>420</td>
<td>1,697</td>
<td>2,195</td>
</tr>
</tbody>
</table>
The Broadcasting Yearbook and your business...

the only single source book of radio-tv information, facts, and figures...

How much do advertisers spend for spot, network, regional and local campaigns—who handles the account?
Which are the top radio-TV advertising agencies—their gross billings?
You'll find these answers—and many, many more hard-to-get facts—plus the following exclusive features in the 1950 BROADCASTING • TELECASTING Yearbook.

Gross network billings by advertisers, by agencies, by product classifications, by months
Comparative radio costs vs. newspapers and magazines
Year's top ratings and program trends, awards
Economic analysis of 1949 broadcast advertising
Advertising agencies (and personnel) handling radio-TV accounts
National and regional advertisers directory
More than 50 directories covering AM-FM-TV stations, executive personnel, equipment manufacturers, national representatives; film, transcription and related services.

These and a thousand facts/charts more are the BROADCASTING • TELECASTING Yearbook, classified under easy-to-find headings, indexed for quick reference.

There's nothing like the Yearbook for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

The Yearbook comes free to BROADCASTING subscribers as of February 1, but a limited supply of copies will be available at $5.00 each.

$7 pays for 52 weekly issues and includes 1950 Yearbook.

Please enter a year's subscription to BROADCASTING immediately and be sure to send me the 1950 Yearbook, free of charge, as part of this subscription.

☐ I enclose $7.00 ☐ Please bill me

Name

Address

City Zone State
With more and still more telecasters it's Du Mont TV camera equipment because of outstanding dependability.

**DU MONT**

Type TA-124-B

Image Orthicon Chains

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pick-ups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by intra-store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is dependability. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

Consult us on your TV plans and requirements. Literature on request.

ALLEN B. DU MONT LABORATORIES, INC.

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, 1000 MAIN AVE., CLIFTON, N. J. • DU MONT NETWORK, 515 MADISON AVE., NEW YORK 22, N. Y. • GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J. • PLANTS IN PASSAIC, CLIFTON, ALLWOOD AND EAST PATERSON, N. J.
CLEAR CHANNELS

Farmers Urge Power Boost

CLEAR-CHANNEL stations' frequencies should be "held inviolate by international agreement" and power increased to permit further service to farmers, the American Farm Bureau Federation resolved Dec. 15 at its 13th meeting, affirming a resolution adopted in 1946 and reaffirmed in 1947 and 1948. Sub-stations are advocated by the federation to serve special needs of farmers.

Service by KFI Los Angeles to the Great Western Live Stock Show held in that city a few weeks ago was praised in a letter sent to General Manager William B. Ryan by C. J. Lump, representing the Great Western Live Stock Assn.

KXXL RENO CASE

FCC Issues Initial Decision

INITIAL decision to deny renewal of license to KXXL Reno, Nev., and dismiss as moot a request to sell the station to Chet L. Gonce, its original owner, was reported by FCC last Wednesday. KXXL destroyed by fire in November 1948 and off the air since that time, assigned 951 w on 1230 kc.

Hearing Examiner Fanney N. Litvin found that Byron J. Samuel, now sole owner, had acquired without Commission consent the one-third interest he held by Edward Margolis and Frederick W. Kirke, who had been partners with him in station. The report showed further that Mr. Samuel did not desire to renew the KXXL license and did not wish to rebuild or operate the station.

The examiner found that Mr. Samuel wished renewal only for the purpose of transferring it to Mr. Gonce for cancellation of a $10,000 debt due the latter. At the hearing, Mr. Samuel further stated he wished to "withdraw" both the renewal request and the transfer bid. Mr. Gonce was given FCC approval in 1947 to sell to Mr. Samuel and his associates for $30,000.

Edward A. Malling appointed sales manager for component parts in General Electric Receiver Div., Syracuse, N. Y. He has been with company since 1935.

CARROLL GARDNER appointed account executive for Frederic W. Ziv Co. Formerly general manager of WLEX Lexington, Ky., he will cover Florida and Southern Georgia with headquarters in Jacksonville. Mr. Gardner formerly was general manager of WAPI Birmingham and later was with WMBR Jacksonville.

Mr. Gardner AIR KING PRO- DUCTS Co., Brooklyn, N. Y., reports its new console and table model television receivers will make use of rectangular video tubes. Called "soft-lite full view," tubes are said to show picture exactly as it is telecast from transmitting station with no loss of view from cut corners or masking.

COMMODORE JOHN D. SMALL, executive assistant to the president of Emerson Radio and Phonograph Corp., New York, named vice president of corporation in addition to his present duties. ABRAHAM ROSEN, controller, appointed assistant treasurer. A. A. VOGEL, former assistant controller, named controller, JOSEPH LONGIN, former assistant controller, named assistant to the executive vice president.

Dr. ALBERT W. HULL, assistant director of General Electric Research Lab., Schenectady, N. Y., retires. He will continue to serve company as a consultant.


Equipment

ELIZABETH K. TAYLOR appointed as assistant secretary of AT&T, first woman in organization to hold that post. She joined company in 1921 as stenographer and later became secretary to the president.

TUBE DIVISIONS of General Electric Co., Syracuse, N. Y., announce following appointments: E. F. PETERSON named manager of sales of tube divisions, with headquarters at Schenectady; L. B. DAVIS appointed manager of receiving tube division at Owensboro, Ky.; and K. C. DeWALT named manager of cathode ray tube division at Syracuse.

UNIVERSAL MOULDED PRODUCTS CORP., Philadelphia, announces marketing of Reelset, portable tape recorder with 'twin-track' which eliminates interruption for rewinding; automatic tape threader, and volume indicator.

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes ... A. B. C. recorded on AMPLEX in Chicago ... 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15" = 2 db. 50-15,000 cycles
At 7.5 = 2 db. 50-7,500 cycles
Signal-To-Noise Ratio: The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY

BING CROSBY ENTERPRISES • GRAYBAR ELECTRIC CO. INC.

Audio & Video Products Corporation

January 2, 1950 • Page 59
December 22 Decisions

BY COMMISSION EN BANC

Request Granted
KVNJ-AM-FM Fargo, N. D.—Granted request to remain silent for 60 days pending reorganization and redefining. WMMJ Peoria, Ill.—Granted authority to remain silent 60 days from Dec. 29, pending assignment of license.

KOPP Ogden, Utah—Granted renewal of license for time-sharing Nov. 1, 1952.

Modification of CP
KTED Laguna Beach, Calif.—Granted move to change directional antenna, and designated for hearing in Washington on March 13, 1950, application to change directional antenna for time-sharing from 280° to 118°, and made KOMA Oklahoma City party to proceeding.

December 22 Applications

ACCEPTED FOR FILING

License for CP
WTHJ East Point, Ga.—License to cover CP new AM station.

AM-1310 kc

KLIX Twin Falls, Idaho.—CP to change from 1340 kc 250 w un. to 1310 kc 1 kw un. DA-N AMENDED to request 1310 kc 1 kw un. DA-1.

3,196,259.

AM-790 kc

KNEW Spokane, Wash.—CP to change from 1430 kc 5 kw DA to 790 kc 5 kw un. DA-N AMENDED to request 790 kc 5 kw DA-2.

Commercial Radio Monitoring Co.

SPECIALIZED R-945S

MEASUREMENTS

Engineer On Duty All Night Every Night

PHONE LOGAN 8821

Porter Bldg., Kansas City, Mo.

* VACANCY *

YOUR FIRM’S NAME in this “vacancy” will be seen by 15,500 radio stations owners and managers, chief engineers and technicians—applicants for AM, FM, television and facsimile facilities. Use coupon below.

LaGrange Local

FCC Issues Initial Decision

FIRST local station for LaGrange, Ill., metropolitan Chicago community, is proposed in an initial decision issued by FCC for tonight at 11:00 p.m. to grant the bid of The LaGrange Broadcasting Co., for 500 w daytime on 1300 kc there.

Hearing Examiner Fannyn N. Livingood found that the proposed station’s 0.5 mV/m contour would include a population of 3,196,259. The report indicated only slight interference would occur with WMO! Aurora, Ill., WKAN Kankakee, Ill., and WOOD Grand Rapids, Mich. Although the station would serve but 67% of the Chicago metropolitan district, the examiner felt the waiver of the Commission’s 90% requirement was justified in view of the first local outlet to be afforded LaGrange. LaGrange Broadcasting is a partnership of Russell G. Salter, first- and second-time owners WAUX Waukesha, Wis., and Charles F. Sebastian.

was inadvertently scheduled Jan. 2, legal holiday.

KOJF Havre, Mont.—Granted petition for renewal of license and application for license to cover FM station.

December 23 Application

ACCEPTED FOR FILING

Modification of License
KSMO St. Louis, Mo.—Request to change ERP to 500 kc.

AM-1500 kc

WKNK Muskogee, Okla.—Mod. CP to cover reallocation of frequency.

December 23 Applications

ACCEPTED FOR FILING

Modification of License
KSMO St. Louis, Mo.—Request to change ERP to 500 kc.

AM-1500 kc

December 27 Decisions

ACTION ON MOTIONS

(By Commissioner Jones)

WMMJ Peoria, Ill.—Granted petition to dismiss application to change to 970 kc 1 kw un.

WLEA Horrell, N. Y.—Granted petition to amend application to show time and place of birth of certain stockholders, to change estimated power of transmitter and to furnish copies of program log for composite week and week of examination.

Coast Bearts, Inc., Astoria, Ore.—Granted petition for leave to amend application to change name of applicant to Dean G. Wilkins and Howard R. Moon, Jr., d/b/a Coast Bearts, Inc., to declare that company was organized to transfer and sell stock to Greer and Leslie E. Marcus, to amend application.

FCC General Counsel—Granted petition for extension of time for Jan. 26 to file exceptions to initial decision in proceeding upon application of Suburban Best, Co., Worthington, Mass.

FCC General Counsel—Granted petition for extension of time for Jan. 3 to file proposed findings of fact in proceeding re WGFY Evansville, Ind., and WMBF Aurora, Ill.

(The By Examiner Basil P. Cooper)

KATV Little Rock, Ark.—Dismissed as moot petition for continuation of hearing.

Western Massachusetts Best Corp., Great Barrington, Mass.—Granted petition for continuance of hearing from Dec. 22 to Jan. 9 at Washington.

(The By Examiner Hugh B. Hutchinson)

WGBH Grand Rapids, Mich.—Granted petition for leave to amend application to install three transmitters and to make changes in proposed DA-N, install new DA-D and to operate with 1 kw in lieu of 1 kw un. On Commission’s own motion, application as amended is referred to hearing docket.

WKTK Fitchburg, Mass.—Granted petition to reduce proposed D operating power from 3 kw to 1 kw to make certain changes in proposed D radiation pattern.

(The By Examiner Fannyn N. Livingood)

WCTF Corbin, Ky., and WISE Asheville, N. C.—Scheduled hearing Jan. 3 in Washington in proceeding which
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1319 Wisconsin Ave., N. W.
Washington, D. C.
ADAMS 2414
Member AFCCE*

McNARY & WRATHALL
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D.C.
Santa Cruz, Cal.
Member AFCCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

Everett Executive
WILLIAM Dobbs
Formerly Heatherdell St.,
EX. ASSOCIATES
KEEL RYE
Member
OHIO TRiangle
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L. M. HEYWARD, former script editor for AP’s radio division, MICHAEL SKLAR, former script writer for Cavalcade of America and Inner Sanctum, and VERA OLDFAM, former script writer for Parkers Fawly and Show Boat, join ABC script and program promotion division for radio and TV as senior writers.

ARLENE WOOD, former copy chief for WBEC Pittsfield, Mass., joins division as junior writer.

TILLIE CAUSEY, former part-time script writer for WCBN Columbus, Ohio, joins KOX St. Louis as script writer.

JAMES T. VANDIVEER, director of remote telecasts for KECA-TV Hollywood, elected first vice president of Academy of Television Arts and Sciences.

ROBERT WHITAKER, relief announcer and parttime play-by-play announcer for WPAY-AM-FM Pittsfield, Mass., joins station in fulltime capacity, replacing JOHN VROMAN, who resigned to join WKSR Pulaski, Tenn. Mr. Whitaker was with WBEX Chillicothe, Ohio, for two years.

MIKE RAPCHAK, formerly of WIMS Michigan City, Ind., BOB CARPENTER, formerly of WBCN Bay City, Mich., BILL FOSTER, BOB MOORE, formerly of WGBA Columbus, Ga. and KEN CARTER join announcing staff of WWCA Gary, Ind. HENRY RODDGER appointed musical director and librarian for station, assisted by MINERVA M. TESSENEE, BOB TANNEHILL named continuity director. WWCA took the air as a new fulltime station Dec. 9.

EARLE C. FERGUSON, former production manager at KOA Denver, becomes program director for station succeeding CLARENCE C. MOORE.

Mr. Ferguson Mr. Walker

retired. Mr. Ferguson is succeeded as production manager by WILLIAM WALKER, former assistant in KOA’s production department.

BERT LEEDS, formerly director at Twentieth Century-Fox, signed as director of NBC-TV Life of Riley.

ROSEY ROWS WELL rejoin’s WJAC Pittsburgh as m.c. of new morning show, Rosey Bits.

HERBERT O. PHILLIPS, KECA-TV Hollywood set designer and art director, sells original story “The Inner Voice”, to Anatole Litvak, Twentieth Century-Fox producer.

DAVE MILLER, disc jockey for past nine years with WAFI Newark, N. J., resigns to join WPAT Paterson.

Mrs. IRENE KUHN, assistant director of information for NBC, is currently touring Spain gathering material for articles and broadcasts.

ELBERT WALKER, KTSL (TV) Hollywood senior producer - writer, named as producer of That’s the Name of That Song. J. C. LEWIS replaces him as producer of Norman Young Show and It’s a Next Track.

Mrs. HAZEL KENYON MARKEL, director of program service for WTOP Washington, appointed to National Public Relations Committee of Reserve Officers’ Asn., of U. S. She is only woman thus far so honored.

JOHN WAGNER, ABC Hollywood assistant auditor, is the father of a boy, James McCracken.

BILL GAVIN, KNBC San Francisco producer, is the father of a girl, Janet Elizabeth.

JACK MORRIS, of KTAL (TV) Hollywood traffic department, is the father of a girl, Jana.

NEW classes in Radio Dramatics and Television Acting will be offered in spring semester of University Extension of U. of California. Radio Dramatics course starts Jan. 12; television course Jan. 10.

R B O A D C A S T I N G  •  T e l e c a s t i n g  

On All Accounts (Continued from page 16)

Manchesters—followed the Brewers to the U. S.

Gordon’s stint in New York radio production, copywriting and other agency work was stopped temporarily in 1942 when Uncle Sam beckoned and he donned a Navy uniform. The war took the young Manchester away from memories of Williamson, Conn., near Hartford, where he was born, and out of Gotham’s mee. In the service, he was trained as an electronics engineer in the Navy, transferred to the Marriees in the Pacific, and later, as a liaison officer attached to the Air Forces. Finally, he wound up with the Navy again in Hollywood on Naval film production. Latter assignment lasted three months and added to his basic grounding already gained in film work.

Back from the war in 1944, Gordon re-entered agency freelance work in New York. Four years later, he joined the Ryan agency, at 726 Jackson Place N. W., Washington. Since that time, Gordon has aided in the agency’s mounting radio billings.

Selling Ability

Selling is the main credo breathed by Gordon. His successes have been pinned to ability to place advertising. This ability has been cultivated through meticulous testing, results of which in the Washington area, he found, warranted printed advertisements in the daily papers. Principles involved have been carried still further into other market areas.

In one of these tests, Mr. Manchester found that rural and lowincome people in Washington, Virginia and part of Maryland, were receptive to radio introduction of an unfamiliar corn meal brand name, Covered Wagon, duxed by Mills Stream Cereal Co., Bonner Springs, Kan. A good slice of the budget went into placements on the WINX Washington disc jockey show endorsed by Jerry Strong; on the WRNL Richmond, and on WVAR, Arlington, Va. How Gordon sells rough ground corn meal to this population can be seen from the following sentence taken out of context of typical radio copy: “Honest to Pappy’s buckskin britches friends—you’ve never eaten corn meal makins ‘til you’ve used Covered Wagon corn meal.”

Heavy Radio Scores

For the more cultivated taste in the city, Gordon draws on the appeal of the fried shrimp delicacy, packed frozen. But the principle is the same—heavy radio placement. In this case, all placings are spot. Again success.

In Minneapolis, and other such markets, Gordon reports that surprisingly the mass consumer is unfamiliar with the tang of shrimp. Only a thin sprinkle of connoisseurs were aware of its attraction. National placement of one-minute spots in 48 markets made known Jekyll Island frozen shrimp. Other packaged food brands which he handles are Dixiana-South and Dewkist. Another account placed by Mr. Manchester is that of the Mid-Atlantic Div. of Safeway Stores (supermarket chain).

Gordon likes the use of 100%
Programs

KWK Pasadena, Calif., today (Jan. 2) doing two-hour on-the-spot broadcast of Tournament of Roses parade, Pasadena, Station will feed broadcast to Armed Forces radio stations and to eight California stations including KMPC Hollywood; KFAC KLAC Los Angeles; KIEV Glendale; KRNO San Bernardino; KROM Santa Maria; KSPA Santa Paula; KVNT Ventura. Carnation Co. (ice cream) sponsoring Broadcast on KWK; Carnation Milk Dealers on KVEN. Bill Garr, KWKK Special Events Director, is in charge of production. Parade announcing chores are being shared with him by Wes Mears and Bob Wilson.

French Salute

NNEW York new broadcast special Salute to French Radio Dec. 27, 9-9:30 p.m. in celebration of 50,000th program produced by International Division of Radio Diffusion Francaise. Program included excerpts from French programming.

New WMBG Show

FIVE-minute show on WMBG Richmond has been recently inaugurated under title Washington Correspondence. Program features station’s Washington correspondent giving day-by-day account of happenings in nation’s capital and hints as to what further developments can be expected. Show is sponsored by International Wood Products Co., Richmond, Mon.-Wed.-Fri. 6 p.m.

Early Xmas Viewing

THREE Cincinnati TV stations made Christmas Day “TV Day” all day in that city. WKRC-TV went on the air at 8 a.m. Christmas morning from a local orphanage; WPCO-TV placed a test-pattern on at 6 a.m. and began regular telecasting at 7, and WLWT (TV) began telecasting at 8 a.m. Early programming was designed to accommodate recipients of TV sets as Christmas presents.

Students Take Over

ONE of the tenth anniversary features of KVFD Ft. Dodge, Iowa, was inauguration of series, “School Day,” in which students from local high schools and junior college take over operation of station and its FM affiliate, KFMY, from 6 p.m. to midnight. Students doing for shows they produce, give play-by-play of games of interest to listeners. Students also take complete charge of stations’ operations.

‘Something To Do’

NEW show, Something To Do, on WTMJ-TV Milwaukee, finding enthusiastic reception from children and their parents here has been named. Thurs.-Wed., 5-5:30 p.m., and teaches children simple arts and crafts. Prizes donated by sponsor, Boston Dept. Store, Milwaukee, are awarded to nine children in viewing audience weekly and children participate in show during following week.

Christmas Every Day

LATE last November, WPBR Baltimoric’s locally produced program sent out listeners to send in letters about people who express Christmas cheer throughout the year. Special committee selected 10 best letters and sent invitations to writers to bring the persons they had written about to study by special 45-minute broadcast last month. During program, revolver, a pin cushion, a letter writer, and Santa Claus gave prizes to women who were selected from around St. Nicks. Choir and interviews with personalities rounded out show.

Teen-Age Talent

YOUNG people who have organized themselves under name, Tele-Teen Talent Inc., produce Spotlight on Tomorrow, half-hour variety show on WLWD (TV) Dayton, Ohio. Time and facilities of station are loaned to group by WLWD. Shows feature songs, instrumental selections, comedy routines and dance numbers. Program is also carried by WLWT (TV) Cincinnati and WLWC (TV) Columbus.

Mid-Winter Baseball

BASEBALL is already “hot” with bi-weekly half-hour Hot Stove League show on WNOR Norfolk, Va. Featuring Earl Harper and Jack Ruggiero, station’s baseball announcers, program gives listeners late baseball developments and news, and interviews baseball celebrity guest. Special feature of show is three inning baseball quiz game. Teams of three men each are headed by Messrs. Harper and Harris. Correct answers to questions merit home run for team. Incorrect answers count as strike outs. Ushers of quiz will be “Hot Stove League World Series” between two champion teams which will be played off before regular WNOR baseball season begins.

Youth Program

SPECIAL program on WTVR (TV) Richmond featured five 10-year-old boys who demonstrated work being done in Richmond YMCA with boys in the city. Boys were members of physical educational program at the YMCA and performed acts of balancing, tumbling, pyramid building and so forth for the televising and studio audience. Entire show, emceed by Jack Lewis, sports announcer for WTVR, was made up of boys’ performances.

STEEL OUTLET

Expect WEIR on Air May 1

CONSTRUCTION of a 1 kw station, WEIR, operating unlited on 1420 kc, is to begin this week, according to a report from Steubenville, Ohio, where the outlet will be located. Station will have studios in both Weirton and Steubenville, covering an area of more than 300,000 population. It is scheduled to be on the air May 1.

According to the report, the call letters, WEIR, will honor Ernest T. Weir, chairman of National Steel Corp. and its subsidiary, Weirton Steel Co. Station will be operated by Tri-State Broadcasting Co., a recently-formed West Virginia corporation, president of which is Thomas E. Milisop, also president of Weirton Steel Corp. and mayor of Weirton, W. Va.

THREE WOR New York advertisements, conceived and written by Joseph Creamer, station’s promotion director, are included in Joe Simon’s 1949 Newspapers Advertising Annual, collection of year’s outstanding ads in American newspapers.

STATION BIDS

FCC Reports on WDIA, KLX

INITIAL decision has been reported by FCC to grant application of KLX Oakland, Calif., for power increase on 910 kc fulltime from 1 kw to 5 kw directional.

Commission meanwhile reported initial decision to deny WDIA Memphis, Tenn., request for switch from 250 w daytime on 730 kc to 250 w fulltime on 1240 kc.

In the KLX case, the initial ruling by Hearing Examiner Penney N. Litvin found that the proposed power increase would not cause objectionable interference to any other station and that the proposal would be in “substantial compliance” with the Commission’s rules and engineering standards. With increased power KLX would expand its 0.5 mV coverage from present 1,525,600 persons to 1,605,800 persons, the report estimated.

Hearing Examiner J. Fred Johnson, Jr. recommended denial of the WDIA bid because the proposed operation would not meet minimum engineering requirements for coverage of residential and business areas and further on ground of interference with WENK Union City, Tenn., and KWKAT Stuttgart, Ark. Examiner Johnson found no evidence in the record that WDIA had violated any laws regarding lottery and gift enterprises, which also had been an issue in the case.
Help Wanted

Manager
Manager for 250 watt successful small northwestern station. Give monogram and radio station history. Box 246D, BROADCASTING.

Traffic manager. Male, must be experienced, have and use full ABC affiliation in midwest. Give experience, background, references and photo. Box 313D, BROADCASTING.

Station manager. 1 kw day and FM station. Strong physical condition and 50,000 pop. in the black. Want good young man or woman to handle all management as established, full-time ABC affiliate in midwest. Give experience, background, references and photo. Box 313D, BROADCASTING.

Wanted
Wanted, experienced woman’s comments and continuity writer for large midwest station. Send air check sample continuity and salary desired for interview. Box 316D, BROADCASTING.

Traffic girl wanted, progressive independent station in Texas. Must know Morse, shorthand and secretarial work. Send all qualifications and photographs. Box 316D, BROADCASTING.

Wanted—Copywriter with good training and educational background. Requires ability to work under direction, independent thinking. Salary based on ability. Large southeastern station. Box 316D, BROADCASTING.

Continuity director. Must write fresh and interesting copy. Must have full knowledge of all phases of broadcasting. Positions available. Good right party. Write Box 602D, BROADCASTING.

Salesmen
Southern 5000 watt station invites top radio salesman to work for progressive station. Must have and use full ABC affiliation. Good conditions. Long established, progressive station. Write Box 553D, BROADCASTING.

Selling time salesman with good business and personal background. Good conditions. Must have a commission basis there. Name wanted purely on commission basis, no record on previous affiliation. Submit written offer of salary and a photo. Box 553D, BROADCASTING.

Wanted
Large aggressive salesman for local independent station. Must have strong personal contacts and ability. Write Box 553D, BROADCASTING.

Anouncers
Wanted—Anouncer-combination engineer and announcer-seller. Radio Station WQNL, Grand Forks, N. Dak. Must be qualified and able to act as combination engineer and announcer. Good condition. Write Box 629D, BROADCASTING.

South Georgia independent wants announcer with first class ticket, experienced in management, on occasion of appearing. Must be able to handle sales, news, run record shows, etc. Start $750 per month. WVOP, Telephone 321, Vidalia, Ga.

Salesmen
Wanted, experienced combination op-erator-announcer with ticket and pro- gramming experience. Must give monogram and radio station history. Should hit 300 first monogram. ARIBA application form from. Address Box 314D, BROADCASTING.

Help Wanted
Immediate opening experienced en-gineer, technical and sales personnel. Salary expected with first application. WMUM, Cordele, Georgia.

Production-Programming, others
Anouncer, university grad., 22, available immediately. Send photo and references on request. Box 486D, BROADCASTING.

Sportscaster, experienced football and basketball play-by-play. Also experienced in sales. Presently employed by a man-of-the-town station. Box 486D, BROADCASTING.

Anouncer, versailles, news specialty. The station that knows when to make news. Seeks permanent location. Box 497D, BROADCASTING.

Anouncer-coprinter, husband-wife team. Proven record of client satisfaction. Legitimate reason for seeking permanent-type offer. Box 498D, BROADCASTING.

Newscaster, network caliber voice. Delivery weeks solid 3 kw appreciating quality news operation. Considers himself a good listener and capable of taking the listener into the action, situations, desirable community to settle with. Must have good know-how, rewrite, alert local coverage, excellent newspaper, radio news background. Box 516D, BROADCASTING.

Experienced announcer, disc jockey, nominal ratings. Known to be one of the best. College graduate Married. Disc photo, references available. Great hard work, will travel anywhere. Send details. Box 516D, BROADCASTING.

Play-by-play all sports, news, special events. Proven 250 sec. 5 kw, solid experience. Box 516D, BROADCASTING.

Announcer, now on NYC FM station. Versatile, operate board, write commercials, direct program. Salary secondary to advancement opportunities. Box 520D, BROADCASTING.

Anouncer, Desires opportunity, you didn’t have in radio. Great talent, more for development to policy. Consider moderate salary. Lacking practical experience, but excellent commercial talent. Now look at yourself! Box 585D, BROADCASTING.

Looking for a major market and pitch himself. One without the snobbish psychology of the self-appointed, self-sufficient, self-satisfied, snobbish, who give you the productive kind of radio that talks to the man in the street. Fine background in sales, adver- tising, and public relations. Much experience and the common sense management that makes a station possible. . . . net or independent. Available January first. Write or wire, P.O. Box 1244, Greensboro, North Carolina.

Salesmen
Salesman, five years selling in radio. Know announcing, production, promotion, talent. Good monogram, record, ambition. Married, Age 31. Box 311D, BROADCASTING. Presently employed with 1000 watt indepen-dent station. Desires sales position with station or area having a market area. Box 322D, BROADCASTING.

Young, qualified, conscientious, experienced, wants to work in broadcasting. Possibilities in Michigan. Box 350D, BROADCASTING.

Situations Wanted
Sales manager, proven sales record will communicate with any station. Old enough to have many years accumulated experience and young ideas in sales, promotion, man- agement. Also desires complete sales. Available for personal interview for limited time in Chicago and Indiana. Box 575D, BROADCASTING.

Announcers
Announcer, city, news specialty. The station that knows when to make news. Seeks permanent location. Box 497D, BROADCASTING.

Anouncer-coprinter, husband-wife team. Proven record of client satisfaction. Legitimate reason for seeking permanent-type offer. Box 498D, BROADCASTING.

Sportscaster—Top notch excellent voice. Handling play-by-play and daily sports information from General Mills, Coca Cola, Atlantic Refining and Ford Motor Company. Desires post selling and broadcasting all types sports anywhere. Must have complete client list. References. Army officer returning from overseas. Must have been recalled to year in service. Will travel anywhere for this type job. Prefer east or middle-west but interested in any station that is fertile field. Box 624D, BROADCASTING.

Anouncer—Engineer, 3 years experience, prefers eastern coast. Presently employed by a large station. Box 624D, BROADCASTING.

Announcer—Engineer, 2 years experience, prefers eastern coast. Presently employed by a large station. Box 624D, BROADCASTING.

Combination announcer, news commen-tator, sportscaster. Operate Board. Two years experience. Excellent grades in B. S. in Physical education. Prefer position in larger market. Excellent references. Part-time considered. Box 625D, BROADCASTING.

Experienced announcer, disc jockey, nominal ratings. Known to be one of the best. College graduate Married. Disc photo, references available. Great hard work, will travel anywhere. Send details. Box 516D, BROADCASTING.

Thinking about baseball? Sportscaster announces on large market background station. Experience in Nashville, Springfield. Will work for less, anywhere. Box 580D, BROADCASTING.

Anouncer, now on NYC FM station. Versatile, operate board, write commercials, direct program. Salary secondary to advancement opportunities. Box 520D, BROADCASTING.

Sportscaster-announcer experience play-by-play and all phases of general entertainment. Has known the sportscasting field. Box 550D, BROADCASTING.

Anouncer, Desires opportunity, you didn’t have in radio. Great talent, more for development to policy. Consider moderate salary. Lacking practical experience, but excellent commercial talent. Now look at yourself! Box 585D, BROADCASTING.

Looking for a major market and pitch himself. One without the snobbish psychology of the self-appointed, self-satisfied, snobbish, who give you the productive kind of radio that talks to the man in the street. Fine background in sales, adver- tising, and public relations. Much experience and the common sense management that makes a station possible. . . . net or independent. Available January first. Write or wire, P.O. Box 1244, Greensboro, North Carolina.

Technical
Experienced engineer, studio, transmit-ters, audio, etc. Excellent references. Box 626D, BROADCASTING.

Engineer, experienced 15 years experience plus ability second to none, seeking change to progressive station. Must be able to present own program. $80 week minimum. Box 225D, BROADCASTING.

Engineer, experienced, some announce-merit needs job. Box 486D, BROADCASTING.

Engineer, first phone transmitter en-gineer, 10 years experience, will travel anywhere. Minimum salary two hun-dred. Prefer large cities, but will consider smaller possibilities. Reply by next week. Box 578D, BROADCASTING.

Engineer, 2 years transmitter and remote. 3 years Army radar experience, on time, dependable; employs week school. Box 975D, BROADCASTING.

Combination man. First phone, one year high grade. Available for ten kw-FM station. 6 months combination experience. Box 578D, BROADCASTING.

Experienced engineer, FM, AM studios, outside help. Located in high traffic area. Married. Box 579D, BROADCASTING.

Engineer, first phone, second telegraph. No broadcast experience. Box 580D, BROADCASTING.

Engineer, AM-FM. Experienced. Also available for outside work. Experienced construction, installation, etc. Box 629D, BROADCASTING.

Engineer, 1st phone 2 years experience and FM station operation and maintenance. Single, 25, avails. Box 628D, BB, BROADCASTING.

Engineer, first class radio telephone operator. Also interested in AM and FM broadcasting and television. Seeking position in broadcasting. 24 years of experience. Desires to travel. Box 653D, BROADCASTING.

Engineer, experienced two years a year in broadcasting. Excellent references. Box 632D, BROADCASTING.
Situations Wanted (Cont’d)

Immediately available—First class licensed engineer with over 4 years experience, without competition. Starting salary secondary. Good references. Apt. 4, 214 Seymour St., Syracuse 4, N. Y.


Engineer, 1st phone, single, recent graduate leading radio school. Desires transmitter or combination work. Have disc. Wire or write Donald Bennett, Wheatland, Iowa.

Engineer-experienced FM-AM, Communication engineering graduate. All references available. Write Joseph Johnson, 436 N. Hazel, Danville, Illinois 274 J.

Wanted—Programmed, others

Experience program director desires immediate change. Well educated, reliable, conscientious, hardworking. Experience at independents and networks. Have written copy and sold, but prefer concentration on programming with some announcing. Network experience, voice—desk job preference. Good job remote, newscasts, classical music, jazz, Top 40, pop, advertising. Top reference for all employers. Disc, details on request. Box 560D, BROADCASTING.

Radio news pays off—WARN Report. Radio news copy, newscast production or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports, References, background, duties furnished. Box 37Q, BROADCASTING.

Young woman wants diversified position, preferably with small station. Thoroughly experienced in program¬ming. Radio, movie, music, continuity, public relations, merchandising. Box 350D, BROADCASTING.

Trained and experienced writer, 18, male, writes excellent copy. Box 340D, BROADCASTING.

She’ll make her own place in your area. Four years experience in wardrobe and children’s programs and record library. Unusual background and training. Evolve and disc on request. Box 501D, BROADCASTING.

Want—Brand new nine channel latest model Raytheon console. This equipment will be brand new. Submit lowest cash price. Box 420D, BROADCASTING.

Want— FCC approved AM frequency and modulation monitors. State model, price, and age. Box 390D, BROADCASTING.

Want—Post war 250 watt AM transmitter, State price and condition. Box 506D, BROADCASTING.

Want—520 watt, 1500 kw output RCA, Gates, Collins, Western Electric, General Electric or Raytheon. Transmitter, crystal, modulation and equipment. Complete set. Operate model, crystal, Modulations, amplifying, tube, pickup arms, 250 ohm microphones, antennas, tuning unit, 500, 200, 50, 15, 8, 7, 5, 3, 2, 1 kw coaxial cable. Reply to Box 532, Altona, Pennsylvania. No telephone calls.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, repairing service. Frequency monitor service. 314 years experience. Edison Electronic Co., Box 31, Temple, Texas. Phone 390-3.

For Sale

Central Illinois. Making money. Only station in 100,000 trading area, 1 kw day, 2 kw night. FM. Can be purchased for value physical assets. Under $100,000. Box 340D, BROADCASTING.

9 kw FM only. Fine city of 34,000 population within mile of Chicago. Home of trading area of 56,000. Appraisal value over $100,000. Reason for selling difficult, financial. Details to responsible parties upon request. Box 600D, BROADCASTING.

Equipment, etc.

For Sale—216 soft drawn copper radial copper wire bright brand new on five reels. $200 per pound @ 1'/e per pound FOB WHGE, 24th National Bank Building, Warren, Ohio.

For sale—Type C-17 Collins limiting amplifier $500.00, service, WHL, Harlan, Kentucky.


Due to the liquidation of a broadcasting station we are offering at a sacrifice price 17 foot self supporting tower. Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00. Also 250 watt transmitter and console with various transmitters for public use $3500.00. Agents representing the sellers, J. J. Phillips, Son, General Radio Contractors, 124 F. LaChappelle St., San Francisco, California. Please mention Fannin 4616. These prices are at sacrifice and can be bought on terms.

Wanted to Buy

Interested buying station—low price range. Supply sufficient information in confidence. Experienced broadcaster. No broker. Box 638D, BROADCASTING.

Equipment, etc.

Wanted—Brand new nine channel latest model Raytheon console. This equipment will be brand new. Submit lowest cash price. Box 426D, BROADCASTING.

Wanted— FCC approved AM frequency and modulation monitors. State model, price, and age. Box 390D, BROADCASTING.

Wanted—Post war 250 watt AM transmitter, State price and condition. Box 506D, BROADCASTING.

Want—520 watt, 1500 kw output RCA, Gates, Collins, Western Electric, General Electric or Raytheon. Transmitter, crystal, modulation and equipment. Complete set. Operate model, crystal, Modulations, amplifying, tube, pickup arms, 250 ohm microphones, antennas, tuning unit, 500, 200, 50, 15, 8, 7, 5, 3, 2, 1 kw coaxial cable. Reply to Box 532, Altona, Pennsylvania. No telephone calls.

Situations Wanted (Cont’d)

Attention Independent Stations!

Veteran radio manager of highly successful independent metropolitan station is available for managerial job with a "non-network" property. Well acquainted with national radio broadcasters; best references.

BOX 622D, BROADCASTING

Help Wanted

Advertisements

Help Wanted—Announces

New England station has opening for a "top" morning man. Excellent sal¬ ary to dependable announcer. Must have charm, experience, know-how and dependable experience desired.

BOX 599D, BROADCASTING

For Sale

Equipment

Help Wanted

For sale: Present $595 watt transmitting plant available approximately January 15, 1949 on an "as is, where is" basis. All equipment in good as new condition which has given eight years of trouble free operation.

Western Electric model 62-A-1 250 watt transmitter complete with tube, 1598 kw crystal and model D-9708 antenna tuning unit.

Western Electric model 10-A limiting amplifier, complete.

Western Electric model 12-AE monitor amplifier.

Western Electric, 72 inch racks (2). Alliance 100 foot owned, base insulated tower.

WHII, 2nd National Bank Bldg., Warren, Ohio.

Situations Wanted

Managerial

AM-TV SALES EXECUTIVE

Seasoned salesman for an AM or TV station is looking for a challenging job for him.

Sound background in selling spot, network and TV for past ten years.

Constructive planner, knows his way around advertisers and agencies. Forty years young. Best references. Would like to talk to you if you are looking for an aggressive man with ideas. Box 381D, BROADCASTING.

Situations Wanted (Cont’d)

Schools (Cont’d)

SRT-Radio

SRT-Radio

America's oldest broadcasting school

Intensive full or part time courses

ANNOUNCING - ACTING
SCRIPT WRITING - ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

SRT-Radio

Allis-Chalmers Repeat

ALLIS-CHALMERS Manufacturing Co., Milwaukee, has ordered a live repeat broadcast of the National Farm and Home Hour from NBC Chicago for Mountain and Pacific Coast Time zones. Starting Jan. 7 at 1:30 p.m. CST each Saturday, reaching the additional zones at 11:30 a.m. and 12:30 p.m. respectively. Program is aired regularly at 12 noon CST. Agency is Bert S. Gittins, Milwaukee.
Feature

Promotion

Each year, the holiday season brings in a new wave of excitement and anticipation for the Christmas season. This year, RCA has released a new booklet, titled “Christmas Comedy Will Against Cooperation,” which contains various promotional pieces for the season. The booklet is designed to be distributed to new TV set owners, conventions in RCA Exhibition Hall, and through company distributors. The booklet is intended to promote the Christmas comedy series and attract potential sponsors.

The booklet is divided into several sections, including Christmas season display, graph folder, FM in '50, birthday celebration, andWOV Pilgrimage. The booklet also contains maps and graphs, which are intended to be used by RCA salesmen to show the audience and pressure for new orders.

The booklet is a valuable tool for RCA salesmen, as it provides them with a comprehensive guide to promote the Christmas comedy series and attract potential sponsors. It is an important part of the company's strategy to increase sales and maintain their position in the market.
'49 Revenue
(Continued from page 19)

ny the 230-old stations that went on the air last year.
Revenue to stations from sale of network time declined between $1.5 million and $2 million as compared to 1948.

"Regionally, the revenue picture has changed," according to Dr. Baker. "In 1948 the New England region reported an increase in local business; this year (1949) this area reports the greatest decrease. On the other hand, local business on the Pacific Coast has shown a marked improvement in 1949 as compared with losses in 1948. The West North Central Region (Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, Missouri) again reports sizable increases in retail business.

The largest percentage increase in national spot business was reported in the East South Central Region (Kentucky, Tennessee, Alabama, Mississippi). Important increases were also reported in the Middle Atlantic, Pacific and Mountain Regions.

"While the Pacific and Mountain Regions appeared to enjoy large increases in revenue this year, they seem to have been hardest hit by increases in operating expenses. The New England and West North Central Region shows decreases in expenses, although both of them showed increases last year."

NAB's tabulation of 1949 estimates against the FCC's official 1948 figures follows:

<table>
<thead>
<tr>
<th>REGIONAL NETWORKS</th>
<th>1948 (Official FCC)</th>
<th>1949 (Estimates)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Networks</td>
<td>$133,723,098</td>
<td>$129,300,000</td>
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</tr>
<tr>
<td>Regional Networks</td>
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<tr>
<td>Local Retail</td>
<td>$170,165</td>
<td>$180,025</td>
<td>+5.3</td>
</tr>
<tr>
<td>Total</td>
<td>$414,285,971</td>
<td>$435,300,000</td>
<td>+4.5</td>
</tr>
</tbody>
</table>

GROSS REVENUE

Includes miscellaneous networks and stations.

WINS CASE

Pope Charges WFDR (FM) 'Avco Rule' Move

ITALO-AMERICAN Publishing Co., seeking FCC approval of its $512,500 purchase of WINS New York, in its bid for the WINS facilities [BROADCASTING, Dec. 19, 1949] is seeking to "reinvoke the programming and add it to those serving the foreign-language need. . . ."

The question is not what James Lawrence Fly has said about foreign-language broadcasting in general. It is what does this Commission say about his concrete proposal. We say the question requires a hearing. The WINS group conceded they made an "inadvertent mistake" in saying Mr. Pope himself had told them he could employ only a few of them at WINS. They said the statement was made instead by Mr. Pope's son, Gene Pope.

To this II Progresso replied with an affidavit asserting that no representations concerning the future employment of WINS personnel was made at the hearing.

Further, it was contended, II Progresso's acquisition of WINS would not necessarily mean the number of foreign-language stations would be increased, since it will be required to sell WHKM Jersey City, now a foreign language outlet, which might become a general service station under new owners.

WINS, owned by Crossley Broadcasting Corp., is on 1010 kc with 50 kw day and 10 kw night.

Mr. Stan Seiberter
Henton and Brooks
New York City, N.Y.

Dear Stan:

Happy New Year! I recite ever this:
"It's astonishing all over again for 'nothing year, but here in the home-
When WCHS folks already is not specia-
WCHS has ol-
"Fever thin I think ter hear is on WCHS. When I sit up, my favorite disc-

When it's yours

Another BMM "Pin Up" Hit—Published by chance

H A V E I T O L D Y O U L A T E N Y T H A T I L O V E Y O U


W O R N E R B R O A D C A S T I N C . N.C. 580 FIFTH AVENUE NEW YORK, N. Y.

W C H S

Charleston, W. Va.

January 2, 1950 • Page 67
**FCC Actions**

(Continued from page 60)

Applications Cont.: License Renewal

[Continued text]

December 29 Decisions...

**BY COMMISSION EN BANC**

WRGK Brookfield, Ill.—Granted authority to remain silent from Jan. 1 to May 31, 1950, pending completion of organization plans.

WJBS Rochester, Minn.—Granted authority to remain silent for period of 90 days from Dec. 31, 1949, pending financial reorganization.

WPR Santure, P. R.—Granted CP to change trans., location; eng. cond. approved.

Commission on own motion continued without date or without approval of applications of The California Electronics Corp., Bridgeport, Conn.

By the Secretary

WKJN Mayaguez, P. R.—Granted CP to change location; CP retained without date.

WOSC Oswego County Bstg. Co. Inc., Fulton, N. Y.—Granted license for new standard station and specify studio location (1400 kw 1 kw D.)

WCSH Portland, Me.—Granted license to use presently licensed alternates as main trans. and main trans.

WTVB Twin Valley Bstgs. Inc., Coldwater, Mich.—Granted license for new standard station (1500 kw 1 kw DA)

KXOC Chico, Calif.—Granted license in pending hearing.

WKAN Rochester, Minn.—Granted license for new standard station (3500 kw 1 kw D.)

WJCM Searington, Fla.—Granted CP to change location; CP change type trans.

The station remained an alternator.

WDBK Bemidji, Minn.—Granted new standard station license.

WCCY Canton, Ohio.—Granted license to change location.

**Docket Actions**

**FINAL DECISION**

Tariff regulations and practices proposed by Bell System applicable to transmission and switching facilities furnished by others declined unlawful in certain respects.

**PROPOSED DECISION**

Announced proposed decision to grant applications of Don Lee Bstg. Co. and others to construct and operate new standard stations.

**INITIAL DECISIONS**

Withdrawing decision of Hearing Examiner Fannen N. Litvin to deny temporary renewal to KX11 Reno, Nev., and to dismiss as moot application for assignment of license from Edward Margolis, Frederick W. Kirsk and Byton J. Samuel 4th as Station KX21 to Chet L. Gonen. Decision Dec. 28.

Annoucned initial decision to grant P. F. Cooper to deny application of Carolina Piedmont Broadcasting, Inc., Ohio.—Granted CPs and licenses to KPV and KLV.

Announced proposed decision to grant CPs for new remote pickup broadcast station.

WSTF Charlotte Amalie, Virgin Is.—Granted license for new station to BYO

VICTOR M. TYLER, Trustee

**Box Score**

**SUMMARY TO DECEMBER 29**

**Box Score**

**New Grants, Transfers, Changes, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>New</th>
<th>Transfers</th>
<th>Changes</th>
<th>Applications</th>
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</thead>
<tbody>
<tr>
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<td>2,485</td>
<td>2,484</td>
<td>150</td>
<td>430</td>
</tr>
<tr>
<td>FM Stations</td>
<td>97</td>
<td>30</td>
<td>81</td>
<td>40</td>
</tr>
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**Theatre for Sale**

The five story office and theatre building, known as the Guild Theatre Building, at 243-247 West 52nd Street, New York City, will be offered for sale in proceedings for the reorganization of West 52nd Theatre Co., Inc., Debtor, at a Public Sale to be held on January 19, 1950, at 3 P. M. at Room 1305, United States Court House, Foley Square, New York City.

The building is of steel frame and concrete construction, with both theatre and office space. The theatre seats approximately 956 seats in balcony and balcony. The offices are on the 2nd, 3rd, 4th and 5th floors and run along approximately the whole length of the building and 20' in depth. The office space has a separate entrance and is serviced by the automatic push button elevator to the fourth floor.

The theatre space is occupied by Mutual Broadcasting Company on a month to month basis as a radio broadcasting station for Station WOR.

The property will be sold subject to a past due mortgage of $557,500.

Further details of the bidding of the property may be obtained from the Trustee or his counsel.

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ABC Top Command
(Continued from page 19)
next was a noted newspaper reporter and columnist.

A graduate of Swarthmore College, he joined the New York Herald Tribune, first as a financial reporter and later as a Washington correspondent.

Subsequently he teamed with Joseph Alsop to write a widely syndicated Washington column, and Mr. Alsop co-authored several books.

In announcing the election of Mr. Woods to the vice-chairmanship, Mr. Noble said: "Mr. Woods will be enabled to render greater service to our network and to our affiliated stations by being relieved of the burden of administrative duties and given wider scope to function with greater vigour and tempo, sales talent and programming."

"The rapid development of television and the continued growth and expansion of radio broadcasting have made it necessary for me to have more time to devote to the broader problems of radio and television sales and programming."

Mr. Woods, who announced Mr. Kinnter's appointment, said that Mr. Kinnter has established himself as an outstanding executive officer in the radio and television field. He has brought to our network a new vitality and vigour of thought and operation which has made ABC an outstanding factor in radio and television. I am confident that under his administration the network will sustain the progress which has marked its development since organization."

‘50 BASEBALL

LBS Plans Live Pick-Ups

MAJOR league baseball broadcasts will be carried for the third successive season in 1950 by the Liberty Broadcasting System, which covers 28-stations from coast-to-coast, President Gordon B. Mc Leonard announced last week.

Departure for Liberty in the coming baseball season is expected to be more colorful than ever. The broadcast of a number of the games in previous season was created from wire reports. Mr. Mc Leonard will be principal commentator for the network as he has been in the past.

While Liberty, with headquarters in Dallas, is a year-round regional network serving 45 stations in Texas, Oklahoma and Arkansas, Louisiana and Mississippi and Alabama, there will be more than 100 stations in 21 states already have signed option agreements for the baseball broadcasts, Mr. Mc Leonard said.

Edmund F. Kahn

FUNERAL services were conducted Tuesday for Edmund Franklin Kahn, 38, production manager of WGN Chicago, who died Dec. 24 in his Wheaton, Ill., home after an illness of five days. He is survived by his wife, Alice, and three children, Dennis, 9, Judy, 7, and Sandra, a month old.

ABC 50 Baseball (Continued from page 19)

AM APPLICATIONS

WBBK (TV) and WBKB (FM) Chicago—Involuntary transfer of control of license from Paramount Pictures Inc. to United Paramount Television, Inc., to cover transfer of 99% of stock. See story this issue.

WWGB (TV) and WBKB (FM) West Palm Beach, Fla.—Involuntary transfer of control of license from United Paramount Television, Inc., to cover transfer of 99% of stock. See story this issue.

WWGB—AM Washington—Assign-
WHER WESTERLY SOLD TO SPRINGFIELD GROUP

SALE of WHER Westerly, R. I. (1230 kc, 250 w, fulltime) to two Springfield, Mass., businessmen and associates for $71,000 announced Friday, subject to FCC approval.

Buyer is Radio Westerly Inc., new firm owned by Richard G. Moore, Springfield building contractor; Lee S. Greenwood, business associate of Mr. Moore; Warren M. Greenwood, program director of WHAV-Haverhill, Mass., and Albion W. Warren, Jr., in public relations in Berlin, N. H. Seller is W. Paul Oury, former Navy commander, who plans to move to Southwest.

Warren Greenwood, who will manage WHER, formerly managed WMOU Berlin, N. H. He is son of Stockholder Lee Greenwood and son-in-law of Mr. Moore. Mr. Warren will be assistant manager. Transaction was handled by Blackburn-Hamilton Co., media brokers. Application for FCC approval being prepared by Dempsey & Koplovitz, Washington attorneys.

FCC-BAR GROUPS TO MEET

FCC CHAIRMAN Wayne Coy Friday advised Federal Communications Bar Assn. President Guilford Jameson that Commission was interested in meeting with FCBA group to review ambiguities in Sec. 1.342 of FCC's rules requiring licensees to file data on management and other contracts and bulk time sales (see early story page 28). Another Commission source also indicated review of rule's provi- sions already underway. President Jameson named Leonard H. Marks, head of FCBA Committee on Practice and Procedure, which recommended review, to chairman committee of three to meet possibly this week with FCC staff. Others named were Ralph L. Walker and Percy H. Russell Jr., Washington radio attorneys.

KKW PROTESTS DELETION

KKW Burbank, Calif., petitioned FCC Friday for hearing on Commission order: revoking license [Broadcasting, Dec. 19]. This automatically stays revocation order, which was issued on grounds of alleged misrepresentation prior to time station went into bankruptcy. Station (1400 kc, 250 w) now being operated by trustee in bankruptcy. International Ladies Garment Workers Union (owner of FM stations WDPR New York, WVUN Chattanooga, and KFMY Los Angeles) has pending offer to buy KKKW for $40,000.

IBEW-CBS DEADLOCK

THIRTY-DAY strike notice which expires Jan. 15 has been filed by IBEW Local 45 with Federal Mediation Service in its deadlocked negotiations with CBS-TV Hollywood for nine weeks. Current Union offer is $125 for 40-hour week, network offering $42. If strike is put into effect approximately 100 IBEW members at CBS-TV would join walkout.

ZEH LEAVES AGENCY

ROBERT E. ZEH has announced his resignation as vice president, account executive and copy director of Henri, Hurst & McDonald, Chicago.
That's impact

Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation's Station reached FOUR-FIFTHS—80.7%—of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight.* That's coverage!

Of all listening among all radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors.* That's penetration!

Of the 258 stations heard in WLW-land, The Nation's Station received ONE-SIXTH—16.6%—of all listening to all stations.* That's dominance!

And when you put coverage, penetration and dominance together...THAT'S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation's Station. Write or call any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fiftth Avenue, New York 20, N. Y.,

*Nelson Radio Index, February-March, 1949

When you want impact you want WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION
And so does Radio Sales research.

Take the case of the food sponsor who wanted to be stronger in Intermountain America. A Radio Sales Account Executive—backed by the most resourceful research department in spot radio—showed him how he could get 3 times as many listeners at less than one-third the cost-per-thousand. By switching to KSL in Salt Lake City. So he did.

You, too, can make your advertising so powerful it'll pick up extra-heavy profits... in 13 of your most important markets. Just call...

**RADIO SALES** Radio and Television Stations Representative... CBS

Representing KSL, KSLA, KSLB, KSLC, KSLN, KSLP, KSLR, KSLT, KSLV, KSLX, KSLY, KSLZ, and the Columbia Pacific Network.
Success story:

A millinery chain operating two ladies' hat stores in Richmond recently started a schedule on WLEE. Six weeks later a friend asked the manager if it was doing him any good. He replied:

"WLEE is doing me so much good that I have cancelled all other forms of advertising."

Local Richmond merchants use WLEE because it brings them quick, profitable results. More and more national advertisers are following their lead. You should hear the whole WLEE story from your Forjoe man. Call him in today.
For that

BRIGHT NEW PICTURE in LOUISVILLE

see your Petry Man

WHAS-TV . . . soon on the air . . . will be represented nationally by Edward Petry and Company. Petry has represented WHAS since 1933.
The shows below—every last one of them—are WFBR home-grown ... conceived and produced in WFBR’s big, modern studios. Their record for longevity, consistent mail pull, high Hoopers—and the fact that they’re darn near always “sold out”—means just one thing: WFBR is the one Baltimore network station you can depend on to do a magnificent local job for you!

**MORNING IN MARYLAND:** (6-9 A. M. Monday through Saturday) On the air 19 years. 1027 pieces of mail in September ’49. Top Hooper.*

**IT’S FUN TO COOK:** (12:45 P. M. Monday through Friday) On the air 6 years for one sponsor. Specialized appeal—but still #2 Hooper* in 9-station market. 2610 pieces of mail in September ‘49.

**CLUB 1300:** (1:00-2:00 P. M. Monday through Saturday) On the air 10 years. Sold out. Top Hooper.* 1835 pieces of mail in September ’49. Has drawn as high as 8000 pieces in 7 days.

**SHOPPIN’ FUN:** (2:00 P. M. Monday through Friday) Top Hooper.* On the air 4 years. Sold out.

**EVERY WOMAN’S HOUR:** (4:30 P. M. Monday through Friday) On the air 11 years. Top rated women’s program in Baltimore. Sold out.

**SPORTS PAGE:** (6:15 P.M. Monday through Saturday) 3 years for same sponsor. #2 Hooper.* Drew 46,000 pieces of mail recently for football contest.

**RETURN ENGAGEMENT:** (7:05 P.M. Monday through Friday) The new baby. On the air 3½ months. No Hooper available yet. Not sold out—but going fast. 125 pieces of mail weekly and growing.

*December ’48—April ’49
Closed Circuit

THEY'RE OFFERING even money that NBC's proposed 2½-hour Saturday night TV series won't go through as planned. FCC's legal experts feel serious question is raised in formal complaint by rival DuMont Network (story page 53), though they're waiting for NBC's answer before deciding. In any event, there's doubt that NBC will get clearances from 15 affiliates, which is minimum network had set.

MYSTERY and serial program formats would figure prominently in Mutual schedules if those conversations of M-G-M with network looking toward operating and programming arrangements materialize. At least that's indicated by some of those identified with preliminary negotiations, which had bogged down but which could be revived at any time. Reports of conversations have covered everything from programming arrangements to full network operation with possible acquisition of some MBS stock and investment of substantial funds toward development by Loew's Inc., M-G-M parent.

PROGRAM PERSONNEL at NBC-WNQB (TV) Chicago talking seriously with Comedian Fred Allen about Chicago originations for his first television show, expected to begin late this year. Mr. Allen, who has been ill and is making only few radio guest appearances, recently landed publicly division's programs, policies and production.

IF AND when FCC approves sale of WWDC Washington (which would become WOL to Peoples Broadcasting Corp., there's prospect that station will become MBS affiliate. WWDC, which takes over occupancy of present WOL 5 kw assignment on 1260 kc, has notified MBS it will not continue affiliation because it would mean complete change in its program format.

IF NEW WOL, operating on 1450 kc, does affiliate with MBS (negotiations probably will be entered with others in Washington area), one problem will be handling of Fulton Lewis jr.'s nightly commentary. Peoples is owned by Farm Bureau Mutual Automobile Insurance Co. and Mr. Lewis has carried on an uncompromising fight against co-ops. It's indicated that if negotiations with MBS are continued, station will carry Mr. Lewis but answer him within half-hour. Situation would be without precedent in radio programming.

1950 BASEBALL broadcast pact for Washington understood settled last week with WWDC last year aired night games only with WPIK Alexandria, Va., carrying (Continued on page 70)

Upcoming

Jan 11: RCA Stations Planning & Advisory Committee meeting, New York.

(Other Upcoming pages on page 22)

Business Briefly


BISCUIT RENEWAL • National Biscuit Co., New York, renewes effective Feb. 7 two MBS daytime shows, Straight Arrow, Tues. Thurs., 5-5:30 p.m. Agency, McCann-Erickson, New York.

WEED APPOINTED • WNAO Raleigh, N. C., kc 5 kw 850 kc, and WDUK Durham, N. C. 1 kw kc, ABC affiliates, name Weed & Co. as exclusive representative, individually and in combination.

AUTOMOTIVE BUDGETS MAY TOTAL $400 MILLION

TOTAL advertising budget of automotive industry may reach $100 million in 1950, judging by plans of leading manufacturers who see year of intensive competitive selling. Companies using radio and television heavily for 1950 debates [BROADCASTING, Dec. 19, 1949].

Doubleday Division of General Motors tops industry with $27 million, and dealers are expected to spend almost as much more locally. Ford ranks second with $22 million budget for Ford cars. Company's Lincoln-Mercury Division spends another $11 million.

Oldsmobile Division of General Motors scheduling $8 million, with Buick and Pontiac around same figure and Cadillac around $4 million. Chrysler total expected to be well over $10 million. Several manufacturers expect to increase expenditures. Used-car dealers likely to spend at least $200 million.

D-FS AGAIN RANKS FIRST IN NETWORK BILLINGS

FOR 16th successive year, Dancer-Fitzgerald-Sample, New York, heads list of advertising agencies in gross radio time network expenditures during 1949, according to figures released by four networks. Twenty leading agencies in total radio time billing during 1949 as shown by networks were as follows:

Dancer-Fitzgerald-Sample, $18,708,646; BBDO, $11,068,816; Benton & Bowles, $7,938,258; J. Walter Thompson Co., $7,748,030; Young & Rubicam, $7,677,572; Compton Adv., $7,119,301; News, $6,770,014; Young & Rubicam; $6,456,348; McCann-Erickson, $6,356,984; Newell-Emmett Co. (now Cunningham & Walsh), $5,700,540; Foote, Cone & Belding, $3,620,150; Ward Wheelock, $3,564,865; William Eddy & Co., $3,483,994; Leo Burnett $3,419,580, Dianne Jones & Ryan, $3,375,517; John P. Murray, $3,322,225; Routhfrau & Ryan, $3,177,051; Ciesl & Pressey, $2,705,625; Kodner Adv., $2,612,016; Sullivan, Stauffer, Corwell & Bayles, $1,281,260.

Dancer-Fitzgerald-Sample placed spot radio budget for calendar year 1949 totalling $3,056,002 in addition to above billing.

MURPHY ON NBC'S SPAC

JOHN MURPHY, of Crosley TV stations, elected Friday to represent inter-connected group at NBC's 1950 SPAC meeting. Jan. 11 (story page 13).
WPTR
50,000 WATTS
ALBANY-TROY-SCHENECTADY

announces the appointment of

Ra-Tel
REPRESENTATIVES, INC.

as exclusive national representatives

effective January 1, 1950

OFFICES:

NEW YORK, CHICAGO, OKLAHOMA CITY, DALLAS,
ATLANTA, LOS ANGELES, SAN FRANCISCO

FRED R. RIPLEY,
General Manager
WIP Produces!

WIP produces promotion, too! From a letter written by the Gillette Safety Razor Company... "It is hardly necessary to mention how vastly pleased we are with the very complete promotional job you do for us on the World Series each year. As we have told you before, your aggressive merchandising ranks right up with the very best that we enjoy anywhere in the country." Nice?

Example #21

WIP Philadelphia Basic Mutual
Represented Nationally by EDWARD PETRY & CO.
Here is confirmation of reliability

WKOW maintains broadcast of football game during powerline failure, with Collins 12Z remote amplifier

AUTOMATIC changeover to battery power when the a-c line fails is a standard feature of the Collins 12Z remote amplifier. All concern about powerline fluctuation and noise as well as power failure is eliminated. The 12Z is also the ideal remote unit for locations where a-c power is not readily accessible. Here are additional features:

- Four microphone channels
- Two db per step attenuators
- Monitoring of amplifier or line output
- Ninety decibels gain
- Noise 60 decibels below program level

Now is the time to get your 12Z remote amplifier. It will give your station that necessary security for every sports occasion. Delivery is from stock. Write, wire or phone Department R-1, Collins Radio Company, Cedar Rapids, Iowa.
DEALER DOLDRUMS?

It's pretty hard for your man in Wichita, or Bridgeport, to get steamed up over an ad campaign that takes an impersonal sweep over the whole country.

DIFFERENT WITH SPOT!

You can talk the local man's language, use his name and address, tackle his selling problem. In one market, or fifty, or a hundred. And odds are, you'll save money with harder hitting, personalized Spot.

Try Spot ... to get your dealers off the bench and into the game. Try Spot on the Petry-represented stations listed here to cure your dealer doldrums.

EDWARD PETRY AND CO. INC.

Any advertiser can—and most advertisers should—use Spot Radio
HAVE YOU DEALT YOUR DEALERS IN?

In any market you choose you can get that dealer support for the asking

... why not begin by asking about these leading stations ...

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

SPOT RADIO LIST

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<thead>
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<th>Station</th>
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<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
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Any advertiser can—and most advertisers should—use Spot Radio
NORTH CAROLINA IS THE SOUTH’S No. 1 STATE AND NORTH CAROLINA’S No. 1 SALESMAN IS / 

50,000 WATTS 680 Kc. WPTF NBC AFFILIATE

also WPTF-FM
RALEIGH, North Carolina
National Representative FREE & PETERS INC.
BAB'S FUTURE?
By J. FRANK BEATTY

The future of NAB's new sales-getting machine—Broadcast Advertising Bureau—and possibly the management future of NAB itself will be at stake in a series of exploratory operations starting today (Monday).

First phase of the series will be an unprecedented joint meeting of three new NAB advisory committees. They are the Broadcast Advertising, Radio and Television Committee, opening a two-day session this morning at NAB Washington headquarters.

With membership just announced last week, NAB President Justin Miller, the committee is the first to be formed under the board's November reorganization plan which provides for a total of 10 advisory groups (see committee lineup, page 24).

Technically, the tripartite meeting has been called to work out a plan to fit BAB into the new Radio and Television Division setup. These two divisions have been compelled to drift along since their formation last September were the new benefit of specific board directive.

Strikes at Foundation

While the announced purpose is to devise a coordination plan, the subject is so hotly debated at the foundation's NAB reorganization project. Furthermore, it involves the danger of a young revolution among station executives who fear that BAB is about to get a dose of administrative ice water and perhaps a shrunk budget.

BAB is riding high on a wave of popularity that swept all 17 NAB district meetings last autumn. Not in recent history has any single NAB activity been so enthusiastically received. The 17 district directors who led the meetings are acutely aware of BAB's popularity and they recall the convention hall uprising and corridor maneuvering that forced BAB's creation at Chicago last April.

The tossing around that BAB has received in its brief but spectacular existence lays the groundwork for membership resentment that is simmering if not boiling. It is mostly confined to private conversations, letters and memos.

If this week's joint meeting at NAB headquarters produces a coordination plan for BAB, the plan will come before a joint Jan. 23-24 meeting of two key board policy bodies, the Structure Committee and the Finance Committee.

Final stop—and here the actual decision is slanted—will be the board's Feb. 8-10 meeting at Chandler, Ariz., where the reorganization project that started in late 1948 is slated for completion.

Three key figures in this week's tripartite conference will be the chairman of the new committees. They are William B. Ryan, KFI Los Angeles, Broadcast Advertising Committee; Simon R. Goldman, WJTN Jamestown, N. Y., Radio Committee; Eugene S. Thomas, VOIC (TV) Washington, Televisio Committee.

Of the three, Mr. Thomas is a board member, having been elected at the board's November meeting when TV first attained the right to directorships. He was chairman of the old NAB Sales Managers Executive Committee, predecessor to the new Broadcast Advertising Committee. Mr. Goldman was chairman of the former Small Market Stations Executive Committee, later a unit of the sales managers group. Mr. Ryan served two terms on the NAB board in the last decade and knows the association's operations.

In all, seven board members are scheduled to take part in the three-committee meeting. Board members on the Broadcast Advertising Committee are Howard Lane, WJJD Chicago, and Frank U. Fletcher, WARL Arlington, Va. Both served on the board's BAB Policy Committee, which directed BAB's course in its formative months and was abolished last November.

A surprise in the announcement (Continued on page 24)

ALL-RADIO FILM

By EDWIN H. JAMES

The ALL-RADIO promotion film, "Lightning That Talks," which has been in preparation for more than a year, will be given a glittering premiere in New York at the Waldorf-Astoria Hotel March 1.

New York stations, networks and station representatives that have subscribed to the promotional film have guaranteed to contribute a $30,000 budget for the New York showing of the film, it was learned.

The plan for the showing was discussed by the New York committee last Thursday at Broadcast Advertising Bureau headquarters in New York. The committee arranged the New York premiere of the picture is composed of Lewis H. Avery, president of Avery-Knodel, in charge of finance; Charles Ham mond, NBC vice president, in charge of invitations; Maurice Mitchell, director of BAB, in charge of arrangements, and Joseph Creamer, WOR New York promotion manager, in charge of publicity and promotion. Justin Miller, NAB president, will be honorary Chairman of the committee. The active Chairman had not been named as of last Friday morning.

The New York committee is con-

(Continued on page 24)
KTOK CHANGE

Bell as General Manager Prologues Expansion

EDGAR T. BELL, former secretary-treasurer and business manager of the Oklahoma Publishing Co. and its radio properties, last Thursday became general manager of KTOK in its native Oklahoma City, succeeding Robert D. Enoch, who had resigned.

Mr. Bell, a well-known figure in both radio and newspaper circles, is understood to have entered into an agreement with O. L. (Tod) Taylor, president and majority owner of the Oklahoma City ABC regional outlet, whereby he acquires an option for a "substantial interest," to be exercised within one year.

Joining Mr. Bell as sales manager of KTOK will be E. L. Colburn, formerly of the sales staff of WKY Oklahoma City NBC outlet, who recently resigned as commercial manager of KABC San Antonio.

Under Taylor-Bell direction, it was learned that KTOK promptly will undertake an expansion program, including new studios and offices.

Mr. Enoch, who had been with the station for nine years under its present and former ownership, has not announced future plans. At 42, he is a 20-year veteran in radio. He is a director of the NAB, representing District 12 (Kan. and Okla.).

Mr. Bell terminated 33 years with the Oklahoma Publishing Co. in mid-1948, disposing of his stock interest in the publishing firm and its then-owned and affiliated stations, KTOK, KZ, WV, and KVOR Colorado Springs. Subsequently KLZ and KVOR were sold.

Last year Mr. Bell was associated with Gene Autry, cowboy artist and station owner, in the proposed acquisition of KTSA, San Antonio CBS outlet. The project, however, was dropped because of the Arco rule and the competitive proposal of the San Antonio Express which

HELBROS SPOTS

Sets Heavy XEO Contract

HELBROS Watch Co., New York, has signed a contract with XEO Juarez, Mexico, for 35,000 spot announcements yearly—approximately 96 transcribed spots per day—effective immediately [CLOSED CIRCUIT, Jan. 2].

The contract was placed direct by the company. Harvey M. Bond, advertising manager of Helbrors, told BROADCASTING: "It is a very special deal." Although a radical departure from the Helbros policy of sponsoring only network shows, the spot schedule does not constitute an abandonment of network programs, Mr. Bond said.

Mr. Bond would not disclose the cost of the special spot schedule, although he did say it is of "substantial length of the contract was for several weeks." Helbrors Watch Co., through Dorland Inc., New York, its advertising agency, sponsors Richard Hamilton, a mystery series on NBC.

DCS APPOINTS

Names Three Vice Presidents

THREE officials of Doherty, Clifford & Shenfield Inc., New York, have been appointed vice presidents.

They are: Samuel L. Frey, who joined the agency in 1946 and is in charge of media; Dr. Philip Reichert, director of the agency's professional division in charge of medical advertising, and Robert E. Shaw, who joined the agency in 1947 and is art director.

HUNT FOODS INC.

Plans AM-TV Campaign

RADIO and television will be used to supplement an advertising, merchandising and sales campaign of unprecedented proportions for Hunt Foods Inc., Los Angeles, during 1956, according to Frank Oxarart, national director of advertising and merchandising.

Mr. Oxarart revealed that programs are being studied. Selection of talent and shows on the basis of audience acceptance and suitability to promote Hunt products will be made on completion of tests in California, he said. Agency is Young & Rubicam Inc., Hollywood.

RONSON BUDGET

'50 Ad Plans Over $2 Million

THE ADVERTISING appropriation for 1956 will be the largest in the history of the Ronson Co., Alexander Harris, president of Ronson Art Metal Works Inc., announced at a sales conference of the company last week. The budget will be in excess of the $2 million spent for advertising in 1949.

One of the features of the five-day sales conference was the special presentation of Ronson's radio and television program. Twenty Questions. Also featured at a dinner was Johnny Desmond and the Tony Mattola Trio, stars of the Johnny Desmond Show on ABC.

Block Buys on ABS

BLOCK Drug Co., Jersey City, through Cecil & Presbrey, New York, has signed a contract with the Alaska Broadcasting System on behalf of Amo-n-dent and Min-a-pee, to sponsor the Burns & Allen program, carried Sunday afternoon on all six ABS stations.

Drawn for Broadcasting by Sid Hix

"He wants tickets for the Welcome Traveler Show!"

BROADCASTING • Telecasting

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WHAS NOT FOR SALE

WHAS Louisville, 1-A clear-channel station of the Courier-Journal and Louisville Times, is no longer on the market for sale, it has been announced.

Crosley said the station, which had been open to negotiations since FCC vetoed its sale to Crosley Broadcasting Corp. [BROADCASTING, Sept. 26, 1949] "has been taken off the market" and that "no further bids for its purchase will be entertained."

The announcement came Dec. 31 from Mark Ethridge, publisher of the Courier-Journal and Times, and Lisle Baker, vice president and general manager of the radio and newspaper operations.

Bids Received

They said two "serious" bids and several inquiries had been received looking toward acquisition of the station. But, they asserted:

"The circumstances under which we were willing March ago to sell WHAS have changed entirely. Our picture is much brighter and so is television's. Even while negotiations for the sale of the station have been going on, we have been pushing the completion of our television station, as is obvious from the progress on the tower. We expect to be on the air in late February with our own and with the CBS television programs.

Crosley Contract

The reference to their willingness to sell WHAS "16 months ago" related to the date of the sales contract with Crosley. The Arco subsidiary was to pay $1,925,000 for the WHAS-AM-FM-TV properties and lease studios and facilities in the Louisville Times-Courier-Journal building for 10 years at $75,000 a year. FCC rejected the proposal on grounds that the overlap between WHAS and Crosley's 1-A WLW in Cincinnati was too great under the Commission's duopoly ban.

In the FCC hearing WHAS authorities explained the decision to sell was based on expansion of other interests and a desire of the Barry Bingham family, which owns the newspapers and station, for "complete financial self-containment."

One group known to have been negotiating for the Louisville clear-channel station included H. Leslie Atlass, vice president of the CBS Central Division; P. K. Wrigley, chewing gum magnate and part owner of WIND Chicago; and Gene Autry, cowboy actor and broadcaster [BROADCASTING, Oct. 17, 1949]. Negotiations were along the lines of the Crosley-WHAS contract.

Fry & K&E

Takes Executive Duties

GEORGE THOMAS CLARK FRY, who left ABC last fall as national director of network radio sales, has joined Kenyon & Eckhardt, New York, in an executive capacity.

Since his discharge from the U. S. Marine Corps in 1946, Mr. Fry was with ABC, first as a member, then as director of its business development department. Following that he served as eastern sales manager for network radio and television. In July 1948, he was named national director of network radio sales.

FRY & K&E

Mr. Fry

Taken Off Market

FOLLOWING her debut on the Carnegie Hall program's Christmas broadcasts, Margaret Truman is congratulated by Joseph Katz (I), of the Joseph Katz Advertising Agency. The program, sponsored by the American Oil Co., is handled by the Katz agency. With Miss Truman is Charles H. Wagner, American Oil Co. president.

LAURITZ MELCHIOR (center), singer, greets E. F. Kalkhof, advertising director of the American Oil Co., and Mrs. Kalkhof, when they attended the Carnegie Hall Christmas program.

NBC MEETING

SPAC Set for Jan. 11 in N.Y.

NBC's 1950 Stations Planning and Advisory Committee will meet for the first time Jan. 11 in New York.

The two-part meeting will discuss sound broadcasting matters in the morning and devote the afternoon session to television.


Balloting Incomplete

Representing TV non-interconnected stations is John M. Outler Jr., WSB-TV Atlanta. Final balloting for the representative for the television interconnected stations has not yet been completed.

All members of 1949 SPAC who were invited have attended and invited to attend this first meeting in 1950. They are Martin B. Campbell, WFBA Dallas, who was the 1949 chairman; Harry Bannister, WWJ Detroit; Harold C. Burke, WBAL-TV Baltimore; Wiley P. Harris, WJDX Jackson, Miss., and Ed Yocum, KGHL Billings, Mont.

BASEBALL RATES

Examiner Hits WU Policy

WESTERN UNION'S rates and policy for baseball sports service to radio stations last week were declared "unreasonably and unjustly discriminatory, and unlawful" to the extent that the tariff specifies an extra charge for each station in a network in addition to a fee for the subscriber station. Ruling was made in an initial decision by Hearing Examiner Elizabeth C. Smith. Investigation of the tariff was made last spring [BROADCASTING, June 13, 1949].

"Insofar as Western Union purports to classify the users of the service according to the use made or the value to the user of the service furnished, it subjects radio stations to unjust and unreasonable discrimination in favor of newspaper and press associations," the ruling declared, "in that the identical service is offered to radio stations and newspaper and press associations with no restriction against their transmitting the information to all of their customers (other than radio stations) without additional charge."

The examiner ordered Western Union to file, prior to the 1950 baseball season, a revision of the tariff to remove the inequitabilities in a network on additional charge of $2 per game per additional station over the basic fee. Such extra charge for Paragraph 19 service is $1.

Prior to this revision the tariff made no specific provision for network broadcasting of the sports service reports and the examiner found that Western Union violated the Communications Act by allowing station-subscribers to use the service for networking. No further action was considered needed, however, since the revision of the tariff on the matter was declared unlawful.

The report stated that Western Union in 1948 had knowingly permitted WIND Chicago and its Midwest Baseball Network to air baseball re-creations based on Paragraph 1 service, although contrary to the then existing tariff, because sponsorship contracts already had been set and Western Union was planning to revise the tariff.

Prior to 1948, Western Union did not know the network had used the service, it was said. WIND had been one of the chief opponents to the charges contained in the tariff.

(Continued on page 26)
IN 1936 a new shortening made its appearance on the market and one year later the product enlisted network radio as its largest single salesman.

Skeptics insisted that the new item, Spry, product of Lever Bros. Co., would never crack the comparatively entrenched status of the non-vegetable shortenings. They were even less sanguine about Spry’s ability to buck the other big vegetable variant on the market.

Today, 13 years later, Spry is one of the established products in the field with over a million dollars annually devoted to radio, still its largest single salesman.

Moreover, largely as a result of the spur of Spry’s advertising, the sales of all vegetable shortenings have increased far beyond the speculations of its greatest exponents, and the Lever Bros. reports last year listed the sales of Spry as the greatest in its history.

The radio history of Spry is in large measure the history of a single show, Aunt Jenny’s Real-Life Stories, on CBS.

For the first year of its existence Lever Bros. employed a national spot campaign, supplemented by newspapers, to introduce the product. The radio spots plugged the slogan, “Try Spry,” and met with such success that the firm plunged into the medium with the network show the next year. “Aunt Jenny” was born full-grown in 1937, a planned brain-child of Lever Bros. and Ruthrauff & Ryan, the agency which today is still handling the show.

At that time, daytime radio fare was limited—quiz and audience participation shows were not known—and the traditionally successful format was that of a serial show. It was decided, however, to experiment with a different kind of daytime program—short, action-packed stories built around true-to-life situations. These five to ten episode stories were to be built around a central character who not only narrated and motivated the dramatic portion of the show but at the same time sold the product. And thus Aunt Jenny was born.

**Aunt Jenny Well-Known In All Media**

From the start Aunt Jenny never has been exploited as a radio performer but rather as a real person with human understanding. She has become a symbol of her product. Her picture, her cooking methods and her national recipes are featured in national magazines and newspaper ads and in all cook books distributed by the maker of Spry. Aunt Jenny has become the product’s trademark.

When the program first went on the air in 1937 it was carried on 55 CBS stations. Today it is heard on 81 stations over the same network.

Public service groups have been quick to recognize and take advantage of the unique relationship that has been fashioned between character and audience. During the war the American Red Cross called on Aunt Jenny to urge the support of her listeners to the service organization. So effective was her urging that the Red Cross was moved to award a special plaque to her in recognition of her accomplishment.

When the Sprays and the Waves needed help in recruiting, Aunt Jenny was there with the message. Again certifications of commendation from both these agencies attested to the power of Aunt Jenny to influence audience reaction.

Even a difficult subject such as cancer was treated in a story by Aunt Jenny for the American Cancer Society. Recently Aunt Jenny successfully helped the Girl Scouts recruit new leaders.

During the month of October the case history of an alcoholic’s struggle to overcome his weakness was portrayed on the program. The series was rebroadcast for Alcoholics Anonymous, and copies of the scripts were sent to the AA branches throughout the country. Aunt Jenny worked with the cooperation of the Alcoholic Foundation on that series.

In order to achieve the realism that has caused millions of actual...
Lever Bros' Shortening Product Blazes a Sales Success Story With Radio

example, if the scene is to be played with an entrance door about 12 feet away, the door is set 12 feet from the microphone. The actor making his entrance actually starts his speech near this door rather than relying on the traditional mechanical "fade in" from the dead side of the mike to the live side.

Talent With Show Since 1937

Another element that gives the program its sense of integration is the fact that all of the talent principals have been with the show since its inception. These include Aunt Jenny, herself as well as Announcer Dan Seymour and Organist Elsie Thompson.

The relationship between star and announcer is one that is normally achieved only on the expensive night-time comedy shows. Dan Seymour is cast as a visitor in Aunt Jenny's kitchen, and between them they talk rather than "speak" the commercial, so that it is often difficult to determine where the show leaves off and the commercial begins. This association between

great Britain by William Hesketh Lever, the son of a well-to-do wholesale grocer of Bolton, Lancashire, when he joined his brother in manufacturing soap. Until that

was that you were saying?" The result: Mr. Hope revised his routine and went on the air for Pepsi- 
dent on Sept. 27, 1938, to become one of the most successful sales- 
men in the history of the industry.

Entered Network Radio in 1934

The first network night-time program to take to the air specifically for Lever Bros. was the Lux Radio Theatre in 1934, which established itself almost instantly as a radio model in form and success. In common with all Lever Bros. shows now on the air, the show is still in the top 15 in its Hooper cate-
gory and is first among the dramatic programs.

With the beginning of 1939, Lever is sponsoring eight network radio shows, and significantly one, 
Aunt Jenny, is a daytime serial. 

Lever Bros. was first formed in

time soap had been sold only in long factory bars. Mr. Lever cut the bars into tablets, wrapped each one, called his brand Sunlight, em-
arked on an advertising cam-
paign, expanding ultimately to this country where the firm has become one of the two leading soap manu-
facturers in America.

Today, Lever Bros. Co. is really a two-part holding company, one Dutch and the other British. The British firm is known as Lever Bros. and Unilever Ltd., with Geoffrey Heyworth as chairman of the board, while Dutch firm is known as Lever Bros. and Unilever N.V., with Paul Rykens as its chairman. Each man is also vice chairman of the other company. Mr. Luckman is president of Lever Bros. in New York.

Lever Bros. always has been a company aggressive and alert to modern selling methods—a policy typified by its success in radio and television.

EFFECTIVE TV commercial is the shot of three dancing chefs who covet around a large pie.

ANNOUNCER Dan Seymour, with the show since its inception, does a masterful job of integrating the com-
cernials into the rest of the show.

BROADCASTING * Telecasting
McConnell Sees Continued Industry Progress

WHILE television in 1950 will prove to be radio's greatest rival, radio is by no means doomed, in the opinion of Joseph H. McConnell, NBC president, who last week released a year-end statement in which he described NBC's parallel progress in both broadcasting and television.

"Program-wise," Mr. McConnell declared, "radio's contributions to the entertainment of the American people will continue to improve. For the first time since its advent in 1920, broadcasting has a rival in its own domain, and the competition is good for it. Television, which progressed so rapidly in 1949, will in 1950 far exceed its best previous year."

Pointing out that while in its first years of life TV has been nurtured and supported largely by radio, Mr. McConnell asserted: "From now on television at NBC will be 'on its own' as a separate and independent operation. It now has its own studios, showmen, engineers, sales force, newsman, talent scouts and financial set-up. 'Television finds encouragement in the fact that four of its seven lean years are past. Within the next three years more television stations will move out of the red and into the black. Several video broadcasters already report that they are showing a small profit. 'Every year,' he continued, "should find an increase in this upward trend, so that by the end of the next decade television will be established on a highly profitable basis. It will be nationwide in scope." Mr. McConnell went on to outline the history of radio broadcasting which, he said, is not national but world-wide in scope. Sound broadcasting's alliance with science, he said, has made it the backbone of the American radio industry. He credited American advertisers with the success of radio broadcasting.

The new art of television, Mr. McConnell declared, is so fascinating with its double appeal and service of sight and sound that "star-eyed soothsayers again have rushed to their crystal balls to catch a picture of the future. "Enchanted by what they have seen," he added, "they have hastily predicted that the future is all television, that 'sound broadcasting' is doomed."

"But consulting the record of invention in the past reveals evidence that these hasty prognosticators may be looking in the dark. The telegraph was not banished by the telephone, wireless has not eliminated the cables, the phonograph was not killed by radio, the movies did not destroy the theatre, nor did any of these forces do away with books, magazines and newspapers. All these still have their place. "It is well to observe, however," he continued, "that the older inventions that have survived the onslaught of progress have done so because they adapted themselves to new conditions created by science rather than to merely mold and modify the old. The electronized phonograph in combination with radio is an outstanding example of what happens when an older art or instrument keeps pace with progress. It too advances, gains added appeal and extends its scope of service."

He stressed his belief that sound broadcasting will continue to serve and sell while television continues its development as a parallel industry. "By no means is radio doomed," he declared, "it begins a new half century as an ever-widening horizon for sound. Sound accepts the challenges of sight in tandem as well as in competition, as the career of the microphone, with the microphone to advance the art of broadcasting. The microphone will continue to speak the message of its sponsor, while television displays the products and through illustrations adds to the pictorial effectiveness of the spoken word."

ARKANSAS GROUP

New Regional Unit Forms

FORMATION of the Arkansas Group, new regional and national sales representative organization in the state, has been announced by Frank Browne, general manager of KWFC Hot Springs. While the complete list of stations participating has not yet been released, Mr. Browne, who is general manager of the new group, said the new unit would include stations which pinpoint Arkansas coverage state-wide.

The organization, he said, would make "a consolidated effort to seek increased business and negotiate for various other radio services." It is to act as sales representatives for the stations involved, offering agencies the opportunity to buy on a one-time clearance, one affidavit and one billing basis, at a group rate.

A manual is being prepared, Mr. Browne said, to tell the story of the organization and of each individual station. It will contain basic data sheets, market and coverage maps and similar information. Headquarters of the group is P. O. Box 1088, Hot Springs.

FCC Actions

THREE new AM stations proposed to be authorized by FCC last week in initial decisions and four new stations granted in non-hearing cases, two of which were for Hawaii. License of KPAB Laredo, Tex., revoked effective immediately. Details of these and other FCC actions are found in FCC Roundup on page 68 and Actions of the FCC beginning on page 44.

FCC REVAMP

Plans Staff Reorganization

AN ADMINISTRATION plan to reorganize many of the Government's regulatory commissions was revealed last week, but FCC seemed likely to be more affected by one of its own devising. The Administration's plan apparently would set up most of all its bureaus along the lines already in effect at FCC and some others, providing for the chairman to be appointed by the President and to give up Федерative administrative responsibilities.

The Commission's own plan is for a staff reorganization, along functional lines [CLOSED CIRCUIT, Dec. 12, 1949]. Details were first disclosed in connection with job classification papers sent by FCC to the Civil Service Commission. Now it appears virtually certain that FCC intends to proceed as soon as possible, whether the requested job classifications are granted or not. Under the current plan, four staff bureaus would be set up: Broadcast, Common Carrier, Safety-Special Services, and Field Engineering and Monitoring. Each would have its own legal, engineer, and accounting sections, thus in effect reversing the present alignment wherein there are professional bureaus with each containing sections dealing with broadcasting, common carrier, etc.

Bureau Heads

For the head of each of the four proposed new bureaus, FCC is seeking an $11,200 to $12,000 job classification from CSC. These directors, not yet selected, would have complete charge of their respective bureaus, subject only to the Commissioners themselves.

The Chief Engineer, Chief Accountant, General Counsel and Executive Officer would be FCC's top-flight advisors and representatives, each heading a separate staff bureau. For the Executive Officer, FCC is seeking an $11,200 to $12,000 rating; for the others, $12,000 to $13,000.

Authorities said it was unlikely that CSC would act on the classification requests before the end of April. In the meantime, it was understood, reorganization plans are moving ahead, with a probability that the changes will be accomplished piecemeal, not all at once.

ALLAN JACKSON (seated), of the CBS Washington news staff, had a big day on a visit to Macon, Ga., when Mayor Lewis B. Wilson (r) presented with a key to the city, a police chief's badge and a scroll proclaiming him Macon's honorary chief of police for the day "with all privileges, rights and courtesies heretofore attached." Watching the ceremonies are Ben Chatfield, news director of CBS outlet, WMMA Macon, and Joy Smith, secretary to Mayor Wilson. Mayor Wilson, WMMA General Manager Wilton Cobb, Commercial Manager Frank Crowther and Mr. Chatfield met Mr. Jackson at the airport to touch off the round of southern hospitality.
HUBBELL ROBINSON Jr., appointed a fortnight ago to CBS vice president in charge of network programs [Broadcasting, Jan. 2], last week announced the appointment of Robert F. Heller, CBS executive producer in New York since June 1947, as New York director of programs for the radio network.

As CBS-TV program director, Charles Underhill will retain responsibility for all video programs originating in New York. Hollywood-originated shows, both AM and TV, will continue to be supervised by Harry Ackerman, Hollywood vice president and network program director, and Sig Mickelson, as previously announced, remains director of public affairs for both media.

Mr. Heller first joined CBS to work on the Man Behind the Gun series in late 1946, after working with Norman Corwin on the four-network This Is War series. Prior to becoming head of the CBS documentary unit in 1946, Mr. Heller shuttled back and forth between CBS staff work and wartime assignments such as organizational work.

Mr. Heller

**Four Realignments Announced**

**Navy ‘Powerhouse’**

AWARD of a $999,750 contract for construction of a transmitter building to be erected at a new Navy radio station at Jim Creek, Wash., has been approved by the Navy Bureau of Yards and Docks. Station is to be used for communications throughout the Pacific area. Construction of building, expected to be completed within 18 months, will be started by Feb. 1, officials said.

**PROPOSED AMS**

INITIAL DECISIONS were reported by FCC last week on a new AM station at Guthrie, Okla., on 1490 kc with 250 w full-time to the Leader Publishing Co. and to grant a new AM outlet at Lancaster, Pa., with 1,500 w full-time to the Antelope Broadcasting Co.

Denials were proposed for their respective competitors, Enid Broadcasting Co., Enid, Okla., and Antelope Valley Broadcasting Co., Lancaster.

In the ruling proposing to grant the broadcasting license, Hearing Examiner J. D. Darrow found that Guthrie presently has no local station while Enid already has two outlets.

**Smith Preference**

Hearing Examiner Elizabeth C. Smith, in the California case, preferred Antelope Broadcasting over Antelope Valley Broadcasting on grounds of integrated ownership and operation. Antelope Valley, a partnership of two nonresident general partners and nine local resident limited partners, would be operated by the former group only, the decision stated. All ten stockholders in Antelope Broadcasting, eight of whom are local residents, would operate the proposed station, however, it was noted.

Ownership details:

- Publisher Co. Guthrie, Okla.
  - Principals: Raymond H. Fields, active for many years in national affairs of American Legion. He owns less than controlling interest in company which publishes newspapers in four cities in Oklahoma. He also has real estate and oil properties, he is president of WLRP New Albany, Ind. Thomas W. Prentice and M. P. Long, who have business interests in Columbus, Ohio. W. Wentz deceased and joint executors of his estate. This last owner last owned 49% stock in Publisher Co.

Broadcasting Co., Lancaster, Calif.—Principals: James B. French, 3½%. Mr. French is first vice president of significant corporate and individual firm and supervisor of engineering maintenance and construction at Columbia Broadcasting Co., North Hollywood, Calif. W. Carter president and director has 17½% interest, he is publisher, real estate owner and president of Lancaster Radio Inc., electrical appliance, appliance and service business.

January 9, 1950  •  Page 17

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FM ISSUE

FM's STATUS, the reasons for it and ways to improve it, continued to get attention last week.

In a letter to the New York Times, President Nathan Straus of WMCA Inc., who had planned to close WMCA-FM on Dec. 30 (see story below), said:

"It seems to me that FM has been stillborn, not because the competition of television has doomed it, but because its performance has fallen far short of its promise. FM is a service which, for the ordinary listener to the ordinary program in the average location, has no advantages over AM. On the other hand, it has definite and substantial drawbacks."

Mr. Straus felt that the principal impediment to FM's acceptance—freedom from static, and higher fidelity—are more theoretical than real. A drawback, he said, is the necessity for pinpoint tuning.

John E. Armstrong of Scarsdale, N. Y., accepted the static-free, higher-fidelity attributes of FM, but felt "numerous" factors have impeded its acceptance, aside from television. In a letter to the Times, he asserted: (1) Most sets aren't engineered to make FM sound any better than AM; (2) Most FM sets have automatic frequency control; (3) Most sets and tuners were not "drift compensated"; (4) Most have built-in antennas, which are "not practical"; (5) FM programming is "for a large part, canned music."

Sol Chain, manager of WGBH-FM New Haven, Conn., suggested that FCC might "begin reducing the FM operating schedules" for FM stations. He said, "I am sure that all FM stations, strictly FM that is, would be happy to add to their present schedules the same number of hours, lopped off AM hours." Writing the Commission in connection with its proposal to boost FM's minimum operating hours (Broadcasting, Nov. 21, Dec. 19, 26, 1949), Mr. Chain said:

...I like many veteran broadcasters, put money, blood, sweat and tears into FM because I believed the Commission was sincere about FM and would do everything possible to foster its growth. The Commission has been kind that FM has not been given the help it needs to make it possible for us to continue sweating, but where is the concrete action to let the American public know that FM was intended to replace AM?

Why cannot AM stations duplicating on FM be required to use some AM time to explain FM to their listeners instead of keeping it as dark as a secret as possible? Are AM stations who do nothing to promote the growth of FM operating in the public interest?

WEW-FM OFF AIR

Cities Lack of FM Acceptance

WEW-FM, owned by the U. of St. Louis, was reported last week to have gone off the air Dec. 30, with Rev. Paul C. Reinert, S.J., president of the university, explaining that the decision stemmed from "the fact that FM has not been accepted by the general public.

It was felt, Father Reinert said, that "it will be in the public interest to concentrate all efforts on the operation of WEW." The FM outlet had been the air since May 1947, operating on Channel 236.

WAAT SUIT

Seeks To Restrain WPAT

BREMER Broadcasting Co., owner and operator of WAAT Newark, last week started suit in New Jersey's Supreme Court Chancery Division to restrain WPAT from using the word "frolic" in the name of one of its new programs.

Dave Miller, who since 1940 had emceed for WAAT a program entitled Hometown Frolic, last Christmas Eve joined WPAT to emcee Dave Miller's Frolic. WAAT claims it has another program aside from the former Hometown Frolic listed as Nighttime Frolic. The suit names WPAT, the North Jersey Broadcasting Co., Dave Miller and Station Manager Herman Bess.

The suit also seeks to restrain Mr. Miller from using the word "frolic." WAAT-FM is remaining on the air pending FCC action on the sale. Papers will be filed, according to Mr. Stapleton, within the next two weeks. Should FCC turn down the sale, the station will leave the air, unless another prospective buyer can be found.
**CONGRESS**

**TWO COMMUNICATION subcommittees were marking time last week—as the 81st Congress returned to its legislative chores—preparatory to exploring communications problems relating to FCC and broadcasting.**

The House Interstate & Foreign Commerce Committee plans to meet this Wednesday to review the legislative agenda of programs which will carry on most of its attention throughout the coming session. On the meeting may hinge whether its FCC-FTC-SEC subcommittee, headed by Rep. George Sadowski (D-Mich.), will delve into the McFarland FCC reorganization bill, and if so, to what extent.

Rep. Sadowski is expected to confer with Chairman Robert Crosser (R-Ohio) of the House Commerce Committee and other members on the advisability of holding hearings on the measure (S 1973) introduced by Sen. Edward McFarland (D-Ariz.) and designed to realign the Commission along procedural lines.

While it passed the Senate with legal-technical experts, expected to encounter stiff opposition on the House side—because of certain technicalities in its provisions and because some authorities feel it is all-alienating [Broadcasting, Dec. 26, 1949]. In the Senate, Sen. McFarland's communications group likewise is hounding its time before launching its contemplated probe of spectrum space dealing with use of radio frequencies by government agencies and commercial radio-television stations through FCC allocation. Sen. McFarland said last week no action would be taken until Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee and a member of the subcommittee, returns to Capitol Hill from his Panama trip. He is expected back late this week.

**New Channels**

The McFarland group feels that frequencies could be better coordinated, especially among government users, which might in turn open up new channels for FCC allocation to broadcasters. The study has been under deliberation for some time. Also slated for inquiry is the problem of domestic and international records communications.

Meanwhile, Congress turned its attention last week to additional measures designed to eliminate excise taxes on musical instruments and either repeal or cut those on radio, telegraph and telephone facilities.

A measure (HR 5653) by Rep. Daniel A. Reed (R-N.Y.) would exempt musical instruments while the Senate has proposed to retain the tax on radio receivers, phonograph records, etc. His proposal also provides for a tax cut on capital gains. By reducing the rate from 50% to 40%, a maximum tax of only 16% could be imposed compared to 25% at present.

Bill provides that any business enterprise operated by an individual or a partnership consisting of not over 20 members may be treated, for tax purposes, as if it were a corporation. Unincorporated businesses would be taxed like corporate firms.

The Senate Appropriations Committee last week also announced it had studied the proposed "omnibus" or "package" appropriation bill, which the Senate adopted by resolution, looking toward adoption by Congress this year. The new method, to be studied further by a joint Senate-House group, would:

**FCC on Hoover Plan**

REPORTS of the Senate Executive Expenditures Committee on progress of Hoover Commission recommendations to date have been compiled in a 388-page booklet published by the U. S. Government Printing Office. Booklet gives digest of principal recommendations, summarizes comments of FCC, FTC and other agencies relative to reorganization plans, and outlines plans submitted and approved during first session of 81st Congress. Also included is Budget Bureau analysis of various proposals, as well as pending legislation. Book is available from U. S. Government Printing Office, Superintendent of Documents, Washington 25.

Lump all requests for funds for agencies like FCC under one measure.

President Truman is expected to submit his annual budget message to Congress early this week, possibly today. Budget will cover expenditures for FCC, State Dept., and others for fiscal 1951.

**'VOICE' PROBLEMS**

Advisory Group Reports

LACK of funds is hampering the effectiveness of the U. S. international information program, including Voice of America operation. The request was advanced last Wednesday by the U. S. Advisory Commission on Information.

On the other hand, the commission reported, many specific steps have been taken in accordance with its recommendations in broadcasting, film production and other activities.

"Effective among these has been the increased use of local medium-wave radio time, documentary and informational films, and mobile units to carry the American story to the grass roots," the report pointed out. The advisory group said the program "falls short of the effectiveness expected by Congress because it seriously lacks funds" and pointed out that needs amount to $7 million, some $2 million cut 50% by the Budget Bureau and Congress. The bureau already has set a ceiling of 61% below the program's stated needs for fiscal 1951, it added.

The commission also cited continued difficulty in getting professional personnel, but said State Dept. had showed the greatest improvement in integration of policy-making groups and information media heads.

**Second Review**

Report was the second semi-annual review submitted to Congress by the commission and was referred, along with a complete report on international information and educational exchange program, to the Senate Foreign Relations Committee.

Mark Ethridge, publisher of the Courier-Journal and Louisville Times, is chairman of the commission, which also includes Justin Miller, NAB president; Philip D. Reed, chairman of the board, General Electric Co.; Erwin D. Canham, editor Christian Science Monitor, and Mark May, director of Yale U.'s Institute of Human Relations. Commission was established to formulate and recommend policies and programs for carrying out the 1948 Educational Exchange Act.

Meanwhile, State Dept.'s Office of International Information last week named Charles M. Hulten, formerly of the Stanford U. faculty, as general manager of overall information activities, including Voice of America.

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**DEMOCRATS ON AIR**

**Appear on Radio, TV Shows**

DEMOCRATIC Party leaders appeared before microphones and television cameras in numbers last week as legislators reconvened on Capitol Hill for the second session of the 81st Congress.

Programs in which they participated in the past fortnight included NBC's American Forum of the Air, Jan. 8 (yesterday); ABC's Cross Country Cross Section, Jan. 4; NBC-TV's News Letter, Jan. 2; MBS' discussion program, 10:10-11 p.m., Jan. 2; WMAL-TV Washington's Capitol Closeup, Dec. 30; CBS' Capitol Cloakroom, Dec. 30; NBC's Pro and Con, Dec. 30.

Among legislators who appeared were Sen. Scott Lucas (D-III.), Senate Majority leader; Sen. Tom Connally (D-Tex.); Sen. Paul Douglas (D-Ill.); William M. Boyle Jr., chairman of the Democratic National Committee; Vice President Alben Barkley; Rep. John McCormack (D-Mass.), House Majority leader.

Meanwhile, in a Democratic year-end report, Chairman Boyle revealed unprecedented requests for party assistance in obtaining radio time on legitimate programs during 1949. Over 400 network broadcasts and telecasts were arranged for administration spokesmen with the committee's aid, he noted.

**HOLDING POW WOW**

With fans in celebration of sponsorship of Hopalong Cassidy on MBS eastern network by General Foods is Bill Boyd (center), who plays title role. To right: Lewis Allen Weiss, chairman of board of Don Lee Network and MBS board member; Mr. Boyd; Robert Hussey, head of program development, Young & Rubinac Inc.; Sam Fuller, Young & Rubinac Inc. radio supervisor. Program is sponsored on Don Lee by Lewis Food Co. (Dr. Ross Dog & Cat Food).

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January 9, 1950 • Page 19
THE U. S. Communist Party has succeeded in infiltrating certain key unions in the radio, communication, motion picture and other fields, and has the means to call extensive strikes as a prelude to revolution.

That belief was voiced by John J. Huber, former-flier for the FBI who himself infiltrated the Communist Party as a member from 1938 to 1947. He appeared before a closed-door session of the Senate Judiciary Immigration subcommittee held last fall. Testimony was released by the group the past fortnight, and will serve as the basis for a report on alien influences sometime before March.

Mr. Huber stated that in 1942 he sat in on a Communist meeting at which plans were laid to capture these vital industries and to say “that the party has succeeded in its ambitious plans would be an understatement.” He hit the entertainment realm as the most vital. Mr. Huber also mentioned that in his capacity as a radio commentator, he was a member of the radio division, UN Dept. of Public Information, and William Schroeder, Washington radio commentator, with whom he cited for assistance with alleged Communist-front organizations.

Testimony on Morgan

Henry Morgan, of NBC’s Henry Morgan Show made a collection of his own radio program as a “counter-discrimination” effort as early as 1946 by a veterans group, labeled a Communist-front. Mr. Morgan said he also would “accept Catholic money,” according to Mr. Huber, who said the rally was largely directed against Catholics for their opposition to Russia.

Further, Mr. Corwin, former CBS writer-producer and once proposed as FCC Commissioner, is now working for UN, “writing radio scripts for American radio stations,” because “he appeared and spoke at many meetings and never deviated from the Communist party line.”

Mr. Huber also mentioned the March 1949 Cultural and Scientific Conference for World Peace, held in New York, which included registrations by Clifford Durr, former FCC Commissioner and now Washington attorney, and Arthur Gaeth, author and radio commentator.

WPAT Power Increase

WPAT PATERNON, N. J., has increased its power from 1 kW to 5 kw at 950 ke, squared, on a four-directional antenna, and is now broadcasting on a 24-hour daily schedule, it was announced last week.

December Additions

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preater &amp; Gambrel</td>
<td>Lorene Jones</td>
<td>NBC</td>
<td>Mon., Fri., 4:30-5:45 p.m.</td>
<td>Sample</td>
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<td>Anchoff!</td>
<td>Counter-Spy</td>
<td>CBS</td>
<td>Mon., 7:30-8:00 p.m.</td>
<td>Feld &amp; Belding</td>
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<tr>
<td>Chamberlain Sales</td>
<td>John B. Kennedy</td>
<td>MSS</td>
<td>Tues., 7:55-8:00 p.m.</td>
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<tr>
<td>Hellockers Co.</td>
<td>Hollywood Quiz</td>
<td>CBS</td>
<td>Thurs., 6:30-7:00 p.m.</td>
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December Deletions

| Greyson Press | Mr. Fix It | NBC | Sun., 12-12:15 p.m. | H. B. Humphrey |
| Grenn Watch Co. | Hollywood Calling | NBC | Mon., 7-7:30 p.m. | Grey Adv.       |
| Longines-Wiattner | Cheorliers | CBS | Mon., 6-7 p.m. | Sample       |
| Longines-Wiattner | Symphonette | CBS | Sun., 5-6 p.m. | Sample       |
| Elgin-American | Wm. H. Wite & Co. | CBS | Sun., 1-2 p.m. | Sample       |
| Radio Offers Co. | Pick a Date | ABC | Tues., 11-12:00 | Huber Hoge   |
| Radio Offers Co. | Pick a Date | ABC | Sun., 11-12:00 | Huber Hoge   |
| Radio Offers Co. | Sidney Walton | ABC | Sun., 2-3 p.m. | Huber Hoge   |
| Kaiser-Frazer Corp. | Winchell Counter-Spy | CBS | Sun., 8-9:15 p.m. | Huber Hoge   |
| General Mills | Modern Romances | Mon.-Fri., 11-12 | Huber Hoge   |
| Pillsbury Mills | House Party | Mon.-Fri., 11-12 | Huber Hoge   |
| Pillsbury Mills | Golden Drake | Mon.-Fri., 12-12 | Huber Hoge   |
| P. Lorillard Co. | Stop the Music | Sun., 8-9:15 p.m. | Huber Hoge   |
| Murino Co. | John B. Kennedy | MSS | Sat., 7-7:30 | Huber Hoge   |
| Helbros Wash Co. | Quick as a Flash | MSS | Sat., 2:00-2:30 | Huber Hoge   |

December One-Timers

| Gillette | Blue-Grey Football Co. | Dec. 31, 2,10 p.m. | Maxon       |
| Gillette | East-West Football Co. | Dec. 31, 4,30 p.m. | Maxon       |
| Parmount Pictures | Samoa & Deliah | Dec. 31, 8-8:30 | Buchanan    |
| 20th Century-Fox | Twelve O’Clock High | Dec. 31, 11:15-12 | Charles Schlesier |
| Capehart-Formanworth | Christmas Round | Dec. 31, 11-12 | Maxon       |
| Fooye Corp. | Radio Round-Up | Dec. 31, 3-3 p.m. | Wm. H. Wintroub |
| Stanley Home Products | Boys Town Choir | Dec. 31, 5-5:30 | Chas. W. Hoyt |
| General Mills | West Willow Sporting Goods | Dec. 31, 12-12 | Knox & Ewell Thurlow |
| Diamond & Co. | | Dec. 31, 1-1 | | |
| Radio Offers Co. | Shoppers Special | Dec. 31, 8-9:10 | Huber Hoge   |
| Hotpoint Inc. | Hotpoint Holiday | Dec. 31, 5-6 | Ted Bates   |
| Continental Baking | | Dec. 31, 9-10 | Ted Bates   |

SEC-FTC Report

U. S. MANUFACTURING corporations during the third quarter of 1949 recorded about $300 million in profits over taxes, or a 15% increase over second-quarter figures, according to the quarterly joint report of the Securities & Exchange Commission and Federal Trade Commission. Profits after taxes rose from $2 billion to $2.3 billion.

Barrett Named

EDWARD WARE BARRETT, wartime director of overseas operation for the Office of War Information and for the past four years editorial director of the N ew s w e e k magazine, has been nominated by Pres id e nt Truman for post of assistant secretary for public affairs. Senate confirmation of the nomination is expected momentarily.

Mr. Barrett succeeds George V. Allen, who resigned last fall to become ambassador to Yugoslavia. The State Dept. posts supervision of Voice of America programs and other international activities. He plans to assume his position about mid-February.

A member of CBS’s publicity department in the early ’30s, Mr. Barrett will be responsible for conducting activities of the Office of International Information and Educational Development, relating policies regarding to division of radio frequencies for international broadcasts. His supervising Secretary Dean Acheson on public opinion factors in the development of policies and for U. S. participation in UNESCO, according to the State Dept.

WLIB Staff

Six Added to Sales Force

Six radio time salesmen were appointed last week to the commercial staff of WLIB New York, Helen Novik, general manager, announced.

They are: Arthur Poppenberg, formerly with NBC and ABC, and at one time assistant manager of Taylor - Howe - Snowden R & d o l Sales; Helen Smith, former assistant manager of WCCC Hartford, assistant to the president of WIBX Utica, and head of the station representation for Armstrong Wireless; H. W. Wood & Colton; Milton Lasker, recently in the publishing business; Louis Mitchell and Julius Boyd, both previously with the New York Age.

Charles S. Hallenbeck

CHARLES S. HALLENBECK, 60, office manager since 1934 of the engineering section of the A T & T long lines department, died last Monday at his Mahwah home. Mr. Ditch was caused by a heart attack, and came an hour after his induction as a member of the Mahwah town-ship committee. Mr. Hallenbeck, who had been with The Bell System for 32 years, was a Polytechnic Institute graduate. He is survived by his widow, the former Inez Stevenson.
**On the dotted line**

WILLIAM H. WIECHMANN, president of W. C. Wiechmann Co., sets third consecutive contract for department store's sponsorship of newscasts on WSAK Saginaw, Mich. L to r are: William T. Kessel, Wiegmann Co.; Bob Liggott, WSAK news staff; Mr. Wiechmann, and Ed Campbell, WSAK sales department.

THREE 15-minute periods weekly on the Afternoon Swing Session over WWRL Woodside, N. Y., are sponsored by Quaker Oats Co., as C. E. Adams, mgr., N. Y. sales, Quaker Oats, sets the deal. L to r: Disc Jockey Phil Gordon; Selvin Donnacion, WWRL sales; Mr. Adams; John G. Cole, Ruthrauff & Ryan.

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**HAWAII GRANTS**

**Two New AMs Approved**

GRANTS for two new AM stations in the Hawaiian Islands last Thursday brought the islands' total to 11.

Royal V. Howard, consulting radio engineer and former director of NAB's Engineering Dept., was authorized to build a fulltime station at Waipahu, Oahu. This will be the island's first radio.

Rural Broadcasting Co., headed by Victor Eckland of KULA Honolulu, was authorized to use 920 kec with 1 kw for a new fulltime station at Waipahu, Oahu. This will also be Oahu's first radio.

Mr. Howard told Broadcasting he expected to have his station on the air March 15 to bring to this million-dollar market and CBS a new public service and "a modern program structure that with the finest of engineering techniques will enable us to serve all of the people of Hawaii." The station, to feature news, sports and music, will be represented by Forjee & Co.

(Other details in FCC Roundup, page 68.)

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**WGBS TECHNICIANS**

**NLRB Orders Election**

TECHNICAL employees of WGBS-AM-FM Miami, licensed to The Fort Industry Co., have been directed by NLRB to hold an election in order to determine whether they should be represented by IBEW's Electrical Workers' Union Local 349.

The Fort Industry Co. has objected only to IBEW's unit description on the ground that WGBS announcers will occasionally operate control room equipment, and that they will then improperly come within the scope of the unit. NLRB said it did not interpret the unit as including announcers, who are covered by AFRA, and ruled that licensing of technical employees is not the sole criterion to be considered by the employee. NLRB said it found that "all employees engaged in the operation and maintenance of all technical equipment" at WGBS-AM-FM "constitute a unit appropriate for collective bargaining purposes."

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**BILL RING (center) arranges to present Bill Ring Time Mon.-Fri., over KXYZ Houston and the "Tostee Texas Network" (KFDX Beaumont, WWAP Fort Worth-Dallas, KFDX Wichita Falls). Smiling approval are Fred Nahas (l), KXYZ executive v. p., and Guy Gibbs, of Tostee.

**FIRST Federal of Detroit, fifth place in size among the 1,500 federal savings and loan associations, again will sponsor the Bud Guest Show on WJR Detroit. Renewing contract is Walter Gehre (seated), First Federal pres. Looking on are Bud Guest (l) and Karl G. Behr, Behr Advertising.

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**DUAL contracts for renewal of Lucas Co., sponsorship of two programs on WWTM-NBC Trenton, N. J., are completed by Carl Mark (l), WTW v. p. and gen. mgr., and Francis J. Lucas (center), pres., Lucas Motor Co., Ford dealer in Burlington, N. J. At right is Fred Bernstein, WWTM sales mgr.
**BASKETTE NAMED**

Heads Radio Journalism Group

FLOYD K. BASKETTE, associate professor of journalism, U. of Colorado, has been elected chairman of the Council on Radio Journalism, according to Mitchell V. Charnley, professor of Journalism, U. of Minnesota and 1949 council chairman, who supervised the election. Arthur C. Stringer, NAB staff director, was elected secretary-treasurer. The council was formed five years ago as an operative enterprise to raise radio news standards by joint action of the American Assn. of Schools and Depts. of Journalism and the NAB.

Elected to three-year terms are Wilton E. Cobb, WMZM Macon, Ga.; Karl Koerper, KMBC Kansas City; Arthur M. Barnes, State U. of Iowa; Mr. Baskette. Other directors are Kenneth G. Bartlett, Syracuse U.; William Brooks, NBC; Eugene Carr, Brush-Moore stations; Mr. Charnley; Basket Moos, Northwestern U., and Mr. Stringer.

**Outdoor Music Urged**

NATIONAL Wildlife Federation is striking a musical note in its requests to stations, both radio and TV, to feature outdoor music during National Wildlife Restoration Week, March 19-25. The Federation has announced it is seeking cooperation from all U. S. stations to use the outdoor format while reminding listeners “to practice and support conservation of our natural resources and fish and wildlife.” New York City's water shortage, it said, points up importance of future conservation.

**IT'S THE BERRIES for these three gentlemen. Gerald Aldridge (l.), of Fort Worth, is presented with a TV set by Dave Naugle (center), KFJZ Fort Worth announcer, and Johnny Johnson, of Johnny Johnson Tire Co., that city, for the price of 259 berries and 50c. Ever since Mr. Aldridge heard about a lady paying 400 “potatoes” for a fur coat, he patiently waited for a local announcer to make such a mishmash. It happened on Johnny Johnson Tire Co.'s commercial over KFJZ. Store salesman refused to accept the incredible story and the 259 berries and 50c referred to in the commercial. Station and sponsor huddled and after a two day search located the berry man and paid off.**

**KBP REVOKE**

FCC Cites Control Transfer

LICENSE of KBP Laredo, Tex., was revoked by FCC last week effective midnight Jan. 31 on grounds the station had been transferred without Commission approval. KBP is assigned 250 watts on 1570.

FCC indicated that if hearing is requested by Jan. 25, the revocation would be suspended until the conclusion of the case. The Commission cited that Mark Perkins "has caused control of KBP to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval and that KBP is now operated by these persons without a license."

**Mr. Perkins, who acquired KBP in December 1948, told the FCC on Oct. 5 he had contracted to sell the station to Mr. Tish with provision the latter was to take over operation immediately. Commission repeated FCC further, that Mr. Perkins stated he was no longer in control of KBP and had been informed if he entered Laredo he would be imprisoned. FCC also said it had learned that Mr. Tish and others were operating the station and soliciting funds for its continuance.**

**12 Take Menjus' Show**

THE Frederic W. Ziv Co. has announced the sale of its Meet the Menjus show to 12 additional stations. The informal "Mr. and Mrs." program features Hollywood star Adolph Menjou and his wife, Vere Teasdale. Stations contracting for the show include: Arrowhead Network group—WEBU Dubuque, WOJO Wabasha, WHBQ Marion, WBYC Virginia, WAFU Evansville, and KDKD Boise, Idaho; KSO Des Moines; KWKW Abilene, Tex.; WCLT Newark, N.J.; WOIR Rochester, Minn.; KROC Rochester, Minn.; WPFG Atlantic City, N. J.; WAFB Baton Rouge, La.
January 3, 1950

To the PRESS and RADIO:

Subject: RAIL AND HIGHWAY OVERLOADS

It was 120 years ago that a young civil engineer named Horatio Allen drove the first locomotive to run on tracks of a transportation company in the United States. The engine proved too heavy for the light wooden rails, and from that experience, as well as from much experience since, the railroads have learned that they cannot afford to overload their tracks and bridges.

That is why the railroads apply the very best engineering research and skill to determine the loads and the speeds at which they can be carried without damage to tracks or bridges. Once these facts have been determined, the railroads permit no heavier trains and no greater speeds than the roadbed and structures are built to carry. If it becomes necessary to operate heavier cars and locomotives over any stretch of track, then the railroads protect tracks and bridges by issuing, and enforcing, “slow orders.”

Highway engineers also have learned the same lesson. They have found that it is important to protect public highways from the effects of excessive loads and excessive speeds. Failure to protect them means damage and in many cases even destruction. And that, in turn, results in added costs.

Any damage to tracks and bridges caused by trains which are too heavy or too fast is paid for by the railroad itself, and properly so. On the other hand, damage done to the public highways by overloaded trucks is almost never paid for by the vehicles that cause the damage. Instead, the cost of this damage is borne by the taxpayers and the motorists.

Besides being built to provide the nation with its essential mass transportation, the railroads were purposely constructed to carry heavy loads — loads that our public highways never were intended to carry.

Sincerely yours,

William T. Faricy
of the new committee's membership was the naming of Robert Enoch. District 12 director, as an alternate. He was active in pushing through the BAB project last spring and was chairman of the BAB Policy Committee. Mr. Enoch resigned last week as KTOK Oklahoma City general manager (see story page 12).

Alternate members have been invited to the two-day meeting. All but Mr. Enoch are expected to attend.

Board members on the new Radio Committee are Kenyon Brown, KWFT Wichita Falls, Tex.; William B. Quarton, WMT Cedar Rapids, Iowa; Richard Shaw, KLX Oak-land, Calif. Hugh B. Terry, KLZ Denver, is an alternate.

Serving on the Television Committee with Chairman Thomas is Robert D. Swezey, WDSU-TV New Orleans, also elected to the board in November as a television director.

The three committees will meet with President Miller, Radio Division Director Ralph W. Davin and Television Division Director G. Emerson Markham, conforming to a board action last November. Prior to a formal viewpoint, their job of locating BAB in the association's structure looks relatively simple.

Serious Implication

But from the viewpoint of many member stations that look upon BAB's role in producing service in NAB history, the matter has serious implications.

Many station executives fear that BAB will shrink into an impotent mass of red tape if it takes a structural beating at the hands of the board. At the time of its creation last April, following the hotly contested fight, BAB was promised a near-$200,000 budget and a structural post outside the regular NAB operation.

This was based on the theory that the board was faced with a handicap and should be free from normal association pressures and have its own offices. The board policy committee was named to guide BAB.

Last July the board carried out its April promise by giving BAB a structural site directly under the president and entirely outside the new top-level Audio (now Radio) and Video (now Television) Divisions.

That action was warmly received by those who had agitated for BAB at the April convention, especially in view of the fact that had been told it was to be separately incorporated at a later date.

But last November the board reversed that action and relegated BAB to departmental status while according it a pat on the back for a long list of achievements.

The autumn district meetings made it clear to many BAB members, but many of the BAB supporters felt it should remain within NAB itself and have a high degree of autonomy plus at least a $200,000 budget.

Many of those who wanted BAB inside NAB objected to the idea of paying two sets of dues. They wanted a package rate. Others pointed out that the anticipated resentment against BAB from those whose toes were stepped on had not materialized. Still others feared that the central NAB organization would become a weak industry weapon as BAB's spectacular services captured the industry's affections.

That series of developments poses the basic problem: Should BAB operate under or outside the new Radio and Television Divisions? In other words: Are the two division heads to operate as vice presidents and supervise BAB?

If BAB is handed an administrative spot under the two division heads, some of its supporters—and these are legion—may be in a mood for action at the convention next April. They offer a number of arguments against what they feel would be the handi capped of bureaucracy and red tape.

Point in Question

First, of course, is the belief that BAB must be free to let the chips fall where they may if it is to fight on equal terms in the growing fierce battle of advertising media.

Second point is the example of the Bureau of Advertising, operated separately from the parent American Newspaper Publishers Assn.

Third contention is that BAB's director must be vested with adequate powers to direct effort and money where they will do the most good at the right time, unhampered by organizational handicaps.

In support of these claims they point to BAB's current program of sales-getting devices.

Some of BAB's friends argue that the board pulled BAB's teeth last November, putting it right back where it started last spring. Instead of operating as a bureau vested with individuality, it's now just another department, they figure.

What hurts them even more is the fact that the board raised BAB from a $78,000 bureau as a result of the April action but then pulled back $50,000 of the extra $100,000 last July at the Portsmouth, N. H., meeting.

A BAB budget of around $200,000 has been discussed by the board's Finance Committee but the larger appropriation would be based on abandonment of the present 12?-month dues or increased dues in some brackets.

Budget Action Set

Budget action is slated at the Arizona board meeting next month with preliminary study slated at the joint finance-structure session Jan. 25-24. A favorable portent is the upgrading of many member stations under the dues schedule because their income is rising.

NAB goes into a new fiscal year setup April 1, shifting from a calendar year. Thus the board program must be drawn up by the board in February. The two convention meetings of the board have been abandoned, partly due to the pressures placed on directors by convention delegates, but talk has been heard of an indirect convention meeting for new members (CLOSED CIRCUIT, Dec. 26, 1949). Eighteen board posts are to be filled at nominations and elections to be held this month and next.

Should the board vote to place BAB on a department basis, reporting to the Radio and Television Divisions and then to the president, and should it also grant it a limited budget, many BAB protagonists would be ready to kick the traces at Chicago just as they did last spring.

On the other hand, some top-level officers at NAB, along with board members, insist that BAB can serve the membership effectively and efficiently only if it operates as an integral unit in the association's structure. They scoff at the suggestion that BAB's hands would be tied by departmental status. They insist that the new division structure would aid BAB in serving the diversified needs of aural and video stations.

The fact that Broadcast Music Inc. and Broadcast Measurement Bureau could not operate successfully as inhouse parts of the NAB structure is met with the argument that the present proliferation of many technical services within NAB rather than a separate busi-
King of the Quarter Kilowatts!

FROM VERMONT TO ARIZONA...

AS ONE BROADCASTER PUT IT.

"We actually could have started broadcasting within 15 minutes after uncrating. Believe me, in these days of expensive installation costs, that counts."

WHY IS GY-48 LESS EXPENSIVE?

Because GY-48 is a planned 250 watt broadcasting plant where each section dovetails together. And, too, Gates manufactures the complete plant — frequency and modulation monitors included.

AND BEST OF ALL—GY-48 is the only completely new equipment of its kind—not a 1945 model.
Bab's Future?

(Continued from page 24)

ness. As a service, it is argued, BAB should have the benefit of the knowledge and services of other departments, all clearing through the Radio and Television Divisions.

These are the problems that face the three committees at their two-day meeting this week. Interwoven in the whole situation are the inevitable personality clashes and protocol problems that mark any change in an organization's functioning.

In its brief career BAB has operated with the same size staff as the predecessor Broadcast Advertising Department, staffed by one girl. It has moved to New York, heart of the advertising-agency world, with Maurice B. Mitchell in charge. A list of some of its activities includes:

Sharing of 245 copies of slide film, "How To Turn People Into Customers," to 100,000 retailers, practically stopping all showings of the competing newspaper campaign: direct-mail answer; direct-mail followup campaign, with 450,000 pieces mailed to retailers and profit of $3,500 to BAB; promotional piece for national advertisers showing what stations are doing; distribution of "Pitch," sales promotion service; series of retail information studies covering furniture and jewelry thus far, with laundry, dry cleaning, banks and automotive in preparation; file service listing dealer cooperative campaigns, averaging 10 cards a week; sales kits with the first on women's programs to be followed soon by others on news, sports and farm programs; new television research results; personal contacts with leading national advertisers such as Sears, J. C. Penney, Woolworth, Inter-

woven Hosley, Sunshine Biscuit and others, with direct benefits accruing to stations; trade paper reprints; survey of what BAB is doing in the advertising field; bulletins on standard rate cards and standard contracts for television; All-Radio Presentation about complete with distribution to start in a few weeks; second filmstrip about competitive costs, wholesalers, manufacturers, agents, and others who prepare national advertising; pamphlet in planning stage on organization of the station sales staff, with selling aids at the local level.

**License Fees**

Proposed for Government By Kennedy

CHARGING of government fees for "some of the many important and special functions Uncle Sam now renders free"--including the issuance of FCC licenses--was proposed last week by John A. Kennedy, part owner of WSAZ Huntington, W. Va., and former operator of the West Virginia Network.

Writing in the Jan. 7 issue of the San Diego (Calif.) Journal, of which he is editor and publisher, Mr. Kennedy asked:

"Is there any reason why the FCC should not charge for the valuable franchises it dispenses in the form of licenses every three years to the more than 2,000 broadcasting stations on the air? These broadcasters are in business not only as a "public service" but obviously because radio appeals to them as a pleasant way of earning their bread and butter."

Mr. Kennedy suggested the application of Commentators Drew Pearson, Robert Allen and a Baltimore group for the WBAL Baltimore frequency has cost the government over $50,000 and added they "probably would be glad to pay their way."

"I am also in the radio and television business," he continued. "Why shouldn't I pay the government for servicing my various requests which have helped to make my radio business profitable?"

He proposed the telephone company pay hearing costs when it asks for a rate increase or other facility. Some 80,000 "hams" and 60,000 commercial radio operators get free licenses, he reminded, and could pay $2 to $3 to cover paper work.

He wanted to know why the government should not charge for "the valuable export licenses the Dept. of Commerce issues to exporters"; for certificates, charters and inspection services given to interstate motor and freight carriers, and for countless other services "worth hard cash to groups and individuals now receiving them gratuitously."

Mr. Kennedy maintained that his plan for "cafeteria-style" government service is "in the best tradition of American business" and "might help to take some of the red out of our national bookkeeping."

**FCBA Dinner**

ATTORNEY GENERAL J. Howard McGrath and Navy Secretary Francis P. Matthews are among the dignitaries who have accepted invitations to attend the annual dinner of the Federal Communications Bar Assn., to be held Thursday night (Jan. 12) at the Mayflower Hotel, Washington. Mr. Matthews, part owner of WOW Omaha, is a member of FCBA.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, will be the principal speaker. New officers, to be elected Thursday afternoon, also will be inductroduced at the dinner. Guests will include FCC Commissioners, key staff members, hearing examiners, and communications experts of Capitol Hill and the State Dept. Guilford Jameson is FCBA's current president, with Neville Miller as first vice-president.

**Baseball Rates**

(Continued from page 13)

revisions on grounds of discriminatation.

In support of her conclusion, Examiner Smith stated, in part:

Nothing but a difference in the service rendered or in the facilities furnished is a definite basis for the charges exacted from similarly situated customers by a common carrier subject to the provisions of the Communications Act . . . which expressly forbid unjust or unreasonable discriminations, classifications, regulations, facilities or services for or in connection with like communication service, directly or indirectly, by any means or device.

Here a particular group of users (newspapers and press associations) is receiving a service at preferential rates, by contrast to the rates charged radio station members of a network for the identical service. This preferential rate cannot be justified on the grounds urged by Western Union.

The greater or less inducement to seek such service is not the service. Such rates, if extraneous to the transmission of the news reports, equally so is the other ground advanced against Western Union, that is, the fact that such sports reports may have a greater value to certain users, even though such alleged increased value is not dependent upon their use beyond the point of delivery by Western Union and over facilities other than the service carrier's public facilities, these practices and charges not only affect broadcast stations and networks but may result in detriment to the public interested in baseball broadcasts.

**Religious Radio**

Workshop Studies Techniques

TECHNIQUES for use in religious broadcasting and telecasting will be studied this week by ministers and religious educators responsible for such activity in 42 cities of 12 eastern dioceses, at a workshop which got under way yesterday.

The sixth annual Eastern Regional Religious Radio Workshop will convene all week at New York's Biblical Seminary and at network studios. Program will include development of major policies for religious broadcasting, broadening of schedules to include many types of programs, and planning for future.

Robert Saudek, ABC vice president in charge of public affairs, will be the principal speaker at a dinner tonight at Beecken Tower. Newsmen and laymen will act as workshop chairman.

The teaching staff includes:

Rev. Everett C. Parker, director, Protestant Radio Commission; Erik Borden, director of Adult Education courses; Rudolf Bretz, television consultant for NCR; Dr. W. H. Davis, director of talks and religious broadcasts; Albert Crowe, counselor; . . . Pauline Rec- tant Radio Commission; George Croth-er, executive secretary of Religious Radio Councils; Dorothy Kember, MBS director of religious and denominational programs, and Frank Popp, NBC producer-director.

CKW Moneton, N. B., made honorary member of Moneton Kiwanis Club in recognition of work done by station on behalf of club.

**Electronic Meet**

Set for Washington May 9-11

CONFERENCE designed to improve the quality of electronic components will be held in Washington May 9-11 by the Institute of Radio Engineers, American Institute of Electrical Engineers and the Electronic Industries Mfrs. Assn. Military and government officials will participate.

"The symposium will pose the problem of achieving the same high degree of dependability and service life in electronic equipment as is now possible in electrical equipment of other types," said J. G. Reid Jr. of the Bureau of Standards, chairman of the conference program committee.

**January 9, 1950**
Up they go... more and more
Truscon Radio Towers... strong,
sturdy steel fingers setting new high
standards of antenna performance...
reaching far out to serve audio and video
broadcasters and their audiences everywhere. The six new towers shown here
vary from 329 feet to a lofty 1220 feet, yet all have one characteristic in common—
each is designed to meet exactly the particular operating and geographical
needs of its specific location. Truscon draws upon a background of world-wide
experience to engineer and erect exactly the tower you need—tall or small... 
guyed or self-supporting... tapered or uniform in cross-section... for AM, FM and TV transmission. Your phone call or letter to any convenient
Truscon district office, or to our home office in Youngstown, will bring
you immediate, capable engineering assistance. Call or write today.
More than 2/3 of all U. S. radio homes are in counties reached by these leading stations*. Does this give you any big ideas, Mr. Spot Advertiser?

*BMB Counties. 10% or more

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA    NEW YORK    CHICAGO
DETROIT     FT. WORTH   HOLLYWOOD
SAN FRANCISCO
### EAST, SOUTHEAST

<table>
<thead>
<tr>
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### MIDWEST, SOUTHWEST

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<td>ABC</td>
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### MOUNTAIN AND WEST

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<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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*CP*
What Formula?

IF FCC NEEDS further proof of the folly of its proposal to increase FM’s minimum operating hours [BROADCASTING, Nov. 21, 1949], let it take another look at its own files—and the pages of the Dec. 26, Jan. 2, and almost any other issue of BROADCASTING.

Even on its current minimum schedule of six hours a day, FM is running at a terrific loss. Though it doesn’t come as startling information to FM operators, this fact was pointed up in round, blank figures two weeks ago when FCC released its own report on radio’s 1948 finances.

The report showed 77 AM-FM broadcasters spent $2,153,659 operating FM and took in $621,469, for an average loss of almost $250,000 a year. Among FM-only stations, 80 reported $1,126,208 in revenues and $4,182,558 in expenses, for an average loss just short of $35,000.

Admittedly these figures are a year old. But there is no indication that the 1949 picture—or 1950’s—will not again be etched in red ink. Of the FM station managers reporting in BROADCASTING’s year-end survey, 42% look for an increase in FM business this year, but another larger number—49%—expect no change and 9% anticipate a decline.

In the face of such uninspiring signs, FCC proposes to promote FM by requiring stations to reach 12 hours a day after two years on the air. This is one of those without which stations will have to match the AM schedule immediately.

We contend FCC is thus likely to “promote” FM out of existence. Some 80 or more FM broadcasters have taken the same general stand, as a matter of FCC record, compared to about a dozen who think FCC’s plan would be helpful.

It would be ironic, as well as tragic, if some man-made disaster overtook FM now, when there are encouraging signs that the medium is beginning to achieve coverage and acceptance.

Most encouraging sign, perhaps, is an NAB survey released 10 days ago indicating an FM listening potential of 13.2% of the homes in the metropolitan Washington area with actual listening by 10% of the population (7.2% of the population) for an average of 106 minutes a day.

Another welcome sign is that WMCA-FM New York which was scheduled to cease operations Dec. 30 in an economy move, is still on the air pending a possible sale.

More and more, FM is building a name and an audience for itself, with prospects brightest perhaps as a strictly “local” medium. Superior though it is in some respects, however, it must be allowed to grow naturally. Right now it has financial troubles enough, without the extra costs of doubled or tripled hours.

If FCC needs further proof, we recommend another section of these pages, wherein are reported each week the stations authorized by the FCC to operate. The stations which have been deleted. In FM, the number surpassed 200 in 1949—and the minimum schedule then was still six hours a day.

THE BATTLE of the network titans broadens. NBC some months ago took the high road to unification of operation by separating completely its radio and TV functions, andorthogonal policy guidance. CBS now has taken the low road toward full integration, i.e., fusion of its radio and TV operations—all down the tubes! That has nothing to do with work. Good broadcasters make good telecasters. The techniques may differ but it’s all still radio by the American Plan of free competitive enterprise.

Our Respects To

Ralph Nahm Weil

EARLY last fall in an impressive ceremony at the Italian consulate in New York, the Consul General of the Republic of Italy bestowed the Stella Della Solidarieta, highest Italian honor ever bestowed by the Italian government, on Ralph Nahm Weil, president of WOW New York.

In making this presentation, the Italian Government was adding its official appreciation for Mr. Weil’s and his station’s many activities on behalf of Italian war reconstruction to the individual thanks of thousands of Americans of Italian descent living in the New York metropolitan area. WOW, a bilingual station—ten of whose hours daily are devoted to programming in Italian—has, under Mr. Weil’s guidance, devoted much time and effort to improving American-Italian relations.

Typical of WOW’s service-across-the-sea is the “Boys’ Town of Italy” project established near Rome by Mons. John Patrick Carroll-Abbing. The station’s efforts to add this Italian version of the late Father Flanagan’s famed Nebraska community produced thousands of dollars in contributions in the earliest stages of the project and actually launched the radio campaign for it in the USA.

A more recent venture of a somewhat different character reached its climax Christmas Eve, when members of a WOW-sponsored “Pilgrimage to Rome” gathered in St. Peter’s Cathedral to witness the ceremonies inaugurating the 1950 Holy Year. Diana Baldi, WOW women’s commentator, led the group of pilgrims and they were accompanied by a noted New York cleric.

The philosophy underlying such activities was well described by Mr. Weil when he accepted the Star of Italian Solidarity. He said, in part: “We at WOW have always believed that the bonds of friendship which united our two republics are so natural and so deeply rooted that in devoting the better part of our broadcasting to programs in the Italian language we are simultaneously pe forming a service to our own country. . . .

“We firmly believe that it is our duty to render an ever improving radio service to the hundreds of thousand of Americans of Italian descent who can hear us,” he continued, “and we are ready to go to Italy itself in our search for better programs in the immortal idiom of Dante. It is for this reason that WOW established its own studios in the heart of the Eternal City itself.”

From its Rome studio, an American radio first, WOW receives a variety of program material—special events, documentaries, vari-

(Continued on page 32)
Only a combination of stations can cover Georgia’s first three markets.

**WAGA**
Atlanta
5000 W • 590 Kc

**WMAZ**
Macon
10,000 W • 940 Kc

**WTOC**
Savannah
5000 W • 1290 Kc

**THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia’s first three markets

**THE KATZ AGENCY, INC.**

Represented, individually and as a group, by

- New York • Chicago • San Francisco • Dallas
- Atlanta • Detroit • Kansas City • Los Angeles
Respects

(Continued from page 30)

ety programs and even daily dramatic serials, recorded on tape for shipment to WOW. The service also works the other way, with WOW producing programs in Italian about American events which are then flown to the Italian radio headquarters.

“Our Italian programming pattern is about the same as that of most English language stations,” Mr. Weiss explains. “We have news, commentary, music, drama, comedy and all the usual radio fare. Aside from their preference for the Italian language, Italian speaking New Yorkers enjoy about the same types of programs as the rest of the city’s inhabitants.”

Businesswise, in the seven years of Mr. Weiss’s management WOW has increased its billings by more than 400% and is now practically sold out within the limits of good operation. Mr. Weiss attributes this steady year-by-year increase primarily to two factors: (1) the station’s constant endeavor to win and hold the confidence of its listeners and (2) its intensive market research which enables it to keep advertisers fully informed of the living, buying and listening habits of New York’s Italian-Americans.

How did Ralph Weiss, whose family tree, so far as he can discover, is barren of even a single Italian twig, find himself at the helm of one of radio’s most successful Italian-language projects?

The answer is the typically American situation of one job leading to another.

Born in Milwaukee on June 17, 1919, Ralph worked in WISN and that city’s grammar and high schools, then traveled east to the Wharton School of Finance and Commerce at the U. of Pennsylvania, which awarded him a B.S. degree in 1942. After an 18-month hitch as a flyer in the Navy (“My roommate talked me into it,” he says now, “and I still don’t understand exactly why I have in to do it”). Mr. Weiss returned to Milwaukee and entered the business world as a space salesman for the Wisconsin News.

Not long thereafter he was transferred to the local time sales staff of WISN Milwaukee, the News’ station. That was in 1930 and radio was definitely his dish. Soon his beat had expanded to include national as well as local accounts and in 1934 he was made sales manager of the station, which had itself grown from a 250 w part-time operation to fulltime with first 1 kw and then 5 kw.

In 1936 Ralph Weiss was again advanced, this time to co-manager of WISN, in charge of all the station’s activities except programming and engineering. After two years in that position, he was appointed manager of the Chicago office of Hearst Radio Inc., sales representative for all Hearst stations of which WISN was one.

To New York in 1942

For four years Mr. Weiss worked happily and successfully in Chicago. Then, in August 1942, he was approached by the Bulova interests, owner of WNEW and WWRL, both New York, who wanted a manager for the latter station. The offer was attractive and Mr. Weiss made his second change of scene, moving to New York. What he had turned to be a permanent basis.

After nearly seven years as station manager, last June Ralph Weiss, Richard E. O’Dea, a pioneer broadcast man and part owner of WOW, and Arnold B. Hartley, an active radio man for 20 years, through Victory Broadcasting Co., purchased WOW from Arde Bulova, who was permitted to sell one of his New York stations under the FCC duopoly rule. Mr. Weiss is President of Victory Broadcasting Co. and also continues as operating head of WOW.

In addition to his duties at WOW, Mr. Weiss has been active in foreign language broadcasting matters on a national scale. During the war years he served on a committee with worked closely with the Office of Censorship in connection with broadcasts in languages other than English. He is presently temporary chairman of the Foreign Language Quality Network which is being organized as a national sales representative of these stations, and is a director of the All-Radio Presentation Committee.

Ralph Weiss resides in the Riverdale section of New York with his wife, the former Georgina Lewis, and their son Spencer. He belongs to the Advertising Club of New York and to the Radio Executives Club. His favorite hobby, he says, is taking West Indies cruises and he’s looking forward to the time when he can resume his prewar custom of making them annual events.

JAMES CRAWFORD, appointed sales manager of WPEN Philadelphia.

J. VINCENT O’HARA, station relations director for WTVJ (TV) Miami, Fla., named account executive.

ROBERT L. LEE, chief account executive of CKEY Toronto, appointed associate commercial manager of the station. He has been with CKEY for three years, and previously was with CKWS Kingston.


ADAM J. YOUNG Jr., New York, appointed national representative of KSTL St. Louis.

LYNN MORROW, formerly advertising and sales promotion manager for WBZ-AM-TV Boston, and in radio for past 15 years, joins WTVJ (TV) Miami, Fla., as administrative assistant to J. J. BATECHLDER, station’s sales manager.

JAMES G. GLICK Jr., formerly salesman for KKLW Clayton, Mo., joins sales department of KSTL St. Louis.

Make that Programming Job Easier
For Yourself and Your Staff
Take advantage of the BMI Program Directors’ and Librarians’ Clinic—especially conducted for all station employees concerned with programs and the proper use of music.

BMI ELEVENTH MUSIC CLINIC
Enroll now for the sessions to be held on
MONDAY, JAN. 23 and TUESDAY, JAN. 24.
There is no charge for the course
In order to give individual guidance the Clinics are limited in attendance, so please register early. Write or wire ROY HARLOW, Director of Station Relations.

BROADCAST MUSIC, INC.
580 Fifth Avenue ☆ New York 19, N. Y.
LIQUOR ADS
Rankin Presents New Measure; Langer Hearings This Week

ANOTHER PROPOSAL which would prohibit alcoholic beverage advertising on radio, television and in other media was urged by Rep. John Rankin (D-Miss.) last week as the nation’s “dry” forces turned their attention to forthcoming hearings on the Langer liquor bill starting this Thursday.

Rep. Rankin’s measure (HR 6604) differs little from legislation he previously introduced in both the 70th and 80th Congress, and is substantially similar to other bills now pending on Capitol Hill.

A measure (S 1847) by Sen. William Langer (R-N. D.) is the subject of this week’s hearings by the Senate Interstate & Foreign Commerce Committee. Both would outlaw advertising in all media engaged in interstate commerce, though not explicitly singling out television in broadcasting provisions.

Hearings before the committee will be held all day Thursday, Friday and Saturday if necessary, spokesmen said last week. Successive sessions will be devoted to advocates and opponents of the proposed legislation.

Expected Testimony

Officials of the Treasury Dept.’s Internal Revenue Bureau—probably from its Alcohol Tax Unit—will testify in the opening session. Other government agencies or departments are not expected to appear, authorities indicated, inasmuch as they are not directly concerned and the committee already has elicited their comments [Broadcasting, Jan. 2].

Meanwhile, the Seattle Advertising and Sales Club last Tuesday day adopted a resolution “unalterably” opposing the Langer bill as a “serious threat to freedom of the press” and an “unnecessary restriction” on radio and newspaper advertising.

Such legislation would prove a dangerous precedent for other commodities, represent unfair discrimination against advertising media and would establish a “ridiculous principle in holding that an article of commerce which legitimately may be sold may not be advertised for sale,” the Seattle group said.

Some legislators, notably Sen.

Homer Capehart (R-Ind.), also feel that no legislation can be enacted to prohibit liquor advertising through radio or other media as long as the product is legal and conforms to fair trade regulations [Broadcasting, Aug. 29, 1949].

Numerous petitions have been received by the Senate group and also by the House Interstate & Foreign Commerce Committee, which is studying a similar measure (HR 2438), proposed by Rep. Joseph Bryson (D-S. C.) last session. Many of the petitions urge a ban on radio liquor advertising in particular.

Also before the House committee is a proposal (HR 6111), introduced by Rep. Fred Crawford (R-Mich.), which singles out television as well as radio. Congressman Crawford’s bill puts the burden on advertisers, however, by rendering them liable (and not broadcasters) under the Federal Alcohol Administration Act [Broadcasting, Aug. 29, 1949].

SELL OPTIMISM

Tenn. Group Sets Campaign

AIMED at “keeping business booming in Tennessee,” a “Let’s Sell Optimism” campaign has been launched by the Tennessee Assn. of Broadcasters.

Several times a day, the 37 stations affiliated with the association broadcast business announcements of fact and fiction supplied by the organization by the Tennessee State Planning Commission, the U. S. Chamber of Commerce and the National Assn. of Manufacturers.

The announcements are in three categories—national technology, State of Tennessee copy and retail selling copy. The “Let’s Sell Optimism” campaign is sponsored by the following stations:

WLR Athens; WAGC, WAPO, WDEF, WDOD, WDXB Chattanooga; WJZM Clarksville; WKNM Columbia; WHIB Cookeville; WDSQ Dyersburg; WERK Fayetteville; WHIN Gallatin; WHIT Harriman; WDXI, WTJS Jackson; WETB, WHI, Johnson City; WBIR, WIBK Knoxville; WJLW Lewisburg; WDIA, WHBQ, WHHM, WMC, WMP, WREC Memphis; WDKA, WLAC, WMK, WSIX, WSM Nashville; WATO Oak Ridge; WPTR Paris; WKSR Pulaski; WHAL Shelbyville; WENJ Union City; WCĐT Winchester.

WHOM New York, in cooperation with National Safety Council, has begun preparation of series of series of transcripts in Italian, Polish and Spanish stressing home and highway safety. Transcripts are free of charge and will be distributed by council to all stations broadcasting in above languages.

Press breaks down — but $2.88 keeps editions rolling

Press broke down at 5 P.M., at end of evening edition’s run. But publisher got replacement parts in a hurry just as he gets electronics, mats, news photos — by Air Express. 18-lb. carton traveled 500 miles; delivered by 11 P.M. Shipping charge $2.88. Morning edition published as usual.

Only Air Express gives you all these advantages

World’s fastest shipping service.

Special door-to-door service at no extra cost.

One-carrier responsibility all the way.

1150 cities served direct by air; air-rail to 22,000 off-airline offices.

Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It’s your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

AIR EXPRESS GETS THERE FIRST

Press broke down at 5 P.M., at end of evening edition’s run. But publisher got replacement parts in a hurry just as he gets electronics, mats, news photos — by Air Express. 18-lb. carton traveled 500 miles; delivered by 11 P.M. Shipping charge $2.88. Morning edition published as usual.

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... with exclusive CBS programming in Eastern Iowa ... with extra ammunition in the form of complete news coverage via AP, UP, INS, and local correspondents throughout the state ... with long range signal strength on Iowa's best frequency, 600 kc.

There are no tremendous cities in WMT-land—just hundreds of small ones like Garrison with a combined population (within our 2.5 mv line) greater than any other station's in Iowa. It's an audience worth laying siege to. Ask the Katz man to shoot over the details.

FRANCIS J. WOODS, executive vice president of Burnet-Kuhn Advertising Co., Chicago, for past 10 years, elected president of the agency succeeding PAUL R. KUHN who becomes chairman of the board.

MYRON A. MAHLER, copy director for Emil Mogul Co., New York, appointed vice president in charge of creative departments for agency. SETH D. TOBIAS named vice president and chairman of plans board, and RINO C. NEGRIS appointed vice president heading agency's foreign language division.

JOHN JAMESON, former vice president in charge of copy for McCann-Erickson, Chicago, joins Tatham-Laird, same city, as copy chief after retiring from advertising two years ago. He was also chairman of McCann-Erickson's planning committee.

DICK LONG, former assistant advertising manager and copy chief at J. L. Hudson Co., joins Zimmer-Keller Inc., Detroit, as assistant account executive.

KENNETH B. ARRINGTON, formerly marketing director of The Caples Co., New York, appointed vice president in charge of new Foods Div. of agency. He will headquarter in Omaha office.

CURTIS BERRIER, formerly with Tatham-Laird Inc., Chicago, joins copy department of Kenyon & Eckhardt, New York, as a copy supervisor. He was previously with copy department of BBDO, New York, Lennen & Mitchell and McCann-Erickson.

JACK BUKER, account executive with Long Adv. Service office in San Jose, transferred to agency's San Francisco office. EVERETT DOTEK, formerly with Gardner Adv., Washington, replaces Mr. Bunker in San Jose office.

K. R. WILLET named service manager at M. Glen Miller Adv., Chicago.


ROSS ROY Inc., Detroit, merges with C. C. Fogarty Co., Chicago, forming Ross Roy-Fogarty Inc. Offices will continue in Bell Bldg., 307 N. Michigan Ave. ROSS ROY is president of new agency and J ACK FOGARTY is vice president in charge of Chicago operations.

ARALD KEMP transferred from New York office of William Esty Co. to Hollywood as agency contact and West Coast television director, with assignment on Ed Wynn Show sponsored by Camel Cigarettes on CBS-TV.

GEORGE SANDLER joins Robert Kahn & Assoc., Chicago, as account executive. He has been with financial and real estate firms.


MAXON INC., on Jan. 1, moved its New York offices to its own building, 12 East 53 St., Building is still in the process of renovations. Agency was located for many years at 570 Lexington Ave.


FRED FADELL
New Ad Firm Names Staff

A STAFF of the newly organized advertising and public relations firm of Fred Fadell & Assoc., Inc., Minneapolis, according to an announcement by Fred Fadell, president. The firm has engaged in the public relations business for the past four months and entered advertising as of Jan. 1. Offices are located at 615 Minnesota Federal Bldg.

The staff includes the following: John Pikala, formerly with BBDO and WOR New York and operator of his own agency, named head of the radio and TV department; Eben M. Grundy, formerly with McCann-Erickson and Knox-Reeves, appointed account executive; George F. Lalla, during recent months engaged as a freelance artist and previously with Griggs, Cooper & Co., head of the art and promotion department; Rolf K. Mills, formerly associated with Minneapolis newspapers, director of the public relations division; Norman J. Harris, lately with Johnny Pikala Advertising, named account executive.

Also, William S. Wheeler, formerly with Johnny Pikala Advertising, named account executive; Alyce Bahneman, Lorraine Friedl, Betty Pearson and Mrs. Helen Schub, office personnel.
SOURCE OF FM TROUBLES

Five ‘Conspirators’ Are Cited by Bivins

By JOHN F. BIVINS
Bivins & Caldwell
Manufacturers Representatives
High Point, N. C.

YOUR editorial in the Dec. 19 issue of Broadcasting, entitled “FM’s Love Life,” is justified in many respects, but your continued reference to FM’s unprofitable state is beginning to become a little irksome.

[EDITOR’S NOTE: We would like to report that FM is making money, but our function, as we see it, is to chronicle the facts and not indulge in wishful fancies.]

Basically, with many AM-FM stations, the reason for the assertion that the FM operation is unprofitable is the fact that broadcasters are unwilling to assign the proper amount of credit to their FM coverage and FM listening audience.

In many a locality, FM is carrying the coverage load of the AM stations whose nighttime directional pattern, foreign interference, static, and what not, precludes holding a decent percentage of the available listening audience. It is easy, for competitive reasons and tax purposes, to deny the fact that FM is anything but a total loss. ...

Certainly, some FM installations are losing money; so are some AM installations. In many cases, poor thought was given to the erection of FM facilities and the initial cost was too high. ...

Just why has FM reached its present state? The answers are generally known, but here are five of the conspirators who have given it a kick, at one time or another:

1. The networks, who have millions invested in AM facilities, TV research and patents, have not been able to see farther than the outskirts of the metropolitan areas, as far as broadcasting is concerned. ...

2. Advertising agencies, being technically uninformed, or willfully blind, are still prone to accept coverage claims of networks and individual stations on AM, even though those claims are at best highly misleading and at worst highly fraudulent. Again more complications in bookkeeping. TV is around the corner—why worry about FM?

3. Broadcasters themselves, who have installed FM and have never done anything about educating its listening audience to FM’s advantages. Many ... installed FM strictly as “insurance.”

4. Set makers, who were looking for a quick killing after the war and, therefore, ignored FM as long as possible, or if they did include an FM band on their receivers, the FM portion was so poor technically, that it discouraged purchasers from trying to listen on that band.

5. Old man economics. There just aren’t enough advertising dollars to support 750 FM and 1,500 AM stations. FM was new and had to take the rap for stations, either AM or FM or both, who probably should never have gone into business in the first place. ...

If ... FM is to be relegated to the junk pile for whatever cause, the radio manufacturing and broadcasting industries will be responsible for a great crime perpetrated against the American listening public. ...

All together now—“The public be damned! Let’s go to Florida for a little fishing!”

KATZ calendar of expiration dates issued for seventh consecutive year by Katz Agency Inc., New York, station representative. Calendar shows at a glance expiration dates for broadcast schedules of 13, 26, 39 and 52 weeks.

Rival to Rival

A GOOD promotion stunt that backfired has been getting attention in radio circles in the nation’s capital. In accordance with custom, the Washington Advertising Club included at its “Flowing Bowl” shindig a grand drawing for 139 door prizes. One of the prizes donated by WTOP General Manager John S. Hayes, was a free spot announcement to be broadcast during WTOP’s Class A time. The winner? Norman Reed, program director of WWDC. Mr. Reed immediately announced to the 329 admen present that WWDC would ask for time at 7:30 p.m. Sunday.

This clothing and a number of unsolicited checks were contributed by Tulsans during a 3 day KTUL drive to aid University of Oklahoma students who lost their belongings in the recent dormitory fire. RESULTS? These same generous Tulsans also BUY! They respond equally to our sales messages. See an Avery-Knodel man ... and get RESULTS over KTUL, Tulsa, Oklahoma.

STAFF DUTIES

NABUG Probes L. A. Stations

FOLLOWING hints of practice by networks and stations in Los Angeles in assigning more duties to staff members than their salaries pay for, Radio Writers Guild, Radio & Television Directors Guild and American Federation of Radio Artists are currently conducting an investigation in that city through the National Assn. of Broadcast Unions and Guilds.

It is suspected, for instance, that announcers are used as actors while receiving remuneration only for announcing chores. If such practices should be found, according to Claud McCue, executive secretary of APRA and president of the Hollywood Council of NABUG, one of whose main functions is exchange of information, the group will attempt to correct the situation jointly.
Feature of the Week

IN Grand Junction, Colo., the name Howell is synonymous with KFXJ. It got that way because, paraphrasing the Caesars, all Howells lead to radio.

This month marks the 20th anniversary of the station's operation in the Colorado city. And KFXJ also is celebrating a unique distinction of being a three generation, family affair.

Most recent Howell to join the ownership tangle at KFXJ is 20-year-old Ruth Howell, daughter of Rex Howell, who started the station in Denver in 1926. The Denver U. junior, who naturally is majoring in radio and television, was made a minority stockholder in a change from partnership to corporation.

Her grandfather, Charles Howell, entered the business in 1920 when the station was moved from Denver to Grand Junction on Colorado's western slope. KFXJ then was operated as a partnership of Rex Howell and his father doing business as the Western Slope Broadcasting Co.

On All Accounts

CLAIMANT to the title "youngest station manager in the country," 22-year-old Generoso (Gene) Pope Jr., executive vice president and general manager of WHOW New York, is recognized as an authority on the foreign language broadcasting field.

Figuratively groomed in the cradle for his present post, young Pope asserted active interest in his future audience while still a student at M. I. T. There he spent his summers and his off-hours learning the needs and interests of the Italian speaking population in New York by working on Il Progresso, the family newspaper. At 21 he was named vice president and editor of the publication.

Since taking over at WHOM, Mr. Pope has widened his knowledge to include a comprehension of all foreign language groups, meanwhile raising his station to the status of one of the most successful multi-lingual outlets in the country.

Mr. Pope, who still maintains an association with Il Progresso, succeeded to his present job last September when his brother, Fortune Pope, left to take over an executive position with the Colonial Sand & Stone Co.

Among the innovations effected by Gene Pope at WHOM are a citizenship class conducted at the station in cooperation with the New York City Board of Education, and a signally successful safety series. He currently is processing a foreign language amateur hour.

In addition to his duties at the station and the newspaper, Mr. Pope still has found time to attend New York Law School where he is taking courses preparatory to a possible political career.

He is a member of the New York City Mayor's Committee on Unity, the Columbus Day Citizen Committee and co-chairman of the special groups Committee of the March of Dimes. In addition he belongs to the New York Athletic Club, Westchester Country Club and the Grand Street Boys Assn.

Mr. Pope is unmarried and makes his home with his parents in Manhattan. The family has acquired WINS New York, subject to FCC approval, in which case Mr. Pope will relinquish the WHOM management for that of WINS. But his knowledge of foreign-language broadcasting would not be wasted, for the family proposes to make WINS a foreign-language outlet under their ownership.

RMA Sales

SALES of radio transmitting apparatus, radar and other communications equipment to the government totaled $35,489,527 in the third quarter of 1949, according to Radio Mfrs. Assn. Of this total $23,914,281 consisted of radar equipment. The total third quarter sales compared to $40,140,586 in the second quarter of 1949, according to RMA.

Maybe you did if you overlooked WHTN and WHTN-FM in the Huntington Market... for WHTN delivers more than one-fifth of this $300,000,000 market (no station has as much as two-fifths)...and at a lower cost - for - coverage, too. Add to this an FM bonus on WHTN-FM, the most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market...then make up your mind to get your share by using WHTN and WHTN-FM.

HUNTINGTON, W. VA.
Huntington's only clear channel AM station

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC., ADVERTISING
Huntington, West Virginia
SOCIETY OF MOTOR MRS. & TRADERS, Great Britain, appoints Grant Adv., New York, as its agency in United States. Campaign of advertising, promotion and publicity for the account will be placed for British Automobile Exhibition at Grand Central Palace, in New York on April 15-23.

KEYO PRODUCTS Co., Azusa, Calif. (Kevo, Kevett's, Why—food supplements), appoints Liddiard Adm., Glendale, Calif., to handle advertising. National spot radio will be used.

FILENE'S, Boston (department store), radio and television advertiser, appoints Dorland Inc., New York, to handle its advertising.


LIQUID GLAZE Inc., Lansing, Mich. (Liquid Glaze protective coating for automobiles), names George N. Kahn Co. to handle its advertising. Televison will be used.

PLYMOUTH TEXTILES, New York (cotton textiles), appoints New York office of Wilson, Haight & Welch Inc., as its advertising counsel.

Network Accounts • • •


NORWICH PHARMACAL Co., through Benton & Bowles, New York, renews for 52 weeks ABC broadcasts of The Fat Man. Firm has sponsored show since Feb. 14, 1947, and programs are aired Friday, 8-8:30 p.m.

KNOMARK MPG Co., Brooklyn (Esquire shoe polish), starting March 16, will sponsor 25-station ABC-TV telecasts of Blind Date, featuring Arlene Francis as mistress of ceremonies. Program, to be aired Thursday, 9-9:30 p.m., was purchased through Emil Mogul Co., New York.

CARTER'S PRODUCTS Inc., for Carter's Little Liver Pills, renews its spot contract for all seven Alaska Broadcasting System stations through Ted Bates & Co. At the same time, Ted Bates Agency renews contract for Kool Cigarettes announcements on KFQD Anchorage and KFRB Fairbanks. All contracts are for 1950.

Adpeople • • •

WALTER N. HILLER Jr. placed in charge of radio for Toni Co., Chicago, in new administrative setup in firm's advertising department. Production department is being expanded under direction of ELDRED G. LUSTMAN. FRED KLEIN will continue to head creme shampoo, creme rinse, and new product advertising division.

FREDERICK W. LUTTMANN, premium promotion manager, Post Cereals Division of General Foods Corp., New York, appointed product merchandising manager for Grape-Nuts, Grape-Nuts Flakes and Wheat Meal. He will be succeeded in his former post by WILLIAM P. DUNHAM, previously assistant.

CLYDE E. RAPP appointed advertising director of Theo. Hamm Brewing Co., St. Paul, Minn. He was formerly with J. Walter Thompson Co., New York. 

HY FREEDMAN, for three years on general sales staff, named assistant merchandising manager and publicity director of Hunt Foods Inc., Los Angeles.
Graham Cracker
EDITORS, BROADCASTING:
My clients, Messrs. Stuart Peabody and Fairfax M. Cone, are responsible for my writing this letter. Their cause of action is apparent at a glance at page 24 of your Jan. 2 issue. They have retained me because I am a member of the Florida Bar, and we expect all negotiations pertaining to our suit to be conducted in that state, with expenses pre-paid by BROADCASTING. When my clients have found the date for negotiations that mutually suit their calendars, I shall inform you of our transportation and hotel accommodations.

Philip L. Graham
Publisher
The Washington Post

[EDITOR'S NOTE: Our Picture Editor, who apparently was engaged in pre-New Year's revelry, now is eating butter. That page 24 lineup of officers of Commerce Secretary Sawyer's Advertising Advisory Committee should have read (1 to 2):]

Mr. Peabody
Mr. Cone
Mr. Graham

EDITOR'S P.S.: On advice of counsel, we take recourse to that Chinese proverb about one picture being worth a thousand words. So, by mathematicals, projection, the equation is the equivalent of 5,000 words versus a mere three names, correctly spelled but slightly misplaced.

Post-lude
Mr. Philip L. Graham
The Washington Post
Dear Phil:
I thought I saw a familiar face on page 24 of the current issue of BROADCASTING magazine, but the caption under the picture read "Mr. Peabody." Have you got a double or could it be that my good friend, Sol Taishoff, made such a glaring error.

Note to Editor, BROADCASTING: I hope you don't mind the rib, Sol.

I got quite a kick out of it, and at least it shows I read your magazine.

Incidentally, I wish you would have your mailing list changed to show my correct home address which is:

South Finley Ave.
Basking Ridge, N. J.
R. C. Robertson
Director of Media
Colgate-Palmolive-PEET Co.
Jersey City, N. J.

[EDITOR'S NOTE: Don't mind the rib at all, as aforesaid. Home address changed. Thanks.]

Production

EDITOR, BROADCASTING:
Three hours ago the doctor informed my wife that on or about Jan. 20 she will give birth to not one, but two children. Twins.

As anyone can see from our ads in BROADCASTING, WTOP's campaign this year is built around the fact that "Business Is Always Better In Washington." This is now doubly proven.

Cody Pfanstiel
Dir., Promotion and Press Information
WTOP Washington
... and production

[EDITOR'S NOTE: Pew! And con-

gratulations on practicing what you preach.]

Managers' Textbook

EDITOR, BROADCASTING:
"Talk, think and act like radio-men! That's what we've been telling students for four years.

And to accomplish this purpose we not only use BROADCASTING-TELECASTING as required reading, we give tests covering pertinent material in each issue.

Does it pay off? Well, after four years' operation we've placed 450 graduates in radio-TV, or allied jobs. Eleven students who cut their electronic teeth on BROADCASTING are now managing stations!

Elbert (Bert) Haling
Institute of Radio Broad-
casting
Dallas

[EDITOR'S NOTE: Delighted to learn embryo managers as well as active managers find BROADCASTING helpful.]

Frowns at Smile

EDITOR, BROADCASTING:
I do not understand your editorial entitled "Smile When You Say That!." Judge Conger's ruling in the Bentley case does not "broaden the body of law which has placed the sound broadcaster in what was once described the 'di-

lemma of self-destruction.'" It was favorable to broadcasters because it held defamation by televi-

sion to be slander and not libel. Slander is actionable only if "spe-

cial damages" are shown; this showing is not necessary in libel.

(Continued on page 16)

FACTS
ABOUT BEER

• One of England's old and envied professions — that of official ale-conner (taster) has virtu-

ally disappeared from the scene, a victim of the march of science and mechanization.

Great Britain's ale and beer tasters date their calling from William the Conqueror, who created the office as a means of controlling the quality of the nation's favorite beverage. Tasters were invested with authority to set prices based on their palate's judgment and even to exact penalties if the beverage fell below the minimum standard.

In recent years, however, the profession was reduced to being an honorary one, bound up chiefly with ceremonial occasions.

The ancient profession has about disappeared because there no longer is any need for it, as one of the few surviving ale-conners recently explained. Today all beer is good beer.

Brewing is subject to laboratory control from the time the malt is ground until the finished product is packaged in keg, bottle or can. Nothing is left to chance. Temperatures for boiling or chilling are kept under perfect control. Air is sterilized in the fermenting cellar. Yeast kept in pure culture apparatus sup-

plies the fermenting agent. And the entire process is under the watchful eyes of master brewers schooled in all sciences relating to brewing. They are the official tasters of today, insuring the uniform quality of America's beverage of moderate.

UNITED STATES BREWERS FOUNDATION
21 East 40th Street, New York 16, N. Y.
WLB orders

WTAO, WXHR(FM) Election

BROADCAST technicians and engineers at WTAO and WXHR (FM) Cambridge, Mass., licensed to Middlesex Broadcasting Corp., were directed last Wednesday by the National Labor Relations Board to hold an election. The board found that they constitute a unit sufficient for collective bargaining sought by IBEW (AFL) Local 1228.

The order includes the assistant chief engineer but excludes announcers, chief engineer, and clerical, maintenance and administrative employees. NLRB also ruled that "minor technical functions" performed by five announcers are "incidental" and should be excluded from the unit, contrary to request of Middlesex Broadcasting Corp. NLRB also ruled out inclusion of an assistant chief engineer as supervisor, contending he has no such supervisory authority.

Gifford Retires

Was AT&T Board Chairman

WALTER S. GIFFORD, for the past two years AT&T board chairman, retired from that office at year's end. Mr. Gifford, who will be the company's compulsory retirement age of 65 on Jan. 10, was elevated to board chairmanship after 23 years as president. Leroy A. Wilson, who succeeded him in the latter post, is expected to preside as president hereafter at board meetings.

Mr. Gifford, simultaneous with his resignation from the chairmanship, also resigned his membership of the board. He will continue, however, as honorary chairman and will be available for consultation, the company said. He has taken a New York office not far from his old headquarters, "just to have a place to receive my mail and my friends," he said.

SPOT announcements by movie personalities on 54-second commercial transmissions over local stations will be used by RCA Victor this month promoting Screen Directors' Playhouse on NBC.

RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters

- RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA
**GRAND CENTRAL**

**Ceases Terminal Programs**

PUBLIC ADDRESS system broadcasts in Grand Central Terminal, New York, were discontinued by the terminal management Jan. 2 after New York’s Public Service Commission had heard protests that the system violated citizens’ rights.

In an announcement of the discontinuance, E. B. Moorhouse, terminal manager for the New York Central and New Haven railroads, in an announcement of the terminal, said that although a “substantial majority” of our passengers favored the programs, there were enough who sincerely opposed them that they have decided to discontinue the experiment.”

A spokesman for Terminal Broadcasting Co., which operated the system of broadcasts—music, duplicate announcements, weather reports and commercial announcements—pointed out that the broadcasts had been stopped despite the fact that “no verdict had been rendered by the Public Service Commission.”

**CIVIL DEFENSE**

C. of C. Preparing Booklet

SPECIFIC recommendations on civil defense planning will be offered in a forthcoming booklet being compiled by the U. S. Chamber of Commerce. Pamphlets will follow up two others issued last year—“Where We Stand on National Defense” and “A Blueprint for Industrial Preparedness.”

The chamber had urged that the executive and legislative branches review the program continuously and take necessary steps to provide for minimum stockpile requirements including electronics and communications equipment under functions of the Munitions Board. Only 40% of minimum needs had been met as of June 43, the chamber noted, adding that the program would require seven or more years to complete if the rate were not accelerated. It also expressed concern over failure to provide adequate funds for stocks of essential materials.

**WAYVE Wins Award**

WAYVE Wytheville, Va., has been awarded first prize in the National Research Bureau Inc.'s sixth bi-

**In Cold Alaska**

That radio can sell cold tablets successfully in cold Alaska has been proved by KFQD Anchorage. The station aired two spot announcements on Antihistamine pills for the local Retail Drug Store, resulting in sales of 48 dozen packages within two hours after broadcast time. William Abel, store's general manager, advised the station that he "was mighty pleased" with such fast results.

**WMCA BUSINESS**

$100,000 Signed for 1950

NEW contracts and renewals for 1950 amounting to more than $100,000 have been signed by WMCA New York, Norman Boggs, general manager, has announced.


K. Arakelian Inc. (Mission Bell Wine), through Young & Rubicam, has renewed its 22-week spot announcement campaign for the sixth consecutive year on WMCA starting last Monday.

Other WMCA renewals effective Jan. 2 include American Home Products (G. Washington Coffee) through Ted Bates Inc. with a 26-week spot schedule; Fairmont Foods through Doyle, Dane & Bernbach Inc. with a 52-week spot program; Chase National Bank through Albert Frank-Guenter Law Inc. for announcements; Piel's Beer through William Esty & Co. Inc. for 52-weeks of spots; two contracts with R. J. Reynolds Tobacco Co. for Camel cigarettes and Cavalier cigarettes for full-year spot campaigns through William Esty & Co.
SHOW which heats up like a hissing tea kettle with the appropriate letting-off-steam is claimed by威哥 Nuta. A copyrighted giveaway, ‘The Silver Dollar Man’ Program, gives interview, phone-number format into a compact selling feature, according to the handling agency, Snowden & Steward, Atlanta.

Program’s start came as a tryout of R.A. (Bob) Perrott’s (manager, Dr. Pepper Bottling Co of Brunswick, Ga.), brain child based in 18 years of experience in beverage merchandising. Test city was Brunswick where the program was placed on WYG for a period of eight weeks, six days per week. Result was overwhelming success, with Dr. Pepper realizing a 267% increase in sales in the first 2 weeks and a 300% average increase over its entire period.

No Direct Commercials

The style of the program and its unique full 15 minutes of continuous commercial script, which clinks without any interruption for a direct commercial announcement, are highlights underlined by W.E. Snowdon Jr., of Snowden & Steward.

Program series are preceded by easy spot promotion over radio, and in newspapers, coupled with cotting company and retail display. Program itself gets off to a fast start and is carried along on its own momentum.

Against a background of sound effects including sirens, “calling all patrol cars” relay, the staccato delivery of a sports announcer is used in the program. A number of “patrol cars” with auto radios tuned to the station are contacted over the air by the announcer, who at the same time places a telephone call. He tells the person called that the dollar man is on the way to shell out the dollars. When the dollar man arrives, he counts the number of Dr. Peppers in the refrigerator and duplicates the number in silver dollars.

Following the initial Brunswick campaign, Mr. Perrott discontinued the program for 60 days and now is returning to the air on the basis of three nights per week, average three calls a night, with the cost, according to Mr. Snowden, showing a probable return of three to four times.

In Savannah, where the program was placed for the Dr. Pepper bottler in that city, the plant had been operating at a loss. At the end of the first week, a profit of $100 was shown, by the second week it had increased to $900 and the third week turned up over $1,800. There, the show was on three nights a week with an average of one to two giveaways per night. Similar success has been met in Harrisburg and Reading, Pa.

Allen Burke, WYG manager, found the program “one of the most astounding and forceful programs” in the history of the station, according to the agency. Requests of bottlers delayed Mr. Perrott, who packaged the program and copyrighted it to insure the investment of bottlers who tie in on the merchandising plan.

ADIMIRAL CORP.

Buys General Mills Plant

‘ADMIRAL’ Corp., radio, television and appliance manufacturer, has purchased the 64,000-square-foot General Mills plant in Blooming ton, Ill., according to an announcement by John B. Hurisera, executive vice president of Admiral.

Of brick construction and situated on an 11-acre plot, the factory originally was the property of Colonial Radio Corp. and was taken over by General Mills in January 1948. Admiral plans call for eventual employment of 1,200 people in the plant. Mr. Hurisera said, to be used first in the manufacture of radios and later television sets.

From an original capital of $3,400 in 1934, Admiral’s gross sales volume has grown to $110 million in 1949, Mr. Hurisera stated.

WIBG-FM TESTS

Muzak by FM Cited Success

USE of FM radio as a substitute for leased telephone wires in the distribution of music programs has been found satisfactory after exhaustive tests of several months conducted over facilities of WIBG-FM Philadelphia.

John B. Kelly Sr., chairman of the board of WIBG-FM and president of Muzak Corp., licensed distributor in Philadelphia for Muzak wired music service, said his company believes in FM, with certain important modifications, is able to replace the wired music firm’s leased lines. No final decision will be made until tests and comparisons are complete. Mr. Kelly said that FM radio waves would be given additional tests to prove that FM broadcasts could provide satisfactory service.

GORDON W. OLIVE, formerly chief engineer of Canadian Broadcasting Corp., with headquarters at Montreal, named director of engineering services. ALBERT C. OUMET, has been named chief engineer of CBC. Mr. Olive has been with CBC and its predecessor since 1933, starting in radio in 1912 as assistant. Mr. Oumet has been with CBC since 1934, and has in past few years been specializing in television development prior to CBC setting up its first stations.

WILLIAM SLOAT, assistant chief engineer at WPIX (TV) New York, resigns to become chief engineer of KEYL (TV) San Antonio. He joined WPIX in February 1948, moving from WEEW-AM-FM St. Louis. Previously he was chief engineer of CBS-TV in New York for five years.

TED C. KENNEY, chief engineer of KDKA Radio, honored by Duquesne U., that city, for his contribution to the value of radio to the university’s new station, WDQJ (FM).

JOSEPH KLINE, technician at WTUJ (TV) Miami, Fla., named supervisor of new lightweight receivers for station under supervision of JACK SHAY, WTUJ’s technical director.

RCA Victor, Camden, N. J., announces production of new lightweight stand for police microphone positioning in broadcast and television studios. Stand, Type K-12F, is designed particularly for programs where best microphone placement cannot be achieved with conventional floor stand and where larger box is impractical. Stand is collapsible.

PEERLESS ELECTRICAL PRODUCTS Div. of Aleec Lansing Corp., Hollywood, distributing new transformer catalogue containing new models and complete line of transformers for broadcast, RCA.

RCA Engineering Products Dept., Camden, N. J., announces battery container and cover for portable RCA Type BN-2A remote amplifier which carries standard “A” and “B” batteries in one case and serves as conversion kit to facilitate switching from a-c to battery operation.
All Radio Film
(Continued from page 37)

sidering a request that NAB lend it the services of C. E. Arney Jr., NAB executive secretary, for a month to assist in the organization of the firm.

Tentative plans for the first showing are on a grand scale. It is proposed that it be held in the Waldorf-Astoria's Grand Ballroom. The showing will be preceded by a cocktail party, a lavish dinner, and entertainment by top night stars. A thousand guests—top advertisers and agency men predominating—will be invited.

As preparations were proceeding for the New York premiere, the All-Radio Presentation Committee reported that 545 subscriptions to the promotion project had been received.

Three of the subscribers are ABC, CBS and NBC which have contributed a total of $50,000, five are national station representatives—Avery-Knodel, The Katz Agency, Edward Petry & Co. Inc., Weed & Co. and The Brabanon Co.—and the rest are individual stations. Total subscriptions to date amount to $135,000, Mr. Mitchell said Thursday.

Subscription fees are based on station income and range from $25 to $1,000. The final cost of the promotion film, made by the Independent Motion Picture Producers Society, cannot be exactly calculated. The contract price for the finished picture with one 35mm print is $85,000, but additional 35mm and 16mm prints will cost extra.

Subscribers may obtain the film in either 35mm or 16mm size. The film, when finally edited, is expected to run 45 minutes showing time. Shorter versions will also be made for special local purposes.

Mr. Mitchell pointed out that the All-Radio committee will make arrangements for the projection of the picture at subscribers’ requests.

Two Films Retained

Two film companies, The Jam Handy Co. and Modern Talking Pictures Inc., have been retained. They will provide projection equipment and operators anywhere the pictures are shown, Mr. Mitchell said. No subscriber needs projection equipment of his own to display the film.

The 45-minute film is described as a documentary, with all members of the cast acting themselves, except for a professional actor who appears in one sequence.

Four radio sales successes are the backbone of the film, it was said. They pertain to local radio campaigns of a department store in Columbus, Ga., a chain of super markets in Cedar Rapids, Iowa, a dairy in San Jose, Calif., and a network show.

No call letters are used in the film, it was reported. The adver-


g\textit{Getting the bird is Mrs. C. L. Thomas, general manager of KKOK St. Louis. The traditional Christmas goose, awarded by Ed Hunsinger of the St. Louis restaurant, was one of more than $8,000 in gifts presented to members and guests during the organization’s 47th annual Christmas party held in the Jefferson Hotel. More than 1,000 persons attended.}


disers involved, however, are identified.

The Columbus case was a campaign on a local who has been a jeweler concession in the Davidson’s Department Store. After a history of unsuccessful advertising in newspapers, the jeweler turned to radio with such prodigious success that the entire store undertook a campaign on radio. What’s more the case encouraged R. H. Macy Co., owner of Davidson’s and other stores in the South, to use radio.

The film documents the original placement of the radio campaign, shows actual customers, prompted by the commercials, buying diamonds at the store—all scenes reenacted by the actual people.

In Cedar Rapids, the Me-Too super markets cooperated with the film producer by running a special radio campaign to sell a carload of peaches—a duplication of a success story that had occurred earlier. The film shows customers flocking to buy the peaches.

San Jose Case

In the San Jose segment the film shows how the Marin Dell Dairy, with headquarters in nearby San Francisco, achieved distribution in local stores through its use of radio.

The network program covered in the film is the Jack Beck Show, sponsored by Prudential Life Insurance [Broadcasting, Oct. 31, 1949]. The film illustrates how a Prudential salesman is welcomed by a housewife who has been made Prudential-minded by the program.

Another sequence in the picture shows a bull session of agency men and Mr. Mitchell at the Poor Richard Club of Philadelphia. In the course of the discussion, Mr. Mitchell manages to get across his now famous “Mitch’s Pitch.”

Mr. Mitchell said that some newspaper-owned stations, prospective subscribers, had inquired whether the promotion film was too competitive as regards other media for them to show locally to the embarrassment of their newspaper associations. He said he believes this is not so.

The All-Radio Presentation Committee is preparing full instructions on the mechanics of showing the film as well as complete publicity and promotion kits which will be distributed to all subscribers.

Officers of the committee are Gordon Gray, WIP Philadelphia, chairman; Mr. Mitchell, secretary; Herbert L. Krueger, WTAG Wor cester, treasurer; Eugene S. Thomas, WOIC (TV) Washington, assistant treasurer.

Victor Ratner, former vice president of CBS and now a vice president of R. H. Macy Inc., New York, was producer of the film.


dec. pulse

Benny, Lux,Winchell Lead


Top Ten Evening and Daytime Shows

EVENING

PROGRAM AVERAGE RATING


Jack Benny...LUX Radio Theatre...

Walter Winchell...

Amos ’n Andy...

Godfrey’s/Coffeys...

Edgar Bergen...

Bob Hope...

My Friend Irma...

Fibber McGee & Molly...

DAYTIME—FIVE A WEEK

PROGRAM AVERAGE RATING


Arthur Godfrey...

Grand Slam...

Rajamani...

Big Sister...

Helen Trent...

Ma Perkins...

Our Gal Sunday...

Wendy Worren...

Avant-Go-Go...

Young Doctor Malone...

ABC signs American Arts Orchestra, under baton of Karl Krueger, for series of Tuesday concerts, scheduled for 10-11 p.m. Group, not exceeding 35 players, will specialize in presenting American orchestral music.
FORCED LISTENING

Fly Cites Need for Policy

By JAMES LAWRENCE FLY

The Grand Central Terminal has announced its broadcasts in the interest of good will. The problem, however, will arise again and again, and the radio industry must be prepared for a decision on policy. The action of the Grand Central is based upon considerations of institutional good will is worthy of note.

On the legal and philosophical side I have argued against forced listening. In a speech before the Advertising Club of Boston on Sept. 28, 1943, I urged an international principle of "Freedom to listen," laying heavy emphasis on the forced feeding laws of the dictator countries. This principle was preserved in the draft peace treaties. Freedom to listen necessarily includes the right of selectivity and the right not to listen.

Every other form of broadcasting or advertising leaves an avenue of escape, the newspaper, the magazine, the outdoor, the radio. Even the loud speaker is a sometime thing, and formally affords some escape at the moment. The whole idea of forced listening to one particular station has seemed to me without precedent in a free country and to lack too much of arbitrary power. A man's right to be let alone stems from the deep well of legal lore. But let us take a selfish approach. Warren Moscov in the New York Times says: "When the tolls came to balance the mount they spent on institutional advertising for the cultivation of institutional good will against the revenue from the project [$90,000 per annum] that was apparently losing ill-will there was nothing left to do but give it." The resentment was more and more consistent than can easily be imagined. My recent contacts, largely social, have included (believe it or not) numbers of the Westchester and Park Avenue groups, business and professional men, bankers, advertising men and radio officials and lawyers. Comment was spontaneous, forceful and, with rare consistency, critical. One could not avoid the conclusion that the quick easy dollar wrung from captive audiences is, in the long run, too dear a cost.

But there are further implications. We may be at the threshold of an extensive development. Only a small portion of the actual and potential broadcasts come from radio. My industry friends agree that conceivably these captive operations may move into every salient point where masses of people must gather or pass. Routinized, the job can be done simply and at small expense. Once so developed, what is going to happen to the local advertising of the radio stations? It may well be shortsighted when broadcast stations contribute to a service which, changed and expanded, may turn to devour.

I submit for mature reflection the proposition that in its own intellectual self-interest the industry should stick to the free and competitive system which has nurtured its growth. This better becomes the mightiest of the free services to the greatest of all free peoples.

RMA CONFERENCE
Committee Meets Jan. 18-19

INDUSTRIAL relations problems in the radio and television industry will be discussed at a conference to be held Jan. 18-19 at the Statler Hotel, New York, by the Industrial Relations Committee of Radio Mfrs. Assn.

Titled "The Search for Security," the conference is being arranged by a subcommittee headed by Harvey T. Stephens, International Resistance Co. Informal discussions and talks will be taken up on a workshop basis, covering such topics as pensions and social security programs for the industry.

Speakers will include Richard A. Lester, Princeton U.; Dr. Paul R. Beall, Penn State; Gurry E. Morse, Sylvanica Electric Products; John D. Washburn, Sprague Electric Co.; A. F. Watters, RCA Victor Division; Godfrey P. Schmidt, New York attorney. Mr. Watters will discuss personnel problems as they relate to the economic future of the radio and television industry.

Baking Story
Continental Officials on CBS

Two radio advertisers portrayed themselves in The Rising Wonder a full hour special broadcast marking the 25th anniversary of the Continental Baking Co., presented on CBS Dec. 30. The two executives were Lee Marshall, chairman of the board of Continental and Ray Stitzinger, president of the firm.

In addition to the executives, the program starred Mark Stevens as narrator of the Continental story. The script was prepared by Robert Lewis Shayan.

The Baking Co. regularly sponsors Grand Slam Monday through Friday, 11:30-12 noon on CBS. Ted Bates Inc., New York, is the agency.

ACTIVE in radio for more than a decade, James Lawrence Fly is a partner in the New York law firm of Fly, Fitts & Sheebruk. He became FCC Chairman Sept. 1, 1939, serving five years. Prior to that time he had been general counsel of the Tennessee Valley Authority. The "captive audience" problem has been subject to public hearings in Washington, where transit radio was given official approval. In New York, Grand Central Terminal stopped its service after a trial period.

Canada Marine Meet

FCC COMRS. E. M. Webster and George E. Sterling, accompanied by two top staff executives, will attend the annual meeting of the Canadian Dominion Marine Assn. Jan. 17-19 at the Seigniory Club, Quebec. Staff executives who will attend are William N. Krebs, assistant chief engineer in charge of the Marine Radio & Safety Division, and A. L. McIntosh, chief of the Frequency Allocation & Treaty Division. Discussions will center on common problems and objectives of the U. S. and Canada in the Great Lakes regions.

First in Every Way
WSJS

Dominates Winston-Salem!

(Gives Bonus Coverage of Greensboro and High Point)

- 1st IN LISTENING (Hooper)
- 1st IN NETWORK (NBC)
- 1st IN POWER (5000 watts)
- 1st ON THE DIAL (600)
- 1st ON THE AIR (1920)

Naturally, it follows that WSJS is FIRST in Advertising! Local-General-Network Your FIRST and BEST Buy!

Affiliated with NBC

Represented by HEADLEY-REED CO.

We do not cover all of Connecticut, but we DO cover NORTHERN and most of New London county ... 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.
December 30 Applications . . .

**ACCEPTED FOR FILING AM—980 kc**

Richard O'Connor, Saratoga Springs, N. Y.—CP new AM station 900 kc 250 w new commercial TV station for extension of name from Richard O'Connor to SPA Beats, Inc.

AM—1480 kc

KJEM Eureka, Calif.—CP change from 1480 kc 1 kw unl. to 1480 kc 5 kw unl. DA—ON

License Renewals


License for CP

WATM Almore, Ala.—License to cover CP new AM station.

Modification of License


Modification of CP

Mod. CP new AM station for extension of completion date: WBBS Oak Park, Ill.; WOPT Scriba, N. Y.; WPWV Postucket, R. I.

KAST Astoria, Ore.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.


License Renewal

Request for license renewal new FM stations: WPCM Baltimore; WMCR Greenville, S. C.

Modification of License

WOR-FM New York—Mod license to change name to General Teledisco Inc.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WAFM-TV Birmingham, Ala. to 2-1-50; WOIC-TV Dallas, Texas to 2-30-50; WLAV-TV Grand Rapids, Mich. to 7-15-50; WJAC-TV Johnstown, Pa. to 4-30-50.

January 3 Applications . . .

**ACCEPTED FOR FILING AM—980 kc**

KRES St. Joseph, Mo.—CP to change from 1230 kc 250 w unl. to 1250 kc 5 kw unl. DA—ON

AM—900 kc

KPLW Plainview, Tex.—CP to change from 1570 kc 250 w D to 900 kc 250 w D and change to Puyallup, Tex.

January 4 Decisions . . .

By Commissioner Jones


Florida Bestg. Inc. Delano, Calif.—Granted extension of time to 1-27-50 to file exceptions to initial decision and proceeding upon applications of Massasoit Bestg. Corp. to raise issues of law and fact, Jan. 1-19-50.


Walker Newspapers Inc. Fremont, Neb.—Denied motion to take depositions.

Bingham Bestg. Inc., Binghamton N. Y.—Granted request for leave to amend application so as to revive D. array proposed for nighttime operation for WAPM Bestg. Co., Binghamton, N. Y. Granted extension of time to 1-9-50 to file reply to exceptions to initial decision and proceeding.

Monarch Bestg. Co., Tulsa, Okla.—Granted extended hearing in proceeding from 1-5-50 to 2-2-50 in Washington D. C. (By Elizabeth Smith). WWGH Horace, N. Y.—Waived four days from granted leave to amend application to request 1350 kc in lieu of 1230 kc thereby removing the existing conflict of application with WLEA Rockville; application of WWGH as amended; and application of WLEA are removed from hearing docket. (By J. Fred Johnson).

January 5 Application

KacK Junction City, Kan.—CP to change from 1370 kc to 1420 kc.

AM—1600 kc

WNK Maskegen, Mich.—CP to change from 1500 kc 1 kw D to 1600 kc 5 kw D.

AM—1400 kc

Rev. John M. Norris, Red Lion, Pa.—CP AM station 940 kc 1 kw D AMENDED to request 1440 kc 1 kw D.

AM—1400 kc

KNEU Provo, Utah—CP change from 1450 kc 250 w unl. to 1400 kc 250 w unl.

January 6 Decisions . . .

California Bestg. Co., Dallas, Texas.—Granted extended hearing in proceeding from 1-5-50 to 2-2-50 in Washington D. C. (By Elizabeth Smith). WBNB-TV Columbus, Ohio.—Mod. CP new AM station for extension of completion date to 7-1-50.

License for CP

WKY-TV Oklahoma City, Okla.—License to cover CP new commercial TV station.

Applications Returned

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Member AFCCE*</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1469 Church St., N. W. DE. 1232</td>
<td>5673</td>
<td>AFCCE</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Munsey Bldg. 2347 Washington, D. C.</td>
<td>2347</td>
<td>AFCCE</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>1820 Jefferson Place, N. W. Washington 6, D. C. Rép 7336</td>
<td>7336</td>
<td>AFCCE</td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building Dist. 8215 Washington, D. C.</td>
<td>8215</td>
<td>AFCCE</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>363 E. 75th St. Triangle 4400 Chicago 19, Illinois</td>
<td>4400</td>
<td>AFCCE</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Ave. Washington 6, D. C. Mich 2261</td>
<td>2261</td>
<td>AFCCE</td>
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<tr>
<td>JOHN C. KEEL</td>
<td>Warner Bldg., Wash., D. C. National 6513</td>
<td>6513</td>
<td>AFCCE</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N. W. Sterling 7932 Washington, D. C.</td>
<td>7932</td>
<td>AFCCE</td>
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<tr>
<td>G. R. BITLER</td>
<td>4125 Monroe St. Toledo 6, Ohio</td>
<td>4125</td>
<td>AFCCE</td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. RE. 6646 Washington, D. C.</td>
<td>6646</td>
<td>AFCCE</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St., N. W. EX. 8072</td>
<td>8072</td>
<td>AFCCE</td>
</tr>
</tbody>
</table>

**CONSULTING RADIO ENGINEERS**

**JANSDY & BAILEY**
Executive Offices
National Press Building
Washington, D. C.
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

**McNARY & WRATHALL**
Radio Engineers
906 Natl. Press Bldg. 1407 Pacific Ave.
Santa Cruz, Calif.

**A. D. RING & CO.**
26 Years' Experience in Radio Engineering
Munsey Bldg. Republic 2347
Washington, D. C.

**Craven, Lohnes & Culver**
Munsey Building District 8215
Washington, D. C.

**ANDREW CORPORATION**
Consulting Radio Engineers
363 E. 75th St. Triangle 4400
Chicago 19, Illinois

**CHAMBERS & GARRISON**
1519 Connecticut Avenue
Washington, D. C.
Michigan 2261

**JOHN C. KEEL**
Warner Bldg., Wash., D. C.
National 6513

**KEAR & KENNEDY**
1703 K St., N. W.
Sterling 7932
Washington, D. C.

**G. R. BITLER**
Consulting Radio Engineers
4125 Monroe St.
Toledo 6, Ohio
Telephones: Kingswood 7631, 9541

**SILLIMAN & BARCLAY**
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

**L术后E C. SMEBY**
“Registered Professional Engineer”
820 13th St., N. W.
EX. 8072
Washington, D. C.

**GEORGE C. DAVIS**
501-514 Munsey Bldg.—Sterling 9111
Washington 4, D. C.
Member AFCCE

**RAYMOND M. WILMOTTE**
1469 Church St., N. W.
Washington, D. C.

**RUSSEL P. MAY**
1422 F St., N. W. Kellogg Bldg.
Washington, D. C.
Rép 3984
Member AFCCE

**E. C. PAGE**
Consulting Radio Engineers
Bond Bldg. Executive 5670
Washington 5, D. C.
Member AFCCE

**CHAMBERS & GARRISON**
Consulting Radio Engineers
1519 Connecticut Avenue
Washington 6, D. C.
Michigan 2261
Member AFCCE

**WILLIAM L. FOSS, Inc.**
Formerly Colton & Foss, Inc.
927 15th St., N. W. Rép 3883
Washington, D. C.

**JOHN C. KEEL**
Warner Bldg., Wash., D. C.
National 6513
Member AFCCE

**KEAR & KENNEDY**
1703 K St., N. W.
Sterling 7932
Washington, D. C.
Member AFCCE

**WELDON & CARR**
Consulting Radio Engineers
Highland Park Village
Dallas 6, Texas
Justin 8-6108

**A. EARL CULLUM, JR.**
Consulting Radio Engineers
Highland Park Village
Dallas 6, Texas

**GUY C. HUTCHESON**
1100 W. Abraham St.
Arlington, Texas
AR 4-8721

**GUY C. HUTCHESON**
1100 W. Abram St.
Arlington, Texas
AR 4-8721

**WALTER F. KEAN**
Consulting Radio Engineers
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
A (Chicago suburb)

**ADLER ENGINEERING CO.**
Television and Broadcast Facilities
Design and Construction
720 Milton Road, Rye, N. Y.
NY 7-1413

**GEORGE P. ADAIR**
Radio Engineering Consultant
Executive offices: 5851 1832 M Street, N. W.
Executive offices: 1220 Washington 6, D. C.

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Executive offices: 5851 1832 M Street, N. W.
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Member AFCCE

**ROTCasting • Telecasting**

January 9, 1950 • Page 45
Open Mike

(Continued from page 38)

In the particular case, Judge Cooper did hold the defamation to be slander per se, and hence within the exception to the rule requiring proof of special damage, but that charge and had nothing to do with was because of the nature of the its having been televised.

Of course, the case had nothing to do with political broadcasts either.

The courts have not held that radio is exempt from state law insofar as liability for defamation is concerned. A dozen states have passed legislation in this field. Whether Congress could constitutionally legislate on the matter of defamation by radio or television is not clear.

John W. Willis
Fischer, Willis & Panzer
Deposit Circle Bldg.
Washington

[EDITOR'S NOTE: Our attorneys tell us that Barrister Willis is probably right. Our purpose was not to argue the laws of slander and libel, but rather to point up the need for national legislation which would safeguard the broadcaster and telecaster. Whether Congress could constitutionally legislate in this field ultimately must be determined by Congress and the Supreme Court.]

Doodle Contest

EDITOR, BROADCASTING:

... . The idea occurred to us that there are many exceptional doddle- lers in this vast radio field, So,

why not give these frustrated "Dollas" a chance to compete in what could be a very enjoyable contest. . . .

Elliot Warren
Promotion Director
WEOA Evansville, Ind.

The winning "doodle" in a contest conducted by WEOA.

Editorial Gets Hay

EDITOR, BROADCASTING:

... . Editorializing has its hazards. One morning recently I sat on my observations on the news that to my knowledge our paid County Fire Department had not saved so much as a bale of hay in its costly three years of existence.

The county department provides a dozen political jobs for patron-

age, and has been embroiled with volunteer fire departments of Jefferson County since it was established. The volunteers have proven efficient enough, as a matter of fact, to win fire insurance rate reductions. Pretty sizable ones.

So, the next day at noon there was delivered to my office a bale of hay with this note attached:

"This is the bale of hay you said the County Fire Department didn't save. And there is still more for you. You can use this hay to feed that bull you put on the radio every morning."

It was signed, "Mr. Tax Payer's (sic.)"

After discussing the care and feeding of other wave bulls with Farm Coordinator Frank Cooley the following morning, the hay was put out to pasture.

Richard Oberlin
News Director
WHAS Louisville

TV's 'Hurting' Power

EDITOR, BROADCASTING:

Television hurts AM.

Television hurts FM.

Television hurts movies.

Television hurts legitimate theatres.

Television hurts baseball.

Television hurts football.

Television hurts basketball.

Television hurts wrestling.

Television hurts boxing.

Television hurts the family dinner.

Television hurts the pocket-book.

Television hurts the eyes (and sometimes the ears).

And now television hurts the trolley car business! (local trans-

port company cites television as reason for decreased patronage and losses in seeking to increase rates). . . .

Why in blazes do you and Arthur Godfrey persist in promoting television? You're driving to the country to the dogs faster than the Commies.

H. Charles Kuette1
Chief Engineer
WAUX Waukesha, Wis.

GDYNIA LINES

Justice Replies to O'Connor

REQUEST of a Congressional sub-

committee that the Justice Dept.

investigate radio propaganda ac-

tivities of the Gdynia America

Shipping Lines drew a mildly re-

sponsive reply from a high depart-

ment official Dec. 29.

Peyton Ford, assistant to the

Attorney General, wrote Sen. Herbert

R. O'Connor (D-Md.), chair-

man of a Senate Judiciary Immi-

gration subcommittee, that the

shipping line and Dr. Zenon Kos-

dowski, who prepared and edited

radio scripts for Polish programs,

are registered under the Foreign

Agents Registration Act. Dr.

Kosdowski is an agent of the

Polish research and information

service.

Sen. O'Connor’s group charged that the line has used facilities of American stations “for the pur-

pose of engaging in Communist propaganda ... far beyond the

scope of legitimate business enter-

prise” and called on Justice Dept.

and FCC to probe its activities.

Programs were aired on WHBI

Newark, N. J., and WEDC Chi-

cago [BROADCASTING, Dec. 26,

1949]. No reply has been received from FCC, spokesmen said. Mean-

while WHBI has dropped the

broadcasts.

The Justice Dept. made no men-

tion of initiating a probe, and

pointed out that registration state-

ments and exhibits are recorded in

the public file. Included is a de-

tailed statement on the shipline’s

activities and descriptions of the

broadcasts, it added.

FOR Formerly heard on WJR Detroit

for period of 14 years, The Hermit’s

Cove returns to station, Sunday, 10:30-

11 p.m.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

WEBW The Voice of Kansas in TOPEKA

Page 46 • January 9, 1950
programs like these—and newspaper promotion like this—are some of the things that are making WOR-tv... one of America's great television stations on channel 9, in New York
You've probably heard of the Handy Man show on WPTZ. Sponsored by Gimbel Brothers, it's the oldest commercial television program on the air anywhere.

In any case, a few Friday nights ago the Handy Man demonstrated among other things a new electric corn popper. That is, he tried to, but instead of exploding into a fluffy white mass, the kernels neither snapped nor popped as they did in rehearsal... they just lay there and sneered.

It was a nightmarish situation even for as seasoned a performer as the Handy Man. Finally he called a halt to the demonstration and bluntly told the television audience not to buy the popper until he could show them that it worked and worked right.

As a result, two things happened—first, quite a few people disregarded the Handy Man's advice and bought the popper anyway. Second, the makers of Seazo Popcorn Oil called up after the show and suggested their product as the solution to the Handy Man's troubles.

The following show the Handy Man tried the demonstration again and it worked like a charm. The next day, Gimbel Brothers sold over 300 of the poppers at $8.35 each! Moreover, 75% of the shoppers demanded the Seazo Popcorn Oil!

Everybody was very happy, particularly the Seazo Popcorn Oil people. Here is what Adrian Bauer, advertising agency for Seazo, had to say about it: "What makes this remarkable is... the fact that an adjunct to the main article being sold was so carefully watched by the viewing audience that they demanded the popcorn oil right along with the popper."

That gets us down to the point of this story: Philadelphians, who make up the second largest television audience in the country (over 300,000 sets), watch WPTZ programs with an eagle eye. If you would like them to give equal attention to your product or service, call us or get in touch with your nearest NBC Spot Sales representative.

Philco Television Broadcasting Corporation
1800 Architects Building * Philadelphia 3, Penna.
Telephone: LOCust 4-2244
LARSON SUCCEEDS COE

G. BENNETT LARSON, vice president in charge of television at WCAU-TV, Philadelphia, has been appointed manager of WPIX (TV) New York, station of the New York Daily News, effective Jan. 16 [CLOSED CIRCUIT, Jan. 2]. He succeeds Robert L. Coe, who resigned as vice president and station manager of WPIX last Wednesday, but who will remain with the station until Mr. Larson takes over.

A radio veteran who first entered broadcasting 23 years ago at KDKY Salt Lake City, Mr. Larson joined NBC in New York in 1929 as a producer and director, handling such outstanding programs as Texaco Theatre with Ed Wynn, Fleischmann Hour with Rudy Vallee and Chase and Sanborn Hour with Eddie Cantor.

With Agendas

From 1934 to 1942 Mr. Larson served with the radio departments of Joseph Katz Co., Ruthrauff & Eyan and Young & Rubicam as director and producer. At Y & R he supervised daytime programs. With the advent of television, he experimented in this new medium by putting some of his radio shows before the camera.

In 1942 Mr. Larson became general manager and part owner of WWDC Washington, staying there until 1948 when he was appointed general manager of WPEN Philadelphia, when it was acquired by the Bulletin. Two years later, he became vice president of WCAU-TV, which the Bulletin had purchased.

Mr. Coe joined WPIX on Jan. 2, 1948, directing the design and construction of the new station, which went on the air June 15 that year. He developed the present organization of WPIX and had supervised its operation since its inception. Before coming to WPIX, Mr. Coe had been for 23 years with the broadcasting stations of the St. Louis Post-Dispatch, except for the war period when he served with the Army Air Forces. At the time of his resignation to join WPIX, he was director of technical operations of KSD-AM-FM-TV.

In announcing Mr. Coe's resignation, F. M. Flynn, president of WPIX and of the New York Daily News, said:

"Bob Coe performed near miracles in getting WPIX on the air on schedule. He and his staff have done amazing things in guiding the station through its early days, handicapped in many ways and confronted with the toughest competition in the country.

"Coe's decision to leave WPIX is a matter of personal regret to me," Mr. Flynn added. "All of us here are confident he will make further records in television. We wish him the very best."

Mr. Coe said:

"As a local non-network television..."

(Continued on Telecasting 12)

KTLA CONTROL

Transfer Bid Tendered

TRANSFER of control of KTLA (TV) Hollywood from Paramount Pictures Inc. to New Pictures Corp., Paramount Pictures successor under court-ordered reorganization, is sought in an application tendered for filing at FCC last week. Earlier requests had been filed for disposal of other Paramount station interests, WBBB (TV) and WBMF (FM) Chicago and WSMB-AM-FM New Orleans [BROADCASTING, Jan. 2].

Under the Paramount reorganization plan, required by the antitrust decree of the U. S. District Court for the Southern District of New York, the theatre-operating activities of Paramount Pictures are to be placed under a new firm called United Paramount Theatres Inc., with the picture-production and distribution activities going to New Pictures Corp.

WBBB and WBMF-AM-FM are proposed to be transferred to United Paramount Theatres, while KTLA, under permit to Paramount Television Productions Inc., a subsidiary of Paramount Pictures, would be transferred to New Pictures Corp. Paramount's 29% interest in Allen B. DuMont Labs, likewise would follow KTLA into New Pictures Corp.

Principal officers of New Pictures Corp. were reported to FCC as: Barney Balaban, president; V. Frank Freeman, vice president and secretary; Fred Mohrhardt, treasurer; Paul Reimont, vice president; Adolph Zukor, chairman of board; Harry Gunberg, vice president.
CUSTOM-TAILORED programming has livened Chicago's NBC affiliate WNBQ in 1948.

Programs like "We're in Chicago," "Chicago is Talent," "Chicago Peers," and "A Chicago Story" were introduced during that year. The station also celebrated its first birthday on January 7.


In addition, WNBQ's "Garvey Show," a weekly program hosted by Jim Garvey, was a hit with local viewers. The show featured a variety of talent, including musicians and comedians, and was broadcast from the Garvey House in South Chicago.

WNBQ's "Morning Show," hosted by Bill Ray, was also a popular program, featuring news, weather, and sports updates. The station's "Quiz Show," hosted by Jules E. Gene, was another popular program, featuring local contestants.

WNBQ's "The Big Story," a weekly program hosted by Jim Garvey, was also a hit with local viewers. The show featured a variety of talent, including musicians and comedians, and was broadcast from the Garvey House in South Chicago.

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telecast from the zoo on the Near North Side each Sunday. "Phenomenal" response, in the opinion of Promotion Director Harold A. Smith, was tabbed last month after a one-time mention on the Dec. 4 show. Viewers were asked to identify correctly five of 15 animals telecast. In exchange, they would get an autographed picture of Bushman, 550-pound gorilla who daily consumes 22 pounds of fresh vegetables and vitamin pills before

(Continued on Telecasting 14)
WILL TELEVISION follow radio’s pattern of delivering programs—and their sponsors’ commercials—to the home audience on a regular basis of same time, same station, every week or more often?

Some say yes, noting that much of radio’s success as an advertising medium stems from this regular delivery of the sponsor’s message to the listening public and believing that the same will be true of TV.

Others say no, pointing to the much higher costs of video programs as a deterrent to any general slavish following of the radio pattern. These individuals also cite the many statements of TV proponents as to the unequaled impact of this new medium and comment that if monthly ads in magazines have been profitable an every-week-week TV schedule should also pay off for its sponsor.

Donald W. Stewart, advertising manager of the Texas Co., whose Tuesday night TV series starring Milton Berle has for more than a year been television’s most popular show, told last fall’s AAAA convention that one-hour shows do not need to be seen more than twice a month.

“If your show is good, there will be no audience loss because there is a one-week lapse between shows,” he declared. He noted that with such a schedule there would be more time to rehearse each program and less chance of a star, such as Berle, “burning out too soon” and that it would permit year-round broadcasting without the customary summer lay-offs.

“It will be pretty hard to justify spending as much as $75,000 every week for 39 weeks when you can accomplish the same results in 26 weeks at a saving of about $1 million,” he averred.

THE additional time provided for production is one of the major reasons for the present every other-week schedule of the Ford TV Theatre, seen alternate Fridays, 9-10 p.m., on the CBS-TV Network. William A. Chalmers, vice president and radio-TV director of Kenyon & Eckhardt, New York, agency in charge of this program, told Telecasting:

“The Ford TV Theatre proves that guessing, ad libbing and risk can be eliminated from commercial television. With the success of the Ford Theatre, there is no longer any excuse for slapshod production, especially in dramatic shows. For our series has shown that long range planning, careful production, fastidious attention to detail, and allotment of time to each effort, pays off in the kind of pro-gramming which makes TV an adult medium.

“Let’s take a look at what’s happened, in case my adjectives seem too overwhelming to prove.

“Three years ago, Ford Theatre was launched on a long range plan. The basis of the plan was simply to provide the best possible radio dramatic fare. Last year, after two successful seasons, it was decided that television offered the most rewarding long range possibilities in terms of impact and audience. The plan was switched to television with the same objectives in mind as originally outlined two years prior to the decision.

“That plan called for the most careful selection of properties, cast—and most importantly, production staff. Especially in television, it is our feeling that the producer and his staff must be a harmonious, skilled unit, which has the freedom to act with unimpaired authority.

“The chain of our TV command is not kinked with all types of supervision. The show goes on as the production staff feels it should, without interference by outside elements.

“We felt that once a week operation would be impossible under the circumstances. It would tend to violate our ideas about the most careful preparation in presenting our shows. Here we began with a monthly presentation and now are on an every other week basis. This schedule, under our current setup, enables a potent commercial punch to be felt, as well as providing program impact upon TV viewers.

“If we were to go on a weekly program schedule, our plan would be to set up dual production units, each responsible for two shows per month. In that manner, our production values would never be hurried or strained. At this stage of TV, we believe it is impractical for one production staff to handle the manifold difficulties of a weekly hour dramatic series.

“There is no secret about our objective. We want to have the number one dramatic show on television. If planning, preparation and allowing creative talent a chance to create will do the trick, we should achieve our goal.

“Certainly, the client has shown himself to be sympathetic towards the aims which we have in common. Critics, too, have expressed themselves in each term as to the production and staging of the Ford series.

“We’re pretty happy about the fact that actors on the Ford show have time before they go on to get a bite to eat, have a cigarette and relax! Not many other shows can boast of that atmosphere at rehearsal time!”

The every-other-week formula has also been adopted by another automobile manufacturer, Chevrolet Division of General Motors, for its Inside U.S.A. With Chevrolet, CBS-TV, alternate Thursdays, 8:30-9 p.m. Three major motives prompted the decision to adopt and maintain this schedule, according to Winslow H. Case, senior vice president of Campbell-Ewald Co., Chevrolet agency, who continued:

“If television’s impact is as powerful as we believe it to be, and sponsor identification surveys on top programs have shown some amazing results, it may be wasteful to rigidly follow radio’s weekly formula. Each advertising medium must develop a frequency pattern of its own.

“Production-wise, too, a musical revue as complicated as Inside U.S.A., with its split-second timing and many transitions, demands two weeks of concentrated rehearsal.

“Budget, in relation to the total possible audience, is the third factor.

“One effective way to maintain audience for a particular time segment would be to alternate two top ranking shows on an every-other-week schedule. It is yet to be tried but I think this system may prove to be one of the most workable and satisfactory solutions to the frequency problem.

“Obviously, there can be no certain answer to the question of which yields a better return: every week, every other week, or even one month. Television’s philosophy is still in the formative stage. If our own research and industry studies reveal a definite and significant trend, we will move to, take advantage of it.”
DuMONT RAPs NBC

CALLING for an investigation and FCC, Allen B. DuMont Labs charged last week that NBC-TV's proposed 2 1/2-hour Saturday night series [TELECASTING, Jan. 2] "is a manifest attempt to freeze out" competitors.

DuMont, operator of the DuMont TV Network and three owned stations, accused NBC-TV of "monopolistic and unfair trade practices." It asked FCC to take "immediate interim action" to "disclude and restrain these practices pending ultimate formal action by the Commission.

FCC officials said they would ask NBC to answer the complaint, which is customary procedure in such cases, and that the Commission would then decide what action should be taken. Filing would be required to issue a formal decision, since a formal complaint is involved.

DuMont's complaint was directed primarily against NBC-TV's request to affiliates to clear 2 1/2 hours on Saturday nights for 13 weeks starting Feb. 4, for a show to be sponsored by several advertisers.

The complaint alleged "the offer specifies no particular programs and contains "no provision for the right of DuMont, or of any other broadcaster accepting the offer, to reject or refuse any programs believed to be unsatisfactory or contrary to the public interest."

DuMont Assultion

Further, DuMont asserted, "the offer requires that any accepting television broadcasting licensee must clear the 2 1/2-hour period for the 13 weeks completely to the NBC show, regardless of established programs or existing commitments, and without regard to whether or not any portion of the time is sold by NBC."

NBC-TV was paid its affiliates at their regular half-hour network rates for five half-hourly weekly (10:30-11:30 p.m.), the complaint said. The show would be sold to several advertisers, whose commercials would be telecast on a rotating basis. Each half-hour would contain three one-minute slots, one for the commercial.

At least 15 affiliates must accept the program, NBC stipulated.

DuMont, which "immediately rejected the offer, cited the "high cost and "inadequacy of existing network facilities and their effects upon network operations. The complaint continued:

It follows that a contract by a single network for its use at rates above normal scale, of 1/2 hours of solid, preferred time on the critical Saturday night programming period.

If completed with 15 or more stations, to the exclusion of any other program during the important winter season, would disrupt and destroy comprehensive programming efforts by independent broadcasters, and unreasonably bar advertisers utilizing the service of such broadcasters.

This is "especially true," the complaint said, since the freeze has limited many cities to a single station "the broadcasting any competitive opportunity to advertisers and networks for the viewer market in such intermediate metropolitan areas."

Further, DuMont claimed, NBC's "exclusive and larger allocation of desirable time" on the intercity cable and relay facilities.

DuMont said it has developed programs that "will have attracted great public interest," and that some of them are in the 2 1/2-hour period that NBC wishes to clear.

The complaint mentioned Cascades and Cafe de Paris, pointing out the present series ends Feb. 4 "and would be renewed as of that date."

The complaint charged that in the past DuMont has "been affected by restrictions upon potential affiliating through the block booking of programs and combination offers for standard broadcasts, frequency modulation and television network time."

Cancellations Claimed

DuMont said it has evidenced in cancellation of desirable and important programs, and the rejection by broadcasters of programs produced and distributed by DuMont Network, which were subsequently accepted by other stations.

It said "DuMont is unable to produce written evidence of the agreements involved in the present bulk purchases of time by NBC, or the underlying agreements for restraint of free competition for the use of the facilities of licensed broadcasters."

On the basis that "the rules of the Commission require the filing with the Commission of any such agreements," however, DuMont asked FCC to "institute an inquiry on its own motion," with the following procedures included:

1. The immediate issuance of an announcement expressing the Commission's disapproval of monopolistic and unfair practices in violation of the provisions of the Federal Communications Act, the Report on Chain Broadcasting, and the rules of the Commission.

2. To investigate all agreements, written, oral or implied, limiting freedom in contracting television licenses, whether implemented by written agreements, financial inducements, threat of loss of television or other broadcast opportunities, or otherwise. The findings are to be expressed in a hearing, any objections are to be heard, and a determination made of the matter.

3. To inquire as to restrictive agreements for the supply of or use of television broadcasting equipment conditioned upon the availability of television broadcasting programs, talent or literary rights.

4. To determine whether extraordinary control of facilities, advertising outlets, long-term contracts for talent, or other devices are being employed to deny the present temporary circumstances restricting the number of television stations.

5. To determine the participation of NBC and its parent company, RCA, including its licensed television or standard broadcast stations, in practices in violation of, or designed to procure or compel violations by others of the Commission's rules and regulations, or contrary to the public interest and the spirit and intent of the Commission's network regulations and its Report on Chain Broadcasting.

The complaint carried a copy of a telegram from Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, outlining plans for the Saturday night show and asking for acceptance. Specific programming, the telegram said, will be disclosed in mid-January.

"We are convinced that this is the best immediate solution to gaining new income for you and ourselves by attracting advertisers who cannot afford program advertising," the telegram said. "The value of this advertising (Continued on Telecasting 13)"

Scores Sat. Night Plan

January 9, 1950

the time in favor of an every-other-week program.

Furthermore, NBC network executives said, when a sponsored program is on only every other week, the network is faced with providing a suitable sustainer in the alternate weeks, good enough to satisfy the stations and the advertiser, both wanting the audience and the highest rating.

Thus, the network was faced with a heavier, not a lighter burden on the network's production facilities and personnel, they pointed out.

Perhaps in the future when TV
ARTHUR GODFREY’S Lipton Tea commercial topped all others, with a 23 point spread over viewers and non-viewers of the commercial, according to an analysis of the Starch TV reports released last week.

Other leaders, according to the analysis by Daniel Starch & Staff, New York, include Molly Goldberg’s Sanka commercial with 16 points, Ivory Soap and International Silver with 15 points.

The point spread is the number of percentage points difference between viewers and non-viewers of a commercial who originally selected the brand advertised when offered a choice from among several products.

On the “liking” score, Mr. Godfrey’s Lipton commercial moved into first place ahead of Texaco Star Theatre’s Sid Stone Hawker commercial. The latter, the report revealed, while very high, has been dropped steadily in listener popularity each month.

In a report by the television section of Advertest Research, Bulova was revealed to have achieved the highest impact rating of any TV spot in the New York area for November. The Bulova rating was 182.5.

Following it were Lucky Strike, 375.50; Hi-V, 307; Chevrolet, 302.75, and Philip Morris, 294.25, according to Advertest.

Ratings are based on a perfect score of 2,250 points as maximum impact for the week and are a weighted compilation of the number of persons who view and can describe a spot. The sample included 1,200 persons interviewed during the week of Nov. 5-11.

In the Los Angeles area Tele-Que has released another type survey in TV commercials. The research firm reported that during December the five top commercials “liked in order of their preference were Los Angeles Cabin Boys, Texaco, Lucky Strike, Old Gold and Sun-sweet Prunes.”

** Video News Programs Covered in Survey **

NEWS PROGRAMS are viewed regularly by 73.5% of TV set owners, with three of the top four news shows cited aired between 7 and 8 p.m., according to Advertest Reports.

When respondents to the Advertest survey were asked whether they would rather watch a news-caster read the news from a newscast or hear the program on the radio, almost six times as many people said they would rather watch the television newscaster. Although a preference was shown for the greater number of stories carried on radio newscasts, respondents said they preferred the types of stories covered on television.

Radio news programs still are listened to regularly in 63.6% of the television homes in the New York area, however, Advertest found. Of the top 10 radio news programs listened to, only one is presented after 7 p.m. and this one is at 11 p.m., according to the survey. Over 17% listen to this late program after turning off the television.

Daily newspapers were named by over 50% of those interviewed as their principal source of news, Advertest reports. Television was named second and radio third.

For those who feel television is having a detrimental effect on education, Advertest points out that children take a major interest in video news, and it leaves the report states that in almost 20% of the TV homes contacted, children, under 14, were regular viewers of news telecasts.

The report covered 525 homes in the New York television reception area and was made in December.

** Set Failure Causes Studied by Lance **

NINETY-FIVE percent of the television sets that fail do so within the first three months of installation, according to Lance Televised Laboratories, Bronx, N. Y. Lance has released preliminary studies of a survey it is making on service calls, their causes and cures.

The service outfit handles some 1,200 calls weekly. Of its first 50 cases, however, Dec. 31, 1948, 12 sets had been installed in December; 10 in November; nine in October; one in September; two in August; three in July; and four sets in June had been installed in late 1948.

Eight of the complaints on poor reception were due to ignorance of operation by new owners, and four of the 50 were due to small tubes. Replacement of a picture tube is necessary in only 20 out of every 1,000 complaints, the firm disclosed, and cause of most troubles is dampsness caused by moisture penetrating circuit insulation, necessitating replacement of the circuit. On one call, fingerprints were the cause of blurriness reception.

Next most numerous troubles are in channel selectors, the survey revealed, or among small rectifying or oscillator tubes. Loss of value in such tubes throws reception off completely, although faulty tubes may be transferred from a video set to a radio set and perform quite well “perhaps for years,” the company said.

Most calls are received just prior to a major sports event. Overheating and a sizzling sound, Lance pointed out, are trouble signals.

Survey completion is expected in March. Special reports of the survey, and reports at quarterly intervals thereafter containing brand-name information, will be available to TV set manufacturers in regard to their own products only.

** KNBH (TV) Rates To Increase **

WITH SOME 302,635 TV set owners in the Los Angeles area, KNBH (TV), Hollywood hourly rates for Class A time will be increased from $500 to $700, effective Feb. 1. Station breaks and announcements in that same area will be increased to $125 from $100.

Increases were announced by Harold J. Bock, television manager of NBC Western Network, who said the rate increase for Class B stations will be adjusted accordingly.

He advised that orders accepted (Continued on Telecasting 10)
Baltimore Leads the Nation

TV SHARE OF TOTAL BROADCAST AUDIENCE
OCTOBER–NOVEMBER, 1949
SUN. THRU SAT. EVE • 6:00–10:00 P.M. LOCAL TIME

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<td>27.2</td>
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<td>City H</td>
<td>25.3</td>
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<td>Others Below 24%</td>
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*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Oct.-Nov., 1949

WMAR-TV LEADS in BALTIMORE*

WMAR-TV's share of 6-10:30 P.M. TV audience 43.1%

IN MARYLAND
MOST PEOPLE WATCH
WMAR-TV
CHANNEL-2
Baltimore
Television Affiliate of the Columbia Broadcasting System

Represented by
THE KATZ AGENCY, INC.
NEW YORK   DETROIT   KANSAS CITY   SAN FRANCISCO
CHICAGO   ATLANTA   DALLAS   LOS ANGELES
SPONSORS of the three principal systems competing in FCC’s color television hearings accelerated their test operations last week, while the proponent of a fourth system sought admittance to the proceedings.

RCA, developer of one of the rival systems, disclosed simultaneously that its work on single-tube color has reached a point where it may be demonstrated to FCC within 90 days.

“We are encouraged by our progress and we believe that the demonstration will provide helpful information to the Commission,” E. W. Engstrom, vice president in charge of research and development, said in a progress report to the FCC.

He said the demonstration “will indicate the status of the advances we have made on the single-tube work” since RCA’s color system, employing three tubes, was demonstrated last October [TELECASTING, Oct. 17, 1949].

In the meantime, CBS commenced “public” demonstrations of its own color system, which are slated to extend throughout this month in Washington and New York and subsequently in Philadelphia. RCA began transmissions in Washington last Tuesday for observations on automatic color phasing; established a receiver laboratory for test and development work in Silver Spring, Md., just outside of Washington, and planned regular color transmissions for a month starting Jan. 16. Color Television in the receiver was made by the third color system, said it was starting regular transmissions last week in San Francisco, its “home.”

Bid for recognition of a fourth color method came from Theodore A. Wetzel, of Milwaukee, who said his system was completely compatible with existing black-and-white standards and that setting aside experiments on color could be converted at “very low cost.”

Mr. Wetzel said that, in his color system, “standard tubes used for black-and-white television systems are employed”; “use of mirrors or reflecting surfaces need not be employed”; “no motion of the color filters is required, yet complete color coverage is achieved”; “only slight modification of existing camera equipment is required, and that at very low cost”; “no change whatsoever is required of the television transmitter station equipment.”

System Possibilities

He told FCC that “the invention may be applied to effect a field color sequence television, line color sequence television, or dot color sequence television, depending on initial choice.” Further, he said, “receivers may be constructed to selectively receive from any one of different transmitters, each employing different styles of color sequence television transmission.”

CBS, opening a month of intensive testing in Washington and New York, planned to demonstrate “every phase of television programming.” In Washington, CBS color sets were installed in the homes of six of the seven FCC Commissioners, Comr. Frieda B. Henneck declining the offer. By this week the network hoped to have the sets set up in one or more public places in Washington, to get public reaction. In all, CBS told the Commission, the network would have some 35 receivers set up in a test circuit.

Among last week’s CBS color shows was a pickup of Golden Gloves Boxing matches at Turner’s Arena in Washington last Thursday night.

Meanwhile, CBS is using the WOIC-TV transmitter and the studio facilities of WTOF. In New York, the colorcasters are on WCBN-TV and WOR-TV, while in Philadelphia the facilities of WYSP are used.

RCA’s test plans were outlined in a voluminous report which included a series of technical studies and papers and co- and adjacent-channel interference of monochrome and color signals in UHF television, and color operations.

Mr. Engstrom reported on work at RCA’s experimental UHF television station at Bridgeport, Conn. (see stories TELECASTING 12).

From Sept. 18 until Dec. 30, 1949, Dr. Engstrom reported, the RCA color system had a total of 409 hours of test operation on the air in Washington—305 hours on RCA-NBC’s WJZ (TV), and 104 hours on the experimental KG2XCL, operating on 523-529 mc.

RCA is constructing a group of 20 direct-view 10-inch color receivers, the first to be ready during February, 16 for delivery to FCC’s Laurel laboratories. A second is to be available the following week for delivery to the Condon Committee, which is investigating color technology problems. The Senate Interstate and Foreign Commerce Committee. Beginning the week of Jan. 30, Dr. Engstrom said additional sets should become available at the rate of two a week. Others will be built later.

Color Television Inc.’s report, submitted by President Arthur S. Matthews, said regular transmissions employing tri-color television would be started during last week and continue until “such time as it becomes necessary” to move the equipment to Washington, where an official demonstration is slated Feb. 20.

He said CTI now has a 20-man staff, in addition to consultants, and that its transmitter equipment was “substantially complete” and several color receivers were “in the process of completion.”

He pointed out that CTI is experiencing difficulty in getting sufficient tri-color tubes. DuMont Labs, he said, has furnished a few, but not enough; he reported, but difficulties are encountered due to large spot size, which affects definition and resolution.

New Rate Protection Policy for WICU (TV)

A new policy of rate protection for advertisers has been announced by WICU, Erie, Pa. Effective Jan. 1, the station now is giving six months’ protection from the date an increase goes into effect. According to Roger S. Underhill, station manager, the station formerly gave protection for six months from the date of the first telecast.

Top Pulse Programs in Six Cities Announced

FIRST PLACE honors for December in each of the six cities in which The Pulse Inc., New York, conducts TV audience research, went to the following shows:

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<tr>
<td>WNET</td>
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<tr>
<td>WNBC</td>
<td>6.55</td>
<td>2.25</td>
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</table>

Mr. Hagedorn was the agency or any other agency for that matter deserves a credit when it has taken an active hand in production and overall activity on the show.

Cities Christmas Show

As for the recent Christmas show for Abraham & Straus, he said that the agency conceived the show for the department store at a cost of $20,000. He explained that the agency’s recommended policy for the department store was to use television for holiday shows instead of parades. For example, he pointed out that the annual Macy parade on Thanksgiving Day cost approximately $150,000 with a potential audience of two and a half million while a two-hour long television show done with real warmth costing one tenth of that amount within a two or three year period would also attract a potential audience of two and a half million.

“We plan to produce the two-hour long television show for Abraham & Straus as a traditional event every year,” Mr. Hagedorn said. “We also plan to ask for agency credit,” he concluded.

Hagedorn Claims Agency Right in Xmas Show

SCREEN credit on television shows should be given to the agency when it deserves it, Horace Hagedorn, vice president of Kieswetter, Wetterau & Baker Inc., New York, told BROADCASTING last week.

He revealed that the agency at the suggestion of its client, Abraham & Straus, had approached a department store, asked for credit on its two-hour long Christmas show but was turned down by WNET (TV) in New York, carrying the program. However, Mr. Hagedorn stated that the agency plans to ask for screen credit next year on the same program and on any other TV shows for other clients during the year, “whenever it deserves it.”

A WNBT spokesman told BROADCASTING that one of the reasons for rejecting the idea of a screen credit for the agency was that the show was produced by WNBT.

Mr. Hagedorn emphasized that

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<tr>
<th>Rank</th>
<th>Program</th>
<th>Number of Homes</th>
<th>Number of Telecasts</th>
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<tr>
<td>1.</td>
<td>WNET</td>
<td>65.9%</td>
<td>200</td>
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<td>2.</td>
<td>WNBC</td>
<td>63.5%</td>
<td>150</td>
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<tr>
<td>3.</td>
<td>WNYC</td>
<td>60.8%</td>
<td>125</td>
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<tr>
<td>4.</td>
<td>WOR</td>
<td>59.7%</td>
<td>100</td>
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<tr>
<td>5.</td>
<td>WOR</td>
<td>57.5%</td>
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<tr>
<td>6.</td>
<td>WOR</td>
<td>55.4%</td>
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<td>10.</td>
<td>WOR</td>
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Mr. Hagedorn was the agency or any other agency for that matter deserves a credit when it has taken an active hand in production and overall activity on the show.
HARRY WAYNE McMahan

It takes a lot of courage and fortitude to succeed in the fast-moving television industry and these traits are the heritage of Harry Wayne McMahan. As a country doctor, his father had the courage to accept the post of local medic in a Texas border town where his predecessor had been killed.

Today, the hardy McMahan offspring heads Five Star Productions in Hollywood, producer of theatrical and television films.

The firm's clients include Columbia, Dr. Pepper, Ford, Halliburton, Luggage, Log Cabin Bread, Fay Co., Powerhouse Candy, Philip Dealers, Sunkist, Whitman's Chocolates (candy), among others. All told, it is estimated that Five Star currently possesses about 40% of the local film spot clients paying time on Los Angeles stations.

Reporter, editor, agency man, radio producer-writer, publicist and film writer-producer, Harry as led a full life since April 25, 1909, when he was born in Earl Park, Ind. At the age of four he moved to Chicago with his family and a year later the McMahans settled for South Texas, where the then 5-year-old McMahan hunted up big game in Mineral, Tex. In 1924 he moved again - this time to Beeville, also in the big state.

Formal schooling and work were stymied through most of Harry's career with the result that at 16 he already had progressed from the backshop through reporting to city editor of the Beeville News. At 17 he left newspaper work to head publicity and advertising for a nine-theatre circuit. By 29 he was called to Dallas to serve as publicity-advertising manager of one of the Pabst Circuit theatres there.

Forsaking publicity and advertising in 1930, Harry next undertook a split shift between the Dallas News and Journal and more formal study at Southern Methodist U. On the papers he served variously as amusement editor of the now defunct Journal, assistant amusement editor of the News, Journal sports desk, features and news.

At school, Harry not only responded to his teachers but one of them, Edwin Clark, responded to him. They were married June 24, 1933.

Meanwhile, Harry forsook "Big D" (known to non-Texans as Dallas) in 1931 to resume advertising and publicity for the Texas Theatre in San Antonio. Returning to "Big D" in the spring of 1933, he became radio director of Roy Cowan Inc., a local agency. In 1934 he joined Tracy-Locke-Dawson, Dallas, as radio director. While with the agency, he evolved a radio format for Dr. Pepper known as the Pepper Uppers and the half-hour variety show had a special Dixie network extending through 24 states.

In 1935 Harry took to freelance writing and began to sell some material to the movies. A year later he moved to Hollywood and started producing theatre film spots beginning with Dr. Pepper as a client. His first film was known as U. S. Motion Pictures which evolved into Five Star Productions in 1946. All told Harry has turned out more than 1,250 theatre and television film spots.

Essentially a writer, Harry has nevertheless learned production, editing, cutting and the other facets of film production during his 10 years in the field. He has built seven TV film shows on an experimental basis but does not feel the economic time for production has yet arrived. Meanwhile, the production of film spots keeps his firm rolling.

DuMont Meet

The first convention of DuMont television receiver distributors will meet this Wednesday (Jan. 11) at Chicago's Drake Hotel. Ernest A. Marx, general manager, Receiver Sales Division, Allen B. DuMont Labs, Inc., DuMont's national sales manager, Walter L. Stickel, and Advertising Manager Henry R. Geyelin will discuss with the group, in a one-day, two-session program, DuMont's 1950 sales service, promotion, advertising and merchandising policies. The program was worked out by Joseph H. Moss, Midwestern regional sales manager.

TELEVISION IN

You're In Good Company On WTVJ

Join the ranks of these and other prominent national advertisers now telecasting in Miami over WTVJ

Admiral
Benrus
Buick
Bulova
Chevrolet
Goodyear
Lucky Strike
Merita
Oldsmobile
Philco
Pontiac
RCA Victor
Sealtest
U.S. Rubber

channel 4
MIAMI
17 N.W. 3rd St., Miami, Fla.

Five Star Business

PROSPECTS for '50 augured well for Five Star Productions, Hollywood TV firm, according to its president, Harry W. MacMahan, who announced that the closing two weeks of '49 resulted in the signing of almost $50,000 in new business. During this same two week period, almost 90 spots were made for regional and local Los Angeles clients were shown one or more times over Los Angeles TV stations. This, he noted, represented 45% of the total film spots of local and regional advertisers, shown by the seven L. A. stations.

BARS BASKETBALL TV

U. of Wash. Vetoes Telecasts

ALTHOUGH the opening basketball games of the U. of Washington were telecast on KING-TV Seattle, the university has decided against permitting Conference games to go on video this season, it was announced Tuesday (Jan. 3) by Harvey Cassill, U. of W. director of athletics.

Burt Rose, manager of the University's athletic news service, claimed that the decision had been reached because "television has an adverse effect on the crowd at the games."
November 1950

**UHF VIDEO**

NBC LAST WEDNESDAY began experimental operation of its new ultra-high frequency television station near Bridgeport, Conn., designed to test the effectiveness of UHF video operation and the practicability of “satellite” TV station service.

With the experimental call, KC2XAK, the station will retransmit, in the 539-555 MCW band, programs of WNBT (TV) New York, key NBC TV station, far greater range and by regular sets equipped with converters, located in the area within 35 miles of the station.

KC2XAK is housed in a Cape Cod trailer at Stratford, Conn., on Success Hill, one of the five hills overlooking Bridgeport. Station was licensed by the FCC May 4, 1949. The building was completed Nov. 15. The tower, a 460-foot mast, nerved, self-supporting structure 210 feet high, was built the next week and the antenna, projecting 40 feet above the tower, was installed Jan. 1. As a gain of 20 to 1, the transmitting antenna is expected to increase the transmitter’s 1 kw output to 15 to 20 kw of effective radiated power.

The experimental transmission equipment was built by the Engineering Products Dept. of RCA-Victor Div. of RCA, under the direction of V. E. Trounser. After a testing period until Jan. 15, while TV engineers are adjusting the transmitter and antenna, NBC will install the special UHF receiving set by the Home Instrument Dept. of RCA-Victor under the direction of D. D. Cole.

In announcing the project, Joseph H. McConnell, NBC president, said it is being conducted under the supervision of O. B. Hanson, NBC vice president and chief engineer, with Raymond F. Guy, NBC radio and allocations engineer, in charge of the detailed work.

The tests will continue for between six and twelve months, including observations at homes throughout the Bridgeport area at distances and under conditions which will determine the extent of such a station’s service. Various measures of receiving antennas will be tested, along with path problems investigated, field intensity measurements made and tropospheric transmission observed, using mobile as well as the fixed receivers.

Terminating the proposed experiment a major step toward the solution of the broadcasting and receiving problems of UHF retransmitting, Mr. McConnell said: “We are confident that the operation of this UHF station will demonstrate the feasibility of broadcasting in the upper reaches of the spectrum. The experiments are being conducted by NBC to unravel the complex problems confronting the industry in the present space log-jam for television channels. If the experiment is successful it will show the way to opening up vast new areas for hundreds of additional television outlets in this country.”

**Open Ike**

Johns Hopkins’ Policy

**EDITOR, TELECASTING:** I have just read with interest your editorial “The Gate or Gate Receipts,” in which you stated that many colleges regard television as a threat.

We at Johns Hopkins are among those who regard TV as a tremendous potential for the advancement of general education in the United States—both scholastically and “athletically.” Johns Hopkins has a unique athletic policy—no gate receipts, no student athletes. Our athletics are supported totally by the annual budget of the university. When we play games at other colleges we take no part of their gate receipts. When they play on our campus there are no receipts because anyone who wishes can attend, free of charge, any game of the 12 intercollegiate sports sponsored by Johns Hopkins.

Both radio and television stations broadcast our home games. We lost our last home-game but it was broadcast on two radio stations and WMAR-TV. Radio and television stations were set up in our stadium, with the help of our grounds men, at no cost to them—nor do they pay us anything for the privilege.

We feel that this helps in spreading interest in sports safely.

Furthermore, we consider television as an added medium through which we can carry on our general education program—a duty which we accept as an endowed institution owe to the public.

Also, last year, we offered a national contest for the selection of an original television play—in the hope of stimulating young writers to think and write for this new medium in a creative manner.

After entries from all over the country were carefully considered, the prize was awarded to Guy de Vry for his play “The Man Who Ordered Apple Pie.” Negotiations at this point indicate that the play will be given network production this winter.

This is our attitude toward television—we welcome it as an important adjunct to our amateur athletic program and I don’t use the term generically.

I read TELECASTING each week and find it stimulating and worthwhile. My compliments to you on your excellent work.

Lynn Poole

Director of Public Relations

Johns Hopkins U.

Baltimore

**DR. DuMONT**

DuMONT’S forward march can be expected to maintain its momentum through 1950 in both the telecasting and manufacturing fields. Dr. Allen B. DuMont, president of Allen B. DuMont Labs, said Wednesday.

In a year end statement, Dr. DuMont paid particular attention to the marked increases in the dollar volume of sales in the DuMont organization and predicted these gains would continue. “The final figures are still to be tallied,” he said, “but we anticipate that sales will reach the 45 million mark, almost double the 1948 figure. During 1950 we expect to reach the 70 million mark for the entire company,” he said.

Looking back to the “extensive” progress made by DuMont Television Network in 1949, Dr. DuMont cited the affiliation of 51 stations in the network at the year’s end. These stations, he said, carry programs “live” or by the firm’s Teletranscription service.

“Television’s march of progress during 1949 leaves no doubt that the medium has taken its place among the leading industries in the country. Figures prove it to be one of the fastest growing, he concluded.

The new year, Dr. DuMont foretold, will see a decided increase in industrial applications of television. “It will also mark a trend to two television homes, with extra sets being used in children’s, maid’s rooms and rumpus rooms. The year should also see a vast improvement in programming, as budgets increase in line with the added circulation. The trend to large direct view screens should also continue,” he added.

Dr. DuMont voiced the same opinion given recently by Commmr. Mortimer W. Loewi, director of the

**NBC Opens Test Station**

**Sees Continued Growth Through 1950**

**BROADCASTING **

**January 9, 1950**
GOOD OR BAD?

Cousins, Capp Debate TV

AL CAPP, comic-strip artist creator of “Habner” and in the past, outspoken critic of radio, took up the defense of television last Tuesday night on the ABC Town Hall Meeting of the Air program.

Mr. Capp, in a discussion on “Television 1950—is it Good? or Bad!” took to task Norman Cousins, editor of The Saturday Review of Literature, for his “vague generalities, his overall damping of the medium.”

Mr. Cousins, who referred to television as the potential victim of “a case of impending murder,” derided video’s practice of “talking down” to its viewers.

“You know the theory,” Mr. Cousins said. “It’s the idea that the average American has the mentality of a 12-year-old child, and you’ve got to spoon-feed him with what makes no demands on his supposedly limited intellectual equipment.”

Decrees Theory

Labelling the theory as “idiot’s fable” and a “million-dollar blunder,” he charged that it had always come close to putting the skids under Hollywood, had devitalized and disfigured much of radio, and wrecked some of the largest pulp magazines in America.

He warned that television was repeating the blunder and that he feared the same results.

Mr. Cousins charged video with compounding a mobilized attack on intelligence and a massed invasion against good taste. “There are millions of dollars, fomenting, defacing television mechanically,” he declaimed, “but only pennies, comparatively, for programs. Expensive research and equipment onogl color on material possible within a year or two, but a Grade C program in technicolor is still a Grade C program,” he went on. “What television needs right now is better programming, more respect for the intelligence of the average American, more imagination, more originality, more of the pioneering spirit that was behind much of TV coming years ago,” Mr. Cousins emphasized.

Pointing out that TV doesn’t lack for people qualified to make television an “art of its own and not the visual extension of radio,” he warned that TV was peculiarly suited to the presentation of all material available to the Commission in connection with the current television proceedings.

The Commission’s position is dictated by its desire to avoid any implication that a national television systems committee, such as you propose, is to be regarded as an advisory committee named by the Commission.

In the event that such a committee should be formed, and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing.

Under RMA’s proposal, the committee would not be limited to RMA members, but would include representatives of the Institute of Radio Engineers, networks, engineering schools, and others. The committee not only would work on color standards but also would collect and present data with respect to UHF allocations and the lifting of the VHF freeze.

Proposal that such a group be formed was advanced by RMA witnesses early in FCC’s color proceedings last fall. The hearing currently is in recess but resumes Feb. 20.

DuMont Raps

(Continued from Telecasting?)

DuMont Network Director Mortimer W. Loewi replied that, with an unlimited number of cable facilities “inadequate,” the NBC offer to pay full half-hour rate for five straight half-hours, “regardless of whether or not any segment has been sold, constitutes in our opinion, an attempt to monopolize the existing facilities for television broadcasting and is a manifest attempt to freeze out any competitor having legitimate business.”

DuMont Policy

He said it has not been and is not now DuMont’s policy to “permit any competitor to take unfair and unlawful advantage of its financial position. It is our intention to take full advantage of all facilities at our command, governmental and otherwise, to see to it that this attempt on the part of the NBC to secure a monopolistic position in the television broadcasting field on Saturday nights is thwarted before it starts.”

DuMont’s complaint was filed by W. A. Roberts of the Washington law firm of Roberts & McInnis.
an SRO throng. Entries totaled 6,544. Another one-time offer brought 8,417 requests for a trio of pamphlets given by the National Live-
stock and Meat Board in a 15-minute meat eating and cutting demonstration in a 90-minute tele-
cast of the International Livestock Show Nov. 29. Booklets on meat car-
tavies, pork and veal recipes were given to anyone writing in. The demonstration, which had no advance promotion, was planned by Paul Visser of NBC Chicago's agricultural staff. Allis-Chalmers Manufacturing Co. was the spon-
sor.

Clinton Youle, The Weatherman, gives daily repos on current and projected weather conditions in an informal manner. Although he'd had no previous air work, he was drafted from Bill Ray's news staff when he was found he had meteorol-
ogy training in service. His weekly feature, weather briefs, a professional gives down-to-kitchen commercials for Ceresota Flour, the sponsor, Standard Milling, from Oct. 17 through Nov. 30. Starfish scatter pin viewers sending in 50 cents and a proof-of-
purchase label. Twelve days after the offer, 2,181 persons had mailed their money to a specific post office box number. * * *

SIMILAR response was recorded after another one-timer on the first sponsored telecast of WLS Wash. Wash. Oct. 21. Edward Hines Lumber Co. offered free to anyone writing in a set of simple plans on a bird feeder, an item with a very limited appeal. In five days the station received 651 mail orders. The cost per inquiry was 84 cents. Promotion Director Smith said.

Because of advance planning and teamwork, WNBQ shows are put on the air more effortlessly than would be normally expected. The Garway show, for example, con-
sidered by the trade a complicated production, is the result of one three-hour gay on this set. Pro-
duced by Mr. Mills and written by Charles Andrews of Needham, Louis & Broby, Chicago, the show was custom-made for Dave Garway-
no, radio and network star now, he returned to his staff announcing job at the division after the war and couldn't get a sponsor: "He couldn't be sole seller, the show doesn't have a phony sell. It's as simple as that," says Mr. Mills.

A batch of new video stars have come into their own as a result of their first TV efforts on the show. Among them are Singers Jack Haskell, Connie Russell and Bette Chapell, Comedian Clif Nor-
ton and Dancers Margaret Gibson and Charla Tate. Meticulous production plans re-
quire that everyone be a quarter-
back—from producers to cam-era-
men and electricians. With this stress on behind-the-camera tech-
niques and personnel, camera operators are called in on confer-
ces with set designers, chore-
ographers and directors. Each director is hired specifically for the category in which he had the most experience—music, drama, special events, variety. A specialist-
director can therefore cue dancers from a ballet.

Ted Mills, working directly un-
der Jules Herbeuvaux and yet on his own, coordinates operations, production and facilities. George Heinemann, operations manager, is responsible for film produc-
tion breaks and everything that gets a show on or off the air. Nor-
man Felton heads production, han-
dling all shows. He works with Producers Don Meier, Bill Tobin and Reinald Werrenrath Jr., who also heads the field crew. Tom Horan, facilities manager, is in charge of art design, construction, stage hands, programming and staff.

Complete authority for hiring rests on the program manager. Of about 100 applicants per week, 20 are selected to come in for per-
sonal interviews. The interviews 

WNBQ expects to build additional national networks in the near future, but will also concentrate heavily on local programs. "We have many plans for daytime television, none of which has been set definitely. We do feel, though, that daytime TV must be just as interesting and absorbing as radio's daytime serials. Any new programming that is put on the air will be very much a step forward rather than late at night. Some of this will be along the public service line, in which we plan to remain strong." One idea for the daytime programming is a shopping show for women which would eminate from a Loop depart-
ment store.

"Programming, as always, is the thing in television," Mr. Show-
erman said. "You may realize that the main rule is simple: Give TV pro-
gram men their heads and let them know their budget limitations."}

MR. SHOWERMAN looks for a rate increase soon, because Chicagans have kept subscription from 52,000 sets a year ago to an estimated 25,000 sets as of Jan. 1. An NBC study shows this to be the greatest increase—52%—in any other network's coverage area. Chicago rates at an O & O station. New York coverage went up 190% in a year, Hollywood, 238%. Rates will not be increased proportionately, but a fair increase from the station view-
point is 50%.

The Jan. 8, 1949, Rate Card No. 1 calls for $500 per hour for Class 3 RCA field camera chains, lighting equipment and microwave relay gear. Field crew includes seven engineers in addition to the supervisor. The picture from Mart studio is transmitted over wide-
band 7 mg coax circuits to the 42d floor of the Civic Opera Bldg, and sent out with a radiated power of 22.8 kw on Channel 7.

The Mart TV plant consists of five studio systems in all—a live show, a film studio and a three-
motion, recently cited a widespread audience response to Clifton Utley, who for four days asked viewers to give their opinions on whether they wanted more or less in straight news, analysis, photographs, maps and chart interviews. “No prizes, premiums or praises” were to be given away, yet replies totaled 669—420 from Chicago. Public Broadcasting has an economic breakdown of letters, based on 1946 rentals for each district, to determine Mr. Utley’s appeal to all levels. They found:

<table>
<thead>
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<th>Mon-Thurs</th>
<th>Chicago</th>
<th>Rep. Chicago</th>
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<td>Class A</td>
<td>537 and up</td>
<td>76</td>
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<td>Class B</td>
<td>100-55</td>
<td>106</td>
<td>58</td>
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<td>Class C</td>
<td>55-45</td>
<td>104</td>
<td>89</td>
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<tr>
<td>Class D</td>
<td>45-35</td>
<td>58</td>
<td>23</td>
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<tr>
<td>Class E under 28</td>
<td>15</td>
<td>2</td>
<td>17</td>
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<tr>
<td>No Address</td>
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<td>81</td>
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Mr. Smith sends bi-monthly reports to all TV clients and their agencies with detailed information on promotional and advertising mentions, publicity releases, newspaper and magazine clippings and picture reprints. He also has simplified the matter of agency program presentations by submitting a folder outlining briefly the availability, talent biography, production format, adjacencies, competition, audience response, current and past sponsors, success stories and sponsor testimonials, cost, type of commercials accepted and type of audience to whom the show appeals.

His department, and all others, attempt to work together as a single team to justify and extend the primary theme of the operation—delegation of authority along with responsibility all down the line.

Film Report

Holcombe Parkes, vice president in charge of public relations of National Assn. of Manufacturers, New York, will resign from that position and take over as executive vice president of Apex Film Corp., Los Angeles. Mr. Parkes will have offices in both Los Angeles and New York. He will be primarily responsible for promotion and production of industrial and public relations films for Apex.

Paul Alley, formerly film editor for NBC-TV news film operations, has been named editorial director of Paramount newsreel and MGM “News of the Day.” During last year he edited “The United Newsreel,” film version of “Voice of America.”

Capitol Records, Hollywood, preparing series of 13 15-minute TV films based on firm’s Bozo the clown character. According to firm, series will cost approximately $100,000 and will be ready for release in two months through its distribution outlets. Elmo Williams, head of TV division for Capitol, is producing series.

Embro-Madison TV Productions, Hollywood, has secured exclusive rights to approximately 200 British Government films. Deal was signed last week in Hollywood by Sir Thomas Hodges, head of British Film Service; Noel Madison of Herold Productions and William (Scotty) Brown, film director, who formed TV firm. TV stations are being contacted throughout country for leasing films which include features and short subjects. Tom Corradine heads firm which is located at 1535 Crossroads of the World.

CBC Meet Feb. 9-10

FEBRUARY meeting of the board of governors of Canadian Broad- casting Corp. is to be held at Ottawa Feb. 9-10, and it is expected that TV station applications for Toronto and Montreal stations, will be discussed. CBC recently was granted a $4,500,000 loan by the government for TV stations and studios at Toronto and Montreal. Four applications are in for two other Toronto TV channels, by CFBR and CKEY Toronto; Famous Players Corp., Toronto; and Al Leary, Toronto. Two applications are on file for three TV channels at Montreal, by CPCC and CKAC Montreal.

Funeral Telecast

THE funeral of a prominent person was telecast directly last Wednesday when KSDK-TV St. Louis aired the services for Louis Wolfe, former St. Louis comptroller and nationally known municipal fiscal expert. Arranged by George M. Rinehart, general manager, the telecast was timely as a heavy ice storm which paralyzed transportation struck St. Louis and prevented hundreds of persons from attending the services. According to KSDK-TV officials, the direct telecast of the funeral was the first in TV history.

Now! Magnetic Sprayers

No! 1/4” tape in sync for Television and Motion Pictures

MOVIES & TV

Engineers Join in SMPTE

SOCIETY of Motion Picture Engineers has changed its name to Society of Motion Picture and Television Engineers, President Earl I. Sponable announced last week. The change was effective Jan 1.

In an overwhelming majority of balloting members, the change was effected because of the increasing mutual interests of technical people in both motion pictures and television, as well as the Society’s active participation in the development of new video techniques. In addition, SMPTE has filed an FCC brief proposing specifications for a nationwide television system.

Speaking of the decision, Mr. Sponable said: “I cordially extend an invitation to all television engineers to join with us so that we may share with them, and together continue to expand, the technical knowledge we have gained concerning motion pictures over a period of 33 years. I am confident that the art of motion pictures and the art of television can reap benefits from one another and jointly contribute to the perpetuation and improvement of existing standards in the pictorial rendition of action.”

Video Medical Aid

ANOTHER video development as an aid for training in the medical profession has been announced by Remington Rand Inc., manufacturer of Vericon, system of closed circuit TV. Visual images of various internal organs of the human body now can be telecast for group study without resort to surgery as a result of a new technique worked out by William L. Norvel, manager of the television department. A special optical link is interposed between eyepiece of a standard gastroscopic and the pick-up tube of the camera. Telecast demonstrated Dec. 6 during the third annual clinical session of the AMA in Washington, D. C., permits large groups simultaneously to study conditions inside the body.
16th in a distinguished series...

1950
The Broadcasting Yearbook
and your business...

the only single source book of radio-tv information, facts, and figures...

How much do advertisers spend for spot, network, regional and local campaigns—who handles the account?
The top radio-tv agencies—personnel and gross billings?
You'll find the answers—and many, many more hard-to-get facts—plus these exclusive features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National and regional advertisers-agencies ★ More than fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfgrs; representatives; film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook

BROADCASTING • TELECASTING National Press Building Washington 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

☐ I enclose $7.00   ☐ Please bill me

Name ____________________________ ____________________________
Company ____________________________ ____________________________
Street ____________________________ ____________________________
City ____________________________ Zone ______ State __________

NEW series of programs designed to acquaint listeners in Kansas with Wichita manufacturing enterprises inaugurated by KFH Wichita. Programs are conducted in various manufacturing plants and, by means of wire recorder, aired each Sunday afternoon. Series, entitled Let's Go Looking, is designed to tell background stories of industry, factual information about growth and development and includes interviews with employees.Ken Davis, KFH evening news editor, conducts series, outline of which is worked out jointly by Wichita Chamber of Commerce and KFH news bureau.

WBZ Programs

WIDE coverage of activities ushering few Year presented by WBZ-AM-TV Boston and WBZA Springfield. In addition to carrying New Year's Eve celebrations and football games the station over, Westinghouse outlets also covered inauguration of John Hynes as Boston's new mayor. Mayor Hynes' inaugural talk after swearing-in ceremonies also was carried. Another highlight was presentation on TV of Billy Graham, evangelist.

New Faces On WRC

OME new faces have been introduced in WRC Washington's Saturday afternoon lineup. Covering four-hour period, performers in this category include Connie B. Gay with new hillbilly record program, The Connie B. Gay show; Stewart Finley, emcee of TV-AmeriTel's program, featuring transcribed music, comments by Mr. Finley on Washington lore and news sports; also, Teen's Y, half hour program on teen age problems planned and presented by student members of Washington T-Teen Clubs at nine local high schools with cooperation of WCA.

Documentary By WCSI

PROGRAM, Then and Now, documentary broadcast, aired Jan. 1 by WCSI Columbus, Ind. One and one-half hour program featured excerpt from The Great Depression, covering historical developments between 1929 and 1946. Program also featured excerpts from the classic documentary by member of British Intelligencer Service. Station sent promotion materials in program to all schools in Southern Indiana. Show was sponsored by Arvin Radio Co.

"Forgotten Man" Remembered

COMMUNITY druggist, sometimes called medicine's forgotten man, had his inning Dec. 17, from 8:30-9 p.m. when WINAC-TV Boston presented special program in his honor. Show was in form of special druggists' roundtable built around eduction of the Druggist to the Community, and featured as speakers distinguished representatives of drug and radio fields including Linus Travers, executive vice president and general manager of Yankee Network, who originally conceived idea. Added highlight was showing of drug store's prescription book, pharmacist's scale, graduates, mortars, pestles and other appurtenances of druggist's vocation.

Mr. Prime Minister

OPEN LETTERS to the Canadian Prime Minister being aired weekly on CBL, Toronto and Trans-Canada network. Program, entitled Mr. Prime Minister, was suggested by Canadian Premier Louis St. Laurent when he asked women voters interested in welfare of the country to send him letters. Show's quarter-hour afternoon feature, with prominent Canadian women making recommendations on various subjects. Several weeks were devoted to old age pensions, immigration, education, employment, health, finance, consumer and minority topics.

The News of 1949

STORIES that made headlines during past year filmed by Telenews, made up A Year's Review of the News of 1949 over WMAL-TV Washington last week. One-hour show were selected, edited and narrated by Bryson Rash, special features director of WMAL and WMAL-TW. Important news stories seen on special programs included crash of the DC-4 at National Airport that killed 55 people and complete sports review including World Series.

Legislative Coverage

OLDEST legislative body in the nation—General Assembly of Commonwealth of Virginia—will get thorough coverage by WMBG Richmond and its FM affiliate WCOO from Jan. 18 when new governor, John S. Battle, takes office. Stations have arranged to present daily 15-minute programs direct from House of Delegates in State Capitol. Day's business will be reviewed and guest interviews will be conducted with legislators from all sections of state. This marks third session stations have covered.

WNBW's Junior Review

WNBW (TV) Washington starts New Year with new hour-long variety show, Your Junior Review, sponsored by Home Appliance Co. Featuring talented Washington choral group conducted by Miss Devey each week with younger from one Washington high school being guest. Program is handled by sponsor by Robert J. Andrews.

WORLD LIBRARY

9 New Clients, 13 Renewals

WORLD Broadcasting System, New York, has announced renewals and extensions of contracts by 13 stations for continued use of the firm's transcribed library service, and addition of nine stations to its subscribers.

Stations adding service are: WPAC Pima, Ohio; WROW Albany, N.Y.; WMFN Milton, Mich.; KTTV Springfield, Mo.; KOH Reno, Nev.; WNDB Daytona Beach, Fla.; WREC Memphis; KGHL Portland, Ore.; KLFP Minden, N.D.

Stations renewing are: WBZ Boston; WJZ Baltimore; KDKA Pittsburgh; KVOO Tulsa; KSLQ Pueblo, La.; KBIZ Ottumwa, Ia.; KFRE Tulsa; KXAN Austin; WKIP Peoria, Ill.; KXAR Benton, Ind.; KVOO Geden, Utah; WKAL Demopolis, Ala.; KVAN Vancouver, Wash.; KTOA Stilwell Springs, Ark., and WJLB Detroit.

Associated Adds 18

ASSOCIATED Program Service has announced 18 additional radio and television stations have contracted for its transcribed library and program service. The new outlets taking the service are: CKCL Turon, S.; WMUU Greenville, S. C.; WPTW Pocatello, Idaho; WFBF East St. Louis; WJZ Baltimore; KDKA Pittsburgh; WJZ Baltimore; WCHS Chambersburg, Pa.; KXOC Chico, Calif.; WRGB (TV) Schenectady, N. Y.; WXEL (TV) Cleveland, Ohio.

WOL-FM Sells FM

EVERY radio dealer in Ames, Iowa (population 30,000), sold out of FM radio in a short time when WOL-FM, Iowa State College station, announced that for the first time all college basketball games would be broadcast by the new FM outlet, this year. In addition, WOL-FM is carrying high school games, cooperating with KASI Ames, daylight AM outlet.

DISC JOCKEY Ken Ash of WHAV Haverhill, Mass., finds he must keep both ears to the grindstone to make a success of his job as conductor of the station's Saturday night All Request Dancing Party. As proof of his success, the local phone company complained that WHAV was tying up phone lines every Saturday night, and an automatic counter was put on the station's two trunk lines to check on uncompleted calls. During one two-and-a-half-hour show, Mr. Ash managed, along with other duties, to answer 117 calls, but the automatic check showed that 1,765 uncompleted calls came to the station during the show. WHAV salesmen now refer prospective clients to phone company records for proof of the station's audience.

All of U. of Pittsburgh's home basketball games will be aired by WCAE Pittsburgh this season.

January 9, 1950 • Page 63
PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No classifieds will be accepted without insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D.C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for successful 250 watt network station, Midwest, only station in highly desirable advertising market. Must have full knowledge all phases of broadcasting and be willing and able to manage station to best profit. Salary right party. Write Box 662D, BROADCASTING.

Wanted—Manager, 25 West Mutual affiliation, full time, must be a good salesman. Box 658D, BROADCASTING.

Within the next month or two manager’s position expected to be available to man with proven record of successful management. 250 watt daytime, 1000 watt FM in Midwest. Only station in the area. If you are a manager to relieve him of worry and problems, consider selling some stock to a man who desires to start a top grade job. Box 652D, BROADCASTING.

Wanted, commercial manager for inde-terminate position. Must be able to give full, giving experience. Must be available at short notice. Greer Broadcasting Company, Greer, S. C.

Salesmen

Experienced time sale salesman with good business and personal background. Opportunity to join an organization on a commission basis thereafter. Name wanted guaranteed based upon personal telephone interview. Submit photographs, complete business back- ground and references. Must be experienced in the newspaper line. Large southeastern market. Potential earnings unlimited. Box 655D, BROADCASTING.

Immediate opening experienced sale- man. Past earnings over $4000 a month. Small town, one station market. Experience necessary. Box 644D, BROADCASTING.

Experienced salesmen wanted for 1 kw medium wave network station. Opportunities and possibilities in this medium are exceptional. Exspedience is not the only one station. Permanent posi- tions are available in all large cities and smaller markets. State qualifications and include work experience in your reply. Box 655D, BROADCASTING.

Experienced, aggressive, personable salesmen wanted for medium wave station in midwest city of 75,000. Salary and commission $5000 to $12,000 a year. Box 656D, BROADCASTING.

Wanted—Experienced time sale salesman and one combination man. New day- ly position open. Howard G. Rien, 302 N. Main St., Farmington, Mo.

Experienced salesman for a progressive up-state independent 1000 watt station now going to $5000 a week, coverage of two states. Junior position from present to senior to any other regional radio station in the state. Must be willing to work for salary. Must be thoroughly versed in radio salesmanship and know radio business. Opportunity is the only one station. Permanent posi- tions are available in all large cities and smaller markets. State qualifications and include work experience in your reply. Box 655D, BROADCASTING.

Announcer

Announcement.

Announcer-Engineer. Emphasis on announcing. Excellent opportunity for someone with progressive Net and farm station southern Minnesota. Box 535D, BROADCASTING.

Situations Wanted

Managerial

Salesperson, manager, sales record of independent and network stations. Old enough to have many years of practical experience. Has good young ideas in sales, promotion, management, and general advertising. Available for personal interview in New York, Chicago, and Indiana. Box 583D, BROADCASTING.

Midwest stations please note. Young, experienced sales manager wants opportunity with good station in good market. Box 656D, BROADCASTING.

Thoroughly experienced producer, hard worker, good record, wants better opportunity. Box 654D, BROADCASTING.

Announcers

Sportscaster, experienced football and baseball talent, now seeking experienced in sales. Presently employed by a large independent station. Box 657D, BROADCASTING.

Announcer. Desires opportunity, you don’t have to have experience. You must be more for development to policy. Consider man who has been in the business since 1929. Box 125D, network affiliations. (Weren’t you one? Now look at yourself!) Box 556D, BROADCASTING.

Looking for a mail order and pitch commercial man? One with experience as a full time salesman who knows how to sell, is now part of the sales staff at a well established station. Box 645D, BROADCASTING.

Wanted, announcer-engineer. Experienced deejay, news, sports. Married, veteran. Disc and photo available. Box 646D, BROADCASTING.

Announcer, experienced 24 year old, single, presently employed in small metropolitan station desires to secure position in large city as newsman. Excellent voice and delivery and a lot of experience in radio. Box 646D, BROADCASTING.

Announcer, 23, single, presently emb-arking on broadcasting career. Desires rounded experience including play-by-play of football, pro hockey, special events, all phases of broadcasting. Has good voice background on request. Box 645D, BROADCASTING.

Announcer for direct sales at large broadcasting station available immediately. Best references offered Box 645D, BROADCASTING.

Young woman, continuity writer, an-chor, Miami. Desires opportunity in Florida. Original ideas, continuity samples and audition available. Box 646D, BROADCASTING.

Announcer. 25, single, presently emb-arking on broadcasting career. Desires experienced, preferably in network sales, and general sales and general management. Box 645D, BROADCASTING.

Announcer, disc jockey, 23, single, desire to work at a major network station. Have college training and am particularly adept at com- mercial announcing and newscasting. Industrious, ambitious; will travel anywhere. Box 646D, BROADCASTING.

Announcer, age 27, single, recent graduate of broadcasting school. Desires and am particularly adept at commercial announcing and newscasting. Industrious, ambitious; will travel anywhere. Box 646D, BROADCASTING.

Combination man, vet, age 27, Sober, single, little experience. Looking for future in radio. Box 646D, BROADCASTING.

Yes, I’m experienced. Mainly a comm-ercial man who can handle news and sales, preferably TV. Box 671D, BROADCASTING.

Wanted, announcer-combativity job. Single, with experience, wants more responsibility. Box 647D, BROADCASTING.

Graduate leading announcers school Radio City, N. Y. Desires immediate and permanent position. Authoritative news, good commercial reading. D. J., know board, sports. Box 648D, BROADCASTING.

Wanted, announcer, experienced 3 or more years experience, reliable, prefer eastern location. Experience. Married, will travel. Opportunities available in 100 stations. Box 650D, BROADCASTING.

Announcer-writer. Heavy experience in sports, play-by-play, news, disc shows current. Single. Box 641D, BROADCASTING.


Disc jockey, 24 years old, married, with good voice, wants to work at a major network station. Have college training and am particularly interested in earning a living as making one. Address, Mr. Grant Milnehan, Walker Halls, Pullman, Washington.

The network’s top announcers are coming from the Pathfinder School of Radio Broadcasting, 1225 Central Avenue, City, Mo. All trained board operators. Also radio editors, photographers, writers, etc. Box 648D, BROADCASTING.

Situations Wanted (Continued)

Managerial

Do you want a manager who knows nothing but radio and is proud of it? Open to a proposition. Newspaper connections a must. Box 658D, BROADCASTING.

Texas operators. Cities 10,000 to 75,000. 10 years experience all phases accent- uated sales experience. Desires position of a successful executive record and strong management. Conditions important on initial box. Box 659D, BROADCASTING.

Situations Wanted (Continued)

Technical

Experienced engineer, studio, trans- mitter, any offers please? Box 649D, BROADCASTING.

Chief engineer with 15 years experi- ence plus ability second to none. Excellent references including present employer. Box 660D, BROADCASTING.
Situations Wanted (Cont'd)

experience first phone transmitter
engineer seeking permanent position
in broadcasting, adult, 35 years old,
well educated, skilled in all phases of
radio, experienced in management and
technical work.

Engineer, young, single, first phone,
clair hologram. No broadcast experience.

Engineer, 2 years transmitter and
receiver experience, 3 years Army.

Engineer, AM-FM. First phone,
transmitter, console, receivers,
experience in construction, installation,
and maintenance. Employed at 621 D, BROADCASTING.

Engineer. AM-FM. First phone,
transmitter, console, receivers, exper-
ience in construction, installation,
and maintenance. Employed at 621 D, BROADCASTING.

Engineer, married, 24 years old, has
had radio telephone first class license.
25 years broadcast experience in
audio, transmitter, recorders and
receivers. Available immediately.

Engineer, 3 years experience in
electronics, radio, television and
other audio phases. Available on short
notice.

Chief Engineer. AM-FM. First phone,
transmitter, console, receivers, experi-
enced in installation, operation and
repair. Desires work in any branch of
broadcasting. 24 years of experience.

Engineer, married, 24 years old, has
had radio telephone first class license.
25 years broadcast experience in
audio, transmitter, recorders and
receivers. Available immediately.

Chief Engineer. AM-FM. First phone,
transmitter, console, receivers, expe-
rience in installation, operation and
repair. Desires work in any branch of
broadcasting. 24 years of experience.

Chief Engineer. AM-FM. First phone,
transmitter, console, receivers, expe-
rience in installation, operation and
repair. Desires work in any branch of
broadcasting. 24 years of experience.

Television

Salesman

Salesman sought. College graduate
with 1 year of experience. Desires
TV work in any city. Experience with
sales of TV equipment, experience in
projecting instrument.

Salesman. College graduate, 1 year
experience. Desires TV work in
any city. Experience with
sales of TV equipment, experience in
projecting instrument.

Production-Programming, others

Television producer—Experienced live-
programming, TV producer. Desires
position with a minimum of experience.

Production-Programming, others

Television producer—Experienced live-
programming, TV producer. Desires
position with a minimum of experience.

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Production-Programming, others

Television producer—Experienced live-
programming, TV producer. Desires
position with a minimum of experience.
AFRA vs. WSTV
Murdoch Files Dissent

A DISSenting opinion, contending that Valley Broadcasting Co. (WSTV Steubenville, Ohio) did not refuse to bargain with the Pittsburgh local of AFRA has been issued by Abe Murdoch, member of National Labor Relations Board.

The board had upheld a recommendation of a trial examiner that WSTV "cease and desist" certain alleged unfair labor practices in bargaining relations with the AFRA local [BROADCASTING, Jan. 2]. Mr. Murdoch said he disagreed with that part of the majority's finding because the licensee was never presented with a "clear and unequivocal" bargaining demand and therefore was under no obligation to recognize and deal with the union.

WKMH RINGS BELL
One Spot Ties Up Phone Lines

ACTION speaks louder than words in Detroit. WKMH Disc Jockey Bob "(Robin)" Seymour announced on a 5:16 p.m. broadcast that the first 50 people who called a certain number would receive five gallons of gasoline absolutely free, with no strings attached. No sooner did he speak the words than the Michigan Bell Telephone System added grey hairs. Four Detroit exchanges were drowned, blocking incoming and outgoing calls and tying up every inter-exchange trunking system in the city. The condition spurred Mr. Seymour to appear for listeners to stop calling. Next day, Michigan Bell requested it not happen again. Detroit's telephone nightmare happened when a WKMH salesman asked the station for help in convincing a prospective advertiser, who was buying time on a competing station, that WKMH could produce results. Prospect agreed to the trial-one-announcement over WKMH. Seymour's program incidentally, the prospect, WKMH says, bought a quarter-hour across the board on the Bobbin' with Robin program.

Carolinas
Fulltime network facility. Well established, profitable and in an important growing market.

$75,000.00

Florida
The only station in one of Florida's greatest growth markets. Previous pitfalls: An outstanding opportunity.

$75,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James D. Wilson
Washington Bldg.
Sterling 6-4132

CHICAGO
Harold S. Murphy
333 N. Michigan Ave.
Ralph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 3-5672

Promotion

ORANGE and grey folder sent to dealers by KSTP St. Paul explains hard-hitting promotion given by station to one of its sponsors. A questionnaire designed to elicit reader response is told on cover, "There's Money in It!"

Over this announcement is taped a news story. Next to it is picture of cake. Inside of folder tells grocers that housewives are prepared to buy these cakes thanks to spots on KSTP.

Hammer Makes Hit

METAL hammer, only five inches in length, is a six-second instrument sent to trade by WWSW Pittsburgh. Head acts as tap, ball peen hammer and bottle opener, and handle unscrews into large and small screwdrivers and puncher. Piece mailed to national agency timewatchers accompanied by letter describing various uses to which hammer may be put, for example, "It will keep papers in place in wind up to 30 miles per hour. The hammer handle are call letters, location and power of WWSW."

Mail Irrigation

WORKING good neighbor policy into studio promotion was project of WTTW andWTWV (TV) Bloomington, Ind., City, which has undergone heavy rains this fall and winter, eyed its overflowing sewer system and New York's bathless and swallowed Fridays. Accordingly, five gallon jug was filled from city's water works and sent air express to Mayor O'Dwyer of New York City. Letter which accompanied water concluded, "Still water runs deep. Maybe this will help it rolling again into New York."

Station's Goodwill

GOODWILL of WCSC Charleston, S. C., was exhibited by ceremony in its studios in which Frances Meyer was presented railroad and show tickets for finals of Horace Heidt Youth Opportunity Program in Washington. Miss Meyer is aunt of Ralph Silverdale, who won the contest. Presentation was made by WCSC's owner, John M. Rivers.

Seasonal Promotion

ATTRACTIVELY printed pages of 13 Christmas Carol cards distributed by KYW Philadelphia to local business and social groups throughout city. Top and bottom of sheets called carry letters and dial position of KYW. Sheets piece 10.5 in printing, offers returned to KYW in amount received. KYW adds this promotion to the company's "satisfaction guaranteed" effort.

Hot Notice

REVIEW of The Last Malloy show on KGO-TV San Francisco by San Francisco Examiner's John Newton, reprinted for station by direct mail promotion piece advising prospective sponsors of low cost participation. Piece suggests, "Better get in now. Check KGO-TV's sales manager Vince right away on this one—it's HOT!"

WNAX Sponsorship

BACKING by WNAX Yankton, S. D., of Five State Bowling Tournament has been subject of two promotion sheets by station. Copies of first piece, explaining elimination of competition; second piece, which was for sale to stations of all sizes, were sent to newspapers in Iowa, Nebraska, North Dakota, South Dakota and Minnesota. Stakes have been divided into 11 districts and $1,000 bowling enthusiasts are expected to compete during February, March and April. Approximately 900 copies of second piece were sent to American Bowling Congress with posters giving pertinent information and entry blanks. WNAX will give tournament on Today in the World of Sports show, conducted by WNAX sports director, Les Davis.

Miniature TV Sets

CERAMIC ash trays modeled after miniature television sets sent to trade by KDYL-TV Salt Lake City. Set holds pack of cigarettes and carries wording, "KDYL-TV, Channel 4, Salt Lake City," across screen.

Special Announcements

SMALL white cards sent to listeners and trade by KFRO Longview, Tex., drawing attention to station's special New Year's program. Card read in part, "The Longview National Bank—Longview, Texas presents for your listening pleasure "Listening—East Texas 1949."

Time of broadcast and KFRO's dial position were added.

Personnel
WEAV Plattsburg and WENT Gloversville, N. Y., appoint Henner Advertising Agency, Albany, to handle their advertising.

IRVING M. LICHTENSTEIN named public relations and sales promotion director of WWDJ-AM-FM Washing-
FCC Actions

(Continued from page 44)

decisions Cont.: removed of application, as amended, for the hearing of Telev. stations in New York, N. Y. Granted continued hearing in matter of application for extension of WJGY, 5-6 to 5-6, by (By Leo Resnik.) Pioneer FM Co., Madison, Ind., granted late appearance in proceeding for application for CP for new FM station at St. Louis. Delta Bistros, Inc., Titusvoula, La., and Mr. Robert F. Butler to appear for Charles Wilner (By James D. Cunningham).

January 5 Decisions...

BY COMMISSION EN BANC

License Renewal

WCHS Charleston, W. Va.—Granted renewal of license for period ending Nov. 1952.

KYW Louisvivate, Ky.—Granted renewal of license for period ending Nov. 1952.

KSTI St. Louis.—Granted renewal of license for period ending Nov. 1952.

Action Withheld

KCSJ Pueblo, Co.—Withheld action on application by petitioners for renewal of Commission action of March 12, 1949, for additional time to file petition. WEO Omaha, in view of WVO appeal before Commission District of Columbia, which rested that Commission designate for renewal license.

STA Granted

KSTT Davenport, Iowa.—Granted 4

JR BUSINESS

1949 Biggest Year—Wismer

TGT sales of approximately $2,501,000 in 1949, WGR Detroit completed its busiest year in the station's history, according General Manager Harry Wismer. Pointing out that 1949 was a leaner year in sales, audience and profits than 1948, Mr. Wismer said the gross sales figure for 1949 surpassed the previous station record of $1,156,000 in 1948. Precluding an even greater year for the station in 1950, Mr. Wismer said with recent sales brighter than ever before, WGR's audience leadership in the area firmly established, it is a fine public record, WGR is better able than ever before to serve its community and its owners.

ward Dinner Postponed

RST Radio and Television Ward Dinner, originally scheduled to be held in New York Jan. 15, has been postponed to March 5, according to sponsors announcement last week. (Broadcasting, Jan. 2).

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, staffed by trained Radio and Television techni- cians headed by the leading industry.

Address inquiries to Placement Director, RCA INSTITUTES, INC., A Service of Radio Corporation of America, 555 W. 46th St., New York 18, N. Y.

December Box Score

STATUS of broadcast station authorizations and applications at FCC as of December 31 follows:

<table>
<thead>
<tr>
<th>Channel</th>
<th>License Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-FM-TV</td>
<td>2,748</td>
</tr>
<tr>
<td>AM</td>
<td>2,153</td>
</tr>
<tr>
<td>FM</td>
<td>3,940</td>
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<tr>
<td>TV</td>
<td>3,752</td>
</tr>
</tbody>
</table>

THE SECRETARY

WMIB Chicago.—Granted license for change in location, and to use Amendment 4 of said license, to move studio facilities to 315 South Michigan Avenue.

KPEX The Associated Bistros, Inc., San Francisco.—Granted request for assignment of license and all tangible assets to KPEX Inc.

KPEX Inc. was granted license, then to change name, from Bamberger Bests Service Inc., to General Tel- radio Inc. New York: WGR WOFM AL-514, KBBE 742, KGB-491 4-11 to KGAB 4-11 to KEA-514 4-11 to KA-514 4-11 to Electro Voice TV-4041 Jan. 4-11 to KEW-1 4-11 to WOIC-806 1-11 to WAP 3-11.

Coty Radio & Sound Service, Area Trentil, Cal.— Granted lease for new remote pickup KA-401.

Horal Radio Network Ac., Area of Bristol Center, New York.—Granted CP and license for new remote pickup service.

KBB, Beaville, Tex.—Granted CP for new installation, to be operated on 626.1 kc for aux. only.

WMBR New Orleans.—Granted CP for new change of consent in location and studio facilities and change of call letters.

WWAT Near Swainsboro, Ga.—Granted change in new call letters and change of location and studio facilities and change of call letters.

WULM Cambridge, Ohio.—Granted acquisition of control of Land Olakes Inc., WULM license through sale of 51 sh common stock by Howard A. Needham.

KGW Portland, Ore.—Granted li- cense for new installation, to be operated on 626.1 kc for aux. only.

KKWW Hutchinson, Kan.—Granted license for new station and new call letters.

WUR Lewiston, Pa.—Granted license for new station and specify studio location.

KXLA Alexandria, Minn.—Granted license for new standard station.

WNT Lakeville, Minn.—Granted license for new standard station.

WRL Lewiston, Pa.—Granted license for different location and specify studio location.

KXLA Lewiston, Minn.—Granted for change of KBL-917 frequencies to 1280 kc, and installation of new tower and lease tower.

(Continued on page 68)
Make that Programming Job Easier For Yourself and Your Staff

Take advantage of the BMI Program Directors' and Librarians' Clinic—especially conducted for all station personnel concerned with programs and the proper use of music.

BMI ELEVENTH MUSIC CLINIC

Enroll now for the sessions to be held on
MONDAY, JAN. 23 and TUESDAY, JAN. 24

In order to give individual guidance the Clinics are limited in attendance, so please register early. Write or wire ROY HARROW, Director of Relations.

Broadcast Music Inc.

580 Fifth Ave. New York 19, N. Y.

~ EDITORIAL ~

FCC Actions

Docket Actions...

**FINAL DECISIONS**

Bexar Cost, San Antonio—Announced decision and order adopting initial decision to deny as in default application of Bexar Cost, Inc., for license to operate station New WERB, 970 ke, 1 kw, and granted station a deadline of Jan. 16. Jan. 3.

West Virginia (Continued from page 67)

April 5... The FCC has adopted an inferior decision to issue hearing examiner's decision on West Virginia license application.

**NEW GRANTS, TRANSFERS AND CHANGES**

Box Score

Summary of Authorizations, Stations

On the Air Applications

Class

AM Stations

AM Stations

FM Stations

Total AM Licensed

1,313

2,085

1,182

182

25

7

17

70

11

4

1

8

1

1

2

4

5

7

10

13

16

19

22

25

28

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847

850
Robert L. Fidlar, commercial manager for WIOD Miami, Fla., is completing 20 years in the radio industry. He started with WBOW in Haute, Ind., as announce- rizer in 1929, moving to WKZO in Amazoo, Mich., two years later. He served WHIO Dayton Ohio as announcer and continuity writer until 1943 when he assumed program management duties at WIOD, which was named commercial manager of WIOD in 1946.

WTVS (TV) Cleveland celebrated its second birthday Dec. 17. The station began telecasting to about 60 sets, most of them in dealers' showrooms, and now reaches an audience of more than 125,000 viewers. Staff of more than 70 people is headed by James C. Hanahan, vice president of Scripps-Howard Radio Inc., owner of WTVS.

► First birthday of WNNI (FM) Wabash, Ind., was celebrated Dec. 20.
► A special anniversary program Dec. 24 marked the completion of ten years of broadcasting by KFDS Ft. Dodge, Iowa.
► Ralph J. Mathewson, transmitter engineer for WEEI Boston, is the first member of the station's staff to be awarded a berth symbolizing 25 years service with WEEI.
► Silver anniversary was celebrated by KTHS Hot Springs, Ark. Dec. 20.

WKYW'S HOLIDAY
Records Xmas Day Schedule

WKYW Louisville became a one-man station for six continuous hours on Christmas Day. Thanks to a new wide tape recorder, the entire station staff from executive to salesman, enjoyed the holiday at home with the exception of Chief Engineer Nolan Pontrich who stayed at the controls.

All that Mr. Pontrich had to do, according to WKYY, was simply patch in the recorder and let the machine play six hours of continuous programming for only one reel change. Entire Christmas Day schedule was recorded in advance by using the machine developed by Louis Anderson, vice president, Point-Of-Sale Inc., Louisville, who designed it primarily for continuous music in airplanes and trains. It permits up to six hours of programming on one reel of tape.

While the machine allows three program channels to be recorded simultaneously, WKYY used two channels to produce a day's programming, complete with time signals, call letter announcements and commercials. According to the station, Mr. Anderson, tape recorder specialist, is working with the program department on modifying the machine to meet radio broadcast needs. WKYN says Mr. Anderson estimates the machine could be put into commercial production, priced at under $1,000.

Variation of "local boy makes good" theme was recounted in Fremont, Neb., Dec. 23 when Bill Baldwin, KFQT station manager, received a birthday cake on occasion of station's tenth anniversary. Mr. Baldwin recently held an engineer-announcer in 1939 when the station began broadcast- ing as KORN. In 1946, after returning from service with Armed Forces Radio networks in South Pacific (he was chief engineer at WVTB Tokyo), he assumed management. Call letters were changed from KORN to KFQT last March when Walker Newspapers Inc. bought the station from Inland Broadcasting Co. Mr. Baldwin accepts cake, adorned with replica of station tower, from Pat Jensen, script-writer.

Ra-TEL for WPTR
RA-TEL Representatives Inc., New York, has been appointed national representative for the 50 kw WPTR Albany, N. Y. The appointment became effective Jan. 1, according to Fred R. Ripley, general manager of the station.

BASKET FULL
Two Games Aired Together

A NEW idea in broadcasting basketball—a sort of "two for the price of one" arrangement—has been originated in Philadelphia by Sports Broadcast Network. Starting last Saturday (Jan. 7), Sports Broadcast arranged to have announcer-engineer teams airing two games at the same time.

Covering Temple, Villanova, Penn., St. Joseph's and La Salle games for the current season, the network inaugurated the service by covering the Temple-Syracuse and La Salle-Bowling Green games from Convention Hall and the Penn-Lafayette and Villanova-Valparaiso contests from the Palestra. Programs from both spots were fed into WPEN Philadelphia.

At a master control panel in WPEN, a sports announcer monitored the games, shifting back and forth from one game to the other as the play waxed and waned. Broadcasts of this type also are scheduled for Jan. 14 and 28 and Feb. 15. Jack Rensel, network general manager, helped develop the idea.

January 9, 1950 * Page 69
FCC ORDERS HEARING ON LIMA CHARGES

HEARING on year-old charges that Northwestern Ohio Broadcasting Corp. was trying to sell its WIMA-AM-FM Lima, Ohio, three weeks after it got AM grant [Broadcasting, Nov. 22, 1948] was ordered by FCC last Friday. Hearing was set for Feb. 28 at Lima.

Sky Way Broadcasting Corp. of Columbus, Northwestern's rival in AM case, had claimed property broker's representative approached Sky Way President W.R. Hittin, but Hittin said Northwestern had authorized sale of AM and FM properties, with asking price $385,000.

FCC, which investigated, said it "appeared" neither Northwestern nor Sky Way had been "entirely candid and truthful," and set matter down for hearing. Involved are WIMA license application; petition of Sky Way for revocation proceeding against WIMA (1150 kc, 1 kw) and for reinstatement of its own application (1150 kc, 5 kw day, 1 kw night), and replies by Northwestern.

ORAL ARGUMENTS HELD IN THREE CASES

ORAL ARGUMENTS held Friday before FCC en banc on proposals to deny extension of completion date to WRTV (TV) New Orleans, to grant WILK, Waukegan, II., improved assignment, and to set aside earlier revocation order for WIBS Santurce, P. R.

FCC took under advisement WRTV motion to dismiss or withdraw application without prejudice to refiling when TV rules are settled. WRTV counsel said FCC's $100,000 estimate of TV signal in fact store is largest local TV sponsor. WILK supported FCC proposal to grant switch from 250 w on 1450 kc to New day, 1 kw night on 680 kc, for station, citing some $6,000 people who would get first service. WRTV Trent, N. Y., opposed change because of interference. In WIBS case, owner Jose E. del Valle said cleared of charges of misrepresentations to FCC. Proposed actions ordered by FCC last summer [Broadcasting, Aug. 1, 29, Sept. 12, 1949].

WOULD DENY WFEC SWITCH

DENIAL of request by WFEC Miami, Fla., to switch from 250 w day on 1220 kc to 250 w fulltime on 1230 kc was recommended yesterday in initial decision by FCC Hearing Examiner J. Fred Johnson Jr. Decision cited delays in presenting evidence and that record presents a disturbing indication of a disposition to trifl with the processes of the Commission. Bid was filed in 1947.

ZENITH HEARING DEFERRED

HEARING scheduled Jan. 16 on Zenith Radio Corp.'s proposal for "Phonevision" tests was postponed indefinitely by FCC Friday, pending action on Zenith's petition for authority to proceed without hearing. Zenith contends questions which FCC raised for consideration in hearing can be better answered after tests are conducted, not before [Telecasting, Jan. 2]. Company seeks three-month Chicago-area test of its subscription television system, with authority to charge "subscribers" $1 for each Phonevision program viewed.

PROCTOR TO CHIRURG

JOSEPH A. PROCTOR, with Lever Bros, 30 years and Speyr advertising manager since 1925, has resigned in charge of merchandising of James Thomas Chirurg Co., Boston and New York agency. He has been active in the introduction and advertising of nearly all Lever products.

PREFERENCE FOR LARGER TV PICTURES MOUNTING

PUBLIC demand for large-size TV pictures continues to rise, according to November figures of Radio Mfrs. Assn. Of 465,959 picture tubes sold to set-manufacturing firms, 58% were for tubes 12-13.9 inches; 19% for tubes 14 inches and up; 17.9% for tubes 9-11.9 inches; 3.9% for tubes 6.8 inches.

Total sales of picture tubes in November, including manufacturers, was about 2,064,000, and sales of tubes rated 485,512 units valued at $12,516,077. This compares to 456,375 tubes values at $11,719,674 for October.

Sales of radio receiving tubes in November dropped below October but surpassed November 1948 figure, according to RMA. November sales amounted to 23,911,820 tubes compared to 24,353,631 in October and 21,118,874 in November 1948.

Receiving tube sales totaled 174,946,014 tubes for first 11 months of year compared to 185,450,214 in same 1948 period. Of November sales, 18,602,851 tubes were for new equipment, 4,485,737 for replacements, 697,285 for export and 155,947 for government agencies.

SWEZEY TO SPEAK AT NATIONAL TV MEET

ROBERT D. SWEZEY, general manager of WDSU-TV New Orleans, will follow keynote speaker at opening of second annual National TV Conference sponsored by Chicago Television Council in Palmer House, March 6-8. He will discuss "Buying, Selling and Paying for TV."

Members of creating, writing and direction panel include Beulah Zachary, producer of Kukla, Fran & Ollie, and Ted MILL, producer of Garwayne at Large and program director at WNBQ-NBC Chicago. Chicago production panelists will be Monte Fassnacht of ABC-TV; Fred Freeland, Ruthrauff & Ryan; Norman Lower, Malcom-Howard Agency; Joseph Betzer, Sarra Inc., and Jerry Campbell, Campbell-Cahill Studio.

Eugene Thomas, general manager, WOIC (TV) Washington, is slated to discuss station management. Robert H. O'Brien, secretory-treasurer of United Independent Theaters, will outline theatre TV.

TRANSIT SALES SESSION

TWO-DAY convention of Transit Radio Inc. sales managers will be held today and tomorrow (Jan. 9-10) at Roosevelt Hotel, New York. Twenty-five stations will be represented, including 19 now affiliated with Transit Radio system and six others about to join. Company's board of directors meets Jan. 12 in New York.

SETH GETS POST

WILLIAM R. SETH, formerly with Music Corp., as advertising and promotion manager, has joined O'Brien & Dorrance, New York, as radio and television director. Mr. Seth is 10-year veteran in radio and record industry. He was formerly promotion manager of two divisions of NBC, account executive of W. B. Donor Agency and held management posts at stations.

NBC ANTENNA PROJECT

NBC and Empire State Bldg., New York expected to announce plan to construct new TV antenna atop building early this week. NBC relinquishing exclusive use of location, held since 1931, to share with ABC.

PRESSURE being built up to get FCC to issue clear-channel decision prior to further NABRA negotiations, on theory that U. S. manufacturers’ position is superior since, as their own domestic position is uncertain. Broadcasters being told it’s better to have clear-channel decision, even if they don’t like it, than to have none at all. NABRA negotiations were slated to resume Feb. 1 with U. S.-Cuban conferences.

APPARENTLY mindful of Pilbuck Mills successful big cooking promotion that culminated at New York’s Waldorf-Astoria last month, General Mills, through its agency, Dancer-Fitzgerald-Sample, New York, reportedly planning nationwide promotion which will include radio.

WNEW NEW YORK is resuming from NAB as of Feb. 28, according to authoritative quarters. This move throws monkey wrench into NBC B. C. Carl Cott, service vice president, had been slated to continue as chairman of the NAB Unaffiliated Stations Committee.

WHILE high cost of TV operations is accepted throughout advertising, it is significantly underlined in CBS-TV's cost on scenery, production and maintenance of sets and background. Item reached $2 million in 1949 with additional $300,000 for trucking and movement of scenery to various theatre locations.

ALSO proving big headache for TV network operators is slow expansion of facilities and new markets occasioned by FCC's television freeze. Networks need more affiliates and more circulation which could absorb programming and production costs, and it's feared that undue delays might bring some stagnation in network TV sales.

McCORMICK & CO., Baltimore (teo), through Sullivan, Stauffer, Colwell & Bayles, New York, its agency, preparing limited test spot announcement campaign to start Jan. 30.

IMPORTANT State Dept. post earmarked in upcoming State Dept. reorganization for Forney A. Rankin, NAB's government relations director and former department career man. Assistant Secretary of Commerce Willard L. Thorp, for Economic Affairs, has taken over jurisdiction of Telecommunications Division, and it's presumed assignment will be in that office.

PRICE involved in proposed sale of WMCA FM New York to syndicate of unidentified buyers reported slightly more than $20,000 (story page 18).  

FITCH SHAMPOO, through its agency, Harry R. Cohen, New York, preparing spring spot announcement radio campaign to start about mid-March.

INDIANA NEWS CLINIC

NAB Radio News Clinic for state of Indiana will be held Sunday, Feb. 19, at Indianapolis, according to University of Indiana; 19 VGEM Indianapolis, NAB District 8 director. Bill Warrick, WJOB Hammond, Ind., is general clinic chairman. Arthur C. Stringer, staff director, will preside. Applications for NAB. Site of clinic has not been picked.

ZITZ JOINS CHICAGO AGENCY

MARTIN ZITZ, advertising manager of Elgin American, Elgin, Ill., resigns and will join Henri, Hurst & McDonald, Chicago, Feb. 1.

BROADCASTING • Telecasting (Continued from page 4)
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the-minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

KMBC
OF KANSAS CITY
5000 on 980

Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City

KFRM
For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
New RCA electron tube gives today's amazing computing machines an indispensable memory.

So complex are present scientific studies—such as in atomic research—that just working out the "arithmetic" could take all of our scientists' time.

A short cut is found in huge electronic computers, capable of adding or multiplying numbers as large as one thousand billions in millionths of a second. But such speed is valueless unless—with comparable speed—the results of countless computations can be kept "on file" and taken out again.

Such a "file" now exists in a "memory" tube, developed at RCA Laboratories. Electronically it retains figures fed into calculating machines, stores them, memorizes new ones—speeds intelligent solutions through mazes of mathematics.

Uses of RCA's "memory" tube are many. It will help atomic scientists acquire new and needed knowledge...provide new information on supersonic flight...even help make rapid weather predictions! It is an invaluable instrument in the scientist's campaign to penetrate the unknown.

For your benefit:
Development of the "memory" tube is just one example of the many basic advances pioneered at RCA Laboratories. Continue leadership in science and engineering add value beyond price to any product or service of RCA and RCA Victor.
Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation America, Radio City, N. Y. 20.
WOR is not an Albany station

HE WAS RATHER impatient. He was a manufacturer. The product was a tape for mending clothes, shades, soft goods...

(Please be patient and read on — there is some very important meat in this.)

WOR was the only station this man could afford; we mean, big station. And he had — what some people would think — peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N.Y., and Boston, which is in Massachusetts, and Philadelphia — as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went — in practically all the 18 great states WOR platters its power down on.

WOR even persuaded 43 department stores which had never handled the product to handle it.

Would you, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even — well, maybe Albany, N.Y., or Boston?

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

NOTE: WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 18-state impact.
Will our rockets have reached the moon?
Will the uses of atomic energy be a boon to mankind?
And what about broadcasting? Will radio be a satellite of television? Perhaps a new miracle of air transmission will be exciting the world.
In 1960, as today, you can bank on this: Havens and Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.
Half the joy of broadcasting is vision.
Much of the rest is serving.
Watch the First Stations of Virginia in 1950...
WMBG-AM, WCOD-FM, WTVR, The South's first television station, affiliates of NBC.

What's the 1960 picture?
Use SPOT ANNOUNCEMENTS ... Add Listeners ...

You Get 4 Top Programs at a Cost of Only 2

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

THE UNEXPECTED STAR-STUDDED CAST
39 Quarter Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

Prices Like These:

Population
Up to 25,000 $15.00 for both Lodd & Runyon
25,000 to 50,000 $22.50 for both Lodd & Runyon
50,000 to 75,000 $25.00 for both Lodd & Runyon
75,000 to 100,000 $27.50 for both Lodd & Runyon
100,000 to 150,000 $30.00 for both Lodd & Runyon
150,000 to 200,000 $35.00 for both Lodd & Runyon

Larger Market Quotations Upon Request

You Get Free...

39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancellable basis.

Plus 25% Discount...

If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

Network Calibre Programming to Fit Local Sponsors’ Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell") of "Life of Riley" and "Al" of "My Friend Irma". Already being used in some 100 markets in less than one year after its release. After only the 6th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio’s greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

Mayfair Transcription Co.
8511 Sunset Boulevard
Los Angeles 46, California

Closed Circuit

TRANSMIT RADIO getting close scrutiny at FCC. There’s staff-level thinking that it’s not “broadcasting” in strictest sense because it’s beamed primarily to transmit patrons, and that therefore it’s not entitled to broadcasting frequencies. Subject has not come before full Commission.

MORE THAN cursory interest being evinced by Mutual affiliates, including certain stockholder stations, in pending plan of M-G-M to originate minimum of 30 hours per week of new programs to be fed to network. Programs — mainly live — would be produced with M-G-M talent and talent of other studios working with M-G-M, and would employ extensive literary properties of M-G-M and cooperating studios. Programs would be available for national or local sponsorship with M-G-M presumably holding certain rights of network recapture.

E. I. duPont de NEMOURS & Co., Wilmington, through BBDO, New York, preparing radio spot announcement campaign to educate public on difference in denier in stockings. Approximately 60 stations will be used in 40 markets starting Jan. 23 for 13 weeks.

DREW PEARSON on a CBS station and partially owned by network at that! That’s deal being negotiated by John S. Hayes, general manager of WTOP Washington, with Mr. Pearson, William H. Weintraub Agency, Adams Lutig, president of Adam Hat Co., and ABC network. WTOP (55% owned by Washington Post, which carries Mr. Pearson’s syndicated column, and 45% CBS-owned) would carry Pearson show at 10:30 p.m. Sunday. He is carried live by WMAQ, Star-owned ABC outlet in Washington, at 6 p.m. Deal would be first of kind evolved on repeat basis for Mr. Pearson, it’s understood.

INTERNAL problems at NAB, touched only lightly at board and committee meetings, may explode before upcoming structure-finance and board meetings are ended. Tipoff came in informal comments among members of three committees that met last week (story page 15). Next portent could appear in form of resignations.

NAB IS NOT only association in radio having member-resignation troubles. WDSU-TV New Orleans has resigned from Television Broadcasters Assn. No reason assigned.

EDWIN R. BORROFF, former ABC Central Division vice president, has resigned as president of Taylor-Boroff station representative firm, Chicago, and has sold his interest to his partner, Ted Taylor. Mr. Borroff will devote his time to activities of KPHO-TV Phoenix, of which he is part owner, retaining representative firm for national business.

NETWORK RADIO program being considered in addition to already sponsored Stop the Music by Cecil & Presbrey, New York, for

(Continued on page 74)

Upcoming

Feb. 1: U. S. Cuban Conference on NARBA assignments, Havana, Cuba.

Other Upcomings on page 43

Bulletins

THOMAS S. LEE, 45, owner of Don Lee Broadcasting System, either jumped or fell from the twelfth story of a Los Angeles office building late Friday. He had been under observation for several years and the affairs of Don Lee were conducted by trustees.


PROCTOR & GAMBLE, Cincinnati, through its WBBM station has pulled the strings for a test announcement campaign this week in Ohio for its Joy, liquid dishwahser.

JUSTIN MILLER, NAB president, reappointed Friday by President Truman to serve on U.S. Advisory Commission on Information. This will be Judge Miller’s second term; first appointed to commission by President last year. Purpose of group is to study State Dept. activities in field of information.

FORNEY RANKIN QUITS NAB; RETURNS TO STATE DEPT.

FORNEY A. RANKIN, NAB director of government relations, resigns Feb. 1 to become director of public affairs in office of Assistant Secretary of State in charge of Inter-American Affairs, Edward G. Miller Jr. He will be in charge of information and cultural affairs in Latin America.

Mr. Rankin joined NAB Oct. 1, 1948, as international advisor and later was named executive assistant to President Justin Miller. He devoted most of his attention to international matters and attended high-frequency broadcast conference at Mexico City and recent NARBA meetings in Montreal. He is author of Who Gets the Air? published last summer by NAB.

Before joining NAB Mr. Rankin was associate chief of State Dept. International Broadcasting Division. He had been with Office of Inter-American Affairs. During his period of government service he attended many international conferences. Last summer he was named NAB government relations director when that post was created by the board.

Business Briefly

BAKERY SPOTS • Cross-country campaign in works for California Fruit Bread, Los Angeles, which already has booked spot radio in four Pacific Coast markets. Budget not released. Agency, J. B. Keifer Inc., Los Angeles.

COOKIE PROMOTION • Zion Industries, Zion, Ill., preparing to start campaign of singing commercials to promote its line of cookies. Agency, Goodkind, Joice & Morgan, Chicago.

AGENCY NAMED • Duane Inc., Chicago (deep fat fryer), names Ruthrauff & Ryan, Chicago, to handle advertising. TV to be used.

GINGER PLAN • K. W. Ginger Product Co., names Smith, Smalley & Tester, New York, to handle advertising of its ginger products. Radio will be used.

NAB ASKS ACHESON TO CONFER ON MIXUP

NAB Friday asked Secretary of State Dear Acheson for top-level conference on broadcast rights following brush-off given networks at Secretary’s luncheon speech Thursday at National Press Club, Washington.

Previous protest sent to Secretary Acheson Wednesday by NAB President Justin Miller when State Dept. withdrew permission for radio pickup on ground speech would be ex tempore. Actually, Secretary Acheson spoke from prepared material.

State Dept. finally gave permission for recording of speech at 12:25 p.m. Thursday scarcely half-hour before he started talking. Department managed to get Voice of America staff to handle recording job. Then diplomatic agency got tied up in red tape as Far Eastern officials demanded right to edit recording.

Networks fractionally booked news spots for portions of speech Friday afternoon but recording wasn’t ready until 6:40 p.m. though promised at 4 p.m. Voice of America got its copy at same time. Eric Sevareid, CBS commentator, termed incident “most remarkable effort to protect a public official from himself that Washington has seen in years.”

DON LEE EXTENSION

FCC Friday granted Don Lee Broadcasting System extension of time to Feb. 1 to file exceptions to Commission’s proposed decision on Don Lee station renewals [Broadcasting Jan. 2]. FCC proposed to renew licenses (KHJ AM-FM Los Angeles, KFRC San Francisco KGB San Diego, KDB Santa Barbara), but held Don Lee had violated network regulations. Network still undecided whether to file exceptions.

LANGER BILL OPPOSED

RADIO and television have become “very important” media to beer advertisers and Lang-er Bill would impose “intolerable” restrictions of their interstate advertising, Edward L. Flan- gan, Globe Brewing Co., told Senate Interstate Commerce Committee Friday (early stor-page 60).

Page 4 • January 16, 1950
The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result...

Thousands of calls completely drowned Detroit telephone exchanges, inter-exchanges were inundated, calls could not be made between exchanges. With entire Detroit phone service threatened, WKMH called it off. And Michigan Bell pleaded: "please...never again."

Conlan surveys prove WKMH the lowest cost-per-thousand in Detroit: 33c. Just ask WEED.

That program included an invitation to listeners to call LOGAN 2-4000 for 5 gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area...disrupted service...affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands.

WKMH gives you more listeners per dollar in metropolitan Detroit than any other station.
IT'S ALWAYS HARVEST TIME
in Flint!

...if you're on
WFDF, that is!

Advertisers who sow their selling messages via Flint's first station, WFDF, reap a rich harvest. They're "in" for a big share of the $288,000,000 spent annually in Flint's retail stores!

Purchasing power is fabulous in this industrious town, because the average effective buying income per family is a startling $5,764. (Compare that with the median American family income reported at $3,120!)

Remember! Hooper surveys show that WFDF has a larger audience than any of the other four local stations in every time period. And during the day WFDF garners two to five times as many listeners as any other local station.

Today—every day is harvest time in Flint when you use the WFDF-Flint Market Combine. Ask a Katz man for availabilities, now!

910 Kilocycles
WFDF
FLINT
MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville—
PLAY BALL with LIBERTY!


Millions of baseball fans in 27 states throughout America will listen to major league baseball this spring and summer over the Liberty Broadcasting System. They'll hear the best play-by-play reporting on the air — the Yankees, Red Sox, Cubs, Dodgers, Giants — all the big league teams — as only Gordon McLendon, the Old Scotchman, can give it. They'll hear baseball every day in the week and a double-header on Sundays!

Yes, beginning March 11, and ending October 1, Liberty Broadcasting System will broadcast some 36 exhibition games and 173 regular season games — an average of 7 games per week during the exhibition season and 8 games per week during regular season.

Liberty will broadcast baseball — and millions of fans will listen! It's the biggest sporting event on radio. It's creating thousands of baseball fans . . . boosting game attendance . . . expanding the sports listening audience! It's the greatest advertising buy in America.

The Old Scotchman — GORDON McLENDON

Radio's Favorite Sportscaster

Radio's favorite Sportscaster, heading a staff of the most outstanding Sportsmen in the country. This year Liberty will feature both line from the field and re-creative games. Direct from the field, or re-created, Liberty gives the best in baseball reporting, its re-created games are completely unlike any others — more realistic, if possible, than games direct from the field.

"McLendon's work is, in simple words, flat genius. There is just no other way to describe it." — Amos Melton, writing in the Ft. Worth Press.

"He does a job that is both thrilling and flawless — a masterpiece of radio reporting." — Calvin Clyde, writing in the Tyler Courier-Times.

Liberty's special re-creation methods are the particular property of the network and cannot be duplicated. For the most part, they are within a few seconds of actual play on the field.

LIBERTY BROADCASTING SYSTEM, INC.
DALLAS, TEXAS
When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies

WILLIAM V. SCHWARTING, formerly with J. Walter Thompson Co., New York, joins Albert Frank-Guenther Law Inc., as a vice president. He was head of Wall St. office for JWT for many years. His son, ROBERT W. SCHWARTING, also joins Albert Frank-Guenther Law.

FLOYD O. WILSON, art director of Bozell & Jacobs, Chicago; RANDALL PACKARD, account executive for firm, and CLETE HANEY, also account executive, appointed vice presidents of agency. F. C. MILLER, vice president and general manager of Bozell & Jacobs, named executive vice president and general manager.

MONROE MENDELSON, account executive for Kaufman & Assoc., Chicago; appointed radio and television director for firm.

FRANK HOPKINS, formerly with Kudner Agency, New York, and prior to that with Federal Adv., same city, joins Kenyon & Eckhardt, New York, as write in radio-TV commercial department.

HAL STEBBINS resigns as executive vice president of Honig-Cooper Co., Los Angeles, to form his own agency under firm name of Hal Stebbins Inc. New agency has taken over offices of Honig-Cooper Co. at 71 W. Olympic Blvd., and staff personnel remains intact. Honig-Cooper Co. is expected to establish new Los Angeles office.

LOUIS J. MAGGIC, formerly with Gumbinner Agency, joins Smith, Smalley & Tester, New York, as production manager.


DOROTHY DAY, formerly with copy department of McCann-Erickson, Chicago, named copy chief of Schoenfeld, Huber & Green Ltd., Chicago.

CHARLES H. HELLIWELL, former vice president of Richard H. Brady Co., Stevens Point, Wis., appointed radio and television director of Mathison Assoc., Milwaukee.

DON. E. WRIGHT, for past five years manager of Metropolitan Broadcast Service Ltd., Toronto, buys firm from Ken Sobie, owner of CRML, Hamilton and will continue it at Toronto at same address under name of Metropolitan Broadcast Sales.

WALTER McCREEERY, formerly with Smith Bull & McCreery Inc., with office in New York, San Francisco and Los Angeles, forms his own agency, Walter McCreery Inc., in all three cities. ROBERT B. SELBY is manager of San Francisco office and vice president of new firm. DICK SMITH and FRAN BULL continue as Smith & Bull Inc. with offices in Los Angeles only.

MILDRED DEMBY, formerly with Chernow Co. and Abbott Kimball Co., both New York, joins Demby Co., New York, as director of women's affairs. She will handle women's radio and television programs on number of Demby C accounts.

MARION LAW Jr., formerly public relations director for Budd Co., Philadelphia, joins Grant Advertising Inc., New York, as account executive. He will direct public relations and publicity activities for agency's clients. The Society & Motor Mfrs. and Traders. He served more recently with J. W. Milford Inc., and Anderson, Davis & Platte, New York.

WALTER N. STUCKSLAGER, formerly western advertising manager of Esquire magazine, joins Henri, Hurst & McDonald, Chicago, in executive capacity. He will be active in merchandising of apparel and home furnishing accounts.

MARGURITE WALSH, for past five years with Pedlar & Ryan, New York, and before that with J. Walter Thompson Co., joins copy section of ad department of Ruthrauff & Ryan, New York.


JOHN SCOTT KECK, formerly recording manager of NBC, joins Henri, Hurst & McDonald Inc., Chicago, as director of radio and television.

LANSDALE & BALDWIN, Los Angeles, moves to new quarters at 110 1/2 Seventh St.
ANNOUNCING
THE OPENING OF A Seventh JOHN BLAIR OFFICE . . .

DALLAS, TEXAS

On January 2nd, John Blair & Company opened offices in hustling, bustling Dallas, Texas. Clarke Brown, long an expert in advertising, merchandising, marketing and radio, is in charge . . . ready now to help Southwest advertisers build profitable sales with powerful Spot Radio!

The address, for your files, is Rio Grande National Building, Field and Elm Streets. The phone, Central 7955. If you’re located in the fast-growing Southwest, it will pay you to know Clarke Brown and all the fine stations on John Blair’s list. Ask him about them anytime!

Clarke Brown
Manager—Dallas office
No Other New Orleans Station Offers Sponsors Such Complete Coverage of the Important Woman’s World!

Joyce Smith, Woman’s Program Director, creates and cues her AM & TV programs to strike the rich, influential woman’s market. Gardening-fashions-drama-cooking (featuring Lena Richards, nationally known Creole cook)—are among the varied programs available to dollar-wise sponsors. Write for further details!

New Business

PURE OIL Co., Chicago, promoting its NBC News Commentator H. V. Kaltenborn’s edition of Fifty Fabulous Years with 10 one-minute spots in each of 15 markets for two weeks through Lee Burnet Agency, Chicago. Stations include those within Pure Oil territory but outside the area covered by regular network show.

NORTHERN ELECTRIC Co. Ltd., Montreal (radio receivers and electrical appliances), start quarter-hour program, The Northernaires, thrice weekly on 10 Canadian stations and will expand during year to 70 stations. Program is Canadian transcribed production. Agency: Harry E. Foster Adv. Ltd., Toronto.

D. L. CLARK Co., Pittsburgh (candy bars), through BBDO, New York, adds three cities for its campaign, WJKK-TX Detroit, WLWT (TV) Cincinnati and WCHS-TV New York have been added to 12 other stations carrying announcements in Baltimore, Boston, Buffalo, Chicago, Cleveland, New York, Philadelphia and Washington.

WESTERN AIRLINES, Los Angeles, Jan. 9 started three week radio campaign promoting its air coach trip from Los Angeles to Las Vegas, on four Los Angeles stations—KFWB KMPK KFAC KFJF. Stations using total of 100 spots each, with two 10-minute daily recorded music strips being used additionally on KFWB. Agency: Buchanan & Co., Los Angeles.

BROWN SHOE Co., St. Louis, begins series of one-minute and 20-second TV commercials in 13 markets starting Feb. 6 for 13 weeks though Lee Burnet Agency, Chicago. Spots, which promote children’s Buster Brown line, have sound on film with voice over for dealer identification.


CAMO CURTAINs Inc., Chicago, appoints Philbin, Brandon & Sargent Inc., New York, to handle its television advertising. Firm plans to use 20 markets this year. EWING R. PHILBIN Jr. is account executive.


Network Accounts

FERRY-MORSE SEED Co., Detroit, buys sponsorship of Garden Gate, Saturday, 9:45-10 a.m. on CBS, for 18 weeks effective Jan. 21. MacManus, John & Adams, Detroit, is agency.

DOUBLEDAY & Co., New York (book publisher), through Huber Hoge & Sons, also New York, is sponsoring on ABC, two 15-minute programs, aired back-to-back on 61 stations, immediately following network’s Metropolitan Opera broadcasts on Saturday. The 11-week contract starts Jan. 14 and covers quarter hour featuring Jacques Fray with recorded opera music, and quarter hour of Sidney Walton in human interest series.

WILDROOT Co., Buffalo (Wildroot Cream Oil), Jan. 11 renewed for 52 weeks What’s the Name of That Song? on full Don Lee Network plus CKWV Vancouver, B. C., and four stations of Aloha network, Hawaii. KHON KITB KOGI. Agency: BBDO, Buffalo.

MUNTZ TV Inc., Chicago (set manufacturer), sponsors new show, Rebuttal, on MBS, Sunday 9:15-9:30 p.m. Program purchased through Michael Shore Inc., same city.


Watch the New WDSU

EDGAR B. STERN, JR.  ROBERT D. SWIEZEE  LOUIS READ
Partner    General Manager    Commercial Manager

AM AM FM
WDSU
5000 WATTS
ABC
AFFILIATED WITH THE ITEM NEW ORLEANS

Page 10 • January 16, 1950
for 25 years

WGBI

has dominated the Nation’s 21st Market...

SCRANTON

Wilkes-Barre

And, year after year, WGBI consistently proves it with record breaking Hoopers like these:

<table>
<thead>
<tr>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>56.6</td>
<td>59.0</td>
<td>72.0</td>
</tr>
</tbody>
</table>

Today, if you want to sell the 674,000 consumers of

SCRANTON

Wilkes-Barre

plan to use the one station that does the job... morning, noon and night!

WGBI

MRS. M. E. MEGARGEE  GEORGE D. COLEMAN
PRESIDENT  GENERAL MANAGER

CBS Affiliate  910 KC  1000 Watts Day  500 Watts Night

BROADCASTING  •  Telecasting

January 16, 1950  •  Page 11
Mr. SHANKS  Miss PINKNEY
TWO GIRLS and two boys were selected out of more than a million high school students as winners in the third annual Voice of Democracy contest staged during 1949's annual National Radio & Television Week. They are Richard L. Chapman, 17, Brookings (S. D.) High School; Gloria Chomiak, 17, Wilmington (Del.) High School; Anne Pinkney, 17, Trinidad (Colo.) High School; Robert Shanks, 17, Lebanon (Ind.) High School.
Contests were staged in 28,000 high schools in 51 states and territory under joint sponsorship of NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education. Chairman of the committee in charge is Robert K. Richards, NAB public affairs director.
A board of nationally-known judges selected the four winners by means of blind transcriptions identified only by numbers. They scored all contestants and the scores were added and averaged to
(Continued on page 28)

On All Accounts

WHILE studying in the early 1920's for a chemical engineering degree at Union College, Schenectady, N. Y., Maurice Odquist, now account executive with Kenyon & Eckhardt, New York, became aware of a curious disproportion. Whereas there were scores of chemistry majors at school and thousands throughout the country, there were less than a handful of college radio trainees to supply an industry that was booming as one of the most promising in the industrial economy.
Mr. Odquist did what few before him had done, and what thousands after him were to undertake—he helped build a college station, WRL, and there served in every capacity available to a young man of persuasive manner, a good voice and literary skill.
Capitalizing on the latter endowment, his first job upon leaving school in 1926 was editor of a house newspaper for Best Foods Inc. Within two years he had risen to the post of advertising manager for the firm. In 1929 he moved to the Giddingon Paint Co. and his first post-school encounter with radio as the organization's sales promotion manager handling, among his other duties, the company's spot radio business.
In 1930 he resigned from Giddingon to join the Atlantic & Pacific Co. as its radio director. During his tenure with A&P Mr. Odquist supervised more than 26 shows per week for more than four years.
In 1934 when A&P's radio activities were cut considerably, Mr. Odquist resigned and joined the American Can Co., first as assistant head of the marketing division and later as director of that department. Three years later he joined Newell-Emmett as account executive in charge of merchandising and promotion of Pepsi-Cola. During his ten-year stay there he also served as account executive on Sylvania Electric Products.
Last June, he was offered and accepted a position with Kenyon & Eckhardt as account executive on the television set division of Sylvania and on White Rock, a spot radio advertiser.

The Odquists—she is the former Viola Seelman—were married Oct. 26, 1929. They have two children, Constance, 16, and Victor, 12. The family lives in Dobbs Ferry, N. Y. Mr. Odquist is active in civic enterprises and is a member of the board and president of Dobbs Ferry Hospital and the board of governors of Dobbs Ferry Country Club.

Feature of the Week

Mr. CHAPMAN  Miss CHOMIAK
A BIG PLUS FROM WIBG

CAR CARDS

Spotlighting WIBG

MISS CHOMIAK  Mr. CHAPMAN

CAR CARDS ... Big eye-catching posters publicizing WIBG program—with sponsor credits appearing regularly throughout the year on street cars covering the city.

BILLBOARDS

Car Cards ... Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

Direct Mail ... Attractive, well-designed brochures go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY

ADAM J. YOUNG
INC.

Page 12 • January 16, 1950

Rural Radio Network

Rural Radio  •  prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio  •  Ten major farm organizations (Orange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.

Rural Radio  •  85%

... of prosperous rural New York is served by 8 RR stations: WRCU-FM, Ithaca; WBNF, Weatherfield; WCTI, Bristol Center; WVEC, Deposit; WYCN, Troy; WYQN, Turin; WSIB-FM, Ogdensburg; WFLY, Troy.

Rural Radio  •  $6,500

... is the "Cadillac" overage farm income per family in New York state. Farm families in New York buy 45% of the nation's meat; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

Rural Radio  •  356,640

... is the total rural families in the upstate area. This includes 138,235 farm families ... a rich, responsive market worthy of your consideration.
EVERYTHING in LENSES for TV CAMERAS
—at new reduced prices

After careful study and extensive tests of all types of TV lenses—in the laboratory, studio, and field—RCA engineers recommend this versatile line of lenses for producing the clearest possible pictures.

Designed specifically for quick interchange in the 4-position turrets of RCA cameras, these lenses give the cameraman a wide choice of sizes, speeds, and focal lengths for wide-angle, telephoto, and ultra-speed pick-ups. The complete line includes: (1) special, long "telephoto" types using a high-quality doublet lens (achromat) with removable, lightweight fixed-stops; (2) standard Ektar, or studio-type lenses, complete with diaphragm and depth-of-field scales—and with threaded stainless-steel barrels for accommodating sunshades and standard filters (available extra). All lens mounts contain light baffles to cut glare. All lens surfaces are chemically treated to insure clearer, higher contrast picture reproduction.

RCA can ship any lens in the line—immediately, from stock. Ask your RCA Broadcast Sales Engineer for the new low prices. Order from him, or direct from Dept. 19AC, RCA Engineering Products, Camden, New Jersey.
FRANK BOLIN presents the WHK 6:00 P.M. NEWS to his many devoted listeners in a direct, comprehensive, understandable style. His public acceptance guarantees advertisers the best cost-per-thousand in Cleveland...

<table>
<thead>
<tr>
<th>6:00 - 6:10 PM</th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOOPERATING AVERAGE</td>
<td><img src="image.png" alt="Image" /></td>
<td>5.3</td>
<td>6.2</td>
</tr>
<tr>
<td>HOMES PRIMARY AREA</td>
<td><img src="image.png" alt="Image" /></td>
<td>952,244</td>
<td>874,385</td>
</tr>
<tr>
<td>HOMES REACHED DAILY</td>
<td><img src="image.png" alt="Image" /></td>
<td>50,469</td>
<td>54,212</td>
</tr>
<tr>
<td>COST FOR 10 MINUTE PROGRAM (MAX DISCOUNT)</td>
<td><img src="image.png" alt="Image" /></td>
<td>$60.75</td>
<td>$91.13</td>
</tr>
<tr>
<td>COST PER 1000 HOMES</td>
<td><img src="image.png" alt="Image" /></td>
<td>$1.18</td>
<td>$1.68</td>
</tr>
</tbody>
</table>

AVAILABLE M.-W.-F.—SEE YOUR RAYMER REPRESENTATIVE ABOUT THE 6:00 PM NEWS

- Hooper—Fall/Winter 48-49
- Winter/Spring 48-49
- Based on coverage patterns as filed with the FCC; and Homes, Sales Management Survey of Buying Power 1949
- Projected rating for primary area
NAB REVAMPING UPSET

By J. FRANK BEATTY

NAB’s Broadcast Advertising Bureau last week survived one more threat to its freedom to operate as a separate unit but the operation may upset the two-year streamlining of the industry’s trade association.

As a result, NAB’s functions will enter the charting stage once more when two board committees—Structure and Finance—meet next week (Feb. 17-24). The board committees will take up the recommendations of three membership committees that met last Monday and Tuesday in Washington.

The three membership groups—Radio, Television and Broadcast Advertising Committees—met under a board directive asking for their ideas on what place BAB should take in the association’s management setup. The committee met separately and jointly as well as formally and informally, finally coming up with three resolutions that tossed the whole streamlining job back into the board’s lap.

Though the committees decided not to make public their joint findings, it was obvious they felt that BAB has wide membership support and that the new NAB division—department chair hasn’t worked out as originally conceived.

Considerable hair was let down during the two-day conference, and frank criticism of many association operations was expressed.

In essence, the tri-committee recommendation:

- Reduces the Radio and Television Divisions to the same status as the six basic departments.
- Breaks up the secretary-treasurer office and proposes a secretary-field director as well as a treasurer-general manager.
- Puts the delegation of duties in the president’s hands, where it has rested all along minus a BAB-division policy.
- Makes it very plain that BAB is to be left free to do its

(Continued on page 41)

NAB Intact

GRAND AWARDS in recognition of “good, resultant radio advertising by retailers,” in the annual radio program contest sponsored by the National Retail Dry Goods Assn., were made last Wednesday to three department stores—Zion’s Co-operative Mercantile Institution, Salt Lake City; Schumenein’s Inc., St. Paul; and Lit Brothers, Philadelphia.

The first of these also won two first and second prizes. Awards to 33 stores in 16 categories were presented by Maurice B. Mitchell, BAB director, and Robert J. Powderly, sales promotion director of Krefte-Newark, at a sales promotion and visual merchandising session of the annual NRDGA convention (see separate story). Mr. Powderly was chairman of the session.

Judging this year, according to Mr. Mitchell, was based primarily on the results of radio advertising, a departure from former years when programming itself was of foremost importance. Therefore, in each case, stores gave definite proof of results in contest series.

Grand and first prize for “Groups of Beamed Programs” went to ZCMI for five of its programs, each tailored for a different audience. The programs, honored as a group, also took first or second prizes, each in its specific category.

Winning ZCMI programs in the group classification, and their specific prizes were: ZCMI-Utah Symphony (Continued on page 41)

NABG Convenes In New York

NRDGA Awards for Best Programs of 1949

OVER $20 MILLION VOLUME GROUP STORES

First Prize—Goldblatt’s Dept. Store, Chicago—The Let’s Have Fun Show, WGN
Second Prize—Marshall Field & Co., Chicago—Let’s Have Fun Show, WGN
Honorable Mention—Joske’s of Texas, San Antonio, Eight O’Clock News, WOAI

$5 MILLION TO $15 MILLION

First Prize—Schumenein’s Inc., St. Paul—Red Rooster Hour, WDCY
Second Prize—Zion Co-op. Mercantile Inst., Salt Lake City/ZCMI—ZCMI Shows, KSL/Salt Lake Symphony Hour, KSL
Third Prize—Mass Brothers, St. Petersburg and Tampa—Piano Melodies, WUSF
Honorable Mention—McCurdy & McCreary, Rochester—McCurdy Little Symphony, WHAM
Honorable Mention—Forbes & Wallace Inc., Springfield, Ill.—Upon Reflection, WSPR
Honorable Mention—The John Geiger Co., Memphis—Memphis—Mid South Today and Tomorrow, WMC

UP TO $5 MILLION VOLUME

First Prize—Sears, Roebuck & Co., Inc., Burlington, Vt.—Sears Man on the Street, WCAN
Second Prize—The John Bressmer Co., Springfield, Ill.—America’s Favorite, WINC
Third Prize—Pomeroy’s Inc., Portland, Ore.—Pomey’s Portrait, WPAM
Honorable Mention—The John Bressmer Co., Springfield, Ill.—Repeat Performances, WTEX

(Continued on page 10)

JUDGING was based primarily on results. Emphasis was also placed on the manner in which programs and advertising reflected the character of the store, on the accuracy with which the program was beamed to a specific market and on the consistency with which radio advertising was used.

Stores Winning Awards for Groups of Beamed Programs

Grand award and first prize to Zion Co-op. Mercantile Inst., Salt Lake City, for the following 5 beamed programs:

- ZCMI Utah Symphony Hour, KSL
- ZCMI Home Maker Program, KSL
- ZCMI School Program, KSL
- ZCMI Senior Citizen Program, KSL
- ZCMI Beamed Breakfast Edition of the Salt Lake Tribune, KSL

Second prize to Pomeroy’s, Reading, for the following 4 beamed programs:

- Highlights in Harmony, WHUM
- Pomeroy’s—Reading, WHUM
- Be-Teen Jamboree, WHUM
- Pomeroy’s—Newcast, WRAW

Third prize to Golden Rule, St. Paul, for the following 8 beamed programs:

- Morning Serenade, WMNN
- Pomeroy’s—Midwest, WLeniel
- Tune Time, WLOL
- Guests and Requests, WLOL
- Twilight Serenade, WMIN
- Family Favorites, WMIN
- Curtain Time, WMIN

Programs Beamed to a General Family Audience

Grand Award—Schumenein’s Inc., St. Paul—Red Rooster Hour, WDCY

NAB Awards for Best Programs of 1949

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- Makes it very plain that BAB is to be left free to do its

(Continued on page 41)
By JOHN OSBON
A SIZABLE portion of the radio-television industry's multi-million dollar revenue in network and spot beer-ale-wine advertising stood in jeopardy last week as "dry" and "wet" groups marshaled their forces for hearings before the Senate Interstate & Foreign Commerce Committee on the explosive Langer liquor bill.

The committee, headed by Sen. ED C. JOHNSON (D-Col.), had heard pretty much the same tempest cry before—in 1947 and 1948—on legislation precisely identical to the measure (S 1847) authored last April by Sen. William Langer (R-N.D.) and designed to outlaw liquor advertising in all media engaged in interstate commerce. It would not outlaw local or state advertising, however.

With an advance registration of nearly 100, the committee dutifully heard "dry" testimony all Thursday and part of Friday, with opponents then speaking out against proposed legislation which most industry authorities feel is discriminatory to all media.

Observers and authorities—among them, legislators—feel the bill (or its companion piece in the House, HR 2428) has little chance for passage in its present form. And after hearings last Thursday and Friday—and slated for Saturday if necessary—many felt they had seen another "dry run" on Capitol Hill.

Opposition Views
Carrying the fight against the measure, which would ban beer, ale and wine as well as liquor advertising, were spokesmen of Assn. of National Advertisers, Advertising Federation of America, the American Assn. of Advertising Agencies, and various distillers, breweries, etc. No representatives of the radio industry registered in advance to testify.

But FCC, which has been prodded by Sen. Johnson to take action, noted again in a fresh statement for the record that while S 1847 would not amend the Communications Act, "adherence by station licensees to the provisions . . . would be a factor to be considered in determining their qualifications to be licensees of radio broadcast stations."

FCC Chairman Wayne Coy's letter to Sen. Johnson, dated last Monday, reiterated that the bill presents "a question of national policy" and the Commission did not care to comment on its merit. Comr. Paul Walker, however, desired to go on record as favoring enactment of the legislation, Mr. Coy added.

The AAAA's, through Vice President Richard L. Schedler, called the bill "discriminatory" and asserted that "a dangerous and unforeseeable precedent would be established, equal in possible effect to the abolition of such . . . .

advertising altogether."

Officials of the Distilled Spirts Institute warned that the Langer bill threatens "free competition in American business" and branded it as "an opening wedge for the return of prohibition."

Heard Testimony
Sitting in one or another of the hearings were Sens. Charles Tobey (R-N.H.), Ernest McFarland (D-Ariz.), John Bricker (R-Ohio), Warren Magnuson (D-Wash.), Brien McMahon (D-Conn.), Owen Brewster (R-Me.), and other committee members.

At the opening session Sen. Johnson inserted into the record letters from various government departments and agencies, most of whom declined to comment on the merits of the bill [Broadcasting, Jan. 2]. Petitions received by Sen. Irving M. Ives (R-N.Y.) and Sen. Hugh Butler (R-Neb.), who testified personally Thursday, also were inserted.

Sen. Langer, the initial witness, said that "he contacted overwhelmingly favored his bill and were strongly opposed to telecasts of liquor advertising. Over 1,000 telegrams and petitions have been received by senators, he added.

Sen. Langer drew support in a statement from former Kansas Sen. Arthur Capper, who spearheaded similar movements in the 79th and 80th Congress and is owner of WIBW Topexa and KCUN Kansas City, Kans. Mr. Capper said stations and other media should be prohibited from carrying such ads "in the interest of decency, morals and health," and expressed hope for passage of the bill and "vigorous" enforcement by the proper federal agencies.

Official spokesman for the "drys" was Bishop Wilbur Hammaker of the Methodist Church, who also testified during the 1947 and 1948 hearings. After denying the constitutionality of the Langer bill and favoring a ban on liquor advertising (not on liquor itself, he said), he paraded a host of witnesses, including Sam Morris, San Antonio minister, temperance league official and conductor of the Y.M.C.A. Rev. Morris told the committee it is "unfair, even Un-American," for networks and stations to sell "choice" time to beer and wine advertisers in dry areas, then refuse temperature groups equally choice time. He said appeals to NAB and FCC brought no results, and that the Langer bill would not ban interstate ads.

But FCC previously had ruled, in a similar complaint by Mr. Morris involving KRLD Dallas, in 1946, that the Commission could refuse KRLD's license renewal. FCC denied the request in 1946, ruling that such advertising can raise "substantial issues of public importance," presumably those covering programming balance.

Temperance League of America, of which Mr. says: "I do not also sought to have WHAS Louisville's renewal refused last year on similar grounds [Broadcasting, Oct. 17, 1946]."

Rev. Johnson originated the idea that area stations following a policy of refusing time to temperance groups, he said, include WLW and WCKY Cincinnati, WSB Atlanta, WWL New Orleans, WAFB New Orleans, WLW Cincinnati, WLS Chicago, WOAI San Antonio and WGN Chicago—most of which he cited in previous testimony of 1947 and 1948.

JOHN L. JOHNSTON
SEN. ED C. JOHNSON (D-Col.), FCC's chief spur on Capitol Hill, laid out his recommendations for Commission policy action Thursday night at the annual dinner of the Federal Communications Bar Assn.

With all seven Commissioners in the audience of some 325 FCBA members and guests, including a dozen of members of the Senate Interstate and Foreign Commerce Committee which he heads, Sen. Johnson recommended that FCC:

- Break down the clear channels; leave the question of power above 50 kw to Congress.
- Review the network regulations "in the light of changing conditions."
- "Quickly" promulgate "broad and sufficiently general standards for color television."
- Simultaneously, approve commercial standards for TV in the UHF and then—but not before—lift the current VHF licensing freeze.
- Speed its own action on broadcast applications, "overhaul" rules, revising them in a manner with "some antiquated and unnecessary functions" and do more in the "purely scientific and technical fields."

Sen. Johnson also recommended that the U. S. "ought to give serious consideration to the sensible proposal to assist Cuba and the whole Caribbean area in converting their local station from FM to AM" [CLOSED CIRCUIT, Nov. 7].

Without calling names, he attacked Cuba's channel demands on the U. S. in the recent NABBA negotiations, saying that his phrase doesn't condone for one moment any attempt by any nation to hold a pistol to our heads, and least of all by one whose entire economy depends on our friendly cooperation.

Color Decision
He anticipated an FCC decision favoring standardization of color television: "I am confident that if we [the Condom Committee's] report will fortify and bolster the Commission's decision that we are ready for color television now." He referred to a Bureau of Standards committee, under Director Edward U. Conlon, which is studying color for a report to his Senate commerce committee.

The dinner at which Sen. Johnson spoke, held at the Mayflower Hotel in Washington, followed an (Continued on page 73)
NBC'S NEW LINE-UP

NBC LAST WEEK picked a top odd merchant and one-time agency man to fill a new staff-level post as vice president for administration. Victor Norton, president of American Home Foods Inc. since 1947 and former executive of Kenyon & Eckhardt, was appointed to the newly created NBC job. Placed over his direction were several administrative functions, all headed by veteran NBC executives.

Reporting to Mr. Norton will be John H. MacDonald, vice president in charge of finance; O. B. Hanson, sales manager; a vice president; William S. Hedges, who has been officially announced as vice president in charge of integrated services; Ernest de la Ossa, director of personnel and newly named head of labor relations, and Hugh D. Beville, director of plans and research.

Yet to be named to the top hierarchy of the NBC organization as involved in the celebrated Booz Allen & Hamilton plan are a chief of the radio network and a staff-level chief of public relations. These are believed to be the only professional jobs left unfilled in the new design.

At the time he announced the appointment of Mr. Norton to be vice president in charge of administration, Joseph H. McConnell, NBC president, also announced a staff memorandum relating in detail the new personnel assignments as made to date in the network's reorganization.

Gaines Named

Most of the reassignments have already been reported by Broadcasting. One that had been subject to speculation, however, was settled by Mr. McConnell's report. James M. Gaines got the job of director of owned-and-operated stations—his third of three principal operating divisions into which the company is being split.

Mr. Gaines held the same title under the former organization of the network, but his appointment to head the newly separated stations division was regarded as a promotion. Reporting to him will be the managements of all NBC owned-and-operated stations save one, Sidney N. Strotz, NBC president in charge of the Western Division and head of KNBH (TV) Los Angeles, an NBC owned station, will report directly to Charles L. Evans, executive vice president.

Mr. Norton, the new vice president for administration, began his business career in 1927 as a salesman for the Jewel Tea Co., at Baltimore, Md., and rose in that company to assistant to the president. In 1938 he joined the Cudahy Packing Co., Chicago. With that company he was successively general sales manager, vice president in charge of sales and merchandising, and then in charge of the manufature and distribution of the packing house, dairy and poultry products as well as in charge of advertising, public relations and research.

He joined Kenyon & Eckhardt in 1945 as merchandising consultant in New York. Later he became vice president in charge of the agency's Chicago office and afterward returned to New York as a member of the planning board.

He joined American Home Foods Inc. in 1947 as executive vice president and before the end of the year became president.

McConnell's Memo

The full text of Mr. McConnell's memorandum to the staff, which serves as a full outline of personnel assignments under the reorganization follows:

"In the recent past I have had the opportunity of discussing with most of you our plans for realigning the NBC organization so that we can conduct our expanding business with maximum efficiency and give you increased opportunities to put your talents and capacities to the best use. To do this, we have surveyed the principal activities of our company and have grouped the operations which naturally belong together into functional units."

A number of new positions have been created, making possible many promotions from within the company and enabling us to strengthen the organization by bringing into it new executives and personnel. We have made substantial progress, and in this report I would like to summarize what we have done to date.

"The new structure of our organization includes three principal operating divisions: One for the radio network, one for the television network, and one for the owned-and-operated stations. Insofar as possible, each of these activities is to be administered as a separate business and each of the three divisions will have under it all of the elements essential to its efficient operation. To do this, operating activities in the accounting, engineering and research departments are being decentralized and associated directly with the operating divisions they serve."

"Pending the appointment of an executive in overall charge of the radio network organization, Charles R. Denny, executive vice president, is directly heading this division. In addition to his other duties, Sylvester L. (Pat) Weaver is vice president in charge of the television network organization, and James M. Gaines is director of O & O stations. William S. Hedges, vice president, is in charge of integrated services, which include various operating activities serving the company as a whole.

In addition to these principal operating activities, there are a number of staff units which assist the company's management in planning the overall conduct of our business. These include company-wide financial planning under John H. MacDonald, vice president in charge of finance; legal activities under Gustav B. Margraf, vice president and general counsel; engineering planning and development under O. B. Hanson, vice president and chief engineer; and personnel and labor relations under Ernest de la Ossa, director of personnel; a staff research unit under Hugh M. Beville, director of plans and research; and press under Sydney H. Eiges, vice president in charge of press and publicity, to whom the information department has also been assigned.

"A new top executive position has been created in the company—that of vice president for administration—under which a number of staff and operating functions will be grouped. I am very pleased to announce the appointment to this position of Victor T. Norton, who is joining NBC after serving for the past several years as president of American Home Foods Inc."

"Reporting to Mr. Norton are (Continued on page 42)"

GAG RULE SNIPPED

THE generally accepted American standard of free speech in reporting crime news now is established in the state of Maryland as a result of a decision last Monday by the U. S. Supreme Court in the "Baltimore Gag" case.

Invalidating of the Baltimore court principle that broadcasters and newspapers are in contempt for broadcasting and publishing news about an indicted criminal received the highest court's blessing when it refused to review a June 1949 decision by the Maryland Court of Appeals.

The state court had reversed a decision by the Criminal Court of Baltimore, which had held three Baltimore stations and a commentator guilty of contempt [Broadcasting, June 13, 1949]. Stations affected were WCBM, WFBK and WITH Baltimore along with James P. Connolly, former news editor of WITH.

Two days after the decision, the Maryland Court of Appeals cleared WBAL Baltimore of similar contempt charges. WBAL had followed a separate course in its appeal. Chief Judge Ogle Marbury, of the state court, issued a brief order freeing WBAL. The WBAL case had never been argued before the state tribunal. Judge Marbury's order merely said that the case was reversed for reasons outlined in the earlier decision reversing the lower court.

Miller Hails Action

Judge Justin Miller, NAB president, hailed the U. S. Supreme Court's action as "one step more in establishing firmly the American concept of free speech, and recognition by one more state of the limitations properly imposed upon the use of the judicial power to interfere with the reporting of news.

"The militant broadcasters and their attorneys who carried this case successfully through the courts merit the warm appreciation not only of all broadcasters, but of all people of our country for the protection of rights guaranteed to them under the First Amendment."

Judge Miller explained that the Baltimore case was based on the English philosophy of government abridgement of speech and press, which was repudiated by the U. S. Constitution.

The U. S. Supreme Court issued no opinion in refusing to pass on the merits of the Maryland rules (Continued on page 45)
THE FORD MOTOR Co., which has been out of AM network radio all this season, has returned with a new idea in media purchasing that implies a possible revolution in time purchasing.

Through its agency, the Detroit office of J. Walter Thompson Co., Ford bought eight CBS sustaining shows and 12 of Mutual's sustainers, for the month of January only.

Thus, for the first time, with the exception of special events, the auto firm bought proven package shows without having to tie itself up to a long term contract. The entertainment is of every type, ranging from news broadcasts to variety shows, and advertising both the agency and the sponsor expect they will be able to bracket all segments of the population with their sales message.

These placements on AM plus sponsorship on TV, cost the Ford Co., an estimated half million dollars.

Origination of the plan stems from the Detroit office of the Thompson agency, where Norman H. Strouse is vice president in charge. Working originally with CBS, the agency was aided in its negotiations by Joseph R. Spadea, manager of the CBS Detroit office. In charge of Ford approval was Gordon C. Eldredge, advertising manager of the Ford Div. of the Ford Motor Co.

Debunks Rumor
On Ford Network Radio

A spokesman for the agency scotched the rumor prevalent last fall that Ford had given up on network radio as a selling aid, saying:

"There is no feeling that we don’t want network radio, and we don’t think that it is either dead or dying. We are only trying to get away from the long term commitment that network radio obligated us to in the past. It was not flexible enough for us, compared to other media, in view of the unique selling job that lies ahead of us, and the variation in selling effort we have to put forth at different times. If we could look to the networks for circulation, just as we do other media, and pick and choose our time and place for our effort, we would be glad to buy the commercial content of those shows."

All of the officials involved in the arrangement expressed confidence in Ford’s new approach.

Underlining the desire of automotive people for “productive circulation and something new to give impact and balance to their sales and advertising campaigns over short periods,” Mr. Spadea said:

“Aside from my conviction that the use of these sustaining programs would afford the automotive industry greater coverage at lower cost, I believed that their sponsorship, as well as the financial return to CBS, would aid in their promotion for future long term sale.”

Mr. Spadea added that the programs “are delivering net circulation of 3,500,000 and 4 million radio homes...much larger than (the delivery) of the more costly publications.”

Nelson Sees Idea
As Stimulating

Linnea Nelson, chief timebuyer of J. Walter Thompson, said:

“I have participated in many new things over the years, but this is a single ‘first’ that has been the most exciting and stimulating thing to date. This campaign seems advantageous to both parties—the networks who’ve been putting on good sustaining shows and the Ford Motor Co. which can use them on this basis.

“With all of us working on the one time purchase of many network shows following immediately on the heels of the Ford new car spot announcements—and now television network and spot purchases as well as more radio spots—we can only say with deepest appreciation a great big ‘thank you’ to the stations and the networks. The use of radio and television broadcasting in such a big way is bound to produce results.”

Cites Flexibility
Advantage to Advertiser

Noting that the Ford company cannot predict to what degree the innovation will change the buying and selling pattern of network radio, Mr. Eldredge said: “We do know that it presents a greater flexibility for the advertiser. It’s roughly equivalent to buying pages in publications for specified dates and therefore it permits closer timing with an overall advertising campaign. It would seem to be an advantage to networks, too, as it brings some measure of return on their investment in the development and maintenance of fine sustaining programs.”

It seemed especially important to Ford this year to make a major effort in January, for the 1950 Ford had been out only a month when the holidays began, making necessary a shakedown of promotional and sales activities. The firm wanted to come back heavily to make up for this inactivity, and also to compensate for the new

What Ford Placed in This All-Out Drive

**Date** | **Network** | **Time** | **ON RADIO** | **Program**
---|---|---|---|---
Jan. 4 | Mutual | 8:00-8:30 | Can You Top This
Jan. 4 | CBS | 10:30-11:00 | Lum & Abner
Jan. 6 | Mutual | 10:00-10:30 | Mutual Newsreel
Jan. 6 | CBS | 10:00-10:30 | Pursuit
Jan. 7 | Mutual | 7:00-7:30 | Hawaii Calls
Jan. 7 | CBS | 8:30-9:00 | Philip Marlowe
Jan. 8 | Mutual | 7:30-8:00 | The Saint
Jan. 8 | CBS | 10:30-11:00 | CBS Dance Orchestra
Jan. 9 | Mutual | 8:30-8:55 | Adventures of Peter
Jan. 9 | Mutual | 9:30-10:00 | Crime Fighters
Jan. 10 | Mutual | 9:30-10:00 | Mysterious Traveler
Jan. 11 | CBS | 10:30-11:00 | Lum & Abner
Jan. 13 | CBS | 9:30-10:00 | Young Love
Jan. 13 | Mutual | 10:00-10:15 | Mutual Newsreel
Jan. 14 | Mutual | 7:00-7:30 | Hawaii Calls
Jan. 15 | CBS | 16:30-11:00 | CBS Dance Orchestra
Jan. 16 | Mutual | 7:45-8:00 | I Love a Mystery
Jan. 16 | Mutual | 10:30-11:00 | Mutual Dance Orchestr
Jan. 17 | Mutual | 8:30-8:55 | Official Detective
Jan. 17 | CBS | 9:30-10:00 | Escape

**Date** | **Network** | **Time** | **ON TELEVISION** | **Program**
---|---|---|---|---
Jan. 20 | DaMont | 8:00-8:30 | Hands & Murder
Jan. 20 | NBC | 8:00-8:30 | One Man's Family
Jan. 22 | NBC | 7:00-7:30 | Leave It To The Girls
Jan. 22 | ABC | 5:30-5:00 | Super Circus
Jan. 25 | CBS | 8:00-8:30 | Front Page
Jan. 27 | DaMont | 8:00-8:30 | Hands & Murder
Jan. 27 | NBC | 8:00-8:30 | One Man's Family
Jan. 29 | NBC | 7:00-7:30 | Leave It To The Girls
Jan. 29 | ABC | 5:30-5:00 | Super Circus
Feb. 2 | CBS | 8:00-8:30 | Front Page
Company Buys Sustainers Wholesale in Concentrated Drive

ar announcements of many of the competing manufacturers. Ford tented a 30-day promotion, and through the cooperation of CBS and J. Walter Thompson, the new plan was evolved.

A budget was set up for full availabilities, but previous commitments and local shows made that an impossibility. However, it was pointed out that with 173 CBS stations involved, and 470 from Mutual, the Ford programs ad realized 78% of the CBS possibilities and 77% of Mutual's. Another statistic bearing out the success of the buy was that 90% of all stations involved carry five or more of the shows, and that every single station carries at least one.

Prompt Action Marked Ford Decision

In answer to a query as to how quickly a program like this could be organized and put into action, the agency said: "We were in our first program just one week after the idea was cleared."

Three commercial breaks are used in the shows which are of half-hour duration, with the listener urged to "listen to a message from your local Ford dealer."

Reaction from the far-flung Ford dealer organization was instantaneous and enthusiastic. A Thompson field man in Des Moines, after a quick survey of dealer opinion, said: "I can honestly say that there has never been an advertising campaign that has created as much enthusiasm as our present radio network campaign on CBS and MBS."

Success on AM Patterns Video

The success of the AM buy came so quickly that Ford was able to apply the same idea to TV, where the firm already was sponsoring the Kay Kyser show on a long-term basis. Ford has bought the commercial rights to 10 sustaining TV shows on the four major networks between Jan. 20 and Feb. 2.

Ford emphasized that this does not imply any lack of confidence in the Kay Kyser show, characterizing it as "our main effort" and pointing out that the first show had hit a 40.8 rating, placing it in the top 10 TV programs for that week. Ford has no fears that the long-term purchase of any of these sustaining shows by other sponsors will put a crimp in its plans, for the firm says if it does the same thing in February, as now seems likely, the company will put together a package from the best availabilities that prevail at the time. In addition to CBS and MBS, Ford now has availabilities from NBC, and the purchase of NBC-TV time presupposes the possibility that the network would be interested in this program on AM. Both the agency and the network emphasized that there was no cut rate involved, with full time and talent charges being paid at the rate offered to all sponsors, the only difference being in the term of the contract. It was felt to be a mutually advantageous arrangement, with the Ford company getting the extra promotion for the exact time it needed, and the networks getting revenue from programs that up to now had been conceived and broadcast at terrific costs.

That there was a danger this practice might spread to many other advertisers was conceded. Also admitted was possibility that some shows now sold for long terms might be demanded on a shorter basis. However, the principals were quick to point out that Ford had a sales problem that was not faced by many advertisers who could profitably use every week of the year to plug their product.

Versatility Factor Is Significant

The new plan was thought even more significant in view of the recent increase in network ownership of top ranking shows. The possibility of such shows being sold to several sponsors over a year's time was seen, rather than on a longer term contract for the same account. Then it would be the networks' problem to build up the shows' circulation, with sales departments selling them on a best available basis, just as in the case of spots today.

TOP FLIGHT programs utilized by the Ford Motor Co. in its current drive include:

LEFT PHOTO—ABC-TV Super Circus, whose stars include Cliff Soubier, the clown, and Band leader Mary Hartline;

LOWER LEFT: CBS-TV's The Front Page, which cast includes John Daly (standing), Mark Roberts and Peggy Shaw in the top roles.

LOWER RIGHT: NBC-TV's Leave It to the Girls, moderated by Maggi McNellis (standing). She is shown with Kitty Carlisle (l) and Binnie Barnes.

TOP RIGHT: Mutual's The Saint, which casts Vincent Price in the title role supported by Betty Lou Gerson.
TRAFFICKING FCC Would Tighten Forfeiture Rules

IN A MOVE against "trafficking in frequencies," FCC last Thursday proposed new rules which would automatically forfeit their construction permits for any station which is sold before program tests commence.

Only exceptions would be (1) so-called "pro forma" transfers and assignments where no new control, and (2) transfer of an AM (or FM) grant along with an FM (or AM) license by the same owner. However, an authorized but uncompelled transfer which would not be sold in a package with a licensed AM or FM station.

FCC's proposal would extend to construction permits for changes in facilities of a licensed station. If the authorized but unfinished changes were "minor," FCC said, transfers would be approved; if "major," it would not.

The "facts of every case" would determine whether major or minor, FCC reported. It added that a change in transmitter location would be considered "minor," while a change from daytime local to fulltime national would be "major." A change from Class A to Class B rating for an FM station, or from community to metropolitan classification in the case of TV, would be considered a "major" modification.

FCC also proposed to keep a close watch for signs of trafficking in transfers occurring just after a station has gone on program tests. The proposed rules were issued on a 4-2 vote, Comrs. Rosel H. Hyde and Robert F. Jones dissenting and Comrs. Frieda B. Hennekno not participating.

Hyde. Jones Dissent

Comrs. Hyde and Jones, in a dissenting opinion by Mr. Hyde, contended the Communications Act's requirement that transfers be approved by FCC assures the Commission of opportunity to deal with any question of trafficking when it arises upon particular applications.

They charged the proposed rules are "inconsistent with the policy of the Communications Act and the procedures contemplated by the provisions of the Act," particularly the section dealing with construction permits. Further, they observed:

Under the proposed rule, a permittee would stand to lose substantially his entire investment if for any reason it becomes impossible or undesirable for him to complete construction under a permit. Good faith, unforeseen conditions and happenings, no matter how onceroad, would be basic for relief. This is not, in our opinion, a regulation which would operate to encourage the larger and more effective growth of radio through private enterprise.

FCC authorities estimated unofficially that in the last six months there had been four or five applications for transfer of stations not then on the air.

It was felt that the rules were probably reasonable in view of the entire industry, rather than calling for hearings on specific, and perhaps isolated, cases. FCC invited comments for or against the proposal until Feb. 17 and said oral argument would then be scheduled if the comments warrant it.

The order proposed to extend to sales agreements but not to leases. The order would provide for new permittees to be served any "dealings" on an "as filed" basis.

Proposed Basis

FCC said it based its proposal on "the policy of the Communications Act that frequencies for the operation of a broadcast station are to be issued to persons who will operate such stations in the public interest and not for the purpose of permitting such persons to transfer the license to another person."

The order said that completion deadlines specified on a construction permit are designed "to insure that the frequency shall be utilized with dispatch and that the permittee be not allowed excessive time as he deems proper."

The notice continued:

Similarly the Commission is of the opinion that a construction permit should be forfeited if the permittee signifies definitely that he does not intend to complete construction and should also classifiy, in the case where the permittee enters into a contract to assign or transfer that permit, as the time the station enters on program tests.

The proposed new rules are identical for AM, FM, and TV with two exceptions: (1) the rule applies in the AM and FM rules to permit transfer of an AM or FM permit in a package with its FM or AM affiliate is omitted in the television rules; (2) different classes of "major modifications" are given for AM, FM, and TV.

Following is the text of the AM and FM rule (Section 1.314) with editor's notes indicating points of departure in the FM (Sec. 3.215) and TV (Sec. 3.615) versions:

A construction permit shall be assigned for the assignment of the permit or transfer of control of the permittee corporation shall have been entered into by the permittee or if an option shall have been given by the permittee for such assignment or transfer prior to the time the station has actually commenced program tests in accordance with the applicable Commission Rules concerning such tests; provided, however, that this paragraph shall not apply to contracts or options relative to the pro forma assignments or transfers outlined in 1.323(b) of the Commission's Rules.

The Commission will carefully scrutinize contracts or options, entered into prior to the time the station has actually commenced program tests, in order to determine whether the permittee has been given the option to transfer or assign the permit or transfer of control of the permittee.

'49 BILLINGS

TOTAL billings for the four major radio networks in 1949 were $187,830,799, a decrease of 5.6% below the total for 1948, according to computations released last week. By networks, total gross billings were:

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<tr>
<th>Network</th>
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<td>ABC</td>
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By Advertisers

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American Broadcasting Co.

Gross AM Billings by Months

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<th>Month</th>
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<th>1949</th>
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<td>$3,792,556</td>
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<td>March</td>
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<tr>
<td>April</td>
<td>$3,977,156</td>
<td>$3,990,438</td>
</tr>
<tr>
<td>May</td>
<td>$3,397,939</td>
<td>$3,488,414</td>
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<tr>
<td>June</td>
<td>$2,788,193</td>
<td>$2,153,180</td>
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</tbody>
</table>

FCC Actions

NEW AM station at Springfield, Ill., was granted by FCC last week and improved facilities were authorized for four existing stations, including approval to KNEW Spokane, Wash., for switch from 1430 kc to 790 kc, using 5 kw directivity. Authorization for one AM outlet and two FM stations were deleted, for first in 1950. Three station transfers were approved. Details and other FCC actions may be found in FCC ROUNDUP on page 72 and ACTIONS OF THE FCC beginning on page 66.
MOTHER LOVE

This cat not only takes care of her own kittens, but she’s adopted a baby squirrel as well. She goes all out to see that the little ones get all the care and attention they need.

In Baltimore, there’s a radio station that goes all out for its advertisers. It’s W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly provides its advertisers with more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.

BROADCASTING • Telecasting

TOM TINSLEY, President • Represented by HEADLEY-REED

January 16, 1950 • Page 21
**FCC BUDGET**

FCC is slated to receive a slight increase in appropriations for fiscal 1951—primarily for additional television research and equipment— if Congress approves budget recommendations submitted by President Truman last week.

In the new proposed budget report to the 81st Congress Monday, the Commission was tabulated for $6,914,600—a 2.7% increase over 1950’s total appropriation of $6,737,000.

The budget proposal seeks no specific appropriation for a general newscast and implies the Commission has already expressed interest. Nor did FCC ask for such a fund, it was learned. It was not known whether the overall budget proposal prepared by Congress, would permit a broad-scale probe in event FCC should choose to launch one.

The Budget Bureau described FCC’s recommended appropriation as an increase of $177,600 over 1950. FCC officials, however, placed the actual boost more in the neighborhood of $75,000 or $80,000, allowing for recent pay increases and certain obligations carrying over.

State Dept’s international information program, including Voice of America programs, also is slated for a slight increase, covering expenses for intensified Voice programming. Voice is slated to receive over $11,500,000.

**Voice’ Budget**

President Truman urged $36,645,000 for fiscal 1951 compared to $37,300,000 actually allocated at present for international information and educational exchange activities. Latter sum, however, included a deficiency payment of $4,000,000 and a supplemental amount of $11,500,000, mostly for construction of new broadcasting facilities and equipment.

“Dedicated assignment of frequencies, increased by development of new uses of radio, requires the Commission to engage in technical research to make sure the public receives the best possible utilization of the available radio spectrum,” the President pointed out, citing the need for additional television research and equipment.

“The Commission has had to impose a ‘freeze’ on television applications until certain technical problems are resolved and important basic work is performed,” the President asserted. The existing backlog of AM applications on hand should be reduced normal by the close of 1951. The requested increase in this category is due to additional television activities.”

The proposed budget would provide for a maximum of 13,75 permanent positions compared to 1949’s 1,423 and entail a salary expenditures of $5,854,841—or less than 1949’s $5,867,918.

In urging $36,645,000 for the State Dept’s information program, President Truman reminded that a substantial portion of the improved domestic and overseas radio transmission facilities authorized by the 1950 supplemental will be in operation in 1951. Scheduled are an average of 35 hours of Voice programming per day in approximately 52 languages to a potential audience of 282 million persons.

Under President Truman’s breakdown, $11,065,548 would be used for program expenses and $695,384 for establishment of still newer radio facilities. President Truman called for additional funds to enable Federal Trade Commission to “expand its anti-monopoly legal case work to take care of the increased number of complaints of monopolistic practices received from the public.”

FCC would be given $4,225,000 in fiscal 1951 compared to its initial 1950 appropriation of $3,650,000.

Toward the 17th decennial census the President proposed a 1951 appropriation of $29,750,000. It was pointed out the census will cost approximately $82,000,000, of which $52,761,000 has already been appropriated. Included in the census will be tabulations of AM and TV receivers.

<table>
<thead>
<tr>
<th>PROPOSED FCC BUDGET FOR 1951</th>
<th>1949 Actual</th>
<th>1950 Estimate</th>
<th>1951 Estimate</th>
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<tbody>
<tr>
<td>1. Common carrier activities</td>
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<td>2. Applied technical research and frequency allocation</td>
<td>$372,529</td>
<td>$383,023</td>
<td>$398,199</td>
</tr>
<tr>
<td>3. Field engineering and monitoring</td>
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<td>$2,408,703</td>
<td>$2,423,184</td>
</tr>
<tr>
<td>4. Safety and special services</td>
<td>$491,579</td>
<td>$732,557</td>
<td>$743,377</td>
</tr>
<tr>
<td>5. Broadcast activities</td>
<td>$1,796,936</td>
<td>$1,811,688</td>
<td>$1,824,276</td>
</tr>
<tr>
<td>6. Program supervision and general administration</td>
<td>$1,007,351</td>
<td>$1,067,279</td>
<td>$1,084,799</td>
</tr>
<tr>
<td>Pay increases</td>
<td>$141,700</td>
<td></td>
<td>$122,000</td>
</tr>
<tr>
<td><strong>Total Obligations</strong></td>
<td><strong>$6,711,359</strong></td>
<td><strong>$6,716,460</strong></td>
<td><strong>$6,905,000</strong></td>
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**SPAC MEET**

A RESOLUTION expressing heartfelt appreciation to Niles Trammell, NBC board chairman, was passed last Thursday at a one-day combined meeting of NBC’s 1949 and 1950 Stations Planning and Advisory Committees.

The meeting, headed by Clair McCollough of the Mason-Dixon Group, and newly-elected chairman of SPAC, unanimously passed the following resolution:

“We are convinced, beyond doubt, that such a job could only have been possible under exceptional leadership.

“Now therefore be it resolved that the combined Stations Planning and Advisory Committee of 1949-1950, in behalf of the stations of the network, which it represents, does go on record as expressing to Niles Trammell, ‘Mr. Radio’ himself, heartfelt appreciation for this enviable achievement;

“And further does extend to Mr. Trammell our congratulations on his well-earned promotion to chairman of the board of NBC;

“And does pledge to him and his capable staff our continuing wholehearted support.”

Mr. Trammell welcomed the group at the morning session, which was told of the company’s reorganization by President Joseph E. Clevenger and Denny, executive vice president, president.

Also discussed were sales prospects, with Walter Scott, eastern sales manager, speaking in the absence because of illness of Harry C. Kopf, vice president in charge of radio sales; program plans, discussed by Thomas McCrory, national radio program director, and promotion activities, with Charles P. Hammond, vice president in charge of advertising and promotion, speaking.

A sub-committee was appointed to select a date and site for the 1950 affiliates convention.

The afternoon session was devoted to television, with Sylvester L. Weaver, vice president in charge of the TV network, presiding. George H. Frey, director of TV sales, discussed sales prospects.

A dinner at New York’s Hamp-shire House concluded the meeting.

Members of the 1950 SPAC attending the meeting were: Mr. McCollough, Harold Essex, WJSJ-AM Winston-Salem, N. C.; Milton Greenebaum, WSSM-AM Spartanburg, Mich.; Howard Pulf, WSPA Montgomery, Ala.; newly elected SPAC secretary; Walter Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston; Walter Zasgoda, WDOD Boise, Ida.; Ewing Kelly, KCRW Sacramento; John M. Outler, WSB-TV Atlanta, and John Murphy, WLWT (TV) Cincinnati.

Also attending the meeting were these members of the 1949 SPAC who were not re-elected:

- Martin Campbell, WFAA Dallas; Harry Bannister, WWJ Detroit; Harold Burke, WBAL-TV Baltimore; Jerry Harris, WSTD Jackson, Miss., and Ed Youem, KGBH Billings, Mont.

**NBC Group Honors Trammell**

These broadcasters were among those attending the first meeting of NBC’s 1950 Stations Planning and Advisory Committee in New York, Jan. 11. L to r: Sitting—Jack Harris, KPRC Houston; Clair McCollough, WGAL Lancaster, Pa., and Mason-Dixon Group; Howard Pill, WSPA Montgomery, Ala.; John M. Outler, WSBC-TV Atlanta; Standing—Ewing C. Kelly, KCRW Sacramento; Calvin, John Murphy, Crosley Broadcasting Inc.; Harold Essex, WSJS Winston-Salem, N. C.; Walter J. Damm, WTMJ Milwaukee; Milton Greenebaum, WSSM Spartanburg, N. C., and Walter Wagstaff, KIDO Boise.

**Coy To Testify**

FCC CHAIRMAN Wayne Coy and other top-ranking members of the Commission are scheduled to appear before a House Appropriations subcommittee early this week to testify on the Commission’s fiscal 1951 budget.

<table>
<thead>
<tr>
<th>BROADCASTING</th>
<th>Telecasting</th>
</tr>
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<tbody>
<tr>
<td>Page 22</td>
<td>January 16, 1950</td>
</tr>
</tbody>
</table>
WDGY Congratulates

SCHUNEMAN'S INCORPORATED
St. Paul, Minnesota

NATIONAL RETAIL DRY GOODS ASSOCIATION

GRAND AWARD WINNER

for

"PROGRAMS BEAMED TO A GENERAL FAMILY AUDIENCE"
(Schuneman's Inc., a St. Paul Department Store, won the grand award for its program "Red Rooster Hour" carried over Radio Station WDGY, Monday through Saturday, 7:30-8:30 A.M., 52 weeks.)

also Winner of

FIRST PRIZE

"In the $5,000,000 to $15,000,000 volume group stores for its program "Red Rooster Hour" carried over Radio Station WDGY."

WDGY salutes the National Retailers Dry Goods Association for honoring Schuneman's Inc. with its GRAND AWARD and First Prize. WDGY is proud to be associated with Schuneman's in producing this outstanding show and pledges its continued efforts to provide outstanding programming to the Twin Cities and Northwest Empire.

WDGY
1130 KC

MINNEAPOLIS-ST. PAUL

Mel Drake, Vice President & General Manager

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
NARBA SNAG Clear-Channel Decision Now Urged by Cullum

FOR THE GOOD of U. S. broadcasting the FCC should decide the clear-channel case—now almost five years old—before undertaking any further NARBA negotiations.

This view was voiced last week A. Earl Cullum Jr., Dallas and Washington consulting radio engineer [CLOSED CIRCUIT, Jan. 9]. Mr. Cullum at one time reportedly was offered and rejected the post of chief engineer of the FCC.

"Regardless of individual views," he wrote, "we feel that the broadcasting industry in the U. S. would be much better off to have a clear-channel decision, even if it is not satisfactory to each and every broadcaster, than to have the clear-channel case drag on indefinitely."

He pointed out that the NARBA conference in Montreal, which recessed when the U. S. refused to accede to Cuban channel demands [BROADCASTING, Dec. 5, 12, 1949], in letters being sent to clients by

is slated to resume in the U. S. April 1 after U.S.-Cuban conferences starting Feb. 1.

If FCC cannot issue a clear-channel decision by Feb. 1, he maintained, then the U.S.-Cuban meeting should be put off.

Mr. Cullum said the U. S. delegation at Montreal was "seriously handicapped by not having a definite decision in the clear-channel case, and it is not fair either to that delegation or to the broadcasting industry for the principles involved to remain unsettled." He asserted:

In giving consideration to the matter, you may wish to endeavor to get the clear-channel issues settled in a way that would be most favorable to your present and future broadcast activities, but we feel that your main effort might well be directed toward obtaining a general settlement for the welfare of the broadcasting industry as a whole, in order to help guard against the danger from foreign encroachment on broadcast channels used by the U. S.

Mr. Cullum pointed out that, aside from the demands of Cuba, the U. S. and other nations are yet to meet the requests of Mexico, which did not participate actively in the Montreal sessions.

"The inference to be drawn," he said, "is that Mexico may plan to come in later with demands much like the Cuban demands so that between these two countries all U. S. channels would be dominated."

Mr. Cullum continued:

It appears that there is a definite danger involved for the U. S. delegations to participate in further conferences without getting the clear-channel issues decided. It is our feeling that it is in the best interest of broadcasters, for their common good, should act through whatever channels are available to them to bring pressure to bear on Congress, on the FCC, and on the State Dept., for the issuance of a clear-channel decision. . . .

BAB ANALYSES

Laundry-Dry Cleaning Report

ANALYSES of the laundry and dry cleaning business, prepared as ammunition for the radio advertising salesman, have been released by BAB as the third in a monthly series of retail information folders.

The reports point to ways radio advertising should fit into budgets of both laundry and dry cleaning plants.

The dry cleaning analysis shows that industry is spending less than 2.8% of gross sales on advertising, although its own association, National Institute of Cleaning & Dyeing, suggests 5% as a normal advertising expenditure.

Previous issues in BAB's series of retail releases have dealt with furniture dealers and jewelers. The February folder will be devoted to banks. The automotive industry will be scrutinized for the March release.

GEORGIA GROUP

Winter Meet Opens Tomorrow

EXECUTIVES representing more than 40 stations are slated to attend the winter meeting of the Georgia Assn. of Broadcasters Tuesday and Wednesday (Jan. 17-18) at the Hotel Dempsey, Macon.

Registration begins Tuesday at 3 p.m., after which a cocktail party will be given by Macon stations WML, WIBB WMAG WNEK. The banquet at 7 p.m. will be addressed by McKibben Lane, general counsel of the Bibb Mfg. Co.

Business session will get underway Wednesday at 10 a.m. Ardel Nation, from Boys Estate, will tell of the work which radio did in the 1949 fund-raising drive. Scheduled business also includes a report on the 1950 Radio Institute, discussion of a libel law to protect radio newsmen and consideration of special forms for use in giving free time so that those benefited will know what is being given in dollars.

Philip D. Macarow

PHILIP DANIEL MACAROW, 53, vice president and director of McKim Adv. Ltd., Montreal, died at his home on Jan. 7. Joining McKim in 1936, he became a vice president of the agency in 1946.
This is why KRLD is your best buy

3 out of 5 FIRSTS AGAINST The FIELD

MORNING WEEK DAY Monday Through Friday
8 A.M. - 12 NOON

EVENING WEEK DAY Monday Through Friday
6 P.M. - 10:30 P.M.

SUNDAY AFTERNOON 12 NOON to 6 P.M.
(Hooper—OCTOBER and NOVEMBER)
FOR DALLAS

10 out of 10 according to Nielsen's
of the highest rated programs on the air are CBS Shows, according
to Nielsen's survey—and all are on KRLD.

14 out of 15 Likewise, 14 out of the first 15 highest rated
programs in the Neilsen's survey are CBS Shows being aired regularly
over KRLD.

Only Full Time CBS Station in North TEXAS

KRLD

Covers Dallas and Fort Worth area completely with exclusive
CBS TV shows, plus outstanding studio productions. Now
over 30,000 TV receivers in the Dallas-Fort Worth area,
and rapidly expanding.

Channel 4

50,000 WATTS

THE BRANHAM CO., Exclusive Representatives

THE COLUMBIA STATION FOR DALLAS and FT. WORTH

BROADCASTING • Telecasting

January 16, 1950 • Page 25
**SET PRODUCTION**

By R. C. COSGROVE

THE radio-television industry in 1949 fully justified the label of America's "fastest growing industry" by establishing new records in production and sales. Only during wartime did its rate of production, as measured in dollars, surpass that of 1949. And the outlook for 1950 is even more promising.

RMA statistics, projected for the entire industry, indicate that about 2,750,000 television receivers and more than 10 million radios were manufactured in 1949 and that total manufacturers' set sales exceeded $800 million. Television set sales at the retail level in 1949 probably will total between $825 million and $850 million alone, not counting installation and servicing charges, and radio sales will bring the figure to approximately a billion and a quarter dollars—a new peak in earnings for the industry.

**'50 Outlook Promising**

Towards the close of 1949 television receiver sales were accounting for almost 70% of the dollar volume done by set manufacturers with radio sales making up little more than 30%. In 1948 the situation was reversed at about the same ratio in favor of radio.

However, in spite of the sensational success of television, radio can by no means be written off as a has-been. In fact, most set manufacturers found out too late in 1949 that there is still a healthy demand for radios, not only in non-television areas but even in cities well served by the newer form of entertainment.

Actually, the radio audience has been expanding almost as rapidly as the television audience due to the high rate of sales of portables and auto sets for outdoor listening.

Some of the more popular radio programs and radio stars haven't yet switched to television. Consequently, most families want a modern radio as well as a television set, and many prefer to keep them separate so that they can tune in television and radio programs simultaneously in different parts of the house.

The past year, in addition to establishing new production and sales records, also developed some marked trends in public taste or buying habits.

One of the most interesting of these trends was the rise in popularity of the console or small TV console without either radio or phonograph. This type of console, in the radio field, had virtually disappeared since World War II. Table model television receivers, while still a popular item in the lowest price field, were about equalled in number by consoles and consoles combined, including the large models with both radios and phonographs.

---

**Let WIBW fill your sales silo!**

SALES Managers! Here's a tip from Kansas farmers. These far-sighted operators depend on ensilage (the stuff that's stored in silos) to keep livestock growing when there's a shortage of green stuff.

Incidentally, there's no shortage of green stuff—money, that is—in WIBW's five-state farm audience. You can count on immediate sales when you used WIBW.

At the same time, you'll be filling your sales silo with name preference and build-up demand for your product. You'll find this mighty valuable in keeping your sales growing—especially during seasons that are normally "off".

Let WIBW Fill Your Sales Silo

---

**Mr. COSGROVE**

Another marked trend in 1949 was toward larger picture screens and direct viewing tubes. During 1949 television receivers using the 12½-inch picture tube took the lead over sets with the 10-inch tube, and sales of receivers with the 16-inch tube gained rapidly during the last quarter. The 12½-inch tube and the 16-inch tube are expected to be the most popular types in 1950.

Television receivers in 1949 improved considerably in appearance as cabinet styling, both in table models and consoles, reflected the growing interest of women in television. For it is usually the woman, rather than the man, who wants the set in her home to blend well with her other furniture.

**Production Forecast**

Production estimates for 1950 are still in the speculative stage, but present indications are that the industry will manufacture and sell between 3,500,000 and 4,000,000 television receivers and that retail sales will approach the $1 billion mark on television alone. And radio set sales will add substantially to retailers' income.

Television's continued growth and high rate of set production in 1950, however, are contingent upon the outcome of the broad inquiry being conducted by the FCC. The judgment of the members of this government agency will vitally affect both the industry and the rapidly expanding television audience for years to come.

Of major importance in the development of a nation-wide television system is the question of whether the FCC will lift its "freeze" on new television station authorizations and will open a new band for television's expansion into ultra-high frequencies.

Equally important is the complex question as to whether color television experiments have progressed far enough to assure a public service that will compare favorably with the highly satisfactory black-and-white television broadcasting of today. The indus

(Continued on page 28)
$5,000,000 for '50!

RICH BONANZA DUE LANG-WORTH MEMBER STATIONS IN 1950

Nation-wide survey* just completed proves record-breaking commercial use of Lang-Worth Transcribed Programs by advertisers and agencies.

12 months of 1949 showed 60% increase over 1948 . . . 160% increase over 1947!

Survey indicates that agencies and advertisers will spend well over 5 million dollars sponsoring Lang-Worth Planned Programs over Lang-Worth Member Stations during 1950.

Read full details of this increasing commercial trend — initiated and developed by Lang-Worth — in next week’s "Broadcasting" (January 23, 1950).

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th STREET
NEW YORK 19, N. Y.

*Lang-Worth's third annual survey—December 1949—
Signed questionnaires received from 573 member stations. 53% network affiliates . . . 45% independents.
FEATURE

(Continued from page 12)
determine winners. Similar pro-
cedure was followed in the ear-
lier selection of state and regional
winners.
Students voiced their own scripts in
the local live competitions as well
as in the televised competitions.
The junior chamber arranged local
contests through its chapters, work-
ing in cooperation with NAB mem-
er stations and radio dealers. It
also arranged state judging panels,
with broadcasters participating in
the transcriptions. Twelve regional
winners were selected from the
state winners.
The four national winners will
receive $500 scholarships and other
prizes in Washington ceremonies
during the week of Feb. 19-25. In
addition to the awards luncheon,
they will be guests of President
Truman, members of Congress
and cabinet members as well as
participate in broadcasts and tele-
casts. At historic Williamsburg, V.
Va., they will repeat their winning
scripts in the House of Burgesses
as guests of Colonial Williamsburg
Inc.
Members of the board of judges are
Morgan Beatty, NBC commentator;
Associate Justice Tom C.
Clark, of the U. S. Supreme Court;
Mrs. Raymond Clapper: Douglas
Southall Freeman, editor and au-
thor; Andrew D. Holt, president;
National Educational Assn.; J.
Edgar Hoover, director, FBI; Ed-
ward R. Murrow, CBS commen-
tator; James Stewart, actor.

Management

LEO HOWARD, formerly com-
mercial manager of WKY Oklahoma
City, joins KDMS, new 1 kw out-
let on 1290 kc in El Dorado, Ark., as
manager. KDMS will be completed
in late February. Meantime, Mr.
Howard is headquarters in Tex-
arkana, Tex.
Wilton Gumannor resigns
as general manager of KROW Oak-
land, Calif. Before going to KROW,
he was manager of KSPO San Fran-
cisco, manager of KSRQ Santa Rosa
for six years and before that with
Don Lee Network for seven years.
His future plans have not been an-
nounced.

JOHN PATTISON
WILLIAMS, exec-
utive vice president of WING Dayton
and WIZE Springfield, Ohio, is the
father of a girl, Susan Davenport.
DAVID W. ADAMS, formerly com-
mercial manager of KCBS San Bernar-
dino, Calif., promoted to general
manager of station. Station also has announced expansion of its offices at 770 Mh St.

FRED SHAW, formerly commercial
manager of CFAC Calgary, Alta., ap-
pointed manager of CFGJ Calgary.

succeeding DONALD H. MCKAY, who
was recently elected mayor of Calgary
for 1950.

HARRY WHITE succeeds LARRY
SCHREER as general manager of
KWCT Barstow, Calif.

ARTHUR E. HALEY, general man-
ger of WBMS Boston, resigns. His
future plans have not been announced.

ROBERT McLELLAN, formerly in
sales at KTXL San Angelo, Tex., ap-
pointed manager of station. He has
been with KTXL since its inception
in 1947.

ALBERT E. FOSTER, former director
of media for Lever Bros., appointed
station manager of WLAW Lawrence,
Mass., in charge of operations and
personnel at Boston, Lowell and Lawrence
offices and studio and transmitter.
He had been with Lever organization for 25 years, principally
in advertising.

MIKE HOPKINS, formerly of CHUM
Toronto, appointed manager of CKLB (formerly CKDO) Oshawa, Ont.

TOM KRITZER, formerly with KTSF
San Antonio and later manager of
KDID-Duman. Tex., appointed
manager of KGNC Amarillo. He be-
gan his career 10 years ago with
KGNC, and most recently was sales
manager of that station.

BENEDICT GIM-
BEL, Jr., president
and general man-
ger of WIP-AM,
Philadelphia, named to sponsoring committee of
Radio & Television Award Dinner
slated for New York in March.

CHARLES H. GARLAND, general
manager of KQOL Phoenix, Ariz., and
Avis Dear have announced their
marriage.

HOMER GRIFFITH of KAFY Bakers-
field, Calif., executive vice presi-
dent and general manager of KFAB,
was named head of his own radio repre-
sentative firm, and Myrtle May Morgan
have announced their marriage.

CAB Board Meeting

INCREDIBLE commissions for Ca-
nadian advertising agencies, copy-
right fees for radio and NARBA
will be topics featured at the first
1956 meeting of the board of di-
rectors of Canadian Assn. of
Broadcasters, held at the King
Edward Hotel, Toronto, Feb. 6-9.
The new schedule of depreciation
allowances announced by Canada's
Dept. of National Revenue at the
year-end, and future hearings of the
Royal Commission on Arts,
Letters and Sciences, also will be
discussed at the meeting. Final
plans for the CAB annual conven-
tion, March 26-30, at Niagara
Falls, Ont., are also on the agenda.

FEATURE

(Continued from page 26)
try has testified to the contrary and
believes more time is needed to
develop color television. The
industry also hopes that no color
system will be authorized which
will make obsolete the more than
3,500,000 television sets in use to-
day.

RMA hopes these complex prob-
lems may be resolved through the
establishment of the proposed all-
industry National Television Sys-

tem Committee which would rec-
ommend standards for the future
operation of color television sta-
tions just as a similar committee
did for black-and-white television
in 1941.

About 40% of the population of
the United States is still outside the
range of the nearly 100 television
stations on the air, but the
50-odd areas that have television
service today are far from satu-
rated. Unlike the radio field, the
television industry is not in the
replacement business. Almost
every TV receiver sold today goes
into a home that hasn't had tele-
vision service in that area. And there are plenty of homes not yet equipped
with their first TV set—at about 88%
of them—in TV reception areas.

Present prices on television re-
cievers are within the range of
average family budgets, and a rising
percentage of any TV area will show about as
many aerials on modest row houses
as in well-to-do suburban areas.

Today's vast radio audience, made possible by the low-priced
radio, and the day is not far off
when large volume production will
make the television receiver almost as
accessible.

CLARK NAMED

Is Pearson Chicago Chief

GEORGE W. CLARK, who has
been associated with the John E.
Pearson Co., station representative,
since May, 1949, has been named
manager of the Chicago office, ef-
fective immediately. John P.
Rohrs, formerly with Belknapp &
Thompson, Chi-
gaco, will join the firm's Chi-
gaco sales staff.

Mr. Clark

The Chicago office of WLBW
Cincinnati. Later he was assistant
manager of WLW'S New York of-
Fice. He resigned from that post
to join MBS and from there moved
to the Grant Advertising Agency
for more than a year before join-
ing the firm.

Mr. Rohrs has been associated with the B & T firm as promotion
director, selling advertising and
servicing both large and small
promotions for such companies as
John F. Jelke, Hotpoint, Thor and
Peter Fox Brewing.

Mr. Rohrs

Page 28 • January 16, 1950
It is with a great deal of pride and satisfaction that KTKO announces the election of Edgar T. Bell as vice president and general manager, and the appointment of E. L. Colbourn as sales manager.

Mr. Bell comes to KTKO with many years of experience in the management field having previously been associated with the Oklahoma Publishing Company of Oklahoma City as business manager where he had active supervision over Radio Stations WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs.

Mr. Colbourn was associated with Mr. Bell for many years in charge of sales at WKY, Oklahoma City. In 1945, Colbourn resigned from WKY to become an account executive with the Frederic W. Ziv Company, with headquarters in Houston, later moving to KABC, San Antonio, where he has just resigned as commercial manager.

Ted Taylor
President

Oklahoma City
Represented nationally by Taylor-Boroff Company, Inc.
Editorial

Maryland: Free Again

ALTHOUGH YOU probably wouldn't detect it from the Washington dispatches, radio won a thumping victory last week in the U. S. Supreme Court. The court killed Baltimore's gag rule on reporting of crime news by rejecting the appeal of the State of Maryland, and thereby struck another blow for the freedom of news.

The fight was waged and won by radio. Three Baltimore stations—WCBM, WTH and WFBF, as well as a former WTH newsmen, were cited for contempt for broadcasts of a confession given by a murderer. Baltimore newspapers for a decade had found it painfully expedient to consult judges on what was permissible to print without being in contempt of court.

On appeal, the State Supreme Court reversed the lower court, holding that the Rule was "in the nature of censorship." It placed radio on equal footing with the press.

So effective was the Court action was to sustain the Maryland tribunal's finding, despite the unusual opinion of Justice Frankfurter presumably leaving the door open for future adjudication of related issues.

Three Baltimore radio stations, one of them not only for itself but for the press, the archives, we hope, will duly record this fact.

Radio Anonymous?

LAST WEEK hearings were held before the Senate Interstate & Foreign Commerce Committee on the Langer Bill (S-1847) to outlaw interstate advertising of alcoholic beverages.

In 1947 there were hearings on virtually identical legislation. The Committee refused to report any one of several bills. The following year there were further hearings. The committee then voted against them by the narrowest of margins—6 to 5.

In the intervening periods the dry groups—from pulpit and in their periodical prints—have been hammering away. The move to prohibit advertising is an obvious first step toward prohibition to return to prohibition.

This year of 1950 is an election year. Politicians have been besieged by constituent drys to vote for the Langer Bill. Since the convening of the new session on Jan. 3, every issue of the Congressional Record has sagged under the weight of resolutions and petitions adopted by societies and associations supporting the Langer Bill.

Politicians are sensitive to such pressures when standing for reelection.

Passage of the Langer Bill could deal a crippling blow to radio. The drys are not aiming merely at hard liquor advertising: they are shooting at beer and wines too. While the latter represent just one or two percent of radio's national revenue, they are important income sources both for radio and TV.

The Langer Bill strikes at advertising "in interstate commerce." All radio is interstate. So even the 250-watter in Dead Center, Tex., would be affected.

As long as alcoholic beverages are legal, it is hard to fathom how the advertising of them can be legislated out of existence. Yet, indiscrret legislation can run the legislative gauntlet if the opposition sits on its hands.

There was strong opposition to the Langer measure. The Advertising Federation of America was there. So was the Assn. of National Advertisers and the American Assn. of Advertising Agencies, and the various representatives of the printed media.

They realized that if this discriminatory legislation is passed, it would set an extremely dangerous precedent. Why about cigarette and proprietary advertising?

In scanning the list of appearances prior to the opening of the hearings Thursday, we failed to find radio represented. Once before the Senate, radio had failed to file an appearance. Could it be that radio does not regard the measure as of sufficient importance to justify an appearance? Or does radio leave its case in the hands of the associations representing other media?

Matter of State

LAST THURSDAY Secretary of State Acheson addressed the National Press Club in Washington "on the record". Radio, however, was precluded from a direct pickup. On the ground that the official would talk extemporaneously, the NAB neglected to file an appearance. Could it be that radio does not regard the measure as of sufficient importance to justify an appearance? Or does radio leave its case in the hands of the associations representing other media?

WOMAN'S PLACE is in the home—and Gene Burke Brophy finds her way into almost every home in the Salt River Valley area, through KRUX Phoenix. Some 25 of America's fairer sex are owners and operators of radio stations, and Mrs. Brophy belongs to this exclusive group. Her 21-year record of accomplishment in the broadcasting business rivals that of most men in the field.

Gene Brophy was born in Norseland, Minn., March 11, 1910, to George and Kathryn Burke. The "Gene" is a contraction of Imogene, long since discarded by the KRUX executive. She received her early schooling in Norseland and Minneapolis.

In 1928 Mrs. Brophy embarked on her radio career. Following a series of special courses at Los Angeles City College she got a job as a secretary at Warner Brothers' KFWB Hollywood. But she was not long destined for dictation and typing. When a continuity writer failed to put in an appearance one day, she hurriedly pulled out a needed commercial program. The sponsor liked it and the then-Miss Burke became one of the station's first feminine writers.

In eight years with KFWB, she progressed through each stage of the station's growing operation, efficiently handling various phases of the work in traffic, programming, creating and voicing commercial and sustaining shows.

When in 1936 Mrs. Brophy left KFWB to join Columbia Concerts Corp., a subsidiary of CBS, her unusual organizational ability came to the fore. She assisted in the creation of the Hollywood Artists' Bureau for Columbia and for four and a half years headed up the selection and supervision of CBS talent for programs originating in Hollywood.

While with Columbia Concerts she directed promotion and publicity for several concert tours. Her job included a good many talent hunts throughout the nation, searching for both radio and motion picture material. She interviewed many artists—upcoming and famous. In addition to these tasks she was responsible for the office management of the Columbia Artists Bureau.

In October of 1941 Mrs. Brophy accepted a civil service appointment as Chief of the Radio Division for the Office of Central Intelligence in San Francisco and shortly thereafter began a radio broadside of psychological warfare against the Japanese.

Before the establishment of complete offices for OCI, came Pearl Harbor and war. When, a few days later, the West Coast had its first wartime blackout, President Roosevelt called GENE BURKE BROPHY

Our Respects To—

Page 30 • January 16, 1950
YOU MIGHT GET A 175-POUND WOLF*—

BUT...

YOU NEED WKZO-WJEF TO GET BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are far and away the best radio buy in Western Michigan.

This strong CBS combination has a rural superiority that's proved by BMB figures and farm-program mail pull from every corner of the area.

WKZO-WJEF have equally impressive urban records in Kalamazoo and Grand Rapids. For Total Rated Periods (Oct.-Nov. '49) both WKZO and WJEF got top Hooperatings in their important home cities.

By projection you can figure that WKZO-WJEF deliver about 56.5% more listeners than the next-best two-station selection in the area. Yet they cost 20% less!

Get all the facts about WKZO-WJEF! Write to us direct or ask Avery-Knodel, Inc.

*A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.
SALE-ER SUIT...

DULUTH, MINN.—"I’m well suited to go sale-ing for you in the big Duluth-Superior Market," says Otto Mattick as he breezes along on his rearpedal motoskates. "I’ve got 5,000 watts on 610... my own and CBS personalities and programs... and a continuing, all-out listener-winning campaign."

That’s the KDAL story, in brief. But there’s nothing brief about KDAL’s success story for advertisers. Let us add a chapter about you and your products. It’s a cinch. Try us and see!

HOW TO GET RICH

"THERE must be a Republican in the woodpile," suggested Robert T. Mason, WMRN Marion, Ohio, after scanning U. S. Treasury Dept. second announcement for savings bonds. This sentence aroused his curiosity. "Remember, savings bonds are a safe investment—guaranteed by your government to return three dollars for every four you invest!"

CBS HOLLYWOOD

IEBW, RWG Plan Joint Action

RECOMMENDATION for joint action against CBS Hollywood by IEBW and Radio Writers’ Guild, both of whom have failed to reach agreement in negotiations with the network, was made Jan. 6 at a board meeting of the Hollywood council of National Assn. of Broadcast Writers.

Making up NABUG are Radio and Television Directors Guild, RWG, AFRA, NABET, IEBW, Screen Publicists Guild and Office Employees International Union, all of whom were represented at the meeting. Claude McCue, executive secretary of AFRA, is president.

Both IEBW and RWG have filed strike notices against the network; former seeks a salary increase to $52.50 for a 40-hour week for nine stage set-up men [BROADCASTING, Jan. 2]; latter is asking for "over $100" for 10 continuity off writers.

At the same meeting, NABUG approved action for joint investigation of malpractice against union members in Los Angeles stations and joint action against stations, if necessary. Union suspets, for example, use of announcers as actors with rerun permission for announcing chores only.

Recordings Bill

TRANSPORTATION and accept ance of "obscene" phonograph records or electrical transcriptions interstate commerce would be expressly prohibited under provision of bill introduced Jan. 6 by Rep. Emanuel Celler (D-N. Y.). The measure (HR 6622), which would amend Sec. 1462 Title 18 of the U. S. Code, would cover any article "capable of producing sound" — certain books, pamphlets, motion picture film, advertisements, drugs. Referred to the House Judicary Committee, the measure would alter the Code to include a above-mentioned items rather than just literature.

WJR Newark, N. J., will air annual All-Sports Dinner, sponsored by New York Athletic Club, Jan. 19, from 9-9:30 p.m.
On four special Saturday night broadcasts starting at 11:15, KDKA listeners were asked to telephone contributions to a special campaign for Children's Hospital. Thousands of calls poured in, from 335 communities in 23 states! Surprising coverage? Not for KDKA, the 50,000-watt station with a vast audience, by day and by night, in almost 200 MBM counties.

WESTINGHOUSE RADIO STATIONS INC
KYW - KEX - WOWO - WBZ - WBZA - KDKA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

PITTSBURGH
50,000 Watts
NBC Affiliate
MARCH OF DIMES
Radio-TV Promotion Shows

RADIO stations throughout the country are receiving a series of electrically transcribed shows and spot announcements, and video stations are receiving 10mm sound films to promote the 1950 March of Dimes campaign. The programs are for use locally Jan. 16-31, this year's March of Dimes drive dates. Recordings and films feature some of the top talent in the country, and, with the "discs for dimes" and spot announcements, are expected to account for a good per centage of the goal set this year by the National Foundation for Infantile Paralysis.

Potts Adv. Incorporates

R. J. POTTS-Calkins & Holden Advertising Inc., with headquar ters at 215 Pershing Road, Kansas City, Mo., announces that, effective Jan. 1, the organization started operating as a corporation instead of a partnership. All partners remain as officers of the corporation and their assets will be transferred to the corporation in their entirety, it was stated. The management and personnel of the organization will remain very much the same as it was in the partnership, the announcement stated. The firm also maintains offices at 247 Park Ave., New York, and 333 N. Michigan Blvd., Chicago.

BOB MILLER, farm service director of WRFD Worthington, Ohio, named program director of station, effective immediately. He formerly was associate farm director of WLW Cincinnati.

WINSLOW BETTINSON, formerly program director of WIBB Portsmouth, N. H., appointed director of station operations for WLYN Lynn, Mass.

EMORY BROWN joins announcing staff of KTTL San Angelo, Tex.

ANNE STEGOS, former associate editor of Suffolk County, N. Y., Watchman, Huntington, L. I., joins script and continuity department of WHLI Hempstead, L. I. She replaces Muriel Abrams, who resigned to be married.

 STEWART McPHerson, formerly with BBC, joins WCCO Minneapolis Jan. 18 as m.c. of new quiz show.

BOB ROTI appointed to announcing staff of WMBG Richmond, Va.

DAN KEELER, of KSL Salt Lake City announcing staff 1945-47, rejoins station, dividing his activities between AM and TV.

SY MERNs, former production man with WINS New York and play-by-play announcer for WDKY Cincinnati, Md., appointed program director for WMON Montgomery, W. Va. He replaces Jim Holmes, resigned to do graduate work in dramatic arts.

RICHARD F. LOW, former continuity director for KRON Omaha, Neb., named program director of KBON-AM-FM.

CHARLES TESSER, recent graduate of Television Workshop, New York, joins staff of WSYR-TV Syracuse, N. Y., as photographer.

CARL VICTOR LITTLE. newspaper columnist of Houston Press, joins KXYZ Houston as commentator.

CHARLES SHOWS signed to seven-year exclusive contract as writer of KTIA (TV) Los Angeles Time for Beeny children's show.

CHARLIE ACKERSON, ballad singer formerly with KWK St. Louis, rejoins station as m.c. of Charlie Ackerson Show.

COLLINGSWORTH (Buddy) HOL-MAN, former staff announcer for WTAL Tallahassee, Fla., becomes staff announcer for WMBR-TV Jacksonville, Fla.

LaVERNE WHITAKER named stage assistant to Jack McElroy, e. o. of ABC Breakfast in Hollywood. She succeeds Monica Whalen, resigned.

RAY DAVIS, formerly with WNAV Annapolis, Md., WDVB Dover, Del., and WSM Nashville, joins announcing staff of WASA Havre de Grace, Md.

JULES PEWOWAR, program director at WMOR (FM) Chicago, joins Herbert Leavens Assoc., Chicago television production firm, as production manager. He will continue with his station work.

TOMMY THOMPSON, for past two years in ABC Hollywood mail depart ment, transferred to KECA-TV Hollywood as program assistant. Prior to joining ABC he was with Armed Forces Radio Service in Tokyo.

ROD HENDRICKSON joins WTOP Washington as m.c. of new Tues.-Thurs. show sponsored by Wise Potato Chip Co., Berwick, Pa.

WILLIAM R. KLEIN, formerly guest relations manager for Don Lee Broadcasting System, named coordinator of operations. He replaces Jean LANG, resigned to complete studies at U. of Southern California.

JERRY FRANKS, KECA-TV Los Angeles stage manager, leaves Feb. 20 for six-weeks leave of absence during which time he will serve as stage and technical director of traveling show sponsored by Union Oil Co. Tommy Thompson replaces him during his absence.

DONNA KLINE joins KTIA (TV) Hollywood as chief costume designer on five weekly Time For Beeny children's program.

LES MITCHEL, producer-director of Skippy Hollywood Theatre, elected president of Sunset-Luna, Calif., Chamber of Commerce.

MILTON Q. FORD, morning man for WWDC Washington, is the father of a boy, Michael Eric.

RUSSELL LONG, program manager of WCSC Charleston, S. C., and ELIZABETH ROEBUCK, on staff of WCSC as Carolyn Coy, have announced their marriage.

GEORGE SNELL, of KEEN San Jose, Calif., appointed radio chairman of Santa Clara County Committee for Hoover Report.

DON STEVENS, announcer at WSB Atlanta, Ga., is the father of a girl, Marilyn Donna, born Jan. 5.

BERTHA KURTMAN, A B C-TV broad casting supervisor, and David Williams of Time and Life, have announced their marriage.

HOLIDAY GUIDE
Offers Aid to Advertiser

THE COMMERCE Dept. announced last week the compilation of a booklet which contains a calendar of specially designated days, weeks and months to be observed during 1950. It also said pointedly that retail sales and profits could be boosted by a better coordination of advertising with national holidays and special observances.

Commerce guide to the businessman lists days, weeks and months of special promotion and celebration of interest to the business field. In addition, legal, religious and other holidays are included. Information contained in this issue, third since the war's end, was furnished by trade associations, secretaries of state governments and other such organizations, the Department said. Also included is the purpose of each event as stated by its sponsor.

A total of 154 days, 124 weeks and 36 other celebrations are included in the booklet, called "Special Days, Weeks and Months in 1950," which may be obtained from Superintendent of Documents, Washington 25, D. C., or from the Dept. of Commerce field offices for 15¢ per copy.

BOSTON & Maine Railroad discovered during the holiday season that radio has both power and flexibility as an advertising medium, Jan Gilbert, timebuyer, Harold Cabot & Co., Boston, reports.

A few days before Christmas, mail piled up at Boston's North Station to an uncontrollable degree necessitating additional help to handle it. The railroad called the Cabot agency and placed a schedule of announcements on four Boston stations.

First spot went on the air at 10:50 a.m. and others were scheduled through 2:50 p.m. At 11:50 p.m., the railroad advised the agency that it had more men than it could hire. Balance of the schedule then was cancelled. A total of 2,950 applicants reporting to North Station, Miss Gilbert notes.
LISTENERS’ CHOICE
In SAN ANTONIO only KTSA broadcasts all the Big CBS programs on AM and FM

DOUBLE-TALK
That Means Something

NOW, on KTSA AM/FM, San Antonio listeners get simultaneous AM and FM broadcasts of complete program schedules, including the BIG Columbia Broadcasting System network shows, with favorite CBS stars and personalities.

ALL THIS, in addition to new, local programming and special events broadcasts, new public service features, and an amazingly COMPLETE coverage of the NEWS, adding the tremendous news-gathering resources of both the SAN ANTONIO EXPRESS and the SAN ANTONIO EVENING NEWS to KTSA’s already recognized facilities.

Ask any of the Free and Peters “Colonel’s” about the NEW, GREATER KTSA AM/FM and the booming GREATER SOUTHWEST market it serves.

Owned and operated by
San Antonio Express
SAN ANTONIO EVENING NEWS

FREE & PETERS, INC. National Representatives

January 16, 1950 • Page 35
PAPER MASKS numbering 10,000 were distributed by WKNA Charles-
ton, W. Va., in 24 hours on behalf of Holsman Bakery Co.'s,Cisco Kid,
Frederic W. Ziv package. During commercial announcements over the
show, children were told that masks would be given away through
grocery stores. By following afternoon, all masks were gone and
WKNA had to ask children to refrain from asking for them at
grocers.

Telescope for Tower

SIDEWALK superintendents in Louisville-
ville have been provided with refract-
ing 2 1/2-inch lens telescope with which
to watch progress in construction of new
WKAS-TV television tower. Lo-
cated on a central downtown corner, four
blocks from tower's site, telescope is
free to public. Attendant is on hand
to keep instruments in focus and an-
swer questions. Limit time is imposed
on gazers only when necessitated by
tower crowding. Waits-high bearing station's
call letters and information about tower surrounds telescope
on three sides. Tower will be completed
by Feb. 18.

Bowl Promotion

WOODEN BOWLS containing two
orange and package of Gillette razor
blades were sent to Bay Area radio,
sport and advertising editors by KCBS San
Francisco to promote its January
broadcasting of Rose Bowl and Orange
Bowl football games. Bowls were
wrapped in Christmas paper, sent to
Colgate-Palmolive colleges. Idea was originated by Wal-
ter Conway of KCBS promotion de-
partment.

Sports Promotion

PROMOTION for KROC Rochester, Minn., recently, involved choosing of
most outstanding athlete in Roches-
ter area for 1949 and sending him,
exclusive seeing by Cotton Club and Elec-
tivities in Dallas, Tex. Darrell Coch-
ran, U. of Minnesota athlete, won con-
test, was flown to Dallas and en-
tered in the ball game before leaving
his campus. He was met in Dallas by
city's Chamber of Commerce and
was included in visits with North
Carolina team, sat on the bench with
them and took part in numerous other
celebrations in conjunction with game.

PROMOTION

pictures taken in Dallas are now dis-
played in prominent downtown win-
dow. Both KROC KROS sales and pro-
motion department was in charge of
total operation.

KBON-FM's Thanks

THREE-fold bullish bulletin issued to public
by KBON-FM, Transcar Radio station in
Omaha, Neb. Folder contains results
of balloting on approval of bus
radio and data concerning completion
of installation in all Omaha bases.
Picture of business leaders present
when ballots were counted is included,
as well as list of votes, pro and con,
tabulated by bus routes.

Coverage Data Folder

400 two-color illustrated folder sent
to trade by KSD-TV St. Louis
promoting its coverage of outstanding
local events and containing coverage
inside. Folder is made up of
coverage map with primary and sec-
ondary areas outlined, and circles
around sections outside coverage areas
where satisfactory reception has been
reported. Details of St. Louis market
also are included.

Postcard Distribution

TWO postcard mailings recently sent
to 500 grocers in coverage area by
WHBC-AM-FM Canton, Ohio. First
concerns Buckeye Potato Chips. Two
pictures of bags of potato chips are
featured on card under heading, "You're In the Chips Bag!"
Second promotes Nucoa Mar-
garine on bright yellow card.
Mess-
agers, in box, featured Nucoca Yodeler's Catchy--Compelling De-
sign--For-Selling Radio Spots Dally
on WHBC & WHBC-FM." Both cards
bear standard, "Stock up--Display--
Say! Radio advertised products
move!"

Sponsor's Letter

LETTER from pleased sponsor sent to
WTJ (TV) Miami, Fla., has been
reprinted and mailed to potential
sponsors and trade by station. Let-
ter, from Senor Don Casa, proprietor
of gift store in Hollywood, Fla., tells
story of his successful use of WTJ.
He says, in part: "... the prestige
of being a television advertiser at this
pioneer period is in itself worth the
cost of advertising regardless of im-
mediate results." Return of $320 on
the program was not commercial on
WTVJ is recorded.

Large Following

IN conjunction with his sixth annu-
ality with WNOY York, Pa., "Doc"
Hayenburg's "Ladies' Lunch Club,
two-hour noonday platter show,
decided to form a club. Free member-
ship cards were offered to all listen-
ers, and 1,000 cards were printed.
By the time all interested listeners had
enrolled, additional 5,000 cards had to
be printed. Party in honor of new
club was held for members, and 4,000
persons who appeared broke 10 year
attendance record for dance hall where
party was held.

Constructive Promotion

OVERSIZE card aimed at construc-
tion material firms sent to trade by
KNX-WCAU Philadelphia newspaper and
carpenter nailing down boards.
Narration reads: "Over 5 million people
in Philadelphia area read every
edition KNX-WCAU inside, including
... Los Angeles County where total
retail sales and total net effective buy-
ing income are the second highest in
the nation.

Full Promotion

ANNOUNCEMENTS of the 48-hour delayed telecast of entire Cotton Bowl
activities and game between Rice and
U. of North Carolina carried by
WFMY-TV Greensboro, N. C., were
distributed by the station not only in
Greensboro area, but in points as far
distant as Dallas, where game was
played. Releases were sent to sports
editors of all advertising news
stations and in WFMY-TV's coverage
area. Copies also were mailed to editors
in Dallas and to coach and to football
coaches of U. of North Carolina.
More than 250 copies were distributed
by Gaines Kelley, general manager of
WFAA-FM Dallas. Numerous
newspaper ads were carried
in local papers, with front page
inserts on day of telecast. Post-cards
telling of game went to 6,000 dealers
and TV set owners. Telecast was
sponsored by four local General
Electric dealers.

Teamed for Service!

OCCASIONED by Kansas City, Mo.'s
celebration of its centennial, blue promo-
tion piece has been sent to trade by
KFRM and KMBC that city. Cover
announces that stations are "Teamed
for Progress in 1960... Inside carry
names and titles of executive
personnel of stations, and detached
map bearing stations' call letters and
message that they jointly offer com-
plete Coverage of Kansas City's Trade
Area!" KFRM is programmed by
KMBC.

Men of WORZ

NEW expansion of flying suarers
provided by WORZ Orlando, Fla. Over
New Year's weekend, members of sta-
tion's staff who are licensed pilots at-
ached a call letter of WORZ to four
planes, and station's slogan, "The Bet-
ter Shows in Town," to fifth plane. Let-
ters and slogan were on long streamer
that glinted in the sun. Planes the made extended flight over Central
Florida and Orlando metropolitan area, attracting wide attention.

Owen Sound Data

CFOS Owen Sound, Ont., has released
a quarterly illustrated brochure on
Owen Sound's major industries. Brochure is jointly issued by CFOS and
Owen Sound Sun-Times, affiliated daily,
newspaper. Booklet was aimed at local market area, lists principal industries
and retail establishments, gives de-
tailed growth in recent years, and his-
tory of CFOS and newspaper.

Personnel

VINCENT F. CALLAHAN, formerly
sales manager and publicity director for
WRC, the M.A.L. in Washington, and
later general man-
ger of WLUJ, New Orleans, has
since that in same capacity with WBZ, Bost-
to, WQWQ Washing-
ton as director of promotion and pub-
licity and promotion for War Bonds, under super-
vision of U. S. Treasury Dept.

A. R. GLOSTER, head of own public relations firm, appointments
as publicity and promotion for CKLW
Detroit, Mich.

MRS. PAT LAWRENCE resigns as
assistant in advertising, and promotion
of KBNC San Francisco to become
manager of new Bay Area office of Radio Report Inc., Berkeley
(Glengarry), become public

HELEN PARK, formerly with program
department of WOR New York, joins
public affairs department of WHLL
Hempstead, L. I. New York.

KEN SODERBERG, formerly with
WMUS Muskegon, Mich., joins KAAS
Austine, Minn., with duties in sales
promotion and program production.

TRADE LAWS

Chamber Asks Reappraisal

THE U. S. Chamber of Commerce
last week called for a "construc-
tive reappraisal" of trade laws and
challenged President Truman's
proposal that the 81st Congress take
complete action on pending legis-
lation to tighten anti-trust laws.

The Chamber maintained that the
"recommended amendment of the Clayton Act would vest broad
new powers to the FTC. Although
labeled a boon to small business,
these concerns are the ones which
would be most hurt if this proposal
became law." It asked for the
"scrapping of "in the light of inter-
pretations of the past decade ...".
... these laws are often applied in an unrealistic, arbitrary manner
inimical to the interests of small, independent business.

The Chamber's views were given
at a news conference held in Wash-
ington's Carlton Hotel during
which Herman W. Steinkraus,
press division, S. C. of C., reviewed the President's message to Congress.
The new patented method for storing • protecting • classifying
Your Phonograph Records...for INSTANT Use!

Read the full story in the Special Edition of "BMI Music Memo" (Feb. 25, 1946), how CLASSOPHONE Pockets save time, work and records in one of the large radio studio libraries, WOR, New York.

Classophone Pockets form snug individual compartments, each holding one record in perfectly upright position, forever preventing warping. Each record occupies its own numbered Classophone Pocket, never in contact with other records, eliminating scratching and chipping.

Classophone Pockets are hinged at the base, firmly anchored in the cabinet into which they are built, suitable for 10" or 12" records. You flip the numbered Pocket forward to withdraw a record; you flip it back in position when you replace record.

Build Any Type Cabinet For Classophone Pockets...From our FREE Plans
Any handy man or carpenter can build the kind of cabinet most suitable for your purpose from the simple plans furnished to purchasers of Classophone Pocket units.

RADIO STATIONS Now Solve Record Problems with CLASSOPHONE

KRBC, Abilene, Texas WDAK, Columbus, Ga. WERO, McKeensport, Pa.
WGST, Atlanta, Ga. WIBC, Indianapolis, Ind. WLYI, Muscle Shoals, Ala.
WPRO, Providence, R.I. WISH, Indianapolis, Ind.

Monogram Pictures, Board of Health, Los Angeles, Calif.
American Society of Composers, Authors & Publishers, New York, N.Y.
U.S. Naval Air Station, Pensacola, Fla.
West High School, Green Bay, Wis.
Bowling Green State University, Bowling Green, Ky.
Palisades Interstate Park Commission, New Jersey
Pembroke State College, Pembroke, N. C.
20th Century Fox Films, West Technical High School, Cleveland, O.

COMPLETE RECORD PROTECTION
In addition to providing safe protection for standard 78 R.P.M. records, Classophone Pockets may be used equally as well for the new 33 1/3 R.P.M. Long Playing (LP) type.

Fill out this coupon and mail TODAY.

CLASSOPHONE, Inc.
35-05 36th St., Long Island City 1, N. Y.

Without cost or obligation, please forward a copy of your FREE plans, outlining method of constructing a CLASSOPHONE record cabinet. We understand this is a flexible plan suitable for housing any desired quantity of records.

Name ____________________________
Firm ______________________________
Address ___________________________
City ________________________________ Zone State ______________________________

January 16, 1950 * Page 37
Commercial

KENNE TH STRON, sales representative for WYN, Mass., for over a year, and before that with sales staffs of WBZ and KTOP, joins appointed sales manager of WLYN.

ED MORGAN, sports director for KBNK Omaha, Neb., appointed transit sales manager for KBN-FM in addition to his present duties.

JOE YOWELL, formerly sportscaster for KTXL, San Angelo, Tex., becomes salesman for station.

COK Penticon, B. C., appoints Radio Representatives Ltd., Toronto and Montreal, as exclusive representative.

WIC San Juan, P.R., has published Rate Card No. 4 which became effective Jan. 1.

ROBERT M. DOOLEY, for five years national sales manager of KFAB Omaha, Neb., resigns. Future plans not announced.

DON KINEM, formerly of WOTW Nashville, N. Y., joins sales staff of WEIM Fitchburg, Mass.

WGHH Marion, III., 500 w daytime outlet on 1150 kc, names Sears & Ayer as national representative.

FRED I. GEIGER, former New York state representative for Frederic W. Zip Co., joins staff of WSYR Syracuse, N. Y., as sales representative. He replaces CLARENCE KELLER, who resigned to become convention bureau manager of Syracuse Chamber of Commerce.

DEL BELFLOWER, formerly withKFDA Amarillo, Tex., and Amarillo Times, joins commercial department of KTKO Oklahoma City.

JOHN J. COLE, sales service manager of WDVT (TV) Pittsburgh, and before that with KCMO Kansas City, Mo., and KFPR Columbia, Mo., appointed account executive for WDVT.

CBS Hollywood accounting and purchasing departments have moved to new quarters at 6111 Sunset Blvd.

JOHN BINKOWSKY heads both departments.

STOVER J. MORRIS Jr., formerly with P. Lorillard Tobacco Co. and Southern Dairies Div. of Sealtest Inc., joins WDVA Danville, Va., as sales representative.


WALTER W. CRIIBINS, formerly head of his own San Francisco novelty advertising firm, and George Le May MORE, joins sales staff of KEEN San Jose, Calif.

HELEN McDERMOTT, chief accountant of KLAC-AM Hollywood and George Arvantes, local business executive, have announced their marriage.

ROBERT GARLAND, of sales staff at KQO Phoenix, Ariz., is the father of a boy.

DAVE MERLIN, KSOP (AM) - KPIX (TV) San Francisco salesman, is the father of a girl, Amy Eliaztloa.

Respects
(Continued from page 30)

for an immediate report as to morale and general reaction. Colonel Joseph J. Donavan, General Donovan, located Gene Brophy by telephone and she in turn gave the report which a half-hour later was on the President's desk.

From an officeless beginning Mrs. Brophy built and West Coast OCI into a potent propaganda weapon that later became the Office of War Information in St. Francisco. It grew from one employee—herself—to a staff of 500 workers: director of radio, news, administration and interpretation of policy, and pushed as many as 523 programs a week into Pacific fronts, often using five to six shortwave stations simultaneously.

When the Japanese tried to jam these broadcasts she pressed two obsolete RCA circuits into service. The Japs were able to jam two of the signals but a third broadcast consistently and refugees returning later on the mercy ship Grips-holm reported many lives had been saved by OCI programs in the Philippines.

Mrs. Brophy resigned from OWI in 1943, because of her husband's ill health, and went to Phoenix, Ariz. During his three-year period of convalescence, she became aware of the need for an independent station to serve the rich Salt River Valley area's more than 300,000 people. She applied for and was granted a CP for KRXU.

Located in October 1945, KRUX went to the air the following March.

Drawing from her experience Mrs. Brophy programmed KRXU to an impressive record of "never before" radio broadcasting. Doing away with radio's traditional commercial, the station aired three initial days of non-sponsored programs, requesting frank opinions and suggestions from the listening audience as to how to improve the station's fare.

KRXU brought Arizona listeners the first 24-hour program service, play-by-play baseball, boxing, news..."}

Silver leaves are pinned on shoulders of Barney Oldfield (r.), former newspaperman, radio commentator, and 400,000-watt ETO radio chief, by Brig. Gen. R. V. Ignico, commanding general, Warner Robins Air Material Area, on whose staff Lt. Col. Oldfield is assigned. This was the second surprise for the ex-commentator following the Christmas holiday which he spent at his home in Nebraska. While returning to the Georgia air base, the colonel, hitch-hiking by airplane, found himself included in President Truman's party making the flight to Washington from Independence, Mo.

‘Better Way’
First Series Offer
By Hage Firm

WITH some 40 stations already signed for his sales and program service, A. Maxwell Hage last week announced that he had established his own firm with headquarters in Suite 1412 at 366 Madison Ave., New York. The new firm will specialize in material designed specifically for expanded station revenue, largely through daytime programs and nighttime series. A Maxwell Hage, has been night editor of NBC, with United Press' in New York and assistant manager of the former WJAY Cleveland.

Subscribers to The Better Way Include:


on the hour, a local commentator an Easter High Mass, a regularly scheduled symphony program and a unique Armistice program in na tive Indian tongues to Hopi and Navajo veterans. KRXU ranks with the top stations in listener service, and a record number of satisfied advertisers who have been with the station since its inception. Re sults—the station's available time is always sold out.

The diminutive, energetic owner- operator of KRXU aims to please his audience. "If the audience wants it we'll get it on the air," she says. Her staff has been well-conditioned to cancelling whole blocks of programs for a police or public service job—in advance or on a moment's notice.

In addition to what would appear to be a fulltime job, Mrs. Brophy is an active member of the Phoenix Advertising Club, Chamber of Commerce, Phoenix Soroptimist, County Club, Saddle and Sirloin and Kiva Club. Nationally she participates in the NAB and Radio Club. Ten years ago she married Murry Brophy. Today they live in a modest home near Phoenix. They make their work their hobby—"to get the greatest pleasure out of both," they explain.

SYNTHETIC MICA
NBS Claims Superior Type

MICA now can be synthetized. National Bureau of Standards scientists have succeeded in producing the substance which is a critical material in the manufacture of electrical and electronic equipment, the Commerce Dept. announced last week.

This synthetic mica essentially has the same properties as the natural, the department pointed out that it is superior in its ability to withstand high temperatures. The substance, widely used in radio and electronic equipment, owes its value to its remarkable properties and is used for capacitors for aircraft.

This country, the department said, is the world's largest mica consumer although it produces only enough of the substance to meet a small portion of the country's needs. Commerce Secretary Charles Sawyer predicted that "synthetic mica production may make it possible for the United States to meet its own demands for this critical material."

Work on synthetic mica was part of a broad program of research on fluorine-type artificial minerals sponsored by the AEC under a program that is designed to further the cooperation of the Office of Naval Research. The mica phase was developed in cooperation with the U. S. Bureau of Mines and the Colorado School of Mines, the Commerce Dept. said.

WKTY LaCrosse, Wis., signs exclusive agreement with Wisconsin Div., American Automobile Assn., for airing of highway information for balance of hazardous driving period.
'49 Billings
(Continued from page 20)

By Agencies

Dancer - Fitzgerald - Sample,
Harry R. Brann 
J. Walter Thompson Company, Inc.
1,116,000

Leo Burnett Company, Inc.
1,101,761

Boo Bowman

William H. Weintraub & Company
1,590,296

Kudner Agency, Inc.
1,551,131

J. R. Young & Rubicam
369,376

C. J. La Roche Co. & Co.
818,438

Bartlett, Barton, Durstine & Osborn
289,957

Compton Advertising, Inc.
1,074,456

Warwick & Legler, Inc.
1,785,118

McGaw Incorporated
945,355

Prestige, Inc.
702,092

Reynolds, Stavender, Co.
450,960

Brenn & Bowles, Inc.
908,690

Robert C. Guenther & Company
899,838

Koonce Company
183,013

H. B. Humphrey Company
355,238

R. H. Alber Company
344,384

Weust & Geller, Inc.
288,870

Russell, John, Inc.
385,514

Raymond Spector Company
266,580

Foster, Coe & Belding
541,083

S. Z. Turkel-Kepler
225,837

Roy S. Durstine, Inc.
218,168

Young & Rubicam, Inc.
303,917

Buchanan & Company, Inc.
170,272

Edward Schlesinger 
99,358

Grey Advertising
139,092

Krau-Van Piersum - Dunlap
132,816

Tucker Wayne & Company
134,154

American Broadcasting
125,380

Huber Hoge & Sons
110,480

Goldman Boshamer & Allis
110,740

Career Advertising Co.
107,232

Shepherd-Rygel, Inc.
1,503,440

Neal and Andersen Advertising
1,501,670

Tallman & Company
59,544

W. L. Gieseman & Company
143,569

Grey Howard & Johnstone, Inc.
101,057

Ewell & Thruher Associates
73,897

Producers & Broadcasters
21,169

Political

Beaumont & Hohman, Inc.
20,506

John F. Murray Advertising Agency, Inc.
17,780

Russell Hess & Wood, Inc.
135,352

Pacific National Advertising
13,532

Irvin - McKeogh Advertising
10,700

Charles W. Hoyt Company, Inc.
10,780

Marek & Tallman
22,100

Joseph L. Maccollum
11,411

Pepsi Cola Company
11,011

Finch & Company
11,740

Promotional, Van Norden & Staff, Inc.
6,750

Ravenwood, H. Morgan Company
6,240

Total
$45,242,725

Billings by Months

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<tr>
<th>Month</th>
<th>Billings</th>
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<tr>
<td>January</td>
<td>$1,316,105</td>
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<tr>
<td>February</td>
<td>$1,310,650</td>
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<tr>
<td>November</td>
<td>$7,122,000</td>
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<td>December</td>
<td>$8,071,990</td>
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By Advertisers

Miles Laboratories, Inc. $1,316,105
Philip Morris & Co., Ltd. $1,310,650
Johns-Mansville Corp. $1,142,945
Baltimore-Washington National Biscuit Co. $8,069,060
Quaker Oats Co. $8,362,281
Bayuk Cigars, Inc. $10,979,273
American Tobacco Co. $10,271,192
Sargent & Company $11,159,352
Hershey Foods Co. $11,178,340
Tobacco Division $6,166,487
Kraft Foods $7,122,000
General Foods Corp. $8,071,990

VMAT's Comment

WUSA Washington, Inc., 1 kw daytimer on 1010 kc has suspended operation of a 60-day period, FCC announced Jan. 6. On the air since 1946, WUSA is planning financial reorganization.

WUSA Suspects

WUSA Bloomington, Ind., 1 kw daytimer on 1010 kc has suspended operation of a 60-day period, FCC announced Jan. 6. On the air since 1946, WUSA is planning financial reorganization.

Prospect?

Prospect! for sales? Montano's got 'em. Wealth from copper, dairy cows, lumbering, forestry, hydroelectric plants, sugar beets, meat packing. Seven major industries in oil add up to better than $100 million in retail sales (1948). Pan for wealth if you like. But for solos in a hurry, use the Mosby stations.
annual awards (continued from page 15)

phony hour, KSL, second prize for programs beamed to general family audience; ZCMI Homemaker Program, KALL, second prize for women’s programs; Toasted Solids, KUTA, first prize for teen-age classification; The Land of Make Believe, KSL, first prize for children’s programs; ZCMI Breakfast Edition of the News, KDFY, first prize for men’s programs. The specific prizes were in the $5-$15 million volume store category.

Schumman’s Inc., for its Red Rooster Hour on WDGY St. Paul, beamed to a general family audience, captured the grand award for the audience classification and first prize in its volume category—$5-$15 million.

The grand award in the children’s program classification, only other audience group to offer such an award, went to Lit Brothers for its Lit Brothers’ Magic Lady Supper Club on WFIL Philadelphia. The program also won first prize in the sub-classification for stores doing more than $15 million.

Pomeroy’s, Reading, Pa., and Golden Rule, St. Paul, took second and third prizes respectively for the Groups of Beamed Programs categories. Pomeroy’s was honored for four shows, Golden Rule for eight beamed programs.

Other First Prizes
Other first prize winners included Goldblatt’s Dept. Store, Chicago, for The Let’s Have Fun Show on WGN, which captured first honors in the general family, over $15 million classification. Sears Roebuck & Co., Burlington, Vt., for its Sears’ Man on the Street program on WCAX, was rated first in the volume group up to $5 million, general family category. Second prize in the general family, over $15 million group, went to Marshall Field & Co., Chicago, for Masterpieces of Music, aired on WNNP Evanston.

Brief radio case-histories of Goldblatt’s, Sears Roebuck and Marshall Field were presented at the awards session by Mr. Mitchell and Lee Hart, BAB radio coordinator, to illustrate “a simple formula for buying and using radio.”

The potential advertiser, Mr. Mitchell said, should ask himself two questions before buying time: “What kind of results do I want?” and “What’s the best program and time to produce such results?”

When using time, Mr. Mitchell pointed out, he should use it to sell and measure it for results.

Goldblatt’s, Mr. Mitchell said, wanted to bring traffic to the store, more volume orders and more business. It chose its prize-winning Let’s Have Fun Show broadcast on WGN from its 8th floor auditorium, Monday-through-Friday, 12 noon-12:30 p.m.

purposes outlined

The time was used to (a) Advertise specific merchandise values such as men’s sport shirts, home movie outfits, pop-up umbrellas, bonds and any item representing a good value buy. (b) Present merchandise—ways to plug specific item values and promote departments where they can be purchased. (c) Advertise special “phone” values for listeners only. (d) Emphasize store hours.

Results showed, Mr. Mitchell and Miss Hart outlined, that an average of 5,000 people per week entered the store to see the program; that the phone service department was flooded with orders on special phone values with as many as 90 orders received within 10 minutes after a program left the air; that 75,000 letters were received in connection with the program’s Christmas contest and that Goldblatt’s has noted a steady increase in business over the three years that the program has been aired, justifying its opening of new out-lying stores.

Sears Roebuck in Burlington, which wanted to sell merchandise, promote Sears’ slogans, services and special values, was decided on Sears’ Man on the Street to be aired on WCAX Monday-through-Friday 12:15-12:30 p.m. The show, staged at the store’s entrance, gave Sears credit coupons and gift souvenirs key rings to contestents and listeners who submitted questions. It was to promote in its goals, Sears used the program for individual commercials on specific items. It also utilized one question in the quiz to highlight a Sears brand.

Female shoppers were made to reveal what they were shopping for, and were told about the Sears brand merchandise they were purchasing, too, were invited into the store to hear themselves on Sears’ Silver-tone wire recorder. The store’s slogans were used regularly.

Radio judges in honoring the program, were available only in special instances where radio alone was used, and was not part of a coordinated promotion. They showed: (A) Radio promotion of new Sears’ catalogues brought immediate response, with all catalogues ordered, for the Saturday of the broad cast. Store had had little action before from a newspaper ad. (B) Complete stock of 187 pinking shears sold as result of three commercials. (C) Complete stock of 500 dozen roses sold in one day after radio promotion. (D) Two radio programs devoted to Sears’ promotion sold 27 units and department had 28.7% increase over previous year’s promotion in the same period. (E) Slogan tied in to the common knowledge; Sears’ major brands are regularly identified by people interviewed. (F) Crowds in front of store attracted by broadcasts; traffic outside of store was attracted by program; traffic into store also, with at least 10 people a day entering store to hear their voices.

suburban stores

Marshall Field needed radio to promote its suburban stores, specifically suburban advance, and the record departments of its Evans- ton and Chicago stores.

It chose Masterpieces of Music program, aired on WNNP Evanston Monday-through-Saturday, 2:30 p.m. and Sunday 12:30-1:30 p.m.

Commercial stress “unhurried shopping” and other customer ben-

N RDGA 1949 Awar ds

(Continued from page 15)

Honor able Mention—L uck ey Platt & Co., Poughkeepsie—Songs of our Times; WCB-AM, Stop Work, WCBS-FM

Honor able Mention—The John Bres styl e Show, WPXY, New York; Bring You the News of the World; WCVS

Honor able Mention—Mansfield John Hum mer Co., Springfield, Ill.—The Samp son Reports; WCVS

Stores Winning Awards for Programs Beamed to a Children’s Audience

OVER $15 MILLION VOLUME GROUP STORES
First Prize—Sibley, Lindsey & Curt, Rochester—Tower Clock Time; WKTI-AM
First Prize—Poiskey’s of Akron, Akron—Lynne Lawrence, WAKR
Honor able Mention—Alms and Doepke, Cincinnati—Time for Calling WSAI
Honor able Mention—Joe’s of Texas, San Antonio, Texas
Honor able Mention—Petersburg, Va.—WATTS

$5 MILLION TO $15 MILLION VOLUME GROUP STORES
First Prize—Pomeroy’s Inc. Reading—Pa. —Priaglia Pomeroy & Co., POMR
Second Prize—Zion Co-op, Mercantile Inst., Salt Lake City—Sears Homemaker Program, KALL
Second Prize—Sax Brothers, Tazewell and St. Petersburg—Notes to Music WFLA
Third Prize—Stock & Speeds Stores, Racine—Dell Rogers Recommends KXDL
Honor able Mention—Mannes & Co., Dallas—What’s New at Harris KDDL

UP TO $5 MILLION VOLUME GROUP STORES
First Prize—Pompeo’s, Reading, Pa. —South Bend—The Time, The Place, The Tune; WERE
Second Prize—L.L. Stearns & Sons, Duluth—Silent Treasures; WBOK
Third Prize—Luecke Platt Co., Poughkeepsie—Silent Treasures; WAGE
Honor able Mention—J. A. King, Columbus, Ga.—Kitty Kay, WRLB
Honor able Mention—Morton Warrick, Pa.—Betty Lee Fashion Show of the Air; WHAE
Honor able Mention—The John Hume Co., Springfield, Ill.—Memorable Time; WAFB
Honor able Mention—Broady’s, Clearfield, Pa.—What’s New Today WOAC
Honor able Mention—Abrahamson-Bige low, St. Louis, Mo.—Jet-78; WJAF

Store Winning Awards for Programs Beamed to a Teen-Age Audience

OVER $15 MILLION VOLUME GROUP STORES
First Prize—Brands & Sons, Omaha—Brandel’s Campus Cambeado
Second Prize—Led Shillito Co., Cinci-
nati—Junior Town Meeting WSAI

$5 MILLION TO $15 MILLION VOLUME GROUP STORES
First Prize—Zion Co-op, Mercantile Inst., Salt Lake City—The Land of Make Believe
Second Prize—Pomeroy’s Inc., Reading—Pa. —Tall City on the Air WBCN
Third Prize—Sage-Allen, Hartfield—Kiddle Corner WCCC

$5 MILLION TO $35 MILLION VOLUME GROUP STORES
First Prize—Zion Co-op, Mercantile Inst., Salt Lake City—The Land of Make Believe
Second Prize—Pomeroy’s Inc., Reading—Pa. —Tall City on the Air WBCN
Third Prize—Sage-Allen, Hartfield—Kiddle Corner WCCC

UP TO $5 MILLION VOLUME GROUP STORES
First Prize—Pompeo’s, Reading, Pa. —Pittsburgh Club on the Air WBOC
Second Prize—Miller & Rhoads, Rich-
vale—Baltimore-Washington WACR
Third Prize—Sage-Allen, Hartfield—Kiddle Corner WCCC

Stores Winning Awards for Programs Beamed to a Merchandise Audience

$5 TO $15 MILLION VOLUME GROUP STORES
First Prize—Zion Co-op, Mercantile Inst., Salt Lake City—The Land of Make Believe
Second Prize—Pomeroy’s Inc., Reading—Pa. —Tall City on the Air WBCN
Third Prize—Sage-Allen, Hartfield—Kiddle Corner WCCC

Note: Jury of judges for NRDGA Retail Radio Program Contest are: Fred Schaefer, WRGB; Ira Shattuck, WOR; Fred Ehrenberg, WOR; Frank Silvernail, chief time- selling; BORO; Gerald Costanzo, director of research, CBS; Norman Glenn, editor, v.p. for time- selling, National Bureau, director, Macy’s; James M. Gelles, director of M. N. B. of New York; and Nat Frommer, director, Macy’s.
Retailer Radio

(Continued from page 15)

sent about $180 million as against 70.9 billion spent by national advertisers. He stressed the importance of television, with which some stores have developed interesting results.

Presentations by four department stores were made at the Tuesday session of co-coordinated sales promotion campaigns in four different categories—specific items, departmental, storewide and national products. While results could not be directly traceable to one medium, it was noted that three out of the four promotions, did figure prominently.

That television can do an effective job for retailers was stressed Wednesday's session on visual merchandising by Arthur M. See, sales promotion manager, Saks Fifth Street, New York, sponsor of "Your Television Shopper on WABD TV." New York.

Mr. See emphasized the outstanding selling job accomplished by Matt Norris, the program's "shopper," and urged that retailers get in the TV bandwagon.

Finding a method to reduce the cost of television so that merchants across the country can use it with appropriations at hand is a challenge that must be met, Commander Mortimer W. Locwi, director of the DuMont TV Network, told the visual merchandising group.

"Briefly," Commander Locwi observed, "We at DuMont think this can be done by producing programs at low cost and moving them to inland cities in such a way as to permit their use by local advertisers.

NEW commentators for the Kaiser-Frazer series are Joseph C. Harsch (left) and Marquis Childs. Five-time weekly program starts today (Jan. 16) on a special labor network that includes KWIK and WFMV (FM) Los Angeles; WDET (FM) Detroit; WCUC (FM) Cleveland; WYUN (FM) Chattanooga; WCFM (FM) Washington and WDFR (FM) New York. Mr. Childs has the Monday, Wednesday and Friday programs. Mr. Harsch appears Tuesday and Thursday. Agency is William Weintraub Co.

Mr. Mason

Mason Candidate

ROBERT T. MASON, owner and general manager of WMRN Marion, Ohio, last week announced his candidacy for the Republican nomination for Congress from the Eighth Ohio District, Petitions are being circulated in the district. He previously had sought the Republican nomination in 1948.

MBS Continuity

MARION LENNOX, for four and half years in the MBS continuity department, last week was named assistant director. At the same time, Isabel Biasini, who joined MBS continuity acceptance in March of last year, was appointed assistant director of religious programs and Betty Leeavitt, formerly with Coronet magazine, joined the continuity acceptance department.

Football Rates

PROPOSED of rate charging on the basis of an exclusive contract right for football game broadcasts will be before the meeting of the South Carolina Broadcasters Assn. at the Hotel Columbia, Columbia, S. C.

450 "HOOPER"* * (average 5 periods, Winter, 1948) proves the best buy in DANVILLE, VA.

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

WINS SALE

Pope Purchase Falls Through; ILGWU Bidding

INTERNATIONAL Ladies Garment Workers Union was reported last week to have made overtures to Crosley Broadcasting Corp.'s WINS New York, after the publisher Generoso Pope fell through.

The union, which operates WINS (FM) New York, previously applied to FCC for the WINS facilities of 1010 ke with 50 kw day and 10 kw night [BROADCASTING, Dec. 19, 1949]. The application contained an offer to buy the WINS equipment for the $512,500 sales price involved in the Pope-Crosley contract.

James Lawrence Fly of the New York law firm of Fly, Fitts & Shuebruk, representing the union, said ILGWU still hopes to obtain the WINS facility and that if Crosley agrees to the $512,500 price the union is prepared to close the deal at once. At present, however, for intra-company reasons Crosley reportedly was not in a position to carry on negotiations for sale of the station.

Announcement that the WINS sale to the Pope interests had fallen through was made by the parties early last week. The deal evaporated when Mr. Pope was unable to divert himself of his present New York area facility, WHOM Jersey City, to in time to fulfill the terms of his contract with Crosley.

An announcement by James D. Shouse, chairman of the board of the crosley Broadcasting Corp., said that the WINS sale agreement was extended from Dec. 30, the original expiration date, to Jan. 5. A WHOM announcement explained that its negotiations with a buyer could not be completed before the Jan. 5 expiration of the WINS contract.

One of the principals in the proposed WHOM sale, the station management said, has been seriously ill and unable to execute final sale papers.

According to the WHOM announcement, preliminary negotiations covering practically all details including price' had been concluded for the sale of the station when the principal fell ill. WHOM refused to identify the proposed buyers.

Reached by broadcasting at his Cincinnati headquarters, Mr. Shouse said there were no plans at present for the disposition of WINS. The subject, he said, would doubtless come up at the regular meeting of the board of directors of Avco Mfg. Corp., parent company of Crosley, to be held in New York Jan. 26.

We Cut Our First AIR WAVE

34 Years Ago This Month!

And, during these past two-dozen years, we've served the Greater Miami area well. Man by man, mile by mile...we've grown right along in proportion with Greater Miami, now one of the Key Markets, with a population today of over 500,000 compared to approximately 100,000 in 1926! WIOD covers this market as completely as Florida's sun...and make no mistake about it!

For the details...call our Rep

George P. HOLLINGBERY

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

January 16, 1950 • Page 41
NBC's New Lineup
(Continued from page 17)

John H. McDonald, vice president in charge of finance; O. B. Hanson, vice president and chief engineer; William S. Hedges, vice president in charge of integrated services; Hugh M. Beville, director of plans and research; and Ernest de la Ossa, director of personnel. The remaining staff executives continue to report directly to Mr. Denny.

The details of the organization of the three principal operating divisions are summarized below:

THE RADIO NETWORK

"Harry Kopf, vice president in charge of radio sales, continues to head up all of our network radio sales activity, together with the functions associated with it. Reporting to Mr. Kopf are his principal sales assistants—Walter Scott, who has been promoted to the position of eastern sales manager; Paul McCluer, in charge of the Chicago office of radio sales, and Frank A. Berend, in charge of its West Coast office.

"Mr. Kopf has announced the appointment of two new account executives, whom we are pleased to welcome to our company—Gordon Mills and Jack Donohue. Other members of the radio sales staff are Walter Myers, Charles Phelps, Philip Portis, Wallace Tingle, John Van Amburgh, and Charles E. Denney Jr.

"In order to consolidate our radio network sales activities, the related functions of promotion, sales planning and research, and station relations have been brought under radio sales to form a close-knit working team with it. Charles P. Hammond, vice president in charge of advertising and promotion, continues to head all promotion and advertising activities for the radio network, and the details of the organization under him will be announced shortly.

"George W. Wallace has been promoted to the position of manager of radio sales planning and research, and is now setting up the organization of that unit. Easton C. Woolley continues as director of radio station relations, heading up a staff consisting of Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelley and Paul Rittenhouse in New York, with A. W. Kaney in Chicago and Jennings Pierce in Hollywood.

"Messrs. Hammond, Wallace and Woolley report directly to Mr. Kopf.

"Program activities for the radio network are under Thomas McCrory, national radio program director. Reporting to Mr. McCrory, as previously announced, are Leslie T. Harris, assistant national radio program director; Mitchell Benson, manager of package program sales, and Joel Hammill, manager of literary rights. The other principal subdivisions in the radio network organization are headed respectively by William F. Brooks, vice president in charge of news and special events for radio, and George McElrath, director of technical operations. Mr. Brooks' principal assistants in New York are Joseph O. Meyers, manager of operations, Francis Littlejohn, news desk supervisor; William Weinstein, night news supervisor, and Allen Leonard, night editor.

"In order to provide the radio network organization with its own unit for financial control and budgeting, a new position has been established in the company—that of controller for the radio network. I am pleased to announce the appointment to this position of Henry T. Sjogren, a new member of our organization.

"Messrs. Kopf, McCrory, Brooks, McElrath and Sjogren are reporting directly to Mr. Denny, pending his appointment to the position of an executive in charge of the radio network organization.

THE TELEVISION NETWORK

"The new television network organization, announced on Nov. 8, is functioning under Sylvester L. (Pat) Weaver, vice president in charge of television operations. As outlined in that announcement, television network operations have been organized under four principal executives: Carleton D. Smith, director of television operations; Fredric W. Wile Jr., director of television productions; George H. Frey, who has been promoted to the position of director of television sales; Norman Blackburn, in charge of the Hollywood office for the television network. Messrs. Smith, Wile, Frey and Blackburn report directly to Mr. Kopf.

"Reporting to Mr. Smith are J. Robert Myers, controller for the television network; Robert E. Shelby, director of technical operations; John Brody, manager of packaging; and B. C. Cleveland, director of production services; N. Ray Kelly, acting director of syndicated films, and Sheldon B. Hickox Jr., who has been promoted to the position of director of television station relations. Other members of the television station relations department are Elmore B. Lyford, Thomas Knude, Stephen Flynn and Bolt G. Dean.

"Assisting Mr. Frey in television sales are Edward R. Hitz, who has been promoted to the position of eastern television sales manager, and Robert E. McCray, manager of the Chicago office of television sales. The remaining television sales staff includes Herbert W. Hobler, a new member of our organization; Robert H. White, Roy Porteous, Frank Chizzini, Harry T. Floyd, Herbert Anderson, Dean Banker and John Dough. Also reporting to Mr. Frey is Robert McCray, who will handle television program sales with the position of program sales manager.

"As in the case of the radio network organization, an advertising and promotion unit which includes the television planning and research unit has been established to work directly with television sales. James H. Nelson has been promoted to the position of advertising and promotion. And program sales and promotion and Robert W. McFayden has been promoted to the position of manager of television sales planning and research. Rod McNeil in charge of the details of the organization under him will be announced shortly.

"Reporting to Mr. Wile as director of television production are Ernst Walling and Thomas J. Tingle, both announced to the position of television program manager; Carl Stanton, in charge of talent and program procurement, and Francis C. McColl, director of television news and special events, who is assisted by Adolph J. Schneider, manager of operations for television news and special events.

"Grouping under Mr. Wile are the NBC television producers and the directorial staff; Fred Coe, in charge of new program development; Leonard Holmes, formerly an operations executive, and Walter S. DuMont, who has joined NBC as television production manager, and Wm. E. Miller, night program manager. Barry Bernhard, William Corrigan, Malcolm Mann, and John Neuman, formerly assistant directors, have been promoted to the position of directors.

THE OWNED AND OPERATED STATIONS

"The third principal operating unit for administering the business of the NBC owned radio and television stations is headed by James M. Gaines, director of O&O stations, who reports directly to Mr. Denny. The following managers of the NBC stations report directly to Mr. Gaines: Thomas B. McFadden, manager of WNBC, WNBC-TV (TV) New York; William McAndrew, manager of WRC, WRC-FM and WNBW (TV) Washington; John McCormick, manager of WTAM, WTAM-FM and WINK (TV) Cleveland; Irving E. Showerman, vice president and manager of WMAQ, WMAQ-FM and WNBQ (TV) Chicago; Lloyd E. Yoder, manager of KOA, KOA-FM Denver; John W. Elwood, manager of KNBC and KNBC-FM San Francisco.

"The operation of KNBH (TV) Hollywood and NBC's other activities in Hollywood remain under the supervision of Mr. Stretz, who reports directly to Mr. Denny.

"As in the case of the radio and television network organizations, the O&O organization has its own controller who reports to Mr. Gaines. Mr. Kopf has announced that Hamilton Shea has joined NBC as controller for the O&O stations.

"In order further to consolidate related operations, the network stations, National Spot Sales has been brought within the O&O station organization, with James V. McConnell, director of National Spot Sales, reporting to Mr. Gaines.

"The integrated services under Mr. Hedges include various operating activities which cannot be assigned exclusively to the radio network or the television network, or the O&O Stations. Among these are: Special Programming, controlled by Mr. Hedges are Arch Robb, who has been promoted to the position of manager of program services; Harry A. Woodman, manager of the traffic department; Edward M. Lowell, director of building and general services, and Peter M. Tinkle, manager of guest relations.

"The units under Messrs. Lowell and Tinkle remain as before, but program services under Arch Robb represents a consolidation of a number of related activities headed by the following, all of whom report directly to Mr. Robb: Thomas H. Belviso, in charge of music rights and the music li...
In addition to the four principal programs being prepared, Mr. Hedge, the following also will report to him: Albert E. Walker, executive assistant in charge of special services; Marie F. Dolan, manager of transportation; Frank P. Barlow, chief librarian; and Charles G. Hicks Jr., manager of radio recording.

With the foregoing, we have completed a very substantial part of the organizational changes which have been under study for the past several months. You will be advised of additional appointments and further details of our operating organization as these remaining steps are accomplished.

I am very much gratified that the realignment of functions and the reorganization of our radio network planning, television programming operations into separate units have provided so many opportunities for promotion from within our ranks. On behalf of the company, I am very pleased to welcome the new members of our organization who have been engaged to help us contact our expanding business.

Former associations of those mentioned by Mr. McConnell as new members of the company are:

In radio network sales—Mr. Mills formerly was business manager of the radio department of the Kudner Agency, New York, and Mr. Donohue was eastern sales manager of ABC.

The new controller of the radio operations—Mr. Sloper, formerly was controller of Deering-Milliken Co. and assistant controller of Johns-Manville Co.

In television sales, Mr. Hobler formerly was a salesmen with MBS.

In the owned-and-operated stations division, the new controller, Mr. Shea, is a former finance executive of the Statler Assn. and Emerson Chemical Corp.

The new program manager of the television network, Mr. Walling, has been an NBC television producer since last August. Before that he had been program manager for three years with WPTZ (TV) in Burlington, Vermont.

Mr. Hole, who is NBC television's new production manager, was manager of CBS television operations for three years before joining the Navy in 1942. After service he returned to CBS, later became general manager of WABD (TV) New York and subsequently operations director of the DuMont TV Network.

WRC-WNBW (TV)

Radio and television functions have been separated at WRC (AM-FM) and WNBW (TV) Washington to conform with the general NBC reorganization, William R. McAndrew, general manager of the stations, announced last week.

Effective immediately, the sales and program staffs for radio and TV are to be separated. Mahlon Glascott is manager of the newly-created sound radio sales department, which is responsible for all sales, press, promotion and advertising functions for WRC. Jay Royen, formerly WRC-WNBW press manager, becomes supervisor of this department, reporting to Mr. Glascott.

Charles de Lozier has been named manager of a new television sales department, which is to be responsible for WNBW's press, promotion and advertising. Former WRC-WNBW Promotion Manager Thomas D. Geoghegan will act as supervisor.

Another unit newly-established is the controller's dept., with supervision of all financial, accounting, office service and personnel functions for WRC-WNBW. George Sandefer is station controller.

A department of public affairs and integrated services, Mr. McAndrew said, will be responsible for functions serving both radio and TV in the fields of public affairs, news, sports, music, traffic, building services, continuity acceptance and night operations. Manager is Eugene Juster, former WRC-WNBW program director.

Mr. McAndrew had announced previously the appointment of Kenneth French as manager of the sound radio department, in charge of all radio functions which do not overlap video. Ralph Burghin is manager of the television program department.

First 15 Pacific Hooperings—December 1949

<table>
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<th>Program</th>
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<th>Hooper</th>
<th>YEAR</th>
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</tr>
<tr>
<td>Fibber McGee &amp; Molly (ABC)</td>
<td>2</td>
<td>S. C. Johnson &amp; Son (NL&amp;B)</td>
<td>24.4</td>
<td>23.9</td>
</tr>
<tr>
<td>Bing Crosby (CBS)</td>
<td>3</td>
<td>Lippert &amp; Meyers (N-E)</td>
<td>22.4</td>
<td>21.9</td>
</tr>
<tr>
<td>Bob Hope (CBS)</td>
<td>3</td>
<td>Procter &amp; Gamble (BD0 and ABC)</td>
<td>24.1</td>
<td>23.6</td>
</tr>
<tr>
<td>Red Skelton (CBS)</td>
<td>2</td>
<td>Procter &amp; Gamble (BD0 and ABC)</td>
<td>18.7</td>
<td>18.3</td>
</tr>
<tr>
<td>My Friend Irma (CBS)</td>
<td>2</td>
<td>Pepsi Cola Division (FC&amp;B)</td>
<td>20.4</td>
<td>19.9</td>
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<tr>
<td>Kaddy Theatre (CBS)</td>
<td>2</td>
<td>Leo Bros. (JWT)</td>
<td>19.4</td>
<td>19.0</td>
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<tr>
<td>Gildersleeve (CBS)</td>
<td>4</td>
<td>Pillsbury (N-E)</td>
<td>19.3</td>
<td>18.8</td>
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<tr>
<td>Great Gildersleeve (NBC)</td>
<td>4</td>
<td>Kraft Foods (NL&amp;B)</td>
<td>17.2</td>
<td>16.7</td>
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<tr>
<td>General Electric Talent Scouts (CBS)</td>
<td>2</td>
<td>Lipton Division (BD0)</td>
<td>19.6</td>
<td>19.2</td>
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<tr>
<td>Lorimar Personals (2 mos.)</td>
<td>4</td>
<td>Andrew Jergens Co. (Ori)</td>
<td>16.4</td>
<td>15.9</td>
</tr>
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† Second broadcast on some day provides more than one opportunity to hear program.

MARY PICKFORD

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GERALDINE B. ZORBAUGH, ABC assistant secretary and member of the network's legal department since 1943, has been appointed assistant general attorney of the company. Joseph A. McDonald, ABC vice president and general attorney, announced her appointment last Tuesday. She is a graduate of New York U. and NYU School of Law.

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Upcoming

Jan. 18-19: RMA Industrial Relations Committee conference, Statler Hotel, New York City.


Feb. 4: Radio Correspondents' Association annual dinner, Statler Hotel, Washington.

Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

Detroit's Most Effective Selling Team!

\[ \text{WEV} = 1340 \text{ KC} \]
\[ \text{WEXL} = 250 \text{ Watts} \]
\[ \text{WEXL-FM} = 104.3 \text{ MC}, 18,000 \text{ Watts} \]

Royal Oak, Michigan

Primary Coverage

\[ 900,000 \text{ Radio Homes} \]

More than 100,000 Radio Homes in Michigan, with a retail buying power (1948) of over $31 billion.

Operating 24 Hours Daily

Page 43
NAB Revamping Upset
(Continued from page 15)

sales job without political or minority pressures.

While BAB was getting a vote of confidence, it also suffered a side-swipe for its aggressive selling against newspapers. This took the form of a statement by A. H. Chapman, president of WGBA-AM-FM Columbus, Ga., and of the Columbus Ledger, Columbus Enquirer, and Sunday Ledger-Enquirer.

Mr. Chapman announced that his station was resigning from NAB because of BAB's "anti-newspaper campaign." resignations occurred in mid-1949 for similar reasons but quickly subsided. Last week WQXR New York, owned by the New York Times, resigned from NAB on the ground that the service it received did not justify the "substantial membership fees involved." WNEW New York has resigned because it felt it could spend its $7,000 dues more constructively on new programming [CLOSED CIRCUIT, Jan. 9].

Charging that BAB has adopted the "tearing down of the newspaper advertising medium" as radio's chief selling point, Mr. Chapman said he had written NAB President Justin Miller more than six months ago after a less than favorable NAB director, had made a talk in Columbus. Judge Miller acknowledged the letter and the seriousness of the problem, promising to reply in length, but that last NAB board meeting which was then imminent, Mr. Chapman said.

"Two NAB board meetings have transpired since that time," Mr. Chapman added and he is still waiting for a reply from Judge Miller.

He termed the BAB tactics "embarrassing" to NAB members with newspaper affiliation making "completely unusable these expensive tools to sell NAB, the funds for which are provided through the NAB dues which are paid by all station members, whether newspaper-affiliated or not."

Suggests Clinic

Walter M. Windsor, manager of WGBA, observed that NAB and BAB had "enthusiastically received" his suggestion that BAB sponsor sales training clinics but that nearly a year had passed without any action in that direction.

The WGBA resignation called attention to one of BAB's most serious problems—a problem involving high board policy. The fact that newspaper stations would resent the aggressive radio selling demanded by large segments of NAB's membership was mitigated when BAB was created by the board at its Chicago meeting last April. To meet the problem the board decreed a spot outside BAB itself for the sales-promotion job, leaving BAB free to enter the media battle with its fists flying.

Last July the board decided BAB, while operating within the sphere of the president's office, should be separately incorporated and not be subject to the two new Radio and TV Divisions. Then it reversed this action last November by ruling that BAB remain within the association structure with a status similar to other NAB departments.

When the board failed to define the duties of the Radio and TV Division directors at its November meeting, it decreed that the tri-committee meeting be held to recommend the relationship of BAB and the divisions.

The three committees brought together the presence of a half dozen board members of diversified broadcast and television interests plus the viewpoints of a score of committee members representing all types of stations.

They talked and drew charts for two days. The talking was unhampered by any keeper of the minutes. Various phases of the NAB administrative setup were criticized at times, with frequent references to individual members of the headquarters organization.

Favors Separation

The Broadcast Advertising Committee, headed by William E. Ryan, KFI Los Angeles, took a strong position in favor of separate membership for BAB, holding that it should report directly to the president and not through any subordinate division or individual.

The Radio Committee, with Simon B. Goldman, WJTN Jamestown, N.Y., as chairman, covered in great detail the operation of the Radio Division and other association functions. Considerable feeling was expressed that the division should not rate structurally above BAB.

The Television Committee, headed by Eugene S. Thomas, WOIC (TV) Washington, is understood to have favored retention of the divisions whereas many members of the other two committees questioned the need of a Radio Division though conceding a Television Division might serve a useful purpose in view of the visual industry's relative youth.

Eventually the three committees reached agreement and adjourned late Tuesday afternoon.

The Television Committee held a special meeting after adjournment to discuss special NAB projects for TV members.

In some of the informal discussion, committee members observed that C. E. Arney Jr., present secretary-treasurer, was operating with sharply curtailed powers as compared to past years when the sec-

Page 44 • January 16, 1950
EIGHTEEN NAB directors will be voted on by the membership after the nomination process, started last week, is completed Jan. 25. Exactly two-thirds of the 27 board members are affected.

The ballots for the eight directors-in-even-numbered districts and 10 directors-at-large will be mailed Feb. 4 to member stations in the respective districts and at large classifications. Results of the voting will be announced Feb. 8, with those elected taking office for two-year terms starting at the annual convention April 17-18.

Persons receiving five or more valid nominations are eligible to places on the final ballots.

Seven of the 18 board members whose terms expire next April are eligible to run for election under interpretation of a new by-law limiting service to two consecutive terms. Directors-at-large will serve two-year terms instead of one year, starting in April.

NAB last week had not issued an interpretation of the status of Robert Enoch, District 12 director, who was appointed by the state as general manager of KTOK Oklahoma City [Broadcasting, Jan. 9].

NAB's executive vice president, a post that was abolished by the board last July.

Many of the committee members felt the two-day meeting had clarified the thinking about NAB's reorganization. Their ideas, representing substantial changes, will be up by the board Structure and Finance Committees next week.

These committees, in turn, will report to the board at its Feb. 8-10 meeting at Chandler, Ariz. Final decision is up to the board.

After the three-plex meeting, Judge Miller commented that he thought the plan might work but this was construed as a dubious endorsement.

Members Present

All members of the three committees were present (see photos) except Glenn Shaw, KIXL Oakland, Calif., and Hugh B. Terry, KZL Denver (alternate) of the Radio Committee, both NAB directors; Robert E. Paul, former of KTOK Oklahoma City, a director and alternate member of the Broadcast Advertising Committee, and Donn Tatum, KTSI (TV) Los Angeles, of the Television Committee.

Scheduled to meet Monday and Tuesday of next week, the board's Structure Committee consists of Clark R. McCollough, WGAL Lancaster, Pa., chairman; Campbell McCoid, WTAM Cleveland; Everett L. Dillard, WASH (FM) Washington; Paul W. Morency, WTC Hartfort, Conn.; Henry W. Slavick, WMC Memphis.

On the Finance Committee are John F. Meagher, KYSM Mankato, Minn., chairman; Harold E. Pollows, WEEI Boston; Clyde W. Rembert, KRLD Dallas; William B. Quarant, WMT Cedar Rapids, Iowa; Harold H. Speney, KXXO Aberdeen, Wash.

Gag Rule

(Continued from page 17)

On reporting of crime news, but Justice Felix Frankfurter issued an opinion in which he said it was impractical for the court to explain why it had denied a hearing.

The court's denial, he said, "simply means that fewer than four members of the court deemed it desirable to review a decision of the lower court as a matter of sound judicial discretion."

Justice Frankfurter said the court is too busy to give reasons for refusal to review cases, adding that the Baltimore refusal carries with it "no implication whatsoever regarding the court's views on the merits of a case which it has declined to review." He declared the action "does not remotely imply approval or disapproval of what was said by the Court of Appeals of Maryland. The issues canvassed in the opinions of the court, and which the State of Maryland has a right to review, are of a nature which very readily lend themselves to misconstruction of the denial of this petition. The present instance is peculiarly one where the redundant becomes the necessary."

He went on to say that the action does not affect interpretation of previous Supreme Court decisions on contempt.

"The issues considered by the Court of Appeals bear on some of the basic problems of a democratic society," Justice Frankfurter wrote. "Freedom of the press, properly conceived, is basic to our constitutional system. Safeguards for the fair administration of criminal justice are enshrined in our Bill of Rights."

"Respect for both of these indispensable elements of our constitutional system presents some of the most difficult and delicate problems for adjudication when they are before the court for adjudication. It has taken centuries of struggle to evolve our system for bringing the guilty to book, protecting the innocent, and maintaining the interests of society consistent with our democratic professions."

"One of the demands of a democratic society is that the public should know what goes on in courts by which there is trial. What happens there, to the end that the public may judge whether our system of criminal justice is fair and right."

Basis of Evidence

"On the other hand our society has set apart court and jury as the tribunal for determining guilt or innocence on the basis of evidence adduced in court, so far as is humanly possible. It would be the grossest perversity of all that Mr. Justice Holmes represents to suggest that it is also true of the thought behind a criminal charge... that the best test of truth is the power of the thought to get itself accepted in the competition of the market (Abrams v. United States, 250 U. S. 616, 630).

"Proceedings for the determination of guilt or innocence in open court before a jury are not in competition with any other means for establishing the charge."

Explaning that he had set forth a list of English decisions dealing with the reporting of criminal proceedings, he said: "Reference is made to this body of experience merely for the purpose of illustrating the kind of questions that would have to be faced were we called upon to pass on the limits that the Fourteenth Amendment places upon the power of States to safeguard the fair administration of criminal justice by jury trial from mutilation or distortion by extraneous influences. These are issues that this court has not yet adjudicated. It is not to be supposed that by implication it means to adjudicate them by refusing to adjudicate."

Justice Frankfurter's statement was headed, "Opinion of Mr. Justice Frankfurter respecting the denial of the petition for writ of certiorari." This is an unusual heading, creating the idea that it merely was his own personal opinion.

The original proceeding that led to the chain of legal events grew out of the broadcast of news covering the confession and prior criminal record of Eugene H. James, who subsequently was hanged for the July 6, 1948, murder of an 11-year-old girl. The Baltimore city court held the three stations and Mr. Connolly in contempt for broadcasting this news after the arrest, though the news came from police officials.

The local court acted under its Rule 904, which had imposed a gag on crime reporting. A special appellate court upheld the convictions for contempt but the Maryland Court of Appeals held Rule 904 void and it is no longer in operation.

WGAD TO ABC

Replaces Defunct WGNH

IN A MOVE to improve its radio facilities, ABC has affiliated NAB Gadsden, Ala., a 1 kw station, replacing the 250 w WGNH, which has ceased operation.

WGAD, formerly an MBS affiliate, is owned by General Newspapers Inc., with Joel Robertson as manager. Mutual has replaced the station with the signing of WJBY Gadsden, a 250 w station owned by Gadsden Broadcasting Co., with contract effective Jan. 29.
"STANDARD RATE's Radio Section is always with me," says the R. D. of one large agency. "I use it for quick reference talks with clients I put it in my briefcase. It gives me all—and I mean all—the basic quantitative information I need on any station, except coverage. And I welcome ads in it that tell me something that the station listings don't tell, such as coverage information. Such ads are useful."

You, too, have probably noticed that many stations are supplementing their SRDS listings with Service-Ads that give additional buying information, like WCFL’s Service-Ad shown here.

Note to Station Managers: The SPOT RATE for PROMOTIONS HANDBOOK reports the sort of station information time buyers say they want. It’s full of promotion ideas. Copies are available from us at a dollar each.

For your convenience WCFL runs such Service-Ads* as this near their listing in SRDS Radio Section.

*SERVICE-ADS are ads that supplement and expand SRDS listings with useful information that helps buyers buy.

**FCC WORKLOAD** '49 Applications Drop 19%

FCC’S ROUTINE workload in the broadcasting field is falling off. In its 15th annual report to Congress, submitted Wednesday, the Commission noted a 19% drop in the number of broadcast applications filed during fiscal 1948 as compared to the year before (6,268 in fiscal 1949; 7,710 in fiscal 1948).

The report showed 2,156 applications pending in July 1948, as against 2,555 when the fiscal year opened. Those requesting new stations had dropped from 1,170 to 932. The number of hearing cases of all broadcast types had fallen from 718 to 599.

Where the number of new applications seems to be declining, however, the Commission’s “policy” problems are holding their own if not gaining. The following are among those listed in the report as policy questions yet to be decided: Network representation of affiliates by the big stations; the “jingle” of advertising; the clear-channel proceeding; new multiple ownership rules, and proposed changes in main-studio rules.

The report sketched this history of broadcasting developments between July 1, 1948 and June 30, 1949, the Commission’s 15th year:

In broadcasting matters the year was marked by such a rush for television facilities that action on applications for new TV stations was deferred pending proceedings looking toward extending TV operations into the UHF, adopting a nationwide channel assignment plan covering commercial video broadcasting in both bands, and, at the same time, inquiring into the possibility of color television.

Even so, the year closed with 71 television stations broadcasting 42 cities and metropolitan districts. In addition, more than 200 television stations were in experimental operation.

Though 150 additional FM stations went on the air during the year, the total number of FM authorizations decreased by 15%. However, FM service was available over almost all of the eastern half of the U. S., over a number of cities and adjacent rural areas in the West. Thus, more than 100 million people were within range of one or more FM stations. Also, this was the first year of facsimile operation on a commercial basis over FM stations.

Standard (AM) broadcast authorizations climbed to nearly 3,200. However, fewer stations were authorized than in 1948. Greater difficulty was experienced in wedging into this now very saturated band.

The 58 non-commercial educational stations represented a gain of 12. International broadcast stations continued at 87. The 19 categories of broadcast services together had more than 4,000 stations.

Aggregate AM broadcast income for the calendar year 1948 decreased over 10% from the previous year, while that of the four major networks dropped more than 5%. Of 683 AM licensees operating FM stations, 77 reported separate revenues from their FM operation with only four of the latter showing income. Of 107 FM stations with no AM connection, all but three of the 89 reporting stations showed a loss. The four TV networks and 50 TV stations on the air during the year all reported an operating loss.

A tabulation of AM, FM, and TV authorizations showed that Texas had more such grants collectively than any other state, closely followed by California, then Pennsylvania, New York, and North Carolina, in that order. However, Pennsylvania had the most FM authorizations, while New York led the TV list. Chicago, New York, and San Francisco had more broadcast grants than any other city. New York and Los Angeles headed the FM and TV lists, respectively.

In June the Commission affirmed the right of broadcast licensees to editorialize as part of their presentation of public issues, but reiterated that such views may not be used to achieve a partisan or one-sided objective.

The report pointed out that other “policy” questions decided during the year included adoption of anti-giveaway rules (they were subsequently suspended pending court tests); repeal of the Aveo Rule on station transfers; and adoption of special rules relating to station sales in which broadcast rights are reserved by the seller.

**Urges Research Standards**

IN A hard-hitting speech that many of his listeners construed as the opening gun in a new broadcast ratings war, C. E. HOOPER, head of C. H. Hooper & Co., the Radio & Television Research Council of New York to set new and higher standards for audience research measurements and to educate newcomers to the field in the basic principles of sound research techniques.

As he castigated the unknown acceptance of some of the techniques now being used, veteran researchers recalled similar speeches in the early '40's when the use of portable CBS (Cooperative Analysis of Broadcasting) struggle ragged most fiercely and wondered if the world for a single standard rating must be fought all over again less than 10 years later.

Addressing a luncheon meeting of the council at the Hotel Lexington, New York, Mr. Hooper deplored the ignorance of post war entrants into the field concerning "the three foundation stones of audience research—adequacy of sample, representativeness of sample and validity of data." Before the war, he said, the "clinical data in this new field—audience research" were examined with a critical eye. "Primarily, we were ready to emerge. Industry decisions were beginning to be made about samples and methods, some with an air of finality."

But since the war's end, he noted, many of the pre-war experts have moved into other fields, with newcomers taking their places. The newcomers, he added, "have been so busy getting caught up that... they have had neither time nor opportunity to acquire the knowledge gained during the five years of clarification which preceded the war. Everything that happens now looks new to them."

Mr. Hooper concluded by declaring that "standards of audience measurement are set and reset each day by what this and kindred groups consider to be acceptable practice. You have responsibility," he told the research council members, "you should examine current practices. You should insist on corrective measures. You should set new, higher performance standards for the second half of the century."

Questioned by Broadcasting after the meeting, Mr. Hooper admitted that the speech was the beginning of a campaign to be conducted at the station level designed to free the industry of invalid research methods. Rosters and unadjusted diaries will be his particular targets, he stated.

**Gates Sales Meet**

OVER a dozen new products for the broadcasting communications industry were introduced to sales personnel of Gates Radio Co., attending the equipment firm’s annual sales meeting at Quincy, Ill., Jan. 5-6. Two-day national conference included a tour of the Gates factory and demonstrations of machinery additions made the past several weeks.

**Service-Ads go to client meetings with Radio Director**

"WAGU's Radio Section is always with me," says the R. D. of one large agency. "I use it for quick reference talks with clients I put it in my briefcase. It gives me all—and I mean all—the basic quantitative information I need on any station, except coverage. And I welcome ads in it that tell me something that the station listings don't tell, such as coverage information. Such ads are useful."

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**SERVICE-ADS are ads that supplement and expand SRDS listings with useful information that helps buyers buy.**

**FCC WORKLOAD** '49 Applications Drop 19%
Want a lot for your money?

TRY DUMONT DAYTIME TELEVISION

If you have a message for the Homemaker, you'll find Du Mont Daytime Television is a mighty economical way to show her while you tell her. Remember, Du Mont pioneered Daytime Television and Du Mont has the pick of the Daytime shows—both for Network and local sponsorship. Buy what you want—one market or many. For anything in Television, call:

Dumont's Newest Shoppers' Matinee
An afternoon in an imaginary department store with delightful segments on food, fashions, glamour, homemaking, photography, song and entertainment.
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

One of Paramount's TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S....with some good markets still open.

RATINGS: Oct.-Nov. Hooper for Los Angeles—27.4 average weekly Telerating, with 60.2% average share-of-TV-audience. Rated far above all other shows as TV Program liked most by Los Angeles children in Woodbury College's November 1949 TV Survey. Voted "Top Children's Show"—both Hollywood and Coast-to-Coast—in 1949 Tele-Views Program Popularity Poll.

FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bear cub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker, and Clownie, a circus stray.

Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, wrestling, children's variety and others...at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • Hollywood 9-6363
New York Sales Offices • 1501 Broadway • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
COLOR'S PUBLIC DEBUT

By DAVID W. BERLYN

CBS COLOR was shown to the general public for the first time Thursday. Reaction to its public debut in Washington was as varied as the number of opinions heard at FCC's color hearings.

The half-hour showings, twice-daily, 11 a.m. and 1 p.m., Mon.-Sat., continue through the end of this month. Using studio facilities of WTOP Washington, CBS AM affiliates, the telecasts are transmitted over WOIC-AM. Tickets for the showings, held in the Walter E. Jackson's lobby in downtown Washington, are complimentary.

According to CBS, a total of 10,000 people are expected to have witnessed the telecasts by the demonstrations' close. Some 300 people jammed the building lobby Thursday where eight 12½-inch receivers were installed.

Among the viewers interviewed by TELECASTING was Mitchell Wolson, president of WTVJ (TV) Miami. He said the demonstration was impressive and the picture quality good. Floridians, he commented, would be interested in getting color quickly but urged that any accepted system be compatible because “we can't afford to waste TV sets now in use; we must be able to do the job.” He said color TV would be “acceptable now to 999 out of 1,000 people.”

Viewers' Opinions

Others interviewed at random expressed delight at seeing color for the first time. Most of them owned black-and-white sets. Every one interviewed, who was familiar with adapters, said such modifications would not be acceptable.

Miriam Dickey, secretary-treasurer of the Midwest Sun Broadcasting Co., owner and operator of KFAR Fairbanks and KEN Anchorage, visited the demonstration while in Washington on official business. She said she was surprised that color TV's development “is as good as it is.” She compared it to movie technicolor as "this fashion type" of programming would prove successful for the woman viewing TV in the daytime but he reserved judgment on its effectiveness for nighttime programming.

A Dept, of Agriculture employee said the program was enjoyable and that he would be inclined to purchase a set which would receive both color and monochrome transmissions. A churchman said "the difference between black-and-white and color is like between day and night," and concluded he would not buy a set until color could be received. An attorney thought from the national advertiser and retailer's point of view that "color will be the black-and-white will never have—reality.” One woman viewer said "color is better on the eyes" but another housewife said she thought some of the colors were "too bright and needed to be toned down.”

CBS late Thursday released preliminary survey results from questionnaires distributed at the day's showings. According to the checks 89.9% found color much more enjoyable than black-and-white; 85.5% said overall quality of color TV programs was excellent; and 57.6% thought brightness "just about right" while 39.4% felt pictures

(Continued on Telecasting 14)

THEATRE SERVICE

AN INITIAL hearing was ordered by FCC last week upon petitions of motion picture interests which propose establishment of a nationwide theatre television service using intermediate radio links.

Chief issue is whether existing and proposed common carrier facilities could supply such a service, and if not, as the movie firms indicate, to determine what manner of radio service might be established to fill the need. No dates has been set for the preliminary hearing, but FCC requested comments and appearances to be filed by Feb. 27.

More than dozen petitions resulted from the Commission's request of last summer for information from the movie industry on its needs for such a national theatre TV service and for data on developments to date which would be involved in such operations [TELECASTING, July 4, 1949]. A proposal by the Society of Motion Picture Engineers suggested 50 megahertz channels in the 6,000 megacycle area for

FCC Orders Hearings

relay stations used in testing theatre TV in the New York area.

FCC indicated the petitions asserted that theatre television has been designed and constructed making possible the exhibition of TV programs in theatres on large screens and that many of the petitioners, and others, wish to institute theatre TV service in their theatres. The petitions, FCC continued, claim that such a service will encourage the development and use of television and will create a new medium for providing entertainment, news, information and public service to a large proportion of the public.

Petitions were filed by: SMPTE; American Theatres Corp.; Neighborhood Theatres Inc.; Thirteen Owners of America; Motion Picture

(Continued on Telecasting 15)
SHORTLY after the World War II shooting had stopped, Bamberger Broadcasting Corp. went to work on its plans to develop television properties in New York and Washington.

Familiar with the rigors of electronic enterprises through more than a decade-and-a-half experience with its WOR New York, Bamberger didn't know what real shooting was like until it picked out a nice tower site on a high Washington hill.

At that point forces were set in motion—forces that utilized all the devices of official Washington—as residents of the adjacent area objected to the encroachment of a television tower.

Final result was a victory for the residents, forcing Bamberger to hunt another high spot. As often happens, defeat was turned into victory when a still higher site was found nearby. When another

HIGHEST point in District of Columbia is TV antenna atop this tower at WOIC's $800,000 plant.

violent series of residential maneuvers had been duly disposed of in Bamberger's favor, the applicant was the delighted owner of what is called absolutely the highest non-government owned spot in the District of Columbia—410 feet above sea level.

The final result was WOIC (TV), a hustling and vital segment of the Washington economy that promises to break into the black before 1950 becomes history.

Bamberger has just changed its radio name to General Teleradio Inc. because the original title was of Newark department store derivation. General Teleradio is owned by Macy's Department Store, New York.

The Washington television segment of Macy's radio-TV operation is proud of its appropriate WOIC call letters, a video symbol whose promotional value has been thoroughly exploited in the highly competitive four-station market. This week the station is celebrating its first anniversary on the air.

Last of the four Washington TV outlets to take the air, WOIC started off with a cornerstone laying Oct. 15, 1948. FCC Commissioner Wayne Covit took part in the ceremonies as official Washington gathered at the 40th & Brandywine St. site in Northwest Washington. Just three months later—Jan. 16, 1949—WOIC officially began telecasting.

THE modern WOIC building, representing an $800,000 investment, is located a few feet from a fast-growing uptown business area and almost adjacent to a large Sears Roebuck store. The 300-foot tower looks down on the sewer-like downtown area and out over the rolling residential sections with their million-plus population and near-100,000 television sets.

Washington is a good television city, and its four-station competition offers a challenge to station management. WOIC is aggressively serving the market under the general management of Eugene S. Thomas, a broadcaster and television executive with nationwide fame. One of that rare species, a native Washingtonian, Mr. Thomas is quite at ease in the highly competitive market as a result of a decade at WOR.

Mr. Thomas was sales manager at WOR, a post certain to equip its occupant with a full fund of information and contacts around the national and local advertising marts as well as with the niceties of time selling.

President of General Teleradio is Theodore Streibert, Mr. Thomas' boss at WOR and chairman of the board. Vice president is Jack R. Poppele, 25-year radio veteran, a nationally known engineer and president of Television Broadcasters Assn.

This board of strategy has a No. 1 policy specifying that WOIC be an "able" station—a station transmitting pictures that can be well received by all sets within the coverage area.

WOIC strives to be a "helpful" station by providing coverage of events especially interesting to youth, and also supplementing the welter of games and high spots throughout the District of Columbia and surrounding counties. It desires to be a "friendly" station, pledged to support community drives and to represent and further the public service organizations operating in Washington.

Finally, WOIC endeavors to be an "entertainment" station, carrying CBS network programs, local sports events and remote programs from theatres and other public places.

When the MBS Television Network gets into operation as such, WOIC will carry its programs. Occasionally the station has taken a program from DuMont's TV network.

By means of careful and aggressive management in the well-televised Washington air, WOIC has steadily increased its income. Actually, the cash-register curve has moved upward on a line parallel to the fast-rising trend line for set ownership. In the past 12 months the number of TV sets in the market has tripled, and WOIC's income has more than tripled in the same period.

The number of operating hours also has gone up, and the expansion to a 40-hour weekly schedule brings out an example of sound management. In its one-year career every additional hour of programming placed on the schedule has been covered from a cost standpoint, excepting, of course, public service features.

Local business has exceeded the fondest hopes of WOIC's executives. In charge of WOIC sales is William D. Murdock, for many years at WTOP and WOR Washington. He has been sales manager from the beginning. Robin D. Compton, an engineer of national reputation, is technical manager.

WOIC was the fourth TV station he had put on the air, WCAU-TV Philadelphia having been the project immediately preceding. And when WOR-TV emerged from the drafting boards last year, Robin Compton's experience in delivering infant TV stations again came in handy.

JAMES S. McMurray, program manager, has been production manager of WBAL-TV Baltimore. WOIC's special events, publicity and promotion director, John F. Hardesty, was acquired from WOL Washington and had previously been at WTOP. Lawrence Richardson, auditor, serves with the above group on the WOIC executive committee. William K. Treynor, director of sales service, is another WOL graduate.

Of the executives Messrs. Murdock, Treynor, Richardson and Hardesty join Mr. Thomas in the sales category of native Washingtonians.

In its year-long career WOIC has built up a long list of program achievements. Among commercial successes is Sketch-A-Quiz, participation strip show in which the artist draws a progressive sketch, carrying over from program to pro-

BROADCASTING  •  Page 50
gram, until three members of the TV home audience have identified the picture. Response is said to run into thousands weekly. Among Sketch-A-Quiz sponsors have been such national advertisers as Pall Mall, Schick razor and Admiral (through local outlet).

The Quality Playhouse, weekly 90-minute film feature, is sponsored by Pledged Quality Laundries of Washington. The laundry group describes audience response as "excellent."

Inter-high school football games telecasts were sponsored last fall by Norge and local dealers, including the championship playoff. The local Budweiser distributor sponsored the annual New York-Washington football game. Bulova sponsors a schedule of time signals.

O NE of Washington's interesting TV experiments was conducted by The Hecht Co., largest of the city's department stores. Everything from portable barbecues to bathing suits was demonstrated and sold on a five-weekly quarter-hour series and Hecht officials expressed themselves as pleased with results.

The live programming lineup of WOIC includes such offerings as A Current Affair, weekly half-hour discussion covering civic life and welfare; nightly sports round-up; The Hobby Corner, weekly quarter-hour devoted to hobby research and avocational endeavors; Capitol Cloakroom, weekly half-hour CBS originations of questions put to national personalities by Washington newsmen; 1 C With Elsor Lee, weekly half-hour for the housewife.

A mobile unit is used for a weekly amateur program, sports events, school programs and numerous CBS originations. Effort is made to accommodate legitimate public service organizations furnishing the station with motion picture films.

The list of achievements in WOIC's one-year career includes some events that will occupy prominent niches in world history. Some of the events: Signing of the Atlantic Pact, with pickup fed to all four TV networks; participation in television coverage of 1949 Presidential Inauguration only four days after going on the air; telecasting of 1948 Christmas Tree lighting ceremony from White House 23 days before station went into operation, with program fed to CBS and NBC TV networks; active role in CBS color television experiments, starting last September; telecasting of District of Columbia high school competitive drill for first time; Easter sunrise service from Arlington Amphitheatre for first time, fed to CBS TV network.

The WOIC plant, housing studios and transmitter, is RCA equipped. Studio facilities include a three-camera setup with combination lighting of cold cathode (Slim-Line) and Kleig and incandescent spots and broads. Mobile unit has three camera chains along with two-way mobile telephones and two complete microwave units.

Film facilities include two 16mm projectors and one 35mm automatic film projector for transparency and a 3x4 inch Balopticon for transparent or opaque program material. There are four turntables and facilities for tape recording and playback. A complete machine shop and facilities for making slides and 16mm film strips are included.

WOIC can feed the network and at the same time originate studio, field or film programs for local consumption. Complete auxiliary equipment is available. On the drawing board are plans for an audience participation auditorium studio and smaller dramatic studio. With completion of these facilities a number of new local programs will be added.

The total WOIC staff comprises 36, with 17 in engineering, 10 in programming, six in general and three in sales. The station believes this efficient group is the smallest staff of any station doing a comparable job and not affiliated with an aural station in the same town.

WOIC's Rate Card No. 3, effective Jan. 1, includes the following charges for Class A time: 1 minute, $70; 5 minutes, $390; 10 minutes, $140; 15 minutes, $190; 30 minutes, $325; 60 minutes, $550; 1 hour, $900. These scale down to Class C charges of $35 for 1 minute and $225 for 1 hour.

The station operates on Channel 9 with 27,300 w video and 14,400 w aural power.

National representative is WOR Sales, with Frank Shakespeare of that organization as national sales service representative assigned to WOIC.

WGN-TV BASEBALL
Cubs Home Games Set

CHICAGO CUBS home games will be telecast for the third consecutive year by WGN-TV Chicago, it was announced last week by General Manager Frank P. Schreiber and Cubs Manager James T. Gallagher. Rights to 77 home games are reported to have been sold to the station for $30,000.

Game schedule begins April 21, with the Cubs playing the St. Louis Cardinals, but the station will telesport exhibition contests from Wrigley Field in Chicago on April 14 and 16. The National League Cubs will compete with the Chicago White Sox, the American League squad.

Jack Brickhouse, sports service manager of WGN-TV, will handle the commentary, assisted by Harry Creighton and Vince Lloyd. Don Cook, sports and special events director, and Dick Liesendahl, his assistant, will direct the remotes. Three cameras will be used.

GATE BATTLE
Pro-TV Sportsmen Rally

A ST. PAUL sports promoter, Ed- die Williams of St. Paul Sports Attractions Inc., labels television as a gate-builder for wrestling bouts, according to KSTP-TV St. Paul-Minneapolis, which telesports St. Paul Armory bouts every Friday.

Mr. Williams' statement directly contradicts anti-TV stands deliver ed a fortnight ago (TELECASTING, Jan. 9) by Heinie Miller, executive secretary of the National Boxing Assn., and the U. of Washington on Coast Conference basketball.

"I wouldn't have attempted weekly wrestling bouts in St. Paul without television ..." Mr. Wil- liams said. The promoter, who has staged sports events for many years in the Twin Cities, cited KSTP pick-ups as having increased gate receipts some 210% since the first wrestling bout was staged last November. The Jan. 6 card played to standing room only.

KSTP follows up the statement by Mr. Williams pointing out that the Minneapolis Millers baseball team is "exceedingly happy about KSTP telecasting its third straight season of games," and "Max Win- ter of the Minneapolis Lakers [basketball] definitely attributed his big gates, at least in part, to TV."
GILBERT Test

GILBERT Youth Research Organization, New York market research firm which has heretofore specialized in studying the preferences, use and buying habits of young people, has organized Gilbert Television Research.

The new firm will measure the impact of three national radio commercials by a “Gilbertest” rating process developed by the company, utilizing the “radioimeter,” portable sound film projector also developed by the research firm.

Although the “Gilbertest” is still in the pretesting stage, seven advertising agencies have already become subscribers, George Goldberg, in charge of television research and sales, told Broadcasting last week.

The three commercials that are included in the Gilbertest survey include Bisou Co., using the service for five products advertised on television, and Footo, Cone & Belding, using it for two video-advertised products.

Development of the “Gilbertest” began about nine months ago, Eugene Gilbert, president of the research firm, explained. A request by Pepsi-Cola Co. for a check of reactions to its television commercials, he said, led him to investigate checking methods then in use and to the discovery that there were none which he considered adequate.

He decided that the only practical way to measure the impact of video commercials required a means of reproducing them as broadcast, through use of a sight and sound projector. As he prefers to work with individuals, interviewed at home, he needed a projector that included both projector and screen, as well as its own power supply. Again he found nothing suitable on the market.

“The smallest projector I found was about the size of a three-quarter suitcase and weighed about 50 pounds,” he said. “So we went ahead and developed our own, which we named the ‘Radioimeter.’"

This is a compact unit, contained in a leather case 0 by 8 by 17 inches and weighing 14 pounds. The unit, which is battery-powered and may be used anywhere, contains its own screen on which the pictures are rear-projected and its own speaker. Sound and pictures can be reproduced singly as well as in unison and the films can be shown in sequence and then replayed without rewinding.

Following tests with a hand-built model “Radioimeter,” the company is now having 20 improved models made for use in the planned continuing study of TV commercial ratings. "In this machine,” Mr. Gilbert stated, “we think we have the keystone of all video research.”

The “Gilbertest,” begins, he explained, with questions as to brand used and a preference of the person interviewed for products in the field of the one whose commercials are to be checked. Then the interviewer asks, what the respondent thinks about the product and whether he remembers any of its TV advertising. If he says he does remember TV ads of the product, he is further questioned as to the salient points he remembers of each commercial. Then he is shown the picture without sound and asked to recall what he can of the talk that accompanied the picture, when it was telecast.

Finally, the commercials are shown again, this time with the sound also reproduced.

Gilbert TV has just completed a project of three commercials for a leading brand of cigarettes (names not released for publication), conducting tests among 100 family units in the New York metropolitan area. The unaided recall ratings were as follows:

- Commercial A: 10%
- Commercial B: 15%
- Commercial C: 7%
- Commercial A & B: 1%
- Commercial A & C: 2%
- Commercial B & C: 1%
- Commercial A, B, & C: 4%

Seven and eight-tenths percent could not identify any specific commercial. (This is 24% of those who said that they remembered brand name and preference.)

When the commercials were shown with sound shut off, the ratings were:

- Commercial A: 36%
- Commercial B: 29%
- Commercial C: 32%

The final showing, with both sound and pictures shown, showed an additional 5% increase in recall rates.

To Measure TV Impact

Evans Urges Advisory Group for FCC

POINTING out that the importance of the FCC cannot be underestimated, Mr. Evans felt that the Department of Commerce should have a role in planning for what the public needs in the future. As the training for the educated segment of the public has been neglected, he called for a group of advisory members representing the different aspects of the media.

The board, Mr. Evans explained, would present impartially to the FCC the experience of outstanding and qualified people in research, engineering, law, education, business and public relations. Such an advisory board to be of greatest help to the FCC, he stated, “should be comprised of the high type of individuals with a proper diversity of ability and background so they would be competent to help on any of the major questions confronting the Commission.”

Speaking before a special meeting of the Pittsburgh Radio and Television Club, Mr. Evans said it was vital to the public, the industry and the Commission itself that “the most complete and accurate information be made available from the leading authorities in their respective fields” if the current difficulties in television are to be solved now and similar situations avoided in the future.

Mr. Evans said that the series of television standards and allocations decisions made by the FCC in 1941 and 1945, which eventually led to the “framing” and postponing of action on new applications for television stations, were made, necessarily at times, without complete information. The proposed board would not only provide information, he stated, but would do it conveniently and economically.

“Three men would be in a position to draw upon the vast reservoirs of knowledge and research and present the results of law, of business and education not presently conveniently available to the Commission,” Mr. Evans said.

TV STALEMATE

Mr. Duffy Discuses TV's Future

ADVERTISERS to come into television will be those who have used radio and others who haven't fully taken advantage of radio, Ben Duffy, president of BBDO, New York, predicted to members of the New York Radio Executives Club at a luncheon last Thursday.

He explained that automobile firms never fully appreciated the impact of radio, but felt that they who are sensitive to color and style would take full advantage of television. Other advertisers, such as cosmetic manufacturers, would also be likely to use television much more than radio.

Potency Surveyed

As for the potency of TV, Mr. Duffy revealed that his agency made a recent survey for a client in two cities, where newspapers, magazines and radio were used and in two other cities where the above three media were not used. In the television cities product identification was 58.6% of 43% of respondents who saw the advertisers’ message on television. In the cities where only the three media were used, 47.1% identified the product.

In both groups of cities, 40% knew of the magazine campaign but the automobile used magazines since the inception of its business. Television, Mr. Duffy said, in a short period obviously showed a high percentage of identification.

Te-Ve

“Will TV kill radio and other media?” Mr. Duffy is answering the question. He says, “It is not a question of this media or that but this media and the other.”

As for talent in TV programs, Mr. Duffy believes in the opinion that programs should be “live.” He feels it is “a mistake to go on kinescope. When the cable across the country is installed, he said, Hollywood will increase the level of TV shows, but until that time the Bennys and the Hopes “will kill themselves on kinescope” and are wise to wait.
By EDWARD LAMB

WHILE other television station operators have felt that they must engage in considerable network operation to be successful, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, have taken a different tack. These two stations have engaged in local programming to the extent that it has paved the way to profitable operation... and made many loyal friends for the station.

Our contention is that public service programming is the best possible promotion. On my television station, after it began, several weeks before going on the air, an intensive campaign to bring the local community to a realization that the television project belonged to every resident of the area. At Erie we conducted more than 30,000 people through the new Television Center and attempted to familiarize each guest with as much of the facilities of the station as possible. In Columbus, we took more than 4,000 folks through WTVN in one day of an open house, and of course these programs are conducted continuously.

Local Interest

It is elementary that in newspaper publishing, broadcasting operations, or in any other activities that local people have the most interest in the enterprises, and the station has a staunch friend and booster. This feeling of friendship is greatly increased, if, instead of a mere visit, the guest actually appears before the television camera.

I would like to point out the extent to which we carry on local programming. We have days at Erie’s WICU when we actually put more than 500 people before the television camera! For instance, Dec. 16 we had a mop-up show called Tots ‘N Teens where more than 200 youngsters were guests of the station at a Christmas party. We then presented the Erie Dispatch Quiz Down between various parochial and public schools, and this program was attended by 10% of the students and teachers before the camera. We had local interview programs, local choruses, variety shows, sports commentaries (including a remarkable blowout by a high school who had just brought in two deer as to the method of skinning and packing the venison meat) and numerous other local shows. At 11:15 p.m. we brought in the Erie Dispatch Good Cheer Food Show, which brought together ten professionals and amateur night club acts. This latter program was for a charitable fund drive. We also have programs of this type for other stations, and the people of Erie were still calling in their donations when the show finally wound up at approximately 3 a.m.

Friends Important

Although we have the four networks at Erie, and we are affiliated with DuMont and ABC at Columbus, we find always that people are most interested in their friends and neighbors. Just as we are anxious to have local people take pride in this local project, we have discovered that certain economic factors emphasize the importance of local programming.

The networks pay the station only one-third of their rate cards at best. At least one network seeks to have the local stations “donate” approximately 50 hours of commercial broadcast time to the networks. All networks charge for sustaining programs and we have found that we can generally produce a local sustaining show at a much less rate than we are charged by a network for such service.

Of greater importance is the fact that the local merchant can tell immediately whether television has the terrific selling impact which is claimed for it. If he advertises merchandise, be it appliances or foodstuffs, he can tell the following day the results of his TV venture... Because of our local element, a product in use, we have had success stories at both WTVN and WICU which are nothing short of fantastic.

Vievers’ Interest

I have said that in my opinion any television station in the United States can be put into the black by a proper combination of public service and local programming. I don’t know in what way television people are watching programs are particularly interested in hearing of the terrific losses suffered by some telecasters. They are only interested in what appears on the screen.

Nor should successful operation of a television station be solely dependent upon the competition, or lack of it, in the market. We are in competition in Columbus with two other television stations. I have no affiliated property in Columbus in newspapers, radio, or any other business—which is available to support television losses. However, because of our constant emphasis on local programming, I am hopeful of breaking even to which I think we were engaged in the black in Columbus from almost the very first day we opened.

LOCAL PROGRAMMING

Lamb’s Formula

TMAN ADDRESSES

Democrats’ Film on ABC-TV

DOCUMENTARY film interpretation of President Truman’s State of the Union address was prepared by the Democratic National Committee and televised on ABC-TV from New York Jan. 4, 8:30-9 p.m.

The program—titled Our Common Destiny, the State of the Union at Mid-Century—utilized background film scenes, charts and graphs, a commentary, and recordings of the President’s voice as he addressed Congress earlier that day. George Putnam took part in the program.

Before airing the program, which raked old and new GOP personalities over dying political embers, ABC notified the Republican National Committee it would air the show for only half the normal prime-time fee for a similar program—if it wanted it, 'GOP accepted and the committee’s Washington officials presently are working on a comparable “50-minute commercial” with format, time, and participants still undetermined.

TV IN SCHOOLS

Cincinnati To Study Effect

FOURTEEN Metropolitan Cincinnati high schools plan to conduct a study to determine whether the television set can become as familiar in schoolrooms as the book and the blackboard.

Designed to reveal the interest and attitudes of the educators in television, study will be conducted under a fellowship established at the U. of Cincinnati early last year and made possible through financial support of WLW Cincinnati and Crosley Broadcasting Corp.

Administrators and teachers of all 14 schools are cooperating in the study, according to Russell Helmick, Northern Kentucky educator and winner of the fellowship. If results of a preliminary questionnaire establish video as an educational aid, TV sets will be installed in some of the schools and specially-designed programs for in-school viewing will be scheduled to further test TV’s effectiveness.

TBA CLINIC

To Study TV Programming

TELEVISION’S program problems at both the national and the local level can be discussed from a variety of viewpoints in eight sessions scheduled for the annual video clinic of the Telecasters Associates, to be held Feb. 8 at the Waldorf-Astoria Hotel, New York City.

Charles Barry, ABC vice president and chairman of the TBA clinic, announced the following topics sessions for the one-day clinic, running from 11 a.m. through the afternoon.

(1) Programming, network production problems—By Albert Shuman, station production problems; (2) Buying and selling, station and agency viewpoints—By T. J. O’Hara, vice president, Mutual Television; (3) Interconnected versus non-interconnected stations—By W. John M. Steinbeck, owner, WJCL (Canton, Ohio); (4) Local TV programs—By L. E. Hedges, vice president, WXYZ (Detroit); (5) Law, jurisdictional problems in television—By R. L. Talbert, attorney for WABC (New York); (6) The future of spots in TV—By A. C. Comstock, SPAR; (7) A round table discussion—Midwest-West.

The annual meeting of TBA, open only to official representatives, will convene at 10 a.m., and a combination meeting of the TBA board will be held in the afternoon. J. R. Poppele, vice president of General Teleradio Corp. (WOR-AM-FM-TV New York, WBN-AM (WBC) Washington) and TBA president, will preside at the luncheon session.

Page 53 • BROADCASTING

January 16, 1950

TELECASTING • Page 7
TELEVISION'S power as a selling medium is indicated in response to a survey conducted last year by the University of New York, Mr. Hocker presented both auditory (by recordings) and visual-auditory (by synchronized films and recordings) commercials for a series of dandruff shampoos and a cigarette. All products were given fictitious names. Each commercial contained 10 facts about the product, spoken on the record and present on the television screen. In the recall test, covering these facts, were given either immediately following the presentation or one week later.

"The answer to the question, whether or not the recall of advertising material presented auditorially or by the addition of a visual stimulus, is definitely in the affirmative as far as this experiment is concerned," Mr. Hocker said. "In no case was the number of features significantly superior to the corresponding visual-auditory presentation in every case where there was a significant difference in the scores for the two methods of presentation. "Since the films used in the study were somewhat restricted in sets and special effects by production cost, the differences found might have been increased with the use of better visual commercials."

The extent to which the results of this experiment can be directly compared with radio and television advertising could be accurately determined by a real life presentation of the commercials. Every attempt was made to make the presentations as much like the life situation as possible, and the author believes that the presentations made close to the life situation as the presentations in any previous experiment of this nature."

Mr. Hocker warns that in drawing conclusions regarding radio and television advertising from the results of this study, two phrases must be prefixed to every statement, namely: "In so far as this experiment is concerned," and "in so far as the presentations in this experiment are similar to the life situation."

He goes on to say: "The results would seem to indicate that television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the products is concerned."

"If the results of the rating scales can be considered valid, television commercials can be made more appealing than radio commercials. It was evident during the presentations that the visual-auditory commercials received better attention than the auditory commercials."

The results would seem to indicate that mentioning the brand name of a product only three times is insufficient to effect retention of the name for any length of time."

"The fact that several subjects drew a picture of the bar of soap (although none was requested) indicates the vivid kind of imagery that can be conveyed by television commercials. This factor would doubtless have had a strong effect on the results had recognition testing taken place."

Influence of TV in Buying
(Report 94)

Weekly Television Summary
Based on Jan. 16, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Sets Estimates</th>
<th>Source of Estimate</th>
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<tr>
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<td>Dealers</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCACU, WFIL, WPTZ</td>
<td>30,000</td>
<td>Dealers</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHC-TV</td>
<td>55,000</td>
<td>Dist. &amp; RMA</td>
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<tr>
<td>Portland, Ore.</td>
<td>KATU</td>
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<tr>
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<td>WOAI, KLTV</td>
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<td>KNBC, KNBC</td>
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<td>San Francisco</td>
<td>KGO, KPIX, KRON-TV</td>
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<td>N. Cal. Elec. Annu.</td>
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<td>St. Louis</td>
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Audio vs. Visual Commercials

A CONCLUSION that "television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the product is concerned" is indicated by results of a Study of the Effects on the Recall of Advertising Material when the Medium of Sight is Added to a Given Sound Commercial. The study was conducted last year as part of a senior thesis at Princeton U. by William D. Hocker, now with United Videogram, New York.

Using as subjects 109 men enrolled in a course in industrial psychology at Princeton and 29 girls taking advertising courses at American School of New York, Mr. Hocker presented both auditory (by recordings) and visual-auditory (by synchronized films and recordings) commercials for a series of dandruff shampoos and a cigarette. All products were given fictitious names. Each commercial contained 10 facts about the product, spoken on the record and present on the television screen. In the recall test, covering these facts, were given either immediately following the presentation or one week later.

"The answer to the question, whether or not the recall of advertising material presented auditorially or by the addition of a visual stimulus, is definitely in the affirmative as far as this experiment is concerned," Mr. Hocker said. "In no case was the number of features significantly superior to the corresponding visual-auditory presentation in every case where there was a significant difference in the scores for the two methods of presentation. "Since the films used in the study were somewhat restricted in sets and special effects by production cost, the differences found might have been increased with the use of better visual commercials."

The extent to which the results of this experiment can be directly compared with radio and television advertising could be accurately determined by real life presentation of the commercials. Every attempt was made to make the presentations as much like the life situation as possible, and the author believes that the presentations made close to the life situation as the presentations in any previous experiment of this nature."

Mr. Hocker warns that in drawing conclusions regarding radio and television advertising from the results of this study, two phrases must be prefixed to every statement, namely: "In so far as this experiment is concerned," and "in so far as the presentations in this experiment are similar to the life situation."

He goes on to say: "The results would seem to indicate that television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the products is concerned."

"If the results of the rating scales can be considered valid, television commercials can be made more appealing than radio commercials. It was evident during the presentations that the visual-auditory commercials received better attention than the auditory commercials."

The results would seem to indicate that mentioning the brand name of a product only three times is insufficient to effect retention of the name for any length of time."

"The fact that several subjects drew a picture of the bar of soap (although none was requested) indicates the vivid kind of imagery that can be conveyed by television commercials. This factor would doubtless have had a strong effect on the results had recognition testing taken place."

'DEPTH OF PENETRATION' IS SURVEYED

PHILADELPHIA leads all other television cities in the country in the number of TV sets per 1,000 families, according to the latest "Depth of Penetration" tabulation just released by WTMJ-TV Milwaukee.

On Dec. 1, 1949, Philadelphia had 266 TV receivers per 1,000 families, according to WTJM-TV, New York, which had been first in place on Nov. 1, 1949, in second place with 264. Lancaster, Pa., Los Angeles and Chicago retained third, fourth and fifth place, respectively. Milwaukee had been in seventh place in the previous survey. (Continued on Telecasting 11)

Page 8 TELECASTING

January 16, 1950

BROADCASTING • Page 34
HOOPER proves WHIO AM-TV

FIRST in the DAYTON, OHIO MARKET

On the average, when sets are tuned to Dayton AM Stations, 3 are tuned to WHIO for every 2 tuned to all other Dayton stations.

<table>
<thead>
<tr>
<th>Time</th>
<th>Homes Using Sets</th>
<th>WHIO Station</th>
<th>WHIO Stations B &amp; C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rated Time Periods</td>
<td>24.3</td>
<td>31.1</td>
<td>12.7</td>
</tr>
</tbody>
</table>

Hooper Station Audience Index October-November, 1949

WHIO-TV has a bigger share of the TV audience than any other TV station in the Dayton, O., market (32,000 TV sets in this market according to distributor's estimates, January 1, 1950. By the time you read this, there should be considerably more).

<table>
<thead>
<tr>
<th>Night</th>
<th>B'cast Aud.</th>
<th>Radio Aud.</th>
<th>TV Aud.</th>
<th>Share of TV Audience (Base: TV Homes)</th>
<th>Share of Broadcast Audience (Base: Random Homes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Sun. thru Sat.</td>
<td>35.7</td>
<td>28.6</td>
<td>7.1</td>
<td>50.2</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Hooper TV Station Audience Index Evening 6:00-10:00 PM October-November, 1949

For maximum results at minimum cost—for sustained listener loyalty—for faster sales and increased profits, join those in the know—buy WHIO-AM and TV.

THOSE IN THE KNOW BUY

Affiliated with The Dayton Daily News and the Journal-Herald

WHIO-AM Represented nationally by G. P. Hollingbery Company
WHIO-TV Represented nationally by the Katz Agency, Inc.
TO EXPAND TV
United Paramount Plans

PLANS for increased television activity were announced last week by United Paramount Theatres Inc., New York, new theatre-operating company formed under the reorganization of Paramount Pictures Inc. ordered by court anti-trust decree [BROADCASTING, Jan. 2].

Leonard H. Goldenson, president of United Paramount, revealed that in addition to its current theatre-television operations in New York and Chicago, the firm plans to install large-screen TV facilities in its theatres in Detroit, Boston, San Francisco and Minneapolis. The firm is applicant for new commercial video outlets at Detroit and Boston.

Mr. Goldenson also announced that Robert H. O'Brien, secretary-treasurer, will head all television activities for the firm.

Separation of Paramount Pictures' theatre-operating functions from its movie-producing and distributing activities were involved in the ruling of the U. S. District Court for the Southern District of New York. Under the reorganization the new Paramount also assumes theatre operation while New Pictures Corp. takes over production and distribution.

Applications Pending
Applications are pending at FCC for consent to transfer control of Paramount's television and broadcast station interests to the two new firms, WBKB (TV) Chicago and a 50% holding in WSMB-AM-FM New Orleans is to be switched to United Paramount Theatres while KTLA (TV) Hollywood is to be transferred to New Pictures Corp. [BROADCASTING, Jan. 9]. New Pictures Corp. also is expected to acquire Paramount's 28% holding in Allen B. DuMont Labs., operator of WBKB (TV) New York, WTG (TV) Washington, and WDTV (TV) Pittsburgh and TV applicant in Cincinnati.

Mr. O'Brien was secretary of Paramount Pictures before the reorganization, which was to have been consummated in early January. Prior to joining Paramount he had been commissioner with the Securities and Exchange Commission.

With Mr. O'Brien
Associated with Mr. O'Brien will be Robert Weitman, managing director of Paramount Theatres in New York and Brooklyn, and consultant on theatre matters of United Paramount Theatres, who will act as talent and programming consultant. Jason Rabinovitz, formerly with the Chase National Bank, will be Mr. O'Brien's special assistant on television matters.

The company's policy of decentralized theatre operations will be continued in the television field, with each operation under local management and Mr. O'Brien's office handling policy matters and coordinating operations.

Pointing out his belief that theatre-television will contribute to a balanced and wholesome national system of television, Mr. O'Brien declared that motion picture industry members, through Motion Picture Assn., Theatre Operators Assn., and other specialized groups, have filled requests with FCC for hearings on whether the commission should allocate special channels for television theatre (see TELECASTING 3). The theatre groups will attempt to show that the allocations would be in the public interest.

'Shot in the Arm'
Mr. O'Brien felt that theatre television would offer the same "shot in the arm" to the motion picture industry that the introduction of sound afforded in the '20s.

Assuming FCC granted special channels, he could foresee a network of theatre-television operators, with selective programming for theatre presentation and not available to home viewers, but requiring the "disciplined audiences" of the theatre.

TV-Air-Check Service

A NEW checking service to provide still photos or sound-on-film motion pictures of TV shows and commercials exactly as the public sees them has been announced by the Joseph W. Hicks Organization, Chicago public relations firm. Called TV-Air-Check, the new service supplies either black-and-white still pictures or sound-on-film movies photographed directly from video receivers. Films or stills can be delivered within 24 hours after telecast and are accompanied by certified statement of time, station, and conditions of telecast and reception.

USING pictures from Acme Telephoto's national and international correspondents, KMTV (TV) Omaha gave its first Telephoto telecast Dec. 28. Discussing the presentation are (l to r) Owen Saddler, KMTV general manager; Jim Herman of Acme Telephoto; Hugger Bader, KMTV newscaster.

U. S. TV SHOW
Set For Foreign Experts

A DEMONSTRATION of U. S. television for experts of other countries is slated March 27 to April 7 and may include a showing of television under the standards of other nations.

A part of the program of the cornellus G. Mayer, with RCA in London; William Q. Chichlow, Bureau of Standards; Donald Fink, editor of Electronics; and Charles J. Villavazo of RCA International Division.

TO bring spot pictures of each day's news events to their audience, two more TV stations—WBCN-Davenport and KMTV (TV) Omaha—add telecasting wire Acme Telephoto service. Both stations have installed Acme's Direct Positive Reducing Camera to reduce local pictures and sponsor's messages to 3"x4" for multiscope projection.

It takes about an hour to send a complete 24-picture show and news script from Acme's Chicago broadcasting, sales, and technical offices to Omaha and New York, and this was reported. Other stations taking Acme's Telephoto news programs include WNBK (TV) Cleveland, WBKB (TV) Chicago, WNBK-LN (TV) Toronto, WPIX (TV) New York, KPI-TV and KTLA (TV) Los Angeles, KRLD-TV Dallas, WCPO-TV Cincinnati and WJAR-TV Providence.

OPERACASTS

NBC-TV Schedules Four

FOUR OPERAS to be presented at four-week intervals started Saturday, Jan. 14 on NBC-TV. Samuel Chotzinoff, general music director of the network, has announced. Dr. Peter Herman Adler is music and artistic director of the series. Charles Polacheck is staging the operas.

Designed especially for television and sung in English, the opera will be "Down in the Valley," by Kurt Weill, American composer; "Madame Butterfly" "Tales of Hoffman" and "The Bat." Final opera will be telecast 10:10 p.m. Others will be done in one hour. Effort is being made to accomplish realism not possible on the operatic stage.

WCAU-TV Signs

N. SNELENBURG & Co., Philadelphia, Jan. 30 begins daily Monday through Friday, full-hour "Sneleburg's TV Jamboree on WCAU-TV there. To be aired the 25 from audio output of the Sneleburg institute, program will feature audience-participation, variety format with prizes for all contestants. It is largest locally sponsored contract in Philadelphia TV history according to Arthur Block, Sneleburg president, and Philadelphia office of Robert J. Enders Advertising, agency which handled contract.
Telestatus

(continued from Telecasting 8)

Sixth place in December with 185 sets per 1,000 families.

The WTJ-M TV calculations are based on the Dec. 1, 1949, Television Data Chart of NBC. "Depth of Penetration" figures for 18 markets follow:

<table>
<thead>
<tr>
<th>Area</th>
<th>No. Receivers per 1,000 Families</th>
<th>Position Dec. 1, 1949</th>
<th>Position Nov. 1, 1949</th>
</tr>
</thead>
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<tr>
<td>Philadelphia</td>
<td>266</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>New York</td>
<td>264</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Los Angeles</td>
<td>254</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Chicago</td>
<td>217</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>185</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Boston</td>
<td>181</td>
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<td>6</td>
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<tr>
<td>Cleveland</td>
<td>171*</td>
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<td>Philadelphia</td>
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<td>Detroit</td>
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<td>Minneapolis-</td>
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<tr>
<td>Norfolk</td>
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<td>57*</td>
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</tbody>
</table>

* Tie

Sports Programs Lead
New York Fare

SPORTS programs accounted for more TV time in New York during the last half of 1949 than any other form of video fare, according to an analysis just released by The Pulse Inc.

The report shows 18.9% of all New York telecasting time was devoted to sportscasts in the July-December period. This compares with 15.2% given over to sports in the January-June half of 1949 and to 23.4% of the July-December 1948 period.

Westerns, quiz and audience participation shows, dramas and mysteries also got larger shares of New York's total TV time in the final half of 1949. Less time proportionately was given to juvenile entertainment, feature films, news, comedy-variety and interview programs.

Comedy-variety shows continued as the most popular type of video fare, with drama and mystery ranking second. This is true of all three-month periods.

Hobby Store

Uses TV To Build Sales

ITS advertising ear to the ground, the Burgess Battery Co., owner of the Burgess Handicraft Store, Chicago, now places all faith—and business—in one media, television, according to C. C. Fogarty Co., Chicago, Burgess agency. Reason for the enthusiasm is the sudden surge upward from a slumping 1949 sales curve.

The curve began its dip mid-year in 1949 reaching a low last September, a month of general decline in downtown Chicago stores, the Fogarty Co. reports. Last day of that month, Burgess began an experimental half-hour show, The Burgess Hobby Parade, over WKBK (TV) Chicago featuring local celebrities and other well-known personalities who have unusual hobbies. Tied-in with the program (8-8:30 p.m.) was the natural merchandising plug for Burgess' hobbyland.

Chart, tracing week-to-week store sales, showed George Bell, Burgess Battery Co. vice president, that the sales curve was keeping pace with the listening power of his new TV show. The program also drew letters and postcards by the thousands, reports Fogarty, some 1,080 in a single week. The decision to concentrate Burgess' budget in television followed the experimental line set down by Mr. Bell—newspaper concentration in 1947, in radio in 1948, and now video. While the store sales in October dropped below the year before by 15% the first two weeks, 19% the third week and 3% the last week, they moved up 47% over the previous month.

Brazil Plans TV

TELEVISION station will be constructed in Sao Paulo, Brazil, by Emissoras Associadas, Brazilian radio network, it has been announced. Meade Brunet, vice president of RCA and managing director of RCA International Division, said RCA would supply all equipment for the new station, which is expected to go on the air next summer.

hallen's NEW professional

Synchronous Magnetic Recorder

- Low Flutter in the tropics or the Arctic with Hallen Dynamic Tension. No clutches, belts, pads, or springs to give trouble.
- Fully professional.
- Conforms to Academy Standards.
- Two channel mixer and dialogue equalizer.
- Simultaneous playback permitting monitoring 1/12 of a second from the recorded track.

* Amplifier is contained in a removable unit, permitting space between the amplifiers and the power supply with monitor speaker. This eliminates microphonic feedbacks usually present when a loud speaker and high gain stages are placed in close proximity.

$1850 f.o.b

Write for further information

3503 WEST OLIVE AVENUE
BURBANK • CALIFORNIA

January 16, 1950

Page 57 • BROADCASTING • Page 11
WALTER LOWENDAHL

IN Hollywood where preciosity often is so
pandemic as to go unnoticed, Walter
Lowendahl nevertheless was considered
something of a boy wonder back in 1940.
At the time, he was 20 and had produced
not just an artistic picture—which any boy
of genius could do—but one with box office.
For eight weeks his "Adventures in Music,"
featuring Jose Iturbi and other concert stars,
rang in one New York theatre.
That mixture of the artistic and the commercial is perhaps the dis-
tinguishing characteristic of Transfilm Inc., of which Mr. Low-
endahl at the age of 20 is now ex-
ecutive vice president. Transfilm has produced about 200 television
commercials in the past year, a volume which, when all the figures are
in, may be a record.
They are commercials which in some instances have overshadowed adjacent programs in entertain-
ment value. The Camel commer-
cials for R. J. Reynolds and the Piel’s animations are notable examples.
Transfilm itself has a roster of television clients which reads like an industrial "400" book. Ford, Poul-
iac, Gulf Oil, Bromo Seltzer, Fort Pitt Beer, Colgate, Consol-
edation Edison, Duff-Mott, Life, Hotel New Yorker, Disney Hats, Swirl dresses, Look magazine, Benrus, Wildroot Hair Tonic—
these are but some of Transfilm’s video clients.
It is no accident that Transfilm commercials have won plaudits for high quality. Its production is based on a Lowendahl philosophy that corner-cutting doesn’t pay.
"Good films can not be turned out on non-existent budgets," he says, "nor can quality be obtained cheaply.”
That, he believes, is the stern lesson an advertiser must learn.
And any advertiser who hopes to build a TV commercial on the budgetary scale used for radio spots is less than realistic, he says.
Prices for one-minute, live-ac-
tion commercials are leveling off
at about $1,500 to $2,500, he believes. Many commercials, with elaborate scenic or casting problems, may cost more. Savings, however, are available to the
client who gang his work, order-
ing several spots done on one
shooting day with the same set.
Mr. Lowendahl’s film background is a solid one. It began at the age of 16—only two years after he
came to this country from Berlin. He went to work in Hollywood as an assistant to Lewis Lewyn Pro-
ductions, which did "Peter Smith Specialties" and other shorts for MGM. There he lost his German accent completely and, gained a through grasp of an almost every phase of film production.
In 1940 he helped form Artists
Films, an independent outfit which produced, among others, "Adven-
tures in Music." From there, in
1941, he went to New York to
join Functional Films, predecessor of Transfilm Inc. Six months later he became vice president of Trans-
film.
In 1942, Mr. Lowendahl was tall
(6’2"), dark and 1—there was an
olive-drab suit awaiting to
match his olive skin. He joined a select group of soldiers who pro-
duced training films for the Army Ordnance Department at Aber-
deen, Md., Proving Ground. He
served as writer and project super-
visor.
When he was mustered out in
1945, he resumed his vice presi-
dency at Transfilm, an organiza-
tion which rapidly mushroomed,
winning prizes for quality of its work as it expanded.
Transfilm now owns its own 15-
story building, the former Pathe
Building—55 W. 48th St., New
York. Its 70-odd employees occupy four floors and it has facilities to
do almost any film production task. It also is the neighbor of other dis-
tinguishing commercials, films for
among its tenants are Louis de Rochemont; Famous Pictures, the
Paramount subsidiary producing the}
the NBC television film exchange.
In such a substantial setting, it is
not surprising to find that Mr.
Lowendahl believes New York is
the preferable headquarters for
industrial and commercial film-mak-
ing. In that city, he points out, are
the advertising agencies and clients who must be consulted dur-
ing progress of many productions.
Such consultations are only part
of the many details involved in the
making of video commercials, edu-
cational films and documentaries.
It is not inexusable, therefore, if
Mr. Lowendahl sometimes feels the need for a retreat to his bachelor
apartment in Manhattan for a
change of pace. And what is his
hobby there? Photography.

BUYS ‘CRUSADE’
Bank Sponsors on WJZ-TV

FILM SERIES, Crusade in Eu-
rope, based on Gen. Dwight D.
Eisenhower’s book, will be spon-
sored on WJZ-TV New York by
the Bowery Savings Bank, New
York, starting Sunday, Jan. 22,
7:30-7:55 p.m. Edwin Bird Wilson,
New York, is the bank’s
agency.
The series, sponsored originally on ABC-TV by Time and Life
magazines, has been re-edited for
sponsorship by General Foods. It
will be shown once a week on the
WJZ-TV station on a syndication basis.
The documentary series is being sponsored by Robert Edson Co.,
WXXY-TV Detroit; Stromberg-Carlson is presenting the program on WHAM-
Atchison, KS; Central Pennsylvania Co.
is presenting the series on WBTY (TV; Charlotte); WJRT (TV; Ann Arbor); WFTY
Greensboro; N. C. and WFMY-TV
Winston-Salem, NC.

PHILCO CORP.
Big 1950 TV Output Planned

PLANS for wide expansion of Philco Corp.’s television receiver
production and sales in 1950 have been announced by William W. Bald-
erson, Philco president. Philco expects to manufacture and sell
from 750,000 to 800,000 receivers this year, Mr. Balderston said.
The excitement and the growth of television have exceeded even the most optimistic forecasts and
predictions," Mr. Balderston stat-
ed. "The industry’s production has
increased from 200,000 receivers in 1947 to names in 1948 to
about 2,700,000 in 1949. All signs
point to a further substantial in-
crease during 1950 with a poten-
tial sales demand for more than
4 million television receivers this
year."

TV ACADEMY
Van Werden Is Sec.-Treas.

BETTY VAN WERDEN, consultant
on radio education for Los
Angeles City Schools, has been
elected secretary-treasurer of the
Academy of Television Arts
& Sciences. Vote was obtained from ballots mailed to the membership,
after previous vote for the post at a recent meeting resulted in a tie.
A ballot on the same ballot as di-
rectors at large were Harold Bock,
director of television for NBC
Western Division, and manager,
KNBH (TV) Hollywood; Don Mc-
Namara, television director, Tele-
film Inc.; Russell Furse, Cascade
Pictures.
Coincident with these announce-
ments came the appointment of
Benton Paschall, owner of Western
Radio Service (radio and television representation) as chairman of
Awards Dinner Committee, replac-
ing Dick Lane who resigned the position because of motion picture commitments.

Other recent academy appointments include: to Steering Committee, Syd
Canvy and H. L. Hofman; to Dinner Arrangements Committee, Rita
Lehman, Mrs. Gerald Janis, Tom Armistead, Glad Hall Jones, Ernestine Johnson, Isabelle Pantone C. S. Ver
Halen, William Petrello, Leo For-
ney, Russell Furse, Ted Badger, Max
Finley, Lemoine Kingston, Clare
Hughes.

‘CAP’ TO CANDY
Johnson Buys DuMont Show

DUMONT TV Network’s adven-
ture series for youngsters, Cap-
tain Video, has been purchased by
the Walt Disney Television Company, Chicago. The program will be
sponsored Monday, 7-7:30 p.m. on
WABD (TV) New York, WXEL
(TV) Cleveland, WCP0-TV Cin-
necit, WTIN (TV) Columbus and
WTG (TV) Washington, Tuesday through Friday the program will
continue sustaining.
The contract, effective Jan. 23, was placed through Franklin Bruck

Canada TV Units

TWO CANADIAN branches of U. S. companies will build the first
two TV transmitters in Canada.
Canadian General Electric has been
given an order for a TV station at
Charlottetown by the Caledonia
Broadcasting Corp., with the transmitter to cost $184,000. At Montreal, CBC gave the
order amounting to $2,040,000 to
CACTC. Only these two companies were asked by CBC to quote prices, it was reported.
Transmitters are expected to be in
full operation by fall of 1951.
The money is part of the $4,500,000
recently loaned the CBC by the Ca-
nadian government for the building
of TV stations and studios at
Montreal and Toronto.

WLWT (TV) Cincinnati announces increase of 26% in number of spon-
sors during past year.
**Film Report**

TRANSFILM Inc., New York, has introduced two one-minute TV spots for Camel cigarettes. Spots to be seen this month feature press box interviews with big league ball players. Agency, William Esty, New York. Harris, television director of Ruthrauff & Ryan, Chicago, for past 4-1/2 years, has resigned and established her own TV creative service, Fran Harris Productions, at 6553 Hollywood Blvd., Board of Fox Theatre is Hillside 9254. Among accounts being handled on a freelance basis are Ruthrauff & Ryan Inc., Hollywood.

Norman Charles Lindquist, formerly with Malcolm-Howard Agency, Chicago, Ill., in Chicago, has resigned and established her own TV creative service, Fran Harris Productions, 1512 Crossroads of the World, is new Hollywood film producing TV programs. Principals are Gene Gach, independent press agent; Joe Yokum, announcer, and Alan Mann, radio and television producer.

Cinemart, 565 Fifth Ave., New York, has completed series of 20-second TV film spots for National Title Underwriters. Series being offered free to all TV stations willing to air spots from time to time as public service. Film features common causes of home fires and stresses simple precautions required to prevent them.

Ernest Chappell does narration. Telefilm Inc., Hollywood, filming sequence of television commercials for (passenger cars) at ABC Television Center, Hollywood. This is the first time outside organization has used facilities of network. Agency for Pontiac, Taggart & Young, Los Angeles. Telefilm has completed nine-minute video film, "The Sea Devil," based on hunt for giant ray off coastal waters of Central America. Film to be released on rental basis.

Inter State Bakeries, Kansas City (Butter Nut Bread), through R. J. Potts-Calkins & Holden, that city, has signed for production of 12 one-minute film spots by Star Productions, Hollywood. William Brewer, radio and TV director, is supervising production. Fully animated spots are to be used over stations in Midwest. Sylvania Television of America, Burbank, Calif., has been signed to do third series of television commercials for Ford. Agency: J. Walter Thompson Co., New York.

Estimated 1½ million set of 12 one-minute spots will be used by KBEA-TV Hollywood for kinescoping, according to Ernest Felix, assistant treasurer of ABC Hollywood. Film will be used for making master and copy kinescopes of Hollywood-originating productions for release on other ABC-TV stations. Station recently completed construction and tests for two video recording units. Peter Paul Inc. (Mounds candy bars) currently running spots on 40 TV stations throughout country. George Pal Productions Inc., Hollywood, produced "Puppetoon" films which have musical comedy. Candy firm plans similar campaign for Almond Joy candy. Agency Braschler, Wheeler & Staff, Los Angeles.

Harvey Pergament, president of Cavelcade Pictures Inc., 959 Seward St., Hollywood, has announced establishment of New York sales offices and entering of audio-visual education field. Production will take place at West Coast.

Negotiations are underway with several lecturer photographers to adapt their films with narration of factual information for release. Frederick and Sylvia Bronson, the first to be signed. Audio-visual series to be titled "Far Away People and Far Away Places." Theatre and TV series to be called "A Dream of a Holiday." Firm's first film in cutting and editing stage is "The Earth Speaks."

Formation of national distributing division, for sale of several KTV (TV) Los Angeles television programs, has been announced by Norman Chandler, president of station. New operation, to be known as Television Recording Ltd., to be supervised by Frank Pergament, KTV sales manager, assisted by Ralph Tuchman, sales service coordinator. Programs being offered for sale at this time includes Pantomime Quiz, now being shot in Los Angeles and scheduled for WCLF-TV New York, sponsored by Metropolitan Chevrolet dealers; Buster Keaton Show, sponsored by L. A. Studebaker dealers and sustaining Mystery Is My Hobby.

Jerry Fairbanks Productions, Hollywood, currently producing six one-minute film commercials and one five-minute color short for TV by Oldsmobile Agency: L. P. Brother & Co. Inc., Detroit. Firm recently copyrighted name of its new multi-camera technique as Multicam Process. New process can film long, medium and closeup shots simultaneously, cutting production costs by 80%.

Sylvania Television is recommending that all its dealers and distributors use maps showing television reception in their areas as a means of selling more sets. Maps illustrate how unusual topography influences set performance and how expert installation can provide the best possible reception.
COLOR'S DEBUT

(CONTINUED FROM TELECASTING 3)

were “a little too bright”; 86.6% rated clearness of detail excellent or very good, 10.5% only good and 3.9% “not bright enough.” The “red-and-blue and green colors” as excellent, very good or good.

Color sets also were installed in the homes of the FCC Commissioners to enable them to view programs telecast this month. Other test operations, of a technical nature, are being conducted in New York and Philadelphia [TELECASTING, Dec. 26, 1949]. Data obtained from the three-city operation, including the public reaction, will be furnished FCC for use in the color hearings.

Other special color features were shown in Washington prior to Thursday’s public debut, beginning with a “sneak preview” New Year’s night. On Jan. 8, CBS telecast a half-hour drama, Sorry, Wrong Number.

COLOR ADAPTOR

CBS TO STUDY FCC UNIT

PERMISSION was granted by FCC last week for CBS to duplicate for study, the automatic adaptor, invented by Edwin W. Chapin and Willmar K. Roberts of the Commission’s laboratory division, which permits monochrome receivers to be used on CBS color systems as well as standard black-and-white TV [TELECASTING, Nov. 28, 1949].

Authority also was given CBS to distribute copies of the circuit diagram for the automatic adaptor which has been patented by the inventors and assigned to the government and FCC. CBS, in making its request, had told the Commission it wished to study and test the adaptor and possibly construct suitable models.

The adaptation was described during the color television hearing in late November as being a one-tube unit constructed at a “minor” cost and capable of automatically following the transmitter from 325 lines and 60 fields to 405 lines and 144 fields.

The authority to CBS was granted on the following conditions:

(a) The authority granted herein is non-exclusive and shall expire six months from the date of this letter.

(b) No construction and testing of the above invention shall be carried on for commercial purposes in the U.S. and outside until 180 days after the receipt of royalties to the Government of the United States for the authority granted herein is waived.

(c) CBS shall furnish to the FCC the results of any testing of the hearing in Docket Nos. 8776 et al. of color television transmission on the above subject and construction and testing under this authorization.

New NBC-TV Affiliate

NBC-TV has signed WSYR-TV Syracuse as the network’s 27th interconnected station. The station, which will begin operations Feb. 15, becomes the 57th television station to affiliate with NBC-TV. WSYR-TV has no other network affiliation.

TV ‘THROTTLED’

WEBSTER CRITICIZES FCC

TELEVISION is a “multi-billion dollar industry being throttled by a government bureau unable to make up its mind,” Glenn E. Webster, president of Webster Engineering Co., Cedar Rapids, asserted last week in a letter to Rep. Bourke B. Hick- enlooper (R-Iowa).

He contended the freeze should be lifted “at once,” and said “if and when color television is ready it will be absorbed by the industry as new improvements are incorporated in the motor car field.” He claimed color is not ready, and expressed hope that “something can be done to break up these long hearings.”

Mr. Webster said he considered the situation “so serious as to need some congressional attention.” He felt that “if more of us would write our Senators and Representatives we might force some action out of this stagnant Commission.”

He wrote:

“Every segment of society would be served from the steel maker to the manufacturer and the public by a decision on the part of the Commission. . . . (The freeze has been in effect for nearly two years now and the end

TV CONFERENCE ASKS FOLSOM TO KEYNOTE

MARCH 6-9 MEET

FRANK M. FOLSOM, president of RCA, has been asked by the Chicago Television Council to keynote the opening session of the annual National Television Conference March 6. He will explain how and why executives will address an expected 

has been invited to lead discussion of “What Research Can Contribute to Television in 1950” on the closing day, March 8. Prof. Charles L. Webber, research director, Medill School of Journalism, Northwestern University, is expected to give results of an independent survey on Chicago TV successes which he is conducting for the council. Treetv research firms—C. E. Hooper, A. C. Nielsen, Pulse and Jay & Graham—will probably be represented also.

Theatre TV

A theatre TV panel will be followed by a Phonovision seminar. H. C. Bonfig, advertising manager of Zenith, which developed the pay-as-you-see TV system, has agreed to speak.

“TV Versus AM” will be debated at luncheon by a TV and an AM expert, after which they will answer questions from the floor. The closing session, “Stations, Agencies Solve Program Problems,” will feature former MCA-ABC-TV; Fred Freeland, TV director, Ruthrauff & Ryan; Don Cooper, WGN-TV, and Norman Lindquist, TV director, Atlas Film Corp., all Chicago. Joseph Betzer of Sarra Inc. will describe fundamentals of TV film commercials.

MIXED VHF-UHF

FCC DENIES CML REQUEST

FCC last week a request that it withdraw the mixed VHF-UHF television plan that it proposed last July [TELECASTING, July 18, 1949].

The request had been advanced by Communications Measurements Labs., New York, which opposed adoption of a “hybrid VHF-UHF” television system [TELECASTING, Dec. 26, 1949].

Other requests submitted by CML were accepted by the Commission for consideration by participants in forthcoming UHF television conferences. These included proposals that FCC:

1. Establish a municipal or small-town station classification with a maximum power of 1 kw effective radiated power and a maximum height of 150 feet.
2. Reduce the minimum antenna height for the community type station to 250 feet.
3. Abolish channel assignments to metropolitan, community or municipal stations exclusively.
4. Establish new interference ratios.
5. Amend the television engineering standards to provide for the directivity of receiving antennas be integrated into the “inter area interference calculations.”

Page 14 • TELECASTING

January 16, 1950

BROADCASTING • Page 60
Cross-Plugging Policy

WITH the exception of sign-off time on television where such periods come before the regular radio sign-off, KSTP and KSTP-TV, Minneapolis, effective Jan. 1, eliminated all cross-plugging of air features, a general practice in organizations with A.A. and TV outlets. Explaining the order, Miller C. Robertson, vice president in charge of sales, said: "Elimination of cross-plugging is being done because in the Minneapolis-St. Paul market television has come of age. It is no longer fair to advertisers on either fac- 

Theatre Service

(Continued from Telecasting 3)

Amen. of America Inc.; Tenth-D-cent-Fox Film Corp.; Fabian Enter-
prises Inc.; Motion Picture Theatre Owners of West Virginia; Walter Reading Theatres Inc.; Sidney Lust Theatres; Theatre Owners of Oklahoma Inc.; Paramount Television Productions Inc.; Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois; Kansas-Missouri Theatre Assn.; Tri-State Theatre Corp.; Greater Huntington Theatre Corp.; Oak Ridge Theatres and Capitol and Ferguson Theatres; Republic Enterprises Inc.; Martin Theatres of Florida Inc.; Mar-
lin Theatres of Alabama Inc., and Martin Theatres of Georgia Inc.; Independent 
 
Theatre Owners of Arkansas; United Detroit Theatres Corp.; El-
lasses Theatre Corp., Lockwood & Gordon Enterprises Inc.; Balaban & Katz Corp.; Motion Picture Theatre Owners of Metropolitan, D. C.; New 

Mexican Theatre Assn., and New England Theatre Inc.

The hearing will be held upon the following issues:
(a) To determine whether the existing and proposed requirements for television broadcasting be satisfied by existing and proposed common carriers, facilities or bands of frequencies now allocated to such stations.
(b) To determine the order of frequencies and the spectrum space required, if any, at each order of frequencies which would be necessary to establish a television service.
(c) To obtain full information concerning existing or proposed methods or systems for exhibiting television programs on large screens in motion picture theatres or elsewhere.
(d) To obtain full information concerning existing or proposed methods or systems for transmitting or relaying television programs from the point of pickup to the exhibiting theatre, by use of radio frequencies, coaxial cable, wire, or other means, including intra-

city and intercity transmission.
(e) To obtain full information concerning any technical data obtained in experimental operations conducted in the theatre television field, or otherwise available.
(f) To obtain full information concerning any technical data obtained in experimental operations conducted in theatre television field, or otherwise available, includ-
ing public need and demand for the proposed service, public need or de-

quire,s of the service, and commercial practicability of the service.
(g) To obtain full information concerning plans or proposals looking toward the establishment of theatre television on a commercial or non-

commercial basis.
(h) To determine whether persons engaged in furnishing theatre tele-
vision services would be engaged as

common carriers for hire in inter-
state communications by wire or radio, within the meaning of Section 3(b) of the Communications Act of 1934, as amended.
(i) To determine whether, if fre-
quency assignments should be made, the purpose of providing a theatre television service should be established on a common carrier or non-common carrier basis, and if on a non-common carrier basis, the condi-
tions under which such service would be made available.

In the light of the evidence 

duced under the foregoing issues, to determine whether or not the public interest would be served by the issuance of a permit for allocation of frequencies to a theatre television service and by the promulgation of proposed rules and regulations governing such a service.

TEST PATTERNS

Would Ease FCC Policy

NUMBER of telecasters last week told FCC the proposed "liberalized" or its prohibition of separate aural and visual operations was commendable, but many desired some additional modification [BROADCASTING, Dec. 12, 1949].

Most want some test pattern-with-
music operation for sales demonstration, installation and pre-program warmup purposes.

The Commission proposes to continue the policy announced earlier to allow test patterns to be accompanied only by a single tone or series of varied tones. Separate operation of the aural transmitter would be allowed only for test or experimental purposes, or an emergency fills upon failure of visual equipment.

NAB suggested stations be al-

lowed to use test-pattern-music format for 15 minutes a day for warmup before the regular program schedule. Similar view was expressed by KTTV (TV) Los Angeles, KSL-TV Salt Lake City, WBTW (TV) Charlotte, N. C., and WKRC-TV Cincinnati. KTTV noted if this were not allowed, stations would have difficulty getting sponsorship for the first program.

Authority Asked

WBTW and WKRC-TV further asked for test-pattern-music format authority at other times during the day to aid sales demonstrations and installation of receivers and antennas. This position also was taken by ABC, NBC, KPIX (TV) San Francisco and Port Industry Co., operator of WSPD-TV Toledo, WAGA-TV Atlanta and WJBK-TV Detroit.

RCA Service Assn. stressed need for one set of rules as soon as adjusting sets upon installation and servicing as well as in teaching set owners how to operate them. Firm, which has 5,000 technicians in field, reported many service call-backs now necessary under restriction.

Television Broadcasters Assn. asked FCC to hold informal confer-

ence with TV operators to consider practical problems involved.

KTLA (TV) Hollywood suggested music with still picture be al-

lowed to introduce and set the mood for a forthcoming program. Parma-

ount's outlet also asked that news and music be allowed to retain audience during periods of visual trouble.
1950
The Broadcasting Yearbook
and your business . . .

the only single-source book of radio-tv information, facts, and figures . . .

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

The top radio-tv agencies—personnel and gross billings?

You'll find the answers—and many, many more hard-to-get facts—plus these exclusive features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National, regional advertisers-agencies ★ Fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs; representatives, film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings, indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook

BROADCASTING • TELECASTING
BUSINESS JOURNAL OF RADIO-TV

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

☐ I enclose $7.00
☐ Please bill me

Name

Company

Street

City Zone State
We Need Your Help More Than Ever Before

NATIONAL RADIO-TELEVISION DIVISION COMMITTEE

1950 • MARCH OF DIMES • 1950

Chairman: JUSTIN MILLER, President, National Association of Broadcasters
Co-Chairmen: JOSEPH McCONNELL, President, NBC; HUBBELL ROBINSON, JR., Vice-President, CBS
WILLIAM H. FINESHRIBER, Vice-President, MBS; CHARLES C. BARRY, Vice-President, ABC

PRESENTS

The Following All-Star Programs In The Fight Against Infantile Paralysis

RADIO SHOWS • Electrical Transcriptions

FRANKIE LAINE with Ernie Hecksher and his Orchestra; CARMEN CAVALLERO and his Piano and Orchestra; HOWARD BARLOW and his 50-piece Symphony Orchestra; EDDY ARNOLD, the Tennessee Plowboy; ELLIOT LAWRENCE and his Orchestra; DORIS DAY-LES BROWN and Orchestra; FREDDY MARTIN and the Martin Men; HELEN HAYES; BASIL O'CONNOR; DISCS FOR DIMES and SPOTS.

TELEVISION PROGRAMS • 16mm. Sound Film

TOMMY HARMON; VICKY DRAVES, Olympic Diving Champion; RUBE SAMUELSON, Sports Writer; NANCY CHAFFEE, Tennis Star, in a Sports Quiz Program with Pantomime; HOAGY CARMICHAEL and his Piano; SANDY DREAMS, headlining an All-Kid Quiz Show; GISELLE & SZONY, Famous Dance Team; LARRY STEVENS, former singer on Jack Benny Program; JACK SMITH; MIKE STOKEY'S PANTOMIME QUIZ' with SANDRA SPENCE, VINCENT PRICE and CHILI WILLIAMS.

Please Use As Often As Good Programming Permits—January 16-31—Thanks

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

BROADCASTING • Telecasting

January 16, 1950 • Page 63
Programs

BASED on success of Thanksgiving-to-Christmas series of nightly readings from Bible, WCAU Philadelphia and Philadelphia Council of Churches will inaugurate new series during Lent. Programs will begin Ash Wednesday and continue through Easter Sunday, from 11:15 to 11:30 p.m. Object of series is to encourage laymen to read Bible by themselves or groups by men in every walk of life. Bookmarks listing suggested Bible passages for each day of Lent, published by American Bible Society, are available by writing to WCAU.

On-the-Spot Donation

ESTABLISHMENT of Omaha Regional Broadcast Center in Council Chambers of Omaha City Hall was occasion for special program aired by News Commentator Ray Clark of WOW there. During five-minute show, Mr. Clark interviewed Mayor Schulte, chief Red Cross nurse, concerning continuous need of donations and current problem of blood and operation of blood bank. While discussion was going on, Mr. Clark donated pint of his blood, giving listeners encouraging example of simplicity of process.

'Politics 1950'

JOINT political forum conducted over KEX Portland, Ore., features Republican and Democrats discussing points on current state issues in eight-week series. Show is titled Politics 1950, and each broadcast includes seven-minute, interrupted presentations by two representatives of each party, outlining viewpoint on appointed topic. Subject is then thrown open for discussion, questions and comments by four speakers. Bob Thomas, news editor for KOIN, is moderator. Subject for following week is announced at end of each show and questions from listeners, directed to either party, are solicited.

WAVE-TV's 'Spring Training'

NEW series, titled Spring Training, aired on WAVE-TV Louisville, features mahogany, league players and their "specialties" to video audience. Players who make their homes in Louisville cooperate in demonstrations with Bernie Broacher, TV sports announcer, and Dick Jackson, show's director. Series will wind up with films directed from big league spring training camps.

British Transcriptions

EXCLUSIVE Central New England radio rights to World Theatre, series of stage-length transcriptions of dramas featuring stars of Old Vic Theatre, stage company is given by WTAG - AM-FM Worcester, Mass. Plays run about three hours in length and will be broadcast Saturdays over 8 and 6 p.m. Majority of plays are Shakespearean. Series is under local sponsorship of WTAG-FM. Tom Murphy, WTAG special program assistant.

Hat Designing

NEW fashion show, Frankly Feminine, on KEGO-TV San Francisco, makes interesting viewing of 15 minutes of almost total commercial. Program features Bobby Lyons, advertising and fashion consultant, who demonstrates how to create hats at home from basic pieces available at The Millinery Bazaar, local hat shop and one of show's sponsors. Completed hats are modeled by girls wearing fur from another of program's sponsors. Feminine guest from foreign country is interviewed about fashions and news of home interest in her homeland each week. Show is created and packaged by William Winter.

Custom-Made Stories

YOUNG listeners can order custom-made stories from Paul Bole, writer and narrator of children's series, My Own Story, on WBZ Radio, Mich. Children are requested to write to station and suggest ideas for stories they would like to hear. For example, a boy or girl might ask for story about dog, passenger train and snowman. Around such ingredients, Mr. Boles weaves his broadcast.

TV Goes Latin

FLOOR show of Pan American Radio Club in Baltimore has been incorporated into local live program on WAAM (TV) Baltimore, Saturday, 7-7:30 p.m. Show is titled Pan Americana and is produced from WAAM's studios. Background for singing and dancing talent is provided by Producer Dennis Kane and Art Director Barry Mansfield. Show is participating.

Long-Distance Cooperation

MERE 1,000 miles was no obstacle to WHIT New Bern, N.C., when it aired game by its local jockey football squad in Miami recently. Broadcast originated in Orange Bowl and was piped over special lines to New Bern. WKAT Miami furnished sportscaster, announcer and remote engineer to WHIT for broadcast. Team's trip and game airing were sponsored by New Bern Recreation Dept.

Good-will Sponsored

BI-LINGUAL good-will program, Inter-American Voice of the Air, began demonstrating in Washington for foreign language. Conducted by Mr. Francisco C. Bandi, show emanates from WQQW-AM-FM and is heard Monday, Wednesday, Friday and Sunday. Latin-American music, news, commentaries, and interviews with distinguished personalities in international field are featured. Mr. Banda is well-known figure in Washington diplomatic world and is recognized authority on Inter-American affairs.

The Prisoners Speak

INMATES of penal or reformatory institutions in Massachusetts currently being series of weekly half-hour broadcasts over WMEX Boston. Colloquy, The Prisoners Speak, each program has panel of four inmates and is presented by United Prison Assn. of Massachusetts. Association also presents expert in penology or inmate activity. Series has been planned by UPA in cooperation with Massachusetts Dept. of Correction and inmates of Norfolk State Prison Colony and Men's Reformatory at Concord. The Prisoners Speak is produced by George W. Slade, former educational director for New England Westinghouse stations WBZ Boston, WBZA Springfield.

FIRE AWARDS

Radio To Share in Gold Medal Awards

RADIO again this year will share in the annual Gold Medal Awards of the National Board of Fire Underwriters in recognition of outstanding work in fire prevention. A gold medal or $500 in cash will be awarded to the station which has contributed the most to improving the fire safety of its community. Other stations will receive honorable mention citations for campaigns of unusual merit.

Last year's top radio award went to WOWO Fort Wayne, Ind. Deadline for nominations for the Gold Medal Awards is Feb. 28. The nominations may be made by fire chiefs, city officials, officers or local business or civic organizations, fire safety councils, or other individuals or groups.

Nominations, accompanied by exhibits or brochures indicating the scope of the respective campaign, should be sent to the NFBU, 85 John St., New York 7, N. Y.

The Gold Medal Awards were established in 1941 to give recognition to stations and daily newspapers for outstanding public service.

TRANSCRIPTION by Betsy King, nine-year-old disc jockey for WCOF Boston, on behalf of Children's Hospital Fund drive, distributed to 40 stations in Massachusetts.

Page 64 • January 16, 1950

Broadcasting • Telecasting

Howard J. McCollister
Regional Representatives
0660 Bellagio, Los Angeles • BR 40705

Howard J. McCollister

SHOWS WITH A HOLLYWOOD HERITAGE • MEMBER NAB

Broadcasting • Telecasting

Howard J. McCollister
Regional Representatives
0660 Bellagio, Los Angeles • BR 40705

Shows with a Hollywood Heritage • Member NAB

Broadcasting • Telecasting
71%... OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

LEADERSHIP IN SERVICE TOO!
ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.
January 6 Decisions . . .

ACTION ON MOTIONS

By Commissioner Hyde

Zenith Radio Corp., Chicago—Commission continued indefinitely hearing scheduled on Jan. 16, re petition for authority to conduct "Phoneline" tests on limited commercial basis, pending action on petition for reconsideration and grant without hearing of WNZV.

By Examiner Fanney N. Litvin

WCTT Corbin, Ky.—Granted leave to amend application so as to change maximum expected operating powers shown in eng data attached to application toward CHL0 St. Thomas, Ont., to 275 mw in horizontal plane and to 256 mw at pertinent vertical angle, and toward WMPS Memphis, Tenn., to 70 mw in the horizontal plane and to 92 mw at pertinent critical angle, and so to show increased expenses for studio equipment, cost of land, cost of buildings, and total cost of installation.

WCTT Corbin, Ky.—Granted dismissal as moot of petition filed Sept. 28, 1949, to sever application from consolidated proceedings and for removal from hearing docket.

By Examiner Hugh B. Hutchinson

WMCI Lemoyne, Pa.—Granted leave to amend application for purpose of submitting revised information in Sec. III thereof concerning applicant's financial qualifications and information in Sec. IV to show program analyses for the fall composition week, proposed operation on basis of 163 hours each week, and pertinent supplemental information concerning network affiliation plans; and revised information in Sec. V to show direct, daytime operation.

January 6 Applications . . .

ACCEPTED FOR FILING

AM—1210 kc
KVQL Lafayette, La.—CP to change from 1350 kc 250 w.unl. to 1480 kc 5 kw-D 1 kw-N AMENDED to request 1320 kc 1 kw untl. DA-N.

Service Directory

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., S. C.

Sterling 3626

CLARENCE R. JACOBS

Studio Consultants

Planning • Design • Acoustics

Box 69, Princeton, Illinois • Tel. No. 4200

Amplification—Transmission

* VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

WCBM Baltimore—Mod. CP change frequency etc. for extension of completion date. WHEL Niagara Falls, N. Y.—Same. KYVL Houston, Tex.—Mod. CP new TV station for extension of completion date. KROV(TV) Tulsa, Okla.—Mod. CP new TV station for extension of completion date to 7-20-50. KGFL San Francisco—Same to 4-7-50. WSAT-TV Nashville—Mod. CP specify site AMENDED to change trans. site and change ERP from 14.4 kw, 7.2 kw to vib. 32.7 kw, aur. 11.85 kw. License Renewal

WNBC New Haven, Conn.—License renewal AM station.

TENDERED FOR FILING

Modification of License

KCSQ San Diego, Calif.—Mod. license to change N power from 1 kw to 1170 (1.1 kw). APPLICATIONS RETURNED

KSUB Cedar City, Utah—RETURNED Jan. 4 applications for license renewal. The Kettle-Moraine Best, Co., Hartford, Wis.—APPLICATIONS for CP new AM station 1350 kc 500 w D.

January 10 Decisions . . .

BY THE SECRETARY

WYCA Gary, Ind.—Granted license for new station 1210 kc 1 kw DA-2 untl. WBGN Steilacoom, Calif.—Granted license for new station 1420 kc 1 kw DA-2 untl. KXGN Glendale, Mont.—Granted license for new station 1490 kc 5 kw untl. and to specify studio location. WNRX Best, Co., Davenport, Iowa—Licensed for new FM television station.

KAMQ Amarillo, Tex.—Granted license to change license to 1315 kc.

RT1A-FM San Antonio, Tex.—Granted assignment of CP from Emeryville, Calif., to KTV-Houston, Texas—Granted license for new station 1340 kc, to change power to 15 kw and type of license.

WJR, the Goodwill Station, Detroit, Mich.—Granted CP new station 1420 kc to existing remote pickup QKJ-75B, to change frequencies to 153.9, 153.11 and 152.91 mc, 50 kw, and type trans. to control. Application for license of remote pickup KA-490 to

WGRD Grand Rapids, Mich.—CP to change from 1410 kc to 1410 kc 1 kw untl. DA-N AMENDED to request 1410 kc 5 kw D.

AM—1330 kc

WWII Hornell, N. Y.—CP to change from 1350 kc to 1420 kc 1 kw w-N AMENDED to request 1330 kc 1 kw-D 500 w-N DA-N.

AM—1216 kc

Coast Rests, Inc., Astoria, Ore.—CP on present site 1 kw untl. DA-N AMENDED to request change to O. Wilkins and Howard Marks d/b a Coast Rests.

SSA—770 kc

KOR Albuquerque, N. M.—Request for 2,000 w-D 370 kc 5 kw-D 25 kw-N for period beginning Jan. 6, 1950.

Modification of CP

Mod. CP new FM station: for extension of completion date WOR-FM Hattiesburg, Miss.; WELD Columbus, Ohio; WIZZ Wilkes Barre, Pa.; WJW Cleveland, Ohio; KKMA Los Angeles, Calif.; WQEX Lebanon, Pa.; WJZ Baltimore, Md.; WMVF Fort Worth, Tex.; WJZX Allentown, Pa.

License Renewal

WMBD Peoria, Ill.—Request for renewal of license FM station.

CPS

WHIM-FM Memphis, Tenn.—CP to replace expired CP new FM station.

By Examiner

KMTY Omak, Wash.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—833 kc

WNY New York—Request for extension of completion date 7-22-50. WFBX Buffalo—Same to 5-10-50.

CP to 1-kw-BP—Same to 4-5-50.

WSLU-TV Nashville—Mod. CP specify site AMENDED to change trans. site and charge ERP from 14.4 kw, 7.2 kw to vib. 32.7 kw, aur. 11.85 kw.

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<tr>
<th>Name</th>
<th>Address</th>
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<th>City, State</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>469 CHURCH ST., N. W. DE. 1232</td>
<td>1222</td>
<td>WASHINGTON 5, D. C.</td>
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<td>McNARY &amp; WRATHALL</td>
<td>926 Natl. Press Bldg., 1427 Pacific Ave.</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
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<td>8821 WASHINGTON 5, D. C.</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue</td>
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<td>1703 K ST., N. W. STERLING 3922</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>927 15th St., N. W. REPUBLIC 3803</td>
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<td>GUY C. HUTCHESON</td>
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<td>3728 Kansas Ave. St., N. W.</td>
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<td>GEORGE P. ADAMS</td>
<td>40 East Ave., Laboratory 114 Northgate Rd.</td>
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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No checks for box number. $12.50 per line, good rate in excep-

Broadcasting is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

HELP WANTED

MANAGERIAL

Manager for 250 watt of successful small northwestern station. Give complete resume and ten years broadcast experience. Box 216D, Broadcasting.

New England independent station seeking sales manager or salesman with record of selling in coast-to-coast market. Must be willing to relocate. Reply confidential. Box 202D, Broadcasting.


Wanted: Assistant manager for independent South Carolina station. Write fulfilling experience, background. salaries paid. Box 217D, Broadcasting Company, Greenville, S. C.

SALES MEN

Experienced time seller with good sales and personal background. Guarantee first three months with commission. Ten years time wanted guarantee based upon personal sale record on previous station. Submit photograph, complete business background, references, letters paid. Box 218D, Broadcasting.

Wanted: Salesman for independent station at $1000 a month minimum. Box 219D, Broadcasting.

HELP WANTED

ANNOUNCERS

Woman broadcaster who can also sell and write copy. No hurry, must be cooperative. Minimum salary $1200. Network affiliation. Box 845D, Broadcasting.

Experienced announcer-engineer. Must be available on short notice. Will do news and have car. Permanent men only. Box 717D, Broadcasting.

Experienced morning man with plenty "zip." Also capable doing play-by-play sports. Mention salary in first letter. Box 741D, Broadcasting.

Announcer, at least 2 years experience, interview-ability, control operation. References, photo, Midwest or eastern network station. Box 760D, Broadcasting.

Announcer, excellent opportunity open for hard-working, well experienced announcer who wants to step up to 1000 watt network affiliation. Must be good on the air, good on paper, with graduate wage scale, talent—at leading station in market. See first advertisement. Box 701D, Broadcasting.

Manager-announcer combination announcer-engineer. Radio Station WKEU, Griffin, Georgia.

TECHNICAL

Experienced combination operator, willing worker. Virginia station. Em-
mphasis on good technical training. Include phone number with reply. Box 840D, Broadcasting.

Wanted, chief engineer for small sta-
tion in south. Write Box 755D, Broadcasting.

Men with at least 8 years combined electrical and radio experience to in-
stall and maintain custom built audio equipment and to maintain a high-
grade wage scale, talent—at leading station in market. See first advertisement. Box 750D, Broadcasting.

Instructor in radio communications. Must have 8 years station experience. Good starting salary. Give full informa-
tion. Address, Radio School, 60 S. 4th St., Minneapolis, Minnesota.

Production-Programming, Others

Wanted, experienced woman's com-
mentator and continuity writer by a progressive, upper Midwest small radio station. Sample continuity and salary desired first reply. Address Box 906D, Broad-
casting.

Newman to write, deliver long-es-
established local news broadcasts over independents. Six day week. Attractive salary, no te-

des. Replies confidential. Box 910D, Broadcasting. 

Program director-announcer inde-
pendent. Excellent location. Must be good copywriter and have a car. Location Permanent. Equal opportunity. Good man. Box 718D, Broadcasting.

Free lance writers to turn out gags and material for disc jockeys. Box 806D, Broadcasting.

Situation Wanted

MANAGERIAL


Successful manager, capable full-

time engineering manager. Best references. Box 673D, Broad-
casting.

Southern stations—Manager who can make an independent engineering manager works general managers for $3000 a year. Would like to interview possible. Box 764D, Broadcasting.

Manager-commerical manager. I have been a successful salesman, commercial manager and manager in both small and metropolitan markets and have progressive and reliable. Interested in well established independent stations. Box 718D, Broadcasting.

Offer young man-wife combination station manager and commercial man-
ager. Opined stations would prefer double-barreled successful small station run with a competent sales man-
ager. Commercial manager with terrifc "mix" in sales. The station is in a small southern market. Write for the second, Box 765D, Broadcasting.

Two newspapers in central massa-
"zip." Have made 10% profit on big invest-

Sales manager. Experience running 230 man station desires immediate change. Have made 50% profit on big invest-
ment in 16 months. Experienced, sober, hard worker. Salary increased. Box 767D, Broadcasting.

Salesmen—Experienced, sober, men. Good opportunity available. Box 768D, Broadcasting.

Wanted: Director-announcer with 1000 watt station. Salary plus immediate change. Have made 50% profit on big invest-
ment in 16 months. Experienced, sober, hard worker. Salary increased. Box 767D, Broadcasting.

Manager. Are you interested in 25 years topsklight experience in engi-
neering and management? Are you capable of manage-
ment for your station? Then call me. Box 771D, Broadcasting.

Manager. Want the best available? Make this the last advertisement. Further details Box 772D, Broadcasting.

Manager. Especially familiar with Florida markets. Aggressive, Good background. Excellent salary. Immediate possibil-
ity of advancement. Good record with large non-radio stations. Box 773D, Broadcasting.

Commercial manager who is manager in fact, but not in title or compensation, has to be sure you are not "banked dollars," give the oppor-
tunity. Successful experienced engineer in radio without a pink slip, tells the story. Eight years of experience, the knowledge to keep your man, and a man who is employed as a team or otherwise. If you have difficulties, let us know. Box 774D, Broadcasting.

Manager. Thoroughly experienced large and small stations. Willing to work with a success-
fuling successful net affiliate. Good record with large non-radio sta-
tion. Box 775D, Broadcasting.

Salesmen—I am resigning as manager of a small station and would like to sell for a well established station. Experience, 34 years of sales and sales management in major markets. Top reference. Box 776D, Broadcasting.


Mr. Station Manager with sales back-
aches. Bring a fresh but trained view point. Young, aggressive, adver-
siters, sales, radio and television. Box 793D, Broadcasting.

Looking for first time work or firm opportunity for experienced salesmen. Independent stations with sales, broadcast equipment sales, radio station manager, and domes-
tic consulting engineering work. Box 792D, Broadcasting.

Top salesman desires to resume tran-
scription company. Have wide experience. P. O. Box 2846, Hollywood 28, Calif.

ANNOUNCERS

Wanted, young woman, continuity writer, 25 years experience. Origin-
al material and copy for disc jockey. Box 646D, Broadcasting.

Announcer-engineer, recent gradu-
ate, Chicago. Has first phone experience. Thoroughly trained all phases. Desire independent station with opportunity to gain program experience. Willing to work for minimum salary. Reliable and ambitious. Work for reasonable salary. Box 662D, Broadcasting.

Announcer, disc jockey, 25, rece-


Yes, I'm experienced. Mainly a com-
mercial man who can handle news and sales, but would like to work in entertainment. Box 677D, Broadcasting.

Announcer, 2 years experience, sing-
gles, football, sports, news, record man or console experience. Desire progressively larger. Box 678D, Broadcasting.

Tough news competition? Let network caliber newscaster with "on-the-scene" background man your small-


Newsman. Good location. Excellent program. Box 704D, Broadcasting.

Wanted: program director, master of ceremonies, "the big touch." Box 705D, Broadcasting.

Announcer, experienced, good moral or night man. Operate board, pro-
motions, etc. 2 years college, married. Bill if necessary. Box 714D, Broadcasting.

Salesmen

Midwest stations please note. Your experienced salesman wants opportu-
nity. Please. Box 642D, Broadcasting.

Thoroughly experienced, producer, who can close sales. Western de-

portunity. Box 674D, Broadcasting.

Radio station in California seeks stra-

gles, sales management experience. Willing to work for reasonable salary and good opportu-

ity. Box 674D, Broadcasting.

Radio station in California seeks stra-

gles, sales management experience. Willing to work for reasonable salary and good opportu-

ity. Box 674D, Broadcasting.

Wanted: District manager for major national chain. Will consider moving. Box 675D, Broadcasting.

Top salesman. Needs 30,000 watt, dependable family man, eastern station. Box 799D, Broadcasting.

TV and AM salesman. One year experience, 3000 watt station, 6 years advertising and promotion, 25-

ord. References. Box 801D, Broadcasting.

Top station desires to re-negotiate transcription company. Have wide experience. P. O. Box 2846, Hollywood 28, Calif.

WANTED

ANNOUNCERS

WANTED.
Situations Wanted (Cont’d)

ex-watcher-announcer-writer for AM TV network and small station back-
rack, mail handling, deliver, work 900-1200 lots harder, pay $75.
100% increase. Sit-30+ turns decent salary, looking for large
3 years that can utilize experience. Years in radio, college grad, A.M
Dobbs, for permanent spot. Box 753D, BROADCASTING.

Situations

experienced young speaker, versa-
tile, ad, cd, excellent writer.
Candidate is an experienced
remotes. Currently 9:00 w morn-
ning, 4:00 p.m. night duty, and
conveniently located. Consider all. Box 711D, BROADCASTING.

Situations

years

your

phases.

broadcasting.

Ticket, com-

bining

3 broadcast.

Engineer-announcer, experience, 5
years, experienced immediately. Midwest and west only.
Box 718D, BROADCASTING.

Senior-

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ings

Situations

announcer-engineer-

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AM

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AM

view

5 3rd

Box

753D,

BROAD-

CASTING.

Engineer, young, single, first phone, second telegraph. No broadcast ex-
perience. Please call Box 809C, BROADCASTING.

Engineer, radio-television, Graduate

Capital Radio Engineering. Experienced

first phone. AM-FM experience in

immedi-


Combination engineer-announcer, 11
years experience in all phases of

small market operation. New media, ex-

networking, new color on broadcast

and base-

ments.

Sunday,

car, free to travel. Graduate of Notre Dame, first of the first. Phone 899 or write

Morris, 261 Bellevue, LaJunta, Colo.

Engineer first phone, class A, single,
months experience, single, Richard Dowling, 24 Raritan Ave, Highland
Park, N. J.

Engineer desires steady position with
radio station. Midwest preferred. N.Y. experience. Available imme-
diately. Best of references. Write, wire or phone Larry Seldon, Radio Station
KWPW, West Plains, Missouri. Telephone 700.

Equipment and operating engineer. De-

sired position on broadcast station.

Wanted, 2 years experience in all

complex plants. Age 40, 25 years progres-

sive experience. References. Family man, sober who will work hard, and

will

be

able
to

provide

benefits. Employers and salary

available. Stanley Thatcher, 611 Elm, Lawrence, Kansas.

Production-Programming, others

Radio news pay off—NARNI Report. News editor can build up programs or

pork up legging department. 10 years radio, newspapers, public rela-
tions. Resume and references available. Box 750D, BROADCASTING.

Wanted. Program directorship of small eastern station. 7 years experience,

college degree. Immediate operation. Box 706D, BROADCASTING.

I am extremely interested in direction and production. Six months experi-
ence as announcer, continuity writer, 2 years professional training in produc-
tion and direction. Reference available. Call 2 p.m. weekdays. Will

start at bottom. Available immediately any-
where. Box 712D, BROADCASTING.

Experience producing director. Excel-
lent voice, Raymond. Excellent tele-
visor, producer, director. Merchant-

There's
d"ount

But

BRAD-

CASTING.

Writer-producer, col. grad., 28. Experi-

enced
dramatic, news, commercial. 5 kw of carrying power. Box 722D, BROAD-
CASTING.

Woman's program director, excellent

voice, know continuity, traffic. College

graduate, married, will travel, single, free to travel. Disk available. Box
722D, BROADCASTING.

Newman, experienced collecting, write

immediate. Can start up and setting up and running news dept. College
knowledgeable. Box 99K, N.Y. Box 722D, BROAD-
CASTING.

Woman copywriter, announcer writes
copy that sells. B.A. in radio. Experi-
nce, initiative. Westerter writing job

in far west. Box 730D, BROADCASTING.

To self-supporting TV-FM Leach tower: 259 w RCA FM transmitter; 12 SEL-frequency-modulation units. All 140 in mint condition. Will consider any reasonable offer. Address Robert D. Enoch, 2115 N. W. 17th St., Oakland, CA.

For sale: Stations

Radio Station and equipment
WMMJ—Peoria, Illinois—1020 KC—1000 Watts

Equipment, etc.

What do you offer for:

Brand new Tresno H-30 296 foot self-supporting tower complete to last nut and bolt with A-3 lighting, anchor bolts and base re-inforcement steel. Ideal for TV-FM. Cost well in excess of $10,000.

Brand new GE B-Y 2 1/4 by 60 1/2 ft FM antenna. Cost $3,000.


School

Are you looking for:

HELP TRAINED MEN

to operate and maintain TV, FM, or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation’s finest Radio Electronics training laboratories.

Among the men high grade . . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment . . . at home or in the field . . . by many of the best known TV, Radio-Electronic concerns across the nation. Write, phone or wire.

DEFOREST’S TRAINING INC. 7533 S. Ashland Ave., Chicago 12, Ill. Phone Lincoln 9-7260.

For sale:

- Blaw-Knox tower complete with exception of lights and motors. (Tower stored in Washington, D.C.)
- TV-FM Leach tower: 259 w RCA FM transmitter; 12 SEL-frequency-modulation units. All 140 in mint condition. Will consider any reasonable offer. Address Robert D. Enoch, 2115 N. W. 17th St., Oakland, CA.

For sale:

- Radio Station and equipment
  - WMMJ—Peoria, Illinois—1020 KC—1000 Watts

Equipment, etc.

What do you offer for:

- Brand new Tresno H-30 296 foot self-supporting tower complete to last nut and bolt with A-3 lighting, anchor bolts and base re-inforcement steel. Ideal for TV-FM. Cost well in excess of $10,000.
- Brand new GE B-Y 2 1/4 by 60 1/2 ft FM antenna. Cost $3,000.

School

Are you looking for:

HELP TRAINED MEN

to operate and maintain TV, FM, or AM station equipment?

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FCC Actions
(Continued from page 71)
application for mod. license to increase hours KCNY from D only to unl., using 100 to 150 WAMM Abilene, Tex., party to proceeding.
January 12 Applications . . . . ACCEPTED FOR FILING
License for CP
KWWL Waterloo, Ia.—License for CP new AM station scheduled to operate 3 kW, 540 AM, full-time.
WPAT Paterson, N. J.—License for CP new AM station located at Mount Ivy, N. Y., using 250 to 300 WAMM Westfield, N. Y., party to proceeding.

CANADIAN RATINGS
U.S. Programs Top List
NINE of first 10 evening programs heard in Canada during December originated in the United States, according to national ratings for December released Jan. 10 at Toronto by Elliott-Haynes Ltd. Leading in popularity of 39 evening network programs were Charlie McCarthy with a rating of 33.3, followed by Radio Theatre 33.3, Fibber McGee & Molly 33, Airport '40 27.6, Bob Hope 27.6, Our Miss Brooks 27.3, My Friend Irma 21.9, Twenty Questions 20.5, Aldrich Family 20.1, and NHL Hockey (Canadian program) 19.
First five daytime programs out of Hotchpotch (Canadian program) 15.7, Ma Perkins 15.6, Big Sister 15.3, Pepper Young's Family 14.8, and Road of Life 14.7.

This is one of the 258 Service-Ads that supplement market listings in the 1949-1950 Edition of CM.

Non-Docket Actions . . . . AM GRANTS
KICA Clovis, N. M.—Grant of change from 250 kW full-time to 154 kW on 1240 kc to KIMM Clovis, N. M., by Grant Jan. 12.
WMJR Florence, S. C.—Grant of change from 1 kW full-time, 2100 kc to 1 kW full-time, 2100 kc, by Grant Jan. 12.
WPYWA Florence, S. C.—Grant of change from 1 kW full-time, 2100 kc to 1 kW full-time, 2100 kc, by Grant Jan. 12.
KNEW Fareham, Wis.—Grant of change from 1 kW full-time, 1560 kc to 1 kW full-time, 1560 kc, by Grant Jan. 12.

TRANSFER GRANTS
WHCC Wayneville, N. C.—Grant of change on 3 kW full-time, 1090 kc, to WBBZ Easton, Md., by Grant Jan. 12.

Because we SELL — We're 65% SOLD!

WGRD
GRAND RAPIDS, MICH.

Because we SELL — We're 65% SOLD!
annual election in which Neville, Washington, and former NAB president, was named FCBA president succeeding Guilford Jamason.

Other officers elected were: William S. Sargent, second vice president; Arthur W. Scharf, second vice president; Thad H. Brown Jr., secretary, and Reed Miller, treasurer.

Mr. Johnson told FCBA that it is FCC's "duty" to be more than a regulator lookinging other salesmen. He will be a "marketplace" magazine. It is FCC's "duty" to influence the marketplace by the way it licenses stations.

He said regulations are more likely to become arbitrary and onerous only when the licensee is doing a minimum job.

When the licensee pursues only stockbroking interests, how little he can get by with, and is only a "stockbroker," the trend is to the "day's work"

Licensees and their lawyers constantly cry about the Commission and its greed for more power, but the most effective way to pull the Commission's strings is to bring a complaint. It is easier to say something than to do it. On the other hand, the FCC is making it clear that there is little for the Commission to do except formulate technical regulations.

On Color TV

On the subject of color television: "Since it is generally agreed that color is practical, most emphatically the public interest would not be served by waiting until 50 million dollars are invested to market $6 billion dollars in black-and-white sets before switching to color."

He said he was "sorry there has been unavoidable delay in reaching a final decision" on color but that he thought FCC's "present hearing has been justified by the new interest it has aroused in this area."

The entertainment program for the dinner included Eddie Gallaher of WTOP-CBS Washington as m.c., and radio and television singers Mel Torme andPatsy Cline.

Guests aside from FCC members and staff executives included Navy Sec. Francis P. Matthews, who is part owner of WOW Omaha; Sen. E. W. McFarland (Ariz.), whose bill to reorganize FCC procedures has passed the Senate and was promised further assistance by the House Appropriations Committee; Sen. Charles W. Tobey (R-N.H.), "Dean of the Senate," former President Eisenhower; Sen. Burton K. Wheeler of Montana, now practicing law in Washington; Rep. Robert C. Byrd of West Virginia, chairman of the House Interstate and Foreign Commerce Committee, and a number of other congressmen and government officials.

Traffic

Pittsburgh, Jan. 16--The Chamber of Commerce in this city actually intended to construct the station for purposes of sale rather than operation. In cases where in addition to a transfer of license, there is also involved a transfer of a construction permit for modification or expansion, under which construction permit program test have not commenced, the Commission will authorize the transfer of such construction permit if it represents a relatively minor modification of existing facilities but not when it represents a major change in a station that is minor or will major upon the facts of every case. Illustrative of the former is a construction permit to change transmitter site. Illustrative of the latter is a construction permit to change from Class A to Class B; in television, to change from community to metropolitan station.

This section shall not apply to an assignment or transfer of control of a noncommercial educational or university or educational-advisory-the same community.

Subchapter IV, Title 12, Article 3, Section 3.215.

[Editor's Note: In FM section, this footnote permits transfer of FM stations from one owner to another, including transfer of license. No comparable footnote appears in section dealing with television transfers.]

WIBG ELECTS

Price Is Board Chairman

ELECTION OF RALPH C. PRICE, president of Jefferson Standard Life Insurance Co., as chairman of the board of WIBG Greensboro, CBS-affiliated regional, was announced at the annual meeting of the board of North Carolina Broadcasting Co., WIBG licensee. Mr. Price formerly was chairman and president of the Greensboro General manager, was elected president and a director of North Carolina Broadcasting, and Mrs. Lorraine P. Ridge, widow of Edney Ridge, former director, was re-elected to the board. Jefferson Standard owns two-thirds of the corporation and Mrs. Ridge one-third. A letter from Miss Gilmore was read by Secretary-treasurer Joseph M. Bryan, executive vice president of Jefferson Standard, formerly a director, resigned.

HELP WANTED

A good Philadelphia station is looking for a good AM time salesman who wants to work and wants to make money doing it.

BOX 810D, BROADCASTING
NARBA CONFERENCE SCHEDULED TUESDAY

GOVERNMENT-industry conference called for Tuesday to discuss NARBA and forthcoming (Feb. 1) U. S.-Cuban sessions on television and radio. Plans announced by FCC and State Dept., which said “any licensee or other person associated with or interested in standard broadcasting and its international regulation is invited to attend and participate in the (Tuesday) meeting.”

FCC Comr. Rosel H. Hyde, who headed U. S. delegation to Montreal NARBA conference last fall and is slated to go to U. S.-Cuban session in Havana in same capacity, will be in charge of Tuesday session. It will start at 10 a.m. at State Dept., 1776 Pennsylvania Ave., NW, Washington. NARBA conference, currently in recess after U. S. refusal to accept Cuba’s channel demands, is slated to resume in U. S. about April 1, following completion of U. S.-Cuban negotiations. Meanwhile, it was considered almost certain that industry would be invited to send delegation to Cuban sessions along with official government delegates.

AID OFFERED FOR STUDY OF TV IMPACT ON ‘GATE’

JOSEPH H. McCONNELL, NBC president, Friday afternoon offered National Collegiate Athletic Assn., on behalf of all network broadcasters, financial aid and assistance in studies to find solutions of problem of impact of TV on sports attendance. He urged NCAA members in convention in New York that until facts of TV impact on sports gate are in “don’t blame everything on television.”

Meeting, on motion of Ralph Furey, Columbus U., recommended that NCAA business meeting held Saturday appoint committee to investigate sports attendance and report at June meeting of NCAA’s executive committee. Resolutions also recommended that NCAA members make no television commitments beyond 1950-1951 college year.

DELAY GRANTED IN SUIT

SECOND extension on suit brought by Salt River Valley Broadcasting Co., for KOY Phoenix and KTUC Tucson against CBS has been granted until Feb. 6 by Chicago Federal District Court Judge James P. Campbell.

CAYTON NAMES BLACK

ALLAN BLACK, director of television for Cayton Inc., New York, since 1947, has been named director of television and radio for agency, replacing late Earl McGill.

MOVES TO HEADLEY-REED

FRANK BRESLIN, recently with John E. Pearson Co. as radio salesman, has joined Headley-Reed Co. Mr. Breslin also has served with Young & Rubicam as timebuyer and was with NBC 12 years.

LEACH JOINS B&B

LAWRENCE R. LEACH, formerly brand advertising manager for Lever Bros., Johns Benter & Bowles, New York, as account executive on Walter Baker chocolate products and Log Cabin syrup.

IRE TO MAKE AWARDS AT MARCH MEETING

INSTITUTE of Radio Engineers’ 1950 Morris Liebnam Memorial Prize was awarded Otto H. Schade, Vice President, RCA-Victor Inc., Harrison, N. J., at IRE annual convention March 6-9 at Hotel Commodore and Grand Central Palace, New York. Award is for his contributions to analyses measurement techniques and system development in TV and related optics field.

Among those to be named Fellows—highest membership progression in IRE—are:

Jack R. Poppele, vice president of Bamberger Broadcasting Service, New York (now General Tele-radio Inc.) and president of Television Broadcasters Assn., “for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting.”

Frank J. Bingley, Bamberger chief television engineer formerly of Philco Corp., for contributions in television engineering.

Alva V. Bedford, research engineer, RCA Labs Div., Princeton, for contributions to sound recording and development of TV circuits.

Donald W. Johnson, chairman, Hazleton Research, Los Angeles, for work on radio receiver design.

Robert B. Marvin, project engineer, General Electric Co., Schenectady, for contributions to measurements and techniques in FM, TV and allied fields.

Curtis B. Moutzuyt, chief radio engineer, Stromberg-Carlson Co., Rochester, for work on design of radio and TV receivers.

Donald A. Cunningham, formerly of Lancaster (Pa.) Engineering Section, RCA Labs Div., for work on special purpose and power tubes.

AMERICAN STORES BACK

AMERICAN STORES Co. for reported first time in 10 years to use radio to boost its Aeone Super Markets in Baltimore area with signing for Lauri Alaya Show, weekdays, 12 noon-12:15 p.m., on WCBM Baltimore, placed di- rectly. For American Stores begins 10th WCBM year with renewal of weekday Dialing for Dollars, through Theodore Newhoff Agency, Baltimore. Albert F. Goetz Inc. meat packer, for second year, renews WCBS weekday show for Lucky Basket, grocery giveaway, through Harry J. Patz Agency, Baltimore.

KHTH PLAZA DEDICATED

KHTH HOUSTON’s new studio facilities, termed “Radio Plaza” and described as one of most luxurious and complete in South, dedicated Saturday with Frank White, MBS presi- dent, scheduled to participate. Ultra-modern design to accommodate TV with only slight modifications; 200-seat auditorium included. Executive office of President Roy Hofheinz has private dining room and kitchen.

WMEX CASE ARGUED

COMPLEX WMEX Boston license renewal and transfer case went before full FCC Friday in oral argument on examiner’s recommended report which failed to find sufficient evidence for conclusion that ownership data had been willfully withheld [BROADCASTING, Sept. 12, 1949].

Commission Counsel Walter Emery in substance argued that Alfred J. and William S. Pote, who with their sister, Antoinette Iovanna, would gain majority interest under proposed transfer, had assumed “real” or practical control of WMEX since inception although they were only minority stockholders technically. WMEX counsel, Arthur W. Schwalme, contended it cannot be said that they demeaned their identity and had reported stock interests when required. He urged renewal and transfer grant as recommended by examiner.

Spiegel Corp. All four networks submit thin shows.

ESSO CHannels OIL Co., through its agents, MacDonald & Pratt, New York, reportedly looking for television show.

IL PROGRESSO ITALIANO-AMERICANO owner of WHOM Jersey City, which last wee failed to complete contract to buy WINS New York (story page 4) because of inability sell WHOM, reportedly intending to reapply to FCC for permission to move WHOM to New York. Sale was withdrawn by IL Pro- gresso when WINS prospective purchase was not consummated.

FIRST RETURNS from Electric Institute telephone survey of Washington area te- dalers and service companies on effects of CBS public demonstrations of color last wee reportedly show black-and-white set sale ‘way down, service calls (from people who) to adjust monochrome sets to get color ’way up. Final results due this week.

EYES will pop and tongues wag in at least one district when list of nominees for NA board elections is sent to member stations each next week.

WITH ACQUISITION of facilities of WWD Washington (presumably to become WOL) b Peoples Broadcasting Co., licensee also c WRFD Worthington, Ohio, Fred Palme broadcast consultant and station executive, will become supervising manager of both properties. Edgar Parsons, manager of WRFD, will transfer to Washington as directing head of new operation.

MONTGOMERY FOR LUCKIES

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), will sponsor Robe Montgomery [CLOSED CIRCUIT, Dec. 5, 1949] who will produce, narrate and act on hour-long TV show this week, after joining NBC network as executive producer. Show start Jan. 20 on NBC-TV, every other Monday: 9:30-10:15 p.m. BDIO, New York, is agenc

WHITEMAN BECOMES V. P.

ALBERT R. WHITEMAN, vice president c Benton & Bowles, New York, since 1942 and in charge of merchandising on all products since 1945, has been named executive vice president of Campbell-Mithun Inc., Minneapolis, effecti Feb. 1. Mr. Whiteman was succeeded by OWI as deputy director in charge of fuel and gasoline information program and late was national director of fuel and stove re- tionship. He had been with B&B in various capacities since 1933.

CONGRESS TO SEE COLOR

CBS will show its color TV system to member of Congress this month, officials said Friday. Senators invited last House members, Jan. 25-26. All showings will be late afternoon and held at Walker Bldg. in Washington where public demonstrations now being held. Government officials will be invited for late showings.

PROSPECTS FOR SET SALES

PURCHASE RATES for radio, television are planned by ABC, NBC Friday at APT Chamber of Commerce Domestic Distributive Dept. Frequency of purchase and size of tran- action reported as follows: Average income families, two years, $29; above average family, two years, $1, below average income families, six years, $45. Total purchases for 1950 esti- mated at $740,000,000, $17,60 per family, c 7.5% of total to be spent for all product group

BROADCASTING • Telecastin

Closed Circuit

(Continued from page 4)
It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949... an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946... a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 27 major markets of WLW-Land.

And that's why we repeat... it's still Bargain Day at The Nation's Station!

*Nielsen Radio Index
DETROITERS have the money now.

TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV has the audience now.

THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS are doing the business now.

1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.
Farm families of the huge Midwest Corn Belt have come to expect a friend, a neighbor, one of the family—someone to lose or mangle a hand in every corn-picking season. The National Safety Council reports injuries occur on U.S. farms at the rate of five a minute and the cornpicker they say is one of the major causes. Trouble comes from clearing stalks and ears that lodge themselves in dragon-like teeth, deep within the machine.

An Illinois farmer recently developed a simple tool for safely clearing his own machine. In friendly Midwest fashion, he wanted to share his idea, so he wrote WLS describing the tool above. Within four days after he sat down to write us, WLS “Dinner Bell Time,” America’s oldest farm service program, was telling listeners all over Illinois, Indiana, Michigan and Wisconsin how to make the tool for themselves. A little thing—yes, but then

Service is a lot of little things:

Clear Channel
Home of the National Barn Dance

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and company.
Always a believer in the best possible radio signal to the most people, WHAS adds TV to its call letters resolved to deliver the best possible picture signal as well. The 12 bay high gain antenna now rising toward a 600 foot peak in the heart of Louisville will be the first such antenna in the United States. It heralds a new era of picture quality ... a WHAS promise of better television service to more Kentuckiana viewers.
FLYING SAUCERS? MAYBE.
WSPD & WSPD-TV
DEFINITELY YES!

There's been a lot of doubt about Flying Saucers, but there is no doubt about the

COMPLETE COVERAGE

of the Northwestern Ohio and Southern Michigan Market when you use Toledo's Most Powerful AM Station, or Toledo's ONLY TV Station.

<table>
<thead>
<tr>
<th>WSPD</th>
<th>WSPD-TV</th>
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<tr>
<td>Hooper for Nov. &amp; Dec. Share of Audience</td>
<td></td>
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<tr>
<td>8 to Noon — Mon. thru Fri.</td>
<td>35.1</td>
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<tr>
<td>12 to 6 P.M. — Mon. thru Fri.</td>
<td>33.9</td>
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<tr>
<td>Evenings</td>
<td>24.3</td>
</tr>
<tr>
<td>Sunday thru Sat. 6 to 10 P.M.</td>
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</tbody>
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| Hooper for Oct. & Nov. Share of Audience |
| Evenings 6 to 10 P.M. | |
| Sunday — 91.6 |
| Mon. — 83.9 | Thurs. — 73.5 |
| Tues. — 88.9 | Fri. — 89.0 |
| Wed. — 83.9 | Sat. — 72.4 |

Represented Nationally by KATZ
NEGOTIATIONS completed last week whereby KRTV (TV), Dallas operation licensed to Potter Television Corp., would be transferred to Dallas News, operator of 50 kw WPAA. Purchase price understood to be in neighborhood of $550,000. KRTV took air Sept. 17, 1949.

IN FINAL stages last week was sale of KYA San Francisco by Mrs. Dorothy Schiff, New York Post publisher, to J. Elroy McCaw, owner of KELA Centralia and share-holder in KLZ Denver and KPOA Honolulu, for $155,000 plus net quick assets, bringing overall price to about $200,000. Associated with Mr. McCaw is Jack Keating, West Coast station representative. Transaction being handled by Howard Stark of Smith Davis.

CHICAGO is about to drive hard in effort to break FCC's TV freeze. City Council has pending strong resolution petitioning FCC to reopen licensing in Chicago lest it suffer in reparation as program-originating center. Chicago has four TV stations, as against seven in New York-Newark and equal number in Los Angeles.

THAT FCC staff study of transit radio may be nearing climax. Hilda D. Shea, chief of FM law, who's been on it practically fulltime for several months, has made five drafts of report, and is expected to come up with final one shortly. Question is whether transit radio is "broadcasting" in strictest sense of word. Whole subject still at staff level, but Muzak people (story page 29) may provide vehicle for public hearing.

ANOTHER COWLES station—WCP Boston—may be sold in near future. Negotiations were reportedly under way last week to sell station to Boston College, Catholic institution.

EXPLOSIVE plan whereby Drew Pearson, provocative ABC commentator, would repeat his Sunday broadcast on WTOP, Washington Post-owned CBS-affiliated outlet, is still in suspended animation. Pearson, now on Coast, was thwarted by Washington Star-owned WMAL (ABC) but has said that project isn't dead. Adam Hat, Wm. H. Weintraub Agency and ABC understood to have previously agreed to repeat.

FOUR-Ply convention plan to come before NAB board subcommittee Wednesday. Mid-April proceedings would be bracketed into three-day engineering session followed by Saturday FM and Sunday independent meetings and closing with management conference.

GRiffin SHOE LOTION through Birmingham, Castleman & Pierce, New York, preparing to add stations to its spot announcement campaign. Starting date Jan. 30, with contract to run through Nov. 11.

FORMER Judge Roy Hofheinz, president of KTHT Houston and licensee of other stations, (Continued on page 86)

**Business Briefly**

**Radio Prospect**

Chicago (beer shampoo), names Marmat Agency, same city, to handle account. Joseph Seideman account executive. Radio may be used.

**Clock Spots**

General Time Corp., New York, buys weekly participation on WABI (TV) New York Vincent Lopez program, Mon. 7:45-8 p.m., for Seth Thomas clocks any Westclox Moonbeam alarm.

**Buchen Appointed**

Meadonite Corp. Chicago (wood products), names Buchen Co. Chicago as agency. John McDonald, account executive. Media schedules to be complete in month.

**TV System Committee Is Created by RMA**

NATIONAL Television System Committee created by Radio Mfrs. Assn. with twofold program—industrywide accord on technical developments needed to give all parts of nation TV service, and creation of basic standard to bring color TV to reality.

Chairman of new committee is Dr. W. R. G Baker, General Electric Co. vice president and director of RMA Engineering Dept. Vice chair men are David B. Smith, Philco Corp. engineering-research vice president, and Donald G. Fink, editor of Electronics.

Technical societies, broadcasters and nonmembers of RMA to be in with to participate. Committee to report regularly to FCC on studies of technical prog ress. FCC has said it will "welcome" com mittee participation in TV hearings, though for policy reasons it declined to take any possi tion on establishment of committee [Telecast ing, Jan. 9].

Committee created after RMA Television Committee, headed by Max F. Balcom, vic president of Sylvania Electric Products, has reviewed recent TV progress including color. It will gather technical data on ultra-high allocation, lifting of FCC television freeze on color standards. Dr. Baker headed similar TV committee that drafted in 1941 FCC stand ards on which black-and-white TV has been built.

Raymond C. Cosgrove, RMA president, sat color TV has reached point where data should be pooled and standards set up to bring it out of laboratory eventually. TV set makers are eager to present color to public as soon as practical, he said.

**Terry Returns to KSGN**

Edward L. Terry returns to KSGN Free no-Sanger, Calif., as general manager, posi tion he served in when station took to air September 1947. Mr. Terry was KSBV Salinas business manager early part of 1947, resigning in April to engage in public relations at Fresno.

**Broadcasting** Telecastin
delivers a buying audience

WGAL-TV is the consistent choice of all viewers in prosperous Lancaster and its adjoining area. It is the only television station located in this large and thriving market. WGAL-TV presents your sales message with eye and ear appeal to an audience that’s growing by leaps and bounds because of interesting, skillful local programming, and the top shows of all four television networks—NBC, CBS, ABC and DuMont. WGAL-TV is doing a good job for many advertisers. Remember, too, it is the only station that delivers you this consistent, buying audience.

Cost?—surprisingly low! Write for information.

Represented by Robert Meeker Associates

CHICAGO  SAN FRANCISCO  NEW YORK  LOS ANGELES

STEINMAN STATIONS
Clair R. McCulloch
General Manager

WGAL
WGAL-TV
Lancaster, Pa.

WKBO
Harrisburg, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WEST
Easton, Pa.

WDEL
WDEL-TV
Wilmingon, Del.
32% MORE INDIANAPOLIS LISTENERS
TUNE TO WFBM!

- The October-November Hooper Station Audience Index proves WFBM's BETTER RADIO PROGRAMS pay off! It shows this favorite station of radio listeners in Indianapolis and the rich central Indiana area has 32% more listeners, in the total rated time periods, than any other Indianapolis station.

WFBM's "better radio" formula isn't magic ... it's the potent combination of top network shows (WFBM is the only basic CBS affiliate in the State) plus outstanding, locally produced news, sports and musical shows and tie-ins with activities of top local interest.

What's more, WFBM's fine programming is supported by consistent promotion and aggressive merchandising activities ... two more good reasons why your first radio effort in Indiana belongs on the Hoosier State's first station—WFBM!
Advertisers and listeners alike are flocking to KFH and KFH-FM. This is not accidental. It has been planned that way. Professional programming know-how combined with a generous budget for smart local shows, with top-notch talent and all the best on CBS have attracted most of the listeners. Little wonder that advertisers are flocking to KFH and KFH-FM. Study the gains in the Hooper Index. If you're not on KFH, call your nearby Petry man for availabilities.

**HOOPER STATION AUDIENCE INDEX**

**City Zone**

**MONTHS:** OCTOBER–NOVEMBER, 1949

**Total Coincidental Calls—This Period** 16,073

**SHARE OF BROADCAST AUDIENCE**

<table>
<thead>
<tr>
<th>TIME</th>
<th>HOMES USING SETS</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>KFH- KFH-FM (CBS)</th>
<th>FM, TV &amp; OTHERS</th>
<th>HOMES CALLED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEEKDAY MORNING</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Mon. thru Fri.</td>
<td>17.7</td>
<td>18.0</td>
<td>21.0</td>
<td>15.7</td>
<td>35.2</td>
<td>27.2</td>
<td>3.8</td>
</tr>
<tr>
<td>8:00 A.M.–12:00 Noon</td>
<td>+11.1%</td>
<td>-11.5%</td>
<td>-28.7%</td>
<td>+32.7%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>WEEKDAY AFTERNOON</strong></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Mon. thru Fri.</td>
<td>19.2</td>
<td>23.2</td>
<td>24.5</td>
<td>25.2</td>
<td>22.5</td>
<td>25.2</td>
<td>5.1</td>
</tr>
<tr>
<td>12:00 Noon–6:00 P.M.</td>
<td>+5.6%</td>
<td>-2.8%</td>
<td>-20.9%</td>
<td>+11.5%</td>
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<tr>
<td><strong>EVENING</strong></td>
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<tr>
<td>Sun. thru Sat.</td>
<td>31.3</td>
<td>13.2</td>
<td>16.9</td>
<td>31.7</td>
<td>18.7</td>
<td>33.9</td>
<td>3.3</td>
</tr>
<tr>
<td>6:00 P.M.–10:30 P.M.</td>
<td>+28.1%</td>
<td>-16.7%</td>
<td>-25.1%</td>
<td>+15.9%</td>
<td></td>
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<td></td>
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<tr>
<td><strong>SUNDAY AFTERNOON</strong></td>
<td></td>
<td></td>
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<tr>
<td>12:00 Noon–6:00 P.M.</td>
<td>18.8</td>
<td>30.6</td>
<td>33.2</td>
<td>24.3</td>
<td>15.4</td>
<td>25.5</td>
<td>6.9</td>
</tr>
<tr>
<td></td>
<td>+8.5%</td>
<td>-36.6%</td>
<td>-21.6%</td>
<td>+1.6%</td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>SATURDAY DAYTIME</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 A.M.–6:00 P.M.</td>
<td>NOT RATED IN WICHITA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL RATED TIME PERIODS</strong></td>
<td>23.2</td>
<td>17.8</td>
<td>27.0</td>
<td>22.2</td>
<td>30.1</td>
<td>16,073</td>
<td></td>
</tr>
<tr>
<td></td>
<td>+16.3%</td>
<td>-14.1%</td>
<td>-22.5%</td>
<td>+15.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**NOTE:** No interviewing was conducted during the World Series broadcasts. 

"SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "HOMES USING SETS" computation is "Total Homes Called." Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions. *Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.* The Code of Practice governing the use of "CITY HOOPERATINGS" applies to this "STATION AUDIENCE INDEX." 

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**EXPLANATION**

The above is reproduced directly from the Hooper Station Audience Index. The top row of figures give the exact figures appearing on the report made by Hooper covering the same period, one year ago. The middle figure is the current October-November, 1949 index while the bottom row in each tier of figures indicates the percent of gain or loss for 1949 over 1948.
FRANCIS X. BRADY appointed director of new combined media and research department at McCann-Erickson, Chicago, where consolidation of the divisions took place Jan. 1. He assumes all management responsibilities, personnel direction and coordination of activities.

ROBERT P. KEEFE joins staff of Kal, Ehrlich & Merrick Inc., Washington. He also will handle some promotion for firm.

M. L. McELROY, currently with Cluett, Peabody & Co., New York, specializing in market research and sales work, appointed vice president of Assn. of National Advertisers. In new post, effective Feb. 1, Mr. McElroy will head ANA's media and research department.

BLAYNE BUTCHER resigns as radio director of former Newell-Emmett Co (now Cunningham & Walsh), Hollywood, following transfer of Auto-Lite account to Cecil & Presbrey. He has announced no future plans.

EDWARD E. COVILL, formerly with CBS, joins Kenyon & Eckhardt, New York, as business manager of radio-television department. He had been with CBS since 1936 and prior to that was with J. Sterling Getchell Adv. and R. H. Macy.

HUNTER SCOTT ADV., Fresno, Calif., opens San Francisco branch office at 400 Montgomery St.

HARRY R. PEEBLES elected president of Albert P. Hill Co., Pittsburgh, succeeding ALBERT P. HILL, deceased.

IRA ALAN GOFF, formerly sales promotion director of WAMS Wilmington Del., and Sunday Star, that city, joins Kates-Haas Advertising, also Wilmington, as account executive and director of radio and television.

Mervin D. Field, formerly with Field & Peacock Assoc., San Francisco, establishes advertising agency under his name at 400 Montgomery St., same city.

C. GILBERT NORTON, account manager at O. S. Tyson & Co., New York, named agency's media director, succeeding LEIGH DOORLY, who has become account manager for different group of accounts.

WELDON HANBURY and ALAN AINSWORTH, latter formerly announce a CBR Vancouver, join radio department of O'Brien Adv. Ltd., Vancouver, B. C.

CONNER, JACKSON, WALKER, McClure Adv., San Francisco, moves to new and larger quarters in Sheldon Bldg., 461 Market St.

NORMAN GLADNEY Joins Scheck Advertising Agency Inc., Newark, N. J., as vice president in charge of television and radio.

EDWARD R. MCNEILLY, radio writer and formerly KFI-TV Los Angeles director, joins Rockett-Lauritzen, Los Angeles, as radio and television director. Other new additions to agency include JOHN SHERMAN, formerly of Air Services, as account executive; WARREN PRATT, formerly associated with Edgar Bergen, as account executive.

NORMAN P. TATE, formerly with Newell-Emmett (now Cunningham & Walsh), New York, joins New York office of N. W. Ayer & Son Inc., to handle as duties in the radio-television department.

PAUL WINANS, for 20 years head of his own Los Angeles agency, joins Haney-Stebbins Inc., that city, as vice president. He will head media relations department as well as service his own accounts.


MILDRED FLUENT, account executive of Abbott Kimball Co. of Calif., Los Angeles, for past five years, named a vice president.


HERBERT GRUBER, timebuyer with Bow Co., New York, for past six years resigns to join Cecil & Presbrey, New York, in similar capacity.

BOONE, SUGG, TEVIS & WALDEN, San Francisco, will close its offices at end of this month. WILLIAM SUGG will leave agency field for sales work. PHIL BOONE, RICHARD TEVIS and CHARLES WALDEN will affiliate with other agencies, dividing BST&W accounts among them. Their future affiliation have not been announced yet.
Business is always better in Washington, D.C.

Washington's mid-winter telephone book for this always-richer market bulges with 44 more pages than ever before . . . and in this all-ways richer market, Pulse shows that WTOP's always-bigger share of audience is now 36% larger than any other station.
INDIANAPOLIS’ DYNAMIC NEW NEWS ANALYST...

Bill Folger

He joins the increasing list of WISH “personalities” featured in an impressive list of BIG shows programmed locally.

Fresh from several major news “scoops” in Washington, D.C., and the East. Bill is a reporter and analyst of national stature. His long background in reporting, his keen knowledge of people, his ability to snoop out the REAL news, plus his easy-to-listen-to manner are already keeping a majority of Hoosier ears glued like magic to his every broadcast.

WISH Personality Station

1310 kc INDIANAPOLIS • A-B-C NETWORK FREE & PETERS, National Representatives George J. Higgins, General Manager

New Business

FALSTAFF BREWING Corp., St. Louis (beer), April 3 starts three-weekly 15-minute transcribed Meredith Wilson Show on stations in more than 20 markets. Packaged by William Morris Agency, format is comedy-music similar to previous Willson shows. Agency: Dancer-Fitzgerald-Sample Inc. Chicago.

TRANS-WORLD AIRLINES, New York, through BBDO, also New York, currently using spot campaigns on four New York and three Chicago television stations. Twenty-second and one-minute announcements being used to promote TWA’s “quickie vacations” to Arizona and Southern California.

FRENCH SARDINE Co., Terminal Island, Calif., places Cuy Watson-Erskie Johnson production, Hollywood Revue, for 15 weeks in 14 national markets: Los Angeles, Chicago, San Francisco, Cleveland, Washington, St. Louis, Milwaukee, Omaha, Buffalo, Pittsburgh, Columbus, Syracuse, Seattle and Rochester. Account was placed by Rhoades & Davis, San Francisco.

WEATHER SEAL, Atlantic City, N.J., signs with WMID same city for 15-minute across-the-board program, Watch ‘Da Doon’, Mon.-Sat., 6:30-8:45 a.m. Show also will be carried by WDKN Camden. Plans call for addition of five more stations on intra-state network basis for complete New Jersey state coverage.

REDDI-WHIP, Los Angeles, appoints William Kester & Co., that city, effective Feb. 1, to handle advertising. Plans include use of radio for first time with 11-week participations on stations in Southern California and Phoenix. KRISP, KAKE KONE KJL, Los Angeles (bulk and packaged ice cream cake cones) appoints same agency to handle advertising. Television participations are planned in Los Angeles area starting in February with later expansion to six Western states.

COLGATE-PALMOLIVE-PEET Co., Toronto (soap products), buying local programs on stations in various parts of Canada, and expanding regions programs. Who Am I? (Supersuds, Odex) expanded to Ontario stations, five times weekly, 10 minutes, through L. J. Heagerty Ltd., Toronto; Barry & Bett (Vel) expanding to five times weekly throughout Canada, through Harry E. Foster Adv. Ltd., Toronto, and half-hour Mailbag (Vel, Palmolive) being used six times weekly on CHAB Moose Jaw, through Harry E. Foster Adv. Ltd., and Grant Adv. of Canada, Toronto.

Network Accounts • • •


FORD DEALERS OF AMERICA, Detroit, will sponsor Kulka, From & Ollie of 56 NBC-TV stations, 7 p.m., starting Feb. 1, one night a week, Wednesday, for 13 weeks. Agency: J. Walter Thompson Co., New York. Program is sponsored by RCA Records and Sealtest Inc. on other four evenings.

Adpeople • • •

SAMUEL HENRY Jr., in charge of Trans World Airline, New York, domestic advertising, and H. G. RIEGNER, head of advertising on TWA’s overseas routes, given new titles of assistant advertising directors. Mr. Henry will be responsible for all media advertising, including radio and television, while Mr. Riegner will head production and distribution of promotional literature.

"Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states"—(News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar rapid population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

This increasing population creates expanding markets for goods, greater demands for services and facilities of all kinds. Oregon's enlarged population offers an ever-growing advertising opportunity, bringing with it a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.
Feature of the Week

Two of the "Twinpiration" homes.

PUBLIC exhibition recently of the "Twinpiration" homes in Wichita, Kan., was the climax to a public service inspiration by KFH in that city. The station kicked off a non-stop promotion for the enterprises following the first turning of the earth in their construction. The homes are identical and of the modern ranch type. The project was sponsored to demonstrate the effective use of new building materials and the advantage of careful planning.

KFH's morning program, E. J. Notebook, that features Ethel Jane King and her announcer-partner, Dave Wilson, kept listeners up-to-date with daily progress reports. Both Miss King and Mr. Wilson extended invitations over the air for the public to inspect the site while construction was underway. They also supplemented radio promotion with written invitations and newspaper publicity in the local newspaper for an "open house," which during Dec. 14-22 drew an estimated 18,000 persons.

The homes, KFH explains, to all (Continued on page 47)

On All Accounts

HE got the notion during World War II while serving as a public relations officer with the Army Air Forces: Why shouldn't a man experienced in radio teaching, announcing, continuity writing, program direction and station administration make a good radio salesman—especially since he really believed he could sell?

George Richard Guyan tackled his first sales assignment less than three years ago. Today, he is western sales manager of WGN, the Chicago Tribune's 50 kw operation—proof of his earlier convictions.

"There are so many ramifications to radio sales that come to you sooner if you know broadcasting from the inside," he believes.

George got his know-how the hard way. Fired from his first announcing job at WTMV East St. Louis after six weeks of being told repeatedly he "didn't know from nothin'," he moved west to KFRU Columbia, Mo. At this seat of Missouri U., he found a sympathetic soul in one Mr. Chet Thomas, then general manager of KFRU and now head man at KXOK St. Louis.

Mr. Thomas not only restored the Guyan self-confidence by making George program director, but sensing a pedantic air about the man wangled him a couple of teaching jobs. One was at Missouri's famous journalism school where George taught radio writing, one was at Stephens College, one of the midwest's top-rate women's schools, where he dispensed a practical course in broadcasting. He used KFRU's studio as a laboratory.

Mr. Guyan's handbook for radio news-writers prepared while he was at M. U. was standard equipment in United Press radio bureau for several years.

About half-way through his three year tenure a KFRU, two big things happened to George: He was named assistant manager of the station and he copper one of Stephens "Ideal Girls" as his bride. (Each year the college selects ten seniors as "Ideal Girl" graduates.)

In 1949, he joined WBBM Chicago announcing staff. He worked General Mills' Betty Crocker Show, handled narration work and commercial announcing on Procter & Gamble's Road of Life and served as announcer on Glenn Miller's CBS Chesterfield show when they came to town. He handled WBBM's well-known Golf.

(Continued on page 47)
WHEN WDAY takes its Talent Parade "on the road," farmers and their wives for miles around turn out in a gay party mood. To quote a recent radio magazine article:

"WDAY has promoted its weekly 30-minute Talent Parade until it is a regional phenomenon. . . . For many (people) it is the first live entertainment they have ever seen. . . . For others, it is the big social event of the season."

WDAY's amazing popularity among the Red River Valley's "landed gentry" is one of the wonders of radio. But there's a lot more to the story: WDAY also gets the highest city Hoopers in the nation! What's more, both "audiences" have average Effective Buying Incomes 'way above the national average!

Write to us or ask Free & Peters for all the facts about this fabulous station!
WE could paint a very fancy picture of all the things that make KWKH a truly outstanding station—but it would boil down to this: a "native-southern" flair for Southern programming, together with 24 years of solid radio experience in this market. Know-How, we call it. . .

Latest Shreveport Hoopers (Nov.-Dec. '49) prove that KWKH's formula and methods really pay off:

For Total Rated Periods, KWKH gets a 52.0% greater Share of Audience than the next station.

These figures are for Shreveport only, of course. But better yet, KWKH delivers an equally loyal rural audience throughout our prosperous oil, timber and agricultural area.

Let us send you all the facts, today!

50,000 Watts • CBS • The Branham Company Representatives

Henry Clay, General Manager
TIME SALES

RADIO TIME SALES reached an estimated $429 million in 1949, maintaining their consistent upward trend to reach a new record 3% above the preceding year's totals, according to the 1950 BROADCASTING - TELECASTING YEARBOOK, which will be mailed to subscribers this week.

The YEARBOOK estimates television time sales at $24,750,000 and FM's at $6 to $7.5 million, for overall AM-TV-FM time sales approximating $460 million. These figures are before deductions of agency commissions, etc., which broadcasters count as an expense of sale. AM time sales were divided as follows, according to the YEARBOOK's 16th Annual Business Index, which is based upon extensive sampling of all types of broadcasting stations throughout the U. S.:
- 42.2% local time sales
- 29.5% national network time sales
- 26.2% spot sales
- 1.8% regional network time sales

Local advertising remained the foundation of radio revenues but spot sales showed the largest gain—7% as against a 6.4% increase in local time sales. Network advertising showed its first decline: A loss of 4.6% resulting from a hot summer despite fall and winter rallies. Regional network revenues gained about 2.3%.

Radio Receipts Up

In terms of dollar volume, AM radio's 1949 time sales receipts ran some $12,270,000 ahead of 1948's. Local advertising was up $1 million; spot sales up $7.2 million; national network down $2.1 million, and regional network up $170,700. (See Table I.)

On the basis of past year's experience, the YEARBOOK estimates that radio's income from the sale of talent and from other sources totaled about $22 million in 1949, bringing gross revenues up to $451 million, aside from TV's FM time sales and without counting an estimated $77 million spent by advertisers for talent and programs on their own account.

In television, network time sales were placed at $9.9 million; spot sales, $8.6 million, and local time sales, $6.35 million. There seemed little doubt that a substantial portion of this sum was new money to broadcasting, surveys having shown that TV budgets for the most part are an additional appropriation rather than a deduction from AM budgets.

Radio's 3% gain in net revenues, which should be compared to 1948's 11.4% increase, was the smallest gain percentage-wise since the end of the war. But it should be remembered that 1949 was a year of business jitters. Other indices of prosperity dropped off sharply, especially during the summer and early fall. There was a general feeling of insecurity among the nation's businessmen. Thus radio's revenue picture at the end of 1949—$12 million ahead of 1948—was considered excellent.

Radio's net time sales since 1940 have almost tripled. With the growth of television, they seem destined to reach the $500 million mark early in this new half of the century.

TV Sales Triple

The estimated $24,750,000 in television time sales in 1949 should be compared with $8.7 million in aggregate revenues for the visual medium in 1948, which means that TV's time sales revenues almost tripled in 12 months. Authorities thought it reasonable that this total could be nearly doubled if TV's problems with the FCC were removed quickly.

Accurate FM revenue estimates are difficult to make in the absence of a complete division of revenues where AM and FM stations are operated jointly. In many such cases, of course, FM is sold as a bonus to AM. In these circumstances, any time sales figure is a rough estimate. Most experts, however, felt (Continued on page 57)

HOOPER SALE?

RESURGENT REPORTS that C. E. Hooper is about to sell his radio research organization to A. C. Nielsen were again denied last week by Mr. Hooper, who admitted, however, that he and Mr. Nielsen have discussed the sale of "certain portions" of the Hooper Network Program Rating Service.

Mr. Hooper insisted that any proposals which have been made by Mr. Nielsen "do not involve his reported absorption of our business or organization."

He did not define the "certain portions" of his service which are under discussion, but it was believed that they are confined to the National Network Program Ratings commonly known as "Hooper's." The Hooper City Ratings Service, which measures the division of audience at various hours of the day and evening among the stations serving each city in a list of more than 100 U.S. markets, would presumably be retained by Hooper and continued by his organization.

Mr. Hooper's statement said: "It is true that there have been discussions between A. C. Nielsen and me regarding his purchase of certain portions of our network audience rating services. Most emphatically the proposals do not involve his reported absorption of our business or organization. Such proposals are not firm or final and are contingent upon approval by Nielsen stockholders and directors. If and when I have received a firm proposal, the trade will learn of our reaction to it without delay."

Despite Mr. Hooper's emphasis in denying that his conversations with Mr. Nielsen involve more than "certain portions of our network audience rating services," some observers believe that a deal for the sale of C. E. Hooper Inc. can and probably will be made in the months ahead.

They recall that in June 1947, Mr. Hooper offered to sell his complete service to BMB for $81 million and believe that the offer would stand today if the industry were inclined to reconsider it. They argue that Mr. Hooper would prefer to sell to an industry group such as BMB, which presumably would conduct the audience research as a nonprofit industry service, rather than to another individual business concern (Continued on page 58)
A NEW national advertising agency to be known as Carlock, McClinton & Smith Inc., will be established on May 1, it was announced jointly by H. L. McClinton, who has resigned as vice president and director of N. W. Ayer & Son, and Paul Smith, president of Paul Smith Advertising Inc. The firm is expected to have the account of Prudential Life Insurance Co., which sponsors Famous Stars on CBS and the Jack Barch Show on NBC, as one of its clients, Broadcasting learned.

The agency will have its head-quarters in New York. Officers of the new organization are Mr. McClinton, president; Mr. Smith, vice president and chairman of the plans board; and M. E. (Mike) Carlock, who has resigned as vice president of Benton & Bowles, vice president and secretary. Mr. Smith's present agency will be merged with the new firm.

Mr. McClinton has been with N. W. Ayer since December 1929, in the Philadelphia, Detroit, Chicago and New York offices. He was first with the public relations department; for 12 years was vice president in charge of radio, television and motion pictures, and for five years had been a member of the board of directors and of the creative production board.

Carlock's Background

Mr. Carlock had been with Benton & Bowles for seven years. He formerly was with the Metropolitan Life Insurance Co. and had been promotion manager of the Encyclopedia Britannica and prior to that with the Hutchinson Agency, Minneapolis.

Mr. Smith, before organizing the agency bearing his name, was with D'Areyc Adv. Co. on the Coca-Cola account for 5½ years. Between

1932 and 1942 he was art director for Kenyon & Eckhardt.

James E. Hanna, vice president and manager of the radio department of N. W. Ayer & Son, will succeed Mr. McClinton at N. W. Ayer as vice president in charge of radio and television.

Mr. Hanna has been with N. W. Ayer for the past 22 years. At one time he was in the Detroit office as copy chief and in 1940 moved to the New York office as copy chief of radio. In 1944 he was named vice president and manager of the radio department.

Other accounts for CM&S are expected to be announced soon. Prudential Insurance is currently handled by Benton & Bowles, New York.

HILL APPOINTED

LUTHER L. HILL, formerly general manager of the Cowles Broadcasting Co., which includes KRNT Des Moines, WNAX Yankton-Sioux City, WCO Boston, and WOI Washington, was named publisher of the Cowles-owned Des Moines Register and Tribune, at the annual meeting of the company's stockholders Jan. 11.

Mr. Hill joined the Register and Tribune organization in 1935 and in 1936 was named general manager of the firm's radio stations. After serving as a brigadier general in the Air Corps, Mr. Hill was named advertising director of the newspapers in addition to his duties with the broadcasting company. He served in these capacities until September 1946, when he was made vice president and general manager of the newspapers.

Also at the meeting, Carl T. Koester, formerly controller and assistant treasurer of the newspapers, was named treasurer, and the following officers were re-elected: Gardner Cowles, president; John Cowles, chairman of the board; Kenneth MacDonald, vice president and executive editor; Arthur T. Gormley, vice president and business manager; Vincent Starnzinger, secretary and general counsel.

SET PRODUCTION

PRODUCTION of radio and television sets totaled 9,680,773 units in 1949 of which 6,391,371 were AM only, 875,505 AM-FM and FM only, and 2,413,897 television, according to annual figures of Radio Mfrs. Assn.

RMA members are estimated to turn out about 80% of TV sets and a somewhat higher proportion of AM and AM-FM models.

While the numerical production compared to 14,132,623 sets in 1948, the average dollar value increased as TV output comprised a larger share of the total.

Production Gains

Early in 1949 the AM-only volume was at a low ebb but it picked up swiftly last August and the production rate in latter months almost equaled that in 1948. Peak 1949 month for AM-only was November, with 787,553 units.

FM-AM and FM-only sets produced by RMA members are approximately 400,000 television sets with circuits tuning the FM band. Allowing for a heavy share of FM circuits in non-member company TV sets, the total increase in FM circulation last year is estimated at about 1,500,000 sets.

Peak month in television production last year was November, with five work weeks. That month the RMA companies turned out 414,223 TV sets. In December (four weeks) the TV total was 292,061 sets. As usual, the year-end holidays cut down the December output. Post-

war output of TV sets by RMA companies has passed the 3,500,000 mark and the all-industry total is in the neighborhood of 4,000,000 sets. The 1948 TV output totaled 866,832 sets.

Auto and portable sets continued in high production last year. In the case of auto sets, production totaled 2,291,884 compared to 3,409,013 in 1948. Output of portables totaled 1,175,056, compared to 2,114,153 in 1948. Post-war is a month-by-month table of RMA television and radio set production in 1948:

Near 10 Million for '49

RELAXING with conversation at the Jan. 12 luncheon meeting of the Radio Executives Club of New York were (left to right) Frank Stetson, CBS president; Ben Duffy, president, BBDO Inc., and Robert Kintner, ABC president. Mr. Duffy was featured speaker [Broadcasting, Jan. 16].
SADOWSKI RADIO BILL

By JOHN OSBON

EXTENSIVE enlargement of the McFarland FCC bill and far-reaching hearings on many controversial radio-television issues — lasting from six to eight weeks and slated to get underway next month — were prescribed last week by House Interstate & Foreign Commerce Committee leadership.

After consultation with Rep. Robert Crosser (R-Ohio), committee chairman, Rep. George Sadowski (D-Mich.), head of the radio subcommittee, told Broadcasting he means to introduce his own bill, now being prepared, which would incorporate certain features of the McFarland measure (S 1973) and a host of "more substantive" matters.

The Sadowski version will be ready in "about two or three weeks," and will serve as the basis for hearings on a host of communications problems benefiting not only FCC but other government branches. Rep. Sadowski wants to elicit views of broadcasters, Justice Dept. and other branches, in addition to those of the Commission.

Rep. Sadowski said "we may not press for legislation but we do want to get all the information we can," during the proposed hearings, on these subjects:

- Allocation and assignment of frequencies as between those allotted through FCC for private users, and those through the President for government utilization.
- Cancellation of licenses by FCC — the only penalty under present regulations.
- Immunity of licensees from slander voiced by political candidates — the question of FCC regulations which conflict with state laws.
- Radio fraud provisions, currently embodied in the McFarland bill.
- FCC's network regulations.
- Television and particularly color TV with respect to present allocation of channels in some areas and lack of provision for others.
- Monopoly and "intertwined ownerships" involving investigations by the Justice Dept.

'Broader' Hearings Wanted

In disclosing his plans for new legislation and hearings, Rep. Sadowski emphasized his subcommittee is not "ignoring" the non-commercial, intermedial and guided by the Senate by Sen. Ernest W. McFarland (D-Ariz.).

But he also stressed that his group wants to hold "broader" hearings than conducted by the Senate Interstate Commerce Committee last summer [Broadcasting, June 13, 1949].

The McFarland bill passed the Senate last August after the Commerce Committee reported it out, with certain amendments to the original measure, including one imposing a "deadline" on FCC's action on applications [Broadcasting, July 25, 1949], and dropping certain other features.

During the hearings, which drew broad approval of the bill, the Commission called for revision or deletion of a number of basic provisions. Sen. McFarland reportedly had the tacit approval of the Commission, save Comr. Frieda Hennock, before steering his measure unanimously through the Senate.

Opposition from FCC and others mounted, however, when the legislation came before the House Commerce committee, which deferred consideration in the last session.

Full Exploration

Elaborating on his outline for the hearing, Rep. Sadowski said he thought communications should be explored from "top to bottom," starting at the government level with use of frequency space by various agencies and departments, including the State Dept., Commerce Dept., General Services Admin., and Defense Dept. (Army-Navy-Air Force), and involving the Interdepartmental Radio Advisory Committee, which makes spectrum space for government use.

This phase of the House plan is apparently borrowed from the Senate. McFarland subcommittee, which is investigating the allocation of frequencies between government and private users, as well as a proposed single system of domestic and international records communications [Broadcasting, Oct. 24, Nov. 28].

Rep. Sadowski reported there had been complaints that cancellation of licenses by FCC is "too severe a punishment." He said the whole question of sanctions would be explored by the subcommittee.

The McFarland bill presently calls for revocation through "show cause" orders, and includes a "cease-and-desist" provision for less serious violations.

The whole question of slander by radio — touching on FCC's celebrated decision on political broadcasting — needs a thorough going-over, too, Rep. Sadowski asserted, outlining the dilemma of the broadcaster subject to state laws and FCC rules.

Network Question

With respect to the Commission's network regulations, Rep. Sadowski said he wanted an answer to this question: "Shall networks be subject to direct FCC regulation?" He said he has received, from time to time, numerous complaints from affiliates and others to look into anti-trust laws, as charged by Gordon Brown, WSAY Rochester, who has suits pending in court.

Mr. Brown paid Rep. Sadowski a visit last week, apprising him of (Continued on page 50)

SAD

Legislative Stiletto

UNBEKOWNST even to some members of the FCC, there is about to be perpetrated one of the most artful acts of legislative sabotage ever foisted upon an unsuspecting Commission.

Barring a reversal of tactics, there is to be introduced in the House a bill bearing the name of Rep. Sadowski (D-Mich.) to amend the Communications Act of 1934. But we doubt whether it is Mr. Sadowski's handiwork. It was drafted in the rough by the Law Bureau of the FCC in collaboration with Kurt Borchardt, communications specialist of the House Interstate & Foreign Commerce Committee.

While the concept of the bill is designed to block House approval of the McFarland Bill (S 1973), which unanimously passed the Senate last August and which had the support of the FCC, The McFarland Bill would reorient the FCC and strip the lawyers of the power they have accumulated over the years — power that has permitted them effectively to run the Commission.

The lawyers do not want the Commission reorganized. They do not want to meet deadlines. They do not want the appellate provisions of the archaic Communications Act changed.

So, after the last session adjourned, the lawyers set out quietly to change things. Richard A. Solomon, chief of the Litigation and Legislation Branch, maintained the liaison with Mr. Borchardt. The draft that was to become the Sadowski Bill was cleared through Gen. Counsel Benedict P. Cottone. The masterminding, we believe, was done, as always, by Assistant General Counsel Harry Pletkin, brilliant New Dealer whose credo is that those encounters he hasn't won just aren't finished.

The McFarland Bill could have passed the House last session, since there had been exhaustive Senate hearings. It was a stripped down compromise measure in which virtually all differences had been resolved. It would eliminate dilatory tactics by the FCC staff, and place policy responsibility where it belongs — with the Commission, rather than in its self-appointed brain-truster legal lights.

But the FCC lawyers got in the licks.

If our grapevine is correct, the Sadowski Bill would (1) impose penalties short of revocation of licenses through suspensions and fines, and imbue the FCC with power to play fast and loose with licensees, in a manner far more drastic than the "cease and desist" provisions of the McFarland Bill; (2) write into the statute the explosive substance of the Port Huron decision on political broadcasting; (3) subject all frequencies to license, including those allotted to Government for the military; (4) and most serious of all, license such a furor when incorporated in the White Bill several years ago; (5) get into the TV-color fracas; and (6) barge into FM.

Such a bill would embody such a strange admixture of bitter and sweet as to what the appetite of many a crusading politico. It also would mean smear-hearings and headline hunting. It could mean, without a doubt, in this election year. And, if we fathom the strategy of the FCC lawyers, that is what they're shooting for. It would leave things status quo. It is the divide and conquer thesis.

We hope the House Committee won't be taken in. We hope Chairman Crosser will ascertain why the FCC (by letter) supported the McFarland Bill in the Senate and (by letter) opposed the identical bill in the House. We hope we will find anti-trust, lobbying aspects, since the anti-lobby laws apply to Government as well as to industry.

The McFarland Bill, from radio's standpoint, is not optimum legislation. It is not a bill drafted by broadcasters for broadcasters. The need for improvement in the law is evident. That is what all the shouting has been about. The House should pass the McFarland Bill without hearings, and on the Senate record. Then if the House Committee or the FCC, large trust, political "fairness," licensing of Government frequencies, and other controversial matters, let it hold hearings for further amendment of the bill.

If the House Committee fails for this smoke-screen, FCC's lawyers can claim Congressional scalp along with those of the Commission.

January 23, 1950  •  Page 17

AN EDITORIAL

Broadcasting • Telecasting
LIGHTNING THAT TALKS

THE DRAMATIC story of broadcasting's role in the personal, economic and political life of the United States will be told this year to hundreds of audiences through the medium of the radio-sponsored All-Radio Presentation film, "Lightning That Talks."

Starting with the first formal showing in New York March 1, with a thousand top advertising industry executives attending, the promotion film will tell radio's story in the dramatic language of motion pictures.

Once before the motion picture medium was utilized by broadcasters but on a more modest basis. This film, produced a decade ago, was widely shown.

"Move to do a similar job, but with a modernized touch, developed at the 1947 NAB convention at Atlantic City. Eventually the All-Radio Presentation Committee was formed. This committee has held dozens of meetings and its members have devoted large amounts of their time to the difficult task of planning, writing and producing a motion picture film that depicts broadcasting's important place in the national scheme."

Total subscriptions—including a fund of $50,000 subscribed by ABC, CBS and NBC—are around the $150,000 mark. Final cost of the film, turned out by the Independent Motion Picture Producers Society, will be $85,000 for one 35mm print, additional 35mm and 16mm prints costing extra. Station subscription fees are based on station income and range from $25 to $1,000.

Elaborate plans have been worked out for community showings of the film. The All-Radio committee is preparing full instructions with publicity and promotion kits. Committee officers are Gordon Gray, WIP Philadelphia, chairman; Maurice B. Mitchell, director of Broadcast Advertising Bureau, secretary; Herbert L. Kreuger, WTAG Worcester, Mass., treasurer; Eugene S. Thomas, WOIC (TV) Washington, assistant treasurer. Victor Ratner, former CBS vice president and now a vice president of E. H. Macy Inc., New York, was producer.

WITH A HIGH voltage hiss, roar of thunder and musical background, the filmed story of radio is introduced. These titles appear, "The Broadcasting Industry of the United States Presents 'Lightning That Talks.'" The scene quiets down, many stars are seen, followed by the subtitle, "The Story of America's Greatest Voice."

A rolling title carries on the introductory sequence in this way: "This is a true story. Every incident shown here is an actual experience, showing the businessmen and radio listeners to whom these things really happened . . . filmed where they happened."

The story opens with a sequence of heavenly orbits, a storm appearing in the background as Benjamin Franklin is introduced during the lecture of a professor in a planetarium. As the story is moved along by use of screen devices, the professor explains that Franklin's "greatest interest was how to bind the people of the Colonies together by improved communications. He published seven newspapers."

The camera dollies in to Maurice B. Mitchell, director of Broadcast Advertising Bureau, seated in the professor's audience. Mr. Mitchell comments, "I wonder what Franklin would have thought of my kind of communication—radio."

The heavens become an electronic battleground as the camera tells the story of Franklin and the kite, using a true replica of the original key. Sparks jump from the key across Franklin's knuckles as the electrical storm subsides and the scene returns to the peaceful beauty of the opening.

"Verily, what a wonderful place to continue my experiments with lightning. This is truly heaven," Franklin comments.

From the key comes, faintly, then strong and clear, the 1920 voice of KDKA Pittsburgh and the Harding election returns. Sparks jump from the key to Franklin's

PRODUCTION crew for the International Movie Production Service on the all-radio film (l to r): Gene Farrell, music composer; Dr. I. M. Levitt, technical advisor; Ben Gradus, director; Joe Brun, cameraman.
knuckles, providing the only static in sight. His hand pulls away from the key as though in astonishment, as he says, “What! They have made the lightning talk?”

Through a series of heavenly sweeps, Franklin approaches the ground, traveling through the years of radio as he desires to learn how radio is being used after 30 years of development. History from 1921 to 1941 is depicted by snatches of broadcasts, including events, personalities and music.

“Every aspect of America... and the world... every interest... every mood of the people is reflected by radio,” Franklin observes. As he gets closer the sound track introduces a series of commercials, the audience becoming aware of messages promoting soap, cigarettes, food... DIAMONDS. The camera stops short, the earth appears as a ball in the distance as Franklin says, “Verily, can even a diamond be sold by the unseen spoken word?”

Thus the first of a series of sequels showing commercial radio in operation is presented, abetted by the techniques of the cameraman and the producer.

Sequencing 2 has been introduced by the diamond reference and opens with a radio commercial built around “D. A. D. ... not Dad but... Diamonds at Davison’s.” The voice is coming from WDAK Columbus, Ga., which Franklin observes from his heavenly perch via an airplane shot of the city.

The commercial continues: “This is Bill Byrd, the manager of Davison’s Department Store in Columbus. That explains one D—Davison’s... Yes, Davison’s has opened a new department of fine jewelry...” The shot dissolves from a Columbus street scene to the facade of the store and into the counters. Franklin exclaims, “How wonderful the general store has become since my time.”

A jewelry counter scene is spiked by the babble of customer-clerk discussions. The camera moves up a few floors to the office of Mr. Byrd, the manager, who is chatting with Allen W. Woodall, president and general manager of WDAK Columbus.

“The boys in the New York office,” Mr. Byrd observes, “are so impressed with our diamond campaign, Allen, that I can now go along with you on this new idea. And it was only a month ago that I called you in.” Follows a flashback showing Messrs. Byrd and Woodall in Mr. Byrd’s office after store hours. Here is their dialogue:

BYRD—Allen, I’ve got a sick baby on my hands. I’ve tried to push our new diamond department but it won’t go. Frankly, I don’t think you and your radio can do much with it, either.

WOODALL—The trouble is, Bill, though everybody knows Davison’s, people down here just ain’t used to buying good jewelry in a department store. They have got to be taught that they can buy them at Davison’s, and can buy them cheaper here.

BYRD—Heck, I know that, Allen, you don’t have to remind me. But can radio do it better?

WOODALL—Bill, give it a chance. You’ve spent $400 this month advertising diamonds in the newspaper—and sold two of them. Spend the same money on my station. We can beat that.

BYRD—You’ve had to beat that...

WOODALL—How many sales would you be satisfied with?

BYRD—Sell four diamonds for me and I’d be happy.

WOODALL (as they walk away)—O. K. Here’s what I want you to do.

The scene shifts to a romantic moonlight scene with a young couple sitting on a swing listening to a radio on the window sill as an announcer’s voice intones:

Yes, Diamonds at Davison’s. Davison’s Department Store has just opened a brand new department. Now you can buy diamonds at Davison’s. Davison’s can afford to give you top quality for at least 10% less since the purchasing power of...

Another closeup shows a wife ironing kiddie clothes as hubby smokes his pipe and reads. They hear a Davison’s commercial which inspires the wife to suggest her husband buy a dinner ring. He’s highly unconcerned at first, does a slow burn, but a few frames later he’s at the Davison jewelry counter approving the wife’s selection.

End of flashback and Messrs. Woodall and Byrd are talking again in the latter’s office:

WOODALL—(chuckling)—Well, did we sell your four diamonds for you?

BYRD—Oh Brother! We’d never been on the air before and in less than three weeks we sold more than 60 diamonds.

WOODALL—What does that come to in dollars?

BYRD—Does Macy’s sell WDAK?

WOODALL—Mind your own business.

WOODALL (laughs)—That’s right, you are an affiliate of H. H. Macy’s.

BYRD—and now they’ve okayed our establishing a radio program on all merchandise for their southern stores. I’d like to...

As a comely miss admires a diamond ring on her finger, she picks up the telephone to put in a call for Cedar Rapids, Iowa.

GIRL—Did you get our Cedar Rapids office yet?

FRANKLIN—Cedar Rapids? That’s many miles from Columbus, Georgia.

GIRL (reacting to Cedar Rapids voice)—Peaches. How come she’s out buying peaches at this hour of the morning?

The scene dissolves from the girl to the ME TOO store in Cedar Rapids where auto salesmen and a long line of people stretches around the corner. At the head of the line is a truck of peaches with customers buying crates of fruit right off the truck. The women dollies back to a shirt-sleeved meeting where Weaver Witwer, wholesale grocer, and the others are worried because some cars of peaches are two weeks overdue from Colorado.

The meeting breaks up, the peaches are still missing, and after some informal scenes Ralph Whitlock, Mr. Witwer’s assistant, looks flabbergasted as he says on the phone:

Holy cow! Did the refrigeration conk out on all three cars? Be there (Continued on page 20)
Lightning That Talks

(Continued from page 19)

in an hour. O.K., we’ll look at ’em.

It’s night, and the merchandisers
sample ripe peaches as they juice
squirts all over them. Bill Drake,
ME TOO owner, shakes his head:

DRAKE—Three cars! What do you
think, George (his assistant)?

GEORGE—Well, I guess we’ve
solved tougher problems than this.
We’ll tell ’em on the radio tomorrow
this little special instead of the
canned beans we were planning —

meh...

WITWER—That’s right, Bill. You
really do use radio to push this stuff,
don’t you?

DRAKE—I use it all right. I’ve been
telling them, six days a week for 11
years, that no matter how low any-
body else sells any item, I’ll match that
GEORGE (on phone)—Johnny, hit
this real hard on the air tomorrow.
ME TOO has three cars of peaches
that will be sold tomorrow at a great
price—69 cents a lug. Yes, hold up
the beans . . . Yeah, Colorado . . .

O.K., Johnny.

RADIO ANOUNCER (voice coming
from radio in home of Mr. & Mrs.
Milburn)—U.S. Grade 1 Colorado
peaches marked 3, 4 and 5 to the case.
What a buy. What an opportunity.
Your last chance to get these ripe
peaches for canning, far pies, for the
table. Remember, first come, first
served, so be early . . .

MR. MILBURN—Don’t we have
enough canned stuff already?

MRS. MILBURN—Oh, we could al-
ways use more.

The commercial continues in
other homes and in other towns as
radio sets in with vigour and ex-
citement. A policeman waves his
arms and blows his whistle as cars
come from all around to buy peaches,
and the sequence ends with this
dialogue:

WITWER: Bill, looks like you’re not
going to have a peach left by noon.

DRAKE—Oh, we always crowd
them in. This is our radio special. Radio’s the
way we’ve built this business—from
one to nine stores since 1938. You
should have heard me bang when we
nudged our announcement . . .

A series of dissolves passes
through kitchens where folks are
frantically processing peaches as a
radio announcer says:

And now, Jack Birch, brought to
you by the Prudential Life Insurance
Co., etc.

Transitional shots take the audi-
cience to a powder mill with portfolio
waiting. Housewife opens the door and
looks at him testily:

SALESMAN—I’m Mr. Conway from
the powder mill. We can save you
a buck, ma’am; I’d like just a couple of minutes
of your time.

HOUSEWIFE—Oh, Prudential! Wasn’t
this morning your show, Jack Birch program.
I’ve been listening to him for so long I feel we are
friends. Come on in.

FRANKLIN’S VOICE—Radio’s
a foot inside the door—a good insur-
ance man needs little else.

SALESMAN—Jack Birch has been
making friends for us from Maine
to California.

FRANKLIN—California? How big
this country has become.

The camera tilts up to the sky
and comes down to show Oakland
bridge, San Francisco at late dusk.
A Marion-Dell Dairy milk truck
passes the camera, which then
moves into the plant where Tom
Foster, general manager, is talking
with Mr. Spinetti, head salesman,
both radio and television.

SPINETTI—Did you have to come
in tonight just for that?

FOSTER—They’re important com-
petitors. I’m sure they want a
new territory before us—we’ll it that
much harder.

Plant Superintendent
MacDonald, in pajamas at home, is
informed he’s to take a truck and
move into San Jose in the morning.
With Ed DeBorba, a salesman, they
enter Avilla’s Market in San Jose
in early morning:

DEBORBA—Avilla’s the name of
the radio we’re all going to try
here.

A VILLA—Well, that’s good, I guess,
but whadda I wanna take another
dairy in here for?

DEBORBA—We’ve been buying a
lot of our milk from families in this
valley.

BREAD MAN (seeing Marin-Dell
truck)—Hey, since when did Bard
come into our radio.

DEBORBA—Budda’s the name of
our amateur show—know your radio
program?

A VILLA—Sure, I know it—how do
you think I know your milk?

MACDONALD—Your customers
know this milk, too, even though they
never say it.

A VILLA—I guess so, well—let’s try .

At Alongi’s Super-Market an-
other scene takes place as the
Marin-Dell truck makes another
pitch. A pretty Spanish girl over-
hearing, says:

GIRL—I once wrote Budda and told
him that I would buy Marin-Dell if
they sold it here.

DEBORBA—We have boxes of such
letters from here. As from every-
where else around San Francisco.
Since we first talked with the
general manager, has put 90% of
our advertising money into radio.
And look what it cost. Last year
Marin-Dell was worth $60,000. Today,
it stands better than $4 million.

MACDONALD—We went from fourth
place to first place in the same
year, and have held that place
ever since 1935. Why, I bet you that
we have eight full routes in San Jose
inside one year.

FRANKLIN (after a few more com-
ments)—Verily, here is lightning that
peaches—dairy—in a glass—

FRANKLIN—It seems to me that
the man who never reads the ads
in newspapers or on radio

FRANKLIN begins to talk in a
voice impact demonstration with
the appeal of printed and
spoken copy compared. Back to Mr.
Mitchell:

MITCHELL—In radio you can’t help
but get more listeners to your sales
message . . . there’s nothing that even
competes with the commercial. List
. . .

BROADCASTING • Telecasting
FRANKLIN—What facts are there to support that? I suppose I can find them at any of the large advertisers in America.

An office building in Cincinnati is shown in a low angle shot, followed by a shot down a long row of offices. The office door is labeled 'Procter & Gamble, Information.' Franklin walks in. He finds vast arrays of charts and other material on radio. They show how much people listen every hour, by income level and city size, along with the circulation of radio. The P&G charts follow:

**How Much Do They Listen Daily?**

U.S. RADIO FAMILY LISTENING BY INCOME:

- Upper Incomes 4 hrs., 15 min.
- Middle Incomes 4 hrs., 37 min.
- Lower Incomes 4 hrs., 45 min.
- U.S. Average 4 hrs., 32 min.

(Source—A. C. Nielsen Co.)

**How Big Is Radio?**

- U.S. Families 45,000,000
- Average Family 42,000,000 (95%)
- Auto Families 27,000,000 (60%)
- TV Families 7,500,000 (17%)

(Source—BAB Estimates for 1951)

**How Much Do They Listen Daily?**

U.S. FAMILIES LISTENING BY CITY SIZE:

- Metropolitan Areas 4 hrs., 37 min.
- Medium Size Cities 4 hrs., 28 min.
- Small Towns & Rural 4 hrs., 14 min.
- U.S. Average 4 hrs., 32 min.

(Source—A. C. Nielsen Co.)

FRANKLIN (after scanning charts carefully):—How much radio has become part of America—as big as the United States itself.

And now television too—broadcasting's latest development—is also coming to take its place among the great media of America.

What a universal medium it is—everybody listens—they spend more time listening to radio than doing any other thing, except working and sleeping.

But when do they listen? In what part of the day?

* * *

A close-up of a radio dial, followed by shots of food and milk being poured into a bowl. The camera then pans down to a radio and back up to the milk.

In the background, a radio is playing, with the sound of a flute and a piano.

The scene is a kitchen, with a woman cooking and a man listening to the radio.

The woman: "What do you think of the new program?"

The man: "I don't have time to listen now.

A well-to-do young man and his girl enjoy the radio's portable radio.

Next scene shows the mechanic's wife hanging out the wash as a radio on the window sill plays a segment of a daytime serial.

In a big garage, two men are working on an auto and listening to the radio.

A schoolroom scene is built around a historical radio drama.

An elderly man, propped up in bed, listens to the radio:

"Is the pitch too long?"

The woman: "I don't drive down to right field and it looks good for a . . . no, Blank scoops it up and wings it to second. Jones touches the bag and throws to first—it's a double play.

Sore as blazes, the old man shouts at the radio.

In the interior of a bus, the passengers listen to FM transit radio.

One man speaks to the driver:

FIRST MAN—Oh, we finally got radio on this bus. 'Bout time.

SECOND MAN—Yes, but another 50 cents.

DRIVER—Oh, sure, it's FM and . . .

SECOND MAN—FM! Our radio at home has FM in it.


From car radio comes sports casts, music, serious music, news, the Lone Ranger (it's evening).

FRANKLIN—A man can listen to a radio everywhere he goes— everywhere.

No one need be lonely anymore. There is entertainment and company all the time and everywhere—something for everyone.

The mechanic's children, in their bedroom, listen to the Lone Ranger. Father comes in. The kids kiss him and return to their listening. The whole scene is filled with families listening to their radios.

The mechanic's son tunes in his radio homework, a political discussion.

In the medium-income home of a large family group (grandma, parents and a bunch of children, all eating ice cream), Bob Hope is wise-cracking via the radio.

FRANKLIN—People listen together as well as alone. That must be another reason for radio's great strength. For as any good speaker knows, people respond more when they are together.

A well-to-do family listens in a large garage to Jack Benny's quips. An elevator operator in a swanky apartment house listens intently to the introduction to 'The Fat Man' program, jumping as the indicator board buzzer shows a penthouse call.

On the penthouse terrace overlooking New York City the folks are sitting around in formal garb, talking quite informally. One couple leaves, winding up in a coffee shop where they listen to a disc jockey introducing "Good Night Sweetheart."

The camera dollies out into the dark night.

The final scene finds Franklin appearing in a heavenly scene where he's headed upward with a portable radio. After an auditory end title: FRANKLIN—Radio reaches everywhere. It's the only medium that gets into people's houses.

Shot of globe turning; voices.

JAMES C. PETRILLO (l) president of the American Federation of Musicians, receives a certificate of appreciation from A. W. Wooldridge, special assistant to the Veterans Administrator, for the AFM's aid in making possible the transcribed radio series Here's to Veterans. The show is recorded for AFM radio, and is being broadcast over 2,200 radio stations, giving it the widest coverage ever achieved by a program in the U. S. and Canada.

**AFRA ELECTION**

Reel May Be Secretary

FRANK REEL, assistant national executive secretary of American Federation of Radio Artists, is expected to be elected AFRA national executive secretary by a referendum of national board members, results of which were to have been tabulated over the past weekend. If chosen, he will fill vacancy caused by resignation of Mr. Heller, who took leave of absence from AFRA to head Television Authority.

Mr. Heller's job as executive secretary of AFRA's New York local, from which he also took leave, is expected to be filled by his assistant, Ken Groot, action this week of the local's executive council.

**FIRST 15 PROGRAM HOOPERATTINGS—Jan. 15 Report**

<table>
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<tr>
<th>Program</th>
<th>No of Ads</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper</th>
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<tr>
<td>Jack Benny (CBS)</td>
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<td>American Tobacco (BBDO)</td>
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<td>S. C. Johnson &amp; Son (NLB)</td>
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<td>Lever Bros. (BBDO)**</td>
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<td>DeSoto-Plymouth (BBDO)</td>
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<td>Whitehall Pharmacol (Murray)</td>
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<td>* Second broadcast on the same day in some cities provides more than one opportunity to hear program.</td>
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<td>** N. W. Ayer producer for Surf, JWT for Lux toiletry soap.</td>
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**BROADCASTING • Telecasting**

January 23, 1950 • Page 21
SIGNALLING the start of an “all-out” advertising campaign, 81 dealers comprising the Greater Detroit Plymouth Dealers have launched two half-hour shows on a 52-week basis to be programmed over CKLW Windsor.

The programs, Hollywood Theatre of Stars and The Henry King Show, are heard Sunday 9-20-3:30 p.m. Blending drama and music, the shows were produced by C. P. MacGregor Co.

Commenting on the arrangement, MacGregor’s midwest manager, William M. Mertz Jr., said one important thing that he had discovered during the negotiations was that radio needed to be really “sold” to the automotive people. The medium itself must be sold to the dealers first before attempting

S. C. SESSIONS

Eye Radio Budgets, Sales

THE subjects of sales, agencies and station budgeting were featured at the annual meeting of the South Carolina Broadcasters’ Assn. held Jan. 28-20 at the Hotel Columbia, Columbia, S. C. Registration Friday (Jan. 20) was followed by a luncheon at which Gov. J. Strom Thurmond and Columbia’s Mayor Frank Owens delivered welcome addresses. In the afternoon, three speakers were heard closely followed by discussion participation. Speakers were: W. Wright Robb, WMFJ Daytona Beach, Fla., owner, and past president of the Florida Broadcasters’ Assn. on “Small Market Sales and Operation”; Jim Henderson, president, Henderson Advertising Agency, Greenville, S. C., on “The Agency Side—Is There a Good One?”; and Robert W. Roundsville, WQXI Atlanta, on “Putting a Station on the Air in the Black.” At an evening cocktail party Columbia stations WIS WKX WCON WNOK were hosts. Dinner speaker was Allen Newcomb, WIS, morning m.e. author and lecturer, who spoke on “This Racket Called Radio.”

Saturday sessions were concerned with business topics with a report delivered by Mel Purvis, WOLS Florence, chairman of the committee on preparation of a libel bill. Discussion also centered on the problem of exclusive rights agreements by stations for football broadcasts [Broadcasting, Jan. 16].

Kenneth Fox Resigns

KENNETH J. FOX has resigned as advertising director of Fox Brewing Co., Chicago, maker of Fox De Luxe and Silver Fox beer. His resignation last week followed that of J. R. Fox, secretary and director.

OUTSIDE SALES

Test Period by WMOR (FM)

SUCCESS of non-station salesmen in an outside organization selling radio to local merchants is being tested by WMOR (FM) Chicago for 13 weeks with Anthony A. Abraham, publishers representative. Mr. Abraham, through arrangements completed with Station President Bernard I. Miller, is selling one-minute spots to be aired only between 6 and 7 p.m. daily. Minimum cost per spot is $6.50. He also is booking English and foreign-language shows on WMOR, and selling a few of its packaged programs.

Although this is his first radio assignment, Mr. Abraham is using his regular telephone sales force of 20 persons to contact potential Chicago-area FM clients. A former employee of his firm, Marie Mason, has been named station sales manager, Mr. Miller said. She will handle time sales for all evening accounts between 6 p.m. and midnight. Daytime hours are completely sold to Consumers Aid Inc., which has installed an in-store broadcasting service in Jewel Food Stores. Station retains control over product type, copy content and sponsor, and programming remains unchanged.

SPAC COMMITTEES

NBC’s 1956 Stations Planning and Advisory Committee has elected its convention and promotion committees, Clair McCollough, SPAC chairman, announced last week.

They are:

Sound Broadcasting Promotion Committee—Ewing C. Kelly, KCRA Sacramento, chairman; Stanley W. Barnett, WOOD Grand Rapids; J. B. Conley, Westinghouse Stations, Philadelphia; Harold Essex, WSJS Winston-Salem; Milton L. Greenbaum, WSAM Saginaw; Jack Harris, KPRC Houston; P. A. Sugg, WY Oklahoma City; Walter E. Wastafa, KIDO Boise; Charles P. Hammond, NBC, New York, and Sydney Eigers, NBC, New York.

Television Interconnected Promotion Committee—John T. Murphy, WLWT (TV) Cincinnati, chairman; Harry Bannister, WWJ-TV Detroit; Walter J. Dann, WTMJ Milwaukee; Wilbur M. Havens, WTVR (TV) Richmond; Robert Thompson, WENK-TV Buffalo; James Nelson, NBC, New York, and Sydney Eigers, NBC, New York.

VICTOR C. DIEHM

Named WHOL Executive

VICTOR C. DIEHM, co-owner and general manager of WAZL Hazleton, Pa., and general manager of W M G W Meadville, Pa., has been elected vice president and a director of the Allentown Broadcasting Corp., owner and operator of WHOL Allentown. Mr. Diehm will continue his affiliation with WAZL and WMCW.

The WHOL board of directors will remain the same with Lewis Windmuller as president. Other directors are Charles G. Heigl, Henry E. Schell and Mr. Schell.

Mr. Diehm is a director of the Pennsylvania Broadcasters Assn., member of the NAB Planning Committee and chairman of the Pennsylvania State Chamber of Commerce Community Development Committee. He formerly served as Pennsylvania Governor of Kiwanis, international chairman of Kiwanis Public Relations and program chairman of Kiwanis International Convention. Mr. Diehm previously was affiliated with the Steinman stations.

Page 22 * January 23, 1930
Muzak Refuses Renewal With WWDC-FM

Muzak Corp., this week is expected to file a petition with FCC for a rule-making proceeding to permit it to use FM stations to carry its music programming.

If the piped music organization is successful in its FCC action, it was said, Muzak will abandon, wherever possible, use of the telephone lines now used in its operations, and contract with local FM stations for transmitting its programing.

The result would be, according to a Muzak spokesman, a revenue increase for FM stations. Since Muzak now has 75 franchisers operating in over 200 cities in the U. S., Canada, Mexico, Puerto Rico and the Hawaiian Islands, the number of FM stations which might benefit is considerable.

At the same time, Muzak believes it will benefit because FM transmitters can be heard better than by telephone lines. Muzak clients also will benefit, the company feels, because the savings will be passed on to its customers via cheaper rates.

Harry E. Houghton, president of Muzak, and Paul A. Porter, of the Washington law firm of Arnold, Fortas & Porter, Muzak's counsel, announced that they were about to take its petition before the FCC.

Specifically, Muzak's petition envisions the use of supersonic signals and of multiplexing.

Details of Request

The FCC will be requested to amend rules to authorize use of supersonic signals which would be sent simultaneously to many stations, and to others: (1) enter into special contracts with FM stations on an affiliation basis to provide the service; (2) to modify present requirements which prohibit the installation of additional equipment in the transmitters of FM stations, and (3) to amend other regulations relating to station identification, the identification of musical records, and the announcements of sponsored programs.

The petition for special multiplexing, Muzak said, was prompted by the purpose of permitting it to send a number of programs simultaneously to take care of all types of its business. Currently Muzak clients largely fall into four categories, each of which is given individual music.

The categories: hotels and restaurants, stores and shops, business and banks, and industrial plants.

At the present time, a Muzak spokesman, some FM stations already are utilizing the supersonic signals in connection with broadcasts of background music and are renting the necessary receiving equipment to commercial establishments. Muzak counsel considers such arrangements as violations of FCC rules and policies.

Pending action by FCC on the Muzak petition, the company will request the FCC to advise all FM broadcasters that the sale of a supersonic signal and the sale of such services to multiple addresses, either by the station itself or through agency relationships, is contrary to current FCC regulations and policy until they are amended as requested.

Muzak said a large number of its franchise holders are also licensees specifically asking that a number of licensees join with Muzak in the request for the rule-making hearing.
LUCKMAN QUITS

WITH startling suddenness last Wednesday, Charles Luckman announced his resignation of the $300,000 a year presidency of Lever Bros. Co., a more than $7 million advertiser in radio and television.

Coming in the middle of one of the periodic visits to the U. S. of the European head office of the parent companies, Unilever Ltd. and Unilever N. V., Mr. Luckman's statement gave as his reason for resigning "our inability to reach a basic disagreement in the future policy of the American company."

In a simultaneous statement, Sir Geoffrey Heyworth, chairman of Lever Bros. and Unilever Ltd., and Paul Rykens, Dutch chairman of Lever Bros. and Unilever N.V., said:

"The boards of the parent companies accept with regret the resignation of Mr. Charles Luckman from the presidency of Lever Bros. Co., arising from a disagreement as to the future policy of the American company that we were unable to resolve."

"We wish to express appreciation for the quality of the service rendered to the company by Mr. Luckman during his four years as president, and most recently of his undertaking and execution of the consolidation and moving of the company's interests in New York."

"Last summer the directors gave full approval to the policies and plans formulated by Mr. Luckman for this move, and we believe that these have now been brought to a successful conclusion."

New Building

"The construction of the new Lever House Building at 53 St. and Park Ave., the final design of which has been completed, will start in the early autumn. All arrangements have been made for the filling of Mr. Luckman's position. For an interim period the executive responsibility will be placed in the hands of the directors of Unilever, Arthur Hartog, J. L. Heyworth and F. D. Morrell, who are being loaned to Lever Bros. Co."

"No changes are contemplated in the existing officers of the company."

The full statement by Mr. Luckman after announcing his resignation:

"My relationship with Lever Bros. and the directors of Unilever has been a source of pleasure and satisfaction to me."

"Our inability to resolve a basic disagreement as to the future policy of the American company in no way lessens my regret in ending our association."

"I express to the officers and employees of Lever Bros. and its subsidiary companies, my deep appreciation for their splendid work and loyal devotion which has contributed much to the company's success."

The suddenness of the break is indicated by the fact that little more than two weeks ago, Mr. Luckman called a news conference to outline his extensive future plans in behalf of the company. These included projects that would, in their normal course, have occupied Mr. Luckman for several years. At that time he told Broad-casting of his contemplated plans to widen the company's use of television without intruding on the established budget of radio.

Mr. Luckman's resignation comes at the successful completion of one of the largest industrial moves of recent years, the shift of Lever executive headquarters from New York to a new bridge to New York, coupled with the integration of the company's affiliates — The Pepsodent Division, The Hart Hotel, Hubbard Ayer Inc. and the John F. Jolke Co. — in centralized headquarters.

Volume Doubled

During Mr. Luckman's six year tenure at Lever Bros., the company almost doubled the volume of its soap and food business. Under his guidance, Lux toilet soap was brought to first place in the industry. Rinco became one of the largest selling soaps in the world.

Moreover, during that time, Mr. Luckman guided all six of the company's radio networks in plans into the 15 top-rated shows on the air, marking the first time in the history of radio that any company has been able to accomplish uniformly high ratings for its programs.

Mr. Luckman always has been a strong advocate of radio, consistently allocating half of the total advertising dollars of Lever into that medium, thus making radio his single largest sales channel. A native of Kansas City, Mo., the 40-year old Mr. Luckman has been hailed frequently in the past as the "boy wonder" of American industry.

Graduating magna cum laude from the Architectural School of the U. of Illinois in 1931, Mr. Luckman, finding building construction to be in a depressing state of inactivity, took what he considered temporary jobs as a salesman in the Chicago office of Colgate-Palmolive-Peet Co. From a canvasser in a small sales territory in Chicago, he rose to supervisor of all of Colgate's Chicago

OPPOSITION to the proposed Langer liquor bill, which would outlaw all alcoholic beverage advertising, was mounted on Capitol Hill last week.

There were indications that the Senate Interstate & Foreign Commerce Committee was mulling major amendments before reporting out the controversial measure.

The bill (S 1847) is given little chance for committee approval in its present form. Authorities hinted that the committee would settle for less restrictive legislation aimed chiefly at curbing certain advertising practices. Meanwhile, Sen. Ed C. Johnson (D-Col.), chairman of the committee, has given interested parties until tomorrow (Tuesday) to file additional statements following hearings Jan. 12-14 [Broadcasting, Jan. 16]. The committee may consider it at Wednesday's executive meeting.

NAB Opposition

Last week in a statement to Chairman Johnson, NAB stated its opposition to the legislation proposed by Sen. William Langer (R-N.D.). The letter, dated Jan. 17, was signed by NAB General Counsel Don Petty.

NAB stressed its action should not be construed as "condoning or promoting" liquor advertising "detrimental to the public interest or not in good taste or not in accordance with the Standards of Practice of NAB."

Furthermore, the radio and television networks in areas where the sale of liquor is unlawful comply with the existing local laws like any other responsible advertiser, codes added, citing other regulatory laws.

Partial text of NAB's statement:

The National Assn. of Broadcasters wishes to go on record . . . as opposed to the so-called "liquor bill" which is pending in the Senate.

If passed, this bill would severely restrict, if not completely prohibit the advertising of such products without recourse to the national Congress. Radio and television stations are licensed by the Federal Communications Commission which exercises jurisdiction over such matters.

"It is the Association's belief, and the opinion of the overwhelming majority of the broadcasting industry, that the broadcast of the sale of alcoholic beverages is subject to the regulations of the Federal Alcoholic Beverage Act. . . . The broadcast of any such reasonable public service in behalf of such beverages is much more in consonance with the public interest than the broadcast of the sale of alcoholic beverages.

The broadcast of this public service is in the public interest and is shown to be in the public interest.

We do not recognize the present as the occasion to limit the broadcast of such public service and we do not believe this restriction is in the public interest. . . . We call upon the Congress to adopt legislation which will be in the public interest and which will protect the constitutional rights of the American people…"

For this reason, the National Assn. of Broadcasters respectfully urges the members of the Senate to support the candidacy of Sen. William Langer on the grounds that the effort to legislate the public interest is in the public interest and that the proposed liquor bill is not in the public interest.

The Association is pledged to defending the free transmission of public service in the public interest, which is the supreme interest of the American people.

We do not recognize the present as the occasion to limit the broadcast of such public service and we do not believe such restriction is in the public interest. . . . We call upon the Congress to adopt legislation which will be in the public interest and which will protect the constitutional rights of the American people…"
Spot Radio Does Cost Less Today—

Startling Comparisons Prove That WHO Costs 52% Less Than In 1944!

By every standard that means anything whatsoever to forward-looking advertisers, advertising on WHO costs less today than in 1944.

Comparing figures from the 1944 and the 1949 Editions of the Iowa Radio Audience Survey,* you find that in 1949 Iowa radio homes had increased to the point where WHO cost 10.6% less per thousand radio HOMES than in 1944!

Even more startling, you find that in 1949, multiple-set homes had increased to the point where WHO cost 52% less per thousand radio home SETS than in 1944 — and modern research has proved that the increased number of home sets is even more important than the increase in radio homes. (Junior listens to his favorite serial program while Dad hears the evening news — Mother listens to a dramatic program while Sister is tuned to popular music — or the whole family listens to the same program, but in different parts of the house. Thus it is no longer correct to speak of “radio homes” — SETS make today's audiences!)

By applying the Iowa Surveys' percentages of one-set radio families and multiple-set radio families, against population estimates,** you find that Iowa had 769,200 radio homes in 1949, against only 596,000 in 1944. Whereas there were only 904,000 sets in Iowa homes five years ago, this number had sky-rocketed to 2,140,000 in 1949! Yet this 136% increase in radio sets is for homes alone; it omits the hundreds of thousands of sets in Iowa cars, offices, barns, stores, trucks, restaurants, etc.

The phenomenal increase in the number of Iowa's radio homes and radio sets — and the decrease in costs — boils down to this:

| WHO — CLASS C — 1/4-HOUR MAXIMUM DISCOUNT† |
|-----------------|-----------------|-----------------|-----------------|
| Number of Iowa Radio Homes | Cost | Cost Per Thousand Radio Homes | Percent Decrease In Cost Per Thousand Radio Homes In 1949 |
| 1944 | 596,000 | $67.50 | 10.6% |
| 1949 | 769,200 | 77.00 | |

| Number of Iowa Radio Sets (In Homes) | Cost | Cost Per Thousand Radio Sets (In Homes) | Percent Decrease In Cost Per Thousand Radio Sets (In Homes) in 1949 |
| 1944 | 904,000 | $67.50 | 52% |
| 1949 | 2,140,000 | 77.00 | |

†The 1/4-hour rate is indicative of all other time segments since WHO's cost is figured on a ratio basis. Class C time is shown because it changed very little during the last five years — that is, Class C has remained primarily Daytime ... from 8 to 12 mornings and from 1 to 6 afternoons.

Note that all these figures are based only on extra sets in Iowa homes. The figures do not include hundreds of thousands of "non-home" Iowa sets, plus millions of sets in WHO's BMB secondary night-time counties — these are the reasons why WHO is today a "better buy" than ever. For additional facts about WHO's great audience-potential, write to WHO or ask Free & Peters.

*The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University — is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

**Sales Management's Surveys of Buying Power.

FREE & PETERS, INC.,
National Representatives
CENSUS FACTS
Will Aid Advertisers

BILLIONS of facts providing advertisers with new and accurate information on the nation's business and populace will be made available by census projects now underway. Philip M. Hauser, acting director of the Census, told the Washington Advertising Club Tuesday. New data on radio and television homes will come from the 1950 decennial census, he revealed.

In bringing out the extent of recent changes in the people and economy of the nation, Mr. Hauser explained that retail sales increased from $40 billion in 1938 to $120 billion in 1948. After discounting the effect of the changing value of the dollar, he said, the decade's percentage increase in the physical volume of goods sold to the public was not change materially.

Mr. Hauser chided newspapers for political-inspired criticism of the census question on personal income. The editorial pages of those newspapers don't see eye-to-eye with their advertising departments, he said, judging by letters sent to the Census Bureaus.

Release of Data Soon
Business census data, based on 1948 figures, will start coming out in about a month, he said. The 1950 decennial census will provide more information by state, geographical division on population, housing and agriculture. Fifth type of basic nationwide information coming out of the bureau is the census of manufacturing, based on 1947 production, he added.

Mr. Hauser said the census will provide the nation with a measurement of the significant changes since 1940 among 150 million people in 43 million families, 48 million dwelling units, 6 million farms, 2.7 million retail, wholesale and service businesses, and 240,000 manufacturing establishments.

The 1950 census data will cover metropolitan areas including all adjacent and related counties; urbanized areas, including all central cities of 50,000 or more plus thinly settled areas; unincorporated places having 1,000 or more inhabitants, never before identified separately, and all places of 2,500 or more.

Pioneers Dinner
RADIO PIONEERS, organization of veterans of over 20 years radio background, will hold its annual dinner April 4 at New York's Ritz Carlton Hotel. William S. Hodges, NBC, president of the club, announced last Monday. Mark Woods, of ABC, chairman of the Hall of Fame committee, reported the committee's decision that candidates who have been deceased two years or more qualify and he asked members to submit names of these late radio pioneers.

WCAU Election Ordered
ELECTION for technicians at WCAU in Philadelphia, member of IBEW (AFL), has been ordered within 30 days by the National Labor Relations Board. NRLL issued the order Jan. 13.
IT'S YOUR MOVE, BUSTER!

Buster better stop yawning and make a good move in his checker game. If he'd be more alert, he could win the game.

Alert advertisers know about a good move to make in Baltimore radio. They buy W·I·T·H, the BIG independent with the BIG audience.

The reason why this is such a good move is that W·I·T·H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W·I·T·H.

That means that just a little money goes a long way on W·I·T·H. Get W·I·T·H on your schedule fast! Call in your Headley-Reed man for the whole story today!
we pause to honor...
MARTHA DEANE, because she was twice cited by Ohio State University’s institute for Education by Radio for outstanding versatility and exceptional reporting; because she is a happy housewife and mother of twins; because her show, as judged by Pulse, Inc., has been one of the most popular women’s shows in New York during the year 1949; because 32,000 women wrote her within 5-days after her asking them to do so; because she jumped sales 200% for one sponsor in New York and brought him 33 new wholesalers; because she’s a grand woman to represent WOR.

continued
we pause to honor... (continued)
BARBARA WELLES, because she is a smalltown girl who made big-time radio gasp by her sensational and exclusive WOR reintroduction of Britain’s Pears Soap to the American public; because, within two weeks, she pulled 19,334 requests for a sample of paint; because she’s a gifted ex-actress, but no prima donna; because her WOR show ranks consistently as one of the most popular women’s programs in New York; because she’s a shimmering tribute to why WOR sells more, more often, for more people, to more people, than any other station in the United States.

Martha Deane and Barbara Welles are only two of the personalities who, day in and day out, contribute their great talents to making WOR the station heard by the most people where the most people are from Canada through Georgia. It is people like these who can permit WOR to use a phrase to be long remembered; i.e.,

WOR

—sells more, more often, for more people, to more people

... than any other station in the United States!
MBS AWARDS

Mutual’s “President’s Cup” for the outstanding promotion of a network children’s show was awarded to KVER Albuquerque for its work on the network’s “Kid’s Block” of shows.

Robert A. Schmied, MBS vice president in charge of advertising, promotion and planning, announced the winner last week. William T. Kemp, the station’s general manager, received the award from Frank White, MBS president, at the close of the two-month-long contest among the network’s 50 affiliates.

Awards were made on the basis of promotion of the 5-6 p.m. children’s shows, Straight Arrow, Tom Mix and B-Bar-B Riders.

Divided Into Categories
A total of 37 prizes were awarded, including 15 awards for the best overall promotion of the “Kid’s Block,” and 22 prizes for the outstanding jobs in specific promotion categories.

The top 15 awards were distributed in the three station classifications—stations in cities of 100,000 or more; cities between 25,000 and 100,000; and cities under 25,000 population.

These winners are: Classification No. 1—William Schweitzer, WEBB Buffalo; Ron Tutten, WJHP Jacksonvile; Joe Baker, KBON Omaha; Vivian Blanken, KFEL Denver; Herb Sonnenberg, KJH Los Angeles.


Classification 3: Ed Breen, KFVD Fort Dodge, Iowa; Dan Corriigan, KCOK Tulare, Calif.; Ben Nick, KWHK Davenport, Mo.; Don N; Louis C. Whereto, WUEN Union City, Tenn.; Bob Bingam, WCNC Elizabeth City, N. C.

22 Awards
The 22 winners and the winners of prizes for outstanding jobs in specific promotion categories are:

Harry Hoesly, WHQ Columbus, Ohio; William Sprague, WHK Cleveland, Ohio; Kermit Edney, WHKP Hendersonville, N. C.; Bill Monroe, KENT Sherrevelop, La.; Gene Hoesly, KMHO Hannibal, Mo.; Bob Instad, KOVC Valley City, N. D.; Betty Brecker, KNRS Redwood, Ore.; Wayne Phelps, KHUZ Borger, Tex.; George H. Wilson, WSTV Steubenville, Ohio; Dick Rapp, WHK New York; Maurice Singletary, Miss.; Dick Bolender, WBKB Pittsfield, Mass.; Earl Corbett, WCPO Cincinnati; Ken Gordon, KDTH Dubuque; Don Getz, WGN Chicago; Dr. N. O’Neal, WHK Akron; Fran Ide, KGB San Diego; Mack Newberry, KPAC Port Arthur; Clarence Waggner, WMAK Muncie; Jack Swaab, WLWL Minneapolis; Helen Penny, WRCX Duluth; Lennon Kelly, KTRI Sioux City; Charles Curtin, WNAC Boston.

THE Silver Horse Emblem of the Round-up Riders of the Rockies is awarded to CBS star Gene Autry (2d l) on the occasion of his visit to Denver a fortnight ago. L to r are Joe Dekker, Denver Civic Theatre; Mr. Autry; Hugh B. Terry, KLZ vice president and general manager, making the presentation; Harold Rice, Southern District manager, Fox Intermountain Theatres, and Robert C. Hill, district manager, Columbia Pictures.

TAX REVISION
Would Curb Co-op Station Buys
OVER 200 U. S. Senators and Congressmen are on record favoring proposed tax-equity legislation which would “discharge” cooperative and educational organizations from paying excise taxes. By closing these loopholes, Rep. Mason figures the government stands to pick up about $1 million to compensate for loss of $600 million or $700 million from excise tax repeal.

REVENGE
House Launches Inquiry
PROBE of lobbying activities by a House Select Committee got underway on Capitol Hill last Thursday. As the first step staff investigators outlined progress of their work to members of the group headed by Rep. Frank Buchanan (D-Pa.).

After the session, which did not touch on radio, Chairman Buchanan indicated hearings would deal first with groups whose activities are considered by the committee to border on possible violation of the Lobby Registration Act. No date has been set for the hearings, he added. Preliminary reports, dealing mostly with housing legislation, reportedly uncovered some “irregularities” but no "flagrant abuses," some members indicated.

Meanwhile, Sen. John Bricker (R-Ohio) has charged that certain heads of independent agencies—some of them “experts”—have tried to influence legislation. “In some cases,” he noted, they are the “very men who drafted the legislation under committee consideration.” He did not identify any.

The committee is trying to determine whether certain organizations have failed to register as lobbyists, and whether certain registrants have complied with the act. Representatives of radio interests are expected to come under the committee’s scrutiny.

SLATER NAMED
Is Ruthrauff & Ryan V. P.

THOMAS G. SLATER, who has been with Ruthrauff & Ryan, New York, since September 1946, has been elected a vice president. He will continue to handle network relations, program and talent development, as well as Canadian radio operations.

Prior to joining R & R, Mr. Slater had 12 years of radio experience in producing, performing and executive capacities. His last appointment before joining the agency was director of special events and sports for Mutual.

Mr. Slater was in charge of the Friendship Train for Citizen’s Food Committee and received the National Headliners award for radio during the outstanding special events broadcast in 1946. He also won the Treasury Dept. Silver Award for patriotic service and the King Haakon Liberation Medal for wartime assistance to the Norwegian Government.
WPAT NOW 24 HOURS A DAY...
MORE POWER—5000 WATTS
ON YOUR DIAL AT 93

DAY AFTER DAY AFTER DAY!
7 star-studded days a week!

HOUR AFTER HOUR AFTER HOUR!
24 star-studded hours a day!

STAR AFTER STAR AFTER STAR!
'round the clock—every star-studded minute!

SHOW AFTER SHOW AFTER SHOW!
hour after hour every hour!—day after day—
every day!

So swing that dial to 93 'round the clock
24 HOURS A DAY

Stand PAT with w-P-A-T

Owned and Operated by the Herald-News, Passaic-Clifton, N. J.
Paterson, N. J.
WANNA LIFT YOUR VOICE TO PRAISE (Ky.)?

Sure, you could probably find a lot of kind words about Praise (Ky.), but there certainly wouldn't be any superlatives about sales or business!

Us, we save our applause and admiration for the Louisville Trading Area, our State's one great market. And by broadcasting exclusively to these 27 Kentucky and Indiana counties, WAVE gets the plaudits and commendations of a high-income audience—one whose families have a 40% higher standard of living than those in the rest of the State.

Truly now, Gents, isn't WAVE's market the kind you revere, respect, and revel in? We pay off in cash—not Praise!

LOUISVILLE'S WAVE

NBC AFFILIATE
FREE & PETERS, INC.

5000 WATTS - 970 KC

NATIONAL REPRESENTATIVES
Television Service for the Norfolk Metropolitan market

Sales go up when your products are seen as well as heard on WTA-TV... in the Norfolk Metropolitan Market—Norfolk, Portsmouth, Newport News, Va.

WTA-TV is inter-connected to supply full NBC service. A new $500,000 TV and Radio Center contains ultra-modern TV studios, transmitter, and film facilities. A completely equipped RCA Mobile Unit for special events coverage.

Put your products in the selling picture of 133,000 families in this big, eager and able to buy market. Contact Edward Petry & Co. for WTA-TV availabilities to start April 1.

Inter-connected NBC Affiliate

24,500 watts of power

Nationally Represented by EDWARD PETRY and CO., INC.
Lang-Worth Member Stations to Share in Rich Bonanza of Sponsors’ Gold during 1950

A Nation-wide survey, just completed, conclusively proves that advertisers and agencies are supporting Lang-Worth’s plan to increase local station income. This plan, initiated July 1947, was designed to promote a greater use of the Lang-Worth Library Service among advertisers and agencies—to facilitate the use of this service over Lang-Worth member stations and capture advertising money that heretofore was directed to local newspapers and other non-radio media.

160% DOLLAR INCREASE

According to signed reports from Lang-Worth station members, advertisers and their agencies spent $3,521,430 during the 12 months of 1949 sponsoring Lang-Worth production programs. This represents an increase of 160% over 1947, the year the plan was started, and 66% increase over 1948.

Reports from member stations and interviews with agencies all point to a still greater commercial use in 1950, making the estimate of $5,200,000 most conservative (see graph).

573 STATIONS POLLED

The figures used in this statement are based upon signed reports received from 573 Lang-Worth stations (92% of the total). Every type of station was represented. From 50 KW’s in major markets to 250-watt outlets in suburban areas. 55% were network, 45% independent.

I feel it important to emphasize that this statement is restricted to income received solely from a special group of shows conceived and written by our program department and made available to advertisers and agencies for sponsorship over Lang-Worth member stations. It does not include several million dollars of additional revenue from participating and disc jockey programs built from the Lang-Worth Library by the member stations, but not reported in this survey.

The Lang-Worth shows included in station reports were: The Cavalcade of Music, Mike Mysteries, Through the Listening Glass, The Emile Cote Glee Club, Meet the Band, Riders of the Purple Sage, The Concert Hour, Blue Barron Presents, Keynotes by Carle, The 4 Knights, Drifting on a Cloud, Salon Serenade, Airlane Melodies, Pipes of Melody, Time for ¾ Time and Your Community Chapel.

WHY $5,000,000 FOR ’50

The normal trend of advertisers toward an accelerated use of Lang-Worth Service during the past 3 years (see graph), coupled with “inner-circle” reports from advertising agencies and station representatives, more than justify the statement that “$5,000,000 for ’50” is a modest estimate.

However, Lang-Worth will not sit by complacently and rest on yesterday’s laurels. Rather, we are now geared to use these success records as the impetus for an even greater effort towards fulfilling tomorrow’s prophecy.

Lang-Worth Program Service will be still more attractive to advertisers in 1950. New and outstanding name talent is making our present production programs even more inviting to
sponsors’ gold. New IDEA programs, half-hour and 15 minutes across-the-board, with separate voice tracks and personalized announcements are in the works . . . plus an abundance of production aids and gimmicks which are made possible only through the amazing NEW Lang-Worth 8-inch Transcription.

NEW 8-INCH TRANSCRIPTION
Advertising agencies have a reputation to protect and must exercise extreme caution when recommending a product for their client’s use. The NEW Lang-Worth 8-inch Transcription has received the enthusiastic endorsement of every advertiser and agency who attended the special auditions held throughout the country.

Beginning April 1, 1950, all Lang-Worth member stations will be equipped with full service of the NEW Lang-Worth 8-inch Transcription. Not only is the product superior in tonal fidelity . . . not only is the signal to noise ratio greatly increased, but now, for the first time, agencies can guarantee to their clients brand-new, crystal-clear transcriptions. Now, for the first time, agencies may recommend with complete confidence a still broader use of the Lang-Worth Program Service.

85,000,000 for ’50 is a pushover! Personally, I anticipate a 100% dollar increase in 1950 over 1949.

C. O. Langlois, President

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Editorial

Business Bolt

WITHOUT ATTEMPTING the risky business of reviewing radio’s new promotion film in advance of its full-length showing, we can predict from a reading of the script that Lightning That Talks sought to talk big for broadcasting.

It would have been easy for the creators of the film to fall into one of two errors. The one being excessive emphasis on the furrowed brow type of somber documentary with lots of wind in it about the social significance of radio. The other being a hell-for-leather pitch about radio’s advertising effectiveness.

It is nice to report that, judging by the scenes thus far, the film will do neither. Quite likely, when seen on the screen, the picture will make clear on the one hand, that broadcasting is seriously regarded by the American public and, on the other, that there is a very useful purpose in helping to distribute goods.

The four sales success sequences in the film are convincing demonstrations of both points.

Some people who have been inclined to undervalue LIFE are apt to be as astonished by Lightning That Talks as the public was when Ben Franklin flew his kite.

For making them up, the industry should compliment the men chiefly responsible for making the film. They were:

Victor Ratner, former CBS vice president, now R. H. Macy vice president, producer of the film.

Gordon Gray, vice president of WIP Philadelphia and chairman of the All-Radio Presentation Committee.

Maurice Mitchell, BAB director who turns actor in Lightning That Talks and who has made his sales wizardry into selling Lightning.

Ben Gradus of International Movie Producers Service, a film expert who absorbed enough radio lore to shoot a radio picture of great conviction.

We look forward to the lightning striking all over the U. S.

Ledge Lesson

THERE’S a business lesson to be had in Broadcasting’s new, 1950 Yearbook, starting with the figures on radio’s 1949 net time sales as summarized elsewhere in these pages.

The pertinent time-sales figures: In AM, up $12 million to a total of $429 million; in TV, up $16 million to a total of $24.7 million; in FM, for which no previous years’ figures were available, up to a total of $6 to $7.5 million.

The gain in AM sales, still the nationwide backbone of broadcast advertising, sounds better dollar-wise than percentage-wise, the lowest, since a bare 0.6% increase was eeked out in 1938. But 3% in the year 1949, though no cause for complacency, does not call for shamed faces, either. No other major advertising medium showed a gain.

That 3% gain should signal new and greater sales drive in 1950—a need which is underlined by another section of the 1950 Yearbook.

The chapter on “Radio’s Payroll and Operating Costs” reports that on the basis of official figures for 1948—the latest available data—radio’s employment was up 17% and its payroll was up 20%, exclusive of other basic operating expenses. There is no sign that this upward trend is about to be reversed.

The 3% gain was accomplished coincidently with an overall gain of almost 10% in operating-station population, as yet another section of the Yearbook will indicate. Although the number of authorized stations is less, the number of operating outlets is greater—by about 2,916 as compared to 2,600 a year ago. New stations taking the air in 1950 will stiffen this intra-media competition by that much.

Yet to be answered, of course, are the questions of when, whether, and how much television will affect the other media. There is no indication of any real effect on broadcasting media yet, despite a virtual tripling of TV revenues in 1949. Nor does it seem likely that inroads will be made this year.

In the continuing buyer’s market, many advertisers in 1950 will undertake to work on medium against another for their own benefit, but to this radio has a perfect answer. Radio is the medium of deepest penetration. It is the “blanket” medium; it gets the most attention, and it costs less. With facts like those, and aggressive shirt-sleeve selling, radio can’t miss.

T-V Formation

ABOUT A YEAR ago, it was assumed in many college athletic counting rooms that television, unlike radio, would hurt the football gate. It also was assumed that the telecast of a big college football game would hurt the box-office of smaller colleges.

The result would be chaos in all college sports, for football is the support of them all.

Cries of anguish rent the air at the prospect. Many coaches and athletic directors saw in 1949 the first telecasts of football games.

Now, however, a welcome breath of fresh air has blown through the nation’s college locker-rooms—it’s a breath of fresh air that was wafted in from the more academic parts of universities. For now, after all the cries, it has been suggested that a bit of the scientific spirit be applied to the problem, that all the facts be gathered and studied.

In fact, quite an ambitious study on the subject already is on. A graduate student of University of Pennsylvania, Jerry M. Jordon, has such a project in progress (see Telecasting 3). While his study will not be completed until April, his findings at the part-way mark indicate that once the novelty of television wears off, television does not hurt attendance but may even increase it. Also his study shows thus far that telecasts of U. of P. football games have not hurt attendance of smaller college games in the Philadelphia area.

In addition to this study, it seems likely that the National Collegiate Athletic Assn., will undertake a study of the impact of TV on sports attendance.

Financial aid in making such an investigation is offered by NBC President Joseph H. McNellis, who spoke for the country’s network telecasts.

We hope that aid is accepted and proper studies are made in the accepted scientific manner. The application of brains and not brawn is what is needed to this phase of the college athletic program.

The facts that will be developed will speak for themselves and indicate what should be done. Until then, college athletic advisers would do well to adopt the advice of Mr. McNellis, himself a college football coach.

Until all the facts are in, he advised, “don’t blame everything on television.”

Our Respects To—

IT WAS in July 1947 that “Doctor” Jerome Sill decided to sample some of his own medicine. For years he had been ministering to sick radio stations for CBS and Mutual. His textbook, The Radio Station, one of the first books on station management ever published, had run through two printings. It was and is standard in most American colleges and universities.

But Jerry Sill wanted to prove-test his theories. He put out feelers in a score of cities, and had visited half of them when he pulled up in Milwaukee. He says he picked the Wisconsin metropolis because he liked the idea of building an independent station in what is reputed to be one of America’s toughest markets.

Born Feb. 7, 1905, in the Yorkville section of Manhattan, Mr. Sill went to grade school there and then to Stuyvesant High where he won a scholarship to St. Lawrence U. He was graduated from St. Lawrence in 1924 with an A. B. degree.

Following graduation, he became a copywriter at the old Bates agency in New York, was personally tutored by Charles Austin Bates and soon rose to copy chief and eventually secretary-treasurer of the company. When the Bates firm became an early depression casualty, Mr. Sill hitched his wagon to the star of Paul Kesten, vice president in charge of promotion of the young CBS.

Starting in 1928 as a copywriter, he won advancement in a relatively short time and soon was placed in charge of all promotion for Columbia-owned properties. He later took over promotion of Radio Sales, as well, and at length was named director of station promotion of the network.

Toward the end of this last job, a survey by an industry journal showed that every station in metropolitan New York, with one exception, had a promotion director trained in the CBS Station Promotion Department.

After nearly a decade of directing CBS station promotion activities, Mr. Sill was drafted by the network for a new job. In those days, many stations weren’t doing so well inasmuch as volume of network commercial business was concerned. So he was sent out trouble-shooting. His recommendations formed the basis for a new CBS department, headed by himself, with in the station relations setup.

“It was my job to help make stations better broadcasting operations, thus better advertising media, thus more sought-after media for the network advertisers,” he explains.

The new department was so successful that

(Continued on page 40)
America's greatest mail-order programs
every day * 52 weeks a year

WJJD
Chicago
50,000 WATTS
1160 on your dial

26,521 One Dollar subscriptions to Southern Farmer Publication in 2 weeks.

163,953 responses from 41 states and Canada in 2½ weeks for McCoy's Cod Liver Oil Tablets.

34,292 orders for a $2.98 Bible in five weeks.

A One Dollar toy gun received 113,584 orders in 26 weeks.

In 13 weeks 29,858 orders were received for a $5.95 midget camera.

40,291 orders for $1.29 seven strand necklace in fourteen weeks.
MEDIA ASSN.
DePiero Heads N. Y. Group

ANTHONY C. DEPIERO, media director of Geyer, Newell & Ganger Inc., was installed as president of the Media Men's Assn. of New York Jan. 16 in New York.

Other newly-elected officers of the group:

David Wasko, Donahue & Co., vice president; Murray Thomas of Dance-Fitzgerald-Sample, second vice president; David Hagman, Deane Jones Co., secretary; Thomas Jennings, Basow Co., treasurer; Harry Ledingham of Neen-
ham & Graham Inc., sergeant-at-arms, and George Haller of the Bi-co-

and William Schink of G. M. Rasmussen Co., members of the executive commit-

tee.

MARKET STUDY

Thompson Co. Issues Booklet

A 35-PAGE re-analysis of the American market, Marketing Opportunities, 1950, has again been published by J. Walter Thompson Co., New York.

Study this year indicates that potentials can be the best yet if American business seize its opportunity. The booklet points out that the challenge of business this year is: How to convert the power-to-buy into the will to buy?

Revealed in the survey are these points:

• 40% of all U.S. families are new since 1940.
• Nine million people have moved from rural areas to cities since 1940.
• Rates have risen in major national advertising media, but audi-

ences and circulations have risen nearly comparatively.
• Average costs per thousand in these media have not risen compar-

ably with prices of other commodities and services.
• Each 1950 listener or reader will have an average of 39% more pur-

chasing power than in 1940, after full correction for higher taxes and prices.

AFA to International

ADVERTISING Federation of America, after approval of its ex-

ecutive committee, last week joined the newly-formed International Union of Advertising, cooperating with the advertising associations of 13 other nations to work to-

gether for the benefit of advertising.

Management

ANSEL GRIDLEY, manager of WARE, Ware, Mass., resigns to accept appointment as general manager of WFOM, soon to open in Fitchburg, Mass. He is succeeded at WARE by DONALD W. HOWE, owner of station.

GEORGE GREELEY, manager of WASH-AM-FM Oaksho, Wls., since 1945, resigns to take position with Senator Joseph Mc-

Carthy in Washington Feb. 1.

GEOE K. STROUGE, new to radio, named presi-

dent-business manager of WCUE Akron, Ohio. He was formerly with an industrial plant in that city. TIM ELLIOT named vice president-op-

erations manager of station. WCUE will begin regular programming early in February.

J. D. SWAN, former assistant manager of WCAX Burlington, Vt., ap-

pointed manager of station.

KEN RANDOLPH named general manager of KBSS Saltans, Calif., re-

placing MILT HALL, resigned.

ALAN L. TORBET, former commercial manager of KPOJ Portland, Ore., ap-

pointed general manager of KROW Oakland, Calif. He succeeds MILT-

GUNZENDORFER, resigned [Broadcasting, Jan. 16].

CHARLES SEBASTIAN, assistant manager of WFJL (FM) Chicago, elected president of Chicago News Broadcasters Assn., formerly Chicago Radio Correspond-

ents Assn.

A. S. TEDESCO, formerly of WSHB Stillwater, Minn., joins WRLX Clo-

quet, Minn., as general manager. Sta-

tion is to take air Jan. 29.

ANGELINE KOPKA, previously secre-
tary to general manager of WOTW-

AM-FM Nashua, N. H., appointed as-

sistant general manager of stations.

LAWRENCE M. G. SMITH, president of Franklin Broadcasting Corp., oper-

ator of WFLN (FM) Philadelphia, ap-

pointed chairman of 1950 membership enrollment of Philadelphia Fellowship Commission.

MIG FIGL, station manager of WAXA Waukesha, Wis., named radio chairman of Wisconsin Savings Bonds Commit-

tee.

DAVE BROWN, manager of KSVP Artesia, N. M., and VERONA LEE McGINN, former continuity director for Seward Broadcasting Co., Liberal, Kan., have announced their marriage.

BENEDICT GIMBEL, Jr., president and general manager of WIP Phila-

delphia, listed as member of dinner committee for National Conference of Christians and Jews to be held Feb. 18 in Harrisburg, Pa.

SANDY SAUNDERS, farm director of WKY Oklahoma City, appointed chairman of soil conservation committee for Oklahoma City Chamber of Commerce.

CHARLES L. GLETT, vice president in charge of Don Lee Television, Holly-

wood, Calif., owner of New York for two weeks conferences.

WEBBER RESIGNS

Was Talcorm Sales Mgr.

RESIGNATION of George W. Webber as sales manager of the Iowa Talcorm Network, effective Jan. 12, has been announced by Paul E. Millen, Cedar Rapids radio executive and president of the 14 independent station network.

According to a network official, Mr. Webber's decision was brought about because of constantly in-

creasing pressure of sales and management activities at KWDM Des Moines, of which he is presi-

dent.

Simultaneously, Mr. Mullen an-

nounced that a new representative firm, the Talcorm Network Repre-

sentatives, 501 Garver Bldg., Des Moines, has been named to succeed Mr. Webber in the sales job. Prin-

cipals in the new group include Max Friedman, Don Alt, Arnold Cecka and Virgil Crain, Everett-

McKinney Inc. will continue as na-

tional representative for the entire network, Mr. Mullen said.

'Cisco Kid' Sales

FREDERIC W. ZIV Co. has an-

nounced sale of its transcribed Cisco Kid show for syndication in the following markets: Crew, Va.; Lake Charles, La.; New London, Conn.; Richmond, Va.; Norfolk, Va., and Oklahoma City, Okla.

Respects

(Continued from page 38)

it wrote its own fins, but out of it bloomed the "full network discount plan," now standard in net-

work radio.

Still intrigued by station rela-

tions work, Mr. Sill found a job to be done in the just-reorganized Mutual organization, so in 1945 he left CBS and joined forces with Miller McClintock at the behest of his leisure.

He handled station relations for MBS in the east until the second year of Edgar Kobak's administra-

tion.

At the start of his career, Mr. Sill took time off to write The Radio Station, and after its publication in 1946 he re-entered the broadcast-

ing business via the agency route. As director of New York City's Tarcher Agency, he handled such major accounts as Grove Labs., Benrus Watch, McKesson and Rob-

bins, Tums and a score of others.

Deciding in 1945 "to quit taking other people's money to do it and try it myself," Jerry Sill took over WMLO (now WMIL) Milwaukee three months after it was founded. When he arrived, WMIL was an "awful station," but within a few weeks his "programming in a straight line to the hearts of our listeners" started paying dividends.

He developed an interest in the basis of his program policy and today, with a great variety of origi-

nal local programming, WMIL is one of the highest rated Independents in existence.

Other Activities

In addition to managing the sta-

tion, Mr. Sill is secretary-treasurer of the corporation that owns it, as well as president and general man-

ager of the Belle City Corp. in nearby Racine, licensee of a new station, WRAJ. In that capacity, he has been active in the formation and development of Assn. of Inde-

pendent Metropolitan Stations, and continues his writing activities. He also lectures at universities, among them Marquette, Stanford, Oklahoma, St. Lawrence and New York U.

Mrs. Sill, the former Ethel Strouhman, was copy writer at the Bates agency when Mr. Sill wooed and won her. They were married March 7, 1928. The Sills now have two children, Peter Lewis, 10, and Joan, 19, and make their home in suburban Whitefish Bay, Wis. Joan is a junior at Stanford.

"Joan is majoring in drama," says her Dad, "but that isn't my fault. It's just that some diseases are hereditary. There isn't much I can do about it."

Aside from his active business life, Mr. Sill finds time for member-

ship in the Radio Pioneers and Ra-

dio Executives Club of New York and the Milwaukee Athletic Club. But when it comes to hobbies, his work is his favorite.

ASSOCIATED Program Service, New York, signs Dick Jurgens Orchestra to exclusive contract.
Are you eyeing the bigger one? That's natural. We all want the most for our money.
And that makes a point about the audience you get when you advertise on WGAR.
The pie is bigger than it was last year. The potential audience is greater!

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And the slice of the pie is bigger on WGAR. WGAR's share of audience is also greater!

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This means 15 percent more listeners to WGAR programs today. So you get the bigger slice of the bigger pie when you advertise on Cleveland's Friendly Station.
Call your Petry man for facts about Cleveland's Friendly Station.

*Hooper Index of Total Rated Time Periods
Sept. Oct. '48
Sept. Oct. '49

W G A R
50,000 WATTS - CLEVELAND

Represented Nationally by Edward Petry & Company
FM PROMOTION

Group Plans Programs To Whet Public Interest

AN EFFORT to whet the public appetite for FM broadcasting by ambitious programming was launched last week by a group of independent FM broadcasters in the New York area.

At a meeting Jan. 16 in the office of William W. Boyne, general manager of the Zenith Radio Corp. of New York, six FM stations were represented. They were promised financial aid in their programming program by Mr. Boyne.

Called at the behest of August A. Rickert, program director of WFUV-FM Fordham U., the meeting was attended by Dr. North Joseph and Julian H. Gins, WGNR-FM New Rochelle, and by these representatives of the New York City stations: Harold Hirschman, WABF-FM; Bob Oelrud, WGYN-FM; Gordon Myers, WGHP (FM); Hartley Samuels, WFDJ (FM). Mr. Rickert represented WFUV-FM.

Among proposals made by Mr. Rickert was one to have an orchestra comprising members of the New York Philharmonic. Another was to bring to New York audiences up-state university basketball games, such as contests involving Cornell, Syracuse and Army.

Exclusivity Would Stimulate

Entire purpose of the programming would be to create exclusive features which would stimulate the public to FM tuning because the features could not be heard in any other way. The programs would be promoted by all the stations, not on the basis of their individual outlets but on the basis of selling the FM medium.

The stations themselves would carry the programming as a group by relays. They would be permitted to obtain their own individual sponsors for the programs. Fordham, however, does not sell its programming.

Mr. Rickert had said that FM stations owned by AM outlets would be permitted to participate but the special programming would not be available for AM transmissions.

For Monday, Jan. 24, stations have been scheduled to present their exclusive programs and a list of such programs will be printed in the Feb. 14 issue of Broadcasting and available to stations at a cost of $1.00 per copy.

Complete Reorganization

COMPLETE reorganization of the staff of KSVF Artesia, N. M., and an increase in its daily broadcast schedule have been announced by Dave Button, manager of KSVF, who is housed in the Artesia Broadcasting Co.

New alignment includes Mr. Button as manager; Wayne Griffin, commercial manager; Joe Aldridge, traffic director; Bob Matt, chief engineer; Bob McDaniel and Bill Barker, announcers-engineers. Station also has added an hour a quarter-hourly to its schedule, signing on at 6 a.m. and off at 10:15 p.m. Public service and local coverage are being emphasized, according to Mr. Button.

Bakery Success

Owner Credits Radio

RADIO has played a major part in success of Bargroats, Great Falls, Mont., according to Ed Harberson, owner and president of Montana Bakers Assn. It has been his major advertising media for many years.

Mr. Harberson added a "Hostess Room" in the basement of his bakery three years ago for parties, dinners and socials, and he credits radio advertising for making that a paying success too.

Using one-minute and 60-second announcements, he started his advertising campaign originally on KZKL and later on KFHX, which has facilities on KKLX and KMON Great Falls when they took to the air. Although newspaper space was utilized too, Mr. Harberson declares that didn't produce the same kind of church party business that is credited to his radio announcements. Mr. Harberson believes in the effectiveness of the spoken word as against print.

Wiry Debut

Set For Next Thursday

Wiry Plattsburg, N. Y., is scheduled to take the air next Thursday (Jan. 26), according to Joel H. Scheir, president, general manager and part owner of the Clinton County Broadcasting Corp., station WQMM. It will operate full time with 250 w on 1,340 kc.

Final testing was carried out last week, with a five-hour inaugural ceremony program on the agenda for Wednesday, Jan. 25, at 6 p.m. Mr. Scheir formerly was commercial manager of WMFI (now WEAV) Plattsburg for seven years. Other officers of the station are: W. H. Peterson, vice treasurer and station manager; Betty Kraus, program director, and John M. Nazak, chief engineer.

Studies, transmitter and offices are housed in a new building erected in Plattsburg. WQMM is an MBS affiliate and will use AP news service and Standard Library. W. S. Grant Co. is its national representative. Station employs Gates equipment.
AUTO RADIOS
Pulse Lists 72.5% in L.A. Area

IN Metropolitan Los Angeles, 72.5% of passenger automobiles have radios of which 32.8% are in use sometime between 8 a.m. and 8 p.m. daily, ranging from a low of 20.2% at 8 a.m. to a high of 39.6% at 7 p.m. These percentage figures are based on a survey conducted by Pulse Inc. for the Southern Broadcasters Assn. during the week of Dec. 10-14, 1949.

The survey also revealed that the average car radio is heard by 1.66 passengers in 8,908 cars checked at widely scattered intersections in the metropolitan area. Of these, Pulse reports, 6,450 had radios, 2,114 radios were turned on and 3,500 passengers were listening.

Robert J. McAndrews, managing director of SCBA, said that Los Angeles’ 72.5% for radio-equipped cars tallies closely with the 72.8% discovered in the Pulse New York survey for WNEW last summer. It far exceeds national estimates and slightly exceeds the 70.4% discovered by a U. of Southern California survey in the spring of 1949,” he stated.

Patricia Hart Wed

MARRIAGE of Patricia Weiss Hart and John Austin Armitage took place Jan. 7 in Vienna. Mrs. Armitage, formerly member of Information and Education Service staff of U. S. Embassy at Prague, is the daughter of Mr. and Mrs. Lewis Allen Weiss. Mr. Weiss is chairman of the board of Don Lee network and member of MBS board of directors. Mr. Armitage is now head of economics division in American legion at Berne, Switzerland.

News

GLEN B. WEBBER, announcer and newscaster at WJPS Evansville, Ind., appointed new editor of station’s news department.

HARRY GIANARIS, former news and sports editor of WHAN Charleston, S. C., named news and special events director for WMAT Charleston.

STONEY McLINN and BOSH PRITCHARD, Philadelphia Eagles football star, John North Philadelphia, bringing to sight the total of sports figures on staffs of WCAU and WCAU-TV.

JAMES LAWRENCE, formerly news director of KSD-AM-TV St. Louis and now editorial writer for St. Louis Dispatch, newspaper affiliate of KSD, cited by Pathfinder magazine for his editorials attacking violence and mayhem in many TV programs.

BROADCASTING • Telecasting

TRANSIT MEET

Optimistic Forecasts
Given for 1950

OPTIMISTIC forecasts for 1950’s Transit Radio business were voiced Jan. 8-10 at a meeting of 18 affiliated FM stations of Transit Radio Inc., holding its second annual national sales convention at New York’s Hotel Roosevelt.

Steadily mounting revenues from local, regional and national advertisers were reported, as well as unusual “cash register results” obtained by sponsors in the new medium. An excellent renewal record was cited by members, with one station reporting 14 renewals in one week among 17 users.

Public service programming was discussed at a half day session, with instances cited of traffic rerouting due to fires and other local emergencies, as well as safety and other civic drives.

Limitations on commercials were stressed as important to the continued public acceptance of the service. Copy limits of 65 words on announcements and 30 seconds on pre-recorded commercials, to be spaced at least five minutes apart, were approved by the sales managers for recommendation to the Transit Radio board, which met Jan. 12 also at the Roosevelt.

Recommendation was also made for a cooperative promotion and advertising campaign, with all stations to participate.

Guest luncheon speakers were Frank Silvernail, manager of radio time buying, BBDO, and Carlos Franco of Kudner Agency. Both lauded Transit Radio affiliates for their efforts in standardizing sales data, rate card format, traffic data and other materials required by agencies and advertisers, and advocated continued effort as new affiliates are added.

Delegates to the meeting included:

Raymond F. Kohn and Horace Gross, WFMZ(FM) Allentown; Ernest Lang, WIVM-FM Baltimore; Robert F. Bender, WCTV(FM) Cincinnati; Jack Harris, KPGC-FM Houston; Paul R. Fry, KBON-FM Omaha; Joe Hartenbauer, KCNO-FM Kansas City; Charles Dewey and Charles Kreitzer, WKJX(FM) Pittsburgh; Robert Hyland Jr., KJOK-FM St. Louis; Helen Moibberly, WVDQ-FM Washington; Dick Evans, WIZZ(FM) Wilkes Barre; C. Robert Manby, WGTR(FM) Worcester; Bill Lemmon, WTV Enterprise, Cleveland; Jerome McCarthy, WHOA(FM) Trenton; J. Boys, WAUL(FM) Flint, Mich.

Representing Transit Radio Inc., were Frank E. Pellegrino, vice president in charge of sales, William H. Ensign, eastern sales manager, and Carl S. French, Chicago, western sales manager.

WTTM Trenton, N. J., airing five-minute, across-the-board weather broadcast from Trenton’s Weather Bureau, by permission of U. S. Weather Bureau.

“give em both barrels!”

The City Market

Topeka — a 21-county market that has 28% of the state’s effective buying power and 23% of all Kansas families.

*Audio Bureau of Circulation

WIBW is the station “listened to” most by buyers in the Topeka Market — three times more listeners than all other Topeka stations put together.

*Kansas Radio Audience 1949

Just one station—WIBW—gives you the hardest hitting selling force in both city and farm markets.

FOR THE CITY MARKET

FOR THE FARM MARKET

ALL YOU NEED IS WIBW

The Farm Market

WIBW’s farm market is made up of big-buying families on farms located in agricultural counties in Kansas and adjoining states.

*Consumer Markets, 1949

Here again, WIBW is the “most listened to” station, having ten times as many listeners throughout Kansas as all other Topeka stations combined.

*Kansas Radio Audience 1949

GIVING YOU THE OPTIMUM OF YOUR ADVERTISING DOLLAR

WIBW - TOPEKA, KANSAS - WIBW-FM

Rep: CAPPERS PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

January 23, 1950 • Page 43
A CONFERENCE between Sen. Ernest W. McFarland (D-Ariz.), chairman of a Senate Interstate Commerce communications subcommittee, and heads of long-haul telephone communication carriers, including Brig. Gen. David Sarnoff, chairman of the board of RCA, was held Jan. 12.

Sen. McFarland, whose group also has investigated a study of the use of radio frequencies by government agencies and allotment of radio spectrum space to private commercial broadcasters through FCC, stated that “substantial progress” had been made. Further conferences will be held shortly before final recommendations are presented, he added.

The subcommittee is exploring the records communications problem first in its proposed two-play inquiry of the general communications picture. Sen. McFarland told Broadcasting, comments and reactions already have been elicited from numerous government departments—among them the military, State Dept., etc.—which use valuable frequencies.

Carriers officials reported to Sen. McFarland the results of their studies and discussions to date. They included, in addition to Gen. Sarnoff, heads of International Telephone & Telegraph: Western Union Telegraph Co.; RCA Communications Inc.; American Cable & Radio Corp.

The White House is expected shortly to name personnel to a government commission which would probe the use of spectrum space among its own agencies.

AP Bureau Expands

WITH establishment of a sending bureau at Fargo, N. D., Associated Press announces start of new and expanded regional news service in that state. At the same time arrangements were completed for AP to serve four more North Dakota stations: KFYR Bismarck, KILO Grand Forks, KGCX Sidney-Williston, and KLPM Minot. All have been elected to AP membership.

They replace MARK JORDAN, transferred from KECA, Los Angeles, and LEE GIROUX, who resigned to free lance.

EDGAR B. CALE, associate professor of electrical science on leave of absence from U. of Pennsylvania, appointed civic advisor of WIP Philadelphia.

ROGER CLARK, formerly with WGTN-Georgetown, S. C., and WHAR Clarksboro, N. J., joins WNOR Norfolk, Va., as announcer-engineer.

RED BLANCHARD for four years disc jockey and program director of KPRO Riverside, Calif., and Broadcasting Corp. of America’s “Western Network,” resigns. He is to join KBCQ San Diego.

CEDRIC ADAMS, commentator for CBS and WCCO Minneapolis, will broadcast his CBS five-minute show, A Little Talk and a Little Tune to foreign listeners via Voice of America.

BILL HERSHEY, morning man on WRC Washington, cited as “Citizen of the Month” by American Legion, department of District of Columbia, was based on his work in connection with WRC Doll House which reportedly broke all records in soliciting Christmas toys for underprivileged children of Washington.

LIONEL (Chico) SESSMA, former trombonist with Ross Morgan and other orchestras, will have his own recorded program on KOWL Santa Monica, Calif., starting Feb. 1.

MR. HEA BARRY, formerly of WHJ Terre Haute, Ind., joins continuity staff of WIRE Indianapolis.

GEORGE B. WILLIAMS, formerly of KATE Albert Lea, Minn., joins program and news department of WKJL Cloquet, Minn.

RODDY McDOWELL is m.c. for new half-hour talent competition television show, Hit Talent Battle, on KLAC-TV Los Angeles.

CY NELSON, former sports director of WGL Galesburg, Ill., appointed program director of station. He was formerly with WEMP Milwaukee.

PAUL KEENE appointed program director of WOTW-AM-FM Nashua, N. H. He was formerly with WEMP and WHIL, both in Boston, as announcer.

SAM ARRABE, KEEN San Jose, Calif., disc m.c. is the father of a girl, Diana S.

STEWARD MacPherson, who recently joined WCCO Minneapolis as m.c., received British National Radio Award for outstanding voice of 1949. He was formerly with BBC.

GEORGE MOORE, formerly program director of KAMQ Amarillo, Tex., joins announcing staff of WROY Oklahoma City.

ROBERT (Smoke) MOAK, staff artist at WENR-TV Chicago, is the father of a girl, born Jan. 12.

MARY MARGARET McBride makes Midwestern debut in February on WCN Chicago, after 15 years of television broadcasting in New York. Negotiations handled by General Manager Frank P. Schreiber. Transcribed show will be aired Monday through Friday, 9:15-9:30 p.m. EST. Each show will feature six participation spots per day.

JACK WEBB, star of NBC Dragnet, is the father of a girl.

CHARLES CRAIG succeeds ELEANOR BARNEY as supervisor of Don Lee broadcasting system, Hollywood, traffic department.

SARAH SELBY of CBS Junior Miss is the mother of a girl, Star.

**HOT NEWSCAST**
**WONE Staffers Tape Fire**

HALF-MILLION-DOLLAR fire in downtown Dayton, Ohio, provided WONE with its hottest news broadcast on record. The fire started about 6:30 p.m., in a cafeteria in the same block with the studio, and was confined for several hours to one building. Shifting winds about 11 p.m. caused a back draft and the building exploded threatening the whole block.

Ray Raynor, news editor of WONE, and Art Burnham, continuity director, manning a tape-recorder, gave a graphic on-the-spot description of the fire’s progress.

The drama hit its peak when it looked as though Mr. Burnham was trapped in a burning market a few minutes after the explosion. On the air shortly afterwards, he commented—“I feel like Chapter 13 of Straight Arrow.”

Reports from Mr. Raynor were heard by Dayton listeners five minutes late, and after they were taped, WONE provided Miami Valley listeners with the only radio coverage of the blaze—one of the worst in Dayton’s history—which sent 45 firemen to the hospital.

**MR. RAYNER (r) congratulates Mr. Burnham for his “boy stood on the burning deck” participation in recording the Dayton fire.** Jack Gibbons, WONE program director, is in the center.

**Lang-Worth Renewals**

FOUR stations have signed new contracts for the eight-inch Langworth library, and 18 have renewed their contracts, Lan-Worth Feature Programs Inc., New York, announced last week. The new clients are: WAND Canton, Ohio; KENN Portales, N. Mex.; WCBS Green- wod, S. C., and KTRF Thief River Falls, Minn.
He's Varying the Pitch While Recording!

With the Fairchild Studio Recorder, Unit 523, George Piros of Reeves Sound Studios is cutting a microgroove, long playing disk. George varies the pitch while recording. There's no overcutting on loud passages — no need to closely ride gain on the audio. He just changes pitch to follow pianissimo and fortissimo. Result . . . unusual dynamic range on a long-playing disk!

FCC’s 5173 Fairchild Unit 523 offers continuously variable control of cutting pitch operable while recording. You don’t have to change feed screws, belts, pulleys or other mechanisms. Simply rotate a conveniently located knob for smooth and vernier control of cutting pitch. This gives you continuous and instantaneous variation of pitch from 80 to over 500 lines per inch during the actual recording.

FILM-SYNCHRONOUS

Fairchild Disk Recorders

Fairchild Unit 523 is used in fixed studio installations for dubbing sound tracks for motion picture production. Absolute lip synchronism is guaranteed for use with your cameras and projectors. You get this same performance with the portable Fairchild Unit 539-G Disk RECORDER shown at left. Many motion picture sound tracks are first recorded on FAIRCHILD SYNCHRONOUS DISK RECORDERS.

New, illustrated article contains a complete discussion of recording techniques. Write for your copy today. Ask for reprint SR.

**FCC HAS REFUSED to call off its inquiry into G. A. Richards’ news policies and has ordered hearing to commence in Los Angeles March 13 on the news questions and on the proposed transfer of control of his three stations to trustees.**

The action came Jan. 12 in a memorandum opinion and order denying a petition filed last November on behalf of Mr. Richards, principal owner of KMPC Hollywood, WGAR Cleveland and WJR Detroit.

The vote was 5-1. Comr. Rosel Hyde voting for a grant of Mr. Richards’ request that the hearing on renewal applications of Mr. Richards’ stations be postponed pending hearing on the transfer applications. Comr. Frieda B. Hennessy did not participate.

The Commission majority said it was not “indifferent” to the state of Mr. Richards’ health, which is such that spokesmen have expressed fear for his life if FCC goes through with its projected hearing. FCC said it would make “very reasonable provision and accommodation for his physical comfort and well-being” and that it felt a hearing could be held “in such a manner as to impose no uncustomed physical strain on him.”

Deletion Requested

In their petition, counsel for Mr. Richards had requested deletion of the news-policy issues from the transfer proceeding. They also asked that these issues be stricken out of the three stations’ renewal proceedings or, alternatively, that the transfer proceeding be handled in advance of the renewal question [Broadcasting, Nov. 14, 1949].

The FCC majority rejected the plea for action on the transfers ahead of the renewals, because:

... in the past the Commission has in a number of cases refused to permit transfers by licensees who have been found unqualified and has regarded the resolution of outstanding questions concerning the qualifications of licensee-transferors as a condition precedent to consideration of a transfer application. When such questions have been resolved in the licensee’s favor a transfer has been permitted. Conversely, if the licensee has been found unqualified, the transfer application has been dismissed. . . .

To Mr. Richards’ claims that he was prevented from inquiring into news policies amounts to censorship and violates the guarantee of freedom of speech, the majority replied:

... in our opinion the lengthy argument along these lines is not in point. It seems clear that the question presented by the present petition is not one of Richards’ private views and his right to express them, but rather whether Richards, whatever his own views, has and will adequately discharge the responsibility of a licensee.

Nor did the majority feel that its decision to go ahead with a hearing is inconsistent with the implication of its action, last March, in postponing the then-scheduled hearing and making provision for submission of the trusteeship plan. The March postponement order, it was pointed out, made clear that after the trustee application was filed FCC would then decide as to hearing.

With respect to Mr. Richards’ illness of heart disease, the majority said:

... it seems clear ... that the burden is on an applicant to go forward with his application; and that the inability of an applicant, because of permanent physical incapacity of key witnesses or for other reasons beyond the control of the Commission, to prosecute his application by availing himself of the opportunity to be heard afforded him by the Commission, does not necessitate the conclusion that the Commission act favorably on the application despite the applicant’s failure to make the legally requisite showing.

**Officer To Be Named**

FCC said a presiding officer for the March 13 hearing would be named later.

The questions with respect to Mr. Richards’ news policies relate to charges, filed by the Radio News Club of Hollywood, alleging that be ordered KMPC staff members to slant news against members of the late President Roosevelt’s family and against certain minority groups [Broadcasting, March 8, 29, 1948].

Under Mr. Richards’ trusteeship plan, control of the three stations would pass to these trustees: Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division.

1950 January 23
Fairchild
RECORDING EQUIPMENT CORPORATION
154th STREET AND 7th AVENUE
WHITESTONE, L. I., N. Y.

KISW (FM) On Air

KISW (FM) Seattle went on the air last Monday (Jan. 16) on 99.9 mc, with 2.1 kw. Licensed to Ellwood W. Lippincott, the station emphasizes programming for university district housewives. KISW broadcasts 8 a.m. to 10 p.m., with a 24-hour schedule planned.
**Out of Season**

A BASEBALL broadcast on New Year's Day? With all the football bowl games scheduled for Monday, Jan. 2, Sports Director Jack Sandler of KOWH Omaha came up with a new twist for the previous day. Using an old Western Union telegraph report, Mr. Sandler did a re-broadcast of the play-off game between the Cleveland Indians and the Boston Red Sox, originally played on Oct. 4, 1948. During the broadcast, the KOWH sports announcer asked for telephone calls as to what the fans thought about it. The response was 99 to 1 in favor. Now Sports Director Sandler plans to re-broadcast a hockey game on the Fourth of July.

**TENN. GROUP**

**Meet Set for Feb. 24.**

THE Tennessee Assn. of Broadcasters, representing 37 stations, will hold its next meeting on Monday, Feb. 24, at the Andrew Jackson Hotel in Nashville. According to F. C. Sowell, TAB president and manager of WLAC Nashville, the meeting will be confined to a single day.

Highlights of the agenda will be the first Tennessee showing of NAB's All-Radio Film, presented by Maurice Mitchell, BAB head, and the annual election of officers. Current TAB officers, in addition to President Sowell, are Earl Winger, WDOD Chattanooga, vice president; Jack Draughton, WSIX Nashville, secretary-treasurer; John Hart of WBBR Knoxville, T. B. Baker of WKDA Nashville, and Marshall Pengra of WATO Oak Ridge, members of the board of directors.

**McDonald Elected**

JOSEPH A. MCDONALD, vice president, general attorney and secretary of ABC, has been elected a member of the board of directors of Television Broadcasters Assn. He succeeds Robert E. Kintner, ABC president, resigned.

**APS EXPANDS**

**Adds Space and Personnel**

EXPANSION of Associated Program Services' program and promotion departments has been announced. These units have moved to new quarters on the ninth floor of the Evans Bldg., giving the firm four floors at the 46th St. New York address.

New offices provide an additional sound-proof audition room for use of Associated's staff of programmers and complete facilities for functions of promotion department members. Air conditioning is to be installed. Other departments, including offices, studios and cutting rooms, are on other floors.

**ABC CHANGES**

**WALB, WJMJ Affiliate**

ABC last week announced the addition of an affiliated station and the replacement of another to bring its total to 287.

WALB Albany, Ga., 1 kw on 1590 kc will join ABC Jan. 29 as a fulltime affiliate. H. L. Tallman is the manager. The station formerly affiliated with MBS which does not intend to replace it, the network said. WJMJ Florence, S. C., 5 kw on 970 kc daytime, will replace WQGS in that city as the ABC affiliate. Paul H. Beeson Jr. is manager of WJMJ.

**KFW Joins CBS**

KFW Sitka, Alaska, has joined CBS as the network's sixth Alaskan radio affiliate, bringing to 186 the total of CBS affiliates. Others in the Alaska group include KRFB Fairbanks, KINY Juneau, KTFR Ketchikan, KIBH Seward and KFQD Anchorage. The 250-watt station is the newest of the Alaska Broadcasting System group, and is owned by William T. Wagner, Alaska Broadcasting Co., Seattle.

**Series of 23 Vinylite Children's Records Produced, Offered to Stations**

A SERIES of 23 vinylite children's records, produced with orchestra, organ and singing, being offered to stations throughout the country by Continental Dist. Co., New York, at manufacturers cost of 25¢ per record.

**KSTP Reprint**

REPRINT of story on Bernice Hulin, home economics expert for KSTP-TV Minneapolis, currently being distributed to trade. Two-page bulletin is headed "Glamorous Gourmet," and features pictures of Mrs. Hulin and short article describing format of program and her background. Cover of bulletin announces that her show, "What's Cooking," is a "most-watched daily time program on Twin Cities television."

**ABC Signs**

INSTALLATION of new ABC Hollywood signs atop network's new Vine St. studios at 1539 N. Vine now underway. Valued at $15,000, installations will include one-foot ABC microphone outline in neon lighting, sign reading "American Broadcasting Co." in large neon-lit letters, and new marquee with interchangeable letters.

**Hot Firecrackers**

RED mailing tubes, dressed up to resemble giant firecrackers and labeled "It's Hot," sent to trade. Ends of tubes are filled in with cardboard, and string resembling fuse is attached to one end to facilitate opening. Inside of "firecracker" is bulletin promoting Motorola 1950 "Hotel." "Firecracker" was distributed by Simon Distributing Corp., Baltimore and Washington.

**KYW Series**

**LATEST in series of promotion pieces by KYW Philadelphia is a mailer of "Ben Franklin" featuring cartoon of Ben Franklin. On kite Mr. Franklin is flying is written, part, "Earth-bound Ben Franklin . . . wasn't satisfied to wait for the lightning to strike . . . he sent his kite up after the lightning. Sales lightning won't strike your product (or service) 'kite' either unless you send it after the business . . . KYW . . . is your best 'lightning rod.'**

**Mr. Plus Again**

BUFF, white and black folder, is latest in series of Mr. Plus promotions to be sent to trade by MBS. Cover of folder carries drawing of sailboat and skier. Caption reads, "Mister PLUS ropes a BIG one . . . " Inside is report on Nielsen Index and graph illustrating results pointing out that no doubles will be used and families can be reached for price of five on Mutual.

**Gold Nuggets Are Prize**

TWENTY-FIVE thousand dollars in gold nuggets will be given away in an eight-week "Mystery Star" contest launched Jan. 22 by Jimmy Fifler on his regular ABC broadcast. Contest conducted on behalf of National Kid's Day Foundation Inc. of which Mr. Fifler is founder. Each week different "Mystery Star" and his family will be presented on program in conversation containing clue to his identity. Listeners will be invited to write in identifying person and submitting slogan of 10 words or less for National Kid's Day. Three weekly cash prizes of $1,000 each will be awarded, with weekly winners competing for grand prize of $25,000.
Feature
(Continued from page 12)
Coast Show on that time. He soon was named chief announcer, and by the time he left for the AAF in 1942 had risen to assistant operations supervisor. Entering the service as a second lieutenant, he was discharged as a major four years later.

George put into practice his war-time idea of a sales career a few months after his return to WBBM. He sold himself to WGN Sales Manager Bill McGuiness, and 1947 found him working on such "old standby" WGN accounts as Evans Fur, Nelson Bros. Furniture, Canadian Ace Beer, Norge Appliances, "Mister Brau" Beer, Northern Trust Co. and Studebaker.

A year later he became one of Mr. McGuiness' three lieutenants as western sales manager, the other two being the eastern sales manager and the sales manager of WGN-TV, the Tribune's video station. His duties embrace assisting in the direction of sales promotion in the station's home division, and liaison between management and programming.

George Guyan was born in Monticello, Iowa, where his father was a postmaster. At Grinnell College he was active in dramatics for two years, but transferred to the U. of Iowa to take advantage of its advanced speech and radio courses. He was graduated in 1935.

Although he met his wife, the former Helen Holat, at Stephens College, Mrs. Guyan was brought up in Onslow, Iowa, only 12 miles from George's home town. They have two children—Gwen, 11, and George Jr., 1½. The family—and that is George's only hobby—lives in Wilmette, Ill.

'NEW ERA'S' NEW ERA
WHOP Aids Paper in Storm

A SLEET storm in Western Kentucky isolated Hopkinsville from the rest of the world a fortnight ago, making it impossible to get any telephone calls through, either in or out of the city, for two days. Also, the New Era, local paper, was faced with the necessity of editing the newspaper with no outside news since its wire service line was out.

There was only one teletype line open—the one at WHOP Hopkinsville. The New Era called the station and WHOP turned over all the material needed to publish two editions of the paper.

From the paper's editor, WHOP received a letter which, in part, said: "We at the New Era want to express our appreciation for the splendid manner in which you rallied to our support while we were having trouble with our wire on account of the storm. We used a lot of the copy you turned over to us—and made it possible for us to get out a paper. Thanks a million. Call on us when we can help."

A Man Bites Dog Story

BROADCAST news coverage by WHP (CBS) and WKBO (NBC), outlets in Harrisburg, Pa., has been lauded by a competitor, the Mechanicsburg Daily News, in its column " Rid 'n the Airways."

The paper said: "In our opinion, both WHP and WKBO have performed a vital service to listeners in the Harrisburg area by diligently and accurately reporting the local news in the best traditions of a free press and radio."

On All Accounts
(Continued from page 12)

intents and purposes were the property of the station until the end of the open house showings when the buildings reverted to private ownership.

Public's knowledge of what was going on at the site, KFH says, gave ample testimonial to the effectiveness of the Notebook program. Station visits from people who traveled from distant cities for the sole purpose of seeing the homes. The projects also have stimulated Wichita civic and other clubs in centering interest on such a building trend and the new styling typified.

The homes were built in an undeveloped area within the city. They were designed to utilize the potentials of modern concrete, and floor plans were designed after exhaustive studies of housewife footsteps and traffic patterns. Other features in the homes, which were not for sale, included the use of pumic concrete (with high insulating value), use of building units of various sizes and radiant hot water heating.

SAFETY AWARDS
Radio-TV Entries Invited

RADIO and TV stations and networks are among the public information media invited to submit nominations for the National Public Safety Council's 1949 Public Interest Award.

The awards, according to the council, are in recognition of exceptional service to the public safety in 1949. One of the nation's foremost social problems, accident prevention has been receiving "growing and unstinting support from all public information," according to the council. "This magnificent team play has helped us bring the accidental death rate to the lowest point in history," said Paul Jones, council director of public information.

Nominations for the non-competitive awards must be self-made on official blanks obtainable from the National Safety Council, 20 N. Wacker Drive, Chicago 6, Ill., before closing deadline March 15.

From where I sit
by Joe Marsh

Why Scoop No Longer Works Here

Scoop Blake paid us a friendly call at the Clarion's office last week and we were talking about the time when he was a reporter here.

"Remember how mad I got when I found out you were writing that election story right from your desk?" I asked him. "And how I made you get out and learn what a sheriff's job was all about?"

"I sure do, Joe," said Scoop. "I want to thank you for teaching me the 'hat-trick'—putting on my hat and finding out the facts, that is." Then we both had a good laugh together because he found out so much about the job that darn if he didn't run and get elected sheriff himself!

From where I sit, we should find out the facts before we try to talk about anything. When we do, we're inclined to be more tolerant ... we're apt to understand a little more about the other fellow's preference for, say, his political candidate or for a temperate glass of beer now and then. I say, if you don't want to get tripped up, don't leap to conclusions!

Joe Marsh

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January 23, 1950 • Page 47
Pacific Nielsen-Ratings Top Programs
(TOTAL PACIFIC AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES —including TELEPHONE AND NON-TELEPHONE HOMES)

NOVEMBER 1949

Homes Homes Points
— Current Ratings —

Current

Rank

Program

ONCE-A-WEEK

Home

Home

% Change

EVENING

1
McGee & Molly (NBC) 1,208 24.6 +3.6

2
People Are (NBC) 1,083 24.0 +1.9

3
Bob Hope (NBC) 976 21.9 -3.0

4
Lux Radio Theater (CBS) 973 21.3 +1.6

5
Andy Coney (NBC) 878 27.8 -4.2

6
Red Skelton (CBS) 874 26.4 +3.4

7
Bing Crosby (CBS) 900 20.2 +4.0

8
Let George Do It (CPN) 689 19.5 -1.9

9
Charlie McCarthy (CBS) 860 19.3 -2.2

10
Big Town (NBC) 633 18.7 -5.9

11
Grand Ole Opry (NBC) 629 18.6 -0.5

12
You Bet Your Life (CBS) 793 17.8 +2.9

13
Gaylord's Talent Scouts (CBS) 784 17.4 +4.7

14
Dennis Day (NBC) 784 17.4 -0.5

15
Mr. District Attorney (NBC) 771 17.3 -0.7

16
Bob Hawk (CBS) 749 16.8 +1.5

17
True Visions (NBC) 746 16.8 +0.5

18
Jack Benny (CBS) 731 16.4 -3.6

19
My Friend Irma (CBS) 726 16.2 +0.0

20
Inner Sanctum (CBS) 718 16.1 +0.6

EVENING, MULTI-WEEKLY

1
Beulah (CBS) 415 9.3 -0.4

2
Lone Ranger (ABC) 397 8.9 -1.2

3
Light Up Time (NBC) 374 8.4 -0.4

WEKDAY

1
Captain Midnight (MBS) 446 10.0 +2.4

2
Straight Arrow (MBS) 423 9.5 -0.9

3
When A Girl Marries (NBC) 410 9.2 +0.8

4
Young Widder Brown (NBC) 406 9.1 +0.9

5
Challenge of the Yukon (ABC) 406 9.1 -3.8

6
Backstage Wife (NBC) 397 8.8 +0.8

7
Ranger of the High Countryside (CBS) 387 8.4 -2.4

8
Our Gal, Sunday (CBS) 387 8.4 +2.5

9
Parsons Life (CBS) 388 8.7 -2.5

10
Right to Happiness (NBC) 383 8.6 -0.4

11
Tom Mil (WS. 1 Only) (MBS) 375 8.5 -1.3

12
Lorenzo James (MBS) 370 8.3 +0.4

13
Young Dr. Malone (CBS) 365 8.2 -1.8

14
Peepers (NBC) 365 8.2 +0.2

15
Guiding Light (CBS) 361 8.1 -1.4

DAY, SATURDAY

1
Stir Sts Over Hollywood (CBS) 521 11.7 +1.5

2
Grand Central Station (CBS) 450 10.1 +3.0

3
Armstrong Theatre (CBS) 428 9.6 +0.3

DAY, SUNDAY

1
Jack Benny (CBS) 792 17.8 +0.8

2
True Detective Mysteries (MBS) 649 14.4 +1.2

3
Amos & Andy (CBS) 604 13.8 -1.4

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 4,457,000—the 1949 estimate of total radio homes in the Pacific Time Zone.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 2 minutes.

WREN OPERATION

Now Under Co-Management

WREN Topoka, Kan., the first of the year began operation under a co-management plan, according to an announcement by the stockholders following the resignation of John S. Major as general manager.

Under the new setup, Fred L. Conger will serve as business manager, Max Q. Falkenstein as program manager and Carl B. Bliener, technical manager. All three men are veteran employees of WREN. Mr. Conger formerly was program manager, Mr. Falkenstein served as a sportscaster and commentator and Mr. Bliener was chief engineer for 17 years.

CBC Expense Inquiry

AT REVIVED hearings Jan. 10 of the Royal Commission on Arts, Letters and Sciences at Quebec City, the Quebec Chamber of Commerce presented a brief asking for an inquiry into the Canadian Broadcasting Corp. finances with view to cutting expenses. Chamber also asked that listener fee not be doubled as suggested by CBC, and asked for decentralization of CBC program structure. The Chamber states in its brief that CBC should not be in competition with privately-owned broadcasting stations and at the same time regulate broadcasting.

SHIP-TO-SHORE

WNAX Claims Beat on Ward

SHIP-TO-SHORE conversation between Art Smith, news editor of WNAX and Sen. Sioux City año, and members of Angus Ward's Communist-detained group enabled the station to give its listeners a first-hand account after the party left Japan.

While Mr. Ward said he would issue no statement until he returned to Washington and checked in with the State Dept., WNAX contracted Fred Hubbard Jr., vice consul to China and resident of Edgemont, S. D., and got a first-hand account. Attack was first made the morning of Jan. 2 but contact was not re-established until the following morning because of atmospheric conditions.

Mr. Hubbard had advised a Marine operator he would contact WNAX from San Francisco. Mr. Smith preferred the ship-to-shore conversation. The material was used on the 12:35 p.m. news period—two and a half hours after the call was completed.

Canadian Meet Set

MAURICE B. MITCHELL, director of NAB's Broadcast Advertising Bureau, will be one of the main speakers at the forthcoming annual meeting of the Canadian Assn. of Broadcasters at Niagara Falls, Ont. He is scheduled to talk at the afternoon session, March 30. The Canadian premiere of the promotion film "Lightning That Talks" is also scheduled for the CBC session.

Howard Confirmed

HUBERT E. HOWARD was unanimously confirmed by the Senate last Tuesday as chairman of the government's Munitions Board. In his new post he will be charged with responsibility for procurement of electronic equipment for the military as part of the overall mobilization program. Mr. Howard has been serving as chairman of the Defense Dept.'s Personnel Policy Board since last September.
Open Mike

(Continued from page 31)
tower will be the tallest in the world.

Just in order to clear the records, I thought it best to call to your attention and to the attention of Mr. Aderhold (to whom I am sending a copy of this letter) the advertisement which Truscon Steel Co. published in your magazine, issue of June 15, 1949, copy of which is attached hereeto.

Truscon Steel Co. has already shipped three of these 1,220-ft. towers to the United States Government. Their ultimate destination cannot at this time be announced, but we are quite positive their location is within the limits of this world; hence, Mr. Aderhold's claim would seem to be slightly far fetched.

George F. Bateson
Sales Manager, Steel Joint & Tower Div.
Truscon Steel Co.
Youngstown, Ohio

[Carbon copy to David Carpenter, WCON.]

And in Reply:
Mr. GEORGE F. BATESON:
I appreciate your sending us a copy of your letter of Jan. 5 to Sol Taishoff in the "battle of the towers"—since it appears that you have hung down the gauntlet. While we know that if you say you shipped those 1,220 ft. towers to the government, that's a fact, but still, nobody knows where they are. Besides we are not talking about radio towers—we say that WCON is erecting the tallest television tower in the world.

When your fine company have four of your towers actually builds and can locate a television tower that exceeds 1,056 feet, we will be very glad to bow out of our claims.

David Carpenter
Gen. Mgr.
WCON Atlanta, Ga.
[Carbon copy to EDITOR, BROADCASTING.]

Regular Rates, Please

EDITOR, BROADCASTING:
Thanks for bringing to light another distorted facet of radio. It was there all along, but many broadcasters didn't recognize it as the menace it might be in the near future. I refer to your editorial—"The Old Army Game" [BROADCASTING, Jan. 9]. KSJO, Mr. Mallory and Sol Taishoff are to be congratulated and commended for the stand taken on free advertising for government agencies.

I'm sure it would please many broadcasters if BROADCASTING and the many radio stations throughout the country applied pressure for equitable distribution of advertising money in all media indiscriminately.

Shamefacedly, after checking

our logs, I must admit that we donate several hundreds of dollars in time weekly to different government agencies. . . . the same agencies that pay for their advertising in other media. You may be sure of our support in any effort to create an equality between radio and other media.

Gordon Gray
Prog. Dir.
KAXY Waterloo, Iowa

Per Inquiry Plan

EDITOR, BROADCASTING:
May we request that all P. I. pitches be written on good quality, standard size, carbon backed. You see, we find they make excellent scratch pads, but irregular sizes are hard to put to use.

Cecil Woodland
Pres. & Gen. Mgr.
WCSS Amsterdam, N. Y.

'Let's Clean House'

EDITOR, BROADCASTING:
At last it happened! Congrats to WTAL's L. Herschel Graves (OPEN MIKE, Dec. 28, 1949). How long will it be before radio script writers, producers, and program directors wake up! Goodness knows we here in the small markets have our hands full enough getting our "share" of the advertising dollar without using our air-time to feed the other media.

Let's clean house on this archaic feeling that unless you read it in the papers, it ain't news! Radio has got to start blowing its own horn, and a sweet note it is too . . .

Alan Miller
Program Director
KVOS Bellingham, Wash.

Champagne for Free

EDITOR, BROADCASTING:
'Read with interest your article: "Miller Gets Champagne Results on a Beer Budget," in your Dec. 12 issue.

Everybody gets credit except yours truly who only thought up Lawrence Welk's "Champagne Music" tag for free back in '38 or '39.

Philip L. Davis
Continuity Editor
WCAE Pittsburgh

Opposes Payment

EDITOR, BROADCASTING:
In answer to Mr. Kennedy [BROADCASTING, Jan. 9] I say—"Speak for yourself John Alden." There is no reason in the world why the hams should pay license to pursue their hobby or to give the yeoman emergency and wartime service or to help develop the art as they will continue to do. Financially, most of the hams cannot see where their net piece of equipment is coming from.

The present method of licensing commercial operators is a small burden for the government. Why give the operators another headache to carry on their life's work? They pay income tax. Now Mr. Kennedy, a fee of $2 to $5 for every "ticket" is something else again.

J. W. Eckenrode
Chief Operator
WEST Easton, Pa.

'Awarditis' Cited

EDITOR, BROADCASTING:
We read your lead editorial, "Awarditis" (Jan. 9).

From a station which, for four consecutive years, has received first-place honors from the George Foster Peabody Radio Awards for Massachusetts, the following expressions of opinion may seem—shall we say—"unbecoming."

We agree that, like any citation for extraordinary or meritorious conduct, awards in radio can become so common as to be of

(Continued on page 54)

NO P.I. DEALS!...

One Rate For All!

WE DO NOT ACCEPT P.I. PROPOSITIONS

It's a matter of principle. We make our money from the sale of time—and we do well. We refuse to enter into competition with any manufacturer or advertiser, or any dealers or agents representing them. We sell for YOU — Mr. Advertiser — NOT US! We're in the business of entertainment and service to the public, providing YOU a great audience for YOU to reach with YOUR sales message.

Any Hooper report will prove that we consistently accomplish that job. Our never-longer-than-now list of clients proves that most advertisers recognize and appreciate that.

WE DO NOT CUT RATES . . . WE DO NOT VARY RATES

We have one rate — and one rate only. No one can buy time on KRNT cheaper than you. No one pays more than you. It's one rate for all. This is a long-established policy. There's no such thing as "get it for me wholesale". Everyone can earn the same low-rate-per-impact.

Our Listeners and Advertisers Have Long Since Learned That Our Principles Are Not for Sale. And That's One of the Reasons That KRNT Is One of the Nation's Most-Used, Most-Believed-In, Most-Proved and Highest-Cooperated Stations.

The station with the fabulous personalities and the astronomical Hoopers

January 23, 1950 • Page 49

DES MOINES — THE REGISTER AND TRIBUNE STATION REPRESENTED BY THE KATZ AGENCY
the suits and suggesting some provision of his own to curb the alleged practices. He is expected to testify at the hearing. He told Rep. Sadowski he could get no action from FCC or the Justice Department.

The network phase ties in with similar legislation by Rep. Harry Sheppard (D-Calif.) who previously indicated he would press for action on his measure (HR 2410) which would prohibit networks or equipment manufacturers from owning stations [Broadcasting, Dec. 5, 1949]. He likewise feels a broad network review beyond his bill is indicated.

TV Included

Some members of the Commerce Committee have told Rep. Sadowski they would like more information on television, and have expressed concern because they can’t get TV in their areas. Rep. Sadowski said. He added that television will be taken up near the end of the hearing after FCC has completed its own hearings which also begin next month. The whole question of allocation of channels will be brought up, he added.

The subcommittee is expected to go into the question of FM, too—whether its progress has been retarded, as consistently charged by Rep. Francis Walter (D-Pa.), and a measure (H J Res 65) by Rep. William Lemke proposing that a portion of the 50 mc band be set aside for the service.

Rep. Walter told Broadcasting late last week that, while he has no immediate plans to push for FM hearings (or to launch a probe of FCC for alleged violation of his Administrative Procedures Act), he is determined to take action this session, and has had meetings with the House Commerce committee in its hearings instead of initiating action through the House Judiciary Committee, he said.

Rep. Sadowski’s agenda for hearings includes many of the topics and questions raised by Kurt Borcherdt, investigating counsel for the committee, and first disclosed to Broadcasting in its year-end issue [Broadcasting, Dec. 26]. Notable among the issues, which he said FCC itself had raised, are those dealing with television, the use of frequencies between government and private users and sections of the McFarland bill covering licenses and renewals.

AP RADIO

Elections 22 New Stations

ELECTION of 22 more radio stations to Associated Press membership was announced last week by Oliver Gramling, AP assistant general manager for radio. Elected at the January AP board meeting, the new members are:


WOW FARM TOUR ‘New South’ On Itinerary

COVERING 16 to 18 states and a boat trip to Havana, WOW Omaha will sponsor its third farm study tour in mid-March, according to Mal Hansen, WOW farm director who will conduct the tour. The 6,000-mile “New South” tour will include pre-arranged inspections of farms, ranches, plantations, work projects and industrial plants directly associated with agricultural developments, Mr. Hansen said.

Starting from Omaha in an all-Pullman special train, the tour will be limited to farmers from the area. The tentative general route will be from Omaha to Tulsa, Oklahoma City, Fort Worth, Dallas, Houston, Montgomery, Birmingham, Atlanta, Savannah, Jacksonville, Miami, Cub, Asheville, Chattanooga, Knoxville, Lexington, Cincinnati and return via St. Louis. Mr. Hansen will make daily broadcast for his Farm Science Reporter program on WOW and a daily film program for his WOW-TV Grass Roots feature. Last September, WOW took journalism by Mr. Hansen took 200 farmers to the West Coast, Canada and Mexico, and a year ago, he conducted 26 Midwest farmers on a study trip through Europe.

RADIO THIEVES

Victimize WWOD, WROV

TWO Virginia stations fell prey to marauding robbers last week. Both WWOD Lynchburg and WROV Roanoke, less than 50 miles apart, reported thefts taking place in the very early hours of Wednesday (Jan. 18).

Jay Seibel, WWOD program manager, told Broadcasting the station’s transmitter building was entered through a window by thieves who took material valued at about $5,000. Frank E. Koehler, WROV general manager, later in the day, said the station’s transmitter building had been entered in the same way, with approximately $2,000 worth of material missing.

Curtled away from WWOD were recording equipment, power tubes, recording discs, library books, a Hallicrafter receiver, two Presto turntables and a Presto recorder. Thieves failed to take a new tape recorder and other valuable equipment, Mr. Seibel said. A similar “selective” thievery took place at WROV with the burglars making off with a Hewlett Packard distortion analyzer, an audio oscillator of the same make, a Presto turntable, Raytheon meter panel and a Western Electric limiting amplifier. Mr. Koehler pointed out that the equipment was believed to be of little use to a person or persons not in the broadcasting or radio business.

Radio Knowledge Shown

Both stations reported the thieves apparently were well versed in handling radio equipment as could be seen from the manner in which wires were clipped and the use of tools in disconnecting and dismantling equipment. In both instances, the robbers took equipment which did not interfere with the stations going on the air with AM broadcasting. However, WWOD reported its FM facilities were interrupted. Although suspects have been questioned, no arrests had been made. From the investigations made, it is believed the person or persons involved in both robberies were the same.
salesmen. At the age of 24, he was named head of the company's Wisconsin district, and a year later became divisional manager of the firm's largest district, covering six states.

In 1933 Mr. Luckman joined The Pepsi-Cotent Co. as sales manager, and a year later moved up to become vice president in charge of sales. In 1937 he became vice president in charge of sales and advertising. A year later he was promoted to president, and general manager, and in 1941 became executive vice president.

In 1943, at the age of 34, he became president of The Pepsi-Cotent Co., and five years later, Mr. Luckman took over The Pepsi-Cotent Co., Mr. Luckman went along to continue as head of the denterine firm.

A year and a half later, Mr. Luckman, was reportedly offered a position with Lever Bros., and allegedly turned down the offer to join Lever Bros. in Cambridge to serve as executive vice president and on July 1, 1946, at the age of 37, he became president of Lever Bros. 

Exhibiting, along with his industrial acumen, a remarkable "show" sense, Mr. Luckman was responsible while with Pepsi-Cotent for the discovery and management of the Amos 'n Andy show.

**Bob Hope Success**

A recent feature article in BROADCASTING described his role in the success of the Bob Hope program as follows:

At that time (1937), Mr. Luckman, then vice president in charge of sales for Pepsi-Cotent, began shopping for a new program. A young fellow named Bob Hope, playing at the time on Broadway in a musical comedy called "Red Hot and Blue," was named as a possibility, and Mr. Luckman went to see the show. After the show, Mr. Luckman is reported to have suggested to Bob Hope that he become a more sympathetic character by turning some of the comedy on himself, instead of directing it at others in the cast.

Mr. Hope allegret a sugg - tion, and went on the air for another sponsor. His success was only moderate and the program went off the air. Mr. Hope then reportedly returned to Mr. Luckman and said, in effect, "What was that you were saying?" The result: Mr. Hope revised his routine and went on the air for Pepsi-Cotent on Sept. 7, 1938, to become one of the most well-known comedians in the history of the industry.

The current Lever Bros. network shows are Lux Radio Theatre, Bob Hope 'n Andy, My Friend Irma and Aunt Jenny.

Lever Bros. Co. actually is a two-part holding company, one Dutch and the other British. The British firm is known as Lever Bros. and Unilever Ltd., with Mr. Heyworth as chairman of the board, while the Dutch firm is known as Lever Bros. and Unilever N.V. with Mr. Rykoff as its chairman. Each man also is vice chairman of the other company, Mr. Luckman was president of Lever Bros. in New York.

Recently Mr. Luckman is chairman of the national Jefferson-Jackson Dinner of 1950.

**LEVER PROBE**

Langer Wants Oleo Air

AN INQUIRY into charges that Lever Bros., one of radio's high-ranking advertisers, has violated anti-trust laws by allegedly conspiring to raise the price of oleomargarine was demanded in the Senate last week by Sen. William Langer (R-N. D.).

During the course of the Senate's oleomargarine debate, after which it voted to repeal taxes on the product, Sen. Langer proposed two resolutions—one calling for a probe of Lever Bros. and its affiliated firms, and the other to investigate amount of campaign contributions made by or on behalf of Charles Luckman. Lever Bros. president, who resigned last week (see separate story), and his firm, to either the Democratic or Republican National committees or state branches.

Sen. Langer's first resolution (S Res 214) would authorize an inquiry to determine (1) what connection, if any, Lever Bros. had with raising the price of oleo in the past 10 years; (2) whether it attempted to corner the market; (3) whether Luckman's role, if any, in such any such attempt; (4) whether there has been a conspiracy on the part of Lever Bros., its subsidiaries or affiliates, or any other concerns. The resolutions, referred to the Senate Judiciary Committee, results and recommendations would be filed with the Senate by April 1. The second proposal (S Res 214), referred to Senate Rules and Administration, would direct Mr. Luckman to testify during the investigation.

Lever Bros. traditionally is one of the three top network advertisers in the soaps and teleties categories.

**NBC Staff Changes**

PAT STEEL, manager of NBC's broadcasting promotion unit, last week was named manager of audience promotion, and Allan J. Hughes, formerly with CBS sales promotion division, has joined NBC in the same capacity.
**DON LEE**

**Biggest Year Ever in ’50 Theme of S. F. Meet**

IN SALES, in promotion, in programming, 1950 is going to be the biggest year ever for Don Lee and its 44 affiliated stations.

This was the optimistic theme of the network’s annual winter meeting held Jan. 14 at KFRC San Francisco.

Fifty-one representatives from 37 of the network’s affiliates attended the all-day meeting. They discussed local problems and plans for coordinating efforts to realize "the theme of ’50."”

William D. Pash, network vice president and general manager of KFRC, who served as chairman of the conference, said the attitude of all present was decidedly more aggressive and far more helpful than at last year’s meeting.

In the keynote address of the conference, Ward Ingrin, network vice president in charge of sales, told the delegates:

"I feel particularly optimistic about the future of regional networks in radio and especially for the Don Lee network, which has stations covering even the most inaccessible areas of the Pacific Coast.

"There is just no other medium available to advertisers providing such complete coverage as the Don Lee network," he said.

Mr. Ingrin also indirectly acknowledged a feeling on his part that radio in TV centers would soon face serious competition from the newer medium.

The acknowledgement was expressed in this statement: “The many Don Lee stations in areas where television is still a long way away, makes me most optimistic about the future of these stations.

The network’s promotion plans for the coming year were discussed in an illustrated presentation by George Whitney, network sales manager, who promised the affiliate representatives increased promotional activities aimed at increasing the revenue of all affiliations.

Reports of the conference will be sent to those Don Lee stations unable to have representatives at the meeting.

Registration list of representatives to the Don Lee meeting are:

Hal Shade, KOOS Coos Bay; Bill Taft, KRKO Everett; Bob Stoddard, KATY Reno; Frank Lorgen, KEND Bend; Ed IDZ, Powidz, Swinmar, KVI Seattle; Chet Wheeler, KLWL Albany; Eyro Monroe, KYAK Yakima; Joe Chvtil, KELO Centra; Chehalis; Dick Brown, KOQ Portland; Eddy Whalen, K-worker, KBBI Wrangell; John Hall, Ken Randolph, Dr. Morgan; Bill Oates, KSBW Salinas; Fran Ide, KGB San Diego; Joe Carroll, KMYE Marysville; Sheldon Anderson, KOKK Tulare; Dee Little, KTRC Tucson; Gene Lee, KFPM San Bernardino; Woody Wooding, KHSU Chico; Tom Olsen, KGY Olympia; Lee Hull, KYOM Eau Claire; Fred Steudel, HNBC Tucson; H. E. McCague, RBJ Bakersfield; Jim McCarthy, KAFY Bakersfield; John Hoeg, Al Johnson, KICL Boise; Gene Chenault, KYNO Fresno; Lee Bishop, KORE Eugene; Myron Elders, KNOA Sacramento; Herro Fergason, Keith Priion, KSTM Stockton; Dave McCall, Bill Smith, KIMB Bakersfield; Fred Merced; Bill Smith, KIKM Bakersfield; Don Wike, KYRO Aberdeen; Don Jorgenson, KJRU Redwood City; Bob Richey, Dick Brown, Don McCabe, Jim Richardson, Boyd Rippey, Bill Nichols, Dick Templeton, Mel Ven- ter, KFRC San Francisco.

**In the Public Interest**

Radio Prompts Confession

HOURLY newscasts over CKFY Toronto, Ont., concerning a hit-and-run driver who left a young boy and his dog on the side of the road, resulted in the driver’s turning himself in. Station broadcast continuous appeals to citizens to be on the lookout for the driver. The driver finally turned himself in, telling the station he was the wanted man.

KILO Aids Reunion

A MIX-UP in correspondence between a British mother who had gone to Grand Forks, N. D., to visit her daughter living in a neighboring town, left the mother stranded at the depot after her arrival. Attempts to reach her daughter by telephone and telegraph failed and KILO was asked to broadcast the story. Five minutes after the station was aired, the daughter called her mother and the pair were reunited.

'Happiness Exchange'

REGULAR feature of KLIF Dallas, Tex., programming is the public service Happiness Exchange show, conducted by Jimmy Jeffries. Here is one half-hour program is made up of calls from the weary who are relayed to the listening audience, and calls from persons listening who wish to respond to requests made. Personal visits to those he has been instrumental in helping are made between shows by Mr. Jeffries.

Radios Through Radio

AFTER receiving a letter from a patient at a tuberculosis rest home asking for a used radio, Bob Maxwell, disc jockey for WJW Detroit, passed on the request to his listeners. Before he could ask his audience to desist, 43 radios had been sent to the station, more than needed. All, however, were repaired and sent to the sanatorium.

Collections Exceed Pledges

CHARITY fund managers in Baltimore have stated that collections of pledges made during various campaigns are usually less than 65% of the total pledged. WMAR TV, however, had a different experience. A campaign, for the families of firemen killed in the line of duty, in the form of a TV auction sale, with items contributed by station’s sponsors, brought in pledges of $150,000. When the day began, 5 p.m. and was conducted by professional auctioneers via telephone until 5 a.m. of the following day over WMAR TV. After the money had been counted, it was announced that pledge was exceeded by $2,462.88.

Avoiding Disaster

WTHI Terre Haute, Ind., was instrumental in saving North Terre Haute, Ind., from a flood. Bulletins concerning the threatening high waters reached the station at 9:30 p.m. Messrs. Kell and Thomas warned the scene and returned to describe articles that were needed to stave off waters. Trucks in the area picked up needed items at the homes of listeners who phoned the station. Even after regular sign-off time, 1 a.m., WTHI personnel was still hard at work, airing bulletins and filling in with more emergency news, simultaneously threatened, station flashed warnings, sending its staffs into the danger areas for first-hand information.

Help for Students

ALL-COLLEGIATE boxing match was sponsored and telecast by WKY-TV Oklahoma City to benefit the group of Oklahoma students who lost their personal belongings in a dormitory fire Dec. 3. Viewers were asked to phone in their contributions during the 15 hours staged in city’s Municipal Auditorium. In less than two hours, 172 viewers had responded with a total of more than $3,000.

E. A. Wheeler Named

EDWARD A. WHEELER, president and general manager of WEAW (FM) Evanston, Ill., has been elected president of the FM Broadcasters of Chicagoland. He succeeds at the hands of Wood J., former president of WMOR (FM) Chicago. Two new directors will be elected tomorrow (Jan. 24). At that time, FM broadcasters will outline plans for an "accelerated sales drive" throughout the Chicago area.

**HOWARD CP**

Hawaii Hearing Ordered

NEW AM grant made a fortnight ago to Royal V. Howard for Honolulu [Broadcasting, Jan. 9] was withdrawn by the FCC last week and the application was designated for hearing with the adjacent channel held by Broadcasting Co. at Hilo, Hawaii.

Mr. Howard, consulting engineer and former head of the NAB engineering department, was awarded the construction permit for 250 watts full time on station KHJ at Hilo on Jan. 4 by the Commission. Later, however, FCC found that on the afternoon of Jan. 3 the bid of Island Broadcasting for 1 kw full time on station KHJ at Hilo had been filed. The Commission indicated there may be interference between the two proposed stations and hence ordered a consolidated hearing to commence in Washington March 28. Mr. Howard’s application had been filed Oct. 13, 1949.

Island Broadcasting’s request was stamped received Jan. 3, an FCC spokesman said. It was not publicly reported by the Commission until Jan. 5. Island Broadcasting is a co-partnership composed of John D. Keating, head of own station, with复制 entity, and J. Elroy McCaw, 50% owner of KELO Centra, Washington; one-third owner of KYAK Yakima, Washington, and 21.5% owner of KFXR Bakersfield, McCaw and McCaw also are chief owners of KPOA Honolulu, assigned 5 kw on 630 kc.

**EXCISE TAXES**

Radio Group Urges Repeal

LEGISLATION to repeal “discriminatory” wartime excise taxes on radio receivers, phonograph records and other equipment has drawn the written support of a national committee comprising several well-known radio and allied industries.

A petition to Rep. Anthony F. Tauriello (D-N.Y.), inserted in the Congressional Record last week, was signed by Edward Wallenstein, president, Columbia Records Inc.; J. V. Heffernan, vice president, RCA; Milton R. Rackmil, president, Decca Records Inc.; Henry P. Chamberlain, Bristol Myers Co.; Arde Bulova, vice chairman, Bulova Watch Co., and others.

**McCarthy Seeks Loan**

GLENN MCCARTHY, a wealthy Texas oilman and owner of KXZ Houston, has applied to the Reconstruction Finance Corp. for a $70 million loan, Washington RFC officials said last week. The money reportedly would be used primarily for development of Mr. McCarthy’s oil properties. A $70 million loan would be the largest made to private business since the war.
DON LEE WILL
Merrill Named Sole Heir; Plans No Change

R. D. MERRILL, 80, partner in Merrill & Ring Co., Seattle lumber concern and uncle of the late Thomas S. Lee, was named sole heir to the latter's $9,500,000 estate in a will dated Dec. 15, 1934, it was revealed last week.

Mr. Lee, 44, whose interests included the Don Lee Broadcasting System and associated radio-television properties as well as extensive automotive enterprises, either fell or jumped to his death from the 12th story of a Los Angeles office building on Jan. 13 [Broadcasting, Jan. 16]. He had been in poor health for many years.

Private funeral services were held in Hollywood last Tuesday. Cremation followed. At 2 p.m. Tuesday the four Don Lee owned-operated stations observed one minute of silence in tribute.

After reading of the will in Hollywood last Wednesday, Mr. Merrill expressed the desire that everything go on as has been in the radio and automobile properties. As far as is known to Zagon, Aaron & Sandler, attorneys for Mr. Lee and his estate, the 1934 will was Mr. Lee's last and Mr. Lee was fully competent at the time it was executed.

Mrs. Nora Patee of Pasadena, Mr. Lee's maternal aunt and personal guardian, was generally expected to be a major beneficiary. It was not known at this time whether she and other relatives will contest the will, which was to be filed and admitted to probate this week in the Los Angeles superior court. Executors will be approved at this time.

Radio Unchanged

Operation of the Don Lee Broadcasting System will continue under Lewis Allen Weiss, board chairman, and Willet H. Brown, president. It is known that Mr. Merrill has confidence in both executives and for the present plans no organization changes.

Mr. Lee had inherited the multiple businesses of his father, the late Don Lee, valuation of which were approximately $10,000,000. The youngest of Thomas S. Lee Enterprises Inc., which included Don Lee Broadcasting System, Don Lee Motor Corp. and KTLS (TV) Hollywood, which the younger Lee had helped to pioneer and build.

Guardians were appointed to handle his affairs in August 1948 when Mr. Lee was declared incompetent as result of injuries received in an auto accident several years ago. Messrs. Weiss and Brown were named guardians of the estate.

Mrs. Patte about a year ago petitioned the court to discharge her personal guardianship of Mr. Lee, maintaining that he was again well enough to conduct his business. This was denied by the court.

In addition to KTLS, the Don Lee radio interests include KJH Los Angeles, KGB San Diego, KFRC San Francisco and KDB Santa Barbara. Don Lee is also television program at San Francisco.

Applications for involuntary transfer of these properties to Mr. Merrill would be filed upon settlement of the estate. Two transfer applications are pending Commission approval, one from Don Lee to Thomas Lee and the other from Thomas Lee to the guardian of his estate. Comm. Frieda B. Hennock cited these requests in her dissent to FCC's proposed renewal of the Don Lee stations in its investigation of network practices [Broadcasting, Jan. 2].

PRODUCTION OF CANADIAN radio and television sets for the first nine months of 1948 totaled 509,700, according to report of Dominion Bureau of Statistics, Ottawa. Value of 469,800 sets shipped by factories for domestic consumption plus $5,100,000 shipped for export in first months amounted to $33,326,000.

NBC's three-note station-break chimes, heard on the network's radio and television stations, last week became the first "purely audible" trade mark to be dealt with by the U. S. Patent Office, announced last Wednesday, contained the allowance of the NBC application to register its chime signal as a "service mark" of the network.

Heinz Names Dimond

ARTHUR DIMOND, department head in charge of media with H. J. Heinz Co. sales department, has been promoted to manager of the company's advertising division. Mr. Dimond started with the company in 1922, while a freshman at college, as a part-time visitors' escort.

KXJF
GRAND JUNCTION COLORADO
Celebrates a BIRTHDAY and a BLESSED EVENT

24 years ago KXJF was a new born infant . . .

. . . today old and wise it is a new parent . . .

KGLN-Glenwood Springs is the new offspring that soon will add a youthful voice to that of its Pioneer Parent.

WESTERN SLOPE BROADCASTING CO.

KGLN
GLENWOOD SPRINGS
1340 kc

KXJF
GRAND JUNCTION
920 kc

Broadcasting • Telecasting

January 23, 1950 • Page 53
progressively less value. The more numerous the awards, the more numerous the winners. The more numerous the winners, the less distinguishing the awards.

We are licensed to perform specific service. Why, then, should we be rewarded for doing what we originally begged for a chance to do...

"Awarditis"—as far as artistry in radio competition is concerned—suffers from gross unfairness in rating (as alleged "competitors") persons who should be in no wise considered as opponents. About that we'd like to see something done.

Howard S. Keefe
Prom. Mgr.
WSPR Springfield, Mass.

EDITOR, BROADCASTING:

Although KRNT has won its share of national radio awards, I personally and heartily congratulate you on your editorial, "Awarditis." We have thought that for some time. Evaluating radio properly on a nation-wide basis is an almost impossible task and could be done only as you suggest.

Joe G. Hudgens,
Prom. Mgr.
KRNT Des Moines

'FM What You Make It'

EDITOR, BROADCASTING:

A lot has been said pro and con about FM in the Open Mike column which I read with great regularity... as the owner of an FM Class A station 930 ERP in Madison, Wisc. I am perfectly satisfied with FM and the progress we have made to date. Our experience indicates FM is what you make it and we've done our best to make it good...

... We intend Sept. 1 of this year to broadcast 24 hours a day every day. It is our sincere belief that reducing schedule likewise reduces listeners, likewise reduces results to advertisers, likewise reduces FM. It is our opinion that expanding schedule expands listener, expands results to advertisers, expands FM and sells more sets.

... Earl W. Fessler, Pres. & Gen. Mgr. WFOW-FM Madison, Wis.

For FM in '50

EDITOR, BROADCASTING:

Let's Fight For FM in Fifty. In 1950, most of us were talking gloomily about a depression and unhealthy so...

In the Jan. 9 issue of Broadcasting, there appeared reports about FM both damaging and informative, that had me alternately frowning and smiling...

... The lack of FM progress can be traced to those of us engaged in the AM-FM business, who failed to make of it a sales audience building opportunity, but rather acquired an FM component just to keep somebody off our pasture.

... Let's unify our efforts and pull together, and providing the FCC cooperates fully, FM will become a going proposition.

Roger Stebbins
Announcer
WERC Erie, Pa.

Lauds Royster Stand

EDITOR, BROADCASTING:


"Doctor" Royster is absolutely correct in his diagnosis of why many small town stations are sick financially. As a former time salesman and agency man I wholeheartedly agree with his statement that our small station properly staffed can create programs that sell for the clients. Better pay always gets the better trained men in radio as elsewhere and station managers should keep this in mind when forming their staffs.

Best wishes for the continued success of Broadcasting and keep up the good work.

Bud Miller
Prog. Dir.
Wayne Farrell School of Broadcasting
Jacksonville, Fla.

Likes Foreign Story

EDITOR, BROADCASTING:

... Congrats on your foreign radio market article [Broadcasting, Nov. 21, 1949].

B. E. Edwards
25 Harlow Road
Rainham,
Essex, England

TV Set Demand

EDITOR, BROADCASTING:

... Many distributors and retailers informed us that they ran short of television sets during the Christmas season, receiving numerous orders for future delivery which will be reflected... a month from now.

Robert B. Elwerman
Dir. Publicity & Prom.
WAVE Louisville

WFMJ Repeats Pearson

EDITOR, BROADCASTING:

In your Broadcasting Deadline section of your Jan. 16 issue, you included a story on Drew Pearson's DB on WTOP Washington. You said "It would be first of a kind involved on a repeat basis for Mr. Pearson." It is understood.

This is to inform you that WFMJ has had Drew Pearson on a repeat basis since Dec. 11, 1949, 10:30-10:45 p.m., Sunday nights.

Robert B. Macdall
Program Mgr.
WFMJ Youngstown, Ohio

Double Take

The PFANSTIEHL stalk is going around with its wings in splints after delivering twins at George Washington U., Hospital, Washington. The doubly blessed are Mr. and Mrs. Cody Pfanschiele, parents of a boy and girl born Jan. 19, Mr. Pfanschiele who claims "Business is Always Better in Washington" [Broadcasting, Jan. 9] is director of promotion and press information at WTOP Washington.

No Station Break

EDITOR, BROADCASTING:

Enclosedewith something new (?), a photo-cartoon, complete with caption.

... The subject of the photo is

"Due to circumstances over which we have no control, the tape-recorded program originally scheduled for this time will not be heard."

Will Carlson, WKBN announcer. The idea was conceived and produced by our production manager, Don Brice. The photo was taken by myself.

Howard Rempe
Prom. Mgr.
WKBN Youngstown, Ohio

They Say

"THE RESPONSE to my recent column on FM radio was large, and so gratifying, that I am almost persuaded that my suggestion for "subscription stations" might be made to work... This is exactly what has happened in Berkeley, Calif., where... KPFA is run on a non-profit, listener-sponsored basis... There is little to choose between the evils of commercial broadcasting in this country and government broadcasting in Brit- ain. Canadian business may be public-supported FM stations, by and for the people who will not submit to the vulgarities and vulgarity that infect the air today!"

From Sydney J. Harris' column in the Chicago Daily News

"GROWTH of the television industry in the United States in comparison with its development in France, Great Britain and Canada provides an impressive object lesson to those who would thrive under the free enterprise system while it stagnates elsewhere under government domination. Throughout all of France there are only 15,000 television receiving sets... In Great Britain, where television also is a government monopoly, only 70,000 television sets had been licensed at the end of 1948... Canada started off 1950 with not more than 2,200 receiving sets...

"Free enterprise obviously is more conducive to the rapid development of a new industry than is a government monopoly."

From an editorial in the Fort Worth (Tex.) Star-Telegram.

STUDIO GUESTS

ABC Chicago Records '49 High

HIGHEST attendance record for audience shows in ABC Central Division history was hit last year, according to a report issued by the guest relations department. More than 415,000 persons visited radio and television originations at the network's Civic Studio, the former Civic Theatre in the Civic Opera House, and at the College Inn of the Hotel Sherman.

Most popular AM broadcast was Breakfast Club, which originated before 145,000 persons. Super Circus, most popular television program, played to a studio audience of 40,000.

SEMINAR on public service and special events conducted by Harvey Olson, program manager of WDBR Hartford, Conn., at Randall School there. Charles Parker, control room operator for WDBR, conducts seminar in technical operation of radio station.
RECOMMENDATIONS of the New York listening post of the George Foster Peabody Awards were announced last week. No recommendations were made in the regular stations category (no. 1), but those in others were:

No. II—Local Stations

1. WMCA (Education) for its over-all informative service to the community on important matters with special emphasis on the series, "New Blood." The committee gave special commendation for the excellence of production of this series.

2. WMJ (Education) for Books on Trial because this presents a series of programs which not only acquaint the public with outstanding examples of literature, but also furnishes a forum for discussion of important controversial topics.

3. WPX (Tele) for its over-all constructive treatment of various issues confronting the community, for its foresight in acquainting its audience with its own civic government, and for the generous amount of time allocated for such public service.

No. III—News

1. Erwin D. Canham (ABC) for his fine reporting of the news and especially for his objective analysis.

2. Clifton Utley (NBC) for his profound and yet dynamic interpretation of current affairs.

3. WNFC—For its continuous morning and afternoon broadcasts direct from Lake Success during the general assembly meetings there. Radio is particularly active in broadcasing "Reports of the Nation's.

No. IV—Drama

1. Studio One—TV (CBS) because of general excellence in production, acting, direction, casting and camera work and because the material presented is uniformly top grade, including a high percentage of classic series and plays.

2. Amos 'N' Andy—CBS because of its gentle humanity and warmth, achieving a consistent and lasting permanent value.

3. Dragnet (NBC) because of its reality of story, materials, atmosphere, acting, direction and dialogue because of the novel narrative technique employed.

No. V—Music

1. Metropolitan Opera (ABC) for the way in which the operatic listeners' enjoyment is enhanced by the skill with which the intermission features are handled. They are both entertaining and musically valuable.

2. At Home With Music (ABC) because of its high entertainment value through the services of Sigmund Sternberg as master of the ceremonies, as well as educational content in the realm of music.

No. VI—Education

1. College by Radio (formerly University of the Air) (NBC) for the entire project which included Living, 1949, Chicago Round Table, NBC Theatre, and The Pioneers of Music—Home study courses based on these programs have been developed by numerous educational institutions in cooperation with University of the Air and credits are given to those completing the course. The committee recommends this award to the only consistent and continuous educational project on the network.

2. Meet the Press (MBS) although this may be considered a news program, it is a fine example of the current controversial topics and is also commended for its forthright and challenging presentations.

No. VII—Youth

1. Youth from a Full-Sized Station WQXR (ABC) for its outstanding and consistent high performance in programming for young people and for making it possible for young people to participate in thinking and discussion of current interests to the nation and the world. With the limited numbers of truly fine programs for youth on the air, the increasing effectiveness of The Youth Forum is worthy of first consideration in the entire youth classification.

2. A Child's World (ABC) for its fine presentation and excellent interpretation of joint problems of youth and parents.

3. Kubla, Frau & Ollie—TV (NBC) because it appeals to adults as well as the child's audience to which it is directed because of the subtlety with which it makes its points and humor.

No. VIII—International Understanding

1. Radio Diffusion Francaise—In recognition of its efforts to link the peoples of the United States and France, and to promote international understanding and cooperation through an extensive exchange of programs between countries and continents; and the 200 stations in the United States, Alaska, Canada, Panama, Puerto Rico and Hawaii, affiliated to the International Goodwill Network established in April 1949 by Radio Diffusion and Telecommunications Francaise to promote better understanding and increase goodwill between the peoples of the world.


2. NBC—for its long and constant effort on behalf of the United Nations.

FARM SURVEY

On-Spot Shows Showed

TWO-THIRDS of farmers recently surveyed by Louisiana State U. and related organizations favor programs actually originating on farms rather than at studios, according to a report on "Radio Habits in Rural Louisiana." Farmers' preferences covered best listening times for men and women, length of programs, number of participants in farm broadcasts, and summer programs.

Most farmers listen weekday between 12 noon and 1 p.m. the survey showed, with listening reaching a peak Saturday between 8 p.m. and 9 p.m. Except for the 5-6 a.m. and 10-12 midnight periods, a substantial portion of farm women give some attention to their radios. On Saturday, fewer women listen in the morning than on weekdays, but after 6 a.m. at least one-third of the potential rural home maker audience is tuned to some station, the report added.

WVLW New York claims to be most multi-lingual outlet in area. Station carries broadcasts in 14 different tongues.
Hooper Sale?
(Continued from page 15)
cern. At time of the offer, Broad-
casting (June 23, 1947) reported: “In essence the plan calls for the purchase by BMB of AAA and XAB, of the capital stock of C. E. Hooper Inc. for $1 million, payable in quarterly installments of not less than $25,000, with interest at 5% of the unpaid balance. BMB would then publish, copyright, bill and service Hooper’s continuous reports, including Network Program Hooratings, Comprehensive Hooratings, Pacific Hooratings and City Hooratings.

“A new company organized by Mr. Hooper and his associates would take a 10-year contract with BMB to do the field work, tabulating and computations for these services on a basis of cost plus 10%.”

That deal did not materialize and subsequently Mr. Hooper proposed that his organization be engaged to collect and compile the station and network listening data for BMB’s next nationwide study [Broadcating - Sept. 1, 1947]. This proposal included adoption of a Hoor technique for collecting the field data in place of that used by BMB, which Mr. Hooper argued would produce better results at about half the cost that BMB had estimated for its next survey. The BMB board did not agree with Mr. Hooper’s reasoning and this proposal was likewise rejected.

As recently as last November, Mr. Hooper proposed (to NAB directors who were to consider BMB’s future at their Nov. 15 board meeting) that BMB continue to function in its present form but that for future studies it should adopt the Hoor area coverage index as its basic technique, contracting for C. E. Hooper Inc. “To apply our method concurrently to all-station, radio and TV, county-by-county, city-by-city survey. This contract would be cost plus.”

C. E. Hooper Inc. was formed in 1938 as successor to Clark-Hooper, which in 1934 had begun measuring audiences of network programs through use of the coincidental telephone technique on which today’s Hooratings are still based. In 1939 the National Network Ratings were supplemented by Pacific Hooratings and the following year the City Hooratings service was launched.

A long-drawn conflict with Cooperative Analysis of Broadcasting, which measured program audiences by a recall method, resulted in, first, CAB’s abandonment of this technique in favor of the coincidental method and, in July 1946, by the suspension of the CAB ratings service. A. C. Nielsen Co., rating programs by means of the Auidometer, a device that registers all dial tunings of a radio set, is today Hooper’s only competitor in the national radio program rating field.

In January, 1948, the first U. S. Hooperating report was issued, starting a new service which offered program ratings projectible to the entire country’s radio families. A month later, Hooper began reporting on New York’s TV audiences and last year expanded that service to provide national Teleratings.

Early this month Mr. Hooper launched a campaign to rid radio research of techniques that have arisen since the war, particularly on the local level, which he claimed are invalid and unable to deliver dependable data to advertisers who base their appropriations on research findings. In an address to the Radio and Television Research Council of New York, he urged this organization to take the lead in setting sound standards for radio audience measurements [Broadcasing, Jan. 16].

History by Dates

THIS pamphlet summarizes historical anniversaries and “firsts” in world history in short paragraphs under date headings. It is designed particularly for people engaged in writing the field, although applicable as well to those in the advertising and related fields. Firm calls the pamphlet “comprehensive treasury of basic events, history and biography, human interest, oddities and anecdotes.”

NEWS department of WFAA Dallas has acquired portable self-powered tape recorder for on-the-spot voice coverage.

Milestones

- Adrian Michaels, program manager of NBC Standard Hour since its inception in October 1926, recently celebrated his 30th year with Standard Oil Co. of California. For the occasion fellow employees honored him with a luncheon and a Standard Hour program in miniature.

- Traffic Manager Sterling V. Couch of WDBC Hartford, Conn., is observing his 22nd anniversary with the station this month.

- KVOO Tulsa, Okla. celebrated its 25th anniversary Jan. 14. Station started in Bristow, Okla., as KFRU, and call letters were changed one year later. In 1928 W. G. (Bill) Skelly purchased KVOO from its founder, E. H. Rollstone, and moved its studios to Tulsa, increasing power from 500 w to 5 kw. In 1932 William B. Way became vice president and general manager of the station and Gustav K. Brandborg, now commercial manager, joined the organization as a salesman. Also in 1932 power was increased to 25 kw and 50 kw transmitters were installed. In 1938 the station became fulltime and in 1941 full 50 kw power was granted. Today KVOO has a staff of five time employees, 18 of whom have been with it more than 10 years.

- Grace Cassidy, traffic manager of WLS Chicago, received a watch from fellow-employees Dec. 22 in honor of her 26th Christmas at the station.

- Dr. Charles E. Fuller, Los Angeles pastor and director-speaker on the transcribed Old Fashioned Revival Hour sponsored by Gospel Broadcasting Assn. on 235 ABC and 275 independent stations, observed his 25th year in radio on Jan. 8.


- Nancy Osgood, director of women’s activities for WRC Washington, began her eighth year with the station on Jan. 2.
FM revenues in 1949 would fall between $6 and $7.5 million.

Radio Gross Billings
Radio's gross billings—advertising volume at the one-time rate—were estimated at $837,200,000, compared to $816,500,000 for the preceding year. Of the 1949 total, local, time sales accounted for $274.6 million; national networks, $192.5 million; national spot sales, $160 million, and regional networks $101 million.

Advertisers by Product
Five product groups continued to account for almost three-fourths of network advertising in 1949. These are: Food products, toiletries, drugs and drug products, tobaccos, and soaps and cleansers.

The following table shows the top five and their respective expenditures in 1949, as estimated by the Broadcasting Business Index on the basis of a Publishers Information Bureau report for the first 10 months:

<table>
<thead>
<tr>
<th>TOP NETWORK ADVERTISERS</th>
<th>% of Total Network</th>
<th>$ Total Network (Millions)</th>
<th>Total Food &amp; food products $45.9 $28.5</th>
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**Table 1 RADIO NET TIME SALES 1948-1949**

Class of Business       | 1948       | 1949       | Estimated |
National Network         |            |            |           |
Regional & Miscellaneous Networks |       |            |           |
Local                    |            |            |           |

**TOTAL** $415,702,279 100.0 $428,950,000 100.0

*Includes miscellaneous network and stations.

**Table 2**

<table>
<thead>
<tr>
<th>Class of Business</th>
<th>1948</th>
<th>1949</th>
<th>Estimated</th>
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<td>National Network</td>
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**ANDY’S MARRIAGE**

China and the State of The Union are not the only matters getting attention on Capitol Hill these days. Solons, thanks to the ingenuity of a New York public relations man, have been reported last week to be deep in talk in corridors and cloakrooms on the question of whether Andy, of the celebrated CBS Amos ‘n Andy show, is legally married.

George Weissman, with Benjamin Sonnenberg of New York, which handles publicity for the show, joined members of CBS’ Washington news corps with the use of WTOP Washington recording facilities transcribed 30-second statements from Senators and Representatives on Andy’s situation.

Andy Duped
On Dec. 11, Andy was duped into a trip down the aisle with Al Simpson, who paid a fee to “Kingfish” for the marital set-up. “Kingfish” was to have pressed into service a “stooge” to “obey” at the last minute—but failed to supply the objector. Result was Andy’s flustered “I do” with question in his voice. Andy is still involved in the problem of freeing himself from the marriage. Recorded Congressmen’s statements discuss the legality of the marriage. Discs will be circulated to CBS affiliated stations as promotional pieces.

Congressmen Discuss Legality for CBS

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**Congressional Comment**

Among the many comments: Sen. Warren G. Magnuson (D.-Wash.), a bachelor, said Andy is not married as there is no intent; Sen. Milton R. Young (R.-N.D.) demanded an investigation as Andy “tied the knot” on the Hill; Rep. Harold H. Velde (R-Ill.) said the words, “I do,” constituted acceptance and that Andy “has gotten himself in a mess”; Rep. Hardie Scott (R-Pa.), sympathetic bachelor, predicted it would take the “best legal talent in America” to relieve the radio personality “from the last freedom,” and Rep. Chester A. Chesney (D-Ill.) found a “suggestion category.”

Plum comment came from Vice President Alben W. Barkley, who said: “I don’t know if Andy is married or not. All I know is I am certain I am.”

**RCBS**

**Renews Opposition to Foreign Frequency Inroads Attempts**

RENEWED OPPPOSITION to foreign attempts to make inroads into U. S. channel rights was voiced by the Clear Channel Broadcasting Service in a regular meeting last Monday in Cincinnati.

Most of the meeting was devoted to the NARBA conference at Montreal last fall, the forthcoming U. S. Cuba sessions and subsequent resumption of the full NARBA conference on or after April 1.

The group endorsed the action taken by its representatives at the Montreal phases of the NARBA conference, which were: CBS Director Ward Quaal; Louis G. Caldwell, CBS attorney; John H. DeWitt Jr., of WSM Nashville, chairman of the CBS engineering firm; and G. F. Leydorff of WJR Detroit.

Officials said their opposition to Cuban or other intrusions on U. S. broadcasting rights was based not only on the harm such inroads would cause to clear channel stations but also on the damage that would be done to regions.

Director Quaal’s report to the Clear Channel conference included comments from some 10 farm organizations at the state, regional or national level in support of clear channels.

**NCFC Backs Stand**

These included the National Council of Farmer Cooperatives, which in its annual meeting in Chicago on Jan. 13 went on record for maintenance of the clear and for higher power to extend the rural service of clear-channel stations.

The resolution also put the farm group on record for a “firm stand against the attempted inroads of foreign nations” on U. S. channel rights.

The farmer council contended the economy of the rural people depend on a large extent upon clear-channel stations for their radio service” and that “such service should be protected and improved.”

This is “even more true,” the resolution continued, “since television will not reach many rural areas “for an indefinite period.”

The resolution continued:

Therefore, the Council requests that no action be taken by Congress or the FCC which will allow the breaking down of “clear channels” serving rural areas. On the contrary, it urges that such clear-channel stations be granted sufficient facilities to serve farm communities and rural areas. As a superior radio service available to all metropolitan areas.

Other resolutions of the U. S. has been a party to an international radio frequency allocation conference with other American nations. During that conference, the Council vigorously protested the demands of the Cuban Government for broadcasting rights on channels which are so essential to the people of the U. S. and Canada; and the Canadian Government radio stations.

**WRNL Richmond, Va., inaugurates new daily show prepared especially for information and entertainment of listeners in rural areas.**

Program, The Virginia Farm Show, heard Mon.-Sat., 12:45-1 p.m.

Mr. N. P. McEvoy
Cunningham and Walsh, Inc.
New York, N.Y.

Dear Max: We consider you to be an incomparable partner and friend, and we feel a great need to express our appreciation for your part in the recent success of the program. We believe that the program is the best in the business, and we want to make sure that our friends are aware of it.

Yours truly,

RADIO, TV's EFFECT
Lies in Simplicity—Moran

SIMPPLICITY is the keynote of effective radio and TV commercials, according to Joseph A. Moran, vice president and associate director of radio and television for Young & Rubicam. Addressing the Radio Executive Club of Boston, meeting at the Hotel Touraine, Jan. 11, Moran advised advertising men to recall some of the lessons learned in the early days of radio. Once these, he said was "commercials should cover only one specific point about a product and only such subordinate ones as serve to build or emphasize it."

If an effective sales job can be done in two minutes on a half-hour show — do it, he advised. The same points which determine good radio copy also apply to TV commercials, he said, adding that whether TV commercials should be live or film can easily be determined by the product, all things being equal such as expenditures. He further pointed out, since last day television commercials are "too devious."

Elected unanimously to serve as

COLORADO FIRE
Radio Beams Forest Fight

FOREST FIRE which swept uncontrolled near Colorado Springs last Tuesday enabled Colorado's radio outfit to perform a unique public service. Stations were in instrumental in informing residents of the fire's progress, which at one time threatened the city.

Among the many stations on the scene were three outlets which reported their typical experiences. KFEL Denver staffers were on a 24-hour coverage stint. Newsman WMMW Colorado Springs was within two hours after the fire was declared out of hand. He was relieved later by Newsmen Dick McDaniel and Duncan Ross in a mobile unit. Telephone checks periodically sent to the station were edited and compiled into regular newscasts and into Mutual News.

KFEL's News Director Jack Fitzpatrick and Night Editor Bob Erickson.

News staff of KOA Denver also employed a mobile unit airine nine complete broadcasts in a 22-hour period, in the wake of which a feed to the full NBC network where a description of the fire was used on Morgan Beattie's News of the World, 7:15 newscast.

By sign-off midnight, KVOR Colorado Springs closed the book on a day-long broadcast that had started about 4:40 in the morning. KVOR had two mobile units covering the day and fire lookout facilities were set atop the Exchange National Bank Bldg., where activities could be seen. Station aided county sheriff's office, state conservation patrol by providing fire department information, and reported it was credited by local authorities with being a major factor in bringing fire under control.

WCOP Claims Beat

WHEN Brink's Inc., armored car firm, suffered the loss of over a million dollars in last Thursday's Boston holdup, WCOP Boston claimed it landed first exclusive interviews with the victims. News Director Ron Cochran being on that town, the WCOP Program Director Gene King handled the tape recording of the interviews which were aired on four morning newscasts. WCOP also says it will continue on the report of the holdup and aired the story coast to coast over ABC on the 11 o'clock newscast the night of the robbery.

Additional members on the REC board of directors were Harold E. Fellows, WEEI Boston; Gerald Harrison, WMAS Springfield and WLLH Lowell; Paul Provandie, Hoag & Provandie Inc.; Stacy Holmes, Filelen's Sons Co., and Bert Georges Transacent Corp. Craig is in charge, present on the REC and general manager WCOP Bos-

FCC Amendment

TO EXPEDITE FCC procedures, the Commission last week amended Sec. 0.149 of its rules to authorize the Secretary to act upon applications for new noncommercial educational FM stations upon receiving approval of the Bureaus of Law, Engineering and Accounting. Heretofore the Commission itself has ruled on these requests.

STATION-OWNED NEWS SERVICE
Canadian Co-op Plan Augments National Coverage

NEW BRUNSWICK, Canada, has started a news gathering franchise that is radio owned and operated. C. Austin Moore, sales and promotion manager of CFNB Fredericton, says Radio Press Ltd. has emerged from a two-year baptism of news fire, and now is ready to add still other stations in the eastern section of the Dominion.

Stations that originated Radio Press are anchor facilities in a high-

ly-drawn triangle of coverage (CFNB, CKCW Moncton and CBCF Saint John). Since its founding, Radio Press has annexed several additional stations and three newspaper subscribers.

The cooperative association, Mr. Moore points out, was begun to fa-
cilitate, improve and broaden news coverage of a local nature. And, of course, the idea was designed to keep the cost of extensive local news coverage to a minimum.

Since all members are also subscribers to the British United Press, the latter's teletype facilities are utilized as a source of world news and time splits are arranged for the transmission of the local material. BUP in return gets com-

BEER ADS
Good Reaction Reported

BEER advertising has a high rate of acceptance, according to a survey made for United States Brewers' Association, which indicates that 48.7% of those interviewed thought favorably of present beer advertising.

There were 29.4% who had no opinion and only 21.6% made unfavorable comments. Even among prohibitionists, 26% were favorably impressed by the beer advertising they had heard or seen, the survey report said.

"The ratio of almost 2½ to 1 favorable to beer advertising is a tribute to the individual brewers, indicating that, by and large, they have kept their beer advertising in good taste, since the answers to this question must have been influenced quite largely by the local origin of breweries as well as by the industry campaign," the survey report said.

WMMW CITED
Manufacturer Files Suit

WMMW Meriden, Conn., has been named in a suit for $50,000 damages filed by a local manufacturing company which claims that remarks made by a political candi-
date during a campaign speech at the station injured the company's "in name, reputation, business and credit."

The suit was filed by The Charles Parker Co. after WMMW refused a demand by Parker B. Allen, president of the firm, that the station and Joseph N. DePaola, a candidate for mayor, retract a statement by Mr. DePaola. The firm labeled as "absolutely untrue" the DePaola statement that "this old, famous firm is now 90% out of production and is up for sale. How many jobs will disappear? The staggering total of 1,000...

In making the retrac-
tion demand, C. A. Schultz, WMMW presi-
dent, said the controversy was entirely beyond the station's control. Citing the general requirement of the FCC covering the situation, Mr. Schultz said,

"No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any candidate to use its facilities, it shall afford equal opportunity to all other candidates for that office to use such facilities, provided, that such li-

encee shall have no power of cens-
orship over the material broadcast by any such candidate."

ENGINEERS MEET
NAB Plans Repeat Success

Plans already are underway for the AM-FM-TV conference, he said. Questionnaires have been prepared by broadcast engineers and other interested parties to call suggestions on subjects and speakers. Last year, the conference, at which noted radio engineers presented technical papers, was held for the first time ahead of the management conference portion and lasted three days. The same schedule is set for next April, Mr. McNaughten said.

Only Such Meeting

Mr. McNaughten underscored that, as in previous years, the en-
geering conference is the only nation-wide engineering meeting designed solely for and presented by broadcast engineers. He said the attendance year which would reach 1949's figure of 500.

Of additional interest to con-
ferencers, he said, is the last NAB Convention exhibition of transmitters, engineering products and developments. The exhibit, largest of its kind in the world, will be open through the manage-
ment and engineering conference, he said.

KVTT (FM) Opening

OPENING of KVTT (FM) Dallas, non-commercial educational FM outlet, has been announced by Texas Trade School. Dedication ceremonies will be held Thursday (Jan. 26). Owned and operated by Texas Trade School, KVTT is licensed to operate full-time on Channel 306. The station is transmitted on the school campus at 1316 West Commerce in Dallas.

Page 58 • January 23, 1950
GET IN LINE WITH CHANNEL 9!

WOR-tv, on channel 9, in New York, is one of the most valuable franchises in New York television today.

Why not get in line with such shrewd tv sponsors as Piel Brothers, Petri Wine Co., Flagstaff Foods, United Air Lines, etc., and nail down a period that will give you a lasting and increasingly valuable monopoly on a good time?

There isn’t much time left, so do it today!

Remember — WOR-tv — and only WOR-tv — will bring hundreds of thousands of listeners the famous Brooklyn Dodgers games in New York. That alone makes your time buy double-barreled!

WOR-tv
channel 9
one of America’s
great television stations
DETROITERS have the money now

TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV has the audience now

THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS are doing the business now

1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.
**TV IN SPORTS**

JANUARY the Jan. said iron a amenable investigation. would be amenable to offering financial aid and assistance to the National Collegiate Athletic Assn. for a study of video's effect on sport box office [Broadcasting, Jan. 16].

Ralph Furey, chairman of the Television Committee of the Eastern Collegiate Athletic Conference, said he or some official of the ECAC undoubtedly would ask that the NCAA take advantage of the McConnell offer.

**Facts Needed**

The only way to get the box office facts, Mr. Furey told TELECASTING, is to spend the money required by an adequate national investigation.

The aid of the telecasting industry would be welcomed, in his opinion, in such a nation-wide effort by the NCAA.

It was Mr. Furey, of Columbia U., who caused the NCAA to authorize the setting up of a television committee. That committee, which has yet to be named, is charged with making a thorough investigation of the television problem and with making a report on it to the NCAA executive committee meeting in June.

His recommendation also urged that NCAA members make no telecasting commitments beyond the 1950-51 college year, pending any possible action at the 1951 NCAA convention.

The Furey recommendations were passed unanimously by the NCAA business session which concluded that organization's 44th annual convention Jan. 14 at the Hotel Commodore, N. Y.

The recommendations first were presented the day before at an NCAA round table meeting of the large college and university group at which the topic for discussion was, "Television, and Its Impact on Sports Attendance."

At the latter meeting, Mr. Furey's recommendations were preceded and followed by expressions of opinion from representatives of major colleges. That opinion was mixed, some members believing that television might have hurt attendance, others believing the opposite.

A feature of the meeting was a presentation by Jerry M. Jordan, a student in the graduate school of the U. of Pennsylvania, who made a progress report on an ambitious research study he is conducting on the influence of television on sports attendance.

His study, which is to be completed in April, has thus far shown, subject to change by additional research, that the fear that the telecast of a big college game would hurt small colleges' athletic attendance may be groundless. Mr. Jordan said there is no indication that the telecasting of U. of Pennsylvania games has hurt attendance of the smaller college games in the Philadelphia area.

**Studies Reported**

His studies also indicate, thus far, that the longer television sets are owned by fans, the less likely video receivers will keep them away from the stadium. In fact, he said, once the television novelty has worn off, TV does not hurt attendance and may even increase it.

He conceded, however, that although college football gates turned in remarkable records in the past year, colleges in TV areas have not fared as well as those in non-TV areas.

Mr. McConnell followed Mr. Jordan, and it was then that Mr. McConnell made his offer of aid for study of the television football problem.

He told the university and college athletic executives that until the facts are all in it would not be wise to blame television for gate declines.

Mr. McConnell cited figures to show that perhaps other factors might be involved in a falling gate. He said that last year attendance of intercollegiate football went up 4% while telecasts were on a wide-open basis whereas pro-football attendance was down 9% in spite of efforts to save its gate by generally denying games to the home viewing audience.

**Talent Proposals Made for SAG-TVA Partnership**

**Screen Actors Guild** has sent the Television Authority proposals for a partnership but at the same time gave notice that TVA's proposals to iron out differences between the two organizations are unacceptable. John Dales Jr., SAG executive secretary, said Friday:

TVA wanted to solve the differences between it and SAG by having the SAG and its sister organization, Screen Extras Guild, send a committee from the West Coast to New York or to use mediation machinery. Further, TVA proposed that both partners meet jointly for discussion and action on such matters as strikes [TELECASTING, Jan. 16].

The latter proposal, it was emphasized in the Dales announcement, was one the Screen Guilds could not swallow.

The guild, in a letter to the TVA board, made it clear that it will not agree to any form of joint membership meeting at which film actors could be "forced to strike or be prevented from striking by other actors who do not work in the motion picture field."

Said the guild letter:

"We feel obligated to make it clear that if you are unable to accept this basic principle, further exploration of partnership would appear to be a waste of time."

And on the same point, the letter stated:

"It is a basic principle of the Screen Actors Guild that on all important matters such as calling of strikes and approval of contracts, our entire membership—not just those who may attend a membership meeting—has the democratic right and must be given the utmost opportunity of voting. On important issues the guild polls its entire membership by mail referendum; therefore your proposal of joint meetings with power to call strikes and approve or disapprove contracts is essentially undemocratic as far as the Guild membership is concerned."

Despite the vehemence of the SAG words, it nevertheless told TVA that it believed that negotiations between them should not be broken off.

**Continuation Desired**

SAG then proposed that neither it nor TVA conclude collective bargaining contracts without advising the other during the partnership discussions. It also proposed that negotiations be conducted either by TVA sending a delegation to the West Coast to meet with SAG or by exchanging letters.

Major SAG proposals for the partnership included:

Negotiations by the partners to be conducted jointly and all contracts to be subject to approval of both SAG and TVA. Contract for live and film video to be separate.

TVA will have as its area of responsibility and will take the lead in negotiations and administration in:

1. Live telecasts.
2. Simultaneous kinescope of live telecasts for supplementary coverage.
3. Closed circuit kinescope made in the same manner as a live telecast or designed as a substitute for an existing live telecast.
4. Film inserts which are a subordinate part of a live telecast in which only persons appearing in the live telecast appear.
5. SAG will have as its area of responsibility and will take the lead in negotiations and administration in:
   a. All motion picture films made for exhibition on television other than as specified.
   b. Films made by means of closed circuit Kinescope or allied devices in the motion picture manner, i.e., involving cutting, editing, etc., or designed as a substitute for film.
6. Filmed commercial spot an- (Continued on Telecasting 11)

(Continued on Telecasting 11)

Page 61 • BROADCASTING
CBS' NEW YORK STATION COMBINES

NETWORK AND LOCAL OPERATIONS

Among the Executives Responsible for WCBS-TV Operations

Mr. Miner

Mr. Sutton

Mr. Van Volkenberg

Mr. Robinson

January 25, 1950

Page 4 • TELECASTING

CBS' NEW YORK STATION COMBINES

NETWORK AND LOCAL OPERATIONS

first aid course and other wartime series. On June 1, 1942, to conserve scarce tubes and manpower, WCWB cut its schedule from 15 to four hours a week, all films.

Live programming, resumed in May 1944 and gradually accelerated toward today's full-scale operation, continued the prewar experiments in TV presentation of all types of programs, from dance to drama, quizzes to commentaries, fashions to sports. In June 1945, WCWB made its facilities available to advertisers on a "working partnership" basis for testing, developing and broadcasting commercial TV programs. On Nov. 1, 1946, when the station changed to its present call, WCBS-TV, it began full commercial operation charging clients for time as well as for program expenses. WCBS-TV now operates on Channel 2 (54-62 mc) with 6.8 kw aural, 13.7 kw visual.

TODAY, WCBS-TV broadcasts something over 50 hours of program service a week, running from midafternoon until after 11 p.m. Analysis of a typical recent week's operations shows a total of 53 hours of program time, divided into 39 hours and 14 minutes of network service and 13 hours and 35 minutes of local programming. Time devoted to various types of programs breaks down as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>Hrs. &amp; Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Films</td>
<td>11:00</td>
</tr>
<tr>
<td>Musical Shows</td>
<td>8:30</td>
</tr>
<tr>
<td>Dramatic Programs</td>
<td>6:30</td>
</tr>
<tr>
<td>Comedy-variety</td>
<td>5:30</td>
</tr>
<tr>
<td>Children's Shows</td>
<td>4:00</td>
</tr>
<tr>
<td>Sports, Fashions &amp;</td>
<td>3:15</td>
</tr>
<tr>
<td>Women's Shows</td>
<td>2:15</td>
</tr>
<tr>
<td>&quot;Situation Comedy&quot;</td>
<td>1:30</td>
</tr>
<tr>
<td>Interviews</td>
<td>1:30</td>
</tr>
<tr>
<td>Forums</td>
<td>1:30</td>
</tr>
<tr>
<td>Talent Shows</td>
<td>1:00</td>
</tr>
<tr>
<td>Giveaways</td>
<td>1:00</td>
</tr>
<tr>
<td>Quiz Shows</td>
<td>3:30</td>
</tr>
<tr>
<td>Religious</td>
<td>3:30</td>
</tr>
<tr>
<td>Exposition</td>
<td>1:15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>53:00</strong></td>
</tr>
</tbody>
</table>

Dividing the 53 hours of video air time into sponsored and sustaining hours—spot announcements are not included in this breakdown—shows an almost even division, if the participating time is considered as fully commercial:

<table>
<thead>
<tr>
<th>Local Work Total</th>
<th>Net Hrs.</th>
<th>Type Min.</th>
<th>Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored</td>
<td>2:15</td>
<td>12:40</td>
<td>14:55</td>
</tr>
<tr>
<td>Particip.</td>
<td>7:15</td>
<td>5:00</td>
<td>12:15</td>
</tr>
<tr>
<td>Sustaining</td>
<td>4:05</td>
<td>21:45</td>
<td>25:50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13:35</strong></td>
<td><strong>39:25</strong></td>
<td><strong>53:00</strong></td>
</tr>
</tbody>
</table>

The division between local and...
network time is anything but equal, however. Nearly seven-eighths of the sponsored time on WCBS-TV is used by network programs (65%) and network shows account for almost as much (84%) of the station's sustaining hours. Only in participating shows do local programs get more time hours (59%) than network shows.

The emphasis on network programming is no accident. J. L. Van Volkenburg, newly appointed CBS vice president in charge of network sales (AM and TV alike) and formerly director of all CBS TV operations, told Broadcasting: "For the past few years, as TV stations were first appearing in many cities and as facilities for connecting them into networks were being developed, we of CBS television have operated on the theory that our first responsibility was to direct our main efforts to programming of a type that not only was good local broadcasting but that would provide programming for our affiliates as well.

"This phase is now coming to an end," Mr. Van Volkenburg stated. "We expect in the not too distant future to adopt for TV the pattern which has been so successful in AM and to set up a local operation for WCBS-TV distinct from that of the CBS-TV network, comparable to the autonomous operation of WCBS, New York key station of the Columbia radio network."

CBS TV technical facilities in New York, without trying to separate what is network, what station, comprise a transmitting plant atop the Chrysler Bldg., main studios (five) across the street in the Grand Central Terminal Bldg., four more in Liederkranz Hall and three theatres. With rehearsal halls, staff offices, carpenter, painting and maintenance shops, storage space, etc., the facilities occupy some 200,000 square feet (4.6 acres) of floor space, roughly one-third of the entire CBS New York operation.

These TV technical facilities include:

9 Live talent studios.
2 Telecine studios.
6 Announce studios (audio).
7 Rehearsal halls (in addition, AM studios are sometimes used for this purpose).
34 Camera chains (representing an investment of approximately $510,000).
7 Film camera chains (five at Grand Central, two at Liederkranz).
12 Projectors (three 35mm, five 16mm, and four Teloptican projectors). (Investment—$72,000).
3 Type 5820 image orthicon tubes in cameras, plus 34 spares. (Investment—$56,400).
7 Iconoscope tubes in cameras, plus seven spares.
6000 Electron tubes in the overall audio-video and video sync, plus CBS TV.
135 Video isolation amplifiers (sections of distribution amplifiers) over 100 of which are located in TV Master Control at Grand Central.
125 Microphones, including unidirectional, bi-directional and non-directional types.
170 Regulated video equipment

power supply units, 110 of which are located at Master Control.
90 Video monitors, 50 of which are located at the Grand Central Studios. 11 Video (camera) control consoles. 12 Audio control consoles.
12 Program and switching consoles. 700 Video selector relays at Master Control.
170 Camera lenses (Investment on this item in excess of $50,000).
83 Rack of audio and terminal audio-video equipment, 47 of which are located at Master Control.
11 Sync. generators.
3 Radio relay equipments.
205 Fluorescent light fixtures.
665 Incandescent light fixtures.
660,000 ft. of scenery and backdrops plus 1,500 bulk pieces of scenery and props.
At least $50,000 worth of test and measuring equipment.

The CBS video operation in New York requires the services of some 580 employees, including 175 technicians, cameramen, etc.; 78 program personnel; 126 engaged in executive, production, sales and general operations; 120 in building, theatre and shop operations.

* * *

Unlike NBC, which has segregated its video operations into an autonomous division, CBS maintains a close integration of AM and TV at the top executive level. Frank Stanton, CBS president; Adrian Murphy, vice president and general executive; Hubbell Robinson Jr., vice president in charge of network programs; J. L. Van Volkenburg, vice president in charge of network sales; Frank Falknor, vice president in charge of program operations; William B. Lodge, vice president in charge of general engineering, are all responsible for TV as well as radio. Edmund Chester, director of news, and Red Barber, director of sports, also supervise video as well as audio coverage of those fields.

CBS executives concerned with only TV include: David Sutton, TV sales manager; Worthington Miner, manager of TV program development; Richard Redmond, director of general TV operations; Paul Whiting, manager of TV technical operations; Arthur Duram, TV sales promotion manager; Robert Wood, TV traffic manager; John DeMott, TV production manager.

Concentration on network programming has given CBS-TV and WCBS-TV a number of video's top shows, such as Arthur Godfrey's

WITH the WCBS-TV operation so closely aligned with that of the network, the combined studio facilities of both are constantly kept busy.

TOP PHOTO—Lilli Palmer and Frederic March rehearse a lively scene for Ford Theatre as Miss Palmer's husband, Rex Harrison, observes from the sidelines.

MIDDLE PHOTO—Worthington Miner (left), manager of TV program development and producer of Studio One, intently watches the monitors during a program.

BOTTOM PHOTO—This dramatic moment was caught during a scene from "Dr. Jekyll and Mr. Hyde," presented on Suspense.
By JANE PINKERTON

FIRST IN TELEVISION' is no idle claim of the Admiral Corp., Chicago, for it was one of the first major TV manufacturers to underwrite the struggling infant of the entertainment industry. Realizing TV costs trends toward either fast or slowly with support, Admiral officials have plowed some $1,700,000 into quality TV fare since 1946. This definitely places it among the top television investors.

In 1949 alone, Admiral spent about $500,000 on video shows—$350,000 on Stop the Music and $120,000 on Lights Out. Continued subsidy of TV has paid off handsomely, for the firm which few, even in television, had heard of before 1948. Admiral has reaped public and industry prestige, national good will and—consulting to stockholders—an impressive and astounding sales return.

Admiral, which claims growth from $2d to first place in the electronics industry in 15 years, grossed $112 million last year; $2 million more than expected six months ago. Between 65 and 70% of this return will be from the sale of television sets. One receiver comes off its production line (reportedly the longest single one in the industry) every 10 seconds.

President andFounder Ross D. Siragusa is no mere guiding spirit behind the firm which he started in 1934 with $3,400. He's an all-too-real protagonist in a highly competitive field, and is known by reputation, if not personally, for his uncanny ability to sense production and consumer trends before straws in the wind are blown on his desk. Other manufacturers attribute his firm's phenomenal growth to the 45-year-old Mr. Siragusa's seventh sense in calling the shots. His mass production techniques on radio ("Build up a large volume by giving good quality at the lowest possible prices") were transferred to television. Although Admiral didn't start its production of TV sets until February 1948, it is now considered one of the nation's top three manufacturers.

Its sudden and flamboyant entry was precluded by a cautious testing campaign which cost the firm $1 million for surveys and equipment. In this period, Mr. Siragusa found the know-how of applying his mass production and pricing policies to the manufacture of video receivers.

Even earlier, his faith in the potentials of television and in the necessity of its subsidy by manufacturers encouraged co-sponsorship of an afternoon variety show on WBKB (TV) Chicago in 1946. Other Chicago set-makers picked up part of the tab in order to have programming available to retailers attempting to sell the "mystery medium" in their showrooms.

Mr. Siragusa's insistence on strictly family consumption for all TV shows has at times complicated programming. Sponsoring the Admiral Movie Theatre of the Air on WBKB, he ordered his special representative to screen carefully all motion picture reissues for suggestiveness and sophistication. Reissues in those days, even the good ones, were often unviewable. Each was inevitably a cloak-and-dagger epic laden with brute romanticism and at least one merry chase through a canyon. After about 20 hours of auditions, one film was usually found suitable to the video screen and Franklyn MacCormack's homespun commentary.

Admiral concentrated its TV sponsorship in Chicago for more than a year, building prestige and establishing a brand name in its home territory. From 1948 into early 1949 it sponsored shows spasmodically on WBKB, with sporting events the most popular.

Always aiming at "firsts," Admiral telecast for the first time Notre Dame home football games in the fall of 1948 via microwave relay from South Bend, Ind., as a feed to the Midwestern network. This is believed to be the first network sporting event, and the four-game series cost the company about $30,000.

The first telecast of a world championship professional football game was sponsored by Admiral also, showing brilliant plays of the Chicago Cardinals and Philadelphia Eagles. This cost $10,000.

CATCHY Admiral commercial is previewed before a Lights Out performance at NBC New York by (t o r) Norman Nash, copy coordinator at the Kudner Agency; Sid Smith, announcer who takes the role of an Admiral dealer; Edwin J. Sherwood, Admiral's television promotion manager, and Peter Finney, Kudner account executive.

And, because the Cardinals had a good season and were packing in loyal Chicagans, Admiral went to Detroit for their game with the Lions, bringing it back to Cardinals home territory.

Chicago-area enthusiasm for these events and the resultant product sales convinced Admiral strategists that the East Coast should be penetrated. Buying an NBC four-station hookup (Washington, New York, Philadelphia, Baltimore), the company put Henry Morgan on television for the first time. The show lasted four weeks, and cost about $10,000.

By this time Admiral had discovered a TV axiom—Everyone likes a snappy variety show. With this in mind, plus an eternal goal of getting quality production to entertain all members of the family, Admiral developed a format for Welcome Aboard. Stressing a natural Admiral and boat theme, the NBC-TV show starred Orchestra Leader Russ Morgan with lively variety acts.

Three of the six weekly shows on the eastern network were headlined by Comedy Hour (Fay and Dick Lewis, making their television debut. The Welcome Aboard format, still unjumbled and incomplete in the minds of firm and Kudner Agency personnel, led to the popular Admiral Broadway Revue, which took the air in January 1949.

Comedian Sid Caesar, who has drawn SRO crowds in movie, personal and TV appearances, started in original musicals woven together with standard Broadway techniques. His humor was foiled and implemented by Mary Martin and Imogene Coca of the regular cast in elaborate plays produced by Max Leibman.

Broadway Revue was the first regular television show to originate before an audience in a theatre (the International on New York's Columbus Circle), and the first to maintain its own stock company with a crew of technicians and administrators. It was telecast on the 14-station East and Midwest cable network after the juncture in January, and in 15 cities by kinescope.

Although it was a vastly expensive production (more than $25,000 weekly), Admiral hoped to keep the show on the air because of its popularity (second only to Milton
ADMIRAL shows, running the gamut from comedy to drama:

Left Photo—BERT PARKS in Stop the Music Thursday nights. Firm's half-hour television segment features the Admiral theme song, "Top of the Evening," with a quintet of singers dressed as admirals or other naval officers. After the first telecast last May, Mr. Parks received 40,000 cards in one week from persons interested in being called during the program.

Center—ELABORATE props characterized a recent presentation of Edgar Allan Poe's "Fall of the House of Usher" on Lights Out. A stage director cues Movie Actor Helmut Dantine (center), during a suspenseful scene. "Name" stars are seldom used on the NBC package, scripts for which are adaptations of former AM Lights Out stories or those in the public domain.

Right—LIFE GUARD's rescue by a modest damsel was enacted in pantomime by Comics Sid Caesar and Imogene Coca when they starred on the Admiral Broadway Revue. The show was first telecast last January, and cost the firm an estimated $900,000 before it went off the air late last spring.

Becile). The time slot was kept open during the hiatus last summer with sponsorship of Hopalong Cassidy. Before the fall season, however, Broadway Revue was dropped because of "astronomical" costs—about $1 million. This total more than doubled original budget estimates, according to Advertising Manager Seymour Mintz.

Soaring Broadway Revue costs established procedure and thinking which have since been followed by the firm in its television advertising. Because costs on any non-package show on TV can skyrocket out of all relationship to money budgeted in advance, Admiral has found the best answer to be purchase of an entire show, including talent, production and scripts, in one unit.

This is the operating theory of Mr. Mintz, who believes the fixed cost, plus specific time charges, adds up to an inflexible total. A package show relieves the company and Kudner of production headaches also. Both of Admiral's current telecasts—Lights Out on NBC-TV and Stop the Music on ABC-TV—are successful results of this theory.

EDWIN J. Sherwood, Admiral's television promotion manager, agrees "the only way to avoid trouble in television programming is to insist on a high-quality package show. Then all we have to do is ride herd on it."

Mr. Sherwood has been coordinator between Admiral and Kudner for a year. Before then, while working on the Admiral account at Cruttenden & Eger, he directed the firm's TV interests for one year. He is a former Army public relations officer on Gen. Dwight Eisenhower's Supreme Headquarters staff in Europe. Mr. Sherwood works with 80 Admiral distributors in planning and producing local shows, develops all local commercials and coordinates all national commercials.

Between 60 and 70% of commercials on Lights Out and Stop the Music are sold for television sets. Although "good entertainment will sell anything, including TV sets in TV homes," the ratio of return is going down, Mr. Sherwood realizes. Number of viewers per set is down considerably since last year, and is reaching the average number of persons in a family.

Lights Out, an NBC package, originates in NBC's 100th St. Studio in New York, but without an audience. Shows used, supernatural and psychological fantasies, are adaptations of Arch Oboler's radio scripts for the original AM Lights Out series on NBC or of stories in the public domain.

GIMMICKS, trick shots and suspenseful action are typical of each show, with four cameras making such a variety possible. Unusual format is strengthened by use of only front and end commercials, and the uninterpreted dramatic story has brought bushels of fan mail from grateful viewers.

Jack LaRue, movie and stage star, is host each week, setting the romantic mood of the show. Some of the gimmicks used the first couple of weeks included a telephone drifting upward and out of sight (by means of an invisible piano wire), people walking through a wall (complex dissolve), candle flame fading slowly on "Lights Out" call (prop man beneath a table pulling the wick down as a film clip of a dwindling flame is superimposed) and a vibrating dagger (wire again).

Telecast Monday, 8-8:30 p.m. CST, the show is produced and directed by NBC's Kingman Moore, who has had Broadway and Hollywood experience. He works with Mr. Sherwood and Peter Finney, Kudner account executive.

The same products are advertised weekly, with Announcer Sid Smith acting as the "Admiral dealer." Products are a 16-inch TV set, radio-phono-TV combination, table model radios, Dual-Temp refrigerator and "Flexo-Heat" electric range. Mr. Smith, who was also seen as the "Admiral dealer" on Broadway Revue, gets many product inquiries in fan mail.

Unusual sound and musical effects include a haunting combination of violin and organ playing the Admiral theme song, "Top of the Evening." This was sung and played on each Broadway Revue, and is owned by the firm. Special offers are created also by a theremin, a musical instrument akin to a plaintive human voice which has been used in several Alfred Hitchcock psychological horror films.

"Top of the Evening" also is the opening theme on Stop the Music, telecast on Thursday, 7-8 p.m. CST. Admiral sponsors the 7:30 to 8 p.m. portion. The song is sung by a quintet of three men and two women dressed as admirals or other naval officers. Another trademark is a yachting cap, worn by Bert Smith.

FROM S2d to first place in the electronics industry in 15 years is the growth of Admiral Corp., whose growth has been directed by Founder-President Ross D. Siragusa. Only 43 years old, Mr. Siragusa started with an investment of $3,400 in 1934. In 1949 the firm grossed $112 million.

Parks at each show opening. This was used also by Sid Caesar in Broadway Revue.

Stop the Music is a package of Louis B. Cowan. Its action is recorded by three cameras, five for special production numbers. Sid Smith, again as the Admiral dealer, appears in semi-dramatic commercials promoting all products. Mr. Parks broadcasts from the Ritz Theatre in New York. Ralph Warren is TV director, and the entire production is supervised by Alfred L. Hollander. The Cowan organization produces the package in association with Mark Goodson.

The cost of the two shows is shared by 80 distributors and 20,000 dealers. Admiral, however, pays the bulk of the expense. It also ships in on local TV programs planned by distributors.

THE 1950 budget is following the TV pattern of '48 and '49. "We'll think about changing sponsorships only when the public starts complaining. So far they, and we, are happy," Mr. Mintz said.

This year the new 22-receiver TV line is being advertised. Admiral, again keeping its long line to all price classes of consumers, introduced its 1950 models at a distributors convention in Chicago's Drake Hotel Jan. 5-7. The current line ranges in price from $175 to about $800, enough variety to adapt to any purse or taste.

More than 95% of Admiral's TV production is centered in its Chicago plant on the city's West side. A few models are made in nearby Harvard. Three thousand of the firm's 5,000 employees in Chicago work fulltime on the TV production line, a single unit about a block and a half long. Thirteen other plants are scattered throughout the country for manufacture of other appliances.

Admiral also foresaw the '50 future when promoting its last year's models to distributors with the motto "It's a gold mine, the Admiral line for '49." Admiral's gold mine, self-discovered and continuing, is beginning to hit dirt for the firm which pioneered heavy investments in both TV programming and equipment.
### Telestatus

**Milwaukee Televiewers’ Habits Studied**

(Report 95)

**Milwaukee Televiewers rank Texas Star Theatre as their favorite show, TV an average of 3.61 hours per home each Sunday after 6 p.m. and can identify Lipton Tea as Arthur Godfrey’s sponsor 97% of the time.**

These facts are revealed in the second study of viewing habits among TV homes in the coverage area of WXMi-TV by the Milwaukee Journal which owns the station. It is the only TV station in Milwaukee and in Wisconsin.

The survey was taken the week of Nov. 27 to Dec. 3 when TV sets in the area totaled above 56,000, more than double the number in use at the time of the first study in August. Fifty-three per cent of the questionnaires mailed to TV homes were returned on the second inquiry, as contrasted with 36.5% for the first study.

Sets-in-use rate as high as 98.7% on Sunday after 6 p.m. The five-day evening and Saturday average is 97.8% and 94.6%. Before 6 p.m., 76.1% of the sets are tuned in during the week; 86.5% on Saturday and 88.5% on Sunday. Number of hours of use also increases in the evening hours and on weekends. Before 6 p.m., the five-day average is 1.91 hours, with 2.26 for Saturday and 2.97 for Sunday. After 6 p.m., the respective totals are 3.55, 3.43 and 3.61.

**Weekly Television Summary**

Based on Jan. 23, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Sets</th>
<th>Sources of Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>WTMJ-TV 2</td>
<td>160,000</td>
<td>600 Dealers</td>
</tr>
<tr>
<td></td>
<td>WQRF-WWNN 5</td>
<td>130,000</td>
<td>1,000 Dealers</td>
</tr>
</tbody>
</table>

**WKZO-TV Studies**

**Area Set Installations**

FOLLOWING an extensive survey of the area proposed to be covered by WKZO-TV Kalamazoo, Mich., the station reports there are now 45,000 TV sets in use. In the immediate Kalamazoo-Battle Creek area, 5,169 sets are reported in use although the station has not as yet started operating.

In commenting on this high degree of set penetration, John E. Fetzer, president and general manager of Fetzer Broadcasting Co., WKZO-TV permittee and WKZO Kalamazoo licensee, explained that “this is a critical cover area and set penetration is as high as 97% in the immediate Kalamazoo-Battle Creek area, 5,169 sets are reported in use although the station has not as yet started operating.

Mr. Fetzer also pointed out that many of these sets have been installed under operating conditions which give receipt only two or three days a week. When WKZO-TV starts operating he expects the tempo of set installations to increase.

As a result of the current survey, which included interviews with scores of dealers and distributors in the area plus an extensive campaign of counting TV antennas to verify the findings, WKZO-TV report the following set installations in the primary cities to be covered:

- Kalamazoo-Battle Creek: 5,169
- Grand Rapids: 3,675
- Lansing-Jackson: 6,492
- St. Joseph-Suttons Bay: 3,757
- South Bend-Kenosha: 8,466

**KKTV (TV) Los Angeles To Increase Rates**

REPRESENTING an increase of 50%, KKTV (TV) Los Angeles hourly rate for Class A time will be increased from $300 to $450 effective Feb. 1. Class B time will go from $200 to $450 per hour.

Increase was announced by Frank G. King, sales manager, who stated that the station will give a six-week period of protection to advertisers who place business before the effective date. He pointed out that TV set ownership in the area serviced by KKTV has increased over 40% since the station started telecasting a year ago.

Other time segments on a one-time basis in class A and B times, respectively, under the rate increase are as follows: 40 minutes, $600 and $350; 30 minutes, $450 and $270; 20 minutes, $375 and $225; 15 minutes, $300 and $180; 10 minutes, $250 and $150; 5 minutes, $210 and $110.

Station breaks and service announcements on sound film will be: Class A, $112.50; Class B, $67.50. Minute announcements on sound film will be: Class A, $150; Class B, $90.

**Video Outshines Radio With Chi. Baseball Fans**

CUSTOMERS in 1,800 Chicago barber shops said they prefer to (Continued on Telecasting 13)
BASKETBALL IS BACK!

Again it is the season of hook shots, rebounds, free throws and five-man-weaves . . . and televiewers in America’s “hottest Television market” are treated to a full schedule of court thrills over WMAR-TV. Thursday home games of Baltimore’s Professionals, the Bullets, and Saturday home games of the U.S. Naval Academy’s cagers in historic Dahlgren Hall are regular features of WMAR-TV’s winter season.

Whatever the season, its sports are knitted into a schedule of such year-rounders as wrestling and boxing in a constant menu of thrills for action-loving televiewers of WMARyland . . . and WMARyland reaches from Pennsylvania to the Potomac, from Wilmington to Washington and beyond. It’s the area where Television has made its fastest strides.

Baltimoreans bought 11,250 TV receivers in December, bringing the city area’s total to 123,767 for New Year’s Day. Nowhere in the United States has Television captured as great a slice of the broadcast audience as here. The Hoopers tell our story . . . let us tell yours.

Baltimore Leads The Nation—WMAR-TV Leads In Baltimore

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
POSSIBILITY that a Federal suit under the anti-trust laws may arise out of the present FCC hearings on color television was advanced Thursday by FCC Commissioner Robert F. Jones in an address to the New York Chapter of American Marketing Assn.

Speaking at an AMA luncheon session at New York's Hotel Commodore, Comr. Jones noted that although the Radio Mfrs. Assn. had produced a series of about 30 telegrams during the field hearings, nothing was conducted before any color system is adopted, only the advocates of the systems presented to the Commission—RCA, CBS and Color Television—have made any move to conduct such tests.

"It's strange to me," he declared, "that some of these manufacturers who have made phenomenal profits from black-and-white television have spent little or nothing on color research of their own or in field testing the systems proposed by others. Instead of offering us the results of field tests, we are offered new forms of advisory committees—committees which are but part of a general scheme which frequently reminds me of the interlocking directorates of the public utilities used in the heyday of that industry." He continued:

"No matter where the Commission turns to get help to solve its engineering problems, the same large industry interests are represented in one form or another. These industry advisory committees could serve a wonderful function if they did the job they purport to do. But I am afraid that frequently the record establishes not the advancement of the art but the delay or even the suppression of the art."

I need not remind you that the Justice Dept. has taken steps to use the anti-trust laws where it appeared that an art was being suppressed for the advancement of private interests and to the prejudice of the interests of the American people. Concerted action by these industry groups to delimit the industry interests represented in one form or another may fill the bill. The purpose of the color television might well lead to the same type of action.

No Action Yet

Questioned after the address, Comr. Jones said that no such action has been proposed as yet. He explained that he could not originate such action single-handed and that the other Commissioners would have to join him if the FCC were to ask the Justice Dept. to proceed against the television manufacturing industry.

"I'm not recommending it at this time," he said, "but it could happen."

Reviewing the development of broadcasting in the United States, Comr. Jones told his audience of market researchers that the difference between their conception and that of the Commission is: "You want to reach the masses of men by radio to do a merchandising job; the Commission wants you to vouchsafe to men everywhere radio signals that will be satisfactory and reliable for their education, enjoyment and culture."

He pointed out that the business man's "conception of how private enterprise could use radio for the greatest net return shaped the early history of radio," with the result that "the largest facilities, the clear channels . . . were constructed in cities like New York, Chicago, Pittsburgh, Philadelphia, Detroit and Cincinnati" while "the wide areas in the middle of the U.S. had relatively little or no service."

Sales Potential

Telling his listeners that "Channels in the Sky are to you vehicles of trade and commerce to sell, not as sales potential for the least cost," Comr. Jones noted that "the more 'channels in the sky' you can capture in concentrated population areas, the more avenues are open to you to sell. It is not, therefore, surprising that FM broadcasting does not have the same appeal to private enterprise that it has had to the Commission."

He painted a picture of static-free service for everybody, with full range 15,000-cycle transmission, offered by FM, which attracted more than a thousand licensees to channels which "the Commission carefully allocated to metropolitan, urban and rural areas, with limits on power to insure that every American would have a choice of listening pleasure."

He continued: "The major figures in the industry, particularly the networks, proposed the Commission they would utilize the full capabilities of this wonder of sound."

He said:

The truth is, however, that no network programs are sent over the telephone because they have a greater sound fidelity than just plain old AM broadcasting. Even if it were true that affiliates were not interested in colored radio, the network itself owed the duty of trying to get their own stations in distant cities with 15,000-cycle high fidelity connections.

Some of the government executive who are preaching the amazing promise of FM to the public have failed and become radio executives and practitioners of law and engineering.

The real test will come yesterday, as today's leaders of the radio industry, seemingly have lost the desire to bring to the people the utopia of broadcasting and listening potential.

Not only that, 200 FM licensees have been granted and factories are on the move for their licenses back to the Commission. Although many people wait for reliable radio service, not less is shed by the radio industry, its new or old executives, its new or old practitioners, or by those who use radio to advertise their wares.

Shaky Start

Television, with the same potential and promise, is getting off to a shaky start, Comr. Jones said. Knowing from the beginning that VHF could not provide a nation-wide competitive TV service, the FCC recognized that without the VHF, private enterprise would not have enough funds to launch the VHF. Yet it passed laws to prevent the industry from engaging in VHF. And when the industry did attempt it, it was thwarted or delayed in AM as a result of non-regulation and was happening in television with regulation. The stations are going on air to where the dollar is located."

In conclusion, Comr. Jones said:

When private enterprise seeks out the most profitable market for the installation of FM, those areas and regions in highly congested areas I find no fault with such action. That is the kind of enterprise I have defended all my public and private life. But when private industry attempts to use government processes to accomplish this without the legislation and if I think it attempts to use the Commission to eliminate the forces of competition between established black-and-white and in- fant color, I draw the line. Likewise when the industry tried to use the Commission to thwart or delay reliable television service for towns like Lima, O., that calls for some polls and some infelid action.

NEW weekly series, Burgess' Hobby Parade, started on WGN-TV Chicago Tuesday 6:30 p.m.
EVIDENCE that television has come into its legislative own in Congress was amply demonstrated when President Truman delivered his State of the Union message to a packed house and perching orioles, against a backdrop of TV-suited walls.

Once again, as last year, televiewers saw the President in a theatrical action through NBC-TV's pickup under a pool arrangement. But this time, they got better reception — Congressional chambers had undergone some renovation which took out of script TV's own peculiar requirements.

When David Lynn, capital architect, set out on his remodeling program, he consulted with telecasters and came up with the idea of blue-tapedried, acoustically-treated walls which lend themselves best as background. High-powered floodlights also were installed in the chambers.

NBC-TV technical personnel described it as the best pickup yet of floor proceedings, even though the floodlights were too powerful for panning the galleries. They used two cameras (in the galleries) running conduits up to the attic where the equipment was stationed.

When the renovation is completed this summer, they will be able to feed transmission through wall sockets beside each House or Senate chamber, thus locating their mobile units on the spot. Similar permanent provisions are being made at the White House, also under renovation, where every room of any size will be so equipped, it was learned.

KTLA (TV) Multiscope

INSTALLOPMENT of multiscope equipment, claimed to be the first on the West Coast, has been announced by KTLA (TV) Los Angeles. New equipment makes possible simultaneous projection of title cards, news pictures, news ticker tape, maps, time signals and other elements on the television screen. This is accomplished by a contrivance of lenses, tubes and "cold" lights which project images directly upon the multiscope of the television camera. Through a series of apertures and levers, an operator may thus achieve almost any result desired in multiple picture projection.

Bonafide Renewals

BONAFIDE MILLS, Inc. has renewed, effective Jan. 27, its sponsorship of Bonny Maid Versatile Varieties, telecast Friday, 9-9:30 p.m., on NBC-TV. The one-year contract was signed through Gilbraltar Advertising Agency. Show is produced by Basch Radio and Television Productions, New York.

Tele-Pulse Surveys

SAMPLE size of Tele-Pulse surveys has increased by 14% in all cities. Dr. Sydney Roslow, director of The Pulse Inquiring, has announced. Number of TV families interviewed has risen from 1,400 to 1,600 in New York and in other markets from 1,050 to 1,200.

Eight Million Sets

PREDICTION of more than 82 million in television set sales during 1950 and of more than eight million sets in operation by the end of the year was made four months ago by Louis I. Pokras, chairman of the board of Tele King Corp., New York set manufacturer.
PHONEVISION HIT

E. F. McDonald Jr., president of Zenith Radio Corp., is performing a public service by advocating Phonevision, according to George B. Storer, president of the Port Industry stations. He stated his views in a letter to Comdr. McDonald.

"Periodically I receive a communication from you which indicates that you are mas- terminding the radio industry," Mr. Storer wrote. He recalled that Comdr. McDonald originally was "a great protagonist for the development of FM."

"While we all endorse the advantages of FM from a technical standpoint," Mr. Storer continued, "practically it came too late and has cost our industry vast sums of money, even forcing some broadcasters to sell or reorganize their enterprises.

"Now you come along with an at- tack upon the development of tele- vision and are performing a very great disservice to the American public by again confusing the issue. Only last week I heard of a gentleman who was not buying a television set because he had read some of the 'phonevision' publicity which made him think he would have to pay for the programs received on his television set.

"For your information television is enjoying a healthy growth and in two of our three stations we are currently earning a very modest profit, and anticipating substantially greater earning potential.

"Apparently your idea is that people should not go into television because it is going to cost too much money.

"The development of this great country was solely accomplished by fearless pioneers in all fields and the propagation of the idea that we should not go into television because of its high ultimate cost is utterly fallacious.

"If inexpensive entertainment and educational service through investment in television can be sup- plied to the American public, with the hope of ultimate profit, then such action is the obligation of every good broadcaster and manu- facturer.

"I am reliably informed that the main source of earnings for your good company, which certainly occupies a most outstanding position in the radio manufacturing industry, is currently derived from the manu- facture and sale of television sets. Therefore, it would seem that you are harming the very industry which is currently supporting you."
**VIDEODEX REPORT FOR WEEK JAN. 3-9**

**CHICAGO**

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**Telestatus**

(Continued from Telecasting 8)

baseball games on television rather than hear the games or read about them.

Asked what they liked best to do if they couldn't get out to the park, the men answered—watch television, 22%; listen to radio reports, 22.8%; and read news accounts, 4.3%. Less than 1% listed on the questionaire, which was circulated by the researchers department of O'Reilly, Dotty & Sommer, Chicago public relations firm.

The barbers' customers preferred the following radio sportscasters: Bert Wilson, Bob Elson, Bill Stern and Joe Boland. Local TV favorites were Jack Brickhouse, Pat Flannigan, Hal Totten and Joe Wilson.

**Program Costs**

White Urges Budget Cuts

**SMALLER - BUDGETED programs for television were urged by Henry White, president of World Video, New York and vice president of Independent Television Producers Assn., that city, speaking last Tuesday before a regular monthly meeting of Television Producers Assn., in Los Angeles.**

"If television is to survive," Mr. White said, "programs on the $2,000 to $3,000 per show level will have to be considered. Most advertisers cannot afford to pay the $15,000 or more required now for a top flight show."

At a meeting following the speech, TPA membership unanimously passed a resolution to form a National Society of Television Producers with Independent Television Producers of New York, in accordance with principles of resolution forwarded by the New York group.

**RETAILING TIME BUYERS place 92% of the network dollar... and 87% of the national spot dollar.**

BROADCASTING time buyers
PLANS to produce motion picture films for television for national syndication were announced last week by Don Lee Television, Hollywood. William Dieterle, movie producer-director, was named to head up the production operation. Deal followed 90 days of secret negotiations, according to Charles L. Glett, vice president in charge of network television.

Production Plans

Plans include production of half-hour films based on the book Secrets of Secret Service by Capt. Don Willie and other stories by him and his father, the late John Willie, and McMillan Johnson, producer-director. All were formerly associated with David O. Selznick. Films will be released for national syndication by Blair TV Inc.

According to Willet H. Brown, president of Don Lee network, and Mr. Glett, the new enterprise is "only one step" in the projected plans of the network. Under Mr. Glett, who joined the network eight months ago, production operation was moved from Mt. Lee to Don Lee Hollywood studios on Vine St.

PRINCIPALS in production of motion pictures for Don Lee Television are (1 to r): Capt. Don Willie, author, who will supply the stories for the half-hour films; Charles Glett, vice president of Don Lee Television; Cecil Barker, assistant to Mr. Glett and executive producer of the network; William Dieterle, director of the new operation.

Film Report

WPAT-TV FORT WORTH has produced spots for Fisher Mfg. Co. in its film production department to sell new automatic plastic mouse catcher. Station will carry two TV spots weekly on 13-time basis, on item.


Jerry Fairbanks, president, Jerry Fairbanks Productions, Los Angeles, and Frank E. Mullen, chairman, are in New York for several weeks conferences with Russ Johnson, vice president in charge of sales and distribution for firm's New York offices. Talks to be on reorganization of eastern division facilities and expansion. . . . Charles Hutchinson has resigned from copy staff of Erwin Wasey & Co., Los Angeles, to form TV and radio packaging firm with Todd Russell. Firm to bear name Russell-Hutchings Productions, with headquarters in Los Angeles.

Telepix Corp., Hollywood, producing series of six one-minute television commercials for Louis Milani Foods Inc. (salad dressings). Agency: Jordan Co., Los Angeles. Firm also producing three-minute commercial for Scarf-anet and two-minute film for Jiffy Stiticher, both through Walter McCreery Inc., Los Angeles. . . . Hal Roach Studios Inc., Culver City, Calif., has completed one-minute film spots for Pall Mall, American Tobacco Co., Maxwell House Coffee and Procter & Gamble (Title). Langley-Smith Television Productions, 704 S. Spring St., Los Angeles, offering TV stations throughout the country quarter-hour strip, titled Report to Mrs. America. Program gives facts on food and nutrition and household hints. Package, using live local programming, consists of complete script and camera outline for each show and still photographs, which may be re-enacted in local studios or shown themselves in close-ups. Program is offered on five weekly basis for 13 weeks. Currently being telecast on KFI-TV Los Angeles.


DuMont Names Campbell-Ewald as Agency


Winslow H. Case, senior vice president in charge of eastern operations for Campbell-Ewald Co., will be in charge of the account.

KPHO-TV Expands

Group to Buy KCNA

EDWIN R. BORROFF, general manager and part-owner of KPHO-TV Phoenix, announced Thursday that Carl Wester, former head of his own Chicago program production agency, has acquired part interest in KPHO-TV and that negotiations have been opened for purchase of KCNA.

Mr. Borroff resigned two weeks ago as president of Taylor-Borroff, station representative firm, to manage KPHO-TV [CLOSED CIRCUIT, Jan. 4].

He also disclosed that William A. Small, publisher of the Tucson Citizen, which owns KCNA, is interested in buying into KPHO.

The Phoenix station, only video outlet in Arizona, beams to more than 3,000 TV sets within a radius of 125 miles, Mr. Borroff claims. On the air four weeks, it is affiliated with KPHO, 5 kw AM outlet on 910 kc. Late census figures put the Phoenix metropolitan area population at more than 300,000.

Mr. Borroff said.

The former ABC Central Division vice president first became interested in KPHO several years ago, when he set up as a network station. At the time he was associated with NBC Chicago. Like Mr. Borroff, Rex Shapp, president of KPHO and KPHO-TV, formerly worked in the Midwest as general manager of WIRE Indianapolis.

Mr. Wester, a former NBC Chicago salesman, for several years was associated with radio writer Irna Phillips as business manager of such properties as Guiding Light, Road of Life, and Today's Children. He has been engaged similarly in Hollywood in recent years and plans to take an active part in management of KPHO because of its proximity to his present California home.

CBS Detroit Sales

Spadea Now Heads AM, TV

JOSEPH R. SPADEA, Detroit manager of CBS radio network sales, will assume supervision of TV as well as AM sales in that area, effective immediately.

The expanded assignment, according to J. L. Van Volkenburg, CBS vice president in charge of network sales, was due to the need for an on-scene representative in Detroit.

Mr. Spadea joined CBS in February 1945 as an account represen- tative in the city, becoming manager in December of that year. Prior to his 26 months of Army Air Corps service, he was Detroit manager for Scott Howe Bowen, and for Edward Petry Co.
ARAHAMUT

Asks Regular Licenses

ARAMA^UT Pictures Corp. petitioned FCC last week for regular grants of temporary licenses, citing that the heat-trust issues which were disturbing the Commission have now been removed.

ARAMA^UT Pictures Inc. was one of the major motion picture pro-
ergers and others involved in anti-
trust proceedings whose applications have been held up by FCC. In
anting temporary instead of regular
renewals, the Commission has
ented that it be studying the
estion of radio qualifications of
ions involved in anti-trust pro-

aramount Pictures Corp. point-
to FCC last week that since
aramount’s anti-trust consent de-
de the company has been divided
to two separate firms—New Pieres
orps., which handles film oduction and distribution, and
aramount Theatre, which indes exhibition.

Applications currently are pend-
ing requesting FCC consent to
ar transfer of Paramount’s radio and
terest to the new companies
[Broadcasting, Jan. 2, 9].

aramount Theatres would become
ier of the old Paramount com-
et 90% of WBKB and WBK
FM Chicago and its 50% of
SM-AFM New Orleans; New
orcs Corp., would own KTLA
Hollywood and the old Para-
firm’s 29% in Allen B.
ONT Labs.

The petition was filed by Paul A.
orter, former FCC chairman, now
his Washington law firm of
old, Fortas & Porter.

RANDELL NAMED

heads ATAS in San Francisco

AVIS RANDY, director of
udio telemcasts for KGO-TV
san Francisco, Jan. 17 was elected presi-
ent of the newly organized San
 Francisco Branch of the Academy
 Television Arts and Sciences.

Other officers elected were: Vice
resident, Philip G. Lasky, vice
resident and general manager
SFOP-RPIX; treasurer, Pat Graf-
on, program director of KRON-
secretary, Jean LeFevre, pro-
 coordinator of KGO-TV.

Larson Named V. P

1. BENNETT LARSON who a
eight ago was named gen-
aenger of WRX (TV) New
ork, [Telecast-
, Jan. 9], last
week was ap-
ounced vice presi-
dent of WPIX Inc., following a

ing of the
company’s board.

Before joining
PIX, Mr. Larson was vice presi-
dent in charge of television at
CWA-TV Philadelphia.

USA CREDITS

AAA Frown on Practice

ERICAN ASSN. of Advertising
encies last week reaffirmed its
-standing policy against the
se of agency names in advertise-
mments in commenting on the recent
quest of a New York agency for a
credit line on a television show.

Kiesewetter, Wetterau & Baker
st October was unsuccessful in
its request to WNB (TV) New
ork for the running of an agency
credit line in a special Christmas
show sponsored by its client Abra-
ham & Strauss, Brooklyn depart-
ment store [Telecasting, Jan. 9].

Although the agency is not a
member of the AAA, the latter
organization’s operations com-
mittee last week, in response to a
KW&B request for comment, said
the AAA had for years held a
olicy opposing the use of agency
ames in any advertising. The
AAA theory is that such a prac-
ite would put the agency between its
client and its customers.

WRTV PERMIT

Deletion Appears Certain

MCCANN-SRICKSON

Eight More Clients Enter TV

MCCANN-SRICKSON Inc., New
ork advertising agency, has
eight of its clients go into television
within the past few weeks.
This makes 23 clients now com-
ted to the medium—six of whom
ave network shows.

The new network advertisers are:
ongoleum-Nairn, with Gar-
way at Large on NBC-TV; Leln &
& Fink, who will participate on
Cavalcade of Stars and Cavalcade
of Bands for Hinds on DuMont
etwork, and Pharma-Craft, who
will participate on the same Du-
ont network shows.

The new spot TV advertisers are:
ifornia Recording Corp., Columbia
ods; hood Rubber, Ohio Bell Tele-
phone and Southern California Gas Co.
The continuing network advertisers are:
thinghouse, with Studio One on
rt-57; Rollin Derby on ABC-TV, and Bell &
owell, with Action Autographs on ABC-TV.

NEWS

PAULEY

TV Appeal Argued

PEPEL of Edwin W. Pauley’s
levision California from a 1948
uling of FCC to sever the TV
lication of Don Lee Broadcasting
st the San Francisco competitive
ering was argued last Monday in the U. S. Court of
als for the District of Columbia.

The Commission severed the Don
bid from the Bay Area proceeding
Broadcasting, July 5, 1948, and
ued that it must be studied.

FCC, in earlier rulings, had
icated the application was be-
ing retained “in hearing” in view
of the still pending Don Lee net-
practices case. FCC explained
Le’s TV request previously
was set for comparative hearing in
4, which was cancelled when
ropouts of other applicants left
more channels than requests.

levision California’s counsel,
ern Wilkinson, told the court
FCC nevertheless had issued other
orders which indicated the TV
Le’s request was not considered
part of the other bids. He
ed that the Commission further
allowed informal amendments to
be made which would be illegal if
application were “in hearing” as
ated. William Dempsey, Don
ounsel, argued that the Pauley
p was late in voicing its ob-
ions to the Commission’s ac-
d had sat passively on the
lines when it had opportunity to
pose Don Lee’s petition for
ence from the hearing.

Solomon’s Contention

Richard Solomon, arguing for
C, pointed out that applicants
ave no vested rights in procedural
errors made by the Commission.
He said the Commission is clearly
authorized under the Communi-
tion Act to correct such errors
brought to its attention, especially
vhere the failure to do so would
deprive other parties of rights to
which they were entitled under
Act.

There are five applications pend-
ing for the two TV channels
aining in the San Francisco area,
excluding the third channel sought
Don Lee.

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT of
COPYRIGHT, INVASION of PRIVACY

Airing from Editorializing, Speeches, Newscasts, Ad Bbs, Financial Comment, Mystery Plays, Guest Announcements, Man-on-the-street Intervewls.

Hundreds of Broadcasters and Newspapers guard this continu-
ous 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.
16th in a distinguished series...

The 1950 BROADCASTING Yearbook*

the only single source book of radio-tv information, facts, and figures . . .

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

The top radio-tv agencies—personnel and gross billings?

You'll find the answers—and many, many more hard-to-get facts—plus these exclusive features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National, regional advertisers-agencies ★ Fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs; representatives, film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings, indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

* Mailing starts today.

$7 pays for 52 weekly issues and includes the 1950 Yearbook

BROADCASTING • TELECASTING
BUSINESS JOURNAL OF RADIO-TV

450

Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

☐ I enclose $7.00

☐ Please bill me

Name ____________________________________________________________

Company ________________________________________________________

Street __________________________________________________________

City ___________________________ Zone ______ State ________________
**Programs**

**Verbal Battles**
SERIES designed with special purpose of bringing together most staunch opponents on specific public issues currently being aired on WIP Philadelphia. Titled City Hall Spotlight, show is prepared in Philadelphia, N. D. and is directed and produced by News Director Robert Truere and is aimed at emphasizing the happenings and happenings in governing body of particular interest to Philadelphiaans. A Charleston legislator who has made news during the week is interviewed each Sunday.

**Congressional Series**
MICHIGAN congressmen and senators in Washington will report government matters to their constituents in new series of weekly programs entitled *Your Congress on WJR Detroit*. Shows are aired from Washington Friday, 10:30-11:45 p.m., as public service feature. Different Congressmen each week will air his views on happenings and explain his stand on current issues.

**TV Dog Show**
**Follow Up** This is the Zoo show in which animals from Baltimore Zoo are exhibited on WAAM (TV) Baltimore, is new program, *Dog Session*. Program features Mrs. Winnie L. Heckmann, professional handler and breeder of dogs, giving tips on how to select, train and care for dogs. Live dogs are used as models on show.

**Circle Four**
NEW children's series on WNBW (TV) Washington has western angle. Called *Circle Four Ranger Club* features western movie and meeting of special Circle Four Ranger Club each weekday at 4 p.m. Indestructible plastic membership cards are given to interested youngsters for the asking. Four rules of club—play safe, be good, be kind, be fair—should assure popularity of program with children's parents.

**HELPING taxpayers make out income tax returns is job of Aid to Taxpayers, new show on WTAG-AM-FM Worcester, Mass. Three-week public service series started over stations Jan. 15 at 12:15 p.m. Tax experts Francis M. Smith, deputy collector of Internal Revenue for Worcester County, and John A. Steen, vice president of Worcester Chapter, National Assn. of Cost Accountants, are featured. Series is presented with cooperation of NACA.**

**Bible Illustrations**
BIBLICAL tales absorbing children seated around miniature sand stage on new *Bible Story*, which debuted Jan. 15 on WENR-TV Chicago. Kay Morrow, who has starred in many Chicago TV productions, narrates stories while using small figurines on stage to illustrate action. Commentary is backed by 16-voice *children's a cappella choir*. Richard Locke is producer.

**M.C. in Night Club**
EXPANDED Eddie Newman show on WPEN Philadelphia is set in Click night club in that city. New point of origination allows Mr. Newman to feature such things as interviews with acts from local cafes, audience participation gimmicks, amateur show and interviewing of members of audience. Station reports that overflow crowds have jammed night spot since Mr. Newman began working from its stage.

**Weather Facts**
NEW show, *Weather Tele-Facts*, is five-minute signoff studio feature on WAPL Fort Worth, Tex., seven nights weekly. U. S. Weather Bureau employees give latest forecast with aid of big map, describing causes of present weather and predicting what is to be expected in the future. Sponsor is Fair Department Store, Fort Worth.

**Fres Air**
Sesqui Series Aired
CONCERT series of 13 programs, entitled *Freedom Sings* and dedicated to 13 original colonies, will be aired by WASH (FM) Washington, and Continental-FM Network. Programs are made up of guest artists appearing with U.S. Army Band and chorus. Band is regular feature show over station and network on Wednesday evenings. Special series is in honor of annual national celebration of Washington, D. C.

**Tri-Sectioned Show**
NEW locally produced show, designed especially for housewives, premieres today (Jan. 23) on KSD-TV St. Louis. *Homemaking with KSD-TV features food preparation, cooking, menu planning and household hints, and is aired five times weekly, 3-3:30 p.m.* Esther Lee Bride, noted home economics teacher and author, conducts show in three segments—homemaking hints, recipe of the day and kitchen "tricks." Sponsorship is on participating basis.
'King of Hearts'

JACK BENNY, CBS comic, has been chosen "America's King of Hearts for 1956" by the American Heart Assn. He will accept the award in New York on his Sunday night, Feb. 5, Lucky Strike program, which will be dedicated to the 1956 drive for $6 million. Honor is in recognition of the comedian's aid to the Heart Campaign for the past two years.

WVOM Revises Rates

WVOM Boston, 24-hour independent outlet, announces a rate revision effective Feb. 1. The new rates set Class A time from 7 a.m. until 12 midnight, daily and Sunday, and Class B from midnight until 7 a.m. According to Benjamin Bartzoff, vice president and general manager, WVOM made a survey in which the effectiveness of the station spot announcements was studied and found to be equally effective day and night.

WCTS TRANSIT ADS

Two New Accounts, 5 Renewals

TRANSIT RADIO Inc., New York, last week announced two new and five renewed accounts reported by its program WCTS (FM) Cincinnati. New campaigns were begun in that city by the Biedenbender Co., for men's furnishings, and RKO Midwest Theatres Inc., for a new picture promotion. Renewals were by the Home Federal Savings & Loan Assn., Ains & Doeke Department Store, Becker Clothing Co., John Shillito Department Store and Cincinnati Times-Star Co.

'Obscene' Records

SENATE companion bills to legislation introduced in the House by Rep. Emanuel Celler (D-N.Y.), banning transportation of "obscene" records or electrical transmissions in interstate commerce, have been proposed by Sen. Pat McCarran (D-Nev.). Measures (S 2811, 2812) would prohibit not only transportation of certain matters but also their importation in foreign commerce. Any articles "capable of producing sound" would be included.

Walter A. Maier

REV. DR. WALTER A. MAIER, 56, conductor of the Lutheran Radio Hour, died Jan. 11, in St. Louis of a heart attack. Dr. Maier first went on the air in 1927. At the time of his death the Lutheran Hour talks were heard each Sunday over 455 MBS stations and some 765 independents in the U.S. and Canada. The talks were translated into 36 foreign languages.

Wis. League Meet

THE League of Wisconsin Radio Stations will hold its first meeting of the year on Monday, Jan. 30, 11 a.m., at the Plankinton Hotel, Milwaukee. Ben Laird of WDJZ Green Bay is president of the league and Joseph D. Mackin, WMAM Marinette, vice president.

WPAT, N. J., arranges for sign-off announcements on WMTR Morristown when latter completes its broadcast day at 5 p.m. daily.

E. J. GRADY

R & R Executive Died

EVERETT JOHN GRADY, 50, executive vice president and director of Ruthrauff & Ryan, New York, died Jan. 17 in Lenox Hill Hospital, New York, after an illness of two weeks.

Mr. Grady joined Ruthrauff & Ryan in 1920 as a copywriter. He was named copy chief in 1925 and executive vice president in 1942. Surviving are his wife, Mrs. Mary C. Grady; a sister, Miss Helen B. Grady, and a brother, Frank A. Grady.

Dallas Ad Week

RADIO AND TV shows will be included in the Dallas Advertising League's promotion of its local Advertising Week, starting Feb. 10, and designed to sell the Dallas area on advertising's benefits. Theme of the week is "How Advertising Serves." Ernest Loreo, vice president, Tracy-Locke Co., is chairman of Advertising Week Committee.
YORK of Federal Trade Commission's radio and periodical division as outlined by the commission in its 35th annual report to Congress. The report covered a review of radio and television continuities for the fiscal year ended June 30. In radio, the commission cited a new policy, begun last July 1, which provides for sampling of commercial scripts from stations in small cities once yearly: from stations in intermediate-size localities, twice yearly, and those in cities with populations of 200,000 or over, three times a year—all on systematically-staggered basis. National and regional networks have responded continuously every week, while producers of electrical transmissions (open-end) have submitted all records once a month.

During fiscal year 1949-1950, FTC examined 493,528 radio continuities from networks, individual stations and transcription producers, with 3,279 advertising statements set aside for further study.

Reviewing its television procedure, FTC noted script continuities had increased appreciably in volume prior to June 30, 1949, and it had issued requests to 36 TV stations during the first six months of last year. It received 400 continuities from television networks, individual stations and video film producers.

Out of 3,272 scripts, only 121 were marked up for further study as containing possibly "false or misleading" statements, FTC reported. Scripts are examined thrice yearly for sampling per 15-day period each. The four TV networks and film producers have extended their cooperation, the commission added.

All advertisements dealing with alcoholic beverages were subject to special study and set aside for examination by the Alcohol Tax Unit, FTC added. Additionally all advertising was assiduously assembled, processed and studied looking toward docketing of applications for complaint where warranted.

**Technical**

**PAUL E. LEAKE,** former chief engineer of RCA, also joined KROW Oakland in similar capacity. He will supervise technical installation of new transmitter building and tower array.

**JOHN O. VICK,** formerly with technical staff of KSHB Stillwater, Minn., joins WKLK Cloquet, Minn., as chief engineer.

**JOHN PARKER,** formerly chief engineer for now deleted WORL Boston and with OWI as field engineer, appointed in charge of all technical functions of WLBY Lyn, Mass., which he helped build.

**LARRY MILLER,** control operator for WCSC Charleston, S. C., is the father of a girl.

**TUBE DIV.** General Electric Co., announces new three-inch cathode ray tube, believed to be shortest electrostatic cathode ray tube manufactured in U. S., according to firm. Tube is called 3MP1.

**R. C. CHEEL,** central station engineer, Westinghouse Electric Corp., Jan. 30 will receive Eta Kappa Nu plaque in recognition of his being chosen most outstanding young electrical engineer for 1949 by that group.

**INDUSTRIAL DEVICES Inc.,** Edgewater, N. J., producing new model of Mini-Volt Voltmeter with expanded scale centered on common 110 and 220 line voltages. Model is known as 401A and is accurate to within 2 volts at 110 volts AC.

**SUPERIOR ELECTRIC Co.,** Bristol, Conn., announces new design of Powerstat variable transformers, type 116 and 216. Improvements have been made within old standard mounting dimensions to conform to existing panel layouts.

**JIM ALLRED,** engineer at WHOK Lancaster, Ohio, is the father of a girl, Patricia Don.


**MILTON KORF,** member of the WBBM Chicago engineering department, is the father of a girl, Kayleen Margaret, born Jan. S.
January 13 Applications . . .
ACCEPTED FOR FILING

Modification of CP

License for CP

January 16 Applications . . .
ACCEPTED FOR FILING

Modification of License

License to cover new FM station

Modification of CP

License to cover new FM station

License Renewals


Ithaca, N. Y.; WELD Columbus, Ohio; WJMM Chattanooga, Tenn.; WSLA-FM Roanoke, Va. W. Va.; WJMC-FM Rice Lake, Wis.

APPLICATION RETURNED

KFWF Phoenix, Ariz.—License to cover new FM station, due to frequency.

License to cover CP license to new AM station: KLFY Lafayette, La.; WRJO Clinton, Ark.

Modification of CP

License to cover new FM station

Commercial Radio Monitoring Co.

COMMERCIAL RADIO EQP'T. CO.
Monitoring Division

PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night

PHONE LOGAN 8821
Parker Bldg.
Kansas City, Mo.

New 17 Decisions . . .

BY THE SECRETARY


WHIT Haverton, Pa.—Granted CP to make changes in ant.

Following CP for extensions of completion dates as shown:

WFTI Southeast Media, Inc., KO-39-44-
KSDO San Diego, Calif.—3-15-50; KSDO-AM San Diego, Calif.—3-15-50; Williamsport, Pa., to 7-7-50; KZAC-SF Los Angeles, Calif.—3-15-50; KUHP Honolulu, Hawaii, to 3-15-50; KFMI Seattle, Wash., to 7-1-50; KSOO Casper, Wyo., to 7-1-50; WHLD-FM Harrisonburg, Va., to 7-1-50; WDEL Wilmington, Del.—to 5-16-50; and WWAY-DU Dayton, Ohio, to 8-5-50.

1960 Rainbow Dr. P. O. R., P. R.—Granted new license AM station; 100 kw 500 10-1-50.

GPBC Minneapolis, Minn.—Granted license for new AM station; 980 500 10-1-50.

WHFC Cicero, Ill.—Granted license for new FM station.

17.7 kw 1-1-50; 25.5 ft.

License to cover CP license to new FM station

be owned by three members of the same family in the same place at the same time.

WKOY Bluefield, W. Va.—Granted request for voluntary assignment of license to new partner.

The new partner is as follows: Roebuck, S. C.—Granted license for new AM station and subject to voluntary assignment of license to new partner.

WKOY Inc., capital stock of which will be owned equally by five signers, partnership.

WJAT Savannah, Ga.—Granted license for new FM station.

WBBM Chicago, Ill.—Granted license to new AM station.

WOR New York.—Granted license to new AM station.

WTV Lansing, Mich.—Same to 8-21-50.

TV—60-66 mc.

Westinghouse Radio Stations Inc., Philadelphia, Pa.—Granted new license to new AM station, due to frequency.

AM license to new FM station; 4.23 kw aur. AMENDED to request Ch. 3, 40-60 mc, 15 kw vis.: 6.5 kw aur.

TENDERED FOR FILING

TV—72-42 mc.

WJEY-TV Philadelphia, Pa.—Granted license for new CP commercial TV station to change from 17.1 mc, 11.7 kw aur. to 100 kw vis., 77 kw power output.

APPLICATION RETURNED

WNAH Nashville, Tenn.—Hermitage Bestg. Corp. RETURNED license to cover CP new AM station.

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WJAT Savannah, Ga.—Granted license for new FM station.
Help Wanted

Managerial

New England independent station seeking sales manager or salesman with retail management experience. Experience with car dealership or similar retail experience preferred. Salary and commission. Write Box 75D, BROADCASTING.

Salesman

Immediate opening experienced salesman. Past earnings over $40,000 a month, 7 years experience. Experience must include at least 5 years selling continental, New England radio and television stations in midwest city of 15,000. Salary and commission $5000 plus commission. Write Box 75A, BROADCASTING.

Commercial manager who can do a real selling job for an independent station in prosperous market. A good option on 50/50 split. Good commission, full information, photo and references required. KSBG, Liberal, Kansas.

Casting

CASTING. Agents Modeling. Male, 20-35, 5'10" to 6'0". Excellent physical appearance. Must be willing to travel, hard working and have a good personality. Send photos and resume to Box 757D, BROADCASTING.

Announcer

Disc jockey-announcer. If you are now a skillful deejay, you may be able to take over some high-rated shows on a leading 5000 watt midwest station. Some commercial announcing also required. All particulars, including present earnings, previous experience. Send resume, photo and references, Box 755D, BROADCASTING.

ANNOUNCER WANTED. Immediate opening for experienced announcer. Send resume, photo and references to Box 756D, BROADCASTING.

Announcer-announcer-engineer with strong voice wanted for affiliated Louisiana Mutual All-Star. Send audition, references and personal information first letter. Box 80D, BROADCASTING.

Commercial man, R&B station. Experienced. Write Box 80D, BROADCASTING.

Announcer-engineer with strong voice for affiliated Louisiana Mutual All-Star. Send audition, references and personal information first letter. Box 80D, BROADCASTING.

Commercial man with sports, DJ and sales experience for West Coast station in 5000 kW in midwest area. Send disc, references and letter of introduction. Box 80D, BROADCASTING.

Announcer with first class experience and background. Must be familiar with all studio shows. No promises regarding playing salary. Excellent opportunity for experienced professional. Prefer 5 years experience. Top pay for right person. Send resume and particulars to Box 80D, BROADCASTING.

Wanted-First class announcer. Heavy on sports and news. KVDP, Plainview, Texas.

Wanted-salesman. Discriminate, intelligent, sales executive or qualified sales representative. Excellent opportunity for right man. Write Box 822D, BROADCASTING.

Selling experienced time salesman with car. ABC affiliate in Rocky Mountain division needs experienced and dependable salesman, write Box 822D, BROADCASTING.

Selling time salesman for established ABC affiliate station in Louisiana. Excellent proposition for man who can produce. Submit photograph, background and recommendations. Replies confidential. Box 822D, BROADCASTING.

Selling experienced time salesman. Salary and commission to start, straight commission after certain time. Full time preferred. Will not apply. High pressure boys won't be considered. Top pay for right man. If you can sell 'em and keep 'em sold let us hear from you. Write Box 822D, BROADCASTING.

Selling time salesman for established ABC affiliate in Louisiana. Excellent proposition for man who can produce. Submit photograph, background and recommendations. Replies confidential. Box 822D, BROADCASTING.

Selling time salesman needed immediately. 25-35 years of age. Minimum 2 years selling radio. Salary plus commission with network station in market of 70,000. The situation must be a good one. Write Box 822D, BROADCASTING.

Selling experienced salesman for progressive Colorado station. Must have at least 3 years selling experience and be willing to travel throughout the state. Call Bob Allen, KVOB, Alexandria, Louisiana.

Selling experienced salesman for progressive Colorado station. Must have at least 3 years selling experience and be willing to travel throughout the state. Call Bob Allen, KVOB, Alexandria, Louisiana.

SALES-UNCOV-UNCOV. Needed. Uncover, uncover. Uncover your opportunities with the best located, most progressive sales office in the nation. Uncover opportunities in all areas of the country. Uncover your opportunities with the help of the most experienced sales management team in the business. Uncover your opportunities with the company that values your success as much as you do. Uncover your opportunities with the company that will give you the tools and resources you need to succeed. Uncover your opportunities with the company that will provide you with the support you need to grow and succeed. Uncover your opportunities with the company that values your success as much as you do. Uncover your opportunities with the company that will give you the tools and resources you need to succeed. Uncover your opportunities with the company that will provide you with the support you need to grow and succeed.

WANTED. Experienced woman's comp. writer. Must be thoroughly experienced, have snappy idea, wide awake. Good market. East coast. No floaters. Write Box 875D, BROADCASTING.

Production-Programming, Others

WANTED. Experienced woman's comp. writer. Must be thoroughly experienced, have snappy idea, wide awake. Good market. East coast. No floaters. Write Box 875D, BROADCASTING.

WANTED. Experienced woman's comp. writer. Must be thoroughly experienced, have snappy idea, wide awake. Good market. East coast. No floaters. Write Box 875D, BROADCASTING.
a situation

Situations

Situations

Situations

year

learn.

year

sacrifice,

Radio

others

months

midwest,

can

permanent,

hours

into

kw

college

Technical

Situations Wanted (cont’d)

Chief engineer with 15 years experience plus ability second to none, seeks challenging position as chief engineer including all references including present employer. Box 85D, BROADCASTING.

Engineer, young, single, first home, seeks challenging position in broadcast experience but willing to learn. Box 85D, BROADCASTING.

Chief engineer seeking better boss. Also looking for technical problems in AM or FM including any direction in which you may be able to send us. If and when. Experience since crystal days until present at WXJ, Central. Box 816D, BROADCASTING.

First phone, 3 years broadcasting experience, desires job in broadcasting. Will send disc, photograph on request. Must have: $60. Box 86D, BROADCASTING.

Control operator, 3 years clear channel experience. E.E. Degree. Married. Presently in area. Box 87D, BROADCASTING.

Situations Wanted (cont’d)

Situations

Situations

Situations

year

learn.

year

sacrifice,

Radio

others

months

midwest,

can

permanent,

hours

into

kw

college

Technical

Situations Wanted (cont’d)

Experienced engineer, AM, FM. Working knowledge of TV. Married. Excellent references. Box 89D, BROADCASTING.


Engineer-ex-Signal Corp, man, approximately 3 years experience, well known in TV and radio, experience 4 years WNIX. Washington, D.C. Will assume 5th St., Alexandria. August 1. 3 years' experience at WRDW, Augusta, Ga., 1 year, months WRDW, Augusta, Ga. Immediately available, anywhere. E.F. Zehr, Box 52, Washington, D.C. 2. D. Phone Adams 1449.


Desire position as broadcast engineer or any position relating thereto. Hold professional degree, AM and FM, one year newspaper. Z. E. Zehr, 331-13th St. Niagara Falls, N.Y.

Holder of first phone license will consider for position. Box 13, Detroit, Mich., R. Lubeck, Lincoln, Kansas.

Phone: 1st class. Seek position in AM broadcasting. Box 87, KOSF, San Francisco. T. J. Rutledge, 1107 McBride Street, Far Rockaway, N. Y.

Transmitter operator, 3 months’ experience, skilled in operation of medium wave kilowatt station: radio school graduate. Prefer position in small market. Box 842, Stanley Thatcher, 467 Elm St., Lawton, Okla.

Engineer, 1st phone experience gained in Army communications. Americanist, thoroughly experienced, all phases, but willing to travel. Sidney Tressler. Box 56, Beech Creek, Pa.

Engineer, first phone desires combination of engineering and management. At 27, veteran, own car, willing to travel. Box 88, Marquette, Mich. Ambitious and dependable. Keith A. Zehr, 1550 N. 117th St., Omaha, Nebraska. Phone Atlantic 3210.

Production-Programming, others

Radio news pays off—NARDN Report. News editor can build news program in small market. Desires job in large market or west, but will consider all offers. Excellent experience in TV, radio, newspapers, public relations, sports. References. Box 873D, BROADCASTING.

Writer-producer, col. grad. 23. Experienced in all phases of radio. Currently in commercial, 5 kw or above. Scripts, transmissions available. Box 72D, BROADCASTING.

Newman, experienced collecting, writing, editing. Woman collector. Must be settled and up and running news dept. College grad. (Ph. Beta Kappa). Box 72D, BROADCASTING.

Cont. director, wide experience all forms of news, dramatic and sales writing. Desires position in large metropolitan market. Box 873D, BROADCASTING.

Young lady, fully experienced in collecting, writing, editing._permissions and responsibilities position. Box 85D, BROADCASTING.

Available at once, experienced copywriter, woman consumer. Collected an excellent reference from present employer. Box 85D, BROADCASTING.

Program director, proven record. Pay: sales, Top voice. Sports, etc. 27. College grad. Box 88D, BROADCASTING.

For Sale

Stations

Situations Wanted (cont’d)

Radioactive mind for hire for your promotion department. Experienced national promotion man. Experienced radio news editing, advertising trained Columbia M. 26, single. Box 831D, BROADCASTING.

Continuity writer. Conscientious, enthusiastic young woman with 2 years experience in news reader, commercial. Continuity position with progressive station. First rate references. Box 83D, BROADCASTING.

Script writer, radio or television. Can direct. Also interested in writing and producing. Little television experience. Will continue. First rate references. Box 873D, BROADCASTING.

Program director, Top references on supervision, program building and personal contact. Prefer south. Box 89D, BROADCASTING.

Program director-announcer, 31 years experience. Prefer large metropolitan college graduate, veteran. Invest $1,000 to $5,000 in first rate station. Will join progressive organization only. Box 8 CD, BROADCASTING.

Sales builders? Here's a boy and a girl that's different! It's solid! 2 hour disc show, two-way newscast, attention-getting. Will work for 3 years. Got a local problem? Will work a little and pay off. Prefer. Florida. Box 871D, BROADCASTING.


Broadcast studio manager, experienced announcer, copywriter. Graduate of Denver college, any size market. Experience in small market station. Experienced in large market or west, but will consider all offers. Available immediately for position, 900 WIC, Denver, Colo. 80211, 1106 Claymoor, La Junta, Colorado. Phone 1161M or 42.

Television

Production-Programming, others

Girl Friday wants TV job in west. Working knowledge of TV live and film programming. Experienced organizer of stage and radio production details. Box 877D, BROADCASTING.

Film director, 11 years experience as assistant, manager, Director of News, first position in major TV network. Editor of 16mm and 35mm films. Associate producer. Box 877D, BROADCASTING.

Radio stations

For Sale

Stations

1000 watt fulltime successful independent upstate N. Y. Good money maker. Perfect condition. Also studio and closed circuit FM outlet. Box 877D, BROADCASTING.

For sale at a sacrifice, 250 watt daytimer. Will consider good fulltime FM outlet in thriving market of 100,000. Minimum investment, Box 840D, BROADCASTING.

Equipment, etc.

WE 638 A microphone, new condition with 42A jack. $80. First check. Box 861D, BROADCASTING.

For sale. flourishing Muzak franchise business. Box 5. Will sell all equipment and accessories. Box 881D, BROADCASTING.


For sale a complete Presto lateral record changer. Pickup fits every 78. No stand. $50.00. Box 877D, BROADCASTING.

WANTED: echo box or tower complete with exception of lights and insulators. (Tower stored in Washington). Will consider top of antenna system unit D-59418. Best offer accepted. Write box 877D, BROADCASTING.

(Continued on page 82)
Help Wanted

Sales Promotion Manager
A leading 50,000 watt station located in the midwest is looking for a competent sales promotions manager. Network-affiliated, in a metropolitan market, this sales promotions job should be one of the best of its kind in the country. Starting pay is definitely not $10,000 but the salary certainly will be attractive. Excellent TV possibilities shortly, also. Write full details first letter to Box 881D, BROADCASTING.

Help Wanted

Salesmen

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experiences. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid. Send full details of background, experience, ambitions and photographs. Information will be held strictly confidential and interviews will be arranged at convenient time. N.Y. applications and full information to Box 833D, BROADCASTING.

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A leading 50,000 watt station located in the midwest is looking for a competent sales promotions manager. Network-affiliated, in a metropolitan market, this sales promotions job should be one of the best of its kind in the country. Starting pay is definitely not $10,000 but the salary certainly will be attractive. Excellent TV possibilities shortly, also. Write full details first letter to Box 881D, BROADCASTING.

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EPS to prevent future haggling over radio pickups of State Dept. news items, speaking by a week following meeting of broadcaster and departmental representatives.

As result of the department's bungling of arrangements for the Jan. 10 speech by Secretary Dean Acheson [Broadcasting, Jan. 16], ad casters will submit a set of claim forms covering all situations of this type.

The current effort to work out a lunation culminates years of dissatisfaction with State Dept. handling of radio newsman, marked by a series of incidents that left both parties unhappy.

NAB President Justin Miller leaped into the current controversy with a strong telegram of protest in advance of the Achen crunch, followed by a Jan. 16 letter suggesting creation of an ad hoc committee to find a solution.

The next day, Tuesday, a meet was held at NAB headquarters where the problem was discussed in detail as each group aired its problems. Attending for the ad group were Francis H. Rus, president of group; Bill Wood, public liaison section, representing NAB were Robert K.

Mr. Miller was assigned to at the conference by Jack Shel- WHO Des Moines, NARND, Mr. Shel, who was notified by NAB protests to the State Dept. Judge Miller’s letter follows:

Please let me compliment you upon your significant and historic address which you delivered at the Press Club Thursday, Jan. 12. Next, let me ask you for making possible the assembling of your address for publication. You have brought up a subject of such importance to the radio industry, and not in the public eye: to suggest—now that the repercussions have pretty well died down—they might be worthwhile for representatives of the broadcasters and the news services to get together with representatives of the State Dept. to work out procedures for the future in cases like this.

I understand and appreciate very real the considerations which make desirable to edit carefully either the text or the reporter's rendition of extemporaneous address. On the other hand, we have come to accept with the method of news reporting and dis- dination which puts us under severe measure to make such news quickly and which makes the old filing process largely obsolete.

In this particular case, for example, a editing process which took place

**FCC Actions**

(*Continued from page 78*)

Correction by FCC

WRFS-FM Alexander City, Ala.—Jan. 10, report held unread: Granted license for FM station, 961 kc, 1,500 watts (wmc). 1,500 ft.

*APPLICATIONS ON MOTIONS* (By Commissioner Hyde)

Missouri Basin Bestg. Co. and North Dakota Basin Bestg. Co., respectively, have applied for renewal of license to operate their respective stations (WJQ, Brattleboro, Vt., and WJZI, Shreveport, La.)

FCC General Counsel—Granted petition for extension of time to Feb. 18 to respond to Report and Order of Feb. 7, 1953, in proceeding on renewal of Station WQH, Des Moines, Ia.

Don Lee Bestg. System, Hollywood, Calif.—Filing fee of $75,000 in application for additional service in the area of time to Feb. 1 to file exceptions to proposed rule-making in the matter of application for renewal of Station KTF, Boulder City, Co., Nevada.

By Examiner Leo Remnick


FCC General Counsel—Granted petition for indefinite continuance of hearing Jan. 18 in re application of KEYY, Pocatello, Idaho.

By Examiner Fannen Livin

Radio Corp. of Toledo, Toledo, Ohio.—Granted in part petition for continuance of hearings which were suspended April 13, 1952, in re application of Unity Corp, Inc., Toledo, Ohio; hearing continued April 1, 1953, in re application of WSKW, Albany, N. Y.

By Examiner Basil Cooper

WGST Atlanta, Ga.—Granted petition to extend its late application for renewal of license in re Doc. 2941 et al.

By Examiner John P. Blume

WBYC Boston, Mass.—Granted renewal of license to be effective Jan. 15, 1953, in re application of WMCA, New York, N. Y., for new license in an area already covered by a license to WMCA, New York, N. Y.

By Examiner J. Fred Johnson Jr.

WBSQ Jacksonvile, Fla.—Granted petition in re application of hearing scheduled Jan. 19 to March 3.

By Examiner Jack P. Blume

Telecasting Inc. Waycross, Ga.—Denied petition for continuance of hearings in re application of WSKW, Albany, N. Y., for renewal of license to operate in Waycross, Ga.

By Examiner Hugh B. Hutchinson

General Counsel—Granted petition for continuance for hearing scheduled Jan. 10 to 20.

February 6 for filing of proposed findings in matter of application of WWSX, Missoula, Mont.


By Examiner James D. Cunningham

John Townsend, North Platte, Neb.—Granted motion in so far as it requests continuance of hearing scheduled Jan. 16 to March 15.

**January 17 Applications**

*ACCEPTED FOR FILING*

License for CP

License to cover new AM stations:

*:WJL, Tucson, Ariz.; KAPF, Petahuma, Calif.

License Renewal

Request for renewal of new AM station:

*:WTAN, Clearwater, Fla.; WKGK, Panama City, Fla.

Modification of CP

Mod. CP new FM station for extension of completion date: KROC-FM Rochester, N. Y. Granted for CP

License for CP

License to cover CP new FM stations:


License to cover DP new FM stations:

*:WBBI-FM Binghamton, N. Y.; license for CP to change coverage in existing Coast Band.

Modification of License

Household FM, Detroit, Mich.—Mod. CP new FM station in Portland, Ore., Granted license to cover DP new FM station in Portland, Ore.

*COMMISSION ON BANC*

License Renewals

Following stations were granted re-

*ENRAGEMENT OF LICENSE*

of license for period ending Feb. 28, 1954


*APPLICATIONS IN BANC*

Applications for new licenses


*LICENSES IN BANK*...
.

FCC

CBS WRITERS

Actions

New

(Continued from page 83)

Grants, Transfers,
Changes, Applications

FCC ROUNDUP

Applications Cont.:

KOEN Oceanside, Calif.—License to
cover CP new noncommercial educational FM station.
TENDERED FOR FILING
Modification of License
KOCS Ontario, Calif.—Mod. license to

change from 1510 kc 250
kc 250 w unl.

AM— 1230
WTVL
w

w

.

.

.

WRTV

there.

Renewal Extended
A. J. Felman and WJOL Joliet, III.—
Upon consideration of petition by Felman. Commission extended to March 1,
time

compliance

achieving

for

appli-

sec. 3.109 of rules in re
cation for renewal of license.

with

Extension Granted

WFVG

C—

Fuquay

N.
Springs,
Granted extension of authority to operate with power reduced to 250 w for
period of 30 days from Jan. 20. pending
receipt and action on formal application to install new trans.
Petition Granted

WKMH Inc., Jackson,
WKMH

Mich.—Granted

Inc. in so far as it
petition of
requests that application for new station be designated for consolidated
hearing with applications of
and Booth Radio Stations, denied in all
other respects. Designated for hearing
in consolidated proceeding to commence Jan. 30 in Washington, application for new station on 970 kc 1 kw
and made WICA
unl. time DA. -2,

2,096

2,057

FM

733

485
32

C—

WGAI
CP

make changes

DA

on
condition that properly designed phase
monitor shall be installed in trans,
room as means of continuously and
amplitude and
indicating
correctly
phase of current in several elements
of

of

DA

to

in

system.

WMIE

Lincoln

Operating

as

Co.,

Sun Coast Bcstg. Corp.,
second motion of

for
Fla.

— Denied

Miami,

Lincoln Operating Co. for reconsideration and grant without hearing in
matter of assignment of CP for station
WMIE, and Commission ordered resumption of further hearing to commence Feb. 14 in Miami, in this proceeding.

Oral Argument
Commision scheduled oral argument
for Feb. 6 in following proceedings:
Pilgrim Bcstg. Co., Boston, Mass., et

Cushing Bcstg. Co. and Payne
al;
County Bcstrs., Cushing, Okla.

January 19 Applications
ACCEPTED FOR FILING

.

.

License for CP
License to cover CP new
tions; WFPA Fort Payne, Ala.;
Pawtucket,
Boone, la.;

KWBG
1590

kc

WPAW
AM— 1590

Boone,

kw D

1

la.

FINAL DECISIONS

KSOO filing application for 1140
kc which will afford required erotecWRVA Richmond, Va. (Comr.
Jones dissented, voting for further
hearing). Decision adopted by FCC
Dec. 20, but not released until Jan. 17.
WSAP Portsmouth, Va. Announced
decision granting application for switch

tion to

—

250 w on 1490 kc to 5 kw on 1350
directional fulltime (Class III as-

from

signment); engineering conditions. Decision Jan. 19.

Bedford

—

R.

kw-D

1

CP
R.— Mod. CP

500

Modification of

Mayaguez, P.

increase power, install ant. etc.
extension of completion date.

to
for

FM stations for excompletion dates: WJBY-FM
WAAF-FM Chicago;
Ala.;

Mod. CP new
tension of

Gadsden,

WLPM-FM

Suffolk. Va.

License Renewal
Abilene, Tex. Request for

KRBC-FM

license renewal

FM

—

station.

Modification of

ing as in default application of New
Bedford Bcstg. for new station on 1270
kc with 500 w daytime. Decision Jan. 19.

INITIAL DECISION
Tildon M. and Starlon S. Adcock,
Goldsboro, N. C. Initial decision issued by Hearing Examiner Leo Resnick

—

in default application for new
station on 570 kc with 1 kw daytime. Applicant failed to appear and
present evidence in support of application. Decision Jan. 17.

deny as

AM

TV

station

extension of completion date:
for
KNBH Los Angeles to 4-15-50; WOI-TV

Ames,

la.

Page 84

to 3-15-50.

•

OPINIONS AND ORDERS
Royal V. Howard, Honolulu, and Inland Bcstg. Co., Hilo, T. H.— Adopted
order setting aside grant to Royal V.
Howard of 250 w on 840 kc and designated for rehearing with application
of Inland Bcstg. for 1 kw on 850 kc.
Order Jan. 19.
WNYC New York and WCCO Minneapolis Adopted memorandum opinion and order denying petition of

WNYC

for amendment of Sec. 3.25(a)
of rules to permit grant of application
to change its facilities from 1 kw
limited time on 830 kc, directional, to
5 kw day, 1 kw night on 830 kc, fulltime, using different directionals day
petition for
and night; granted
Petition and applidismissal of
application dismissed
cation;
without prejudice. Sec. 3.25(a) is involved in pending clear channel case.

WNYC
WNYC

WCCO

Order Jan. 19.
Payne County Bcstrs., Cushing, Okla.
Adopted order denying that part of

—

petitioner's memorandum brief in reply
to exception to initial decision on Dec.
which asks that Cushing
1949,
29,
Bcstg. Co.'s request for oral argument
19.

Non-Docket Actions ...
TRANSFER GRANTS
Seminole, Okla.— Granted asof license of Seminole Bcstg.
Tom Potter to KADA Bcstg.
Inc. for consideration of $27,500, KADA

signment
Co. from

Bcstg. Inc. is owned by Dr. C. C.
Morris, retired preacher and members
of his family. KSMI is assigned 1260
kc, 500 w-D, Granted Jan. 18.
Calif.— Granted
Pasadena,

KWKW

assignment of license from Marshall S.
Neal, Paul Buhlig, E. T. Foley, and
Edwin Earl d/b as Southern Calif.
Bcstg. Co. to John H. Poole. Consideration $57,500. Mr. Poole is owner of
KSMA and KSMB (FM) Santa Maria,
assigned 1 kw day on
Calif.
1430 kc. Granted Jan. 18.
WOKZ-AM-FM Alton, 111.— Granted

KWKW

WOKZ

CP

Mod. CP new commercial

New

KSMI

— CP to change from

w-N DA-N.

WPRA

Corp.,

I.

kc

kc

Bcstg.

Bedford, Mass. Announced decision to
adopt examiner's initial decision deny-

to

January 23, 1950

Inc. from
transfer of control of
R. L. Rose and R. C. Goshorn for consideration of $75,000 to North Shore
Bcstg. Co. Inc. North Shore is licensee
(FM) Evanston, 111. Princiof

WEAW

cations

In

Pending

Hearing
276
28
182

328
49
353

*6

*

North Shore are Edward A.
and Leonard V. Dayton.
assigned 1 kw D on 1570 kc,

in

is

Granted Jan.

dice to

New

*

WOKZ

Sioux Falls, S. D.— Announced
decision denying application for switch
from 5 kw limited time on 1140 kc to
10 kw fulltime on same frequency, using directional at night, without preju-

kc,

Cond'l

Grants

79

Wheeler

KSOO

be denied. Order Jan.

.

AM staKWBG

to 1590

.

18.

—

KTAE Taylor, Tex. Granted consent to transfer of control of KTAE
Mr. Garrett previously held 800 shares,

200 sh. were purchased by Mr. Conoley
for $5,250 which increased his holdings
to
50%. Mr. McConchie purchased
100 sh. for $2,625, which increases his
holdings to 25%. Mr. Campbell bought
is assigned
500 sh. for $13,125.
1260 kc, 1 kw daytime. Granted Jan. 18.

KTAE

AM GRANT

WKVM

—

Granted
Arecibo, P. R.
switch from 1070 kc 10 kw unl. to 1070
kc 25 kw and make changes in DA
pattern. Granted Jan. 18.

Deletions

tonight
(Jan. 23) is holding a meeting of
its writers of CBS package showisjj'
from Hollywood to discuss the most,
effective way to conduct impendinj^
strike against CBS Hollywood on
behalf of staff viriters, and to determine what the writers' stand wilf
I

180
291

pals
.

—

Motion Denied
Trustee

*
.

RADIO WRITERS GUILD

be.

air.

Docket Actions

WKMH

Modification Granted
Granted mod.
Elizabeth, N.

98

Four on the

CPs

Licensed

AM

WKNX

Ashtabula, Ohio, party to proceeding
with respect to all applications and
WWJ Detroit, party to proceeding with
Inc. only.
reference to

Total
Air

On

Class
Stations
Stations
TV Stations
*

Motion Granted
Maison Blanche Co., New OrleansGranted motion- in so far as it requests
dismissal of application for mod. CP
for extension of completion date of

1950,

of Authorizations, Stations
Appli-

January 19 Decisions
BY COMMISSION EN BANC

station

19

the Air, Applications

kc

unl.

new TV

Summary
On

to 1510

Me.— CP to change
unl. to 1230 kc 250

Waterville,

from 1490 kc 250

w-D

SUMMARY TO JANUARY

Sox Scote

Guild Mulls Impending Strike^

.

.

.

AM

staAUTHORIZATIONS for one
outlets reported detion and four
leted by FCC last week. Total to date

FM

A general membership meeting oil,
the guild to take a strike vote an(^j.
discuss breakdown of negotiations jr
between the union and the network|,
on behalf of the 10 continuity
writers is scheduled for the end of
January.
Agreement had been
reached on only two of the six
demands presented by the union tcf
on grievance ma-l„
the network
chinery and release of radio writers!'^
from necessity of being available!
to the network for speech making.
The four points on which agreement failed to be reached include:
salary readjustment (union seek-

—

pay scale equal to that of CBS Nev.
York staff writers, $101.50); limitation of working hours (unior
claims 60 hours work week no^^
permitted without overtime pay);
retention of radio and televisior
pay rights to all material writtei
by staff writers on own time; J
«
seniority provisions.

year: AM, 2; FM,
Deletions, effective dates

6; TV, none.
and reasons:
San Antonio, Tex.— W. K.
Ritter
d/b as
M.
and
W.
McCauley
Bexar Bcstg. Co., CP Jan. 13 (990 kc,

i:

this

KBKX

1
kw day). Extension
date denied.
WHEC-FM Rochester, N. Y.—WHEC

completion

of

KCKN-FM Kansas City, Kan.—The
KCKN Bcstg. Co., CP Jan. 11. Eco-

nomically unsound to continue operation.

KVEC-FM

The Valley
13.

San Luis Obispo, Calif.—
Electric

license

Co.,

Jan.

Economically unsound to continue

operation.

WWNI

(FM) Wabash, Ind.— Syndicate
13. Lack of
FM.

Theatres Inc., license Jan.
interest in

New

Applications
AM APPLICATIONS
.

Knoxville, Tenn.

.

— Marvin

.

I.

Thomp-

son, 800 kc, 1 kw day (Requests faciliof WIBK there). Applicant is
ties

manager and 50% owner WIBK. He
proposes to purchase other 50% interest
in facilities held by Rev. J. Harold
Smith and Myrtice Rhodes Smith for
$25,000.

Mich.

Gaylord,

—Midwestern

Bcstg.

Co., 900 kc, 1 kw day; estimated cost
$25,000. Applicant is licensee
Petoskey,
Traverse City,

WTCM
WATT

WMBN

WATZ

Alpena, Mich. Filed
Cadillac and
Jan. 19.
Stockton, Tex.— Fort Stockton
Ft.
Bcstg. Co., 860 kc, 250 w day; estimated cost $10,175. Co-partnership: V.
and R. W. Anderson, owners
T.
Anderson Music Co., Big Spring, Tex.,
and each 25-5/6% owner of Big State
proposed purchaser of
Bcstg.
Co.,
KTXC Big Spring; Leonard R. Lyon.

100% owner KTXC and 33V3% owner
Big State Bcstg.; George T. and Clyde
E. Thomas, attorneys and each 7.5%
owner «ig Springs Bcstg. Filed Jan. 17.

FM APPLICATIONS
Sanford, N.

C— Sanford

Bcstg. Co.,

ERP 325 w,
above average terrain.

Class A, Ch. 276, 103.1 mc,

antenna 185

ft.

Co-partners: Thomas Burke Buchanan,
radio and record shop owner, and
Thomas E. Barker, insurance business.
Filed Jan.

17.

Andalusia, Ala.— Andalusia Bcstg. Co.
Inc., Class B. Ch. 262, 100.3 mc, ERP
10.28 kw, antenna 160 ft. Applicant is
licensee WCTA there. Filed Dec. 27.

TRANSFER REQUESTS

Wolf Named
APPOINTMENT

Sidney K,
of
Wolf, assistant general commercial

director of the International Telephone & Telegraph Co., as execuMunitions
tive
director of the
Board Joint Electronics Committee
was announced by the board las1
week. He assumed his duties lasi

Monday. The joint committee is
preparing a mobilization plan tc;
guide the military in dealing wit?,
the electronics industry [Broad
CASTING, Nov. 21, 1949].
Frank Smith. KRIS assigned
1360 kc. Filed Jan. 19.

WCFC(FM)

Beckley,

following minor stockholders: Houston
Harte, 12.25%; Isobel C. Harte, 10%;
Eva May Hanks, 11.25%; Jean Kinsolving Barnard, 5%; Bernard Hanks estate,
11.25%. Consideration is $288,000. Chief
owner and manager of KRIS is T.

oi

quishment of control of Beckley News..
papers Corp., licensee, by Charle^''^
Hodel, president and owner 1,009 st

who gives 99 sh to following,
Mrs. K. W. Hodel, Rose Hodel, E. J
Hodel, George W. Hodel and John C
Hodel. Family holdings continue
total 66.28%. WCFC assigned 101.3 mC
(52.41%),

Filed Jan. 19.

WSNJ-AM-FM

Bridgeton,

N.

J.-,

Transfer control of Eastern State
Bcstg. Corp., licensee, from Elmer H
Wene, sole owner, for $82,500 to Pau
W. Alger, WSNJ manager, and Russel
S. Henderson, attorney and Bridgetoi
commissioner of public safety. WSN.
on 1240 kc. Filed Jan. 18
assigned 250

KWNW

w

Wenatchee, Wash.— Transfe

control of Apple-Land Bcstrs., li
censee, through issuances of new stoci
and several minor transfers since 194?
J. B. Hatfield, president and 16% owner
and Fe>d J. Schaaf, secretary-trea
surer and 28% owner, were origina
incorporators. Oth«r present stock
holders and interests now are: A. 1
Anderson, 15%; James P. Parks, 16%
Anthony J. Sternling, radio technician7%; Vera J. Sternling, 5%; Robert E
Stickel, 6%; Irma Sutton, 2%; ClydB. Kellogg, 0.4%; Frank E. Smith, 3%
of

Thomas Robert Waters Jr., 2%. KWNV
assigned 250 w on 1340 kc. Filed Jan. 18

WENA

Bayamon,

ment

KRIS Corpus Christi, Tex.—Transfer
of part interest in Gulf Coast Bcstg.
Corp., licensee, which buys holdings of

kw

1

W. Va.—Relin-f

of control
Corp., licensee,

of

P. R.

—Relinquish
Bcstg

Bayamon

from Ramon Agudo
54.19% owner, through sale by him o

sh at $125 per sh to three othe
Holdings afte
stockholders.
transfer would be: Mr. Agudo, 25.19%
Domingo Diaz Alejandro, 25.19%; ani
Alberto Diaz Atiles and Gustavo Dia
assignei
Atiles, 24.81% each.
250 w on 1560 kc. Filed Jan. 13
76

minor

BROADCASTING

WENA

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Telecast ini

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It


Liquor Ads
(Continued from page 21)

network and spot advertising could be affected. The Langer bill, as presently instituted, broadly prohibits all alcoholic beverage advertising in interstate commerce. It includes a revision which singles out radio stations (and concedes radio's interstate nature), thus in effect outlawing all such advertising by radio. A clause dealing with mail, pamphlets, etc. prohibits such advertising "in any place in any state." Many counties, while in "wet" states, are "dry."

John D. Sullivan, general counsel for Advertising Federation of America, told Sen. Johnson's committee:
"It would absolutely prevent all direct advertising of alcoholic beverages by duly licensed radio stations, no matter how inoffensive the advertising. It is no way of stopping a radio wave at a state line."

That also was the view expressed by Rev. Sam Morris, temperance leader, who conceded that the bill would confer "inoffensive" advantages on states and communities. Where the sale of (such) beverages is legal.
"Thus the bill would be abracadabrac and even more offensive in direction of prohibition, to me and some observers feel.

Local Advertising
One "dry" spokesman—Donald Croward, executive secretary of the Northern Baptist Council on Christian Social Progress—told a committee, however, that the bill would not affect local advertising. He labeled it a sort "states' rights" measure.

Sen. Warren Magnuson (D-Ash.) wanted to know whether the bill, if enacted, would not dis- criminate against 46 of the 48 states who voted "wet" Mississippi and Oklahoma are "wet," though they sell beer), and particularly against states and radio stations crossing state lines. Mr. Croward said there was a matter for individual states to decide, and he foresaw no prohibition on local advertising as the result.

Another aspect of the Langer bill almost certain to evoke opposition from some members of the state Commerce committees, is its previous year's rules against "unconstitutional," or even "inoffensive." This charge was leveled repeatedly during the hearing.
Mr. Sullivan denied that the measure would in effect "punish by statute a lawful industry" by denying a right to advertise by radio and her media—and by denying advertising agencies, radio networks, etc., the right to do business with "a lawful industry." Its purpose plainly is "not to regulate, but to prohibit," he asserted.
Furthermore, Mr. Sullivan continued, FTC has power to protect the public from misleading advertising; the Federal Alcohol Administration Act contains similar prohibitions; and alcoholic beverage advertising is rigidly controlled and regulated in almost every state.

The Advertising Federation of America, whose membership exceeds 25,000, comprises 131 national advertisers, 328 agencies, 59 radio companies, among other groups.

The Internal Revenue Bureau's Alcohol Tax Unit, which supervises the Alcohol Act, threw the matter squarely back at Congress during the hearing. Carroll Mealey, its deputy commissioner, said the Treasury Dept. had "no specific recommendations."

If Sen. Langer's measure should become law the combined radio-television industry would stand to lose an estimated $10 million in overall revenue from alcoholic-ale advertising—projecting the figures to include the local level. About 1% or 2% of radio's national revenue would be affected.

Networks reportedly took in between $1,100,000 and $1,600,000 during 1949 in gross time sales from alcoholic beverage advertising, according to latest estimates. Spot business is expected to approximate up to $5 million in net sales, with the remainder derived from local billings.

Volume of wine advertising over radio and television stations is relatively small, but one advertiser, Fruit Industries Ltd., feels that radio and television have a "perfectly proper place" in their advertising and should not be discriminated against.

In a statement prepared for the hearing and inserted in the Congressional Record by Rep. Leroy Johnson (R-Calif.), Phil Bianco, of Four Rivers, stated:
"...It is perfectly possible for any member of the wine industry to handle radio and television in such a way as to conform to the customs and habits of the people in any particular marketing area."
Broadcasting has close local and selection mechanisms, and advertisers generally adhere to local community regulations with respect to certain advertisers.

He said the yardstick of good taste as provided in the wine industry's advertising code, applies equally to radio and television.

Henry Ship, president of Brand Names Foundations Inc., foresaw a destructive precedent in the Langer bill, citing dangers to the whole American system of trademarks and advertising.

Rep. Joseph Bryson (D-S. C.), author of HR 2428, also appeared briefly before the committee to explain provisions of his bill which is similar to the Langer measure.

WOR Research

Daytime Radio vs. Newspaper

SPONSORS on WOR New York's daytime participating and other programs can reach two to nine times more women per dollar than are reached by advertisements in standard size New York City newspapers, according to a new WOR research study.

On comparing WOR one-minute daytime participations or announcements with ads in five size ranges in standard-size New York City papers, it was found that WOR thereby averaged 820 women per dollar (WPD) while newspapers scored as follows:

<table>
<thead>
<tr>
<th>Size Range</th>
<th>WPD</th>
</tr>
</thead>
<tbody>
<tr>
<td>106 WPD for ads of 140-259 on lines</td>
<td>792</td>
</tr>
<tr>
<td>106 WPD for ads of 260-399 on lines</td>
<td>1150</td>
</tr>
<tr>
<td>112 WPD for ads of 400-999 on lines</td>
<td>1060</td>
</tr>
<tr>
<td>106 WPD for ads of 1000-1499 on lines</td>
<td>79 WPD for full page ads</td>
</tr>
</tbody>
</table>

In announcing the study, Robert M. Hoffman, WOR director of research, made it clear that the newspaper figures were based on open rates and not on contract rates because of the impossibility of adjusting for contract rates without knowing exactly how many advertisers enjoy which rates.

Social Research School

THE New School for Social Research, 66 West 12th St., New York, has announced 14 courses in public relations and publicity for the spring term beginning Feb. 6. The spring curriculum includes five full term courses in "Basic Principles of the Mass Communication Arts," "Editing and Writing for Television," and "International Broadcasting."

January 23, 1950  Page 85
At Deadline...

CAPITAL TV SET SALES GOOD DESPITE COLOR TESTS

REVERSAL of earlier trend seen Friday in two separate Washington surveys indicating black-and-white television set sales not greatly affected by CBS' public demonstration of color TV.

Survey by Electric Institute of Washington, which week before had indicated sales were down and attributed it to color showing [CLOSED CIRCUIT], showed in last week's surveys that demonstrations' overall effect is not harmful to set sales and in fact is helping clarify some public confusion on color question, officials reported. Institute voted to take no stand on demonstrations.

Another survey, by American Research Bureau, said it is consensus of large dealers that:

(1) Almost every prospective set buyer sares about color; (2) volume of such questions varies with color publicity; (3) "in the main these questions, while sales obstacles, do not stop sales"; (4) dealers resent color publicity and FCC's approval of color demonstration, but do not stop sales; (5) "in the main these questions, while sales obstacles, do not stop sales...it does raise sales resistance", and "a well-planned, well-executed TV set sales picture is "excellent" and think main factors hurting sales are: (A) lack of inventory and (B) "demonstration of old models at giveaway prices" under impression TV set sales should be made.

PRELIMINARY results of ARB telephone survey of 300 dealers indicated 93 per cent of families said they're waiting for color, while 47 per cent gave finances as reasons; 29 per cent said not interested in colored TV now, and 11% said waiting for clearer pictures.

RAILS REVIEW TV

ADVERTISING managers of 40 American railroads discussed television formally for first time at annual meeting in Chicago Friday and Saturday. Nick Bennett (TV) and A. Curley Walsh (radio-TV contract manager, and Roger O'Connor, transmission engineer, both of Illinois Bell Telephone Co. Members of National Assn. of Railroad Advertising Managers talked of their use and opinion of TV. Only three railroads—Union Pacific, Santa Fe and New York Central—are reported to have used TV spots before first of year. Group's new president is Walter S. Jackson, of Chess & Oak, succeeding H. N. Northcott, of Union Pacific.

UNION TO SPONSOR GEORGE PUTNAM'S Broadway to Hollywood, DuMont TV Network show, to be sponsored by United States Steel, National Broadcasting Co., New York, for Funk & Wagnalls Encyclopedia. Thirteen-week contract for telecasts, Fri., 8:30-9 p.m., placed through Victor Bennett, New York.

UNION'S STRIKE NOTICE

CBS Hollywood's union difficulties mounted with disclosure Friday the Office Employees Union had filed strike notice against network with National Labor Relations Board, OEU, representing 100 at CBS Hollywood, seeking wage increases, reclassification of several jobs, and improved working conditions. Union may join International Brotherhood of Electrical Workers and Radio Writers Guild, both of which have filed strike notices, in action against CBS.

GUILD MEDIATION SEEN

MEDIATION expected to stop back in picture this week in deadlock between Radio & Television Directors Guild and four networks. Parties ended negotiations late Thursday "miles apart" with no further meeting set. New York State mediator offered aid last month on television recognition question and then withdrew on its solution to let parties reach agreement themselves.

ADVERTISING ENHANCES RADIO INTEREST, 44% FIND

ADVERTISING adds to interest of radio in 44% of cases, takes away from interest in 38%, makes no difference in 12%, according to George Gallup, director, American Institute of Public Opinion. Latest Gallup poll shows advertising adds to interest of newspapers in opinion of 73% of those interviewed, takes away from interest of 11%, makes no difference to 11%. Magazine figures in same order are 64%, 18% and 18%.

Women found much more inclined than men to think advertising adds interest to radio or publications; people with college education more strongly to radio commercials.

WPEN OFFERS FACILITIES IN A&P ANTI-TRUST DISPUTE


Station suggested "forum of type of program to air current anti-trust controversy and said it would (1) provide NAB with transcriptions for general station distribution and had (2) advised its listeners of offer in hourly newscasts.

AGENCY'S NEW SERVICE

O'BRIEN & DORRANCE Inc., New York, announced development of new low-cost promotion plan for individual radio and video station. According to William R. Seth, radio-television director of advertising agency, whose department will handle function, it was felt much station promotion is of poor quality, and never reaches agency and advertising executives it is designed to impress.

KWTO BOOST FAVORED

KWTO Springfield, Mo., would receive approval for switch from 5 kw, 1 kw to 5 kw, 5 kw to fulltime, on 560 kc directional, according to recommendations of FCC's Hearing Examiner J. D. Bond, issued Friday. Slight interference would result with KFDM Beaumont, Tex., and KLZ Denver.

'CHICK' KELLY JOINS WPTZ

JOHN J. (Chick) Kelly today joins WPTZ (TV) Philadelphia as director of sales promotion and publicity, Ernest P. Loveman, president and general manager, announces. Mr. Kelly resigns from WCAU same city as publicity director and commercial representative.

SCHAEFER JOINS PHILCO

HAROLD W. SCHAEFER, for 24 years active radio, electronics and television engineer, appointed special assistant to Leslie J. Woods, vice president-director of research and engineering of Philco Corp. Mr. Schaefer will handle special phases of research and engineering for Philco's Television and Radio Div.

27 TAKE 'CRUSADE' RE-RUN

UP TO Friday, 27 ABC-TV stations showing re-run of Crusade in Europe, syndicated film series based on Gen. Eisenhower's book, 11 on commercial basis (local sponsorship) and 16 on sustaining. ABC-TV says new stations signing almost daily.

last week reappeared on Washington scene which he formerly frequented with elaborate pictorial presentation of his new "Radio Plaza," housing his MBS affiliate. His sumptuous and highly functional operation was accompanied with side comments about his recent closure of KOPY (FM) Houston, particularly in light of his drum-beating for FM medium as first president of FMA.

GARRETT & CO. (Virginia Dare wine) through Rutherfand & Rynn, New York, about to prepare spot announcement campaign to start in March.

GENE AUTRY, movie, radio and rodeo star as well as station owner (KOLL Phoenix, plus other minority interests), is about to invade new, artistic field—comic strip newspaper syndicate.

RYAN CANDY CO., New York, preparing "Hopalong Cassidy candy bar" which will be on sale starting in February in eastern area at first. Blaker Ad., New York, its agency planning to use radio spots to introduce candy.

GORHAM SILVER CO., through its agency Kenyon & Eckhardt, New York, will audition on kinoscope TV program featuring Elsa Maxwell. Network probably be CBS-TV.

NETWORKS ARE BEING faced with increasingly difficult problems generating from TV's commercial come-uppance. In one major market, it's reported, an affiliate broke into 55-minute presentation nine times with spot announcements, fading out video and sound to put on spots.

EDWARD MADDEN, former managing director of now defunct American Newspaper Advertising Network, joins NBC Feb. 1 with title of assistant to Joseph H. McConnell, NBC president. Mr. Madden, onetime executive in charge of new business at McCormick-Erickson, New York, believed slated for staff-level NBC vice presidency eventually.

'TEXACO THEATRE' TOPS THREE-CITY TV SURVEY

AMERICAN RESEARCH Bureau report released Friday shows Milton Berle's 'Texaco Theatre' most popular video program in three cities covered—New York, Philadelphia and Baltimore.

Four of Five Scouts reports third place in New York and Philadelphia with his other show, Godfrey and His Friends, second in Baltimore. Report points out that New York new Ken Murray show bare minimal Top Ten with 30.6 for premiere performance Jan. 7.


Top Ten programs in each city reported by American Research Bureau as follows:

NEW YORK: (1) 'Thayattering Theater', 48.9; (2) Top of the Town, 53.6; (3) Talent Scouts, 53.3; (4) Godfrey and His Friends, 49.8; (5) The Goldbergs, 41.7; (6) Top of the Town, 38.4; (7) Studio One, 53.8; (8) Suspense, 32.8; (9) Light's Out, 22.6; (10) Stop! in the Name of Love, 21.3; (11) Jetix, 19.8; (12) Children's Hour, 53.8; (13) Boxing (Fri., Sat.); (14) Top of the Town, 58.6; (15) Talent Scouts, 53.8; (16) Godfrey and His Friends, 48.3; (17) The Amazing Family of Stars, 48.5; (18) Top of the Town, 58.6; (19) Top of the Town, 58.6; (20) Godfrey and His Friends, 68.4; (21) Top of the Town, 58.6; (22) Talent Scouts, 61.8; (23) Murder, 57.2; (24) Cowboy Music, 57.9; (25) Suspense, 49.1; (26) Lone Ranger, 45.8; (27) Big Story, 42.5; (28) Fireside Theater, 40.4.

BROADCASTING Telecastin
Welcome, friends, we take good cheer
To see your names again this year.
And may we note, with modest crowing,
Your goodly number keeps on growing!
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

More people than Los Angeles! More buying power than San Francisco and San Diego combined. That's the Bonanza Beeline—California's rich central valleys plus western Nevada.

There's only one way to radio-sell this market. That's with on-the-spot stations... the five BEELINE stations, Beeliners, remember, are islanders. They naturally prefer their own stations to outside stations.

For complete Beeline coverage, use all five stations... at combination rates. Or use the BEELINE stations individually for top coverage of any major Beeline shopping area. For instance...

...here's what you should know about KFBK

The Sacramento Bee Station (50,000 watts - ABC)

Delivers solid coverage of whole 21-county million-dollar Sacramento market, where annual food sales alone top 242 million.

Has lowest cost per listener in its area.

McClythy Broadcasting Company
SACRAMENTO, CALIFORNIA  •  PAUL H. RAYMER CO., National Representative

KFBK
Sacramento (ABC) 50,000 watts 1550 kc.

KOH
Reno (NBC) 1000 watts 1630 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1250 kc.

KMJ
Fresno (NBC) 5000 watts 1460 kc.
"Look here, Philip—didn't I see a new wing on that Danbury plant of yours?"

"You did. And if you had spent less time ogling my charming new beauty consultant, you might have noticed I'm breaking ground for another. She's married, by the way."

"Oh, I see. Tell me—how does this completely idiotic business of yours keep on growing?"

"HA! Idiotic, eh? Do I detect a note of ghoulish envy? No matter. WOR is one reason. The only reason as far as advertising is concerned. There wasn't a hare's chance to hounds of my ever making a go of it until I began offering samples on a 15-minute show over WOR."

"Indeed?"

"Yes, my dear fellow. Indeed! Indeed! Indeed! I got a dealer-distributor reception about as warm as a December dawn when I tried to launch it in New York. But WOR took care of that. Sent customers asking, prodding, demanding. Set the town on end, actually. Complete distribution the first year; 100% sales increase the second, same the third year, and still going up."

"Amazing."

"Reticent as ever, aren't you, Robert?"

★ The characters in this brief sketch are fictitious. But the results aren't. They are excerpts from one of WOR's 110 success stories—the greatest collection of success stories ever gathered by any station anywhere.
Why did they write WLS in 1949?

Our listeners in Midwest America wrote us another million letters in 1949 to tell us their radio wants—to get needed information for better living from Feature Foods, Dinner Bell Time, Kitchen Club, Farm Bulletin Board and other service programs—to play “Stumpus” with our Buccaneers and Rangers—to thank us for the Midwest’s most complete weather and market service—to request tunes of their friends who star on the National Barn Dance—to ask WLS editors and stars to talk or entertain at their meetings—to get copies of Dr. Holland’s inspirational messages or School Time scripts—and perhaps most of all to show the interest and confidence they have in the station whose 50,000-watt, clear channel signal is always the “voice of a friend.” That’s why...

1,092,039 letters came to WLS in 1949—more than 21 million letters in 20 years to

Number 1 in a series showing the quantity and quality of response to WLS service and programming.
WOAI's Primary Market has always been a bright spot in the nation's economic picture. Today, day and night, a half-million families who spend over a billion dollars over grocery, drug and other retail counters, have the WOAI listening habit! (Check Hooper or BMB). • Already rich in oil, cotton, cattle and other agricultural products, WOAI's Southwest now is one of the nation's industrial hot spots! (Ask your Banker). • That means more people who make and spend more money on more products! There's no substitute for WOAI's coverage of this ever richer market. • Hooper's latest Listening Area Index shows WOAI with two times as many listening families daytime, three times as many nighttime, as the next most listened to station. For availabilities... (Ask Petry).
Closed Circuit

IT LOOKS like no dice now and reconsideration in Drew Pearson-Robert S. Allen bid for facilities of 50,000 w Hearst-owned WBAL Baltimore. Lineup now stands three to three (Hyde, Sterling, Hennock for WBAL renewal, versus Coy, Walker, Webster for Pearson-Allen). Question: Will seventh member—Jones—who did not participate because of Pearson assault against his confirmation three years ago, now be forced to vote?

STREAMLINED government delegation to Havana for Feb. 1 NARB negotiations with Cuban representatives will consist of FCC Commissioner Rosel Hyde, chairman; D.R. MacQuivey, foreign affairs specialist, State Dept.'s Telecommunications Division; James Barr, FCC's AM Engineering chief; FCC Engineer Underwood Graham, and Ray Harrell, State Dept.'s telecommunications attaché in Havana. They'll consult with Ambassador to Cuba Robert Butler and Counselor of Embassy Harold Tewell.

A.D. (Jesse) WILLARD Jr., erstwhile NAB executive vice president, nominated for NAB medium-station director-at-large. He now heads WGAC Augusta, Ga. Arthur B. Church, KMBC Kansas City, many-time director, among 20-old nominees along with four present board members: Harold E. Fellows, WEEI Boston; Charles C. Caley, WMBD Peoria, Ill., and Henry W. Slavick, WMC Memphis, all district directors, and Kenyon Brown, KWFT Wichita Falls, Tex., incumbent medium-station director.

UNDERSTOOD Harold Wheelahan, WSMB New Orleans, unopposed in NAB District 6 for directorship. Also possibly slated for unopposed election are Cal Smith, KFAC Los Angeles, District 16 (incumbent), and Jack Dodd, KFBI Wichita, District 12.

SPEAKING of elections, NAB board will have to name additional nominees in at least one bracket. Elections thus will be delayed at least week pending board action. Some aspirants to directorships weren't on NAB's eligibility list because they didn't fill out certification forms properly.

POLITICAL horns nest may be stoked by FCC, involving former GOP Presidential nominee, Case is 1956 Candidate Alf Landon's five-month-old application for transfer of his Denver daytimer, KTLO, to General Manager Leonard Coe for $45,000 [BROADCASTING, Aug. 1, 1949]. FCC considering calling hearing. One question: Has transfer already taken place?

EXECUTIVE of motion picture company in New York reportedly hired by NBC as staff-level public relations chief, probably with vice president's rank. Sydney H. Eiges, present NBC vice president in charge of press, will continue on operating level.

MUTUAL BOARD, which meets in Washington next week, undoubtedly will again discuss (Continued on page 86)

Upcoming


(Other Upcomings on page 28)

Bulletins

BRISTOL-MYERS, New York, through Doberthy, Clifford & Shenfield, New York, preparing spot announcement campaign to promote economy size Ipana toothpaste on more than 100 stations in 35 major markets starting in February. In addition, hitchhikes will be used on its two network shows, Mr. District Attorney (NBC) and Break the Bank (ABC). MEDIATION session Friday failed to break deadlock between Radio & Television Directors Guild and radio networks and WOR-TV New York. Neither side budged, union sticking by its $300 video demand and companies offering current $195. Strike deadline tomorrow midnight. Membership meeting of guild scheduled for tonight. New York State Mediator Mabel Leslie holding time open today and tomorrow to try last minute effort to end impasse.

MILLER ISSUES REPLY TO COMR. JONES’ LETTER

BATTLE of words between FCC Commissioner Robert F. Jones and NAB President Justin Miller resumed Friday. Judge Miller issued statement in reply to Commissioner's Jan. 25 answer to his "Dear Bob" letter of Jan. 19 (see exchange of letters page 22). In latest episode, Judge Miller chided Comr. Jones on his "philosophy" as federal official. Statement follows:

"Recently Comr. Jones misconstrued completely what I said in my letter of Jan. 19. I am sorry that he did not understand either the intent or meaning of my words and that he read into them such fantastic implications; but I am happy, nevertheless, that this has p-ovided an occasion for the Commissioner to make even more clear the philosophy which underlies his behavior as a member of a high government body."

BAB FURNITURE ANALYSIS

BAB'S first TV retail information folder, dealing with furniture, mailed to stations Friday. Beginning next month, when banks will be subject, both radio and video editions of folders will be released simultaneously. Two TV bonus issues in near future will deal with laundry and dry cleaners, and jewelry business, subjects already covered in radio releases.

MBS APPOINTS ALLEN

SIDDNEY P. ALLEN, of Mutual sales staff, named assistant to vice president in charge of sales.

Business Briefly


P&G VIDEO • Procter & Gamble Co., Cincinnati, to sponsor Brinkh starting in September on ABC-TV for new product, Agency, Dancer-Fitzgerald-Sample, New York.

MAY BUY • M & C Foods Co., Chicago (Italian specialties), considering radio and TV through newly appointed agency, Morris F. Swaney, Chicago; Howard Medicci, account executive. Firm has used both media.

RMA TUBE PRODUCTION FOR NEW SETS EXPANDS

OUTPUT of receiving tubes for new radio and television sets increased in 1949, Radio Mfrs. Assn. announced Friday. Total tube output down due to drop in replacement needs. Production totalled 196,783,265 tubes in 1949 compared to 204,720,378 in 1948. Of 1949 total, 147,998,450 went into new sets compared to 146,162,214 in 1948. Replacements were 59,662,297 in 1949 compared to 47,056,521 year before. Export production last year was 10,722,845, slightly under 1948, with 1,658,717 for government use which almost doubled 1948 figure.

December tube production well above figure in same month of 1948 and only slightly under that for November 1949.

TWO JOIN NBC SPOT

ROBERT Z. MORRISON Jr. and Bernard H. Pelzer Jr. appointed account executives in NBC's national spot sales department. Mr. Morrison, recently with WINS Philadelphia, was with NBC Recording Division 1945-48. Mr. Pelzer was recently advertising consultant to food and drug concerns and formerly director of radio at Owen & Chappell and network program supervisor at Benton & Bowles.

WINS OFFER PENDING

FORMAL reiteration of offer of International Ladies Garment Workers Union to buy WINS New York from Crosley Broadcasting Corp., had not been acknowledged Friday. Offer renewed in midweek. Pending response from Crosley, union undecided whether to file amended application for WINS facilities to replace one dismissed last week by FCC because of lack of engineering information.

BROADCASTING • Telecasting

Page 4 • January 30, 1950
Salem in the heart of the rich, fertile Willamette Valley, is the political hub of Oregon, second city of the State, and geographically almost in the center of KGW's powerful north-south transmitter signal.

Salem's metropolitan population has doubled in the last 10 years ... its greatest growth has come since the close of the war. Dairy and agricultural products and their processing, pulp and paper mills, and lumbering give year-round employment and keep Salem's economic level far above the State's average.

KGW DELIVERS Salem ... as it delivers Comprehensive Coverage of the rest of the fastest-growing market in the nation.
Switch to Escape!

Several million people know that a good way to get away from it all is to flip a radio switch and listen to “Escape.”

For “Escape” is a one-way ticket away from the humdrum. It’s high adventure in far places, as told by the world’s best tellers—in the tradition of Kipling, Conrad, Bierce, Stevenson, Poe.

All this comes tidily wrapped in a CBS Package that’s been steadily snatchin high ratings right out from under the nose of top-Hooper comedy.

Very good for a sponsor who likes to get away from it all—at a profit.
<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>6:15</td>
<td>Adams Melts &amp; Drew Pearson</td>
<td>(14)</td>
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</tr>
<tr>
<td>6:15</td>
<td>Seamen Bros. &amp; John Houdini</td>
<td>(14)</td>
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<tr>
<td>6:30</td>
<td>Where's There's Mystery?</td>
<td></td>
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<tr>
<td>6:45</td>
<td>The Life &amp; Times of Henry Morgan</td>
<td></td>
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<tr>
<td>7:00</td>
<td>Homburg &amp; Horace C.</td>
<td></td>
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<tr>
<td>7:15</td>
<td>Amusing Mr. Malone</td>
<td></td>
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<tr>
<td>7:15</td>
<td>Old Elmo</td>
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<td>7:45</td>
<td>The Mysterious</td>
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<tr>
<td>8:00</td>
<td>The Life &amp; Times of Henry Morgan</td>
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<tr>
<td>8:15</td>
<td>Stop the Music</td>
<td></td>
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<td>8:30</td>
<td>P &amp; G &amp; the Radio Saloon</td>
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<tr>
<td>8:45</td>
<td>The Life &amp; Times of Henry Morgan</td>
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<td>9:00</td>
<td>Smileys Band</td>
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<tr>
<td>9:15</td>
<td>Eddie &amp; Elbert &amp; Smith Bros.</td>
<td></td>
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**Teletext**

For February 1950

January 30, 1950 Copyright CBS
That is if the show is good—and to show you how good WCAU's local programs are, put your finger on Pulse*. WCAU rates all 5 of the top 5 daytime shows. By night WCAU is tops, too, with 3 out of the top 5 nighttime locals.

It's why Philadelphians look upon WCAU as their station. It's why local businessmen look to WCAU for fast dollars-and-sense results. Add the star-studded array of CBS talent and you know why WCAU will outperform Philadelphia competition for you.

Buy time on WCAU, where time's well spent.

*Pulse of Philadelphia
Mr. Harry Hartley

Here are the amazing facts! Mr. Harry Hartley began the Texas Engine Service in March, 1948, soon afterwards buying time on KNZ. In two years consistent use of KNZ’s advertising facilities Mr. Hartley has become one of our major clients, and his organization has become one of the major businesses in the Houston area. Besides the Texas Engine Service Mr. Hartley now owns National Motor Exchange, Beaumont, Texas; International Motor Rebuilding Co., Houston, supplying dealers throughout the Southwest, and United Motor Exchange, Ft. Worth.

Mr. Hartley says this about KNZ’s pulling power: “The success of building my company to a million dollar business in such a short time is directly attributed to the splendid results we’ve enjoyed from the advertising on KNZ. When I bought KNZ it was one of the smartest advertising buys I’ve ever made.”

Let us add your name to our impressive list of satisfied advertisers — let your company’s or client’s success story be a part of the amazing KNZ success story!

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

**K-nuz SUCCESS STORY!**

**JAMES C. SHELBY,** assumes duties as radio and television director of McCann-Erickson, Chicago, Feb. 15, replacing KENNETH CRAIG, who resigned to become assistant to CBS Central Div. Vice President H. Leslie Allen [Broadcasting, Jan. 8]. Mr. Shelby, former staff announcer for WPRO Rockford Ill., and KFAC Los Angeles, has been with agency since 1941.

**BILL S. BALLINGER,** radio and television producer, joins New York office of Campbell-Ewald Co., as head of new programming department, in addition to his current video operations. For past five years, he has written, directed and produced number of TV shows in Chicago. Among them are Mr. Black and At Our House. Prior to that, he was head of M-K-N Radio Productions.

**HUBERT C. SHERK,** formerly with Maxon Inc., New York, joins Bow Co., as account executive for Lava Soap division of Procter and Gamble.

**JAMES E. HANNA,** recently appointed head of radio and television department of N. W. Ayer & Son, New York and Philadelphia [Broadcasting, Jan. 23], elected to agency’s board of directors.

**JOHN F. LAFARGE,** formerly with Hewitt, Ogilvy, Benson & Mather as vice president, joins copy department of Biow Co., New York. He also worked with Young & Rubicam and N. W. Ayer & Son, Philadelphia.


**BOB KNAPP,** with Schwimmer & Scott Inc., Chicago, for past 10 years, becomes radio and television copy chief.

**L. G. MOSELEY AND NORMAN MORK,** both members of Bow Co. for past year, appointed co-managers of agency’s San Francisco office, succeeding L. J. NELAHAN, resigned.

**NELSON FUQUA,** formerly of Ruthrauff & Ryan, joins copy staff of Henry Hartle, Hurst & McDonald Inc., Chicago.

**CHARLES K. WALDEN,** partner in recently disbanded agency of Boone, Sugg, Tevis & Walden, San Francisco, joins Walter McCready Inc., same city, as account executive.

**ARTHUR MAYER** joins creative and contact staff of Edward A. Grossfeld Agency, Chicago. He previously was at Ollan Adv., same city.

**FRANK FLINT,** radio director of McKim Adv. Ltd., Toronto, appointed director of radio and television. He recently returned to Toronto after extended tour of U. S. TV production centers. JAMES A. BROMLEY, formerly of CFRB Toronto, joins radio production department of McKim.

**FRANK WALSH** joins copy staff at Beaumont & Hohman, Chicago, after working for John W. Shaw Agency, same city.

**HERBERT BRETT,** producer-director at KPIX (TV) San Francisco for a year, joins Malcolm-Holloway Agency, Chicago, as television coordinator. He worked as studio technician at WBBK (TV) Chicago two years and instructed at American Television Institute, also Chicago.


**LEONARD V. STRONG 3d, formerly with Foote, Cone & Belding and Paris & Pearl, New York, joins O’Brien & Dorrance Inc. New York, as member of copy department.

**HARLEY LEETE,** formerly head of agency bearing his name, joins Avery & Bruguiere, San Francisco.

**KENCLIFFE, BRESLICH & Co., Chicago, moves to new and larger offices in LaSalle-Wacker Bldg., 221 N. LaSalle St., on Feb. 1.

**KNIGHT & RUSSELL, Inc., opens offices at 8031 Beverly Blvd., Hollywood. Principals are VICK KNIGHT, radio producer and one-time head of radio department of Biow Co. and vice president of Foote, Cone & Belding; and HENRY RUSSELL, NBC Western Division director of music. CHARLES WALTON acts as industrial consultant; T. B. KNIGHT is legal counsel.

**DUANE JONES,** president of Duane Jones Co., New York, appointed chairman of promotion committee of New York Heart Assn.‘s 1950 campaign to raise $750,000 during month of February.
Feature of the Week

Rehearsing are (l to r) Capt. Christian Engleman, USN; Ted Mack, m.c., and Army Gen. C. L. Ruffner.

THIS year's American Heart Assn. national campaign will get off to a palpitating radio start on Feb. 2, with a TV counterpart on Feb. 7. Ted Mack's Original Amateur Hour for Old Gold cigarettes (P. Lorillard Co.) on ABC this Thursday; 9-9:45 p.m., will be changed for the night to VIP Ama-

teur Hour. Five nights later, a similar show will be presented on Old Gold's 9-10 p.m. NBC-TV slot.

The show is a natural. For the occasion, congressmen and govern-
ment officials have offered to be judged for their talent rather than their politics. Promotion for the

(Continued on page 32)

On All Accounts

F great-grandfather Irwin had never fought with George Wash-
ington during the Revolutionary War, who knows what changes there might have been in the life of his namesake, George Washing-
ton Irwin, whose childhood naturally was cluttered with cherry trees and honesty.

George Irwin doesn't seem to have fared too badly, however. For,
though he didn't grow up to be father of his country, George W.
Irwin did become the father of a Beverly Hills (Calif.) advertising agency. Irwin Co. Inc. came into being Jan. 1 of this year after George and his partner Phil D. McHugh dissolved Irwin-McHugh Adv. to set up separate agencies.

Now in business at 239 S. Beverly Drive, George Irwin anticipates billing of over $500,000 this year, half of that to be in radio and television. Currently he is conducting sportscasts and time signals on California stations for California Central Airlines; spots and programming on Los Angeles, New York and Miami stations for Columbia Air Coach System, and local programming and spots for Firestone Tire and Rubber Co., all Los Angeles. For Budget Finance Plan, who recently sponsored James Roosevelt Show on ABC, he is planning a new network show in February. Several of his accounts will go into television in the near future.

No novice in either advertising or radio, George has eight years of advertising agency experience behind him, is vice president of KCMJ Palm Springs, Calif., in which he controls an interest, and is now in his 15th year of radio announcing, currently doing five weekly sportscasts for client Beverly Hills Ford on KMPV Hollywood.

Born April 1, 1914, in Pittsburgh, George was the second of his family to receive the illustrious name. His grandfather was the first.

George's interest in radio started when he received an early Atwater Kent radio set which he listened to religiously. In high school he shared his interest in radio with one for farming. After school hours he was behind a mike acting and announcing on WCAE and KDKA Pittsburgh; on week-ends and summers he was behind a shoveling farming on the family homestead outside of Pittsburgh.

He completed his last year of high school in Los Angeles where the family moved in 1931. Then fol-

(Continued on page 40)
WCAO has the biggest audience* of any radio or television station in Baltimore!

*Hooper Station Audience Index for the City of Baltimore, November-December, 1949; Total Rated Time Periods.

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
Here they come... with all the polish, the bigness, the listener-appeal it takes to sell local advertisers. The commercially-styled RAY McKinley and ALLEN ROTH shows are just two of the profit-earning packages brought to you by the New Era in THESAURUS. More top

Ray McKinley and his Orchestra

"The Most Versatile Band In The Land"

featuring

RAY McKINLEY
his vocals, his drums
and DALE NUNNALLY

Each program opens and closes with a warm personality touch as Ray sings over his famous theme music. It's a quarter-hour show, available for immediate and continuous broadcast one-or-more times a week.
brings you

SALES-BOOSTERS!

names, more top shows than ever before are now yours. And with them you get comprehensive programming, promotion, publicity...continuity...current hit tunes! Network-quality production. Take the NEW THESAURUS route to more sponsored programming!

Music by Roth

featuring dynamic

ALLEN ROTH

his CHORUS, his STRINGS

and his ORCHESTRA

Smoothly-styled openings and closings by the Roth Chorus over theme music set a distinctive mood for this half-hour program series, available for immediate and continuous broadcast 3-or-more times a week.

recorded program services

RADIO CORPORATION OF AMERICA  RCA Victor Division
120 East 23rd Street, New York 10, N. Y.  Chicago • Hollywood
PARKER PEN Co., Janesville, Wis., appoints Tatham-Laird Inc., Chicago, to handle advertising on new product and its test campaign that cannot be handled by J. Walter Thompson Co., New York, because it has conflicting account. JWT continues to handle all other advertising of Parker Pen Co.

COTT BEVERAGE Corp., New Haven, Conn., appoints John C. Dowd Inc., Boston, to handle plans for extensive sales expansion program throughout New England. Radio and television will be used.

STERLING INSURANCE Co., Chicago, radio user, appoints Reineke, Meyer & Finn to handle advertising.


GENERAL BAKING Co., New York, for Bond Bread, adds WLWC (TV) Columbus for time signals seven days weekly. Company, through BBDO, New York, also renames its three time signals daily, Mon.-Fri., on WNHC-TV New Haven, Conn.

C. A. SWANSON & Sons, Omaha (poultry processor), names Tatham-Laird Chicago, as its agency. Media schedules have not been set. Account executive is Charles Standen.


RCA-VICTOR and six RCA-Victor distributors in Trenton, N. J., area, begin series of cooperative programs over WTTM Trenton. Schedules are for 52 weeks and include Trenton Merry Go Round, Household Hints, Trenton Quiz, The Wishing Well, 920 Mystery Club, Talk of the Town and 920 Mist-Quiz.

Network Accounts...

BOWEY'S Inc., Chicago, for Dari-Rich chocolate flavored milk, will sponsor Stars over Broadway on Mutual Saturday, 5:30-5:45 p.m. in each time zone starting Feb. 15 through Sorenson & Co., also Chicago. Bowey's is basing its 1950 sales effort on show, and local dairies will cooperate in tie-ins. Radio Harris will originate her movie personality commentary in New York.

PABST BREWING Co., Milwaukee, will sponsor boxing from St. Nicholas Arena, New York, on CBS-TV Wednesday nights starting March 1 for nine weeks through Warwick & Legler, New York. Fights will be televised 9 to 10 p.m. CST and are timed to coincide with campaign on sale of bock beer, which firm has not produced since 1940. All other beer and ale products will be advertised also.

EAGLE LION FILMS, Hollywood, beginning early in February, will employ extensive radio campaign over Yankee Network in New England on behalf of "Guilt of Treason," new production.

LIGGETT & MYERS TOBACCO Co. (Chesterfield cigarettes) through Cunningham & Walsh Inc., sponsors Arthur Godfrey Digest, new Saturday evening half-hour program on CBS. Series reviews highlights of morning show, CBS: 10:15-11:30 a.m., Mon.-Fri. Company also sponsors 11-11:30 a.m. portion of morning show and Arthur Godfrey & His Friends on CBS-TV Wed., 6-9 p.m.

Adpeople...

ANDREW L. ROWE, formerly general sales manager of Elgin National Watch Co., Elgin, Ill., appointed vice president in charge of sales, marketing and advertising. He succeeds H. D. SCHAFFER, retired. Mr. Schaeffer will continue as consultant to sales department of company.

SHERMAN ROGERS, formerly with L. C. Cole Co., joins advertising department of Shell Chemical Corp., San Francisco.

HY FREEDMAN, for past three years in sales department of Hunt Foods Inc., Fullerton, Calif., named assistant merchandising manager in charge of publicity and public relations for firm.

**New Business**

WVAM-WARD

ALTOONA JOHNSTOWN

**First**

For Complete Coverage in Central Pennsylvania with top-rated CBS shows. 1000-WATTS FULLTIME.

Represented by Weed & Company

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

**What Station, please?**

*Hooper Station Audience Index, Fall 1949*

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Get the entire story from FREE & PETERS
He Rides the Eastern Iowa Range Via WMT

Ridin', ropin' and singin' his triple-threat way into the radio lives of millions, Gene Autry is as much at home with a rope in the saddle as he is before the mike with a western song. His popular "Gene Autry Show" is another in the long list of exclusive CBS programs brought to Eastern Iowa by WMT.

In addition to outstanding CBS entertainment, WMT offers complete news coverage and intensive farm programming to a "city" larger than Washington, D.C., spread out over the richest land in the world. When you've something to sell in this balanced farm and industrial market, use popular WMT. The Katz man has full details.

The Gene Autry Show, sponsored by Wrigley Gum, is heard Saturday nights on WMT.
PUSSY CATS IN BOOTS

It's rare enough to see one puss in boots. To get two pussy cats in two boots is a right neat trick.

There's a neat (and easy) trick to buying radio time in Baltimore. You just spend a little bit of money on W·I·T·H, and then see big things happen!

You see, W·I·T·H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get big results from small appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!
HEARINGS ON THREE BILLS

By JOHN OSBON

CONGRESSIONAL hearings on three major radio bills—including a new measure to create a “super FCC,” establish new regulatory sanctions, and assure broadcasters’ immunity from political libel suits—were earmarked by the House Interstate Commerce Communications Subcommittee last Thursday to start around the Feb. 20.

Aside from the new bill (HR 6949), introduced Tuesday by Subcommittee Chairn George Sadowski (D-Mich.), the measures are the Senate-approved FCC reorganization bill (S 1973) written by Sen. Ernest W. McFarland (D-Ariz.), and the bill (H 2410) introduced by Rep. Harry Sheppard (D-Calif.) to divert networks and equipment manufacturers from radio station ownership.

Rep. Sadowski’s measure, covering only a portion of the subjects had outlined in his bill before [BROADCASTING, Jan. 23], may be followed by another bill dealing with additional phases. The Congressmen confirmed that he is having material studied for such a measure, and said “if I like it, I may introduce it.”

Replacement Measure

Such a bill, if introduced, presumably would be intended as a replacement for the McFarland Bill, which deals exclusively with procedural matters. The subject was discussed at Thursday’s meeting of the communications subcommittee, and it was indicated the group will take up the McFarland measure for the during the hearings.

Although he challenged some portions, particularly a restriction on FCC’s anti-trust authority, Rep. Sadowski denied that the McFarland Bill is “dead” or that he is opposed to it in principle. “I still have not given up on the reorganization aspects,” he said.

Meanwhile, his assertion that he introduced his bill as a means of acquainting his subcommittee with “substantive problems” of radio revolved speculation that there would be no concerted drive for enactment. He had said the week before that “we may not press for legislation.”

He said he hoped to complete the three-bill hearings in six weeks—by about the end of March. However, there loomed a possibility that the hearings would not open by the Feb. 20 target date, or at least would not get into swing until later.

The Sadowski Bill would:
- Create an Independent 5-man Frequency Control Board which would have broad powers over the existing FCC and absorb some of its major functions as well as replace the Interdepartmental Radio Advisory Committee (IRAC) as agency for government allocations.
- Give FCC additional administrative sanctions—power of suspension, levying of fines and issuance of cease-and-desist orders—over licensees and permittees.
- Render licensees immune from civil or criminal actions for libelous statements in political broadcasts.
- The proposed Frequency Control Board would apportion frequencies between government and non-government users, make assignments to government stations, and prescribe rules to govern FCC’s assignments to private users.

This “super FCC” also would participate in international agreements, subject to control of the President and assisted by the State Dept. Additionally, it could veto any proposed FCC assignment or renewal which would: (1) cause “harmful interference” to any government user, or (2) violate any prescribed board regulation covering FCC frequency assignments to non-government stations.

However, BBM has on hand full data on the audiences of all non-subscriber stations as well as subscribers. That data BBM has been authorized to release in a limited way, never exactly detailed. Lack of funds and personnel have made any detailed analysis of the full returns impossible to date, but Dr. Baker hoped to be able to develop a few highlights in the over the weekend which he can discuss on Tuesday.

Advance sampling indicates the small stations have gained listeners, partly at the expense of the high-power stations. This is not surprising in view of the postwar licensing policy of the FCC which has resulted in a tremendous increase in the number of stations, largely low-power.

With 625 station subscribers for its second study, BBM mailed out (Continued on page 46)

Dr. Kenneth H. Baker, acting president of BBM and NAB research director on leave, told [BROADCASTING] Thursday the tabulations were near completion and only an unforeseen crisis could hold up the Tuesday mailing.

News Conference Called

A news conference has been called for 3 p.m. tomorrow at BBM headquarters in New York, when Dr. Baker will discuss the reports and their significance. The small number of subscribers to this study—625 stations, less than a third of the AM stations on the air last spring when the study was conducted—make it difficult to draw from the individual station reports any general conclusions applicable to the country at large.

However, what is quite different from the first study, made in 1946, when the great majority of all AM stations then on the air were BBM subscribers.
MADDEN TO NBC
Joins Network on Feb. 1

NBC ANNOUNCED last week that Edward D. Madden, former executive vice president and director of the now defunct American Newspaper Advertising Network, would join the network as assistant to the president [CLOSED CIRCUIT, Jan. 23].

Mr. Madden's precise duties at NBC have not yet been determined, it was said. He goes to NBC Feb. 1.

Mr. Madden is the second executive to be imported from outside the broadcasting field into the top NBC hierarchy in recent weeks. Victor T. Norton, former president of American Home Foods Inc., was hired as vice president for administration a fortnight before [BROADCASTING, Jan. 16].

Yet to be named to the staff level of NBC management is a public relations chief. It was believed that a selection for this position would be made shortly.

Mr. Madden, before joining the newspaper network in May 1946, had been with McCann-Erickson since 1934.

He started at McCann-Erickson as an account executive on Standard Oil; later organized the agency's sales promotion and publicity departments, and then became director of new business.

Before joining the agency he served variously as vice president in charge of creative merchandising of Keiterlinus Lithographic Co., Philadelphia, co-manager of the direct mail merchandising division of Reuben H. Donnelly Corp., and assistant manager of the Chicago office of the American Hard Rubber Co.

WITT RESIGNS
Leaves CBS To Join Kem Co.

HARRY W. WITT, for the past several months executive on special assignment for CBS Hollywood, resigns effective Feb. 1 to become a vice president of Harry H. Kem Co., Beverly Hills, Calif., real estate, property management and insurance firm.

Prior to returning to CBS in November 1949, Mr. Witt was for 18 months general manager of KTTV (TV), Los Angeles Times-CBS owned station.

For four years before that he was assistant general manager of CBS Western Div. and KNX Hollywood, first joining CBS in 1936 as KNX sales manager. Previously, he worked in the same capacity for KJL Los Angeles.

CM&S AGENCY
To Get Eight Smith Clients

CARLOCK, McClintock & Smith Inc., New York, newly established agency [BROADCASTING, Jan. 23], will acquire eight clients of the Paul Smith Advertising Agency, when the latter agency is merged with the former.


AAA MEET SET
Sawyer Keynote Speaker

SECRETARY of Commerce Charles Sawyer, also president of WIZE Springfield and WING Dayton, both Ohio, will be keynote speaker at the annual dinner of the American Assn. of Advertising Agencies meeting March 30-April 1 at the Greenbrier, White Sulphur Springs, W. Va. Secretary Sawyer's March 21 address will mark his first appearance, since the formation of the Commerce Dept.'s new advertising advisory committee, before all segments of the advertising industry.

Theme of the AAAA convention will be "Advertising's Responsibility in an Expanding Economy."

Members of the Assn. of National Advertisers, meeting March 31 at the Homestead in Hot Springs, Va.—near White Sulphur Springs—will be invited to attend AAAA sessions on March 31 and April 1.

The operations committee of the AAAA board of directors, headed by Clarence G. Goehorn, of Benton & Bowles, New York, is planning the convention program.
**GROSS NETWORK SALES** of the four nationwide radio networks during November 1949 totaled $15,855,787, according to data released last week to **Broadcasting** by Publishers Information Bureau. Based on records of individual sponsored programs on the networks, calculated at the one-time rate without discounts, PIB data show the network gross time sales as $17,391,083 for the January-November period. Compared with 1948, the network November gross is down 3.8%, the 11-month figure is down $1,794,871 from the total for the same period of 1948.

CBS was top network in gross time sales in November, but NBC was less than $16,000 behind, making the two practically tied for first place for the month. For the first 11 months of 1949, NBC was the leader, also by a margin so slight as to be insignificant. What is significant is that CBS showed a gain in 1949 over 1948, both for the year and for the 11 months, while all the other networks showed losses for 1949 as compared with 1948 for the month and the 11 months (Table 1).

Procter & Gamble was the leading buyer of network time in November, spending $1,482,804, more than twice as much as Sterling Drug Inc., which ranked second with $674,800 in time purchases. Table II lists the top ten users of network time in November and the gross time purchases of each.

Foods and food products were advertised more extensively than any other group promoted by network advertising in November, using $4,074,456 worth of network time that month. This product class also ranked first for the January-November period, accounting for gross time purchases of $40,970,118.

Toiletries ranked second, both for November and the 11-month period; smoking materials were third in both lists, drugs, furniture and soaps and cleanliness fifth. Automotive advertising ranked sixth for both November and the 11 months. Gasoline and motor oil and other fuels ranked seventh in November, ninth for the January-November period; candles and soft drinks were eighth for the month, seventh for the 11 months; jewelry and allied products ranked ninth in November, 12th for the 11 months; the miscellaneous class, including religion, pet foods, luggage, etc., ranked 10th for November, 11th for the 11-month period.

Full analysis of the combined network gross billings by product groups for November and January-November 1949 and 1948, comprises Table III. Table IV shows the leading advertisers of each product group for the month.

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**PIB Reports Nov. Near $16 Million**

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**9’49 SET SALES**

DOLLAR volume of the radio manufacturing industry reached an all-time peak of $850 million in 1949, 13% above the $750 million figure in 1948, according to Raymond C. Cosgrove, president of Radio Mfrs. Assn.

Preliminary RMA estimates are based on total set sales at the manufacturer level. Converted to retail values, the industry’s production exceeded $1.3 billion in 1948, not counting TV installation and service charges.

"Thanks to the high rate of TV set sales, especially during the last quarter, the industry in 1949 did the greatest volume of business in its history," Mr. Cosgrove said. "Television receiver sales, because of their greater value, accounted for more than 65% of the set industry’s gross income or close to $560 million."

The record output of over 2,800,000 TV receivers represented more than $875 million at the retail level, he said. He added that the value of TV receivers manufactured in 1949 was twice that of all TV sets produced between the end of World War II and the close of 1948.

A public investment of over $1,250 million is represented in the retail value of 4 million TV sets produced since the war, Mr. Cosgrove said. He reminded that the 1949 sales were accompanied by substantial cuts in prices of TV receivers as a result of economies achieved through increased output and passed on to the consumer.

**Table Model Cuts**

The average price of a table model TV set, at the factory level, is more than 25% under the 1948 figure and 35% under 1947, he said. Table models comprise 60% of TV set output in 1949.

Mr. Cosgrove observed that TV screens are steadily growing in size.

Radio set sales in 1949 amounted to $290 million at the factory, he said, following a "remarkable recovery" in the fourth quarter. Total production was about 10.5 million units. Sales of auto radios rose to 3.6 million units, an all-time record. He estimated they are now 14.6 million auto sets in use.

The sharp upswing in radio set sales in late 1949 "would seem to belie the prophets of doom who were recently forecasting the early death of radio," he said.

"An increasing number of TV sets are being equipped with radio reception facilities—FM or FM-AM—so that even the television set owners are by no means entirely lost to radio," Mr. Cosgrove said. "Outdoor listening has been widely increased through the heavy sales of both auto and portable radios."

Set industry employment is at a peacetime level, he said, taking its place among foremost industries of the nation.
NAB BOARD HEADACHES

By J. FRANK BEATTY

A BAR'S BOARD OF DIRECTORS will meet next week in Arizona to take stock of the revamped headquarters operation and to make it click despite a shrinking pocketbook.

The board faces interlocking problems of staff operation that stem from structural changes, concentration of power in the president's office, transfer of the budget to an April 1 fiscal-year basis and some symptoms of dissatisfaction with the way things are going in Washington.

On top of that the board must decide whether to stop the current 12½% discount in members' dues and perhaps increase the dues in some of the low-income brackets.

Then there is the proposal of a three-committee group to rework the whole structural chart [Broad- casting, Jan. 16].

With such perennial problems as BMB, Broadcast Advertising Bureau and dwindling membership on its agenda, the Feb. 8-10 gathering at the San Marcos Hotel, Chandler, Ariz., promises to be a spirited session. The board itself has drawn some criticism for selection of the southwestern site.

Final Meeting For 7

Seven directors will be attending their final board meeting because of the new two-term limit on directorships. Eighteen of the 27 directorships are at stake in elections to be completed next month.

The tri-committee plan to change the NAB headquarters structure is understood to have aroused little enthusiasm last week when the board's Structure Committee met in Washington. The committee also held a joint session with the board's Finance Committee.

Having spent more than a year studying and refining the NAB headquarters operation, the Structure Committee is believed to feel there is nothing seriously wrong with its system. The basic charting has been done and the task of making it work is in the hands of President Justin Miller, committee member.

The tri-committee discussions early this month, involving some 25 broadcasters from all segments of the industry plus a half-dozen board members, had brought to the board's face the criticism of NAB's internal affairs, including the functioning of the new Radio and Television Divisions.

Changes Suggested

The three committees had been called together as the result of a board directive last November, the board desiring their ideas on how the two divisions should fit into the headquarters functioning. After voting a strong endorsement of President Miller, the tri-committee group suggested a series of changes in the new structure.

Such changes included splitting of the department chief's job into secretary-field director and a top-level treasurer-general manager; pulling of administrative teeth from the two division heads, and relative independence for Broadcast Advertising Bureau. The Structure Committee didn't buy this package but actual decision is up to the board. Judge Miller was dubious about the proposals.

Last week NAB received both praise and criticism from Ralph N. Weil WOY New York general manager. Mr. Weil read with every word which he stated he was remaining a member of NAB but he blamed some of the industry's problems on internal bickering and extravagance of NAB headquarters (see following).

Mr. Weil is a member of NAB's All-Radio Presentation Committee, which has guided planning and production of the industry's promotion film, "Lightning That Talks," soon to be premiered [Broadcast- ing, Jan. 23].

Second attack was delivered by FCC Comr. Robert F. Jones who charged Judge Miller and NAB with representing "power segments" of the industry (see story this page).

The Finance Committee went over the association's budget problems at length last week. A year ago NAB had envisioned 1949 income of almost $1,000,000 to meet anticipated expenses of $774,273. This would leave an excess of $45,727.

At that time the picture was rosy. Then ensued a flurry of resignations from board membership down from a peak of 2,006 at the end of 1948 to 1,767 last July 1. The late 1948 total included 1,270 AM, 656 FM and 4 TV stations.

By last July there were only 1,132 AM, 548 FM and 6 TV members.

Some of the resignations involved high-bracket stations so NAB set out to acquire new members and presented one newly developed drive centered around the autumn district meetings. By November the membership had been brought up slightly to a total of 1,783, includ- ing 1,152 AM, 518 FM, 36 TV (mostly AM video affiliates).

As of today, the total is 1,768, including 1,154 AM, 501 FM, 37 TV stations. FM Assn. was absorbed at the close of 1949, but FM membership in NAB has declined. Associate membership has ranged between 69 and 76. At present it is 72.

Dues Question Grows

With membership down, the dues question becomes more important. Last July the board cut dues 12½% to meet what was described as a widespread industry demand. At the same time it widened the budgetary instrument and cut the budget nearly $75,000 to a figure of $701,511.

At last November's board meeting it was evident that expenses were running ahead of income. This trend has continued, it is understood, and cancellation of the

(Continued on page 59)

JONES HITS NAB

NAB and its president, Justin Miller, were charged last week by FCC Comr. Robert F. Jones with speaking "for the power segments of the industry."

The charges were made by Comr. Jones in a speech at the board chairman's Jan. 17 speech before the American Marketing Assn. [Broadcasting, Jan. 23].

Comr. Jones' letter took both Judge Miller and NAB apart for speaking only in support of television's development. He accused Judge Miller of "joining forces with those who wish to pick color with nothing," and interpreted his comment as "some confirmation" of charges by small broadcasters that NAB speaks for large broadcasters.

Judge Miller's letter had commented particularly on this paragraph of Comr. Jones' speech:

When private enterprise seeks out the most profitable market for the installation of clear-channels and regions in highly congested areas, I find no fault with such action. That is the kind of enterprise I have always liked. But when private industry attempts to use government processes and conditions to his advantage, I think it is highly improper, or at least not the kind of competition in which we should engage, or when I think it attempts to use the Commission to eliminate the natural forces of competition between established black-and-white and in- fant color, I draw the line. Likewise, when the industry tries to use the Commission to thwart or delay re-liable television service for towns

Answers Miller

before the American Marketing Assn. I am, however, concerned by your intimation that the power of government is being used or there is a threat that it may be used "to force assembly-line production before the laboratory work has been done which is necessary for the development of new industrial procedures."

I am amazed that a former Judge of this court, a lawyer who has spent many years as head of the NAB and who holds himself out as an expert on the Communications Commission, should lend currency to this false shibboleth in the color proceedings. All that is involved in these proceedings is: Shall color be suppressed by keeping the standards exclusively for black-and-white television so that the American public will be deprived of color television? You obviously misunderstood my speech and has purported to speak for a man who has so frequently called attention to the Commission abuses in many fields of broadcasting who has repeatedly stated that the power that the Commission or its staff has never even dreamed of.

Color television would be the last one I would expect to interpret the Commission's rule-making procedure as forcing anybody to manufacture any- thing. There cannot be any misunder- standing between you and me as lawyers on this point. And the industry doesn't misunderstand it either; witness its long record of not producing FM sets to meet the public demand.

With reference to television, there

(Continued on page 59)
WHEN an affiliate station executive is notified that a network star is coming to his town, his first thought is to double the supply of aspirin in his desk drawer. Too often, Mr. Big Name turns out to be Mr. Little Man, bringing with him assorted cases of jitters, recriminations and other troubles.

So, when the perfect guest-star comes to your city he deserves not only a tribute, but for the good of the industry, his methods of operation should be explained to other traveling celebrities.

Jack Benny and his first team were in Houston, to entertain at the Charity Bowl football game, Dec. 17. The network stations radio have brought me into contact with most of the network big names, I had never worked a show with the laugh-master before. When I learned he was coming I doubled my aspirin supply.

Anybody want to buy some aspirin cheap? My supply is still intact.

Let's take a look at the visit, from its inception, and point out the results of the expert handling of his appearance. First, an affiliate is usually notified by his network stations relations that such and such a star will be in his city on such and such a date and will the affiliate please contact him upon arrival. This, of course, gives the station executive no time to plan anything until he has consulted with the Great Man, after his arrival.

In the case of Jack Benny's appearance in Houston to take part in the charity show, this first step was adequately avoided. Several weeks before his arrival I received a letter from Irving Fein, promotion manager of Amusement Enterprises, Mr. Benny's holding company. Irving invited suggestions as to what we would like to do with and for Jack-

log changes, the lack of advance notice, the engineering failure because of lack of time for lines and facilities, the nerve-wracking rush and bustle.

Point number three: No network star can be expected to remember the call letters of every affiliate in every city. Very often, in the past, stars from our network have come to town and have done shows on other stations under the delusion that they were building ratings on their own network station. In this case, Mr. Benny and his people were told to look for our special-events man, Lee Fallon, who was at the station at dawn to meet them, along with mike-men from other stations in town. Result, we got a fine beat interview on their arrival.

Point number four: The traveling team itself usually has at least one officious, bossy individual who tells you what, where, when and how Mr. Big will be seen and interviewed. There were none of these in the Benny entourage.

First, Jack Benny himself is one of the few really important radio people who is calm, affable, friendly and a reliable ad lib artist. Then with him, Phil Harris who, in spite of his standing, seems as appreciative as a puppy for any attention paid him. Mr. Harris is, as an old shoe, easy to work with as Jack Benny himself and gives you a show every time he hits the mike and the same goes for Artie Auerbach, Benny's Mr. Kitzel.

Pleasing Cooperation

John Tackleberry, the writer who came along with Mr. Benny, could have proven the weak-point from our experience with other stars who brought writers along. Instead, he worked with us as smoothly and easily as though he were a writer on our own staff. He turned out material for our shows as good as any Sunday night's script.

Then, Hilliard Marks, producer of the Jack Benny show. Here, too, we were wary. We had had producers come down on us like trip-hammers, trying to do everything but tell us how to tie our shoe laces. Not so Mr. Marks. With quiet, unobtrusive control he handled himself and cast, including some of our own people, with absolute efficiency.

And so with the rest of the Benny party. The point here is, of course, that too many visiting stars bring hectic Hollywood characters with them, who manage to antagonize everyone on the affiliate-station staff, create utter confusion and

JESSE JONES (I), owner of KTRH, welcomes Jack Benny to Houston. At the close of his network broadcast, Mr. Benny quipped, "Mr. Jones appeared through the courtesy of the National Bank of Commerce."  

(Taken on page 52)

THERE is nothing a listener likes more than to have a network star visit his town, but the trouble these "visiting firemen" can cause the local station is an old story to veteran broadcasters. Most of this trouble could be avoided, Monte Kleban believes, by careful planning and cooperation from all concerned. Approaching the problem from the affirmative side, Mr. Kleban outlines the success of Jack Benny's visit to Houston, showing point-by-point how these arrangements can be applied to any local appearance of a name performer. "Many times in the past I have wanted to write an article like this," Mr. Kleban said, "but every time it would have been on the cropping sidelines. At last I had an opportunity to do a job from the affirmative instead of the negative side." Mr. Kleban is on the executive staff of KTRH Houston, with duties as "planning and advisory consultant on all phases of the station's activities." He joined KTRH in March 1949 after serving as program and production manager of WOAI San Antonio.

January 30, 1950  

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PRE-BROADCAST dinner is held to put the audience in a quick-laughing mood. At the head table are (I to r): Ray Herndon, KTRH assistant manager; Glenn McCarthy, owner of KXYZ Houston; Jack Benny; Jesse Jones, KTRH owner and former Secretary of Commerce; Mrs. Jones; Phil Harris. In the foreground at right are Lee Fallon, KTRH special events director, and Polly Boelow, local belle.
ONE OF RADIO'S top salesmen is the director of NAB's Broadcast Advertising Bureau, the industry's answer to "negative" selling tactics of the white space media. The BAB directorship has rested since its organization last spring in the experienced hands of Maurice B. Mitchell, at that time director of NAB's predecessor Dept. of Broadcast Advertising.

For several months "Mitch," as he is universally known, has been addressing broadcaster meetings in every part of the United States. He has given them insights into one-on-one courses in radio selling and how to meet the competition. Then he has given his oft-heard "Mitch's Pitch" at meetings of retailers and other businessmen, spending about as much travel as he has on the podium and in his New York office.

**MITCH'S PITCH**

SALESMANSHIP is the key to obtaining a satisfactory share of the total advertising dollar. And the successful salesman to network media is usually the man who is best informed about all the other media to which his clients may be exposed.

All media are successfully selling their wares in places where effective radio selling can drastically reverse media decisions. This kind of radio selling can best be done by the radio salesman—local or national—who incorporates these facts into his selling story:

- **Radio** does the best job of describing its audience.
- **Radio** gets the most attention.
- Radio's penetration is deepest.
- **Radio** costs less.
- **Radio** gets results.

Radio does the best job of describing its audience. Magazines and newspapers use "net-paid" circulation figures. These are comfortable indices on a space-buyer's desk, handy facts for an advertising manager. But they're really meaningless, as informed buyers of advertising will admit. They don't measure the audience the advertiser really wants to know about. Advertisers want to buy impressions—not just advertising!

Both newspapers and magazines have taken a cautious peek at the real size of the impressions they deliver to an advertiser. The facts were shocking—2% actual readership to a 70-line newspaper ad—a 5% average actual readership to a full-page black and white advertisement in Life. This was a hard story to tell to advertisers who were sold on printed media's favorite laisseez-faire basis, sometimes known as "transportation," most of whom firmly believed they were getting, as readers, the total radio audience.

It was, in fact, too hard a story to tell. Thousands of advertisers, large and small, have yet to hear the facts. Dozens of others are still accepting advertising agency coverage and cost comparisons which match this meaningless "net paid" data against radio's count of actual exposure to advertising.

Yet in the hands of every radio station equipped with a BMB measurement, or even with a diary study, telephone coincidental, or other form of audience measurement, is the best argument of all—a count of the audience to the advertiser's message. No radio salesmen has adequately represented his medium in a competitive situation until he has invited comparison on this basis.

Radio's research bill in its short 30 years of existence far exceeds the combined research investment of all other media since their inception. First really to care about the audience to its advertisers' messages, first to tailor its listener services to the proven likes and dislikes of its audience, radio has been and will apparently continue to be America's most open-faced advertising medium.

An experienced station and network salesman and station manager before he joined NAB, Mr. Mitchell has acquired a varied experience in competitive selling that puts him in a unique industry position. He augments that experience with service on newspaper advertising staffs and knows all the favorite answers of the space media.

At the autumn NAB district meetings he insisted that salesmen learn thoroughly the arguments of competitive media as well as those of network media. In this article, which is an abbreviated report on an article appearing in the 1956 Broadcasting Yearbook, he sums up the competitive situation, with basic information every salesman should have at his finger tips.

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**Here's How To Beat Media Competition**

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**Formulas for Computing Media Costs-Per-Thousand**

- **To Compute Radio's Cost-Per-Thousand:** Find the audience (number of people) to a specific radio program. Divide this figure into the time cost. Result: The actual cost of making a thousand advertising impressions on listeners to that program—not to the entire station program schedule.

  - **Formula:**<br>  \[ \text{Time Cost} = \frac{\text{Program Audience} \times \text{impressions}}{\text{Actual Cost-Per-Thousand}} \]

  - **Program Audience impressions**<br>  Translate newspaper "net paid" circulation by multiplying circulation by 2.3 readers per copy (a most generous multiplier). Reduce this readership total to the actual audience of the program of record, advertisements (Newspapers can now furnish this data). So can

  - **Actual Cost-Per-Thousand impressions**<br>  To Compute Magazines' Cost-Per-Thousand: The same formulas used to compute newspaper cost will work on magazines.

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**83 million radios in 39,280,000 homes**

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**52 million newspapers combined daily net paid**

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**24 million magazine homes (eight leading)**

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**There are no skeletons, no "reducible factors" in radio's standard measurement totals.**

**Radio gets the most attention.**

In the average radio family, listening averages 5 hours 53 minutes daily. Newspapers' best claim, made by the defunct ANAN, reached 3 hours, 18 minutes per family per day but few papers care to try to document these figures.

**Statistics on Reading**

A recent diary study in a major market showed an average reading time of 56 minutes per day per adult—only 7 minutes of newspaper reading per day for those under 18. Magazines just don't belong in this league. A recent Saturday Evening Post survey, triumphantly disseminated by that periodical, claimed top readership among magazines with 2 hours 54 minutes of total reading per weekly issue.

Of all these attention measurements, only BMB's radio data seems to have been produced in the regular research channels by a continuing research arm of the industry. When other media get into this kind of self-examination, they do it in the manner of a woman with a "new look" short haircut—can't wait for it to grow long again.

The People Look at Radio, Radio Listening in America (both of them NORC studies available through NAB's Research Dept.), and the March 1949 Fortune study of radio listening, are good readings for the salesman who wants full (Continued on page 51)
**OVERTIME PAY**

**McComb Issues New Regulation**

OVERTIME pay need not be based on special talent fees in addition to regular pay, under a regulation issued Thursday by William R. McComb, administrator of Wage & Hour Division, Labor Dept.

The regulation was handed down under amendments to the Fair Labor Standards Act of 1938. These amendments were enacted by Congress last year.

Issuance of the regulation culminates a long fight by Richard F. Doherty, director of the NAB Employee-Employer Relations Dept., to eradicate a freak situation peculiar to the broadcasting-television industry.

**Unique Situation**

Under terms of the original law, broadcasters were required to include special commercial fees and some sustaining fees in the weekly pay figure on which overtime calculations were based in the case of announcers, actors, and others.

Mr. Doherty appeared before a House Labor subcommittee last March to protest the inequities in the law and their unfair hardship to broadcasters. As a result the House favorable amendments was included in the committee print of the 1938 law amendments and it was duly enacted by Congress. Since enactment, Mr. Doherty has conferred frequently with Federal officials in connection with drafting of the regulations.

The new overtime principle conforms to the general policy in AFRA contracts and AFRA did not contest the revision of the 1938 law.

The amendments include a general nationwide increase in minimum wages from 40 to 75 cents an hour. First requirement of the new rule of interest to broadcasters is that the extra payment affects "an employee having regular duties as a talent performer" who participates in a program or sustaining program or series of programs. Commercial spot announcements are included.

Second requirement specifies that the extra payment be made under an employment contract or understanding or a collective bargaining agreement, in a specific amount agreed on in advance of the performance.

**Extra Payment**

As defined by the administrator, extra payment means specific payment supplementing the straight-time and overtime compensation the individual earns for his ordinary duties.

Covered by the regulation are actors, singers, dancers, musicians, comedians "or any person who entertains ... and who actively participates in such capacity in the actual presentation of a radio or television program," but does not include script writers, standing directors, engineers, electricians or stage hands.

Not yet clear is the status of fees outside of stretch in lieu of original networks of the old law have been relatively few.

Overtime compensation applies to work in excess of 40 hours a week.

**Jelke Appoints BBDO**

JOHN F. JELKE Co., Chicago, a Lever Bros. division, has appointed BBDO, New York, to handle its advertising.

The company former-wise was handled by Tatham-Laird & Co., a Chicago agency which resigned the account when Lever Brothers moved its headquarters to New York. The company is said to be a more than a million-dollar account.

**McPhillips Named**

ARTHUR McPHILLIPS, traffic manager of WJR Detroit, has been named assistant sales manager by Harry Wismer, general manager and assistant to the president. A member of the WJR staff for 20 years, Mr. McPhillips has been in sales and sales management during the extended illness of Sales Director Arch Shawd. He will work under Mr. Shawd when the latter returns.

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**ALL-RADIO FILM**

**Release Set for March 1**

GENERAL release date of the all-radio promotion film, "Lightning That Talks," was set last week as March 1 by the All-Radio Presentation Committee.

The film will be available to subscribers for local presentation on or after that date. The committee said it would begin confirming presentation dates to subscribers by Feb. 10.

Meanwhile it was announced that 25 new subscribers had been added to the list, representing an increase in total receipts to $125,900.

The committee, meeting Thursday at Broadcast Advertising Bureau headquarters in New York, pointed out that subscriptions would be closed to newcomers effective with the date of the local showing in each community.

Members of the committee last week were busy organizing an invitation list for the premiere of the film in New York March 1. A thousand leaders in radio and advertising will be invited.

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**'RADIO BIBLE'**

**'50 Yearbook' Streamlined**

THE 1950 BROADCASTING - TELECASTING YEARBOOK, containing 544 pages of information pertinent to radio, television, advertising and allied fields, now is in the mails.

For the first time, the 1950 Yearbook merges all radio and TV stations into a single state-by-state list. In this improved form it is possible to see at a glance all the stations located in a city or state.

For the 2,257 AM, 790 FM and 111 TV stations authorized as of Jan. 1, 1950, this carefully compiled listing gives the call letters, date of establishment, facilities, name of owner, with business address and phone number, network, national representative, names of key personnel and such other information as transcription service, news service, and transmitters used by each station—alphabetized by state, city and call letters.

**Other Listings**

A similar listing is included for the U.S. possessions and territories—Alaska, Hawaii, Puerto Rico and the Virgin Islands—and Canada.

For quick reference other lists include: U.S. AM, FM and TV stations by call letters; U.S. stations by frequencies; Canadian stations by call letters and frequencies; stations under NARBA; Canadian and U.S. international stations; European stations; non-commercial FM outlets, and TV applications pending.

A complete analysis of 1949 radio-TV advertising expenditures (included in the Yearbook in Chapter 23). An informative article by Maurice B. Mitchell, director of Broadcast Advertising Bureau, compares radio results with those of other media and another feature piece covers the all important question of program ratings—in both radio and TV. A regular YEARBOOK feature, "How To Apply for a Radio Station," again is included, plus a summary of FCC rules and regulations.

In all, the 1950 YEARBOOK in cludes over 55 directories, providing data for all segments of the radio, television and advertising industry. Included among them are: Radio and TV station representatives of the U.S. and Canada; consulting radio and TV engineers; representatives of the U.S.; advertising agencies handling radio and video accounts, U.S. and Canada; national and regional radio and TV advertisers, including agencies of over 500 firms offering such services as transcription and film libraries, recording and script writing service, talent, production and syndicated programs; AM, FM and TV equipment manufacturers, including items that range from transmitters to cutting needles; stations identified with newspaper ownership; radio and TV reference books; major awards and citations; state broadcasters associations; stations under group ownership; professional and technical schools for radio and TV; frequency measuring services, and numerous other services related to the business of broadcasting.

**Advertiser Information**

A large section is devoted to the networks, giving lists of executive personnel with titles. Also included is a listing of advertisers for each network—AM and TV—plus a map showing the location of affiliated stations.

Radio and television highlights of 1849 are covered in chronological order. Other sections of the 1950 YEARBOOK are devoted to members of the radio correspondents galleries of Congress, the National TBA and other radio and television groups, and unions active in the radio-TV fields.

Copies of the 1950 BROADCASTING TELECASTING YEARBOOK now are in the mails to BROADCASTING subscribers. Additional copies are available at $5 each from Washington headquarters, 870 National Press Bldg.
FCC's POWERS?

Anti-Trust' Hearing Set

ON THE HEELS of a court decision affirming its right to pass upon a newspaper applicant's alleged monopolistic practices, FCC last week took an oral argument for the first time on a petition to suppress all violations of any U. S. law unrelated to radio.

Upon the outcome will depend FCC's action on some 30 or 12 applications currently being held up because of the application of its policy toward violations of any U. S. law unrelated to radio.

FCC's order suggested that parties to any oral argument cover "at least" the following points:

1. The authority of the Commission to consider in its licensing of broadcast applications an applicant's violation of the antitrust laws has been found to have violated U. S. laws on monopoly, restraint of trade, unfair competition and the like.

FCC's order suggested that parties to any oral argument cover "at least" the following points:

1. The authority of the Commission to consider in its licensing of broadcast applications an applicant's violation of the antitrust laws has been found to have violated U. S. laws, other than the Communications Act of 1934 as amended. If the Commission was without authority for any basis in policy for not considering such violations.

2. The Commission has such authority, and there should be a difference in procedure or result in any of the following types of situations. In this connection, consideration should be given to the situations involving both comparative hearings and non-comparative hearings:

(a) Whether the finding of the violation is in a civil or criminal case; (b) whether the finding of violation is by the U. S. Supreme Court or by a lower federal court; (c) where, after the finding of violation, a decree is entered by the court which results in the elimination of the practice which was a violation of federal law; (d) there where there has been no finding of violation but a suit has been filed alleging a violation; (e) where there has been no finding of violation but a suit has been brought, the Commission is in possession of information which shows that there has been a violation of a federal law.

Persons wishing to participate in the argument, FCC said, must file a notice accompanied by a brief or memorandum by Feb. 6. They will be permitted to "address themselves to any and all points they deem relevant."

Anti-Trust Laws

The study stems from a 1948 Supreme Court decision holding the major motion picture producers to be in violation of the anti-trust laws, (Broadcasting, Oct. 19, 1948). FCC made plain shortly afterward that it was considering the question of whether a violation of anti-trust laws is qualified to operate as a basis for a broadcasting license.

Among those whose applications have been held up or acted upon conditionally pending a decision on the policy question are Paramount Pictures, which has now petitioned for regular license, and a number of other applicants of compliance with its decree in the anti-trust case; Allen B. DuMont Labs., because FCC has tentatively held that Paramount's 29% interest amounts to control of the company; Schine Chain Theatres, which owns WPTR Albany; 20th Century-Fox Film Corp.; Westinghouse Electric Corp., and General Electric Corp.

FCC's order came Thursday, just three days after the U. S. Court of Appeals for the District of Columbia upheld its right to deny a newspaper's radio application on grounds of monopolistic practices, whether the specific practices are forbidden by law or not.

The court said Monday in a unanimous decision affirming the denial of AM and FM applications of the commonly owned Mansfield Journal and Lorain Journal in Ohio [Broadcasting, July 19, 1948]:

"We hold...that it was fully within the Commission's jurisdiction to hear evidence on the alleged monopolistic practices of the applicant, and if such practices were specifically forbidden by statute, and to deny the licenses upon its finding that such practices had in fact taken place and were continued into the operation of the radio station."

FCC had ruled that the Mansfield Journal, only newspaper in Mansfield, attempted to coerce advertising contracts and to refrain from using the rival WMAN Mansfield. The Commission also held that the Journal showed hostility toward WMN by refusing to carry its program logs and by failing to print anything favorable about the station.

The purpose, FCC said, was to suppress competition and secure a monopoly.

Denial Theory

The Lorain Journal application was denied on the theory that its owners, if they could not be entrusted with a station at Mansfield, should not be allowed to operate one at Lorain. Both newspapers are owned by Isadore and S. A. Horvitz. Spokesmen said there has been no decision on whether to seek Supreme Court review of the appeal.

The Lorain Journal meanwhile is awaiting court trial in Ohio on a Justice Dept. charge of violating anti-trust laws via alleged monopoly practices affecting WEOL Elyria-Lorain [Broadcasting, Dec. 12, Nov. 21, Sept. 26, 1948]. The Justice Dept. lost its bid for a pre-liminary injunction against the newspaper pending trial of this case.

In the FCC case the court's opinion, written by Judge George T. Woodbridge, relied on Judges Wilbur K. Miller and David L. Bazelon concurring, rejected the newspapers' claim that FCC had violated the rights of a free press. Said the court:

"...The Commission did not deny the license merely because the newspaper refused to print certain items for its station, to serve competing advertisers, but rather because the Commission concluded that those practices, when considered for the purpose of suppressing competition, would be likely to restrain trade and to monopolize news and information in the community. Similarly, it would appear that Mansfield was not denied a license because it used its position as sole newspaper in the community to achieve a monopoly in such advertising. Such a denial does not constitute a violation of the First Amendment.

"...Surely...the way the newspapers are competing, not only with the usual media of announcement, but with other media of communication, is material. The Commission did not attempt to censor the editorial policy of the newspapers, but merely its order does not require Mansfield to cease from any of the practices enjoined, but seeks the purpose of forbidding those practices. The Commission's findings was to determine the appellant's qualifications to become a license holder, not whether they implied no right of the appellant.

Nor did the court agree with the newspapers' view that FCC went beyond its authority with respect to the anti-trust laws, or that the decision was not intended to find the papers guilty of a crime without a trial by jury.

Cite Congression

"The fact that a policy against monopoly has been made the subject of criminal sanction by Congress as to certain activities does not preclude an administrative agency charged with furthering the public interest in holding the general policy of Congress to be a good reason for not permitting the Commission to impose this policy and on it to discharge its duties," the court said. Further:

"Monopoly in the mass communication of news and advertising is contrary to the public interest, even if not in terms prescribed by the anti-trust laws."

FCC's decision in the case was reached on a 3-2 vote, Comrs. Jones and Webster and Hennock not participating. The Mansfield Journal was applying for a 250 w daytime grant on 1510 kc and also for an FM station, while the Lorain newspaper, applying for a 250 w daytime on 1140 kc.

The case was argued in December [Broadcasting, Dec. 19, 1949], with Comrs. Randan, Goldman, and Cott, acting as a constant of counsel in charge of litigation, and Richard A. Solomon, chief of the litigation branch, argued for FCC. George O. Sutton and William Convson argued for the newspapers, and William A. Porter appeared on behalf of Fostoria (Ohio) Broadcasting Co., which has a pending application for the facilities which the Mansfield Journal was seeking.
NAB CONVENTION

THREE-DAY Management and three-day Engineering Conferences, along with half-day FM and full-day independent station sessions, will top the week-long NAB convention to be held April 12-19 in the Stevens Hotel, Chicago.

The special FM meeting will be held 9:30-10 noon, Monday, April 17, with the formal gavel-pounding scheduled at the noon luncheon. As was the case last year, independent stations will have their own meeting Sunday the 16th, with special registration.

Schedule of events for the 28th annual convention was drawn up by the Chicago, chairman; Charles C. Feeney, WTMJ, Milwaukee, Wis., and James D. Shouse, WLW Cincinnati.

Sitting with the committee were NAB staff officials including C. E. Arney Jr., secretary-treasurer; Robert R. Rich, director, public affairs; Neal McNaughton, engineering director; Everett Dillard, KOZY Kansas City, a board member, attended the portion of the meeting at which FM was discussed.

The week opens with registration Wednesday, April 12, for the Engineering Conference. Business meetings will be held Thursday, Friday and Saturday. Only Sunday event, aside from registration for the Management Conference and the customary side meetings, is the independent session.

Management Sessions

After the Monday morning FM meetings, management sessions will be held through Wednesday morning. The Wednesday meeting, adjoining at 1 p.m., will be devoted to television. The annual banquet will be held Tuesday evening.

Space is being allotted under direction of Arthur C. Stringer, NAB special services director, for the annual exhibition of equipment in the basement lobby of the Stevens. Later space will be assigned on the fifth floor for light equipment exhibits of transcription firms and other associate members.

In its discussion of plans for the FM meeting the NAB board committee rejected a proposal for an all-day session on Saturday, the 16th. The committee agreed many of the FM station executives who planned to attend the management sessions might not be able to arrive in time for Saturday discussions.

Instead of Saturday the committee picked Monday morning, with the understanding the FM meeting must break up before the opening luncheon. Besides, a Saturday meeting would have required an extra registration fee.

Interest in the FM meeting is expected to be high in view of the recent merging of FM Assn. into NAB. Among topics slated for the agenda are Storecasting, transit and functional (leased receiver) services, with many FM station managers now receive substantial income.

The question of AM-FM duplication will be taken up along with methods of promoting FM locally. Possible participants in the program will be representatives of Radio Mfrs. Assn. who would be able to discuss the present problem, and agency executives. Audience studies and mail-pull techniques are other suggested subjects.

Last year the first "Independent Dealers Day" drew a heavy registration. The day-long meeting was well attended and a long list of speakers covered a wide range of topics. Plans for the meeting will be taken up at a meeting of the NAB Unaffiliated Stations Committee, slated Feb. 23. Committee chairman is Ted Cott, WNEW New York.

WBT BLAST TRY

Police Hold IBEW Member

POLICE in Charlotte, N. C., early Monday morning charged Sterling L. Hicks, business manager of the IBEW local in that city, with conspiracy in the attempted dynamiting of WBT Charlotte's 429-foot radio tower Jan. 22.

Acting on a tip, police investigators uncovered five sticks of dynamite planted at the tower's base. After removing detonators, they waited for Chesley M. Lovell who, unaware of their presence, reportedly lit the fuses. Mr. Lovell, a Columbia, S. C., house-painter, said by police to have "a long criminal record," admitted Tuesday that he had been "hired" to dynamite the tower.

According to reports last Thursday, Mr. Lovell, upon further police questioning, had revealed additional information leading to the arrest early that morning of Mr. Hicks. WBT said Mr. Hicks was one of the technicians involved in a feud between the station and the IBEW culminating last fall in charges and counter-charges [Broadcasting, Oct. 17, 31, 1949].

Police said the questioning of Mr. Lovell had led to the arrest first of a nephew, Burris Boyd, also of Columbia, who, according to the reports, would be charged with introducing Mr. Lovell to Mr. Hicks.

Police Chief Stanhope Lineberry, of Mecklenburg County, disclosed two complaints had been placed against Mr. Hicks, charging conspiracy with Mr. Lovell to damage WBT property in gaining access to the tower, and in obtaining dynamite in an attempted use of explosives to damage another's property.
Howell is President Of New CBA

**REPRESENTATIVES** of 26 Colorado stations attended an organizational meeting of the Colorado Broadcasters Assn., held at the Broadmoor Hotel in Colorado Springs last Tuesday. Officers elected were: Rex Howell, KFJX Grand Junction, president; Robert D. Ellis, KGKH Pueblo, vice president; and Al Meyer, KMYR Denver, secretary-treasurer.

Business included naming a board of directors and approval in general of terms of by-laws drawn up by a committee consisting of Messrs. Howell, Ellis and Meyer and James Russell, KVOR Colorado Springs.

The groundwork for last week's session was laid during a meeting of station executives from Colorado at the NAB district convention held at Salt Lake City in December.

Active membership will be limited to licensed broadcast stations or those holding construction permits in the state of Colorado. Persons or organizations engaged in activities allied with radio broadcasting are eligible for associate memberships, without the voting privilege, it was stated.

The objective as outlined in the non-profit organization's by-laws, includes: "To promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry."

The state is divided into five districts and one director is chosen from each for a two-year term. There are six stations in each district, except for District 2, which numbers seven. At last week's meeting the following board of directors was named:

**District 1:** (stations West of the Continental Divide) Mr. Howell District 2: (cities North of Denver) Doug Kahle, KCOL Fort Collins District 3: (Denver) Mr. Meyer District 4: (Colorado Springs, Pueblo, and Canon City) Mr. Ellis District 5: (other Southeastern Colorado stations) Ed L. Allen, KGW Alamosa.

In addition to those previously listed, the following attended the session:

Floyd Baskette, U. of Colorado; Raymond M. Beckett and Raymond M. Beckett, Jr., KLW Canon City; Frank Bishop, KFJX Denver; Justin B. Bradshaw, KLKR Lamar; John L. Buchanan, KYIN Denver; Dee B. Crouch, KDZA Pueblo; George Cory, KBUC Montrose; Jack P. Dubberstein, KLMO Longmont; C. L. Dynes, KGIF Alamosa; Con Hecker, KVOD Denver; Jack Hillchick, KCOL Fort Collins; Vic M. James, KVRR Salida; Elwood Meyer, KYOU Greeley; Dick Miner, KRAI Craig; Pat O'Brien, KIUP Durango; Bob Pye, KVOO Denver; Joseph H. Rohrer, KRDO Colorado Springs; Dale Scott, KCSJ Pueblo; Russell Shaffer, KBQL Boulder; Frank Schiff, KLAC Denver; Victor Singer, North Stepp. U. of Colorado; Hugh B. Terry, KZL Denver.

**NEW YORK FM Pool To Boost Medium**

FOUR independent New York FM stations have decided to pool resources to boost the FM medium by better programming, and Zenith Electronics, New York, has agreed to underwrite expenses of their first venture—a basketball series.

The series was announced last week by August A. Rickert, program director of WFUV-FM, Fordham U.'s station. The other stations, WGHR (FM) WFDW (FM) WQNY-FM, will carry the series and be permitted to find sponsors for the games as well.

Initial games in the series will be Cornell-Fordham, Feb. 1, from Wee Burn, Fordham College, Syracuse; Feb. 2, from Syracuse.

**KYA SALE**

**Signing Seen This Week**

PURCHASE of KYA San Francisco for approximately $200,000 was made by J. Elroy McCleary. The sale is reported by Mrs. Dorothy Schiff, publisher of the New York Post [Broadcasting, Jan. 23], was expected to be completed early this week with signing of legal papers to occur in New York. Sale is subject to FCC approval and Price includes $105,000 plus net quick assets.

Mr. McCaw is owner of KELA Centralia and with Mr. Keating, Westcoat station representative, is a shareholder in KPOA Honolulu and KLZ Denver. Mr. McCaw also is a stockholder in KMNL Kansas City; KBGC Bellevue, KYI Kansas City; KVOR Colorado Springs, Col., and KALE under construction in Richland, Wash.

Operating on 1260 kc with 5 kw day and 1 kw night, KYA moved to new studios in the Fairmont Hotel Bldg. Station was purchased by Mrs. Schiff in 1945 at a reported price of $400,000. At one time owned by KLAC and KLAC-TV Hollywood for $1,045,000. Shortly after Warner Bros. withdrew as purchasers of the package late last year, Mrs. Schiff announced the Hollywood stations were not for sale and withdrew them from the market. Don Feddersen is general manager of KLAC and KLAC-TV, and KYA recently active vice president in charge of Mrs. Schiff's radio property.

When transfer of ownership is made, it is understood that J. G. Gillard, President of KLAC, will continue as KYA general manager. Wilt Gunzenhoffer, general manager of KROW Oakland for the past four years, who joined KYA as commercial manager two weeks ago, is expected to continue in that capacity.

**Upcoming**

Feb. 4: Radio Correspondents Assn., annual dinner, Statler Hotel, Washington D.C.
Feb. 4, 5: TV Institute and Industry Trade Show, Terrace Club, New York.
Feb. 4-6: CAB board of directors, King Edward Hotel, Toronto.
Feb. 6, 7: CAB board of governors meeting, Ottawa.
Feb. 10-11: CBC board of governors meeting, Royal York Hotel, Toronto.
Feb. 16-17: Oregon State Broadcasters, Eugene, Ore.

**NAB GUESTS**

Canadians Study FCC Role

MEMBERS of a Canadian radio group observing the operation of U.S. radio stations have submitted to members of the FCC were among guests of NAB President Justin Miller at a stag dinner held last Monday at the Mayflower Hotel in Washington.

The Canadian guests, who will submit a report on radio regulation to the Royal Commission on Arts, Letters & Sciences, were Guy F. Herbert, member of the executive committee; Freda Johnson, Director of Operated Stations; Duncan K. MacTavish, attorney; Clifford Sifton, attorney and past owner of CKRC Winnipeg, the Winnipeg Free Press and other radio newspaper interests.

The dinner was described as a goodwill gesture designed to promote cooperation between Canadian and American broadcasters. Report on their findings will be submitted to the Royal Commission in April.

Guests at Judge Miller's dinner, besides the Canadian trio, were: FCC Chairman Wayne C. Combs. Paul Walker, Rosel Hyde, E. M. Schurman, Ed Greisinger; John L. Caldwell, attorney; Frank Bov, formerly counsel to the old Harvey Committee to investigate FCC; Clarence H. Lee, Transport Assn. of America; Col. J. Hale Steinman, the Steinman Stations; Philip G. Loucks, attorney; Kenneth Clark, Motion Picture Assn. of America; Sol Teinhofen, Broadcasting; Sen. Edwin Fostin- don (D-Col), chairman, Committee on Interstate & Foreign Commerce; Rep. Joseph P. O'Hara (R-Minn.); Robert Cresser Jr., administrative assistant to Rep. Robert Cresser (D-Ohio); Judge Oliver H. Hirt, Court of Appeals, D. C.; Judge Bolitha J. Laws, U. S. District Court, D. C.; Paul W. Morency, WITC Hartford.

NAB directors: Eugene S. Thomas, WOIC (TV) Washington; John S. Dillard, WAGL (PM); E. T. Byers, Jr., WAGL (PM); Mike, W. W. Rembert, KRLD Dallas, Harold E. Fellow, WEEL Boston; Clair R. McCollough, WGAL (PM); Howard T. Lillard, WASH (FM) Washington; Campbell Arnoux, WTAZ Norfolk, Va.

From the NAB headquarters staff: Neal McNaughton, engineering director; Forney A. Rankin, government relations director; Jack Hardy, Radio Division; George E. Markham, Television Division; Robert C. Richards, public affairs director; Don Petty, general counsel; C. E. Arney Jr., secretary-treasurer.

**Woods & Colton Change**

THE STATION representative firm of Helen Wood & Colton, New York, has changed its name to Lionel Colton, following the resignation of Miss Wood. The company remains at 551 Fifth Ave.
62...Yes, sixty-two

Romantic Cycles*

62 individual transcribed production units comprising gems from Broadway's smash musical shows... performed by star soloists, large orchestra and chorus... directed by showdom's finest master-conductors... all with specially arranged vocal and orchestral scores... big-production performances up to thirteen minutes playing time each.

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26 musical miniatures of the following all-time footlight favorites:

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<tr>
<th>Annie Get Your Gun</th>
<th>Porgy And Bess</th>
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<td>Bloomer Girl</td>
<td>Band Wagon</td>
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<td>Babes In Arms</td>
<td>Bitter Sweet</td>
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<td>Carousel</td>
<td>The Desert Song</td>
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<td>Eileen</td>
<td>The Fortune Teller</td>
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<td>Irene</td>
<td>Mlle. Modiste</td>
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<td>It Happened In Nordland</td>
<td>My Maryland</td>
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<td>The Only Girl</td>
<td>Prince Of Pilsen</td>
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<td>Princess Pat</td>
<td>Rio Rita</td>
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<td>The Red Mill</td>
<td>Rose Marie</td>
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<td>The Student Prince</td>
<td>High Jinks</td>
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<td>Sweethearts</td>
<td>Song Of Norway</td>
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<td>Oklahoma</td>
<td>Roberta</td>
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36 magnificent medleys featuring melodic echoes from hits of the Great White Way, including:

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<th>Lady Be Good</th>
<th>Sweet Adeline</th>
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<td>Cat And The Fiddle</td>
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<td>Oh Kay</td>
<td>Sally</td>
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<td>Tangerine</td>
<td>The Merry Widow</td>
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<td>Dearest Enemy</td>
<td>Blossom Time</td>
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<td>Three's A Crowd</td>
<td>Babes In Toyland</td>
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<td>George White's Scandals</td>
<td>Katinka</td>
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<td>Vagabond King</td>
<td>Girl From Utah</td>
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<td>Chocolate Soldier</td>
<td>Good News</td>
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<td>Showboat</td>
<td>Wake Up And Dream</td>
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<td>Maytime</td>
<td>Three Musketeers</td>
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<tr>
<td>Girl Crazy</td>
<td>Sunny</td>
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Romantic Cycles*... a plus value to all Associated transcribed library subscribers

Another exclusive, but EXCLUSIVE feature of

Associated

THE BASIC RADIO PROGRAM SERVICE

ASSOCIATED PROGRAM SERVICE ★ 151 West 46th Street ★ New York 19, N.Y.

*Trade Mark
said, Columbus a improving KSEK nartnership vice KVAK sale the TIDE cisco.

Mr. Deal said, "Columbus basketball season this year, we said, over a total of 32 prominent independent stations plus the Intermountain Network of Idaho and Utah. The company has signed for exclusive broadcasting rights to the games of 17 leading colleges and universities in seven states. Remarkably on the commercial value of its sportscasts, Mr. Deal said, "We are aware of the large and interested audience we serve with these sportscasts and have made a special effort to increase the effectiveness of our commercial messages. We are using a new sales twist. In addition to the long familiar slogan, "Play Ball With Associated," we are using the new slogan, "You don't have to buy to be welcome." With this approach we call attention to both the quality of the dealers Flying 'A' service, and the willingness with which it is given.

SDG MEETING
Re-elect Glenn President

RE-ELECTION of Jack Glenn as president of Screen Directors Guild was announced following the organization's fifth annual convention in New York on Jan. 21. Mr. Glenn said the Guild's television research committee, headed by John Flory, will investigate the problem of improving television pictures.

In addition, a Guild meeting with eastern film producers will discuss the raising of picture standards, including television films. The Guild's public film forums will be held four times a year instead of two, and one will be dedicated entirely to television films. The Guild also will give an award to the best television film directed by one of its 125 members.

Others elected:
Dana Noyes, first vice president; Cullen Landis, second vice president; Leslie Noyez, recording secretary; John Flory, corresponding secretary; Warren Munson, treasurer; Joseph Hencher, Gene Martel, William Reinick, Herbert Kerckow, and Mel Shuler, members; and William Alley, Broder Peterson and Samuel Datlowe, auditing committee.

KVAK SALE
Transfer Is Completed

CONSUMMATION of sale of KVAK Atchison, Kan., to S. H. Patterson for $45,000 to Griffith-Brosnan Broadcasting Co. was effected Jan. 22. KVAK reported last week. Transfer was approved by FCC in early January. [BROADCASTING, Jan. 16.]

Mr. Patterson, was required to sell KVAK because of overlap with his KJAY Topola. New licensee of KVAK is a partnership of James M. Griffith, former manager of KSEE Pittsburgh, Kan., and Paul H. Buehning, ex-manager of WBBZ Ponca City, Okla. Mr. Griffith becomes KVAK general manager with Mr. Buehning as station manager. Peter Poast, program director and Lowden Gains is chief engineer. KVAK is assigned 1 kw on 1470 kc.

California Meet

CALIFORNIA STATE Broadcasters Assn., will hold its annual business meeting Feb. 17 at Roosevelt Hotel, Hollywood. Speakers will include Maurice B. Mitchell, director of the advertising bureau, New York; Richard Doherty, NAB director of employer-employe relation. Arthur Westlund, KRE Berkeley, will preside.

L. M. POAST
Joins Consulting Firm

EXPANSION of the Washington radio consulting engineering firm of Craven, Lohnes & Culver to include Laverne Poast as a partner was announced by the firm last week. The firm name is unchanged.

In the consulting engineering field for almost 15 years, Mr. Poast received his degree in electrical engineering from the U. of Wisconsin in June 1935. He was with Jansky & Bailey, Washington, from 1935 to 1941, except for nine months' postgraduate work in communications engineering at Ohio State U. in 1939-40. From 1941-44 he was in the radio section of the National Bureau of Standards.

He joined the consulting office of Worthington C. Lent in Washington in 1944, leaving in 1945 to serve with Columbus U. Division of War Research.

He received a certificate of appreciation from the War and Navy departments for "outstanding service" to the Office of Scientific Research and Development during the war years.

In 1946 he rejoined Mr. Lent as a partner in Lent & Poast. In April 1948, after dissolution of that firm, he joined Lohnes & Culver, which became Craven, Lohnes & Culver in January 1949 when former FCC Commissioner T. A. M. Craven joined the original partners, George M. Lohnes and Ronald H. Culver. Offices are in the Munsey Bldg.

WAYNE COY
To Address Oklahoma U. Meet

WAYNE COY, FCC chairman, has accepted an invitation to be principal speaker at the fifth Oklahoma U. radio conference, March 12-14.

"Broadcasting in a Competitive Democratic Nation" will be the theme of this year's conference, according to Dr. Sherman F. Lawton, dean of the Oklahoma U. School of Journalism and coordinator of radio instruction at Oklahoma U. Students from regional colleges and universities will share the conference with professional radio listeners and station personnel, Dr. Lawton said.

AP Officers Re-elected

ALL incumbent officers of the Pennsylvania-Delaware Associated Press Radio Assn. have been re-elected, the AP announced last week. They are Joseph E. Baudino of KDKA Pittsburgh, president; George Coleman, WGBI Scranton, vice president; Ed Orlist, WPEN Philadelphia, secretary; Jack Hooper, WHGB Harrisburg, 3d vice president, and Joseph Snyder, chief of the Pennsylvania AP bureau, secretary.
all this...

Baltimore

and Maryland too*

why buy 2 or more...
do one big job on "Radio Baltimore"

* WBAL covers the rich Baltimore area, Maryland, and sizable chunks of Virginia, Delaware and Pennsylvania — an area with over 4,225,000 people who spend more than $3,290,000,000 annually in retail sales.

Represented nationally by Edward Petry Co., Inc.
Feature
(Continued from page 12)
show also is unusual—advance billing for the program has been given in the somber Senate chamber and written into the Congressional Record. And the P. Lorillard Co., which will relinquish announcements for the two shows, is paying all expenses as a gesture to enrich the heart drive’s fund.

In its sundry talent the program will have Vice President Alben W. Barkley and probably Mrs. Barkley. Producers at deadline were counting on the nation’s famous newlyweds to render a duet of “Wagon Wheels.” Both Democrats and Republicans will forget this is an election year and promote their musical abilities; the military’s high brass will be unified on the harmony issue.

Mr. Mack told Broadcasting the VIPs are certainly “a fine bunch” with which to work. Cooperation, he said, is 100%. However, as the men set dates during the three weeks of rehearsals in Washington’s Hotel Willard will attest, sometimes Congressional committee hearings can stampede schedules.

List of headlines on the show reads more like a page out of the Congressional Directory than a theatre’s cast. House Speaker Sam Rayburn (D-Tex.) will sit beside Ted Mack to ring the gong. Barbershop quartets consist of Democratic Reps. Oren Harris (Ark.), Tobey Morris (Okla.), J. Frank Wilson (Tex.), House Whip Percy Priest (Tenn.), leader; Republican Reps. Harry L. Towe, Millet Hand (both N. J.), Frank Fellows (Me.), Minority Whip Leslie C. Arends (Ill.), leader. Director of both teams is Secretary of the Interior Oscar L. Chapman.

A Navy trio, featuring an admiral and captain at the piano and Capt. W. Gordon (Slim) Beecher Jr., USN, composer of “Of Old Hawaii,” on the guitar, makes up a specialty act. Advance notices are enthusiastic. As Lou Goldberg, producer, puts it, “There’s been a lot of necessary pushing around. But the VIPs don’t mind it a bit. They’re cooperative and helpful—real diplomats.” Working with Mr. Goldberg is Director Lloyd Marx.

Special Train Planned
The entire program will be about 2½ hours with 45 minutes devoted to actual broadcast. Mr. Mack said the format conforms to his regular show with telephone numbers given for voting, the usual interview and then the acts in sequence. The Feb. 2 show will be held at Washington’s Constitution Hall. The TV program will originate in New York at the International Theatre at Columbus Circle.

THE SOUTH BEND MARKET MUST BE COVERED...AND ONLY WSBT COVERS IT!

WSBT completely covers this market—and what a market! Its heart is South Bend and Mishawaka, two adjoining cities with a combined population of 157,000. The total population of the South Bend market is over half-a-million, while 1948 retail sales totaled more than half-a-billion dollars!

In addition to its complete coverage of the South Bend market, WSBT’s primary area includes another million people who spent 911 million dollars in retail purchases in 1948!

The South Bend market is one of America’s biggest and best. It must be covered! It is covered by one station—and only one. No other station, Chicago or elsewhere, even comes close.

WMCA Spans Atlantic
PORTSMOUTH, England, recently was reported in the listening range of WMCA New York. The station received a letter from R. T. Coales of Portsmouth, who congratulated WMCA on “putting such a nice signal into Portsmouth.”

Two special train cars and an airplane are reserved for Feb. 7 to transport VIPs who will appear via video. There will be an “aftershow” that night as well. Proceeds from both shows will go to the heart fund.

A highlight of the broadcast is the Celebrity Symphony featuring tubas, washboards, buzz fiddles, harmonicas, mandolins, etc. High ranking officers of all services, including Gen. Carl (Toey) Speatz, former Air Force chief, will participate. Rep. Louis C. Rabaut (D-Mich.), a tenor who sang his way to Congress in 1934, will be soloist. In the group is Paul Porter, former OPA Administrator, one-time FCC Chairman, and now an attorney practicing before the FCC. He will “thump a tub.” Theme is a Washington parody on “Camptown Races” led by Sen. Estes Kefauver (Tenn.), wearing the coonskin cap with which he campaigned for his Democratic seat in the Senate.

A “Capital Chorus,” made up of Senators and House members, includes Sens. Robert A. Taft (R-Ohio) and Claude Pepper (D-Fla.) and both barbershop quartets. Also on the agenda is an imitation of Winston Churchill by Rep. Dewey Short, Missouri Republican. Rep. and Mrs. Daniel J. Flood (D-Pa.) will present the “budget scene” from “Life With Father.” Rep. Reva Beeck Bosone (D-Utah) will sing. Rep. Frances P. Bolton (R-Ohio) will sing “Brahm’s Lullaby.” Finale will be an onslaught of voices of some 150 persons.

Repeats for Video
Among other personalities listed are Gen. Anthony (Nuts) MacAuliffe, of Bastogne fame; Mme. Henri Bonnet, wife of the French Ambassador, who will model a “sassy” fashion hat shipped special from Paris; Beverly Farrington, daughter of Joseph Rider Farrington, Hawaiian delegate to the U.S., who will do an original hula-hula. Many of the more pictorial acts will be in the radio show’s after-schedule while some may be shown over TV.

Rehearsals turned Capitol Hill and some embassies a bit closer to Tin Pan Alley and most likely a “first” was registered in Secretary of the Senate Leslie Biffle’s office in the Capitol last week when a group of Democratic Senators went over a number for the radio show.

In the Congressional Record, Sen. Alexander Wiley (R-Wis.) announced the broadcast, date, place and time and commended both Ted Mack’s organization and Old Gold cigarettes for their efforts.
RCA Remote Amplifier
Type BN2A
— with self-contained battery kit

Now— this remote amplifier
✓ operates from a self-contained battery
✓ operates from an a-c line

Here it is— RCA’s Portable Remote Amplifier type BN2A, with the new self-contained battery kit. It is the same in every respect as the standard BN2A amplifier, but it provides instant selection of a-c or battery operation—with everything in one package, batteries and all.

The new self-contained battery kit is actually a top cover which replaces the one on the standard amplifier. The kit includes: a-c receptacle, ac-dc selector switch, battery holder, new cover, and handle—yet the assembly is so compact that it adds only ½-inch to the overall height of the original amplifier.

NEW LOW PRICES* Type BN2A
- With standard cover . . . $425.00 (less tubes)
- With self-contained battery kit . . . $462.00 (less tubes and batteries)

Take advantage of the best buy in remote amplifiers . . . at new low prices. Order your BN2A Remote Amplifier . . . either the standard or the self-contained battery model . . . from your RCA Broadcast Sales Engineer. Or order from Dept. 19AE, RCA Engineering Products, Camden, N. J.

NEW REDUCED PRICES
- Look below—and compare!

SPECIAL! New Battery Cover Kit—
— for owners of the standard BN2A Remote Amplifier
✓ Remove present cover
✓ Slip new kit cover into place
✓ No tools needed

PRICES*
Battery Cover Kit (less batteries), MI-11279 . . . . $37.00
Standby Battery Kit, MI-11281 . . . . . . . $7.66
*Prices apply only within continental U. S. A.
Howard To Amend
ROYAL V. HOWARD, consulting engineer and ex-director of NAB's Engineering Dept., last week petitioned FCC to amend his application for a new station in Honolulu so as to request 860 kc in lieu of presently specified 580 kc, with 250 w fulltime, and to remove the bid from hearing with record of request from Island Broadcasting Co. for 850 kc at Hilo. In early January Mr. Howard received a grant of his bid but FCC later withdrew the authorization when it learned of the Island Broadcasting request, designating the two for hearing.

In Buffalo you can go places fast with WGR

AND ITS HIGHER-THAN-EVER HOOPER RATINGS

Edgar Bergen - Arthur Godfrey - Bob Hawk - Suspense
Lux Radio Theatre - My Friend Irma - Buddy Clark
Lowell Thomas - Hallmark Playhouse - Jack Smith - The F.B.I.
Dick Haymes - Edward R. Murrow - Sing It Again - Reilah
Mr. and Mrs. North - The Goldbergs
Lucille Ball - Abe Burrows
Mr. Keen - Crime Photographer
Joan Davis - Grouch and Christian
Bing Crosby - Burns and Allen
Eve Arden - Amos 'n Andy
Jack Skelton - Inner Sanctum
Horace Heidt - Mystery Theater
Philip Marlowe - Gang Busters
Dinah Shore - Gene Autry
Hit the Jackpot - We, the People - Vaughn Monroe - Contended Hour

Leo J. (“Fitz”) Fitzpatrick
I. R. (“Ike”) Lounsberry

Mr. DeMoss

Mr. Wagner

Mr. DeMoss, program manager of WOW-AM-TV, Omaha, Neb., and KODY North Platte, Neb., named Wally Welker, assistant general manager of WOW Inc., in addition to his present duties. He entered radio in 1923 at experimental station at EKH Anthony, Kan. In 1927 he went to WOW as production manager from KBF Lincoln, Neb.

John J. Gillin is general manager of WOW Inc.


E. K. Hartenbower, general manager of KCNO Kansas City, Mo., elected member of advisory committee working with ABC’s board of directors for third year. He represents District 3.

J. Wagner, assistant manager of WLEC Sandusky, Ohio, named “Young Man of the Year” by Sandusky Junior Chamber of Commerce.

John Thorwald and Cathal van der Brug, general and assistant managers, respectively, of KWBE Beaumont, Tex., elected members of Radio Pioneers of America.

Both have been in the industry for 25 consecutive years.

Frank White, president of MBS, commissioned as Honorary Colonel on staff of Oklahoma.

James C. Burkham, member of the board of KWK St. Louis, elected president of Globe-Democrat Publishing Co., St. Louis.

Frank P. Schreiber, manager of WGN Chicago, elected honorary member of Epsilon Pi Alpha, radio fraternity at DePauw U., Greencastle, Ind.

Howard Bedford, owner of CHVC Niagara Falls, re-elected vice president of Greater Niagara branch of Canadian Cancer Society.

A. T. Shields, manager of WLDY Lafayette, La., the father of a boy, John Webster, born Jan. 19, Mrs. Shields is former Corinne Kopp, promotion manager of KWWO Winona, Minn.

Rebroadcasts to Rocky Mountain and Pacific Coast areas started by National Farm & Home Hour with stations in those time zones recording and playing back program at other periods. Shows are sd and recorded except news and pickups of U. S. Dept. of Agriculture, which are recorded at Washington, D.C.
REPORTER • SUPER SALESWOMAN • AUTHOR

Mary Margaret McBride

"The First Lady of Radio"

In addition to her NEW YORK broadcast . . . NOW BRINGS THIS NATIONALLY KNOWN PROGRAM TO THE MIDDLEWEST ON WGN 9:15-10:15 A.M. MONDAY thru FRIDAY

Now, your products can be sold by Mary Margaret McBride in the great WGN listening area. Her 15 years in radio have been years of radio’s most successful selling . . . See what her sponsors say:

- “In my entire twenty years’ experience as president of an advertising agency, I know of no sponsored program that can accomplish such phenomenal results.” — Agency
- “Nothing we have done has produced such widespread and favorable general comment on the part of both consumers and dealers, as our association with you.” — Sponsor
- “Since you started broadcasting, our sales have pretty nearly doubled. Our increase one year was better than 65%.” — Advertiser

IN OTHER WORDS: IT'S RADIO'S MOST FABULOUS PROGRAM!

Participations in the program are limited

Call your WGN representative for complete details today

A Clear Channel Station . . . Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720 OnYourDial

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

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
Dear Time Buyer:

In 1949 more advertisers used WCKY (346 to be exact) than at any time in our 20 years of service. There is only one reason for this large increase in advertisers. They have found that they reach more people for less money.

WCKY HAS THE AUDIENCE
WCKY HAS THE POWER
WCKY PROVIDES THE COVERAGE
WCKY IS LOW COST

LOOK AT THE FACTS - - -

AUDIENCE

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NETWORK STATION A</th>
<th>NETWORK STATION B</th>
<th>NETWORK STATION C</th>
<th>NETWORK STATION D</th>
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</thead>
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<tr>
<td>% of Audience*</td>
<td>19.5</td>
<td>15.2</td>
<td>17.2</td>
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COST

WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

<table>
<thead>
<tr>
<th>WCKY</th>
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<th>NETWORK STATION B</th>
<th>NETWORK STATION C</th>
<th>NETWORK STATION D</th>
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<td>Open ¾ Hr. Daytime Cost**</td>
<td>60.00</td>
<td>70.00</td>
<td>68.00</td>
<td>359.25</td>
</tr>
</tbody>
</table>

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

* - 8AM-8PM Mon.-Fri., Nov.-Dec. Pulse
** - Standard Rates & Data Jan. 1950

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

POWER

WCKY IS AS POWERFUL AS ANY STATION IN THE UNITED STATES.

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NETWORK STATION A</th>
<th>NETWORK STATION B</th>
<th>NETWORK STATION C</th>
<th>NETWORK STATION D</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000 W</td>
<td>250 W</td>
<td>5,000/1,000 W</td>
<td>50,000 W</td>
<td>5,000 W</td>
</tr>
</tbody>
</table>

COVERAGE

WCKY HAS THE COVERAGE.

WCKY has the reputation of being the outstanding mailpulling station in the United States. This mail comes from all 48 states with 90% of it from 15 Eastern states. Check BMB when it is released for the full coverage story.

With these facts, you too can see why more and more advertisers are getting larger audience at less cost on WCKY. Anyway you look at it—

IN CINCINNATI,
YOUR BEST BUY
IS WCKY

FOR YOUR 1950 CAMPAIGN IN CINCINNATI, WCKY IS YOUR LOGICAL FIRST CHOICE

Sincerely,

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
**Editorial**

The Rich, Full Life

ONLY ONE conclusion can be reached in reading Life's announcement that in 1949, for the second successive year, the magazine's gross advertising bill was bigger than those of any other single medium—$12 million more than the runner-up, NBC.

The conclusion is that Life is priced too high; plainly its numerous advertisers must not think so. The conclusion can only be that radio is too cheap.

In 1949's first nine top billing media, based on authoritative Publishers Information Bureau figures, the national weekly, and five magazines. Life leads everyone. Life and the Saturday Evening Post lead ABC and Mutual. Life, Saturday Evening Post, Time, The Ladies' Home Journal and the American Weekly.

The vexing conundrum of this situation is why a national radio network should be led by anyone at all. Compare the products:

Once a week Life delivers 5,200,000 copies of a magazine that runs more than 300 pages. Every day a nationwide radio network delivers around 18 hours of programming—available to a majority of 42,000,000 radio homes. Precise statistics on network listenership are not available, but one can estimate the devastating CBS estimate of last year that its aggregate weekly audience was 99 million.

It is doubtful that the most imaginative Life researcher could multiply that magazine's readership to an aggregate of 18 hours a day to figure that the most modest network can claim.

Yet Life's total gross billing in 1949 was $76,346,727. NBC's was $64,031,296 and CBS's $61,064,585.

The Saturday Evening Post, a weekly with a circulation of slightly more than 4 million, had gross billings of $59,259,119. ABC's were $42,542,854.

Other magazines also were ahead of Mutual in 1949. Time, with a weekly circulation of little more than 1.5 million, billed $25,771,532. The Ladies' Home Journal, a monthly of just under 4.5 million circulation, billed $22,745,926. The American Weekly, claiming more than 9.8 million circulation, billed $18,369,671. Mutual billed $18,078,696.

It is not necessary to inquire more deeply into a comparison between radio and magazines to conclude that a network that distributes 18 hours of programming every day to untold millions of Americans is priced at bargain basement shopper. It is acting with no regard for realism if it fixes its rates as though its appeal were so confined.

**Stiletto Out; Machete In**

RADIODOM didn't have long to wait.

Last Tuesday, Rep. Sadowski (D-Mich.) dropped into the hopper his bill (HR 6949) to amend the Communications Act of 1934. This would put the House to a measure that distributes 18 hours of programming every day to untold millions of Americans is priced at boom basement shopper. It is acting with no regard for realism if it fixes its rates as though its appeal were so confined.

It unfortunately is true also that the very presence of this kind of bill can kill good legislation like the McFarland Bill.
CONFLUENCE*

where the CONFIDENCE
of millions meets the
INFLUENCE that sells!

The wholehearted CONFIDENCE of the world's richest and largest Italian market and the INFLUENCE of the station that has been part of the fabric of their lives for so many years form one great potent force that results in sales.

True enough, you speak to over 2,100,000 listeners with active buying power. But far beyond these statistics is the greater strength that makes your sales message a compelling force. It is the trust, the respect and the deep affection of these families for WOV.

It is all this CONFIDENCE plus WOV's great INFLUENCE that gives you CONFLUENCE — the plus delivered only by WOV.

* Act of flowing together... the meeting
or junction of two or more streams...
—Webster's New International Dictionary

Originators of Audited Audiences

WOV
NEW YORK

BROADCASTING • Telecasting

January 30, 1950 • Page 39
Respects
(Continued from page 38)
later to the day, Mr. Hanna was named manager of WGY WGF and WRGB.

His first real introduction to radio had come during the hey-day of the Bowles. Mr. Hanna, in conjunction with G. Emerson Markham, former manager of GE’s Schenectady station and now head of NAB’s Television Division, devised a series of community talent contests. Touring upstate New York, the two contacted various GE dealers throughout the area, arranging the amateur talent series. This series culminated with a broadcast in Schenectady with district talent winners participating. From then on, Bob Hanna gave a little more thought to the idea of entering radio.

Guiding the three GE stations takes more than a share of Mr. Hanna’s time. He manages, however, to serve as a vestryman at St. George’s Episcopal Church, a member of the Chamber of Commerce, a member of the Better Business Bureau’s board of directors, and he is a past president of the Lions Club.

Mr. and Mrs. Hanna—she is the former Elizabeth Anderson of Toledo, Ohio—were married in 1930. They have three children. Fourteen-year-old Judith is musically inclined. Bill 16, devotes much of his energy to high school sports, especially track and baseball. The eldest, Robert III, 18, is a student at Clarkson College of Technology where he is majoring in mechanical engineering.

An admirer of the outdoors, Mr. Hanna puts the emphasis on golfing, gardening and flowers. Nowadays, he admits, fishing in some Adirondack lakes cuts into his golfing time.

Bob Hanna’s philosophy of station operation was outlined clearly and with simplicity in his statement upon assuming the management-ship of WGY WGF and WRGB. He said: “There will be no fundamental change in the philosophy of the General Electric stations. We will continue to serve you as we have for the past 27 years, the kind of entertainment information or programs, that you wish to have. We realize that we are coming into your homes at your invitation. We appreciate that privilege and hope to leave you with the desire to invite us in again and again.”

WKTY to ABC
WKTY La Crosse, Wis., will become an ABC affiliate May 7, replacing WLCX. La Crosse, a 250 watt station, the network announced last week. WKTY operates fulltime with 1 kw on 580 kc and is managed by Verl Bratton.

What Population Figures Do Agencies Use?
A survey by the Metropolitan Group found that 21 out of 22 leading advertising agencies use population figures from—

SALES MANAGEMENT’S “Survey of Buying Power.”

(1950 issue May 10; Reservations Close Feb. 17; Copy March 10)

BROADCASTING • Telecasting
THE IDEAL VISUAL TRAFFIC CONTROL SYSTEM

Boardmaster

Your COMPLETE SCHEDULE at a GLANCE

Save time and enjoy smoother operation with this valuable tool. Gives the information you want in 10 seconds. Across-the-Board at a Glance—all Programs and Announcements in correct sequence.

Used by over 1500 AM, TV & FM stations as the ideal VISUAL Traffic Control System.

Programs SPOTTLIGHTED With COLOR

Six color signal system tells you in a split second all Open Time, Commercials, Sustainers, etc. Color helps to identify Local Shows, Network Programming, Participating or Public Service.

You can quote Availabilities to advertisers on the spot, check expiration dates, see any product conflict and prevent mixups before they happen.

Price including cards $49.50 F.O.B. New York

The BOARDMASTER is made of Aluminum with Black Anodic finish. Size, 24"x38½", correct size for seeing entire board at one glance. Weight, 9 lbs. Compact, attractive. CANADIAN STATIONS: No import permit required. Classified under Tariff Item 354 subject to 22½% duty, 8% sales tax. We absorb shipping charges. Total cost, $65.48.

Manufactured and Sold Direct By

GRAPHIC SYSTEMS

VISUAL CONTROL SYSTEMS FOR EVERY INDUSTRY

55 West 42nd Street

New York 18, N. Y.

Accommodates 18 or 20 hours daily, 7 days a week. Separate cards for each quarter hour and station break. Also, cards for Participating, 5 and 10 Minute Shows. Cards available in White, Blue, Green, Canary, Salmon & Buff colors.

CARDS WITH FINGER-TIP CONTROL

Simply type or write program titles, sponsors’ names, etc., on quality index card strips (1), snap inserts out with fingers (2) and post on board by anchoring corners in grooves (3). Cards Snap-In & Flip Out instantly.

Supply of 150 card strips furnished FREE with each board to install your system and fill future needs. Additional strips available 35¢ to 50¢ a dozen.

MAIL TODAY FOR IMMEDIATE DELIVERY

Graphic Systems, 55 West 42nd St., New York 18, N. Y.

Gentlemen: Please ship via Railway Express boards, $49.50 each, F.O.B. New York (less discounts shown at bottom for more than one unit). We are to receive 150 FREE card strips with each.

Name

Station

City

Discounts: 2, 5%; 3, 10%; 4, 12½%; 5, 15%; 6, 18%.

(We Pay Shipping Charges When Payment Accompanies Order)
**WLIB EDITORIALS**

Reports FEPC Stand Praised

WLIB New York reports a heavy response to its three-day editorial series on behalf of a national Fair Employment Practices Commission. Station says it has received hundreds of letters praising the campaign for civil rights [Broadcasting, Jan. 23].

In broadcasting its editorial position on FEPC and civil rights, WLIB claims it is one of the first stations in New York to take advantage of the FCC’s relaxation last June of the Mayflower rule, which now permits broadcasters to editorialize.

**WCCO Transmitter**

NEGOTIATIONS covering purchase of a new Western Electric 50 kw AM transmitter by WCCO Minneapolis-St. Paul, CBS outlet, are nearly completed, Wendell B. Campbell, WCCO general manager, has announced. Installation of equipment is expected to begin soon, with new facilities to be used sometime this summer. Transmitter will be installed in the present WCCO building at Anoka, Minn. Replaced Western Electric equipment will be used as an auxiliary transmitter, according to present plans. Station also plans to use present tower-type antenna system and install a new transmission line.

**GROcer BOY...**

DULUTH, MINN.—"I deliver the goods in America’s 51st Food Market," says Otto Mattick from his radio rocket cruiser. He's right. With KDAL’s dominance of the audience in the Duluth-Superior Market (see Hooper, any report) KDAL is the outstanding medium to sell food products in this heavy eating area. With KDAL’s Certified Promotion back of your radio campaign, your sales per radio dollar will amaze you. Got a food product you’d like us to sell for you?

**Lew Walker**, announcer and continuity writer, KBFB Great Falls, Mont., named program director succeeding W. J. Towner, who continues as assistant manager of station.

**Mrs. Bee Reed**, formerly traffic manager at WKNB New Britain, Conn., joins WTVM St. Johnsburg, Vt., as traffic manager. She replaces Rose Varner, resigned.

**Lou Tinney** joins WCBS Amsterdam, N. Y., as fulltime staff announcer. He formerly was with WGN Glens Falls, N. Y.

**Art Thorsen**, former script editor at Footle, Cone & Belden, Chicago, joins continuity staff at WBBM Chicago. He now writes The Billy Leach Shows, Show Time Tune, Music Please, Rhyme Does Pay and The Meadow-Larks Show.

**Harold Cohen**, drama critic for Pittsburgh Post-Gazette, will do show, Critic’s Column, Sunday, 6:45 p.m., on KDKA Pittsburgh.

**Ben Park**, producer of national award winning Chicago documentaries, It’s Your Life and Report Uncensored, joins program staff of WNBQ (TV) Chicago Feb. 1 as producer. He will create and develop all new NBC TV and radio program.

**Dan Petrie**, who joined staff three weeks ago, is Mr. Park’s assistant. He formerly was assistant professor of speech at Creighton U. and educational director, of WOW and WOW-TV Omaha.

**Fred Pemberton**, formerly sports and special events commentator for BBC in Manchester, England, and with commercial staff of CKSF Cornwall, Ont., since Dec. 5, appointed program director for CKSF.

**Dorothy Folsom**, new to radio, joins WPAY-AM-FM Portsmouth, Ohio, as continuity writer.

**Robert L. McKee** joins WGN Chicago announcing staff. He formerly was with WCAE Pittsburgh.


**Ross R. Rowlands**, formerly of CKCW Moncton, N. B., and later with CKDO Oshawa, Ont., returns to CKCW as program director.

**Preston Stone**, director of special events at WPTZ (TV) Philadelphia, appointed manager of program operations for station.

**Joby Reynolds**, formerly of Joby and Swong show on WOL Washington, becomes star of Joby Reynolds Show on WTO in that city; 10:35-11 p.m., Sunday.

**Lee Carmichael**, formerly of KWDM Des Moines, Iowa, joins WKK St. Louis announcing staff, replacing Lee Cavanagh, resigned to enter his own business.

**Frank Butler**, formerly of KFAM St. Cloud and KSTP Minneapolis, Minn., joins WCCO Minneapolis as announcer. He formerly was with WCCO, but left in 1949 to attend to business.

**Jerry Crocker**, formerly operations manager of WIS A Butler, Pa., named head announcer and featured disc jockey of WCUE Akron, Ohio.

**Herb McFarland**, formerly of WPNC Fayetteville, N. C., joins announcing staff of WKIX Columbia, S. C.

**Norm Fisher**, formerly of announcing staff of KBFF Great Falls, Mont., and before that publicity director of CJOC Lethbridge, Alta., resigns from KBFB to join KGEL Kalispell, Mont., as program director.

**Bill Browne, Jackson Weaver** and **Gill Hodges**, producer, announcer and writer respectively on The Navy Hour. Saturday, 11 a.m., over ABC and WMAL Washington, awarded citations by Navy. All are staff members of WMAL.

**Doug Setterberg**, producer-announcer for KOMO Seattle, has penned "He’s a Scandinavian Hot-Shot" and "Sewed Up in My Winter Underwear," of novelty songs. Numbers have been recorded.

**George Fischer**, of Columbia Pacific Network news writing staff, is the father of a girl.
This is it in a nutshell!...

Graybar recommends the sensational
21B microphone

...because it combines unparalleled technical qualities plus the advantages of inconspicuousness. It doesn't obscure the performer's countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don't sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blast-proof, shock-proof, omnidirectional ... and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment ... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.
JOHN F. HOGAN, recently manager of Newell-Emmett's industrial department, establishes his own consulting service on industrial and trade advertising. Service, located at 545 East 77 St., New York, is offered to both agencies and industrial companies—latter on basis strictly non-competitive with agencies.

ELECTROVOX Co., East Orange, N. J., announces production of new shape phonograph needle tip which will play both microgroove and standard record grooves with equal fidelity, firm claims.


LEE McCANNE, vice president of Stromberg-Carlson Co., Rochester, N. Y., elected president of Rochester Chamber of Commerce.

ALLIED RADIO Corp., Chicago, announces release of new, low-priced magnetic tape recorder. Unit is light and compact and has list price of $99.50.

BARGAINS'

Close Scrutiny Planned

CLOSE SCRUTINY of radio commercials offering sensational "bargains" is being planned by the Better Business Bureau of New York City, according to Hugh R. Jackson, president, in the BBB's monthly memo.

Mr. Jackson noted that a recent radio commercial offering "sensational five giant inflated toy animals" for a dollar brought the Bureau a flood of complaints. Such listener reaction has inspired the "close scrutiny" policy, he indicated.
HERE's hats off to the press and radio!

The newspapers and radio stations of America did an outstanding job of helping their readers save their lives and property from the devastating effects of needless fires in 1949.

The press and radio have campaigned for better fire departments, better water supplies, and greater public consciousness of the danger of fire.

To honor those newspapers and radio stations whose public service efforts in this field have been most outstanding, the National Board of Fire Underwriters again in 1950 will make its Gold Medal Awards.

A Gold Medal or $500 in cash will be awarded to the daily newspaper, weekly newspaper and the radio station which, in the opinion of impartial judges, has contributed most to the betterment of its own community through public service in fire prevention.

Newspapers and radio stations which conducted public service campaigns in fire prevention during 1949 are invited to submit exhibits. Exhibits should be in scrap book form and mailed before Feb. 28, 1950. Exhibits should cover the calendar year 1949.

A nomination blank is being mailed to all newspapers and radio stations. If you do not receive one, or wish further information, address Gold Medal Awards, National Board of Fire Underwriters, 85 John Street, New York 7.

NATIONAL BOARD
OF FIRE UNDERWRITERS
85 John Street, New York 7, N. Y.

The Roll of Honor Last Year

**DAILY NEWSPAPERS**

**GOLD MEDAL**

Staten Island, N. Y., Advance

**Honorable Mention Citations**

Santa Ana, Calif., Daily Register
Burlington, Iowa, Hawk-Eye Gazette
Waltham, Mass., Daily Tribune
Philadelphia, Pa., Inquirer
Memphis, Tenn., Commercial Appeal
Port Angeles, Wash., Evening News

**WEEKLY NEWSPAPERS**

**GOLD MEDAL**

Lapeer, Mich., County Press

**Honorable Mention Citations**

South Bend, Ind., Township News
Hammond, La., Sunday Sun
Blackduck, Minn., American
Starkville, Miss., News
Teaneck, N. J., Sunday Sun
Honeoye Falls, N. Y., Times
Williston, N. D., Farmers Press
Lansdowne, Pa., Delaware County Times
Glenwood City, Wis., Tribune

**RADIO STATIONS**

**GOLD MEDAL**

WOWO, Fort Wayne, Ind.

**Honorable Mention Citations**

KNBC, San Francisco, Calif.
WEBR, Buffalo, N. Y.
WNEW, New York City
KELO, Sioux Falls, S. D.
KOGT, Orange, Texas
Hearing on 3 Bills
(Continued from page 19)
and staff have spent a substantial amount of time on general frequency allocations problems and international negotiations, and observed:

"It is my hope that my proposal to create a Frequency Control Board will so solve the wrongheadedness of the Commission that the backlog can be eliminated and that the Commission can become current in its work."

Rep. Sadowski said he had no criticism of present operation involving the relationship of FCC and IRAC, and thought they should be congratulated for having operated "this inadequate machinery so long without a serious breakdown."

Charges Recalled
But he called attention to charges that private applicants have "come out second best," and that FCC has been given for distribution involving the relationship of FCC and IRAC, and thought they should be congratulated for having operated "this inadequate machinery so long without a serious breakdown."

He said his proposal was in line with a recent House Select Committee, under Chairman Clarence Lea in 1945, which felt that before power to make assignments to government stations is delegated to an independent body, Congress should review the whole question.

Regarding sanction provisions in his bill, Rep. Sadowski noted that the only present punishment for violation of FCC rules is revocation, and cited the Commission's recent Don Lee decision in which it voted for license renewal for want of a penalty less severe than a "death sentence" [Broadcasting, Jan. 2].

The Sadowski Bill would authorize FCC to revoke licenses or permits, or to suspend licenses for a period up to 90 days for false statements knowingly made to the FCC; conditions which would have warranted denial of an original application; wilful or repeated failure to conform to license requirements or FCC rules, and for violation or failure to observe cease-and-desist orders.

Revocation or suspension proceedings could also be instituted against station licensees, permittees or networks tending to "induce or coerce" other licensees or permittees to violate FCC rules and regulations, or to follow a "course of action" which would justify denial of license or permit.

Forfeitures up to $500 per day for any offense could be demanded by the Commission in lieu of suspensions or revocations, and in cease-and-desist actions could be levied in addition to such orders. Cease-and-desist orders and revocation or suspension must be preceded by a show-cause order and opportunity for hearing.

Rep. Sadowski made plain, with respect to FCC Chain Broadcasting Regulations, that he wants informers to come from owners of networks, broadcasters, and the Justice Dept. on allayed monopolistic practices of networks.

Some Provisions Opposed
Additionally, he made clear that he opposes provisions of the McFarland bill which he contends might "loosen up" anti-trust restraints.

Under the McFarland bill, FCC would be divested of revocation power over licensees whom the courts have found guilty of anti-trust violations (though the courts could revoke as an additional penalty, and FCC consideration of a licensee's qualifications to the FCC would not be impaired), and thus eliminate one phase of the "double jeopardy" which broadcasters have long opposed.

Rep. Sadowski's proposal to render licensees immune from any political libel action in any court—local, state or federal—seeks to eliminate the conflict between state libel laws and federal law against censorship, as envisioned in FCC's proposed Port Huron decision. The licensee would remain civilly and criminally liable, however, for any statements made by him or anyone under his control.

Sec. 315 of the Communications Act would remain unchanged in that licensees, once having agreed to permit use of their stations, may not alter for the committee real or potential material, nor could they refuse equal time to opponents.

The decision to hold hearings was confirmed after the executive meeting. While members generally felt hearings were desirable, in view of the Michigan Democrat's new bill, it was understood there was a move to have the subcommittee act solely on the McFarland measure.

Rep. Sadowski, in his statement Tuesday accompanying the bill, said he noted "a great deal of pressure emanating from various quarters" that his subcommittee should concentrate on the Senate-passed FCC procedural bill.

But, he stated:

"The Committee on Interstate and Foreign Commerce now has an opportunity to study these substantive problems since it held its last comprehensive hearing last year and presented a report to the Communications Act in the summer of 1942. Since then, many new problems, I need mention only television, have arisen, and many new members have joined the Committee who have never had occasion to study the problems connected with the various aspects of radio and radio communications. I believe it would be unreasonable to expect this committee to do, in connection with the consideration of S. 73, the kind of job which it is accustomed to do unless the committee first gains a clear understanding of the substantive problems involved. Therefore, it is my purpose to introduce this bill and to take some of the most important substantive problems connected with radio and to do that in the most concrete form possible, namely, that of placing before the committee appropriate amendments to the Communications Act in the field of radio. That is the real reason for my introducing this bill at the present time."

Rep. Sadowski cited possibility of continuous session as not impossible, but authorities thought it more likely they would be held in "take," each lasting from seven to ten days and spaced apart because some communications subcommittee members also serve on other groups.

In addition to questions of net work regulations, political liability, spectrum space and administrative sanctions, Rep. Sadowski's subcommittee will also elicit views on TV broadcasters, networks, and FCC on color television and channel allocations, radio fraud provisions, FILMA allocations,-appelation and other changes contained in the McFarland bill [Broadcasting, Jan. 23].

Objections, some of them shared by the Commission, are sure to be aired during the hearings. These include questions involving deadline on FCC actions and assignments—removal of the Commission's power of revocation over licensees cited in anti-trust violations; role of special services and safety functions in FCC operation; interpretation of "parties in interest" concerning intervenors in license cases, and others.

Authorities have indicated, also, that certain sections in the McFarland bill may be amended—chiefly those covering anti-trust; singling out FCC Commissioners for salary raises to $15,000 (where now they receive $10,000 through legislation passed last session), and stipulating that each Commissioner shall have a legal assistant. There is feeling that any such legislation should be handled by all independent agencies, not just one—whereas civil service is concerned.

MASON MURDER
Smithwick Given Life Term

VERDICT of guilty was returned last Wednesday night against Sam Smithwick, Jim Wells County ex-deputy sheriff, charged with murder in the fatal shooting of J. H. Mason, KBKI Alice, Tex., newscaster, last July 29 [Broadcasting, Aug. 1, 8].

Sentence of life imprisonment was imposed by the court at Belton, Tex. The prosecution had sought the death penalty.

WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE, BEST PROGRAM FACILITIES, AND NOW—
5000 WATT OUTPUT!

JOS. WEDD & CO.
350 Madison Ave., New York,
Can Tell You More About...
The BLACK DAYS of 1949

Here is the 6-day work-week calendar followed last year by the coal industry. The shaded days were "mining holidays." The BLACK DAYS were days when most of the coal miners were called off their jobs by the dictates of a UNION MONOPOLY.

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For most American workers, and for most American businesses, 1949 was a "good year."

For most of the nation's 400,000 coal miners — and for the coal business — 1949 was a very black year.

That was because a powerful union monopoly "blacked out" 110 of the permissible 298 working days — called miners off their jobs — and denied the operators the use of their own property and facilities!

Those 110 BLACK DAYS cost the individual coal miner an average loss of about one-third of a year's pay in 1949. What good does it do the miner to get the highest rate of pay in any major industry if he can work only on such days as the UNION says he is "able and willing?"

Those 110 BLACK DAYS cost the miners' Welfare Fund many millions of dollars — for how can a royalty tax be paid on coal that isn't mined?

Those 110 BLACK DAYS cost the coal business, the railroads, and local communities that are largely dependent on coal, hundreds of millions of dollars in loss of income.

Those 110 BLACK DAYS cost the American people millions of tons of coal needed for home-heating, and for the production of goods which the public needs.

Those 110 BLACK DAYS are the price all America has been forced to pay — in just one year — because just one industry has been dominated by the monopoly control of just one union. If it can happen in the coal industry, can it not also happen in other major American industries such as the steel, rubber, railroad, and automobile industries?

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!

The Coal Operators Are Eager for a Working Contract with their Employees

NATIONAL COAL ASSOCIATION

WASHINGTON, D. C.
appointed by the President, by and with the advice and consent of the Senate. The persons nominated for appointment as members shall be selected solely on the basis of established records of distinguished service in the fields of (1) radio and the civilian or military use thereof, or (2) public affairs. The President shall designate one member as Chairman of the Board.

"FUNCTIONS OF THE BOARD"

"SEC. 372. (a) The Board is authorized and directed to formulate such plans and policies with respect to the utilization of the radio spectrum, with particular reference to the apportionment of frequencies between Government and non-Government use, as it deems necessary for the accomplishment of the purposes declared in section 1 of this Act.

(b) For the purpose of effectuating the plans and policies formulated pursuant to subsection (a), the Board is authorized and directed to—

(1) allocate frequencies and bands of frequencies and cancel or modify any such assignments; and

(2) assign frequencies to Government stations and cancel or modify any such assignments; and

(3) prescribe regulations to govern the assignment, by the Commission, of frequencies to non-Government stations.

(c) The Board shall disapprove the proposed assignment or renewal of the assignment, by the Commission, of any frequencies to the Armed Forces if, in the Board’s judgment, such assignment would cause harmful interference to any Government use of radio or would violate any regulations prescribed under paragraph (3) of subsection (b).

"ORGANIZATION OF FREQUENCY CONTROL BOARD"

"SEC. 373. (a) The term of office of each member of the Frequency Control Board shall be ten years, except that (1) any member appointed to fill a vacancy occurring prior to the expiration of the term for which his predecessor was appointed shall be appointed for the remainder of such term; and (2) the terms of office of the members first taking office after the date of enactment of this Act shall expire, as designated by the President at the time of appointment, one at the end of two years, one at the end of four years, one at the end of six years, one at the end of eight years, and one at the end of ten years, after the date of enactment of this part. Three members shall constitute a quorum of the Board. Each member shall receive compensation at the rate of $15,000 per annum. Each member of the Board shall be a citizen of the United States. No member of the Board shall engage in any other business, vocation, or employment than that of serving as a member of the Board.

(b) The Board shall appoint and fix the compensation of such personnel as may be necessary to carry out the provisions of this title. Such appointments shall be made and such compensation shall be fixed in accordance with the provisions of the civil-service laws and regulations and the Classification Act of 1940, as amended: Provided, That the Board may employ such technical and professional personnel and fix their compensation without regard to such laws as it may deem necessary for the discharge of the responsibilities of the Board under this title. Officers and employees of any other department or agency of the Government may, with the consent of the head of such department or agency, be assigned to assist the Board in carrying out its functions. The Board may fix their compensation without regard to such laws as it may deem necessary for the discharge of the responsibilities of the Board under this title.

(c) Officers and employees of any other department or agency of the Government, utilize the facilities and services of such department or agency in carrying out the functions of the Board. The Board shall be authorized to accept and utilize the services of voluntary and uncompensated personnel and to provide transportation and assistance as authorized by section 5 of the Act of August 2, 1946 (5 U.S. C. 7362), for persons serving without compensation.

"MILITARY LIASON COMMITTEE"

"SEC. 374. There shall be a Military Liaison Committee consisting of representatives of the National Military Establishment, one of whom shall, without additional compensation, be the Secretary of Defense, in such number as he may determine. The Board shall advise and consult with the committee on the allocation or assignment of radio frequencies required for the purpose of national defense. If the committee at any time concludes that any action, proposed action, or failure to act of the Board with respect to the allocation or assignment of radio frequencies for the purpose of national defense, is adverse to the responsibilities of the National Military Establishment, derived from the Constitution, laws and treaties, the committee may refer such action, proposed action, or failure to act to the Secretary of Defense. If the Secretary concurs, he may refer the matter to the President whose decision shall be final.

"ADVISORY COMMITTEE"

"SEC. 375. The Board is authorized to appoint such advisory committees as it deems necessary to advise the Board on any matters arising in connection with the administration of this part.

The members of any such advisory committee shall receive compensation at the rate of $25 for each day engaged in the business of the Board pursuant to authorization of the Board, and shall be allowed travel expenses as authorized by section 5 of the Act of August 2, 1946 (5 U. S. C. 752).

(c) Persons holding other offices or positions in the executive branch of the Federal Government may serve as members of any such advisory committee, but they shall not receive remuneration for their services as such. Such members during any period for which they received compensation for their services in such other offices, or positions.

"ANNUAL REPORT"

"SEC. 376. The Board shall render an annual report to the President for submission on or before the 15th day of January of each year to the Congress, summarizing the activities of the Board and making such recommendations as it may deem appropriate. Minority views and recommendations, if any, of members of the Board shall be included in such report.

"SECURITY"

"SEC. 377. The Board, after consulta- tion with the Military Liaison Committee, shall establish regulations and procedures for the security classification of Information related to the work of the Board and for the proper safeguarding of any information so classified.

"INTERNATIONAL AGREEMENTS"

"SEC. 378. Agreements with foreign governments which affect the allocation of frequencies between the United States and such governments shall be negotiated and concluded by the Board, acting in accordance with the directions and subject to the control of the President. The Secretary of State shall assist the Board in the arrangements for and conduct of such negotiations.

"APPROPRIATIONS"

"SEC. 379. To enable the Board to carry out its powers and duties, there is hereby authorized to be appropriated annually such sums as may be necessary. Such sums may be expended and utilized in the Treasury not otherwise appropriated, such sums as may be necessary."

"PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION"

"SECTION 1. (a) It is the purpose of this Act to provide for regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, Nation-wide, and fully effective radio and telephone communication service adequate facilities at reasonable charges; to promote the national defense; to protect the life and property of the use of wire and radio communication.

(b) The term 'Federal Communications Commission' is hereby defined to be the Commission created under the Communications Act of 1934, as amended, is amended by adding after paragraph (aa) the following:

(bb) The term 'Government', when used with reference to radio, means the grants, contributions, or any agency or instrumentality thereof.

(cc) The term 'allocation', when used with reference to frequencies, means the distribution of specified bands or frequencies or bands of frequencies to services and classes of stations involved.

(dd) The term 'assignment', when used with reference to frequencies, means the grants, subject to conditions and limitations, of frequencies or bands of frequencies to services and classes of stations involved.

(ee) The term "enforcement" means any action or any investigation which disables the functioning of a radio service or of a safety service or obstructs or repeatedly interrupts any radio service."

"SEC. 4 (a) Paragraph (c) of section 305 of the Communications Act of 1934, as amended, is amended by striking the word "President" and inserting in lieu there-
FATHER OF THE GROOM

ON BEHALF of a client, Washington Attorney Paul M. Segal petitioned FCC last week for permission to broadcast a wedding in which he is slated to appear Feb. 14, giving this explanation: "The oldest son [Paul F.] of Paul M. Segal is to marry Miss Annifer Black at Denver, Colo., on Feb. 19 and Paul M. Segal has entered into extensive commitments with regard to the festivities customarily preceding such an event. The violation of any of those commitments would result in domestic and community distresses and other embarrassments."

"Frequency Control Board".

Sec. 6. Notwithstanding the amendments made by this title, allocations and assignments heretofore made under the authority of section 305 (c) or section 305 (a) of the Communications Act of 1934 may continue in effect according to their terms unless and until canceled or modified in accordance with law.

The provisions of this section and of sections 371, 372 (a), 372 (b), and 373 through 379 of part III of title III of the Communications Act of 1934, as amended, shall take effect on the date of the enactment of this Act. The remainder of this Act and such part III shall take effect six months after the date on which three members of the Frequency Control Board have been appointed and have taken office.

TITLE II—MISCELLANEOUS PROVISIONS

Sec. 201. Section 312 of the Communications Act of 1934, as amended, is hereby amended to read as follows:

"ADMINISTRATIVE SANCTIONS"

"Sec. 312. (a) Any station license shall be revoked or suspended for a period of not more than ninety days, and any construction permit may be revoked, suspended, canceled or modified by the Commission:"

"(1) for false statements knowingly made either in the application or in any statement of fact which may be required in connection with the application;"

"(2) for conditions coming to the attention of the Commission which would warrant it in refusing to grant a license or permit on an original application;"

"(3) for willful or repeated failure to operate substantially as set forth in the license;"

"(4) for willful or repeated violation of any rule, regulation or order of the Commission which, in the judgment of the Commission, would warrant it in refusing to grant a license or permit to such other licensee or permittee;"

"(5) for violation of or failure to observe any cease and desist order issued by the Commission under this section;"

"(6) where any person (1) has failed to operate substantially as set forth in the license, or (2) has violated or has failed to observe any of the provisions of this Act or (3) has violated or failed to observe any regulation of the Commission authorized by this Act or by a treaty ratified by the United States, the Commission may order such person to cease and desist from such action.

"(c) Before revoking or suspending a station license, or revoking or suspending a permit pursuant to this section or issuing a cease and desist order pursuant to subsection (b), the Commission shall serve the licensee, permittee, or person involved an order to show cause why an order of revocation or suspension or a cease and desist order should not be issued. Any such order to show cause shall contain a statement of the matters with respect to which the Commission is of the opinion that the alleged violation has occurred, or failure to appear before the Commission at a hearing on the order, or in event less than thirty days after the receipt of such order, and give the date and time and place of such hearing on the order and the hearing required by the order;

"(d) In any case where the Commission is authorized pursuant to this section to suspend or revoke a license, or to cancel or suspend a permit, or to issue a cease and desist order, the Commission, after the hearing required by subsection (c) of this section, by order revoking or suspending a license, or revoking a permit, or issuing a cease and desist order, or in addition to its other powers, may, for good cause, order the licensee or permittee to forfeit to the United States the sum of $500 for each day during which the Commission finds that any offense set forth in the order to show cause issued pursuant to subsection (c) occurred, or such lesser sum as the Commission may find appropriate in the light of all the facts and circumstances of the case, and if an order is issued by the Commission declaring such person or permittee shall be deemed revoked and shall be surrendered forthwith unless within such time the licensee or permittee, as the case may be, shall give the Commission a statement in writing of his intention to surrender the license, or permit, and shall deliver it to the Commission, or any other licensee or permittee (A) to violate or fail to observe any of the provisions of this Act or any rule or regulation of the Commission, or (B) to engage in any course of conduct which, under any rule or regulation of the Commission, would warrant the Commission in refusing to grant a license, or permit to such other licensee or permittee;"

"(e) The Commission shall make rules and regulations to carry out the provisions of this section.

"(f) Except to the extent expressly provided in subsection (a), nothing in this section shall impose upon any licensee any obligation to allow the use of his broadcasting station by any person.

CBST REPORT

Stanton Reviews Progress

IN A LETTER sent last week to advertisers, agencies and stations, Frank-Eating B. CBS president, said CBS in 1949 became the "unquestioned leader in network radio.

Summarizing progress made by CBS in both radio and television operations, Mr. Stanton claimed CBS radio had the largest average audience four nights of every seven and, omitting the 20 most popular all-network shows, had an average audience 12% bigger than that of any other network.

The Nielsen Radio Index shows CBS has 14 of the top 29 evening programs.

Mr. Stanton said CBS affiliated stations had a bigger share of listening than those of any other network—22.5% in the Nielsen's October 1949 report on 'Share of Total Minutes of Listening to Each Network Station Group.'

In television, CBS has a sponsored network where the audience ratings are up 29.6% in the Nielsen's October 1949 report on "Share of Total Minutes of Listening to Each Network Station Group.

In 1949 CBS-TV network advertisers increased from seven to 30, and CBS-CB network sales in 1949 were 20 times bigger than those of 1948.

Mr. Stanton said that "CBS is bringing advertisers bigger values—in both radio and television—and that is the reason that the audience ratings in radio and television are the highest in the United States.

"Columbia's position of leadership," he said, "is not an impression created by promotion or publicity, but is a solid fact rooted in cold arithmetic.

We don't sell "time!"
We USE time to increase your sales and profits.

WGRD Grand Rapids, Michigan

BROADCASTING • Telecasting

We don't sell "time!"
We USE time to increase your sales and profits.

WGRD Grand Rapids, Michigan
Radio's Audience

(Continued from page 19)

650,000 ballots in March and April, getting back about 55% of usable returns. Tabulations began June 1, transferring the information from the ballots to some 5.5 million IBM punch cards. The completed reports will go out this week to all station subscribers, each receiving the details on its own coverage. Copies of these station reports, also will be sent to members of the Assn. of National Advertisers and the American Assn. of Advertising Agencies requesting them.

Chief difference between the first and second surveys, as the 1946 study asked what stations the respondent listened to at least once a week, day and night. The 1949 ballot asked what stations were listened to six or seven days (or nights) weekly, what ones were heard three to five days weekly, and which were listened to one or two days a week.

New Information Added

This new "composition of audience" information was added to the study with the expectation it would refine the BMB measurement of station audience to provide a more efficient tool for the buying and selling of time. It also was expected to eliminate many of the complaints that followed the release of the first study reports.

Three years ago BMB followed publication of the individual station reports with an area report book giving details of day and night audience for each subscriber station serving every city and major city in the country. The relatively small proportion of station subscribers to the second BMB study would make an area report for the second study of little value unless non-subscriber data were also included. For this reason and because of the expense entailed, it is doubtful that such a report will be issued this time.

BMB Undecided

Future of BMB, following completion of the current study, is unresolved. The ANA and AAAA, as well as many individual advertisers and agencies, have wholeheartedly endorsed the BMB type of audience measurement and urged that it be continued. But the broadcasters as a group seem unwilling to assume responsibility for its upkeep beyond the current study. Proposals that BMB be reorganized as a stock company along the lines of BMI have aroused only mild interest. Perhaps next week's NAB board meeting will produce a more likely-looking formula for keeping BMB alive.

NAME MULLEN

For Radio Pioneers Head

FRANK E. MULLEN, chairman of the board of Jerry Fairbanks Inc., film producer, and formerly NBC executive vice president, has been nominated president of the Radio Pioneers, to succeed William S. Hedges, NBC, whose term expires April 4. O. H. Caldwell, who served during the past year as vice president and treasurer, was nominated first vice president. Others nominated: Arthur Church, KMBC Kansas City, Mo., 2id vice president; Paul W. Morency, WTIC Hartford, vice president and secretary; Carl Haverlin, president of BMI, vice president and treasurer; J. R. Poppele, WOR New York, vice president, and Martin Campbell, WFAA Dallas, vice president.

Gray Eyes UNC Post

SECRETARY of the Army Gordon Gray, owner of WSJS Winston-Salem and WMIT (FM) Charlotte, N. C., and publisher of the Winston-Salem Journal and Sentinel, has indicated his willingness to be considered for the post of university's alma mater, it was reported last week. Gov. Kerr Scott stated the nominating committee has suggested Mr. Gray for the post to the executive committee of the university's board of trustees.

Elbrock Joins Mogul

RAE ELBROCK, formerly radio timebuyer for the Bruck Agency, New York, has joined Emil Mogul Co., New York, as radio and television timebuyer.

EVICION SUIT

WILM Wilmington, Del., and the Delaware Broadcasting Co. have petitioned a city court to enjoin WDEL from operating a transmitter site owned by the latter and used by both stations. WDEL operates on 1 150 kc with 5 kw, WILM on 1 1500 kc with 250 kw, and the suit is from months to a year, at least, before the latter's use of the transmitter site and equipment can be terminated.

Both stations have been occupying the same transmitter site on the 35th St. off Governor Printz Blvd. WILM uses one tower, while WDEL utilizes all four. The suit alleges that when WILM was sold in 1944 to Alfred G. Hill, former stockholder in Delaware Broadcasting Co., an agreement to share the transmitter site and towers stipulated termination only after 30 days' notice on the part of WILM or a year on the part of WDEL, of which Clair R. McCollough is vice president and general manager.

After negotiations failed in December 1949 for purchase of the WDEL transmitter site, according to the suit, WDEL served notice WILM could continue operating there if it paid a monthly rental fee of $1,000, which the plaintiffs charged was exorbitant and unreasonable.

No Rent

The original agreement provided that WILM would not have to pay rent to WDEL and that, in fact, no rent has ever been "demanded by the defendant corporation," the suit alleges.

In the summer of 1948, Mr. Hill and other stockholders of Delaware Broadcasting Co. sold their interests to the Hawkins Broadcasting Co. and Mr. Hawkins, co-plaintiffs in the suit. James H. Steimann and John F. Steinman, original WILM owners and now majority stockholders in WDEL Inc., have been named as co-defendants in the suit. The Steinmans had to dispose of WILM in accordance with FCC's ruling against multiple station ownership.

WILM Asks Injunction Against WDEL

RE-ENTRY of Louis Wasmier into Spokane, Wash., station operation was reported proposed last week with announcement he has purchased KFIO Spokane for $30,000 subject to FCC approval. Transfer papers were to be filed Friday.

Mr. Wasmier, who sold KGA Spokane (1 150 kc, 50 kw) for $425,000 last summer to Gonzaga U. [Broadcasting, Aug. 29, 1949], acquired KFIO from its sole owner, Arthur L. Smith, who told FCC he wished to sell his interest, which he holds against Spokane Broadcasting Corp., KFIO licensee, if the sale to Mr. Wasmier is approved.

Mr. Wasmier holds 40% interest in KOL Seattle and 22% in KKKK Missoula, Mont. He also is applicant for 1 kw fulltime on 960 kc at Pasco, Wash., which bid has been designated for hearing with request of Cascade Broadcasting Co. Inc. for same assignment at Richland, Wash.

FBI Network

A SPECIAL emergency radio communications system is maintained by the Federal Bureau of Investigation to link its field offices in all parts of the U. S. in event normal communications are broken by war, sabotage, flood, or earthquake. FBI Director J. Edgar Hoover, who revealed the existence of the FBI network in Congressional testimony released last week, said it is independent of commercial media of communications and also is independent of radio and ground communications networks of the armed forces.
Radio's penetration is deepest. Radio offers figures, again produced by an established, continuing industry source, to document this penetration; figures produced by the SMPB database have joint efforts of broadcasters, agencies and advertisers alike—show 36,000,000 radio homes in 39,280,000 American homes—or 94.2% of all American homes.

Newspapers, with a 1% circulation increase in 1949 over 1948, show a total aggregate daily net paid circulation of over $2,000,000. That this penetration is much shall that radio's is borne out by examination of the facts in individual cities, as well as by the obvious 30,000,000 difference between sets and newspapers.

In one major eastern city, 25% of the total population, when asked by the newspapers, reported that they saw no newspapers at all.

Magazines can be dismissed as that only seriously after the circulation. As even the Bureau of Advertising of ANPA has pointed out, the great circulation leaders among American magazines can deliver a lower percentage of the audience of only 24,000,000 homes. And even if an advertiser bought all 45 of the top magazines, he'd be missing 17.5% of the homes—that gets no magazines at all.

NBC's Promotion

This comparison of the penetration of major media will prove out in practically any market you select. Note the way NBC nails the point home in its promotion for two areas in which it operates stations:

New York Area
Radio—total WNBC audience—daytime (508,140–1948) 3,071,190
Magazines—total circulation in area (nation's largest magazine) 1,301,673
Newspapers—total circulation in area (New York's largest newspaper) 2,320,466

Washington, D. C. Area
Radio—total WRC audience—daytime (BMI–1949) 316,380
Magazines—total circulation in area (nation's largest magazine) 156,421
Newspapers—total circulation in area (Washington's largest newspaper) 245,246

This difference in radio's penetration as compared with other major media becomes even more pronounced in less urban areas, where newspaper circulation thins out quickly outside of the city zone, and where individual magazine circulations are negligible factors in covering the whole market.

Circulation measurements are more than a definition of the size of an advertising medium. A manufacturer, for example, should look at circulation figures to prove to himself that he is spending his advertising dollars for impressions made where his products are sold—just in the areas where the newspaper or magazine is sold.

Will his advertising work for all his dealers, for all his company salesmen? Radio will pass this and other tests with a far higher score than printed media.

Retailers, too, are becoming increasingly disturbed by the failure of local newspapers to follow the spreading outlines of their trading areas. Newspaper space costs astonishingly when it becomes necessary to buttress the local paper's coverage by buying a flock of community papers in outlying areas. Big city advertisers, in particular, are turning to radio in increasing numbers to solve this problem.

Fallacy About Cost

The very "bigness" of the radio coverage picture—and it keeps growing all the time—makes some customers think of radio as an expensive medium. Yet, despite its high impact and deep penetration, radio is the least expensive of all major media.

Radio is an expense. It costs less no matter how you figure it, but if you toss aside the concept of cost that printed media have been peddling for these many years, and measure the cost of the goods delivered to the buyer, then the cost picture in favor of radio is astounding. When the advertiser begins to measure what he is really getting for his money, a genuine economy becomes dramatically apparent.

Here is one of dozens of illustrations that might be worked out to demonstrate radio's low cost as compared with other major media. Let's take St. Louis, as a large, fairly typical, centrally-located market. A leading St. Louis radio station is reported by BMI (1946) as reaching 616,080 radio homes in the 77 Illinois and Missouri counties comprising the St. Louis area. Using this as a base, how does Life magazine—for the nation's largest circulation? Of circulation in these same 77 counties is 59,083. Radio (one station) reaches 10 St. Louis homes to every Life copy sold.

Projection Used

But Life claims a total "audience" far greater than its circulation. It uses a 5.1 multiplier to project its total readership. Let's project Life's 59,083 copies into "audience." Result: 301,170 readers. How about the radio audience? Using the normally-accepted figure of people per family, radio reaches a total of 1,786,632 people in this same area. In terms of people reached in this area, one radio station outreaches Life, six to one.

Now how does a newspaper advertiser fare in St. Louis? His cost of buying line advertising in a leading St. Louis newspaper would total $315, for which he could expect 5,209 readers to his advertisement. Cost per thousand—$5.83. A little more spent in radio—$337.50 on a leading station, to be exact—would bring him 470,771 listening impressions. Cost per thousand impressions: 726.

Omitted from these formulae are the costs of preparing the advertising itself. Some day radio's selling force will sit down with advertisers and persuade them to compare the soaring costs of simply preparing printed advertising with that of getting radio advertising on the air.

Wasted Dollars

In the nation's dry goods emporiums alone, literally millions of dollars charged against advertising in newspapers are wasted away. A specialized help in the preparation of copy that is read far more lightly than most graphic advertising experts dare to dream. The same plots apply to local advertisers and equally well to the regional, the national spot, and the truly national advertiser.

Results. Every medium has its catalogue of astonishing success stories. The fact that all media men make such a fuss over good results is a pretty good indication of their concern with the possibility that there will be no results. This fear rarely stems from a lack of confidence in the medium; rather, it arises from a lack of confidence in their ability to use the medium correctly.

Newspapers have been selling advertising in this country for 245 years—magazines even longer. Yet neither are known for their contribution to the techniques of successful advertising. It's a fact that printed media men leave this function to the agency, the advertiser's own staff, the mat or "idea" service.

Merely an Instrument

They are content (and this only at the local level) to translate the advertiser's message into the tired, long-used stereotyped type forms characteristic of their media. Beyond this, the printed media go only as far as offering—at a premium price—to deliver a clumsy association between editorial matter and advertising known as "position." When an advertiser has paid an additional 25% for the privilege of placing his soap advertisement on a "corner," he has squeezed the last ounce of technique available to him from the newspaper end of his contract.

When you compare this to radio, where the advertiser assumes that the selection of position, time, audience composition, editorial content, mood—all of a dozen other factors is a natural part of his service from the medium, you begin to see why radio and results are terms in common. The advertiser who prefers his advertising contract with considerations like these is drawing upon a vast store of techniques created by broadcasters with the improvement of their art in mind. He is thinking about results, trying to control or dictate results. And he gets results.

It is common practice for advertisers, local and national, to depend upon radio and only radio for the selection of those factors that can best produce results for them. That is why radio is sold, much in the manner of a custom-tailored suit fitted to the individual buyer, while printed media are bought.

"What are your availabilities?" is a question peculiar to radio. In what other medium does the seller of his product preface his purchase with a question inviting basic advice on how best to place his advertising? It doesn't do to reply that others work regardless of where or how they're used. They don't.

Radio results follow the basic media rule: They increase in direct proportion to the effectiveness with which the medium is used. Possessed of an overwhelming advantage over other major media in every department, radio has not failed to produce staggering results wherever it has been used properly.
When Mr. Star

(Continued from page 23)

nated, inviting the city’s V. I. P. top-layer. Through this, we secured up a

Point number six: Jack Benny, John Tackebery, Hilliard Marks, Phil Harris, Artie Auerbach and the entire cast of our now-regional show, put out as much time and effort into the writing, rehearsing and producing of the program as though it were a TC origin.

When the show hit the air, it was network calibre, the kind of pro-

gram the several million listeners in Texas expect to hear from a man

dated, this is probably the most important point of all.

Most of the stars who come our way should have stayed home in the

first place, as far as helping themselves, their shows and their sponsors are concerned. Nothing will lose ratings faster for a per-

former than to hit a town and disappoint the local and regional listeners with a careless, loose, dull show. I have seen Hoopers fail after appearances by stars in local markets. Jack Benny is due for a rise in Texas.

Point number seven: Too few stars realize that the affiliate sta-

tion which carries their program is composed of people. If these people are well-disposed toward them, their programs surely have a better chance than if they aren’t. The Benny troupe made friends of every one on the staff. I have seen other stars convert former friends into detractors. Even though we are local radio people, we are hu-

man and have our weakness.

In a Nutshell

Here, then, is the net result of the Benny visit to Houston from the affiliate-station personnel standpoint. Our promotion people, when they allocate spot announcements, newspaper ads and stories promoting our shows will hit the

Benny show more often than they did. Our commercial and public-

service departments will somehow find ways to keep demands for

radio stations, etc., and force radio stations to make these things.

As a gray-beard of local radio who has handled these people and seen the tangible results over a period of years I’d say that the best in-

surance a radio-star can have for lasting popularity and high ratings is to get out and around the country, especially for charity pur-

poses as Jack Benny does. The

Top names, Hope, Crosby, Benny

seem always on the move. They

go where the people are, the people

who are called for ratings and who buy the products they advertise.

For a concrete example of appear-

ance-importance, look at the life span of the Dr. J. Q. show against the hundreds of other shows which have come and
gone. There is nothing a listener likes more than to have his star visit his town.

But, and this is a very big but, the appearances can do more harm than good if not handled properly. Everyone can’t be a Jack Benny or a Phil Harris, with their charm, modesty and ability. But every network “name” can work carefully to make his appearance smooth and successful. Instead of taking in laundry to supplement his income, Jack Benny might well give a course of in-

struction to radio celebrities on how to get along with the public on tours.

K & E EXPANDS

Adds to S. F. Staff

JOHN WILEY, manager of the newly expanded office of Kenyon & Eckhardt Inc., San Francisco, last week announced initial additions to his staff.

New staff members include: Dick Hovis, formerly freelance artist, art director; Patrick Warfield, formerly with Donahue & Co., New

York, copy chief; Ralph Grady, formerly with ABC and

WABC & Staff, production manager, and Beatrice Baker, formerly with J. Walter Thompson Co., San Francisco, media assistant. Virginia Stigge continues as office manager. William B. Lewis, vice president and general
c

nance, and Davis C. Stewart, secretary, are in San Francisco to assist Mr. Wiley in the expansion program.

MORE than one first-class letter in every 1,012 which arrives at the Che-
cago post office goes to WLS, that city, station reports. Postal survey showed total of 1940 incoming letters to be 1,709,461,287. WLS’ share was 1,092,030.

WHOM New York, which claims to air more foreign language pro-

grams than any other station in the area, last week petitioned FCC for leave to intervene in the Fed. 6 case. The

competitive bids of five other groups [BROADCASTING, Nov. 7, 1949]. The foreign-language pro-

posal of one of the latter applic-

ants drew the comment of the examiner that such programs tend to prevent assimilation of minor groups into the national unity.

WHOM told the Commission in its brief in the public interest and that the potential foreign language audience in the U. S. is between 15 million and 20 million. The station said "large numbers of these people "depend almost exclusively on foreign lan-

guage broadcasting for information, education and entertainment” and that these minorities have "well-orders for access to media of communication.

THEME of the Ohio State Adver-

tising and Sales Promotion Con-

ference on Feb. 12-24, which will fea-

ture a telecasting seminar. The

on the first day, is “How to Make Advertising More Effective.” It will be held at Ohio State U. in Columbus.

The TV-radio session will con-

side the position of the media in

front of its present day advertising from the viewpoint of the advertisers. Also discussed will be the use of research techniques in media reactions and other related problems.

Overall conference will study the following topics: The advertising agencies, public relations, analysis and selection of advertising opportunities, how to choose the right advertising appeal, application of research to today’s advertising problems, packaging, point of purchase promotions and radio advertising.

On the second day, clinics will be held at the work-shop level or both industrial and newspaper ad-

vertising and selling seminar.

A joint session that night

with the Columbus Advertising

Club will close the conference.

For the meetings the university has

and cooperation of all advertising clubs in Ohio, industrial advertising chaps, local agencies, printing associ-

ations and the Ohio Assn. of Broad-

casting. In addition, the professor of business organization at Ohio State, is general conference chairman.

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guage broadcasting for information, education and entertainment” and that these minorities have "well-orders for access to media of communication.
A GROUP of FM broadcasters are FM to listeners in an attempt to push the medium to the fore in the Carolinas, this Wednesday, February 1, a three-month promotion campaign, enlisting broadcasters' and set dealers' support, gets underway.

If the drive, sponsored by the North Carolina FM Assn., proves successful, Ray A. Furr, WIST-WFMY and chairman of the FM promotion committee, says a follow up program for the summer will be forthcoming. Mr. Furr has petitioned all FM broadcasters in both North and South Carolina to join in the campaign. Other members of the committee are J. Frank Jarman, WDFC-FM Durham, and E. Z. Jones, WBBB-FM Burlington.

Plans for the drive were formulated at last Dec. 3 at a Pinehurst, N. C., meeting by some 40 FM owners and operators. Mr. Furr told the broadcasters that while some "inadequacies" may be in the proposed program, "it does represent, at least, an effort to protect an invest-for-the-future dollar in Carolina FM facilities."

The FM campaigning have set a 10 point program. Zenith already has offered preparation of several thousand mailing cards for local stations to put call letter imprints plus programming highlights, frequencies, etc., which will be distributed by dealers, Mr. Furr said.

Promotion Asked

Every station has been asked to use 20 spots per week for FM promotion, using discs supplied by the association. FM radio distributors were urged to make awards to dealers in their areas who show the largest percentage of increase in FM set orders during the campaign as compared with any three-month period last year. A $50 prize to the Carolina station whose FM promotion is judged the best will be presented by the association.

In addition, each station has been requested to hold a community FM clinic, cooperating with other willing FM outlets in the same community, and have a salesman contact every FM dealer in the area. The governors of North and South Carolina will be asked to proclaim February as "FM Month," with local stations securing similar proclamations for their communities from their mayors.

Beginning Jan. 21, Mr. Furr says, a progress bulletin is being sent to all participating stations once each week for the three months.

ARKANSAS GROUP

Annual Session Is Feb. 10

THE ARKANSAS Broadcasters Assn., comprised of 24 member stations, will hold its annual meeting on Feb. 10 at the Hotel Marion in Little Rock.

Ed Zimmerman, manager of KARK Little Rock, is president of the association, Sam Anderson, manager of KFFA Holena, I. A., vice president, and Ted Rand, general manager of KDRS Paragould is secretary-treasurer.

Joins Pearson Agency

EDWARD H. PEARSON, formerly vice president of J. M. Hickerson Inc., New York, has joined the staff of Pearson Advertising Agency Inc., New York, as an account executive. Mr. Pearson is no relation of the head of the Pearson agency.

Daughter to Nelsons

MRS. ELLA NELSON, secretary to C. E. Arney Jr., NAB secretary-treasurer, is the mother of a girl weighing 6 pounds 1 ounce, born last Monday at Garfield Hospital, Washington. Mrs. Nelson left the hospital Friday for her home at St. Cloud, Minn., with the staff of Pearson Advertising Agency Inc. in New York, as an account executive. Mr. Pearson is no relation of the head of the Pearson agency.

Retailers Agree with WOXR

Radio dealers and retail outlets have agreed with the arguments put forth by Mr. WOXR. Paul Furr, station manager, in his recent address. The dealers agree with the statements that: (1) that TV is not for everyone; (2) that TV is expensive; (3) that TV is more a sales tool than a medium for entertainment; and (4) that TV is not a viable medium in the smaller communities.

Mr. Furr also stated that the dealers are looking to TV as a means of promoting their business and that they are willing to pay for this promotional tool. The dealers also agreed that TV is not a medium for local advertising and that it is not a medium for small advertisers.

The dealers also agreed that TV is not a medium that can be used to sell products and that it is not a medium that can be used to sell services. The dealers also agreed that TV is not a medium that can be used to sell ideas and that it is not a medium that can be used to sell emotions.

The dealers also agreed that TV is not a medium that can be used to sell values and that it is not a medium that can be used to sell ideals. The dealers also agreed that TV is not a medium that can be used to sell history and that it is not a medium that can be used to sell tradition.

The dealers also agreed that TV is not a medium that can be used to sell religion and that it is not a medium that can be used to sell spirituality. The dealers also agreed that TV is not a medium that can be used to sell politics and that it is not a medium that can be used to sell economics.

The dealers also agreed that TV is not a medium that can be used to sell education and that it is not a medium that can be used to sell science. The dealers also agreed that TV is not a medium that can be used to sell art and that it is not a medium that can be used to sell culture.

The dealers also agreed that TV is not a medium that can be used to sell music and that it is not a medium that can be used to sell entertainment. The dealers also agreed that TV is not a medium that can be used to sell sports and that it is not a medium that can be used to sell recreation.

The dealers also agreed that TV is not a medium that can be used to sell games and that it is not a medium that can be used to sell hobbies. The dealers also agreed that TV is not a medium that can be used to sell pastimes and that it is not a medium that can be used to sell interests.

The dealers also agreed that TV is not a medium that can be used to sell hobbies and that it is not a medium that can be used to sell leisure.

The dealers also agreed that TV is not a medium that can be used to sell recreation and that it is not a medium that can be used to sell leisure. The dealers also agreed that TV is not a medium that can be used to sell leisure and that it is not a medium that can be used to sell recreation.

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FREQUENCY USE

U. S. Must Coordinate, Says Webster

IF THE U. S. is to meet adequately its responsibilities in the "telecommunications world of the future," the nation must first generate an "aggressive, unified drive toward maximum use of our frequency resources." This was asserted by M. Webster speaking before the New York Chapter of the Armed Forces Communications Assn. at a dinner meeting held at New York’s Fraunces Tavern.

Comr. Webster explained that in order to get better use out of our limited national frequency resources, a framework or structure will have to be established to coordinate the efforts of all frequency users. This need for "cleaning house at home" before attempting to help or influence other nations was given as the keynote to successful international communications negotiations in the future.

New Competitors

He pointed out that since the end of the war all nations have become competitors for frequencies. In the past, Comr. Webster said, nations were not competitors and had only to work out assignments to eliminate electrical interference situations, which made such conferences examples of harmonious international cooperation. Today’s meetings must consider economic, social and political problems over and above the purely technical matters, he said.

A major policy decision must be made whether "we as a nation want to seek as many individual frequencies as possible without a plan which sets forth priority of use," Comr. Webster said, or whether "we want to plan our frequency needs in terms of the actual volume of radio communications that will best serve the United States requirements without resorting to grabbing baselines and femail our requirements." Until such a decision is made, he said, "we must rely on voluntary cooperation among all users to protect the best interests of all.

In addition, he emphasized, new national policies will have to be found regarding certain specific aspects of communication. Some of the problems demanding policy answers were cited as follows:

1. Shall the government operate communications systems for the purpose of carrying the communications? 2. Shall the military agencies operate communications systems in peacetime which can be expanded to meet their needs in wartime? 3. Shall the military agencies look to the commercial communications systems for the other time for the communications needs in wartime?

4. Can we find a method to finance VHF (line of sight) throughout the Armed Forces Communications system so as to release high frequencies (long distance) for vital communications needs? 5. Can we find a method to finance a "stratovision" relay system for the relay of general communications which will enable us to relive the strain of existing high frequency radio circuits? 6. Shall we have competitive private overseas communications systems or shall we have a regulated monopoly?

RED'S GAMES

WCPO-AM-TV 5-Year Pact

EXCLUSIVE radio and television rights for five years to the Cincinnati Reds baseball games were negotiated last week by WCPO and WCPO-TV Cincinnati. In addition, Burger Brewing Co., Cincinnati, will sponsor the games, according to station officials. Midland Ad. Agency, Cincinnati, is handling the deal.

WLWT (TV) Cincinnati broke off negotiations last week for telecasts of the Reds games. Robert E. Dunville, Crosley Broadcasting Corp. president, said the action was taken because the five-year contract demanded "was against the best interests" of the station.

WCPO will shuffle all network and off-network games which will be carried on a 27-station hookup in adjacent portions of four states.

Mr. Dunville said WLWT would have been willing to negotiate a contract for "a reasonable period of time." An example, he said, was the negotiation of plans for baseball telecasts by Crosley in Dayton WLWD (TV) for this year only with no commitments beyond the one year made.

While small telecasts could be incorporated in the WLWT schedule this year, Mr. Dunville said, a five year period could very well necessitate a disruption of network and local sponsored time.

WHERE DOES BMB get its basic figures?

Number of radio families in specific counties is determined by applying the BMB per cent of radio ownership to the total number of families as shown by—

SALES MANAGEMENT’S “Survey of Buying Power.”

(1950 Issue May 10; Reservations Close Feb. 17; Copy March 10)

FM AMENDMENTS

Finalized by FCC

AMENDMENTS proposed by FCC last November to its revised tentative allocation plan for Class B FM stations was made final by the Commission last week in most respects. Several controversial cases are still under consideration [BROADCASTING, Nov. 21, 1949].

Purpose of the changes is to increase frequency separation and "generally to improve the FM allocation pattern," FCC said. Still under consideration are proposed changes for Wilmington, Del., Baltimore and Philadelphia. The Commission in these changes proposes to switch WAMS-FM Wilmington from Channel 241 to 243 to reduce interference with WFLN (FM) Philadelphia on 236, and to switch WDEL-FM Wilmington from 229 to 279 to reduce conflict with WIP-FM Philadelphia on 227.

The Commission had proposed to change WBFL (FM) Wilmington Va., from Channel 223 to 236, but has retained 223 in the amendment even though adding 236 to that area. WRFL is seeking to change to Channel 269. Following are the changes made final:

GREENE Elected V. P.

KENNETH F. R. GREENE, who has been with Kastor, Farrell, Chesley & Clifford, New York, for the past two and a half years, has been elected a vice president.

In Altoona, Pa., It’s ROY F. THOMPSON and WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania. Represented by ROBERT MEKER ASSOCIATES.

Page 54 • January 30, 1950
TRY DUMONT'S

Daytime television

YOU'LL GET A LOT
FOR YOUR MONEY

If you have a message for the Homemaker,
you'll find Du Mont Daytime Television is a mighty economical
way to show her while you tell her. Remember,
Du Mont pioneered Daytime Television and Du Mont
has the pick of the Daytime shows—both for
Network and local sponsorship.
Buy what you want—one market or many.
For anything in Television, call:

Du Mont's Newest

SHoppers' Matinee

An afternoon in an imaginary department store with
delightful segments on food, fashions, glamour, homemaking,
photography, song and entertainment.
What's New in Television? Take a Look at WPTZ!

Based on the December survey of the American Research Bureau, WPTZ's hour-long Western feature, "Frontier Playhouse" is the highest rated local program on any station in any city! The December survey shows that it pulls down a whopping average rating of 49.7.

Translating this rating into terms of people and homes based on Philadelphia's current set census of 350,000 receivers, "Frontier Playhouse" each evening reaches 644,000 people. And lest some scoffers say, 'Yeah, but it's a kid audience—we hasten to point out that the A.R.B. survey indicates that of the total audience, 364,000 are adults.'

What's the secret of "Frontier Playhouse" success? Frankly, we're not too sure ourselves. Certainly, it isn't because Philadelphians are starved for Western features. There are at least two or three on the air each day, sometimes more.

Can WPTZ's Westerns be that much better? We're inclined to doubt it even though we screen and select them with considerable care.

Somehow we suspect that the success of "Frontier Playhouse" goes right back to the preference Philadelphia's television audience consistently shows for WPTZ...a preference that has grown up through years of careful programming, superior technical skill and professional presentation that can come only with years of television broadcasting experience.

If you're considering television time to reach the Nation's second largest television audience...if you would like to join the 133 advertisers who are currently buying time on WPTZ to tell their story—give us a call or see your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
180 Arch Building • Philadelphia 3, Penna.
Telephone: LOCust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC TV-AFFILIATE
TELEVISION CLINIC

EXECUTIVES of television stations, networks, advertising agencies and program packaging firms will participate in the annual television clinic of Television Broadcasters Assn. Feb. 8 in New York. The list of speakers for the one-day sessions, to be held at the Waldorf-Astoria Hotel, was released last week by Charles C. Barry, ABC vice president and chairman of the clinic.

The sessions will start at 11 a.m., continuing through luncheon and the afternoon. At the morning session, over which Mr. Barry will preside, programming, buying and selling and interconnected vs. non-interconnected stations will be discussed.

William Gillette, vice president in charge of television at Young & Rubicam, New York, will speak on "Program Production Problems—Agency Style." Klaus Landsberg, general manager of KTLA (TV) Los Angeles, will discuss 'Local Station Production Problems.'

Sales to Be Covered
In the buying and selling sessions, Kenneth W. Stovman, television sales manager of WFIL-TV Philadelphia, and Linnea Nelson, radio and television timebuyer of WABC, will speak. Walter Thompson Co., New York, will speak.

The program problems of interconnected and non-interconnected stations will be discussed by Paul Adiantis, general manager of WHEN (TV) Syracuse, and Jack Boyle, studio production manager of WAVE-TV Louisville. A question and answer period will follow the morning sessions.

At luncheon, Milton Berle will perform, and a special adaptation of "Stop the Music" featuring Bert Parks will be presented. J. R. Poppele, TBA president, will preside at the luncheon.

The afternoon sessions will be divided into five sections: Profitable affiliated stations, local television packages, the jurisdictional problems of television, the future of sports in TV and a roundtable discussion.

Edward Lamb, president of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, will talk about profitable affiliated stations.

Local television packages will be treated by Russ Johnston, vice president of Jerry Fairbanks Inc.; Ralph Cohn, manager of the TV department of Screen Gems Inc., and Maurice Rifkin, executive of Frederic W. Ziv Television Programs Inc.

Ernest de la Osa, NBC director of personnel and labor relations, will talk on the jurisdictional problems of television. Ned Irish, vice president of the Madison Square Garden Corp., New York, will discuss the future of sports in TV.

Mowrey To Participate
Participating in the roundtable discussion will be Paul Mowrey, ABC national director of television programming, as moderator, and representatives of television networks.

The annual meeting of TBA members will precede the clinic sessions.

Mr. Poppele will make his annual report and directors will be elected. Directors whose terms expire are Paul Raibour, vice president of Paramount Pictures; Frank M. Russell, NBC vice president, and Ernest B. Loveman, vice president and general manager of WPTZ (TV) Philadelphia. Two vacancies on the board also will be filled, one left by the resignation of G. Emerson Markham, who before recently joining NAB was general manager of WPTZ (TV) Philadelphia. The other by the resignation of Robert E. Kintner, ABC president. Mr. Kintner's place on the TBA board has temporarily been filled by Joseph A. McDonald, ABC vice president.

KBTB (TV) SALE

APPLICATION for FCC approval of the $575,000-plus acquisition of KBTB (TV) Dallas by the Dallas Morning News, owner of 50 kw WFAA, was filed with the Commission last Thursday [Closed Circuit, Jan. 23].

In addition to the $575,000 cash purchase price, the sales contract provides for the News to pay KBTB's net operating losses, up to $35,000 a month, from last Jan. 1 to the date of transfer.

The sale was announced by E. M. (Ted) Dealey, News president. The station, on the air since last Sept. 17, was built at a cost of $487,053 by Tom Potter, multimillionaire oil man who told FCC he wishes to sell because of the pressure of other business interests. He would serve the new management as an advisor.

Martin B. Campbell, general manager of WFAA, would also have supervision over the television operation, upon FCC approval of the transfer. FCC was told that an "integrated operation" is anticipated and that it is expected that KBTB's present staff of about 50 persons will be absorbed in the overall operation.

KBTB, on Channel 8 (180-186 mc) with effective radiated power of 27.1 kw video and 13.5 kw audio, will use kinescope recordings of the network and local programs. It will be operated by DuMont television networks pending completion of the coaxial cable for direct connection. FCC was told.

"We will also devote much time to local programming," Mr. Dealey said, asserting that "talents of the WFAA forces will be combined with those already trained to television at KBTB." The station now uses DuMont and Paramount film shows.

WFAA has a pending television application which will be withdrawn upon approval of its acquisition of KBTB.

Mr. Potter has operated the station in the name of Potter Television Broadcasting Co. His son, Jack I., is president and Curtis Sanford is vice president and general manager. Larry DuPont is production manager and Morris G. Barton is chief engineer.

With Mr. Dealey's announcement of the sale, Mr. Potter said he had "long felt that the welfare and destiny of KBTB could be secured best by experienced radio hands." He said, "Mr. Dealey has invited me to continue my participation as best friend and severest critic, and I am happy to think this the KBTB and I will be together for a long time."

Operating Losses
From the time it went on the air in mid-September until Dec. 31, according to data filed with FCC, operating and other costs of KBTB totaled $155,790 while income amounted to $27,770, leaving an overall net loss of $128,020 for that period.

The transfer application was filed with FCC by the Washington law firms of Loucks, Zins, Young & Jansky, representing A. H. Belo Corp., owner of WFAA and the News, and Welch, Mott & Morgan, representing the Potter interests.

The transaction was handled through Dallas Rupe & Son, underwriters.

TBA Meet Set for Feb. 8 in New York

Dallas 'News' Applies
Telefile:

WDTV (TV) MARKS FIRST BIRTHDAY SHOWING A MONTHLY PROFIT

Only a short year ago the two-million-plus dwellers in the rugged tri-state area around industrial Pittsburgh were patiently awaiting the advent of this new-fangled television business they had been hearing and reading about.

The relatively high-spending inhabitants of the area, dwelling in houses perched on hillsides and in rolling valleys, wondered if they would be denied visual broadcasting because of the tricks nature had played on the terrain. After all, this was the hallowed radio city that had spawned the pioneer KDKA.

For two centuries the area has been taking advantage of Mother Nature's whims to build up the vast system of factories, mines, farms and commercial enterprises reaching out from the Golden Triangle.

Now the tri-state populace is a well-developed television area despite its relative TV infancy. Just last week civic and industrial leaders gathered in Pittsburgh's historic Duquesne Club to salute the founders of WDTV (TV)—Dr. Allen B. DuMont, pioneer TV inventor and developer, and Comdr. Mortimer W. Loewi, director of the DuMont Television Network.

Ocasion of the celebration was WDTV's first birthday. Those who took part looked around this young enterprise, Pittsburgh's only TV outlet, and what they saw was good. They looked at that relative rarity in modern business—a television station that is making money, perhaps as much as $7,000 or $8,000 a month after operating overhead and depreciation.

And most unusual of all, they observed a station that has made money almost from the moment it entered the commercial air of the nation's eighth ranking market. Today the area has 65,000 TV sets and there are scarcely any blind spots in the tumbling terrain.

Many years before television became an industry, Dr. DuMont had figured Pittsburgh as a good city. After the war he'd felt that way and was one of the first to apply for a Pittsburgh TV permit.

When the time came for action, Julian Armstrong, then director of planning and licenses, coordinated the operation while Rodney D. Chipp, DuMont network director of engineering, supervised technical activities with Raymond W. Rodgers, then and now station engineer.

On Nov. 27, 1948—10:57 p.m.—WDTV sent out its first signal—a picture of its "test pattern." On Jan. 11, 1949, Pittsburgh's "Window on the World" was formally inaugurated with the linking of the East-West coaxial cable. On Jan. 12 it began its first commercial operation. Nine days after East-West television made its first appearance on the new station, the inauguration of President Truman was offered—the first of many special events that WDTV was to bring to the Pittsburgh area.

As WDTV headed into its second year, Comdr. Loewi could look with satisfaction upon the outcome of the policy he had laid down for the DuMont-owned-and-operated station.

"We felt that in view of the fact that WDTV was the only station in one of the country's major cities, we must break with the past, if we were to assure its viewers the very best in programming and the business world the utmost our facilities could provide in reaching an excellent market.

"For that reason we granted WDTV's management virtual autonomy and encouraged it to pick and choose among all programs on the air. As a result Pittsburgh viewers see not only the best programs that DuMont has to offer but the best on all other networks as well. In fact they enjoy nine of the top 10 television programs on the air today.

"That is an established policy that we intend to maintain because WDTV—on account of the freeze—will likely remain Pittsburgh's only station for some time to come.

"At the present time the station broadcasts on the average of 54 hours per week. Approximately two-thirds of its programs are picked off the coaxial cable; the other third is produced locally on film, slides and balopticon.

During December, the station had 103 hours, 50 minutes of air-time sponsored by 43 network advertisers, 60 hours and 44 seconds sponsored by 40 regional and national advertisers, and 3 hours, 40 minutes and 20 seconds sponsored by local retail advertisers. Between 70 and 80% of the station's income was derived from local sales.

At WDTV they like to talk about

ATTENDING the celebration of WDTV's first anniversary are (l to r): Dr. Allen B. DuMont, founder and head of Allen B. DuMont Labs.; Donald Stewart, WDTV general manager, and Comdr. Mortimer W. Loewi, director of the DuMont Television Network.

their success stories, a phenomenon not uncommon in the electronics arts. There's the story of Frigidinner, for example. Frigidinner makes a frozen dinner packaged in a disposable aluminum tray. The product had never been advertised in the Pittsburgh area when the manufacturer decided to crack the market.

Through Rothman & Gibbons Agency, Frigidinner bought a WDTV half-hour ahead of the Oct. 1 Pitt-Northwestern football game. For programming the firm used film highlights of a local high school game that had been played the previous afternoon. At the end of the commercial, the Frigidinner phone number was flashed on the screen five seconds and announced just once.

And what happened?—fifty phone calls came through the Frigidinner board during the football game followed by another 250 after the game.

"Hmmm!" said Frigidinner executives, wondering how long this sort of thing had been going on. They promptly signed for a one-minute spot Monday through Friday, later since, they have averaged more than 150 calls per announcement. Sometimes the number has passed 300.

Calls are fine, of course, but Frigidinner wanted sales. So the snapper in this success story is the fact that a high percentage of these calls result in actual Frigidinner sales.

Though enjoying a link into the cross-county coaxial cable, WDTV set out to establish local character. One of the first results was a daily newsmade program. As civic-minded as a chamber of commerce, the station filmed leading local events and donated generous program time to civic, charitable and religious causes as well as defense recruiting drives, March of Dimes and related projects.

The film idea caught hold. At the same time WDTV took the air there were two industrial film companies in the city—one 35mm and one 16mm. Arrival of television in the city has brought five more 16mm companies into operation.
The early newsreel was titled "Pitt Parade," featuring film highlights of local events and presented six days a week. Producer is Packaged Programs Inc., also filming a daily 15-minute show for housewives, Home Is Happiness. While "Pitt Parade" was getting a foothold in the tri-state area, one of Pittsburgh's largest retailers, Jerome Donahoe, began to envision TV's advertising potential. He is president of the Donahoe's Food Stores, a Pittsburgh institution favorably known to the oldest inhabitants.

Mr. Donahoe decided to put some of his advertising budget in the brand new medium, using the strictly practical approach of the successful retailer. TV could prove itself as an effective medium, he figured, if it could stimulate overhead-counter sales in Donahoe stores. The way to do this, he decided, was to make a show concerned with items of interest to Pittsburghers since he chain is concentrated in the city. He recalled the greater reader appeal of local newspaper items over national news in newspapers. The answer was "Pitt Parade." Now, how about commercial treatment? Mr. Donahoe decided to look briefly in a pharmacy item of merchandise, advertise it in no other medium, put a time limit on response, and thereby appraise TV's effectiveness.

**THE DONAHOE CAMPAIGN PROVIDED PITTSBURGH'S FIRST TELEVISION SUCCESS STORY.** It worked like this: a story board was prepared on a cheddar cheese selling for 95¢ a pound. The manager of Donahoe's cheese department was shown cutting a slice of cheese from a large wheel, tossing it, and inviting viewers to come in to any Donahoe's Food Store within 24 hours. A lure was offered in the form of a pound of Donahoe's My-Te-Good macaroni to anyone who asked for the television special. The next day 80 customers responded, sending the cheese sales curve soaring. Encouraged, Mr. Donahoe tried a pound box of Fifth Avenue Candies the next week. The gift with each 95¢ purchase was a half-pound box of bon bons. Again the offer was advertised in no other medium and again the time limit was 24 hours. The response doubled as 153 persons went to Donahoe's stores for the TV special. No price reduction was made on the special.

Remember, this was still the first month of WDTV's operation and there were no earlier TV stations in the city to stimulate set sales. Third offer of six bottles of ketchup for $1 with a free can of tomatoes brought 213 customers and the fourth sold over 600 pounds of coffee.

The "Parade" has built up a wide following. Among sponsors are a group of cooperative trucking companies and a group of auto dealers.

Duquesne Brewing Co. sponsors a local and national sports newsreel plus news events on the lighter side. It's called "Quiz" and features Ple Traynor, ex-major league baseball player, and Ken Hildebrand.

George Drake Bakery buys the Al Morgan Monday evening program off the DuMont network cable. When the pianist brought his show to Pittsburgh recently, the Copa night club where he appeared broke all records and he's coming back in March.

WDTV pays particular attention to children, education and outstanding sports events. The Pittsburgh area saw telecast baseball for the first time when the station brought in the 1949 All-Star baseball game and carried the 1949 World Series.

Home coverage of the Pirates baseball club was snapped by the club's refusal to permit telecasting of its games—the only major league ball club to take this view. But refusing to take "no" for an answer when the Pittsburgh Steellers, the local professional football team, refused to have its games telecast "live," WDTV won approval to record them by film, and in this manner, succeeded in bringing the grid games to the TV screen. WDTV was instrumental in the rebirth of wrestling and boxing in its area. The Zivic Arena, managed by one-time Welterweight Champion Fritzie Zivic, was opened with a full schedule of wrestling and boxing with credit for their appeal given to WDTV's presentation of wrestling.

In discussing the region's acceptance of television, WDTV General Manager Don Stewart remarked: "In Pittsburgh, television is becoming an ever increasing factor in both everyday life and in the entertainment and advertising world. WDTV desires to serve the needs of the community from the standpoint of offering its facilities to educational, religious, civic, business and industrial groups."

Reviewing the year, he stated: "From the outset of operation the station has shown a steady growth. With the upward trend in 1949, I look for even greater results in 1950. "Advertisers in the Pittsburgh area have shown a favorable attitude toward television and are most cooperative; they are helpful in planning their needs and the trend is toward greater use of television as a medium for selling."

With the start of DuMont's daytime programming last month, WDTV advanced its going-on-air time to 12 noon Monday through Friday, running until approximately midnight.

Saturday and Sunday programing had been instituted long before at the specific request of viewers unable to get their fill of television during the week. On Saturday the station goes on the air at 2 p.m., and on Sunday at 4:30 p.m., remaining on until about midnight on both nights.

The station never hesitates to break its regular program schedule to bring Pittsburgh any event of major importance, and its decision to interrupt regular schedules often results in additional success stories. Such an occasion was its telecast of the Walcott-Charles heavyweight boxing championship.

On the day of the title fight, six special announcements and a 15-minute program telling viewers of the title bout telecast were made on behalf of KCP's Electric Co., distributor in the Pittsburgh area for KCP's home and industrial products. A prize was announced for the largest number of viewers per set.

The promotion brought in 19,000 responses from Pennsylvania, Ohio, West Virginia and New York. Letters included names and addresses of viewers. Many submitted photographs. Viewing audiences ranged up to 200 persons.

WDTV's staff includes some 30 employees with 15 in administrative work, seven engineers, two salesmen and two announcers. Station offices are located in the Clark Blvd., in the heart of the Golden Triangle. The transmitter is at 1410 Grissela St., on the Northside, highest point in Allegheny County.

The station transmits on Channel 3 with a 5 kw DuMont transmitter delivering 16.6 kw visual and 8.3 kw aural power. The antenna is 550 feet high, 818 feet above average terrain.

Film equipment includes two 16mm projectors, a haloscope, one flying spot scanner which will accommodate standard slides, and other material.

Basic Class A rates for one hour are $350; basic Class B rates $175.

Headed by General Manager Stewart, top personnel at WDTV includes Leslie Arries Jr., in charge of program operations; Larry Israel as sales director; John J. (Continued on Telecasting 12)
CONTROVERSY surrounding sports telecasts could be settled—or at least would subside somewhat—if the flow of objective reports on gate receipts is maintained. That is the opinion of N. W. Ayer & Son Inc., Philadelphia advertising agency, which last week released preliminary findings of a report by Jerry N. Jordan, 21-year-old U. of Pennsylvania graduate student [TELECASTING, Jan. 25].

N. W. Ayer said it made the findings public to clear up "garbled reports" about the survey’s sponsor- sorship. Although Mr. Jordan is the son of Clifton L. Jordan, executive vice president of the Ayer firm, the agency claims no sponsorship credit for the work. N. W. Ayer is one of the many organizations furnishing information but, the agency emphasized, that fact does not alter the “complete” objectivity of the study carried on by young Jordan with both sports organizations and university authorities.

Jerry Jordan’s preliminary findings indicate that while TV has hurt sports attendance in some cases, the effect may increase gate receipts in the long run. Partial results of the study have been distributed to leaders in college football and professional baseball. Ayer said. These have been instrumental in helping maintain the sports TV status quo for at least another year, when final results of this and other studies are available, the agency pointed out. The Ayer announcement traced the danger to the enjoyment of millions of new TV sports fans posed by dipping sports attendance figures during the summer and subsequent moves for a “partial blackout” of sports telecasts in 1950. It cited sentiment among certain segments of the sports world to ban TV at their events although most big ball clubs and the National Collegiate Athletic Assn. decided to stand pat until final research findings point the way for a decision in 1951.

The points arrived at in the preliminary findings by Mr. Jordan are:

The longer a person owns a TV set, the more interested he becomes in buying tickets to attend sports events.

Baseball does not seem to be as sensitive to TV as football. Set owners of less than a year attended about as frequently as non-owners and owners of two or more years attend more frequently. Samples show a higher percentage of TV owners present than non-owners.

Among other factors influencing attendance, apparently management, personal income and team performance are much more important than TV.

Football college games did not fare so well in TV areas in comparison to those in non TV-areas. However, there have been signs in some instances of colleges in TV areas of high saturation that showed an increase.

Small college football did not appear to be hurt by TV in the same degree as large colleges in their area.

Mr. Jordan in his survey included a breakdown of set owners sampled in a 50-mile radius of Philadelphia through personal in- 

*LANCASTER and contiguous areas. 

Editord's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

United Press, television and sports publications, 88 TV stations, the Atlantic Refining Co., N. W. Ayer & Son Inc. and a large number of colleges and universities, including NCAA members.

Pulse Reports

Top 10 N. Y. Shows

The TOP 10 television programs for New York during the week of Jan. 5-9 as reported by The Pulse Inc. were:

ONCE-A-WEEK SHOWS

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre</td>
<td>44.6</td>
<td>Tues.</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>43.8</td>
<td>Mon.</td>
</tr>
<tr>
<td>The Goldberg's—Man.</td>
<td>38.5</td>
<td>Mon.</td>
</tr>
<tr>
<td>Talent Scout—Man.</td>
<td>38.4</td>
<td>Thurs.</td>
</tr>
<tr>
<td>The Singing Nun</td>
<td>37.5</td>
<td>Mon.</td>
</tr>
<tr>
<td>Song and Dance—Tues.</td>
<td>30.9</td>
<td>Tues.</td>
</tr>
<tr>
<td>Lights Out—Man.</td>
<td>29.9</td>
<td>Fri.</td>
</tr>
<tr>
<td>The Johner Hour—Man.</td>
<td>29.6</td>
<td>Fri.</td>
</tr>
<tr>
<td>Firebird Theatre—Tues.</td>
<td>29.0</td>
<td>Tues.</td>
</tr>
</tbody>
</table>

MULTI-WEEK SHOWS

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howdy Doody—Mon., Fri.</td>
<td>17.8</td>
<td>Wed.</td>
</tr>
<tr>
<td>Captain Video—Mon., Fri.</td>
<td>15.1</td>
<td>Thurs.</td>
</tr>
<tr>
<td>Small Fry Club—Mon., Fri.</td>
<td>12.4</td>
<td>Thurs.</td>
</tr>
<tr>
<td>Lucky P ample—Tues., Fri.</td>
<td>11.8</td>
<td>Fri.</td>
</tr>
<tr>
<td>Junior Proctor—Mon., Sun.</td>
<td>11.7</td>
<td>Sun.</td>
</tr>
<tr>
<td>Kukla, Fran &amp; Ollie—Mon., Fri.</td>
<td>10.7</td>
<td>Fri.</td>
</tr>
<tr>
<td>Camel News—Mon., Fri.</td>
<td>10.4</td>
<td>Fri.</td>
</tr>
<tr>
<td>Western F requency—Mon., Sun.</td>
<td>10.0</td>
<td>Sun.</td>
</tr>
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</table>

AVERAGE QUARTER-HOUR SETS-IN-USE FOR ENTIRE WEEK, 12 NOON—12 MIDNIGHT

<table>
<thead>
<tr>
<th>Television Time</th>
<th>Average Sets-In-Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon., Wed., Fri.</td>
<td>10.1</td>
</tr>
<tr>
<td>Tues., Thurs.</td>
<td>10.8</td>
</tr>
</tbody>
</table>

ARB Report

For Washington

FOLLOWING the lead of New York, Philadelphia and Baltimore, Milton Berle’s Texaco Star Theatre also headed the TV rating list in Washington, according to the latest American Research Bureau report [BROADCASTING, Jan. 28].

Strong competition also resulted from the Top 10 listing was Arthur Godfrey’s Talent Scouts. This strange turn of events—the program having been in third place for December—was caused, according to ARB, by a comparatively new full-length feature film series, Mystery Theatre, on another station.

Competition was also extended to lower the rating of other programs. Fred Waring, for instance, lowered Philco Playhouse, while wrestling and boxing telecasts hurt Studio One, The Goldberg’s and Break the Bank. Suspense was kept down by competition from Life of Riley, according to American Research Bureau.

The firm reports that as a result of this highly competitive evening (Continued on Telecasting 18)
Announcing

a new eyeline for
the San Antonio skyline

KEYL

THE NATION'S NEWEST TV STATION
—FIRST ON THE AIR IN FIFTY!

top television entertainment
for Texans in the
San Antonio trade territory

Channel 5

AFFILIATED WITH DUMONT,
PARAMOUNT FILM NETWORK
Represented Nationally by
Adam Young Television, Inc.

San Antonio Television Company
Business Office, Studio and Transmitter
atop the Transit Tower, San Antonio, Texas
NBC TOLD FCC last Thursday that it was preparing new plans to replace the projected 2½-hour Saturday night television series which had prompted Allen B. DuMont Labs to call for an FCC investigation [TELECASTING, Jan. 9].

Gustav B. Margraf, NBC vice president and general attorney, wrote FCC: 

"... NBC is withdrawing the order which it placed by telegram dated Dec. 28, 1948, with its inter-connected television affiliates for 8:10-30 p.m. (NYT) Saturdays for 13 weeks commencing Feb. 4, 1950. A new plan has been formulated which we expect to offer to the stations within the next few days."

Earlier, in response to FCC's request for information as a result of the DuMont protest, Mr. Margraf had told the Commission that for the present it would withhold "affirmative action" on its original 2½-hour plan. He gave this assurance in conjunction with a request for "an additional reasonable period of time" in which to submit "further considerations" with respect to the 2½-hour plan.

NBC had stipulated that at least 15 affiliates must accept the 2½-hour, 12-week series. There was no official indication of how many did accept, but some authorities said it was fewer than the required number.

DuMont, operator of a rival TV network, had charged NBC was trying to "freeze out" competition.

NBC contended in reply to FCC that its offer to take 2½ hours of affiliation time on a Saturday night was intended to be subject to the terms of affiliation contracts (or other arrangements, where formal affiliation contracts had not been signed).

Thus, Mr. Margraf wrote, "it was the intent of the telegram, and it is believed that it was so understood by the stations," that program material offered by NBC would be subject to the station's right to refuse, reject and substitute for any program which they considered unsatisfactory, unsuitable, or not in public interest.

Denial Made

The letter denied that NBC's telegram to DuMont Network Director Mortimer Loewi was an offer for NBC use of the entire DuMont network. The offer was directed only to DuMont's WDVT (TV) Pittsburgh, "with respect to which NBC has arrangements for broadcasting NBC network programs," Mr. Margraf asserted, adding that this was "the only reasonable interpretation which could be placed upon the telegram." He also denied that NBC's offer involved payment of each station's "full half-hour rate." He said:

"... the telegram stated that the station would be paid regular compensation based upon its half-hour rate. It was the intent of that proposal, and it is believed that it was so understood by the stations, that the compensation would be the percent stated in the network's agreement with the station of the half-hour network rate specified in the agreement."

NBC's plan anticipated that several advertisers would sponsor the Saturday night series. Their commercials were to be telecast on a rotating basis. Each half-hour period was to contain three one-minute commercials, followed by a 30-second station break. The sponsors were not identified.

CTI COLOR

FIRST public demonstration of color TV in the West was staged last Thursday and Friday by Color Television Inc., San Francisco, participant with CBS and RCA in the current FCC color hearings.

The public showing was staged in the auditorium of San Francisco's Emporium department store. There were strong protests to the demonstrations by Northern California TV distributors and dealers who feared the showings would hurt sales in the area.

The show, a half-hour talent production featuring Del Courtney, disc jockey on KPIX TV, San Francisco, and Eileen Christopherson, singer, was microwaved from CTI laboratories at 30 Sterling St. to KPIX studios in the Mark Hopkins Hotel and retransmitted by KPIX on its Channel 5.

CTI projection type color receivers were set up in the Emporium auditorium to receive the color telecast. Home receivers in the area received the show in black-and-white.

Arthur Matthews, president of CTI, said the colorcasts achieved a picture definition of approximately 350 lines.

On the color receivers, reception was steady and true with no break-up of color, even during fast motion such as waving of flags and brightly colored scarfs. Definition of the picture was clear.

The public showing last week was preceded by a series of private color circuit showings for manufacturers' representatives, industry people and newsmen [TELECASTING, Jan. 16]. FCC officials, who had earlier planned to visit San Francisco for the test showings, were unable to make the trip.

CTI is scheduled to demonstrate its system before the FCC Feb. 20, to be followed by comparative tests with the CBS and RCA systems.

CBS COLOR SHOWING

Congressional Group Given Demonstration

CBS' COLOR TV crusade was taken to Capitol Hill last week with a special showing of its system to Senators and members of the House of Representatives. Senators and wives were guests of CBS at a demonstration in Washington's Walker Bldg. last Monday [BROADCASTING, Jan. 16].

The network, which has been showing its system to the public since Jan. 12 (the same show was presented to Congressmen), registered the following comments from legislators who viewed the showing:

Sen. Charles W. Tobey (R-N.H.) was quoted to be fascinated by color, saying: "This is tops in television entertainment. It's the ultimate." Iowa's Sen. Guy M. Gillette, a Democrat, said: "It's astonishing what has been developed in color television. My only criticism is that the color is almost too vivid. However, it is a marked advance over black-and-white."

Mrs. Herbert H. Lehman, wife of newly-elected Democratic Senator from New York, thought the showing "very exciting" because "color always has meant very much to me." Sen. Edward J. Thye (R-Minn.) who attended the demonstration with Mrs. Thye, said the color was excellent and that they liked the showing since "these pictures are more natural in color and clearer than black-and-white."

Sen. John J. Williams (R-Del.) who said he and his wife did not own a black-and-white set, had but this to say, according to CBS: "This is wonderful."

The demonstration was presented for House members Wednesday and Thursday (Jan. 25-26). Also on the invitation list were members of the President's Cabinet. While only a few Senators appeared at the Monday showing, they had many emissaries in the attendance of their wives, assistants and other Capitol Hill personnel. Today, CBS has scheduled reviews for top echelon from the Pentagon and other major government departments. Supreme Court and other judicial members of the federal courts in Washington will be guests of CBS at a later date in the week.
to demonstrate the use of the product in the home, has great possibilities to promote the sale of food and household products.

The Brooklyn Union Gas Co. has been using the show Market Melodies. The firm has participated in radio occasionally in the past, but feels that television really can do a better job for it. The company's food demonstrations are on Market Melodies every Thursday. They give cooking hints and show how an appetizing dinner can be prepared in their half-hour period. The cooking is done in the Market Melodies kitchen, beautifully equipped with modern automatic gas appliances—a Servel refrigerator and a Roper automatic clock controlled gas range. This big utility company feels there is a great deal of interest in being able to show its appliances in use.

Salesmen Enthusiastic

One of the most enthusiastic sponsors is the maker of "Minwax"—a furniture polish. The firm has a 15-minute demonstration one day a week showing how to finish furniture. William Mackey, the sales manager of the company, said they were convinced by their own salesmen that they should buy time on Market Melodies. Said Mr. Mackey:

"The salesmen were sold on the show because, you know, salesmen are naturally lazy, and they could see this would be a really easy way to sell our product." The "Minwax" people feel that on television they can do something educational as well as sell. Refinishing from their company tell the audience how to refinish everything from a bureau top to a chair top and with their new pieces. One day they brought in some boys from a manual training school to do the refinishing—that day there was no commercial.

The "Minwax" people also do a lot of television advertising on some of the spots they have used some spots on the best daytime radio programs. But they are convinced Market Melodies is for them. They have some interesting figures on costs. On cost per inquiry basis they figure $4.50 per inquiry on newspaper, contrasted with only $1 per inquiry on Market Melodies. They're planning some advertising for other cities—and you guessed it—they're using television.

Among the regular sponsors on Market Melodies is Stahl-Meyer for "Stahl-Meyer Stock Cropped" frozen orange juice, and Hills Brothers Dried makeshifts. The fact that they have used Market Melodies without interruption on a full schedule ever since it first went on the air last May certainly shows that they are satisfied. Con- tinental Bakers bought time for "Wonder Bread" shortly after the one is used, Market Melodies has a

direct sales record to show. They received 284 orders from one announcement for a $18 reconditioned vacuum cleaner, $800 worth of sales from a series of announcements for a $2.95 Jiffy Stitcher, 700 sales from five announcements for a $2.95 set of plastic Christmas three ornaments, and 300 sales from one announcement for a $1 set of toy balloons. These figures represent substantial profits for sponsors when you consider that one-minute announcements cost $120 (per).

The future for Market Melodies, Ermeece Anne Russell and Walter Herlihy, Producer and Owner Arthur B. Modell, Associate Producer Charles A. Harbruck and staff looks increasingly more interesting. They're all young, quick to catch what's going on, and well equipped with a tongue-in-cheek attitude to withstand the gaff of a two-hour daily show. There has never been a script for the show. Anne and Walter remember everything, including commercials. And if you think television sponsors aren't imaginative about what they want included in their commercials, you haven't heard Market Melodies.

Planning Sequel

At the moment Modell-Harbruck Inc. are working on the idea of an additional show that will be similar to the Holiday Hints that Anne and Walter did for them right before Christmas. Holiday Hints proved itself a money-maker and boosted among its sponsors the rarely heard from advertisers, F. W. Woolworth and John David Stores. Market Melodies has all the earmarks of a show that's geared to grow synchronously with TV.
The MAGIC is built-in

There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people in front of the television screen. It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture on the screen. For it is the result of creative programming which alone can sustain this kind of impact...building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create—but he needs the magic of CBS to hold it.

CBS TELEVISION
Teletile

(Continued from Telecasting 5)

Cole as sales service manager; Harry Munson, film director, and Chief Engineer Rodgers. In charge of public relations is Theodore A. Olson.

When the station signs off each evening, there falls to the announcer a bit of an extra chore. His final task is reading the announcement: "The program schedule of WDTV can be found in the following newspapers . . ." and there follows a list of the names of 25 district newspapers.

The newspapers on the list are from the tri-state area of Pennsylvania, Ohio and West Virginia. Those listed include the three Pittsburgh dailies, plus the Courier and the American Jewish Outlook; and one or more papers in each of the following cities where WDTV has a large audience: Homestead, McKeesport, Greensburg, Latrobe, Jeannette, Tarentum, Aliquippa, New Castle, Beaver Falls, Butler, Uniontown, Point Marion, Johnstown, and Altoona, Pa.; Steubenville, Youngstown and East Liverpool, Ohio; and Wheeling, W. Va.

When television started in Pittsburgh, there were no more than a handful of TV sets in the coverage area. As of Jan. 1 WDTV claimed an audience of at least 325,000 viewers—and dealers were running 60 to 90 days behind in filling orders.

Another FIRST for KDYL-TV

Afternoon programming aimed at women (naturally) marks another important "first" for Salt Lake's first TV station.

Availabilities during this 3 to 5 p.m. period are unusually attractive.

KDYL

Salt Lake City, Utah

National Representative: John Blair & Co.

Page 12 • TELECASTING

Reel Takes

IRVING MACK

THERE'S A REASON why Filmack Trailer Co.'s sales letters pack a wallop.

Letter-writing is the boss's hobby.

In fact, Irving Mack, who founded the Chicago film trailer firm 30 years ago, has little truck with any diversion that fails to contribute to Filmack's prosperity. He went to college only after he realized Northwestern U. had a few courses that would aid him in his business. And his friends note with amusement that, although for five years he claimed he had raised seven sons to be soldiers, he now has them exactly where he always planned they should be—at Filmack.

Son of a Centerville, Iowa, grocer, Mr. Mack moved to Chicago at the age of 13. He attended Wendell Phillips High School in the city, and later it became famous as an all-Negro institution. Still in his mid-teens, he became assistant public relations director of sprawling White City Amusement Park, on Chicago's north side, and joined the Jones, Linick & Schafer film exchange. Five years later, Universal Film Co. named him exploitation manager for its Chicago territory, and in 1919, at the age of 24, he organized Filmack.

His first accounts were the Midwest, Terminal, and Pickadilly theaters, but he soon added Asher Ess, Lubliner & Tanenfeld, Pictures, Metro Goldwyn (prior to formation of M-G-M), and others to a roster of film exhibitors that now stretches across the nation.

"If you've been in a movie the-

FCC FREEZE

Dr. DuMont Urges Action In WDTV (TV) Talk

LIFTING of the FCC freeze on TV to permit development of a "truly competitive television transmission system" on a nationwide basis was advocated by Dr. Allen B. DuMont in an address Tuesday at the first Pittsburgh (see TELECAST, page 4).

Dr. DuMont was principal speaker at the dinner. Comdr. Mortimer W. Loewi, director of DuMont Television Network, welcomed dinner guests on behalf of the network, and Donald A. Stewart, WDTV general manager, on behalf of the station. Larry Israel, sales director, introduced speakers, including Herb Akerberg, CBS vice president in charge of station relations, and Sol Taishoff, editor and publisher of BROADCASTING-TELECAST.

The first and most important TV problem, Dr. DuMont said, is to provide more channels for black-and-white television so all major markets will be properly served. He cited Pittsburgh as "a prime example of the extreme necessity of setting quickly this problem of allo-

Another news conference Dr. DuMont predicted 75% of homes will have TV receivers within five or six years. He said WDTV hopes to have programs originating from local studies by autumn. The station will welcome TV competition in the city, he explained, because it will stimulate set sales and business.

Mr. Mack

* * *

ARE ANYWHERE in the country within

in the past 30 years, you've seen a Filmack trailer," he boasts.

With the advent of TV, Irving Mack figured his backlog of experience qualified him to make titles for TV shows, as well as complete commercials. He launched a promotional campaign in the TV trade press and unleashed a barrage of his best sales letters.

One of his first TV accounts was KoolVent Awnings. He animated a series of still photographs of KoolVent's manufacturing process for its TV show over WKBK TV. The animation gave a feeling of action and motion to the stills by means of a special film process which he developed in his own laboratories. A one-minute commercial was produced for $45.

Using his efficient film trailer "assembly line," which operates during the night, he made a "sellout" of 52 names and show titles for the opening and closing of a half-hour TV show for $25. A one-minute sound movie was produced for $150.

The list of TV producers using Filmack is growing as agencies and stations learn that Irving Mack's rapid techniques make it possible for them to buy his tricky film productions for less money than they can produce static cards or slides. Mr. Mack emphasizes, however, that he never tackle "big" TV productions.

Policy explained

"We're not Cecil B. DeMilles, We're not Walt Disney," he insists. "All we offer are high quality-low budget productions with extra quick service."

Mr. Mack and Belle Harris of Chicago were married 32 years ago. Their three sons—Joseph, 29; Bernard, 27; Donald, 23—saw action in World War II, and each was decorated with the Order of the Purple Heart. Each pursued different courses at college (Joseph at Loyola; Bernard and Donald at Northwestern) to prepare them for separate and distinct duties at the Filmack shop, where, their Dad hopes, they will one day "take over."

Mr. Mack, who represented Film Daily in Chicago for some time, is a familiar figure on Chicago's Wabash Ave. "film row," where he has established in the heart of his business career. He is a national representative of the Variety Club and holds memberships in the Tub Thumpers, Covenant Club of Chicago, Prudence Lodge of the A.F.A.M., and B'nai B'rith.

PACKARD TV

Places Hortons on ABC

PACKARD MOTOR CAR Co., De-

troit, through Young & Rubicam, New York, will announce, Edward Everett Horton in a half-hour TV show on ABC-TV starting March 23. This marks Packard's first use of television.

The production, as yet untitled, will have a mythical hotel for its setting. Rights have been acquired to all of Gordon Jenkins' compositions, including an operatic version of "White Tights," which will form a musical basis for the weekly telecasts. Mr. Horton will play the role of Hotel Manager. Monte Presler will be in charge of production.
ABC FILM PACE

"Crusade" To Show Profit

ABC's $400,000 film series Crusade in Europe, based on Gen. Dwight D. Eisenhower's book, may turn out to be a profitable venture for the network if it can continue to market the 26-week series at the present pace.

The series, first sponsored by Time magazine on its initial run, is now in its second run on a syndicated basis. More than 30 stations have bought it, 15 of which are running it sponsored. It is expected that the second run income will add $130,000 to ABC coffers.

ABC will have the right to a third run of the series. If it can duplicate the income of the present series, it was acknowledged by Ludwig Simmel, in charge of ABC cooperative sales, ABC will show a profit on this venture, which was regarded last May as the most ambitious film series made to date for television.

The film is being released to stations on a sustaining basis at 25% of their network rates and on a commercial basis at 50% of their national evening rates. The latter, depending on location, ranges anywhere from a low of $75 to a high of $1,000.

Mr. Simmel said that when Crusade was first offered as a syndicated series in December, sales were slow. Most purchases of the series came in during the past three weeks and are still coming in, he said.

TV PACKAGERS

Face Talent Problem

ONE of the biggest problems advertising agencies have experienced in dealing with television packagers is that the shows presented too frequently depend on talent that can't be delivered, Sylvan Tapping of Kenyon & Eckhardt, last week told a meeting of the Television Writers Group in New York.

He cautioned writers against planning shows that depended on stage or screen stars whose contracts make television appearances impossible.

At the same time, he emphasized, a show idea without talent is seldom good enough to clinch a sale for an independent packager.

Because of the talent problem, he said, agencies prefer to deal with established package firms and the networks rather than with individual packages. However, a person with an exceptional idea who can not deliver the talent may sometimes sell his idea to an agency on a royalty basis, he said.

Irvin Paul Sulds, president of Irvin Paul Sulds Inc. and president of National Society of Television Producers, said that television is currently in an era of low-budget shows because of inadequate circulation to justify a sponsor's spending more. He looked to the lifting of the FCC freeze before circulation would expand.

NEW TV STUDIO

To Animate Video Films

BILL STURM Studios has been organized to produce art work and animation for television, commercial and educational motion pictures and slide films. It also will produce live action pictures.

The firm is comprised of Bill Sturm, Crestes Calpini and Albert D. Hecht. Office will be at 53 East 9th St., New York.

Mr. Sturm has worked at Max Fleischer Studios, Walt Disney, Fletcher Smith Studios and Laucks & Norling. Mr. Calpini, a former president of Screen Cartoonists Guild, worked at Famous Studios.

Mr. Hecht, a member of the production committee of the National Television Film Council, has been an account executive for such TV accounts as Botany Mills, Lucky Strikes, Sheffield Dairies and others.

Well! Well! Well!

LOOK WHO'S HERE! THE MOST-WELCOME GUEST HAS ARRIVED! THE PARTY CAN GET GOING NOW.

He's not a big high-pressure tycoon (50,000 W.), nor is he a loud-shouter (250 W.). He's just a guy everyone knows—and likes tremendously.

He's WKRC, dominating the evening field in Cincinnati.

HOOPER SHARE OF AUDIENCE NOV.-DEC.-1949
EVENING, SUN. THRU SAT., 6:00 P.M.-10:30 P.M.

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What about TELEVISION?

Hasn't made a bit of difference. Though tee-vee has grown by leaps and bounds in Cincinnati, WKRC continues to grow, to attract more listeners every day.

Yes, it's no wonder Cincinnatians are saying: "More of our friends and neighbors listen to WKRC than to any other Cincinnati radio station."

WKRC

CBS IN CINCINNATI

Nationally Represented by the KATZ AGENCY
Radio Cincinnati Inc. WKRC(AM) . . . WKRC(TV) . . . WCTS(FM)
Affiliated With Cincinnati Times-Star
**On the dotted line . . . . . .**

**PARTICIPATING** in presentation of a Ford franchise to Detroit's Walker Motors, telecton on Walker-sponsored WXYZ-TV wrestling show, are (l to r), Gil Schoefer, pres., and Tom Walker, v. p., Walker; Larry Doyle, Ford regional sales mgr.; Eric Williamson, Ford Detroit asst. sales mgr.

**PLACING** Greater Boston Pontiac Dealers Assn. sponsorship of Roller Derby on WNAC-TV Boston are, seated (l to r) Linus Travers, WNAC-TV v. p.; Latham Clark, N. E. Pontiac mgr.; Dudley Talbot, pres., Greater Boston Pontiac Dealers; standing, George Steffy, WNAC-TV, Wm. J. Small, Small Agency.

**GREATER** Cincinnati Ford Dealers contract for a variety program on Crosley Corp. outlet WLWT(TV) Cincinnati. Seated (l to r) Daniel Bauer, Lou Bauer Inc.; Samuel M. Levy, Ford Dealer, Standing; James Davidson, Fuller Automobile Co.; Bill McCluskey, WLWT; Jack Lester, Ford Co.

**IT'S** smiles all around after hair stylist J. Baldi (r) contracts to continue for another 26 weeks his participating spots on the Gibson & Pierce Holiday House program over WTVJ (TV) Miami, Fla. Congratulating him are Alex Gibson (l) and Jackie Pierce, stars of the show.


**TO** Ald De Dominics (l), secretary-treasurer of WNHC-TV New Haven, Conn., goes the distinction of being the first to complete arrangements for an NBC television affiliation contract for 1950. The ceremony is witnessed by E. B. Lyford of NBC-TV stations relations department.

**OWNING** and operating its own TV studio, with programs to be transmitted by WSYR-TV Syracuse, Syracuse U. is entering the field of television. Chancellor William P. Tolley announced Saturday. Studio construction is slated to begin shortly on the Syracuse U. campus.

Syracuse U., Chancellor Tolley pointed out, becomes the first institution of higher learning to embark on a full-scale cooperative venture in television training and programming. He said the university is making extensive plans for the development of TV in the fields of adult education and public service programming, training of personnel and research.

Planned 10 Years

Chancellor Tolley said that TV at Syracuse U. planned for 10 years, has been made possible through funds held in reserve for the purpose by the university for many years and through WSYR-TV which has offered its transmitter for telecasting university programs. About four years ago, he stated, WSYR-TV granted funds to the university for television research. The station also will finance the link to its transmitter and will defray a portion of the costs of studio operation.

Citing the cooperation between a commercial television station and a large urban university, Dean Bartlett of Syracuse U. said: "We believe that the plans that have been drawn for television at Syracuse U. are among the most significant developments of what promises to be the most vital area of mass communication."

Programs of the university will originate in its present studio "A" and will go by coaxial cable and relay to the WSYR-TV transmitter at Sentinel Heights. Beginning March 1, Prof. Kenneth G. Bartlett, director of the radio-television center, expects to broadcast a minimum of three hours of live talent programs each week from the studios.

Commenting on the school's plans, Col. Harry C. Wilder, president of WSYR-AM-FM-TV, said: "For many years the support of WSYR for the AM and FM educational broadcasting of the radio center at Syracuse U. has been recognized in industry and educational circles as a pioneering example of the mutual benefits commercial broadcasters and educational institutions can and should gain by close and friendly association."

"Just as we have taken pride in our small part in the development of Syracuse U. radio center under Chancellor Tolley and Dean Bartlett into the outstanding educational radio center in the nation, so we are glad to move on into this great, new field of television with so progressive and vigorous an educational institution."

Facilities will include a three-camera chain and film camera although use of film will be chiefly incidental to the live programs. Arrangements also are being made for the pick-up of remote events from various strategic campus locations such as the stadium and lecture and concert auditoriums.

**PROGRAM TAGS**

**Asks FCC To Require Notice** FCC WAS ASKED last week to require television stations to announce at the beginning of each program whether it is (a) live, (b) film, or (c) kinescope recording. The request came in a letter from Charles W. Curran of New York, who said he was not employed in television but was writing as a "television viewer."

He said the quality of each type of originations varies, with "kinescoping being about one-third as satisfactory as live programming."

If viewers were told in advance what type each program would be, then needless adjustment of sets might be reduced, he said. The change he requested would involve amendment of Sec. 3.688 of FCC's Rules, dealing with "mechanical reproductions."

**WHAT BASIC MARKETING FACTOR** is used by radio and TV manufacturers?

Every single one of the five largest producers of radio and TV sets was—at a basic marketing factor—"% of U.S.A. Potential" from —

**SALES MANAGEMENT'S "Survey of Buying Power."**

(1950 Issue May 10; Reservations Close Feb. 17; Copy March 10)
WOR-TV Weather Aids

WOR-TV, New York, which has installed a thermistor and wind velocity indicator on its 810-foot tower in North Bergen, N. J., at a point 1,000 feet above the Hudson River, has started furnishing weather information to the New York Weather Bureau. The WOR-TV location is the highest point from which the New York Weather Bureau will receive regular official reports.

RELAY LICENSES

Renewals to Crosley, Philco

EXTENSION of licenses to April 1 was given by FCC last week to two experimental TV relays used by Crosley Broadcasting Corp. and 10 similar relays used by Philco Television Broadcasting Corp. But both firms were informed that in the future they will have to prove common carrier facilities are inadequate.

Crosley uses the relays to interconnect its WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio, while Philco uses its relays between New York and Philadelphia in connection with its WPTZ (TV) in the latter city.

FCC pointed out that this policy was consistent with that announced in the overall television interconnection and rates proceeding which has been underway for more than a year. The Commission ruled in late December that AT&T by March 1 must allow interconnection of its inter-city TV relay facilities with those of private telecasters until the FCC finds that the common carriers have ample facilities to fill this need (Teletcasting, Dec. 26, 1949).

Denies Three Others

Meanwhile, last week FCC denied license renewal to three other experimental TV stations owned by Philco because they are operating in the commercial TV band on 204-210 m.c. and Philco "has had ample time to apply for frequencies allocated for TV auxiliary broadcast stations." The Commission also denied further temporary extension of license beyond March 1 to Don Lee Broadcasting System for its experimental TV station KM2XBA (formerly W0XDU) Los Angeles because Don Lee, "despite notifications, has not sought removal to a properly allocated band from its present frequency 310-315 mc."

Regarding its policy on experimental television relays, FCC told Crosley and Philco:

As you may be aware, in its report of Feb. 26, 1949, in Docket 663, the Commission announced its policy of authorizing inter-station television relaying, films and microwave relay for operation by television broadcasters only until such time as common carriers have adequate intercity television relay facilities available to meet the needs of broadcasters for intercity television transmission services. This policy was recently restated by the Commission in its report issued on Dec. 23, 1949, in Docket 8965 "** * **. In the latter report the Commission stated that it would maintain a continuing review of such authorizations with a view to termination thereof upon the availability of common carrier facilities. It was noted in this regard that consideration would be given to the opportunity of broadcasters may have had to plan properly for the use of their investment in such facilities.

In order that the Commission may be able to act as quickly as possible it is necessary for all applicants for authorization to operate intercity television relay stations and for renewal of such authorizations to obtain and furnish the Commission full information with respect to the ability of common carriers in the area involved to meet the requirements for the operation of television relay stations with transmission services which the operation of the television relay stations in question would be designed to meet. Such requirements should be presented to the applicant by common carrier writing together with a request for a statement with respect to the ability of such common carriers to provide the required service. Copies of all such correspondence, including the replies received from the common carriers and any comments which the applicant may wish to make in the matter should be forwarded to the Commission at the earliest practicable date.

‘PETRY SET’

WHAT LOOKS LIKE a custom-made TV set in the recently opened television clients’ room at Edward Petry & Co. Chicago office is not a set at all. The blonde mahogany cabinet, with "built-in" speaker, is a device for advertising and promotion.

Hidden in a small room adjacent to Petry’s plush television lounge, in the Wrigley Bldg., is a Bell & Howell 16mm sound motion picture projector which flashes its pictures on the special rear projection screen of the "TV set" through use of a mirror in a small porthole in the separating wall.

The novel way of presenting TV advertising to agencies and prospects was developed by Chicago executives of the radio and television station representative firm after they discovered that advertisers have difficulty in visualizing TV programs and announcements, and that the company itself has trouble in presenting a clear enough description to push through sales.

Heretofore, the only way an advertiser was able to see in advance what film programs or announcements he was buying — as they would look when actually telecasting — was to arrange a viewing at a TV station or the monitor line at a time when the station was not on the air.

Several Chicago agencies already have brought clients to the Petry viewing room, and the company is urging all those interested in commercial TV to make use of this so-called "simulated television" as a spur to sales.

Equipment Explained

In addition to the projector, equipment behind the "Petry set" includes a speaker, 16-inch turntable, microphone, slide projector, and tape recorder, thus enabling the company to simulate any type of telecasting—live voice behind film or slide, wax behind film or slide, etc. The "joke" assembly also permits ad-lib interpolations through the loud speaker while a film is being shown.

The Petry firm plans to have a similar installation in its new headquarters on the top floor of 488 Madison Ave., New York, expected to be ready in March, and eventually identical set-ups in all of its eight offices.

BASEBALL TV

Eastside Buys in West

LOS ANGELES Brewig Co., Los Angeles (Eastside Beer), through Lockwood-Shackelford Adv., that city, will sponsor half this season’s telecasts of both the Los Angeles Angels and Hollywood All-Stars home baseball games on KPI-TV and KLAC-TV, respectively. Both are Los Angeles stations.

Sponsorship cost for the alternating games on KLAC-TV is $60,000, with KPI-TV price reported as between $40,000, 50,000.

Langendorf United Bakers, San Francisco, through Blow Co., that city, is paying $42,500 to sponsor half the AM broadcasts on an alternating games basis on KLAC starting March 28.

THEATRE VIDEO

Planning Unit Underway

NATHAN L. HALPERN, television consultant to Fabian Theatres, and Robert H. O’Brien, secretary-treasurer of United Paramount Theatres in charge of television activities, have been named co-chairmen of the theatre television planning committee of the Theatre Owners of America.

In their new posts, Messrs. Halpern and O’Brien will direct and coordinate the preparations among film exhibitors for the forthcoming theatre television channel hearings before the FCC. Marcus Cohn, TOA television council, will work closely with the two co-chairmen.

Call

Poggi & Peter

re: Solution to sales problems

Television & Radio Management Consultants
Bond Bldg., Wash., 5 National 2173

Best Buy In Booming TV Market...

With eight TV stations in the three-city market of Cincinnati, Dayton and Columbus . . . the three WLW-Television stations (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus) receive 44% of all viewing from 11:00 a.m. to 11:00 p.m., Sunday through Saturday.

While WLW-TV rates remain unchanged, the number of sets continues to skyrocket—97,600 on Dec. 1, 1949, to 132,200 by Jan. 1, 1950, in this three-city market.
PHONEVISION

McDonald Answers Storer

THE public is willing to pay for “good movies on television,” Comdr. E. F. McDonald, Jr., president of the Zenith Radio Corp., last week wrote to George B. Storer, president of the Fort Storer industries. Mr. Storer was performing a disservice to TV profit. Congratulations! FCC reports that last year television broadcasters lost $15,000,000, and it is no secret that losses from television have in many cases sharply reduced or erased entirely the profits from highly successful AM operations.

"The fact is that nobody, until very recently, had thought to make a study of what television is actually going to cost. I am indebted to Senator Wheeler for sending me a copy of the first study of this type I have seen. It is titled ‘Television’ and was prepared by the Faught Co. of New York. If you wish, I shall gladly send you a copy."

Comdr. McDonald said Phonevision would provide revenue TV broadcasters badly need—a return “always greater than the sale of the same amount of time to advertisers.” It would provide means to expand TV into areas that can’t support stations today, he said.

Support Factor

"You know as well as I that the public will pay for anything that it wants, and you also know that if television is to depend entirely upon advertisers for support it can never present first-run movies and many other high-cost entertainment features.

"You also know that the public wants to see good movies on television, and you should know, if you don’t, that in survey after survey the public has indicated its willingness—nay, eagerness—to pay for seeing them.

"You say that your television stations are earning a modest

Howdy Doody Patent

HOWDY DOODY, freckle-faced puppet star of the NBC Television Network, is now No. 156,887 in the U. S. Patent Office—one of the first video characters to be patented. According to the patent, he is designed by Robert Y. Allen, Pacific Palisades, Calif., and Melvin Shaw, Beverly Hills, Calif., assignors of the patent to NBC.

WORLD MARKET

RMA To Show American Units

FIRST U. S. effort to gain an international market for TV sets and equipment was taken last week when Radio Mfrs. Assn., at State Dept. request, named industry committees to arrange a demonstration of American TV between March 27 and April 2.

RMA will conduct the demonstration for a group of European experts comprising Study Group 11 of the International Radio Consultative Committee (CCIR). This committee met last July in Zurich, Switzerland, to consider international television standards. RMA and several U. S. manufacturers were represented. The State Dept. asked Group 11 to inspect U. S. television in operation.

Nations in the group are: Austria, Belgium, Czechoslovakia, Denmark, France, Hungary, Italy, The Netherlands, Sweden, Switzerland, United Kingdom, Yugoslavia and United States. French and Dutch demonstrations will be held April 20-25 in Paris and Eindhoven, with a British demonstration April 27-M.A. in London.

RMA last week recommended membership of a host committee and administrative subcommittee, to be named by the State Dept. It appointed a technical subcommittee under R. R. G. Burger, General Electric Co. and RMA Engineering Dept. director. The technical group will meet tomorrow (Tuesday) at IRE headquarters in New York.

Willard L. Thorp, Assistant Secretary of State, said in a letter to RMA President Raymond C. Cosgrove that certain foreign nations are trying to obtain approval of TV standards developed materially from the U. S. standards. “It is hoped by the contemplated tests,” he said, “to demonstrate the effectiveness of U. S. standards. Certainly, the formalization of standards which are not compatible with U. S. standards, even if subject should be designed for the European region only, would produce a most unfortunate influence in Latin America and might cause considerable delay in the establishment of satisfactory international standards for the Western Hemisphere.”

HITS FREEZE

Hollywood Group Asks Action

PROTESTING further continuance of FCC's television freeze as “definitely not in the public interest,” the Society of Television Engineers, Hollywood, called on FCC Chairman Wayne Coy for action.

Written by Cameron Pierce, STE president and technical operations supervisor of KXCA-TV Hollywood, the communication, dated Jan. 19, cited six major reasons for a thaw:

1. The original intent of the freeze was to allow time to re-examine the VHF allocation problem. Ample time has already elapsed for this study, and we believe that Commission now has in its possession adequate facts to readily permit this reallocation of the VHF band.

2. The UHF band can be allocated immediately or later but the VHF channels can be allocated now with due regard to reception conditions. Our group feels that insofar as possible VHF and UHF channels should be allocated now for the same service area. It is recognized that this ideal cannot be realized completely. Again, however, there are enough facts to establish immediately the VHF allocation.

3. The public interest is being directly and seriously affected because many people who want TV now cannot obtain this excellent and educational entertainment medium. Many areas if not all in the country do not obtain it as long ago for the West where serious allocation difficulties do not exist.

4. A freeze is preventing the establishment of true television networks both on an interconnected and non-interconnected basis. Networks need to be established to bring better programs and to improve their service to the public.

5. An article limitation on the growth of television artificially limits the production of television receivers in the country and consequently slows down in design which higher and higher production automatically contributes to a product such as a television receiver. Not only are improvements in design held back, but price reductions dependent on high productivities are retarded. This is definitely against the public interest.

6. The color problem has really been made a part of the allocation study, and it is, in our opinion, wrong to continue the intermingling of these two problems. It is agreed that a compatible color television system is needed. Therefore, color should be made up to its proper progress of black and white television by the artificial retarding effect of the freeze. The public is being confused and not helped by the sales releases which are continually emanating from Washington on color. This confusion and sales releases should not be allowed to extend the “freeze” when the latter was originally intended because of technical considerations, but for very different reasons. As pointed out previously, the information needed to settle the original problems of the “freeze” is now available and definitely should be used.
EMPIRE STATE

TELEVISION will add another 199 feet to the world's tallest building, the Empire State Bldg. in New York, when a multiple-use video tower is installed later this year. The structure will provide New York telecasters with the highest telecasting transmission point along the Atlantic Seaboard.

Announcement of the alteration in New York's skyline was made last Monday by Joseph H. McConnell, president of NBC, and Lt. Gen. Hugh A. Drum, president of Empire State Inc.

Gen. Drum's organization will finance the addition, which, at a cost estimated at half a million dol-

ars, will be the first major alteration to the building since it was opened in 1931.

The tower will be an integral part of the building's structural frame and bring the height of the Empire State to 1,499 feet above sea level or 1,449 feet above the street.

It will afford space for simultaneous transmission by NBC, ABC and such other telecasters who wish to lease facilities from Empire State. WJZ-TV, ABC's New York station, the first new tenant, will move into the new location from its present Hotel Pierre site in a matter of days, it was announced by Mark Woods, vice chairman of the ABC board. WPIX (TV) and WARD (TV) are negotiating to join WJZ-TV as new tenants.

WNBT (TV), NBC's New York station, will continue at the location.

Use of the building as a video transmission point started in 1951, when the late Gov. Alfred E. Smith, then president of the building, and Gen. David Sarnoff, RCA board chairman, concluded an arrangement enabling NBC to have an exclusive lease for TV transmission from the site.

NBC's Franchise

NBC continued to enjoy that exclusive franchise until expiration of the lease last year. Consideration was then given to opening the site as a common transmission point for several stations on a share-the-cost basis.

Main advantages spoken for the common location are its height and centralized character. The height is a vital factor in clarity and range of television vision. Centralization of transmitters of several telecasters at one site is regarded as important because it will make it possible for all local video receivers to be oriented to one location for all stations using the tower.

Actual construction is expected to take seven to eight months, including dismantling of the present 61-foot antenna used by WNBT since 1946. WNBT service will not be interrupted in the interim as it has installed a temporary antenna.

Design of the new structure and antenna will be supervised by a committee consisting of O. B. Hanson, vice president and chief engineer for NBC, and Dr. Frank G. Kear, of the engineering firm of Kear & Kennedy, Washington, D. C., which represents Empire State. Consultants to the committee will be the firm of Shreve, Lamb & Harmon, architects who designed the building, and Starratt Bros. & Eken who constructed it.

ABC meanwhile announced that the 26-block move from its Hotel Pierre transmission point to Empire State will require little or no changes or adjustments of receiving set antennae.

Its WJZ-TV will begin operations with a single element super-turnstile antenna from the building until a new specially designed antenna is delivered. The new job will have a diameter of 14 feet and will consist of a number of individually connected antenna segments.

ABC also has leased 3,200 square feet of space on the 85th floor of Empire State, where the network engineers already have completed the necessary wiring, duct work and transmission line installations, so when the temporary transmitter makes its mile-and-a-quarter journey it will be ready for connection.

REED NAMED
To NBC-TV Sales Post

FRANK J. REED, with NBC since 1934 except for war service, has been named manager of the network's recently created television sales department.

Under Mr. Reed will be three units: Special service, headed by Mary Alcornbach; traffic, headed by Hamish McIntosh, and financial, headed by John J. Weir.

WHAS-TV Gets GE Unit

GENERAL ELECTRIC Co. has shipped a 12-day superturnstile television antenna to WHAS-TV Louisville, the company has announced. This is the second such giant antenna to be manufactured by GE within the past few months, KRLD-TV Dallas, GE said, recently installed one of the largest low-band antenna ever built—a six-ray GE unit. Other GE equipment supplied the station includes a 5 kw channel transmitter, two film channels, two 16mm projectors and miscellaneous studio equipment.
COLOR SYSTEMS
AIEE, IRE Hear Goldmark

TECHNICAL, detailed description of the three principal systems proposed for color television was given last Tuesday in Washington by Dr. Peter C. Goldmark, inventor of CBS' field sequential system, before a joint meeting of local chapters of the Institute of Radio Engineers and the American Institute of Electrical Engineers. Audience of 1,500 packed the Commerce Dept. Auditorium where FCC's color TV hearing has been conducted.

Following the lecture, CBS demonstrated its color TV to the group with a special showing at the Walker Bldg., site of Columbia's public demonstrations the following day, in another half hour [TELECASTING, Jan. 16]. Dr. Goldmark explained differences between the CBS system and those of RCA and Telefunken Inc. He was introduced by Dixon Lowery, chairman of the Washington AIEE chapter, and Harry Wells, chairman of the Washington IRE chapter.

WANTS 'TRUTH'
Cohen Ad Seeks Color Facts

The TELEVISION industry was asked last week by I. T. Cohen Advertising Agency, Washington, to 'tell the public the truth' about color television. The appeal was contained in advertisements appearing in the capital city's daily newspapers.

Entitled "Color Television . . . When?", the two-column wide and 1½-inch deep advertisement urged the creation of an "unbiased board" including in its membership "all major television manufacturers and a representation of leading distributors and retailers, as well as telecasters themselves" to tell the "truth" about color TV.

The ad, which the agency claimed was published in the "interest of the television industry," explained the "truth" about color TV to be:

That color will some day come to home television screens, just as it came to movie screens; that general transmission of color television will come sooner or later, but is something for the future; that, until color does come, viewers may enjoy black-and-white television with ever-increasing enjoyment; and that, when color television seems near, the people will receive ample notice and all the facts.

Mr. Cohen told TELECASTING that the advertisements' expense was borne by the agency as "our contribution to the television industry." He said placement of the ads was the agency's "own idea" and in the interest and "protection" of those who have invested money in video set owners who have purchased black-and-white receivers. Mr. Cohen said that since the agency handles accounts within the industry, it decided "as a statement should be made to the people on whether color TV is here. The public is entitled to true facts." Part of the agency's campaign, Mr. Cohen said, will be to correspond with manufacturers "to see if the ads have any effect." Other advertisements dealing with television will be placed from time to time, he said.

EVENING course in principles and procedures of television will be offered by St. Louis U., St. Louis, beginning Feb. 8.

MEDIA ASSOCIATIONS AGREE on what standard measuring stick for local market potentials?

The Bureau of Advertising, A.N.P.A., the National Association of Broadcasters, Broadcast Measurement Bureau, Magazine Advertising Bureau, National Association of Transportation Advertisers, and the Traffic Audit Bureau all get their basic figures on local markets from the same marketing guide—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10; Reservations Close Feb. 17; Copy March 10)
BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF
FILMS
(INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

FILM & PRODUCTION SERVICES

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO
PROGRAM SERVICE
NEW SHOWS READY SOON.
CONTACT W. W. BLACK
25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

SHERMAN PLAN, INC.
Consultants to Advertising Agencies
and Advertisers on films for television
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TV FILM PROGRAM DISTRIBUTORS
420 VICTOR BLDG., WASHINGTON, D. C.
-STERLING 0780-
TV STATION MANAGERS:
Several cities still open for "THE
LORD'S PRAYER"—exclusive per-
sonalized TV sign-off spot. Write
now for rates and availability!

RKO PATHE, INC.
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PLAZA 8-3800

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
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HOLLYWOOD 8-7205

Sarra, inc.
TELEVISION COMMERCIALS
- MOTION PICTURES
- SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELESCRIPTIONS
ANIMATED TV SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO
FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 59TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER
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MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

January 30, 1950
KPHO-TV
PHOENIX, ARIZONA
Channel 5

EFFECTIVE POWER:
17.5 KW Visual
8.7 KW Aural

Commencing commercial operation on December 4, 1949, KPHO-TV has joined the ever-increasing ranks of Du Mont-equipped television stations. With its Du Mont equipment, this station is assured of lowest operating costs, finest transmission, and the all-important advantage of being able to expand its facilities in perfect step with its economic progress. Welcome KPHO-TV of Phoenix, Ariz.!

When you are ready for TV broadcasting, investigate Du Mont first! Then compare!

©Allen B. Du Mont Laboratories, Inc.
When you can get RCA "Know-How"... why take anything less?

Reeling in the Fish

Custom RCA Record Sales

Radio Corporation of America
RCA Victor Division

January 30, 1930 • Page 75
January 20 Applications... ATTACHED FOR FILING Extension of Authority Highland Park Baptist Church, Detroit, Mich.—Extension of authority to transmit programs to CKLW; license to WPLF, Detroit, Ont., Sun, 8-30 p.m. for period beginning March 10, 1950. 

License for CP WPEF Taunton, Mass.—License for CP new AM station.

WABJ Toledo, Ohio.—License for CP to change frequency, hours of operation, etc. using DA-2.

Modification of CP

Mod. CP new AM station for expansion of completion date: WPBY Providence, R. I.; KUMO Columbia, Mo. Mod. CP new FM station for extension of completion date: WCGB Greenwich, Conn.; WAPA-FM Atlanta, Ga. Licenses for CP

WLBF-FM Mattoon, III.—License for CP new FM station.

License to cover CP new FM non-commercial educational FM station: KLON Long Beach, Calif.; WPWT Philadelphia.

CP to Reinstall KMF-FM TV Atlanta, Ga.—Mod. CP to replace expired CP new FM station.

Modification of CP

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date to 8-15-50.

WWJ-TV Detroit—Mod. CP commercial TV station to change ERP to 100 kw, 50 kw aur.

TENDERED FOR FILING

AM—1280 kc

WANS Anderson, S. C.—CP to change from 1320 kc 1 kw D to 1280 kc 1 kw D, 2400 ft. AM—960 kc

WTCW Shawano, Wis.—CP to change from 1260 kc 1 kw D to 360 kc 1 kw D, 360 kw aur.

Modification of License

KPOO Denver, Colo.—Mod. license to provide for operation during specified hours (formerly sharing time with KFRA).

January 23 Applications... ATTACHED FOR FILING

CP-construction permit DA-directional antenna ERIP-effective radiated power STL-studio-transmitter link switch, am-p-synchronous amplifier VTS-visual-audio-timing signal 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 24 Decisions... BY THE SECRETARY

Voice of Fort Rio Inc., Area of Ponce, P. R.—Granted license for new remote pickup KAV-504.

MCWI-FM Canton, Ohio.—Granted new license for FM station; Chan. 235 (94.3 mc) 1.75 kw.

WNAM-FM Neenah, Wis.—Granted license for new FM station; Chan. 235 (95.5 mc) 3 kw, 290 ft.

WJFL-FM Detroit—Granted mod. license to change license, to Booth Radio & Television Stations, Inc.

WGRW Rome, Ga.—Granted CP to mount station on site of 293 AM tower, The Colgren, Best, Co., Area Hudson, N. Y.—Granted CP to new remote pickup KA-5308.

WPHL Huntington, W. Va.—Granted CP to change station location, and install FM antenna on site of tower.

KUNO Corpus Christi, Tex.—Granted CP for approval of new studio location.

KFSW Portland, Ore.—Granted CP for extension of completion dates as shown: WQRL Woodside, L. I., 2-14-50; WRDQ Niagara Falls, N. Y., to 4-1-50; WDEL Wilmingotn, Del., to install new tower

WDMC-FM Stillwater, Okla.—Mod. CP new non-commercial FM station for extension of completion date.

License Renewal

KBRA-FM Lufkin, Tex.—Request for license renewal FM station.

Modification of CP

WDEL-TV Wilmingotn, Del.—Mod. CP new commercial TV station for extension of completion date to 8-22-50.

TENDERED FOR FILING

AM—1320 kc

WRJQ Rio Piedras, P. R.—CP to change from 1110 kc 1 kw D to 1230 kc 500 w N to 1320 kc 1 kw unil

Modification of License

KPOO Denver, Colo.—Mod. license to provide for operation during specified hours (formerly sharing time with KFRA).
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Executive 1230 WASHINGTON 6, D. C.

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Laboratory: 114 Northgate Rd.
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Philip Merryman & Associates
* 114 State Street
* Bridgeport 3, Conn.
* Bridgeport 5-4144

January 30, 1950 • Page 77
HELP WANTED

NEW ENGLAND INDEPENDENT STATION

MANAGER

Salesmen

Good opening for experienced salesmen. Must have a college degree or equivalent experience. Salary up to $10,000. Six weeks paid vacation. Send resume Box 951D, BROADCASTING.

HELP WANTED

COMBO DISC JOEY WITH FIRST CLASS LICENCE. Must have had at least one year's experience in the field. Send resume Box 932D, BROADCASTING.

HELP WANTED

CLEANING SUPERVISION

Situations Wanted

COMBO DISC JOEY with first class licence. Must have at least one year's experience in the field. Send resume Box 932D, BROADCASTING.

HELP WANTED

COMBO DISC JOEY with first class licence. Must have at least one year's experience in the field. Send resume Box 932D, BROADCASTING.
Situations Wanted

Engineer, 2 years broadcast, 3 years army radio experience, Graduate R.C.A. Institute, currently employed. Have 344D, BROADCASTING.

Engineer, also combination man. 3 years experience as Engineer. References. Want progressive station. Box 903D, BROADCASTING.

Program director desires to take on position to develop progressive radio station in Ohio, Pennsylvania. Exp. 10 years. Experience includes all phases. Any reasonable offer considered. Box 911D, BROADCASTING.

Chief or transmitter engineer, experienced in all phases, BROADCASTING. Box 911D, BROADCASTING.

Combination engineer—announcer with 2 years experience. Combination man, news editor and newsman for affiliated station. Single, 10 months experience. Will consider all offers. Box 922D BROADCASTING.

Experienced young announcer, with 2 years experience. BROADCASTING. Box 922D, BROADCASTING.


Engineer—1 year broadcast, 10 years radio and ham background. Prefer warm climate. Lincoln, Kansas. Richard Lubeck.

Engineer, 1st phone license, desires job in any area. Have 2 years experience, fireman license, Wayne, Nebr. W. Casper, 414 Raritan Ave., Highland Park, N. J.

Have first phone license, lots of ambition and no background in engineering. Merchant Marine telegraph operator 4 years. Want to travel anywhere, Albert Stefanik, 443 North St., Lawrence, Kansas.

Transmitter engineer experienced, wants permanent location in midwest. Recent diploma that received a B.S. at 647 Elm St., Lawrence, Kansas.

Production-Programming, others


Radio news pays off—NARD Report. News editor can build news programs or become station manager. Has 3 years radio, newspapers, public relations experience. Excellent background, disc furnished. Box 585D, BROADCASTING.

Program director, proves record. Hispanic. Top voice. Sports, etc. College grad. Box 809D, BROADCASTING.

Oh, you lucky people! For reasons I’ll be let you in on, I’m looking for a job. (My current employer, a general advertising agency, knew this ad.) If you want copy that’s different, copy that sells, copy that’s copy that’s readable, please let me tell you about myself. Or, if you want a man to operate your board to help you out, you want a guy who knows what and likes radio, write Box 911D, BROADCASTING.


Available now for winter in east to produce, WDJX-Radio. University grad, 7 years experience in FM station. Experienced in writing, selling, announcing, television, public relations, news director. Box 922D, BROADCASTING.

Wake up, "turntable-independent"! Have new ideas and plenty of revitalizing techniques. Ticket Non-metropolitans considered. Box 940D, BROADCASTING.

Program director, sports announcer plus major newscaster. Has experienced in all phases of radio station operation. Excellent references. Box 949D, BROADCASTING.

Women’s program director, commentator. Over four years experience commercial, educational, personalty program in radio and television. Excellent in-experience with good voice and fluent ad. Young, self-motivated, resourceful. Can build effective programs that sell spontaneously to large audience. Equipped for all phases of radio with station facilities for following rigorous schedules, permitting full use professional resources. Some experience in sound encuentra for excellent background. References Box 952D, BROADCASTING.

News editor—2 years major station experience plus local broadcasting. Some experience in newsroom management. Handling public relations, publicity. Age 27, M. A. Columbia. Box 958D, BROADCASTING.

Dime a dozen. Good writers are a dime a dozen. Some men are mediocre—half-dozens if stations have future. Commercial men must come up with production-minded. Small sample on request. Box 959D, BROADCASTING.

Young married veterinarian desires radio station position, intensive training in all phases of broadcasting, writing and sales experience, alert and dependable. Excellent references. Disc. Will travel. Box 960D, BROADCASTING.

Five years experience as women’s department manager, can create and maintain location or improve. Seeks station with opportunity for further responsibilities. Box 961D, BROADCASTING.

Young women’s service manager, experienced in promotion, copywriting, desk writing. Completed photography course, College graduate, eight years station experience. Female. Will travel. Autonomy available. Box 962D, BROADCASTING.

Television

Managerial

Need TV know-how? Management and program executive in metropolitan TV desires location to operate TV station, not in New York or Chicago. 3 years activities in management. Wishes to settle in smaller community. Box 929D, BROADCASTING.

Production-Programming, others

Attention: New television stations. Director, producer now available, station location, college graduate. Specialize in local programming. References from other stations. Box 930D, BROADCASTING.

Help Wanted

EXPERIENCED RADIO MEN! YOU CAN OWN YOUR OWN STATION

A small-town, network kiosk in a good competitive growing community has openings for men in all departments who are seeking opportunity. Station building constantly higher-quality—new facilities for staff of experienced, ambitious men who want some day to own all or a substantial part of their own station.

Since early days of radio this management has directly helped 3 men become station-owners and indirectly aided twice as many.

It provides for unusual people—with at least 5 years experience—salaries equal to comparable stations, plus profit-sharing NOW, plus a definite plan to add future financing of stations to be owned by staff members, in whole or in part.

Opportunities exist now and should always.

Applications will be held in confidence.

Send full data—where employed, present salary, experience, education, picture, anything you think helpful. You sell us. There's no hurry.

No money needed. No stock to buy.

Station seeks greater man-hour production thru team-work with above-average team of experience, intelligence, integrity, industry, ambition. Good people are needed to make a good station which can do a bigger share of advertising than ever. Good people want opportunity with good pay and good future.

WANTED BY

Radio Syndicate

One of the largest producers of commercially syndicated radio programs offers a top position to a properly qualified merchandise man. The man we seek is at present employed by one of the networks, by a large agency or by a prize merchandise organization. He has a wide acquaintance among manufacturers and an intimate knowledge of the problems of the radio awards promotion. His job with us will be to effect promotional arrangements with major manufacturers securing their participation on one of the country’s best known syndicated give-away programs. Present employment in similar work is an essential qualification. Write fully giving previous experience, present connections and money wanted. All inquiries will be held in strictest confidence. Our employees know of this ad.

BOX 980D, BROADCASTING

"PRIZE" MAN WANTED BY

Radio Syndicate

This is it!!

Production-Programming, others

Wanted to Buy

Stations

Radio executive interested buying small independent station near New York or Connecticut. Replies confidential. Box 749D, BROADCASTING.

Experienced broadcaster will pay cash for outlet in small single-station market. Prefer full-time network, Texas or adjoining states. Confidential. Box 749D, BROADCASTING.

Equipment, etc.

REI FM receiver or equivalent in good condition. George Woods, WURN-FM, Rome, N. Y.

Five kilowatt broadcast transmitter that does not break up to buy tubes and must not consume over 18.5 kW from the power line. Will pay $100. Box 292D, BROADCASTING.

Available soon—A five kilowatt broadcast transmitter with amazing range. Will sell 3 kW hours less power consumption. Watch February 12th issue of BROADCASTING Magazine.

For Sale

Equipment, etc.

MAKE AN OFFER

For Lehigh Tower, 300 feet. Self-supporting. Complete with installers, flasher, beacon, sails, late. Write BOX 933D, BROADCASTING.

PATCH CORDS

4 foot rubber covered, 2 conductor, tinned with Western Electric Type 241A plugs at each end. Price $1.25 each. Western Electric 241A plugs.

MASPETH TELEPHONE & RADIO CORPORATION

142 Ashland Place, Brooklyn 1, New York

(Continued on page 80)
BILL CARDIN appointed night-side news editor of KOMA Oklahoma City, replacing JERRY MARX, resigned. Mr. Cardin was formerly with KVOO Tulsa.

JACK LARSON, formerly news director for WBTU Butler, Pa., and before that assistant news director for WOEL Elyria, Ohio, pointed executive news editor for WTGV Akron, Ohio.

GEORGE YOUNG, veteran newspaper and radio reporter, joins news staff of WIBO Indianapolis, Ind.

RED BARBER, CBS sports director, cited as No. 1 full broadcast of 1949 by Sporting News.

HARRY RASKY appointed news chief of CHUM Toronto.

ROBERT ARDEN, news commentator, starts five weekly 15-minute commentaries on KFWV (FM) Hollywood.

JACK CUMMINS, formerly sports director of WPDI Jacksonville, Fla., for three years, appointed sports director of WTVJ (TV) Miami.

BRYSON RASH, special features director of WMAI-AM-TV Washington, and ABC White House correspondent, named chairman of the News Committee of Mile of Dimes campaign in Washington.

C. W. (Jack) JACKSON, director of agriculture for KCMO Kansas City, Mo., elected honorary member of Missouri Assn. of Soil Districts.

ERNEST McIVER, former CBS Washington newsman, now syndicated radio columnist, is the father of a girl, Jane Cracker. Mrs. McIver is Washington secretary to Arthur Godfrey.

JOHNNY CARPENTER, director of special events for KOIN Portland, Ore., elected chairman of Transportation Commission of that city.

JOSEPH IRWIN, on news staff of CKCW Moncton, N. B., and Frances Higgins have announced their marriage.

Susanna Irion

TWO-MONTH old daughter of FCC Attorney H. Gifford Irion, Susanna, was found dead by her parents Jan. 21. The child apparently suffocated under blankets in her crib, it was reported. The Irions have one other child, Chris- topher, age 8. Mr. Irion is with the Commission's transfer branch of the Law Bureau.

On All Accounts

(Continued from page 12)

Beverly Hills Chamber of Commerce.

In 1939 George climaxed a nine-year courtship when he married Eleanor Smith to whom he had announced intentions of marriage on their first date. His hobbies include Janet Lee, 5, and George W. (for Wallace in this case), 12.

The Irwins make their home at present in the San Fernando Val- ley, with future plans for building in Northridge, where George plans happily to take up farming again.

Radio MFRs.

Mid-Winter Meet Feb. 15-17

PROMOTION problems facing radio and television as the TV manu- facturing industry enters its biggest year will be discussed at the annual mid-winter meeting of Radio Mfrs. Assn. to be held Feb. 15-17 at the Stevens Hotel, Chi- cago.

Sessions of the RMA board, divi- sions and committees are included. RMA President Ramond C. Cosgrove will preside at the industry division sessions, which come just prior to the Feb. 20 resumption of FCC's color television hearings. Presi- dent Cosgrove will appear at the hearings to urge an early end of the FCC's TV freeze on new VHF stations and opening of the UHF frequencies.

Baker Heads Committee

Organization of the all-industry National Television System Committee will be pressed forward. The committee is headed by W. R. G. Baker, General Electric Co. vice president and director of the RMA Engineering Dept. [BROADCASTING, Jan. 25].

The session was authorized by the RMA Television Committee under Chairman Max F. Balem, Syl- via Electric Products Corp.

RMA will consider proposed ac- tion on the 10% radio excise tax in connection with proposals to repeal or reduce the tax. The prob- lem comes before the Excise Tax Committee, headed by Joseph Gerl, Sonora Radio & Television Corp.

Plans for the 1950 National Radio & Television Week project, handling jointly with NAB, will be dis- cussed as well as plans for the Feb. 22 awards luncheon of the Voice of Democracy contest.

The “Town Meetings” Committee, an industry project for training of television dealers, will discuss plans for further meetings. Other divi- sions and committees will meet. The sessions will open Feb. 17 with a meeting of the RMA board.

Radio GOA, only commercial station for India-Pakistan, starts 11-hour daily schedule, Pan American Broadcasting Co., station's exclusive commercial re- presentative, announced last week. Al- most all station's programming is either packaged shows or disk jockey periods.
WARREN MIDDLETON resigns as sales promotion manager of KMOX-St. Louis to return to his former position as assistant sales manager for John C. DRAKE, director of sales promotion and publicity, at WLS Chicago.

J. L. McINERNEY, who resigned from WZ Denver in 1942 after 10 years on announcing staff, returns to station Feb. 1 as publicity director.

Mr. McInerney reported first “man-on-the-street” broadcast in Denver, having done this in 1915.

WILLIAM G. GRAHAM appointed promotion manager of CHVC Niagara Falls, Ont.


MARY ELAINE CHERRY added to public relations staff at WGN Chicago after working in variety department of Chicago Tribune, owner of station.

Salesmen’s Hats

“PROMOTION” of Frederic W. Ziv pack, “Cisco Kid,” currently aired over WOR Parkersburg, W. Va., began its large dinner. Salesmen on routes of F. A. Greiner’s Bakery, local sponsor of show, were guests. Each received a “Cisco Kid” Mexican sombrero which he will wear on his route to promote show.

WLAW Cook Books

“COPIES” of cook book compiled from edibles submitted in WLAW Lawrence, Mass., contest last year, are being sent in station to some 20,000 housewives. Book is toned in sepia, green, blue and black. Covers feature microphotographs of station’s call letters, dial position and ABC affiliation prominently posted. Words, “Cook Book,” are formed of kitchen utensils, and drawing of Polly Huse, home economics counsellor who staged contest and won her entry W7A Polly show, complete cover. Fifty-two prize-winning recipes are included.

Mid-South Promotion

FIRST of promotion bulletins issued by Mid-South Network is map showing primary coverage areas of WROX Clarksdale, WNAG Grenada, WLO Tupelo, WROB West Point, WCBJ Columbus and WMOX-AM-FM Meridian, all Miss., stations comprising network. In addition to map, bulletins promoting individually WROB West Point’s mail pull of 3,800 cards and letters in six months for one show and Housewives’ Jackpot on WMOX-AM-FM Meridian were sent to trade.

25th Brings Silver

SILVER cards printed in blue were stuck under windshield wipers of cars which had exceeded their parking limits in Scranton, Pa. Cards read, “Your meter showed red... but today, Jan. 12, is WGBI’s Silver Anniversary... so we took the liberty of dropping a nickel in your meter... the next hour is our treat... and incidentally, you are always sure of a good treat if you keep tuned to WGBI...” Call letters, dial position and dates of station were included on card. Additional Silver Jubilee promotion was awarding of 25 silver dollars to listeners who observed their 25th birthday on same day as station.

Music Festival

SYLLABUS for 1950 Moncton Musical Festival released by CKCW Moncton, sponsor and operator of annual musical event. Festival, from May 15, is community service offered by station. Scholarships are available to successful competitors. Complete rules for interested contestants are given in syllabus.

Announcement Inspires

PROMOTIONAL announcement on free enterprise aired by WNMP Evansville, Ind., was heard by Cartoonist Don G. Moore of Daily Courier-News in nearby Elgin. Impressed by “effectiveness” of spot, Mr. Moore sent station an editorial cartoon contrasting British socialism and American democracy which was suggested by radio message. Copy of cartoon, with duplicates of promotion copy, being mailed by station to advertisers and clients in Chicago area.

Pie’s Pulse

DRAWING of chef holding large pie, cut and marked according to share of audience percentages in Washington, sent to trade by WWDC Washington. Figures were based on Pulse November and December survey. WWDC’s share is 10%. Rhyme beneath pie is, “Little Jack Horner sat in a corner, the latest Pulse survey to see. He worked out this pie, compared rates and said, ‘My! The best buy is WWDC.’”

Coloring Contest

OUTLINED pictures of “Gus the Gopher,” new feature on Mercury Chicago, were sent to Mercury dealers in Boston area for children wishing to take part in new contest. Contest is sponsored by Let’s Have Fun show on WQOP Boston, which is emceed by 9-year-old Betsy King. Stoger toy was warded to top three children who color picture, with giant fire patrol car as first prize. Let’s Have Fun is aired Sunday, 9-10 a.m., and features children’s stories and music.

Trips to Hollywood

TWO WMAQ Chicago listeners will win all-expense trips to Hollywood for listing their reasons for hearing NBC Chicago shows. Offer, which runs daily Six-Thirty Special, extended to persons 21 years or older who submit letters of 25 words or less before Feb. 1. Winners will fly to Hollywood Feb. 9, be guests on NBC’s Double or Nothing, visit numerous glamorous spots and tour movie studios. Entries will be judged on originality, aptness and sincerity.

More for Mutual

LATEST in series of promotions sent to trade by MBS is tear sheet reprinted from trade magazine. Page is made up of stories concerning placing of shows on network. Large plus sign is made by space between stories and carries caption, “The Plus difference is Mutual!”

Barker Barks

CROWD gathered in Philadelphia’s City Hall courtyard recently to receive bags of peanuts distributed free from portable stand operated by man dressed as carnival Barker. Promotion was on behalf of Ford Theatre’s presentation of “Back to Bed.” WCAU-TV’s Delaware carried show and furnished peanuts which carried name of show, time and station on bag.

Back-To-Bed Club

NOVEL promotion surrounds new show of CFCE Montreal, Ont. Morning Man Stan Harrison conducts disc spinning program from show window of local restaurant. Mr. Harrison interviews members of “Back-to-Bed Club” clad in club’s official uniform, nightgown, nightcap and candlestick. Show cards in “studio” window announce times of top shows heard over CFCE. Card featuring picture of Sleepy Mr. Harrison carries club’s by-laws and is sent to members.

WHBY Appleton, Wis., set new all time high in its airing of sports broadcasts during 1949, station reports.

Just Out!

The 1950\nBROADCASTING YEARBOOK

free to new subscribers

Copies for Current Subscribers Now in Mail

• Analysis 1949 radio-tv adv.
• Media costs
• Radio-tv billings
• Program Trends
• Audience Analysis
• AM FM TV stations, executive personnel
• 55 directories—550 p. complete radio-tv index

MAIL COUPON TODAY!

Broadcasting & Telecasting 870 National Press Bldg. Washington 4, D. C.

Yes, send me 52 weekly issues of Broadcasting and the 1950 Yearbook ($5.00 each at post office.

[ ] I enclose $7.00
[ ] Please bill me

NAME

ADDRESS

CITY ZONE STATE

YEARBOOK Special

January 30, 1950 • Page 81

BROADCASTING • Telecasting

Midwest Network Opportunity

Net current assets and real estate exceed $40,000.00. This property is one of the outstanding single station market facilities in the midwest. An excellent earner, but still developing and far from its peak. Showing a very high return on the purchase price of $110,000.00 for 100% of the stock. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
1335 New Hampshire Ave.
Washington 16, D. C.
STERLING 4341-4

CHICAGO
Harold R. Murphy
225 N. Michigan Ave.
Chicago 1, Ill.

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbbook 2-5672

MEDIA BROKERS
GEORGIA ASSN.

LARGEST attendance in the history of the Georgia Assn. of Broadcasters was reported at the Jan. 17-18 meeting held in the Hotel Dempsey, Macon, Ga. The meeting was arranged by WLAG LaGrange and WSAC Columbus, GAB representing 31 Georgia stations, *payments by stations to SESAC, payments for rights to broadcast high school football games and a proposed bill to be introduced in the Georgia Legislature to exempt stations from reporting their news sources of information. The GAB decided against taking any action on the proposed bill this year but planned to introduce such a bill in its 1974 session. Station hosts were WMBL WBBM WMaz WNWX, all in Macon. Mayor of the city, Lewis B. Wilson, entertained the broadcasters with a light magic show at a banquet which followed a cocktail party opening the meeting the night of Jan. 17. GAB adopted a resolution protesting a channel group* by Cunningham's son, also to conduct the annual election of officers by mail. Current terms of officers expire June 30.

Kilocycle's Mayor CARTOGRAPHERS take notice! There’s now a Kilocycle, Ga., and it already has a mayor. He is Lewis B. Wilson, Macon, Ga. (Macon, Ga.) The Georgia Assn. of Broadcasters named Mayor Wilson to that office in appreciation of his courtesies to the GAB which he has entertained with a magic show at the group’s Jan. 18 meeting in Macon. Action was taken, GAB resolved, because he “has demonstrated to over 75 radio men that he can do anything from boiling eggs to pulling rabbits out of the hat.” His domain extends from Macon to the south Georgia broadcast band and to make it media-legal also includes every FM and TV channel in the state.

WABB INCIDENT Three More are Arrested THREE more men, one of them a local labor leader, were arrested Jan. 21 on conspiracy charges in connection with an assault, earlier this month on Dean M. Durham, radio engineer at the transmitter of WABB Mobile [Broadcasting, Jan. 26], according to a story appearing in the Mobile Press Register, owner of the station. The arrests, which brought to five the total number of persons docketed at the Mobile jail, assured early detention was Jan. 20 by a Mobile County grand jury. Union engineers of WABB went on strike several months ago. On Oct. 25, 1970, a $400 reward was offered by the Press Register for information leading to the arrest or conviction of the person or persons pouring potassium acid through cable holes. Telephone and WABB-AM-FM lines were knocked out temporarily. [Broadcasting, Oct. 31., 1949].

Record Appearance At Macon Meet

(Continued from page 76)

Decisions Cont.: KVTX Dallas, Tex.—Granted mod. CP application changing ant. system WELR Roanoke, Va.—Granted mod. CP application to change studio location and change type of trans. ACTION ON MOTIONS (By Commissioner Hyde) Both Radio and Television Stations Inc., Grand Rapids, Mich.—Granted petition for dismissal without prejudice of their petition to change Commission’s own motion application for change of call letters WRIA Memphis, Tenn.—Granted petition for extension to Feb. 18 to file exceptions to initial decision. WIBC Indianapolis—Dismissed as most petition requesting waiver of Commission’s rules and grant of license for station without prejudice of their petition. WJFL New Orleans, La.—Granted petition for dismissal without prejudice of application. WGGN Beverly Hills, Calif.—Granted petition for dismissal of application without prejudice of application (for FM CP). FCC General Counsel—Granted petition for extension of time to file prejudice of petition filed in proceeding re application of St. Louis, Mo., for CP. [By Examiner Lavin] Howard M. Loeb, Phoenix, Ariz.—Dismissed as most petition requesting that hearing scheduled Jan. 23 in Washington, D.C., be continued for 60 days.
**Canadian Fees**

**Board Reserves Decision**

DECISION on 1500 fees for the Compsoors, Authors and Publishers of Canada (CAPAC), Canada's ASCAP, was reserved on Jan. 21 at Ottawa by the Canadian Copyright Appeal Board. CAPAC said it had lost 115 in fees from broadcasting stations, $20,000 more than last year.

Sum is based on 14c per licensed radio receiver. Half the fee is to be paid by privately-owned stations, and paid by Canadian Broadcasting Corporation. CBC protested the fee before the board on the ground that it only has 18 stations where there are 126 privately-owned stations. Justice J. T. Thorson, chairman of the board, stated that anyone satisfied with the fee could contest the matter in the courts.

**Canadian Independent Broadcasters**

**Government Cuts**

The government has cut the Canadian Independent Broadcasters (CIB) by $3,000 from its $15,000. The CIB has been trying to get the $15,000 for the past two years. The government said it was cutting the CIB because it was not doing its job properly.

**Radio Licenses**

The government has granted radio licenses to 100 stations in the Canadian Independent Broadcasters (CIB) for the next two years. The CIB has been trying to get the $15,000 for the past two years. The government said it was cutting the CIB because it was not doing its job properly.

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Docket Actions...

INITIAL DECISION

KWTO, Jackson, Mo.—Examined. J. D. Bond announced initial decision to grant application of Station KWTO for renewal of license to Co. to change from 5 kW-d. 1 kW-N to 5 kW-d. 610 kHz on directional on 5660. Decision Jan. 26.

Non-Docket Actions...

TRANSFER GRANTS

WWDC-AM-FM Washington—Granted assignment of license from Capital Best, Co. to People's Best Corp., lic. owner.


WJEM-FM Green Bay, Wis.—NTS and grant to Philabund. Inc., assignee upon their selling WJED-WC. Original decision was Jan. 1.


WNEB New York—Granted assignment of license from Greater New York

FCC Actions (Continued from page 4)


Extension Granted

WWPG Palm Beach, Fla.—Granted temp. extension of license to June 1, 1950.

Transfer Granted

WCLD C. W. Lapps, Low Timms and C. W. Lasater, Inc., Cleveland, Ohio, to Cleveland, Miss.—Granted consent to assignment of CP from partnership of three equal partners to new CP in which three assignors partners hold all voting stock increase! Bishakle's interest to 51%.

Transfer Denied

KRFM Fresno, Calif.—Denied request for waiver of CP rules to permit KRFM to change broadcast location to Grantville, Calif. from its present location.

WARL-FM Atlanta, Ga.—Denied request for waiver of CP rules to permit WARL-FM to operate same time seven days a week, and locate to be selected by station.

WTVT-FM Fort Lauderdale, Fla.—Denied request for waiver of CP rules to permit WTVT-FM to operate same hours, number of hours as its associate D only station WTVL.

STA Denied

WVBT Bristol Center, N. Y.—Denied request for STA to operate on CP on Ch. 23 pending Commission action on WVBT's application to change frequency to Ch. 31.

January 26 Applications

ACCEPTED FOR FILING

AM—910 kHz

KPOF Denver, Colo.—Mod. license to change hours of operation from 9:00 p.m. to 7:00 a.m. (KFXA to specified hours). Decision Jan. 27.

KXEL-FM Waterloo, la.—Mod. CP to new FM station for extension of completion date.

KXOM-FM Minneapolis, Minn.—Mod. CP to new FM station for extension of completion date.

WSDX Louisville, Ky.—Mod. CP, construction permit to new FM station for change to frequency of 88.1 mc Ch. 291. Decision Jan. 27.

KXZZ-AM-FM Fort Worth, Texas, to KXZZ-FM Dallas, Texas—CP new FM station to change studio location from Dallas to Fort Worth. Decision Jan. 27.

COMING...

THE GREATEST ADVANCEMENT IN FIVE KWATTED TRANSMITTERS SINCE THE AIRCLOODED TUBE.

DATES...SEE FEB. 13 BROADCASTING

FCC ROUNDPOWN

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 26

Summary of Authorizations, Stations

On the Air, Applications

Class

Total

On Air

Licensed

CPS

APPLICANTS

AM Stations

2,807

2,058

148

178

WQOQ-WQD St. Paul, Minn., to WQOQ-WQD: Assigned.

832

683

49

52

WQOQ-WQD St. Paul, Minn., to WQOQ-WQD: Assigned.

98

72

16

18

WQOQ-WQD St. Paul, Minn., to WQOQ-WQD: Assigned.

* Four on the air

NEW CALLS—KGLK Glenwood Springs, Col. (Western Slope Best, Co.), to KGLK: Granted.

KFBI Allentown, Pa.—Granted to new CP (17%), which was originally assigned to Des Moines, J. D. Breyer.

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REVISED HANDBOOK

Amateur's Volume Issue


The 1950 edition of The Rad Amateur's Handbook, compiled the staff of the Amateur Radio Relay League, Inc., with a careful revision of basic data to incorporate new developments in the field of communication. The new work, written in a concise but emphatic style is well illustrated and sections on methods to reduce interference to TV reception.

The handbook, as in previous years, tells amateurs about manufacturers from around the world and their products. It also contains many illustrations and diagrams. This handbook presents the important features of equipment for beginners. For advanced radio enthusiasts, the handbook contains an extensive section on methods to reduce interference to TV reception.
IMPS Stressed

EDITOR, BROADCASTING:
First, let me thank you for the excellent coverage you gave our film, "Lightning Truck," in the Jan. 22 issue of BROADCASTING. Also, I should like you to know how much we appreciate your favorable editorial comments regarding the production.

However, there was one thing which displeased us greatly in this spread—and that was the incorrect credits you gave in identifying our organization. Most people know us as IMPS—and few people will associate us with the various names you have given us. They are specifically:

1. Independent Motion Picture Producers Society.
2. International Movie Production Service.
3. Though we were correctly identified in the editorial as the International Movie Producers' Service, we like to have that title preceded by "IMPS—International Movie Producers' Service."

We would appreciate your printing a correction to this effect in your next issue.

Thank you very much for your cooperation.

Ben Gradus
IMPS-International Movie Producers' Service
New York

Cites Pearson DB

EDITOR, BROADCASTING:
Everybody is taking a crack at you on the Drew Pearson DB. Top this one: we are probably the only station in the country doing a rebroadcast the following day at noon, of Drew Pearson since Nov. 7, 1949.

This is in keeping with our campaign, as reported in BROADCASTING, to rebroadcast night time network shows that are missed because of TV. Maybe the sponsors will wake up to the agencies and networks.

Lou Poller
Pres.
WPWA Chester, Pa.

Lauds Magazine

EDITOR, BROADCASTING:
I have been a subscriber to BROADCASTING magazine for nearly eight years and still think it's the greatest thing in print next to the Bible. . . .

Dana W. Adams
Announcer
KFDF Wichita Falls, Tex.

LEE ESTATE
Hearing Held in Los Angeles

FIRST financial accounting of the estate of the late Thomas S. Lee showed an exact valuation of $9,410,492.12, according to documents submitted to the Los Angeles Superior Court last week. Mr. Lee fell or jumped to his death from a Los Angeles office building Jan. 13 [BROADCASTING, Jan. 23, 16].

The evaluation was brought out last Tuesday at the court when Judge Newcomb Condee approved the first financial accounting submitted by Lewis Allen Weiss and Willet H. Brown, chairman of the board and president, respectively, of Don Lee Broadcasting System, as guardians of Mr. Lee’s estate. Judge Condee at this hearing formally discharged Mrs. Nora S. Patee, his aunt, as guardian of Mr. Lee’s person. The guardians were appointed Sept. 8, 1948, shortly after Mr. Lee had been declared mentally incompetent to handle his own affairs.

Five voluminous reports concerning management of the radio-television and automotive enterprises of the estate were also ordered sealed for at least three years by Judge Condee. He held the volumes contained “business secrets” which should not be available to the public.

ABC GIVEAWAY
Sterling, Trimount Buy Parts

STERLING DRUG INC. and Trimount Clothing Co. each have purchased quarter-hours of ABC’s Sunday evening giveaway, Stop the Music. Gross time billings for the two accounts amount to $20,000 a week.

Effective March 5, Sterling Drug for Ionized Yeast and Double Dan derine will sponsor the 8-8:15 p.m. segment of the 8-9 p.m. show. Dancer-Fitzgerald-Sampole Inc., New York, is the agency. Trimount Clothing, through William H. Weintraub & Co., New York, begins sponsoring the 8:15-8:30 p.m. segment effective March 26.

WANT THE FACTS IN CINCINNATI?
→ See Centerspread This Issue ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
S. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

January 30, 1950 • Page 85
PARAMOUNT ON VERGE OF SELLING DUMONT STOCK

PARAMOUNT Pictures reported last week to be on verge of selling its stock interest in Allen B. DuMont Labs for price said to be in $10 million range. Identity of prospective buyers, strictly guarded secret, has reportedly been General Electric, IT&T, Emerson Radio Corp., and Westinghouse Corp.

Dr. Allen B. DuMont, president of laboratories and TV network, said he regarded reports that Paramount was planning to sell DuMont and Paramount were opposing this rule. As owner of all Class B shares, Paramount is entitled to name three of DuMont's eight directors.

Interest is not lucrative, but financial sources estimate present market value at about $7.5 million for total Paramount holding. It was believed Paramount would not relinquish stock for appreciably less than $10 million.

AMENDMENT ACCEPTED IN BIRMINGHAM CASE

FCC MAJORITY Friday accepted amendment by N. P. Baker, Jr., of Alabama, that would allow licensee of WTBN Birmingham, Ala., to correct defective verification of application to switch from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc, grant of which was appealed by Johnston Broadcasting Co., which wanted to use 1490 kc, and to begin untangling of long-pending legal snarl. FCC majority further authorized Pilot Broadcasting Corp., present WTBN licensee in which Mr. Beach is 60% owner and Texas broadcaster, Roy Hofheinz, is 40% owner, to file amendment within 30 days to show it is now applicant for change of assignment in dispute. Order is subject to appeal and such appeal would be set for further hearing with Johnston.

Legality of majority ruling was hit in dissent by Commr. R. L. Rauschenberg, who said FCC could correct defects by amendment if the court ruled it could. He added that, if the court ruled it could, it should have been done in the first instance. As further hearing is set for September of original grant to WTBN and subsequent transfer.

SACKETT ADDS NEWSPAPER

SIEFFTON E. SACKETT, West Coast broadcaster and publisher, who has bought KRSC Seattle, Washington, to FCC approval [BROADCASTING, Dec. 26, 1949], Friday was reported buying proposed successor, Seattle Star, for newspaper to be called Seattle World. Purchase, from Publishers David and Tommy Stern, reportedly entailed $150,000 and handled through Henry Broderick Inc. Mr. Sackett's pending purchase of this newspaper was announced to the stockholders at annual meeting for $112,000, with sellers retaining cash on hand and accounts receivable.

AT&T HEARING RESCINDED

HEARING on whether AT&T should be required to interconnect its intercity TV facilities with the Western United States, rescinded Friday to March 6 by FCC Hearing Examiner J. Fred Johnson Jr. after preliminary, only two intervenors, Television Broadcasters Assn. and Philco Television Broadcasting Corp.

NBC REVISES SATURDAY NIGHT TV PROJECT

IN REVISED plan for proposed Saturday night television program—first version of which caused protests to FCC—NBC-TV has added affiliates in markets having three or more affiliations, instead of two, but those in markets of only one or two stations may accept any part of proposed show, BROADCASTING learned Friday.

In NBC's original offer, all affiliates asked to run show 9:30-10:30 p.m. show, on that order withdrawn and replaced by one wired to 28 interconnections last week (see story page 62).

Wire signed by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, said stations would be paid regular network rates, that they would be advised in advance of scheduled Feb. 25 premiere of advertisers on program. Show is variety type, with first hour originating in Chicago and other hour-and-half in New York.

Comdr. Mortimer W. Locwe, executive director of DuMont Network, issued this statement: "For complaint based on NBC's wire of Dec. 28, 1949, is now in hands of the FCC and awaits its disposition, we believe that while NBC's original offer contained a violation of the Act, it has been modified in accordance with the copy of Weaver's wire of Jan. 8, our basic objection—the right of a network to purchase time on its own behalf under a contract of network affiliation from stations in one-station markets without limitation—constitutes an act which would tend to free competition in such markets among the major networks now operating.

ZUGSMITH, SMITH DAVIS INVOLVED IN LITIGATION

ALBERT ZUGSMITH and radio station-newspaper brokerage firm of Smith Davis emulated in Federal court action in New York. Mr. Zugsmit sued Smith Davis and others for $2,600,000, charging breach of contract. Mr. Davis will file cross-complaint charging Mr. Zugsmith with misappropriation of funds of Smith Davis Corp., which Mr. Davis asserts is in process of liquidation.

Mr. Zugsmith's business was broker for stations and newspapers in association with Vincent Mann and Howard Stark, but not as corporation. In his suit Mr. Zugsmith, who was joined as plaintiff by his wife, Ruth, alleged that he and Smith Davis Corp. of which he was officer and director, interfered with his negotiations with clients, and he claimed numerous breaches of contract. In cross complaint Mr. Davis will charge Mr. Zugsmith with misconduct as director and officer of corporation and with misappropriating company funds for personal use. Notice of these charges was given Mr. Zugsmith in letter from Mr. Davis Oct. 11, although no court action then instituted, cross complaint will assert.

ABC PROMOTES VAN DAM

DREW VAN DAM, employment manager of ABC, promoted to personnel director following resignation of Frederick Lynch Jr., Mr. Lynch, with ABC since 1942, appointed personnel director of Central National Bank of Cleveland.

WWOK SILENCE EXTENDED

WWOK Flint, Mich., 1 kw output on 1470 kc, granted additional 30 days' authority by FCC Friday to remain silent pending negotiations for sale to Ann Arbor prospect. WWOK off air since Dec. 24.

still-pending plan of M-G-M to originate minimum of 50 hours per week of new program to be called "Black Dragon Detective Circuit." Although nothing has jelled beyond conversation stage, discussions have been continued, a presumably deal still could be closed.

FOOTE, CONE & BELLING, New York, preparing spot announcement radio campaign run early in February for new Ingrid Bergman picture "Stromboli."

FALSTAFF BEER through Dancer-Figerald-Sample, New York, preparing spot announcement campaign.

CHICAGO CITY Council project to petti FCC to reopen TV licensing in Chicago, because of unfairly competitive situation with New York and Los Angeles TV centers, has stimulated nationwide interest and several other large metropolitan areas understood to be considering similar projects.

SHORTLY to be announced will be election of Richard A. Borel, general manager of WB, Columbus, Ohio, as director of Directors of Columbia Dispatch and to board of Ohio National Bar which, along with station, are Wolfe enterprises.

SEVERAL AGENCIES making presentation to Speidel Corp., Providence, (watchband radio and television advertiser, whose courage agency is Cecil & Preabrey. Decision to be made in New York last weekend to arrange closing date, probable Feb. 1. No changes in staff or policy operations of New York independent are contemplated (story page 25).

HOLLYWOOD ACADEMY ANNOUNCES AWARDS

AWARDS for "best live" and "best kinescoped" TV shows received Friday by CBS-T Ed Wynn Show and NBC-TV Texas Star. The 10th annual Academy of Televison Arts and Sciences second annual award dinner, Ambassador Hotel, Los Angeles.

KTTV (TV), Los Angeles, Pantomime Queen (live) and CBS Studio One (kinescope) gave honorable mentions. Other awards: (ABC's) KTVA (TV) Los Angeles Time-Buddy; (outstanding live personality) Wynn; (outstanding kinescope personality) Milton Berle; (best film for TV) NBC L of B (live); (best TV commercial) Lucky Strike; (best public service) ABC Crusade in Europe (station achievement) KTSA; (best spot coverage) KECA-TV Los Angeles; (technique award) Harold Jury, Don Lee TV technician.
Teamed for SERVICE

PHIL EVANS  KEN PARSONS  BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time market caster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People

#1940 Census

7th Oldest CBS Affiliate

KMBC OF KANSAS CITY
5000 on 980

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City

KFRM For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Agency time buyer or Advertiser: How does this sound to you?
Radio programming facilities unrivaled outside New York or
Hollywood production centers... A 200 person talent staff
including some of America’s biggest name entertainers... And
to reach the booming Central-South market the most powerful signal now authorized
any American radio station—50,000 watts on an interference-free Clear Channel.

That’s what you get when you buy WSM. That’s why with 2612 stations
in this country there is still Only One WSM.

HARRY STONE
General Manager

IRVING WAUGH
Commercial Manager

EDWARD PETRY & CO.
National Representative

SALESMAKER TO THE CENTRAL-SOUTH
Success story:

Talk about results from WLEE! Just read this story about the Richmond chemical company which makes a liquid bleach used in washing clothes.

This manufacturer started advertising his bleach on WLEE. *In just 11 weeks, orders from retailers had exceeded his production capacity!* For four weeks he had to stop advertising the bleach (he plugged a glass cleaner in its place) until he caught up with the orders.

Results like this from WLEE are everyday events for Richmond advertisers. More and more national advertisers are learning that WLEE is the Richmond station that gets results—fast! If WLEE is not on your list, get the whole story from your Forjoe man today!
Wise advertisers are buying NOW

May we suggest that you contact your Petry man now for preferred positions.

WHAS-TV
Louisville, Kentucky

Coming to Louisville: Television in the WHAS Tradition

Victor A. Shoquis, Director  *  Neil D. Cline, Sales Director

Affiliate of The CBS Television Network

Associated With The Courier-Journal & Louisville Times

Represented Nationally by Edward Petry & Co.
to 27 New England Markets

In every important New England market you can present your product with direct, local emphasis by using a Yankee home-town station — the sure way to command immediate attention.

Every one of Yankee's 27 home-town stations has the impact that comes from complete local dealer and consumer acceptance. Each station provides complete neighborhood coverage of its city and suburban area.

You can make your New England campaign one operation, with vital local impact in each key spot and blanket coverage of 27 top markets in six states. Yankee's 27 home-town stations are your media for sales results in New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Upcoming


Feb. 8-10: NAB Board of Directors, San Marcos, Calif.

Feb. 10: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.


(Other Upcomings on page 119)

Business Briefly

NEW SPONSOR o Nineteen Hundred Corp., St. Joseph, Mich. (Kenmore washing machines, etc.), using radio and TV first time in release of 50 written and recorded AM spots and three TV film commercials to dealers and distributors nationally for cooperative sponsorship. Agency, Bonomet & Holman, Chicago.

ARROWHEAD APPOINTS o Arrowhead Network (Wisc., Minn.) names Ral-Tel Representatives as national spot representative, according to Marlin E. Smythe, national sales manager of network.

RESIGNS ACCOUNT o Weiss & Geller, Chicago, resigns Elgin-American (compacts) account, replacing it with accounts totaling $1,200,000, according to Marvin L. Mann, radio and TV director. Elgin-American spent $800,000 on radio and TV last year, plans over $1 million this year. Ruthrauff & Ryan and Russel M. Seeds mentioned among agencies likely to land Elgin-American account.

SNABBING OF RADIO BY MILITARY PROTESTED

DISCLOSURE that Grant Advertising agency for U. S. Army and Air Force recruiting, had no funds allocated to buy radio time although $1 million earmarked for space buying in first half of 1950, has provoked widespread protests by stations.

Encouraged by some national representatives and by BAB, stations have written Congressmen objecting to short changing of radio—celebrated as donor of free time to recruiting and other public service causes.

License fees grow into general revolts against long practice by government agencies of paying for space in magazines and newspapers while seeking free time for same campaigns from radio (see story, page 15).

At least two temporary Court Station reported to have cancelled number of Army programs and commercials it had been broadcasting free.

RADIO, GOVERNMENT LEADERS AT CORRESPONDENTS DINNER

PRESIDENT TRUMAN, government and broadcasting officials participated in annual dinner of Radio Correspondents Assn., held Saturday at Statler Hotel, Washington. Dot Hope was m. c. Elmer Davis, ABC is association president.

Talent, provided by networks with NBC as coordinator, included Who Said That? with Bob Trout, H. V. Kaltenborn, Vice President Alpine Barkley, Oscar Levant and John Cameron Swayze; Russ Swan; Mindy Carson; Dennis Day; NBC orchestra under Norm Clossier. President Truman was given television table made from White House furniture. Who Said That? telecast by NBC-TV network.

List of head table guests follows:

President Truman; Vice President Barkley; Hunt Baldwin; UNC Secretary Justice Hugo Black

(Continued on page 122)
Neilsen's survey, published in Broadcasting Magazine, shows conclusively 10 out of 10 highest rated programs in the nation are CBS presentations... ALL ON KRLD!

Neilsen's survey also reveals that 14 out of the first 15 highest rated programs on the air are CBS shows... ALL ON KRLD! That means AUDIENCE... AND SALES RESULTS!

That's why KRLD AM is FIRST—MORNING 8:00 to 12 Noon, EVENING 6 to 10:30 p.m. and SUNDAY AFTERNOON 12 Noon to 6:00 p.m. 3 out of 5 against all stations in the Dallas-Fort Worth area. (Hooper for Dallas—October and November).

that's why KRLD-KRLD-TV Are The BIG TOPS In Texas and the Great Southwest Market

This is why KRLD Is Your Best Buy
Example #22

A new advertiser, without previous radio experience, bought a participation on WIP's "Dawn Patrol" (1:00 A.M. to 6:30 A.M.) ... and six weeks later he wrote his agency ...

"Our service department has picked up considerably and last week we sold four of the five cars we advertised ... we would like you to examine the possibility of ADDITIONAL RADIO TIME."

Yes, WIP is ... LIGHTNING THAT TALKS—profit!
The three tubes illustrated are striking examples of RCA's pioneering in modern tube development... the kind of engineering leadership that adds value beyond price to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% less filament power than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of every RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.

The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

HARRISON, N.J.
Radio broadcasting certainly is different on the Pacific Coast. Thousands of mountain ranges (5,000 to 14,495 feet high), great distances between markets and low ground conductivity all put the Indian sign on long-range broadcasting.

It is necessary to use local network stations located in the important markets to reach all of the people all of the time.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (the three other networks combined have only 48 stations).

Only Don Lee has the flexibility to offer a local network station in the Pacific Coast markets where you have distribution.

LEWIS ALLEN WEISS, Chairman of the Board • WILLET H. BROWN, President • WARD D. INGRIM, Vice-President in Charge of Sales
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • Represented Nationally by JOHN BLAIR & COMPANY

Of 45 Major Pacific Coast Cities

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<th>ONLY 10</th>
<th>3</th>
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<td>have stations of all 4 networks</td>
<td>have Don Lee and 2 other network stations</td>
<td>have Don Lee and 1 other network station</td>
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It's the most logical, the most economical coverage you can get on the Pacific Coast. You buy only what you need, and you get what you buy every time.

That's why only Don Lee regularly broadcasts as many—or more—regionally sponsored programs as the other three networks combined.

**Don Lee Stations on Parade: KPUG—BELLINGHAM, WASHINGTON**

It is nearly 100 miles from Seattle to the Canadian border, yet Don Lee is the only network that has a station between these two points. Within 30 miles of Bellingham live 117,000 people who annually spend well over 100 million dollars in retail sales. When your program is on the Don Lee Network you get LOCALIZED coverage of this market with the 1000 watts of KPUG—one of the 45 stations used by Don Lee to cover the Coast.

The Nation's Greatest Regional Network
CANNERS LEAGUE OF FLORIDA begins series of 10 or more half-hour shows on three Florida stations, WFLA Tampa, WDBO Orlando and WONN Lakeland. Series is titled Golden Harvest of Melody.

WALGREEN DRUG Co., Chicago, to sponsor Cavalcade of Bands, ABC-TV series, for expected 52 weeks on WTCN-TV Minneapolis and WAVE-TV Louisville, supplementing WENR-TV Chicago sponsorship. Firm buys Cavalcade of Stars, DuMont co-op, on WGN-TV Chicago. Agency: Schwimmer & Scott, Chicago.

NATIONAL SELECTED PRODUCTS Inc., New York (7-Minit muffin mix, pie crust mixes, 6 O’clock pudding, etc.), names Geare-Marston, New York, as agency. Test campaigns planned.


TENNESSEE BISCUIT Co., Nashville, Tenn., appoints L. W. Roush Co., that city, to handle its advertising. Radio will be used. Dandridge W. Caldwell is account executive.

UNICORN PRESS, New York, through Victor A. Bennett, also New York, purchases Friday night edition of Headline News, 8:30-9 p.m., for 13 weeks on three DuMont TV Network stations, WABD (TV) New York, WAAM (TV) Baltimore and WTTG (TV) Washington.

CROCKERY DEN, Wilmington, Del. (glass ware), appoints Kates-Haas Adv., same city, to handle 10-month campaign. Television will be used. Alan Goff is account executive.

ILLINOIS PACKING Co., Chicago (Illinois brand fresh meat), will expand its Chicago TV schedule to all four city stations about Feb. 10 for 52 weeks with possible exception of Thanksgiving through Christmas period. Firm now uses spots on WNBQ (TV) and WBBK (TV) and will add 20-second film series to WGN-TV and WENR-TV all in Class A time, if plans are concluded. Agency: Phil Gordon, Chicago.

COLGATE-PALMOLIVE-PEET (Palmolive soap), adds C. P. MacGregor transcribed show, King Cole Court to its schedule over Lawrence Marques Radio, South Africa, bringing to five, number of its weekly shows over the station. Agency: Grant Adv., South Africa.

TELCO TELEVISION Inc., New York, appoints Lew Kashk & Son Adv. Co., same city, to handle its advertising. Television will be used.

SOUTHERN CALIFORNIA CITRUS FOODS, Redlands, Calif., (Real Gold Quick Frozen orange juice), Feb. 15 starts six week radio and television test campaign on as yet undetermined Seattle stations. Spots and participations will be used on AM; spots on TV. Agency: J. Walter Thompson Co., Los Angeles.


Network Accounts • • •

GORTON’S OF GLoucester (canned and frozen fish) Feb. 16 begins participation in CBS-TV Homemakers’ Exchange. Show heard daily 4-4:30 p.m. H. B. Humphrey Co., Boston, is agency.

Adpeople • • •

JOHN R. CHRISTIE, formerly account executive with Dan B. Miner Co., Los Angeles, joins advertising and sales promotion department of Myttinger & Casselberry Inc., distributor of Nutrilite food supplement, Long Beach, Calif.

LEE H. BRISTOL, president of Bristol-Myers Co., appointed chairman of advertising committee for Brotherhood Week.
When a city more than doubles its size in five years the implications are far-reaching. In the case of prosperous Albany such a population growth has meant more demand for goods of all kinds ... more money spent for food, housing, clothing, luxuries ... a bigger, more lucrative market for YOU to tap through KGW's COMPREHENSIVE COVERAGE.

Oregon's population growth in the last nine years has been the largest in the nation. The relatively untapped resources of the Northwest ... water-power, timber, agricultural and manufacturing opportunities ... are bringing the modern pioneer West to settle in just such solid, vital communities as Albany.

KGW DELIVERS Albany ... as it delivers Comprehensive Coverage of the fastest-growing market in the nation.
FRANK LINDER, manager of the McCann-Erickson office in Bogota, Columbia, for three years, transferred to agency’s foreign department in New York as service supervisor on several international clients. They are: Standard Oil Co., Leh & Fink, Pharma-Craft, Tampa and Coca-Cola Export Sales Co. JAIME GARZON, assistant manager, succeeds Mr. Linder in Bogota.

PAT SWEENEY, public relations and promotion director of Dancer-Fitzgerald-Sample, New York, resigns to establish own firm to service agencies with public relations counsel. Temporary offices at 349 East 14th St., New York.

RUTH GOREN, formerly assistant director of television department of Kenyon & Eckhardt, New York, elected vice president of Loise Mark & Assoc., Milwaukee. She will head radio-television department of agency.

ROBERT (BUCK) BUCHANAN, former director and moderator of Northwestern U. Reviewing Stand on Mutual, joins Young & Rubicam, Chicago, as radio supervisor in radio and television department, which is headed by PHIL ROWAN. Mr. Buchanan is former radio public relations director at Northwestern.


PAUL MICHELSON, formerly with Foutte, Cone & Belding, San Francisco, joins copy department of Guild, Bascom & Bondgill, same city.

PRICE, ROBINSON & FRANK Inc., Chicago, elected to membership in American Assn. of Advertising Agencies. Firm formed from split of C. J. LaRoche & Co. into two separate agencies.

MORT DUFF Agency, Phoenix, Ariz., sells Omaha office to HAROLD E. ROLL, manager of office since last May. Office becomes Harold Roll Agency, and will service new accounts as well as those formerly handled by Mort Duff Agency in that area.


WILLIAM M. WALL, former copywriter at Cities Service, joins copy staff of BBDO, New York.


MAURICE C. COLEMAN, for past year manager of WATL Atlanta, resigns to return to his advertising agency, Maurice C. Coleman & Assoc., Atlanta.

POINT of PURCHASE Advertising Institute Inc. affiliates with Advertising Federation of America. JOHN M. PALMER is president of POPAI.

JAMES L. FALLOn, formerly vice president of Davis & Co., Los Angeles, joins Erwin, Wasey & Co., same city to work on contract and creative staffs.

ALBERT M. CROPP, formerly assistant advertising manager of Acme Aluminum Alloys, Dayton, Ohio, joins Griswold-Ehleman Co., Cleveland, as assistant account executive.

W. H. FLEISCHMAN appointed manager of Toronto office of Benton & Bowles Inc. He joined Toronto office two years ago as account executive, after working at McKim Adv. Ltd., Montreal.

HARRY W. MORRIS, formerly with KGO San Francisco sales staff, joins Vernor Advertising Agency as account executive.

ROSS GARDNER & WHITE, Los Angeles, moves to new quarters at 2326 West Eighth St. Phone is Dunkirk 7-7211.

McGUIRE ADV. Ltd., Windsor, Ont., opens branch at 822 Sherbrooke St. East, Montreal, with Lionel J. St. Jean as manager.

BRISACHER, WHEELER & STAFF, San Francisco, announces construction on its new $300,000 office building will begin about March 1. Building will be located on Bush St., between Franklin and Gough.
Builds Results at Low Cost

Because...
The Riding Audience...
Is the Buying Audience

*In Baltimore, one of the nation’s largest markets, another advertising medium is making its sales impact felt because...

Transit Radio Reaches an Audience in Transit:
Riders are close to points of sale, actually in position to act now in response to your advertising.

Transit Radio Reaches a Counted, Guaranteed Audience:
The advertiser knows how large an audience he is reaching. The rate he pays is based essentially on the actual count of paid passenger fares.

Transit Radio Reaches a Selected Audience:
Different occupational groups, age-groups and income-classes ride the buses during the various time periods of the day. Since this audience composition is known, the advertiser can select his most logical customers by selecting the hours when they ride.

Transit Radio Provides Pleasant Programming—
Music, news, weather reports, time signals, sports scores, special features.

National Representatives: Transit Radio, Inc.

250 Park Avenue
New York 17, N. Y.
Murray Hill 8-3780

35 East Wacker Dr.
Chicago 1, Illinois
Financial 6-4281

WMAR-FM
Your Transit Radio Station
Baltimore, Maryland

Is available in all these markets and others coming soon.

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Hgts., Md. WBUZ
Cincinnati, Ohio WCTS
Des Moines, Iowa KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Texas KPRC-FM
Huntington, W. Va. WPLH-FM
Kansas City, Mo. KCNO-FM
Omaha, Nebr. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGRY-FM
what's new?

Everything is new with KOME the Mutual station in Tulsa, Oklahoma

- New power...now 5000 watts*
- New frequency...now 1300 kc
- New representative...

Weed and company

New York • Boston • Chicago • Detroit
San Francisco • Atlanta • Hollywood

*daytime: 3000 watts night
MORE spot business was broadcast in January than in any other month to date in all radio history, in the opinion of leading station representatives.

Actual dollar spot expenditures computed and tabulated and will not be for some weeks, but according to the men who sold the time, January appears to have hit an all-time high in the use of spot radio.

An influx of automotive business announcing the 1950 models was the most frequent explanation given for the peak billings in January, a month that usually lags behind December in the volume of spot radio advertising. Some representatives also noted that radio advertising of cold cures and other remedies, particularly the new anti-histamine products, was unusually heavy during January.

The representatives remarked that the makers of foods, cigarettes, soaps and other users of spot radio maintained normal or better than normal campaigns during the month.

Lewis H. Avery, president, Avery-Knodel, told Broadcasting: "This will be our best January. It will also be the best month since we started in business."

'Best Month Yet'

George W. Bolling, president, The Bolling Co., said: "There's no question about January 1950 being the best month in the history of the business." And he added that from all indications 1950 ought to turn out to be the best year his firm has ever had.

Joseph F. Timlin, New York manager of The Branham Co.'s radio division, said that although final figures for January are not yet available, he is sure that it will be the best month to date. Like the others he credited the all-time high billings to automotive and anti-histamine advertising.

Frank Headley, president, Headley-Reed Co., reported that "without question, January will be the best month in our business," although, he, too, said that he would not have actual dollar figures for some weeks. Conversations with managers of stations represented by his firm indicated, Mr. Headley said, that the week of Jan. 9 was probably the best week in their history, due to a concentration of

**FREE TIME ABUSE**

By J. FRANK BEATTY

ABUSES of radio's generosity in offering free time are increasing and the NAB Unaffiliated Stations Committee proposes to stop these abuses as well as to turn some of the time applicants into customers.

The committee came up with several specific suggestions at a Thursday-Friday meeting at NAB headquarters, Ted Cott, WNEW New York, presided. In addition the committee drew up plans for the "Independents' Day" meeting at the Chicago NAB Convention, Sunday, April 16, as well as a foreign language meeting the following morning.

Basic device to impress on the countless thousands of free-time applicants that radio time is valuable and that stations are anxious to cooperate in worthy causes will be the use of a dramatic billing technique.

This plan is simple. When a government, civic, religious, welfare or similar agency asks for free time, the committee recommends that the station send the applicant a bill for the time. This bill would be marked "paid."

**PROBLEMS of independent stations occupied the two-day session of NAB Unaffiliated Stations Committee. L to r: Lee W. Jacobs, KBKR Baker, Ore.; Robert Maynard, WSVS Grove, Va.; Ted Cott, WNEW New York, chairman; Patt McDonald, WHHM Memphis; Melvin Drake, WDGY Minneapolis; Ben Stout, WWDC Washington.**

Ford Dealers, through J. Walter Thompson Co., advertised 1950 Fords on more than 200 stations in a campaign which began in the fall and which, at its peak, included more than 1,000 stations.

Hudson Motor Car Co. advertised its new models on some 700 stations in a campaign placed by Brooke, Smith, French & Dorrance. Packard Motor Co., through Young & Rubicam, also sponsored a spot campaign, using jingles for the new Packards.

Chrysler Corp. utilized extensive spot campaigns for its new cars during January, advertising Plymouths (through N. W. Ayer & Son) in 240 markets, Dodges (Ruthrauff & Ryan) in more than 1,000 markets and a widespread campaign for DeSotos (BBDO). These spot schedules have been (Continued on page 102)
Mutual part WWDC September Venard decade owned Murray continuing Northwest.

The WWDC-WOL interchange of facilities was approved by the FCC Jan. 26.

WEAM is owned by Harold H. Thoms, also interested in a group of stations in the Southeast. Two of the outlets—WAYS Charlotte and WSSB Durham, N. C.—are MBS affiliates. Negotiations were handled for MBS by E. M. Johnson, station relations vice president.

Mr. Thoms said WEAM is working on plans to open Washington station. He added that WEAM's 5 kw transmitter is located just four miles from the heart of downtown Washington business district. WEAM took the air 2½ years ago as a 1 kw daytime outlet, increasing to 5 kw full time directional on 1390 kc last March.

MBS plans to retain, for the time being at least, its Washington office and newscast at 1627 K St. Southwest. A. A. Schechter, MBS vice president in charge of news and special events, will continue to supervise the Washington news operation with Hollis Snowey continuing as head of the MBS capital office.

When the change-around becomes effective WWDC will move from 1000 Connecticut Ave. N.W. to 1627 K St. present WOL headquarters, and WOL, under Peoples Broadcasting, will over the Connecticut Ave. offices of WWDC.

Mr. A. Palmer, manager of the new WOL and WOL-FM for Peoples Broadcasting, notified advertisers and agencies Friday that the firm "will follow the general operating policy of WOL as a 24-year-old station." He has temporary offices at the Raleigh Hotel, along with Edgar Parsons, assistant manager and program director. Peoples Broadcasting owns WBFF, Worthington, Ohio, Columbus suburb. Mr. Parsons had been its manager.

Harold Reed, present WOL chief engineer, will retain the post under the new owners. The technical setup includes a main 250 w AM transmitter in Washington with synchronized 250 w booster in nearby Silver Spring. The 20 kw FM transmitter is at the Silver Spring site.

Farm Bureau Mutual is described as the fourth largest insurer of automobiles in the nation. President Murray Lincoln who controls other farm and insurance interests.

Mr. Palmer said the new WOL was purchased as an investment and will serve no special interests, making time available to all legitimate advertisers and giving equal time to both sides in controversial questions. He said the overall programming will be "homey" and "down-to-earth."

WWDC is planning an extensive promotion campaign for the Feb. 20 shift. Already on the air are announcements by radio and screen stars. Post cards will be dropped from airplanes, some entitling the finders to $12.60. Transcriptions have been cut by local officials and civic leaders prior to inaugural ceremonies. Sandwich men with radios will patrol downtown Washington.

Ben Strouse, vice president and general manager, remains in charge of WWDC. Continuing in their posts will be Herman N. Paris, commercial manager, and Norman Reed, program director. Art Brown, WOL disc jockey, moves to WWDC along with Bert Libben, salesman. Ross Beville, WWDC chief engineer, continues in his post as do Dennis Sartain, head of the WWDC news bureau, and Irving Liechtenstein, public relations and sales promotion director. WWDC will take over the present WOL Voice of Washington news program with Les Higbe. Fred Fiske joins WWDC's announcing staff.

The station will carry all games of the Washington Senators baseball team.

CBS AFFILIATE SUIT

Network Asks Dismissal

CBS, representing KOOL Phoenix and KOPO Tucson, has filed a motion for dismissal of the suit brought Nov. 17 by Salt River Valley Broadcasting Co., for KOY Phoenix and KTUC Tucson, in Chicago's Federal District Court. Late Friday it was reported that if the move is successful, the case will not continue in court today (Monday) as scheduled. CBS contends that an oral agreement between the network and the Salt River stations was not formal and therefore not approved by the F. A. Plaintiff, through Damon, Hayes, White & Hoban, Chicago, contends that the KOY-KTUC suit is based on the original written contract and not on the oral agreement. CBS switched its affiliation to KOPO and KOOL Jan. 1.

WEBSTER-CHICAGO Tests

WEBSTER-CHICAGO Corp., is promoting use of its wire recorders as teaching aids with a two-month radio test campaign in Madison, Wis., and Peoria and Rockford, Ill. Approximately 15 spot tests begin in Memphis in March. Results of the $12,000 campaign will determine whether a national spot schedule will be used. Agency is Faller, Smith & Ross, Chicago. Paul Brickman is account executive.

**NEW MBS OUTLET for Washington will be WEAM Arlington, Va. Affiliation pact was drawn up Thursday in the capital. Present at negotiations were (l to r): Seated—Harold M. Thoms, WEAM president, and E. M. Johnson, MBS station relations vice president; standing, Howard Stanley, WEAM general manager, and Bob Carpenter, MBS eastern manager of station relations.**
AGENCIES and advertisers have an improved weapon for use in spending advertising dollars, according to a second Broadcast Measurement Bureau study.

Though few buyers of radio time have had a chance to study the reports in detail, they expressed enthusiasm for the new fund of facts covering the audience that broadcasters reach.

The second BMB data will "contribute largely to the medium's acceptance by those who support it financially," declared Paul B. West, president of the Assn. of National Advertisers.

Frederic R. Gamble, president, American Assn. of Advertising Agencies, declared the reports "will be welcomed and used by advertising agencies from coast to coast."

Linnea Nelson, chief time buyer of J. Walter Thompson Co., New York, called the data a "definite improvement" and added, "We can't get the reports fast enough."

Justin Miller, NAB president, said the figures "will help the buyers of time immeasurably in selecting broadcasting as a medium."

Their detailed comments follow:

**Miss Nelson**—"While I have not yet received the completed station reports of the second nationwide BMB survey, as a board member I am generally familiar with the nature of the study and I believe it presents a definite improvement over the first one made in 1946.

"We can't get these reports into our hands fast enough, as too many stations are still using the 1946 BMB material which is outdated, to say the least. It is interesting that while a lot of broadcasters have grumbled about the first BMB study, the real majority haven't produced anything else in the interim.

"If we could depend on a completely intelligent and unbiased reaction, there would unquestionably be a permanent and continuing BMB."

Mr. West—"Broadcasters always have been alert in recognizing the

---

**NEW STUDY OUT**

**Mr. West**

"A LOUD squeal is going to go up when station subscribers to BMB's second study take their first look at their 1949 coverage maps," Dr. Kenneth H. Baker, NAB research director and acting president of BMB, said Tuesday in announcing the completion of the study at BMB headquarters in New York [Broadcasting, Jan. 30].

Individual station audience reports, taken directly from the tabulating machines and examined by Dr. Baker, were mailed that day to the 629 BMB subscribers, marking the completion of an 11-month undertaking that began last March when more than 650,000 ballots were mailed to radio families in every county in the nation. These reports will be followed within a week or two by printed forms containing not only the audience statistics but also maps showing each station's day and night effective coverage areas.

**2,100 Stations**

Noting that the 1949 study tabulated 2,100 stations in place of the 900 tabulated in 1946, Dr. Baker said that the addition of 1,200 new stations inevitably had "poked some holes and clipped off some edges" from the coverage areas of the old established stations.

On the other hand, he pointed out, power increases, network affiliations, better frequencies and better programming since the first BMB study was made gave hundreds of stations increased audiences in 1949 over 1946.

"Assuming that the average hours of family listening—which are not measured by BMB—remained the same for the second study as for the first, the addition of 35 stations in North Carolina, 65 in California, cannot help but cause more dial tuning, more switching from station to station," Dr. Baker said.

He pointed out that the total weekly audience figures reported for any station in the 1949 study are directly comparable with the figures on that station. The maps are also directly comparable, he said, all being drawn to exactly the same scale for both years.

**New Data**

What is new about the 1949 study is the "Composition of Total Weekly Audience," comprising three tables which were not included in the 1946 reports. These give the number of families reporting listening to the stations six or seven days or nights a week, three to five days or nights a week and one or two days or nights a week. Both day and night figures are given for each county and city under each of these headings, as well as for the total weekly audience. The report also shows the total number of radio families for each area and the percentage of the figures which the station can claim under each listening category.

These data were designed to meet the numerous complaints which greeted the first study, Dr. Baker said. He recalled that at that time many stations complained that the BMB study made no distinction between a local station whose listeners tune it in regularly each day and a distant station which may be tuned in once a week for a special network program.

As long as each of these two stations was reported as heard at least once a week by any family, it received equal credit in the BMB report for that family.

The "Composition of Total Weekly Audience" figures give the 1949 BMB study a new flexibility, Dr. Baker pointed out. He noted that "it will be interesting to see what will happen to these three columns," adding that "a great deal of floundering around" may be expected. He warned against any immediate establishment of rigid rules by either the sellers or buyers of time, urging that six months or a year of use of the 1940 reports precede any standard setting.

**Loyalty of Listeners**

The ratio between a station's six-day, seven-day audience and its total weekly audience might be considered as an index of station loyalty, Dr. Baker pointed out. "The station with a loyalty index of 90% has a different story to tell than one whose loyalty index is only 50%," he explained.

BMB declared. "This would be considered a 'good loyalty index figure,' " he replied that he does not know now.

(Continued on page 106)

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**R. D. MERRILL** (center), Seattle lumberman and heir to the Don Lee Network, gets together with Lewis Allen Weiss (I), chairman of the Don Lee board of directors, and Willet H. Brown, network president. Mr. Merrill was named sole heir to the $9 million estate of his nephew, Thomas S. Lee, who died Jan. 13 [Broadcasting, Jan. 23, 16].
In the belief that instruction on healthful living practices is a public service much more important than its policy-selling . . .

Metropolitan’s Radio

By HERMAN BRANDSCHAIN

METROPOLITAN Life Insurance Co. has concentrated its entire radio effort not in selling insurance but in selling health.

For it is partly by selling longevity, as well as by selling policies, that this company can remain the biggest non-governmental financial institution in the United States (assets: $91½ billions).

The longer it keeps its 33 million policyholders living, the longer they will be paying premiums. The company has a direct interest in the health and well being of more people than any other business organization on earth.

It therefore has good reason to concentrate its entire radio effort on getting people to live longer.

The result has been an adventure in public service for which Metropolitan can be proud. And indeed, praise and goodwill have attended the company’s effort.

It has used radio—ne’work and local—to advise on health, caution on safety and to boost all health and welfare organizations such as the Red Cross and National Safety Council.

And it uses radio as one means of inviting the public to write in for its health and welfare books—pamphlets on subjects ranging from diet to safe driving, from accident prevention to cancer. These booklets are the spearpoint of a big public health program as has ever been conducted by a non-governmental organization.

The size of its pamphleteering for health may be gauged by an almost incredible statistic—that the Metropolitan has given away one booklet a second ever since 1909.

Just how many booklets radio is responsible for distributing would be hard to assess. A listener may hear of a certain booklet on a broadcast but then obtain it by a personal call on a Metropolitan local agent. Radio should get the credit for such distribution but it wouldn’t show in any records.

Yet, there are statistics that do show radio’s pull in this direction. For, since June 17, 1946, ½ million of listeners have written to stations or network (CBS) directly requesting booklets after hearing them offered on broadcasts.

The company, however, has other reasons for spending almost half its $2 million advertising budget on radio. Its top management, from President Leroy A. Lincoln down through Second Vice President James L. Madden, in charge of advertising, is convinced of the value of radio and it is budgeted for accordingly.

Metropolitan reasons that a greater percentage of its policyholders are concentrated in large cities and where radio can reach them. So, Metropolitan’s air effort is primarily a city campaign. It uses 363 programs a week in 47 cities in the United States and Canada.

MOSTLY these programs are local 15-minute newscasts or participation programs. Newscaster Eric Sevareid, however, also is used on 15 key CBS stations Monday through Friday from 6 to 6:15 p.m. in the East while newscaster Dave Vallee is used on seven CBS stations on the Pacific Coast Monday through Friday from 8:15 to 8:30 s.m. (PST).

That mixture of network and local programming gives coverage at more different hours, the company reasons. But in addition, it provides something even more valuable—the local touch. It means that Metropolitan can engage a popular local announcer who has a good following and it means that Metropolitan can cooperate with local health agencies and thus make itself felt as part of the local community.

Metropolitan is unique, too, in the fact that its basic radio philosophy has never really changed. It started in radio on the health and welfare theme back in 1925. In those days the company sponsored Arthur Bagley in a daily program of setting up exercises which was broadcast from Metropolitan’s own famous tower in New York via WEAF and an eastern regional network. Countless thousands from 1925 to 1936 started the day off right by following Mr. Bagley’s exhortations to action from 6:45 to 7:45 a.m. Monday through Friday.

Its present radio series began in 1946 and a phrase it uses—“Good Hints for Good Health.” Accompanying the programs are announcements on diseases that are leading causes of death, on safety problems and on general health subjects, such as summer hazards (sunburn, etc.), safe driving, etc.

Announcements themselves are planned with the Metropolitan agency, Young & Rubicam, to fit in with seasonal factors and with campaigns by health agencies. Thus announcements on tuberculosis and the offer of a pamphlet on tuberculosis are pre-Christmas subjects, coinciding with the Tuberculosis Seal. Home safety and holiday safety are announcement topics right at the Yuletide, with appropriate booklets on these subjects being offered.

The announcements also complement a similar effort made via

* * *

METROPOLITAN LIFE started its radio broadcasting on a "health and welfare" theme and has never deviated from it. Here is physical culturist Arthur Bagley (center) who used to put radio listeners through setting up exercises every morning from a studio in Metropolitan’s own New York tower back in the 20’s. The program was carried over WEAF, now WNBC New York and on East Coast network. With Mr. Bagley are the late Ray Fiske (l), former president of Metropolitan, and the late Robert Lynn Cox, vice president, strong backers of the health and welfare campaign.

Page 18 • February 6, 1950
Stresses Better Living

magazines. Radio, however, which is not on the monthly basis of so many magazines, lends itself to more flexibility and during any month's period more than one subject will be treated over the air. It also is felt that the effort to keep the radio announcements tied to one subject for a month, merely to keep in step with the magazine tempo, would overtax the listener. So the radio announcements vary either on a weekly or fortnightly basis.

Many radio personalities know from personal experience that the announcements and the pamphlets are based on the soundest medical opinion available. It is not hard for radio personnel working on Metropolitan shows to become sold on the company's health program.

Mary Margaret McBride, for example, whose following over WNBC New York has made her a figure of national proportions, found that her figure also was growing by pounds as well as by repute. She took the necessary action after reading the “Overweight and Underweight” pamphlet of her sponsor. Several months later, when she underwent an operation, her physician told her that her condition might have been very much more serious had she not reduced in time.

Incidentally, the “Overweight and Underweight” booklet has won the biggest response of all Metropolitan books from the U. S. radio audience since 1946—about 260,000 requests for it having come in. Since it was announced on 18 different weeks, that means about 14,500 requests for it came in for each week it was announced.

THAT booklet, however, is not the “best-seller” in the Metropolitan health library from the standpoint of radio mail-pull. A cook book is first with an average of 26,040 requests per week; a pamphlet on rheumatism is second with an average of 17,338; one on allergies is third with 14,281. The “Overweight and Underweight” booklet is next.

All this effort has won the company another kind of mail pull, too.

here's an example of the way a local station got in back of Metropolitan's "Good Hints for Good Health" campaign. KDKA Pittsburgh promotion department produced these posters to boost the Metropolitan show and attended to distribution of the placards.

*p * *

--praise for its public service work. Laudatory messages have come from listeners, ranging from persons benefited directly to Government officials, from individual physicians to medical organizations.

In Canada, as well as the United States, public authorities have praised the Metropolitan's pamphleteering via radio.

A few samples from some of the letters indicate the importance the Metropolitan has assumed through its radio health program. The New York Chapter of the American Red Cross wrote, after the Metropolitan had plugged Red Cross home nursing classes:

You are our greatest implement for success. You are not only giving us encouragement but making a great contribution to the prevention of sickness and to the health of New York City.

Even as generous praise was sent by the Detroit Chapter:

This is the best response that we have ever had to radio publicity. We received enough enrollments to organize two extra classes.

Similar messages have been sent by the top officers of such organizations as National Safety Council, American Diabetes Assn., American Hospital Assn., and many others.

The Metropolitan effort could hardly escape the scrutiny of prize-awarding. In 1948 Advertising Age awarded Metropolitan a prize for its “Good Hints for Good Health” campaign.

Metropolitan also makes a most creditable effort to advertise its radio programming.

In its New York headquarters, it has created a focal point for propagandizing radio policies. There, the office of advertising promotion manager has been created, a post occupied by Jerry Crowley, a man with an impressive background in radio, promotion and advertising. It is his job to explain the company's advertising policies—to the public, to policyholders, to employees.

Under Mr. Crowley's direction, 600,000 leaflets go out four times a year to Metropolitan's agents to publicize the local broadcasts. These leaflets are then distributed by the local agents to people in the community. The leaflets call attention to Metropolitan's “Good Hints for Good Health” broadcasts and to the fact that booklets offered can be obtained either through the local station or the local company agent. The call letters of the local station and the time of its Metropolitan programming are imprinted on the leaflets.

Thus, by this promotion ma-

(Continued on page 107)

* * *

THESE are a few of the booklets which are given away as part of Metropolitan's Health and Welfare radio campaign.
EDGAR BILL RETIRES
Replaced by Caley As WMBD Mgr.

EDGAR L. BILL is stepping down from the helm as one of radio's pioneers after nearly 26 years in broadcasting operations. His decision to retire as president and general manager of WMBD Peoria, Ill., a post he has held for the past 18 years, was announced last week.

Mr. Bill's executive position at WMBD will be assumed by Charles C. Caley, station's executive vice president for the past four years, who has acquired 25% of Mr. Bill's WMBD holdings. Remainder of the shares have been retired by the company.

The career of 57-year-old Edgar Bill encompasses a quarter-century of broadcasting endeavor, high-marked by his purchase in 1931 of WMBD and the building of the station through the years as a leader in the radio field.

Before acquiring the Peoria station, Mr. Bill managed WLS Chicago for seven years. He also aided in the organization of NAB, serving as a director for six years.

In announcing his retirement decision, Mr. Bill said: "Radio has made remarkable progress in its first 25 years and I have enjoyed the part I played in its growth. I foresee even greater progress in the next 25 years—the future appears

to hold great possibilities. Charlie Caley I consider one of the young, aggressive leaders, thoroughly familiar with radio's mission, and well-qualified to help in bringing these possibilities to an early realization."

With WMBD Since 1934

Mr. Caley has been associated with WMBD since 1934 and is a well-known figure in the industry. He is serving his second term as a director of the NAB, and also is president of WDZ DeCATUR, III.

While relinquishing direct participation in WMBD's operations, Mr. Bill, who is recovering from a recent heart condition, has let it be known that he is not dropping out of the radio field entirely. He plans to remain active, although to a lesser degree, in other Peoria and radio business interests to which he will devote some of his time.

In assuming his new post at WMBD, Mr. Caley said: "I welcome this opportunity to be of greater service to the broadcast industry. We have some worthy goals toward which to strive—we will do our utmost to reach them."

Under the executive realignment, Harry P. Slane has been named WMBD president and Carl P. Slane retains his position as chairman of the board of directors.

SHURICK TO CBS
Counsel on Market Research

EDWARD SHURICK, former promotion manager and director of research for Free & Peters, station representative, has been named market research counsel for CBS effective March 1. The announcement was made last week by J. L. Van Volkenburg, network vice president in charge of network sales.

Mr. Shurick was sales promotion manager for KMBK Kansas City, Mo., before joining Free & Peters, and prior to that was sales manager for the Intermountain Network. He also is the author of a book The First Quarter Century of American Broadcasting.
First meeting of the U. S.-Cuban conference was held Wednesday at the insistence of Mr. Maristany, over the protest of FCC Comr. Rosell H. Hyde, head of the U. S. delegation. It was a general meeting devoted to general speeches. The first business meeting was slated for Saturday (Feb. 4).

The U. S. delegation, including FCC and State Dept. representatives as well as the industry advisory group, knew nothing of Mr. Illas’ resignation when they reached Havana early last week.

Conference Set

The conference was set up when the NARBA sessions at Montreal became stalemated last December by Cuba’s channel demands and the U. S. delegation’s refusal to accede to them [BROADCASTING, Dec. 13-14, 1948]. The meeting is designed to reconcile the two nations’ differences with respect to proposed channel assignments, after which the full NARBA session could resume in this country at the call of the U. S. sometime between April 1 and Aug. 1.

Resignation of Mr. Illas came less than a month after he had issued a statement, at the direction of Cuban President Carlos Prio Socarras, subscribing to the “status quo” policy adopted by other NARBA signatories with respect to new assignments pending negotiation of a new treaty [BROADCASTING, Jan. 2].

Members of the U. S. official delegation to Havana are: Chairman Hyde, D. R. MacQuivey of State Dept.’s Telecommunications Division, and FCC Engineers James Barr and Underwood Graham, along with Ray Harrell, State Dept’s. telecommunications attache in Havana.

Industry representatives include Edmund A. Chester, no. director, and James D. Parker, engineer, for CBS; William S. Hedges, vice president in charge of planning and development, and Raymond F. Guy, manager of radio and allocations engineering, for NBC; Andrew G. Haley, Washington attorney for ABC; John A. DeWitt Jr. of WSM Nashville, engineering director of the Clear Channel Broadcasting Service; Neal McNaghten, NAB engineering director; J. G. Rountree of the consulting engineering firm of A. Earl Cullum Jr., Dallas, and William E. Beers Jr., Washington consulting engineer.

Requests Hearing

HEARING on FCC’s order to revoke the license of KPAB Laredo, Tex., was requested by the station for a hearing in Washington, D.C., on Mar. 29 to determine the station’s future. The Commission re- voked KPAB’s license in early Jan. 1947, a few months after the station had been transferred without FCC approval from Mark Perkins to Allen K. Tish, William Prescott Allen and others [BROADCASTING, Jan. 9].

ABC APPOINTS

Trevarthen Is Technical Head

WILLIAM H. TREVARTHEN last week was appointed ABC director of technical operations, succeeding George O. Mihle, who died Jan. 28 (see earlier story, page 90).

Mr. Trevarthen has been engineering operations supervisor of the network since 1947. Coincident with his elevation, George F. Fisher Jr., former engineering maintenance supervisor, was appointed engineering operations supervisor.

Mr. Trevarthen joined ABC as a staff engineer in 1945 after service during the war as a research associate at the underwater sound laboratories of Harvard U. Before the war he was equipment engineer for Western Electric, field engineer for General Electric, and technical and maintenance engineer for NBC.

Mr. Fisher entered radio as a studio engineer for NBC in 1941 and a year later transferred to the ABC staff engineering group. After war service as a radio-radar officer in the Navy, he returned to ABC as a maintenance engineer and became engineering maintenance supervisor in December 1948.

FCC Actions

FINAL decisions to grant four new AM stations reported by FCC last week, including new outlet on 740 kc at Dallas with 10 kw day, 5 kw night, to Texas broadcasters Roy Heflin and W. N. Hooper, WARM Scranton, Pa., granted change from 250 w to 1400 kc to 5 kw on 590 kc. Initial decisions for approval of two AM outlets reported in addition to regular grants for six AM stations. Details of these and other FCC actions may be found in FCC Roundup on page 120 and Actions of the FCC beginning on page 114.

It may be sun bathing, but it’s also a business meeting in the patio of KTUC Tucson. Carleton Coveney (I), of John Blair Co.’s Los Angeles office, and Lee Little, manager of KTUC, discuss program and promotion details in connection with KTUC’s recent switch to Don Lee-MBS. John Blair Co. is national representative KTUC.

NARBA SNARL

Delayed by Cuba Minister Shuffle

SURPRISE RESIGNATION of the Cuban minister of communications delayed the scheduled opening of U. S.-Cuban conferences on new NARBA terms that would have dampened U. S. broadcasters’ hopes of early success in the negotiations.

Carlos Maristany, head of the Cuban delegation which won substantial concessions in 1941, resigned late last year, naming acting minister upon the resignation of Arturo Illas, whose more temperate attitude had encouraged hopes of U. S.-Cuban accord.

Appointment of the permanent successor to Minister Illas is expected within the next few weeks. His resignation, announced Jan. 27, was one of several among the Cuban cabinet, all attributed to political factors unrelated to radio.

Whether Mr. Maristany will get the post of minister was a matter of speculation. One Cuban authority thought the appointment might go to Dr. Jose R. Gutierrez, head of the Cuban delegation at the Montreal phase of the NARBA negotiations last fall.

WESTINGHOUSE

Campbell to New Sales Post

CREATION of a national sales coordinator in New York for all radio and television properties was announced today by J. B. Conley, general manager. Mr. Conley announced that Eldon Campbell, KEX Portland, Ore., sales manager, has assumed the new position.

Mr. Campbell, who will begin his duties Feb. 15, joined Westinghouse in 1948 at WOWO Fort Wayne. He is a native of Alert, Ind. When Westinghouse acquired KEX Portland in 1945, Mr. Campbell went there as sales manager, and subsequently took charge of all station sales. During his stay, KEX increased its power from 5 kw to 50 kw, completed new studios and under Mr. Campbell’s personal direction realized a sharp increase in local time sales, Mr. Conley said.

As national sales coordinator, Mr. Campbell will be responsible for all radio and TV contracts for Westinghouse in the Gotham area. Mr. Conley said the work, “which is becoming increasingly important,” will include close liaison with both Free & Peters and NBC Spot Sales. Westinghouse’s representatives for radio and TV, respectively, and with advertisers through agencies is Robert H. Prigmore, of KEX’s sales staff, succeeds Mr. Campbell as station’s sales manager.

‘LIGHTNING’ FILM

Special Preview Held in N.Y.

A SELECTED group of radio industry leaders and newsmen was struck by lightning, the kind that talks, at a preview in New York last week of the All-Radio Presentation promotional movie. Although the bolt did not leave its preview audience dazzled, it at least made noticeably the least convincing performance in the film. It may be that the{:continue}
INTRODUCTION of a new advertising method always incurs the opposition of established media sooner or later. Transit Radio is now going through that period in the opinion of C. L. (Chet) Thomas, president of Transit Radio. In this article Mr. Thomas, general manager of KXOK-AM-FM St. Louis, TR franchise-holder, sums up main arguments for musically soothed rides. He points out that Transit Radio advertising really is "no different" from other types—they all command attention—adding there is no such thing as "privacy" in public vehicles. He says the end result of establishing Transit Radio will be more business for all radio without cutting Transit AM, FM budgets. A recent pilot survey by Edward G. Doody & Co. showed 85.6% of St. Louis residents unopposed—continuing the trend established in other polls in St. Louis, Washington, Baltimore and Kansas City. The present discussion on Transit Radio has been particularly bitter in St. Louis and Washington where newspapers have prominently displayed opposition testimony and editorialized against the innovation. The FCC has shown interest on a staff level in forming a policy on the new medium. Mr. Thomas, a radio veteran of 22 years, started at WLW-WSAI Cincinnati, where he was named station activities manager. Subsequently he became assistant manager of WINS New York, manager of WCAE Pittsburgh, and sales manager of KST St. Louis. Later he joined KFRC Columbus, Mo., then a St. Louis Star-Times station, as general manager, switching in 1944 to Star-Times-owned KXOK where he rose from program director to his present post. Mr. Thomas is also president of the St. Louis Advertising Club.

is the summary of the results of five surveys made in St. Louis, Washington, D. C., Baltimore and Kansas City by Edward G. Doody & Co. during 1948-49:

"Eight out of 10 riders favor Transit Radio as a part of regular service. Less than one out of 10 object. The rest don't care or are undecided. However, even among those who say they object, there is a substantial group which would not object, if the majority favored permanent installations. Thus, only a fractional group of active objectors remains, opposed even against majority will."

II. Transit Radio helps the transit companies provide sound, efficient and economical service.

Insofar as Transit Radio provides public transit companies with a source of income in addition to their fares, it helps make possible good public transportation at minimum cost.

III. Transit Radio is a main support of FM aural radio.

How high were the hopes of the American people for FM aural radio at the end of World War II? Some people saw it as a rich opportunity for broader expression of opinion.

The fans of FM aural radio pointed to its freedom from static, its fidelity of tone, the relative cheapness of its transmitting equipment, etc. But most enthusiastically they pointed to the fact that it made room for many more radio stations. Under the present AM system there are only about 2,000 stations. Under the FM system between 3,000 and 5,000 new stations are possible.

On Nov. 15, 1948, the FM Assn. released a survey showing that FM had grown 109-fold from a $10 million business in 1940 to a $1 billion industry. It was then called the "fastest growing industry in America."

Foundation for FM

But what happened? The number of FM aural radio stations in operation by Dec. 31, 1948, was 700. The number on Dec. 31, 1949, was 733—a net gain of only 33 in a whole year. During this year 217 FM authorizations were surrendered, 45 of which had been in actual operation.

Over 99% of the 733 FM stations, which are the components of this billion-dollar industry are operating at a loss. They will continue to do so until a solid financial foundation is built under FM. Transit Radio is such a foundation. Transit Radio can benefit, not merely one, but several FM radio stations in a community. In St. Louis, KXOK-FM sponsors Transit Radio; in East St. Louis arrangement for Transit Radio are being negotiated by an East St. Louis station. In Washington, D. C., Transit Radio is sponsored by WWDC-FM; in Bradbury Heights, Md., a suburb of Washington, another station sponsors Transit Radio. Similar arrangements are being made elsewhere.

The advance of Transit Radio is certain to be the advance of Frequency Modulation radio—a type admittedly finer technically than amplified modulation radio. Most of the FM aural radio stations that offer a program fare different from that on associated AM stations are those sponsoring Transit Radio.

Reaches Other Points

Transit riders are not the only persons served by Transit Radio. These fine programs are broadcast to the entire community. They are designed to please listeners in homes, hotel lobbies, banks and countless other places. Many listeners leave their radios on for hours tuned into the FM station sponsoring Transit Radio in preference to all the other programs available.

Transit Radio makes possible a wider and better radio service to an entire community, not merely the riders on buses and streetcars, but everybody within range who tunes in.

IV. Transit Radio makes it possible for the drivers of buses and streetcars to meet emergencies.

In this regard, Transit Radio has already shown its capabilities. Because of newscasts received over Transit Radio, bus and streetcar drivers in Washington, D. C., and St. Louis have known how to avoid areas blocked off by fires. Because of newscasts over Transit Radio, drivers in Houston, Tex., did their jobs better during a hurricane. These instances are portents of vastly more important uses.

The American people are just beginning to look full in the face the job of reducing their vulnerability to atomic attack. The need

Values Cited

Mr. THOMAS  

Page 22 • February 6, 1950  

BROADCASTING • Telecasting
Spot Radio Does Cost Less Today—
Startling Comparisons Prove That WHO Costs 52% Less Than In 1944!

By every standard that means anything whatsoever to forward-looking advertisers, advertising on WHO costs less today than in 1944.

Comparing figures from the 1944 and the 1949 Editions of the Iowa Radio Audience Survey,* you find that in 1949 Iowa radio homes had increased to the point where WHO cost 10.6% less per thousand radio HOMES than in 1944.

Even more startling, you find that in 1949, multiple-set homes had increased to the point where WHO cost 52% less per thousand radio home SETS than in 1944— and modern research has proved that the increased number of home SETS is even more important than the increase in radio homes. (Junior listens to his favorite serial program while Dad hears the evening news — Mother listens to a dramatic program while Sister is tuned to popular music — or the whole family listens to the same program, but in different parts of the house. Thus it is no longer correct to speak of “radio homes” —SETS make today’s audiences!)

By applying the Iowa Surveys' percentages of one-set radio families and multiple-set radio families, against population estimates,** you find that Iowa had 769,200 radio homes in 1949, against only 596,000 in 1944. Whereas there were only 904,000 sets in Iowa homes five years ago, this number had sky-rocketed to 2,140,000 in 1949! Yet this 136% increase in radio sets is for homes alone; it omits the hundreds of thousands of sets in Iowa cars, offices, barns, stores, trucks, restaurants, etc.

The phenomenal increase in the number of Iowa's radio homes and radio sets—and the decrease in costs—boils down to this:

WHO — CLASS C — 1/4-HOUR MAXIMUM DISCOUNT†

<table>
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<th>Year</th>
<th>Number of Iowa Radio Homes</th>
<th>Cost</th>
<th>Cost Per Thousand Radio Homes</th>
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<td>596,000</td>
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<td>769,200</td>
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<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Iowa Radio Sets (In Homes)</th>
<th>Cost</th>
<th>Cost Per Thousand Radio Sets (In Homes)</th>
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<tbody>
<tr>
<td>1944</td>
<td>904,000</td>
<td>$67.50</td>
<td>$0.075</td>
</tr>
<tr>
<td>1949</td>
<td>2,140,000</td>
<td>77.00</td>
<td>$0.036</td>
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†The 1/4-hour rate is indicative of all other time segments since WHO's cost is figured on a ratio basis. Class C time is shown because it changed very little during the last five years—that is, Class C has remained primarily Daytime...from 8 to 12 mornings and from 1 to 6 afternoons.

Note that all these figures are based only on extra sets in Iowa homes. The figures do not include hundreds of thousands of "non-home" Iowa sets, plus millions of sets in WHO's BMB secondary night-time counties—these are the reasons why WHO is today a “better buy” than ever. For additional facts about WHO's great audience-potential, write to WHO or ask Free & Peters.

*The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

**Sales Management's Surveys of Buying Power.
Most "commodities" cost more today than in 1943 or '46. But time on these stations costs less, in that they give you more radio families per dollar! Want the data?

Free & Peters, inc.
Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK	CHICAGO
ATLANTA	DETOIT	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
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*CP
The complaint alleges William Meade, Republican city chairman, speaking on behalf of local GOP candidates during the city's municipal election campaign, referred to the Americans for Democratic Action as a "Communist-infested" group. Mr. Felix is a member of ADA, which reportedly also filed suit against Mr. Meade in a state court.

Series Rebroadcast

Mr. Felix's suits ask $50,000 in damages from each of the stations. The Meade broadcast, 15-minutes long, originated from KYW on Oct. 24 and subsequently was rebroadcast over the other stations.

In its brief, KYW has filed a preliminary motion for dismissal contending there is no liability on the stations under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The other stations are taking a similar position. KYW, whose case will be argued first, has filed admission that the speech was made but will argue on the question of its permissibility.

In the celebrated Port Huron decision, the FCC held that a station may not censor a political broadcast even if it contains libel. It also indicated that the FCC believes the federal law's ban on censorship would supersede state laws against libel.

Walter Saul and Allen S. Olmsted, of the law firm of Saul, Ewing, Remick and Saul, Philadelphia, are preparing the case for KYW. It is understood that the other stations will stand fast until KYW's argument is presented. Mr. Felix is a practicing attorney in Philadelphia.

KSFO-KCBS CASE

FCC Denies Both Extensions

THE ONE-TIME proposed exchange of frequencies between KSFO San Francisco and KCBS (formerly KQW) San Jose closed last week as FCC denied extensions of completion date to both outlets and declared the KSFO permit for the switch to be automatically forfeited.

The stations decided not to make the change last fall, proposing instead that KCBS assume KSFO's permit for 50 kw on 740 kc there [BROADCASTING, Oct. 31, 1949]. While not allowing transfer of the permit, FCC left the way open for KCBS to file for reinstatement of its original bid for that assignment.

1948 Authorization

Under the exchange granted by FCC in 1948 after eight years of proceedings, KSFO had proposed to change from 5 kw day, 1 kw night on 560 kc to 50 kw fulltime on 740 kc, directional. KCBS, now wholly-owned by CBS, was to switch from 5 kw on 740 kc to 560 kc with the same power, using KSFO's site in San Francisco. KSFO, licensed to Associated Broadcasters Inc. which also owns KPIX (TV) San Francisco, decided last fall to drop the plan and "concentrate more fully upon development of television broadcasting." FCC denied extension to KSFO "because completion of construction has not been prevented by causes beyond control of the permittee." Considering that KCBS' failure to complete the exchange "was due to causes beyond your control, and specifically because of the failure of Associated Broadcasters to meet its commitments under its construction permit upon which yours was contingent, the Commission, in denying extension to you, does so without prejudice to your filing a petition to reinstate" KCBS' application for 50 kw on 740 kc.

Hart Takes Leave

LEE HART, Broadcast Advertising Bureau's retail specialist, will take an extended leave of absence, it was announced last week by Maurice B. Mitchell, BAB director. Miss Hart has returned to her home in Washington, D. C., where she plans to devote some time to analytical studies and prepare campaign radio and television advertising techniques while on leave from BAB.
To the PRESS and RADIO:

Subject: SAVING NINE BILLION DOLLARS A YEAR

More than 60 per cent of the operating cost of producing rail transportation is in wages; another 30 per cent in the cost of the fuel, materials and supplies which railroads buy and use.

Since 1921, the first year after the return of the railroads from government operation during the first World War, railroad wage rates have gone up two and one-half times and the level of prices of fuel, materials and supplies has almost doubled. The same amount of labor, fuel and supplies for which they paid $1.00 in 1921 now costs the railroads an average of $2.25.

But labor and materials are combined and used so much more efficiently that the average unit of service, freight and passenger combined, which the railroads produced in 1921 for an operating cost of $1.00 is now produced for $1.03 -- and, it should be added, the service is sold to the public at charges which, on the average, have increased since 1921 no more than this same three per cent.

Behind such tremendous gains in efficiency, there is a little-noted but very real story of progress and improvement. Partly, it is a story of new products and devices unknown in 1921 -- diesel electric locomotives, centralized traffic control, electro-pneumatic car retarders in major freight yards, to name but a few. Partly it is a story of improvements in more familiar things -- a 50 per cent gain in the pulling power of the average steam locomotive -- an even greater gain in its ability to keep heavier loads moving at higher sustained speeds -- the tripled life of the average crosstie.

Partly it is a story of increased use of the railroads, partly a story of better methods in using improved plant and equipment -- but it all adds up to such results as a virtually doubled average daily transportation output of freight cars, a more-than-doubled daily output of locomotives, an increase of more than 150 per cent in the average hourly service of freight trains, and achievement of the safest operation in transportation history.

To make all this possible, the railroads have spent on additions and improvements since 1921 almost 17 billion dollars. But the saving in operating cost, as compared with what it would have been if railroads were using materials and manpower at present prices and wages but with the efficiency of 1921, amounted in 1949 alone to more than nine billion dollars -- a saving which has been passed on to the public.

The best part of the story is that it is still going on. The same skill, ingenuity and determination which have saved these billions of dollars a year in the cost of producing transportation are still at work on the railroads -- for now and for the future.

Sincerely yours,

William T. Faricy
GEN. GEORGE C. MARSHALL, wartime Chief of Staff and now president of the American Red Cross, will address the youth of the world Feb. 27 by radio when the four national winners of the Voice of Democracy broadcast essay contest [BROADCASTING, Jan. 16] appear in the historic House of Bishops at Williamsburg, Va. Host to the four high school winners will be John D. Rockefeller III.

Gen. Marshall and Mr. Rockefeller will address a group of distinguished guests from the spot in which Patrick Henry delivered his famed "if this be treason, make the most of it" speech. The addresses will be heard at 2 p.m. and carried by delayed broadcast on CBS 5-5:30 p.m. Voice of America's globe-circling transmitters also will carry the talk.

Robert K. Richards, chairman of the Voice of Democracy Committee and NAB public affairs director, said the event will close a week of awards and entertainment for the four students. The radio script contest is sponsored annually by NAB, U. S. Junior Chamber of Commerce and Radio Mfrs. Assn., with endorsement by the U. S. Office of Education.

The four student winners will repeat their broadcasts before high school students in Williamsburg. During the preceding week they were presented with 

scholarship awards at a Washington luncheon, visit President Truman at the White House and call on Congress, Cabinet members and the U. S. Supreme Court.

Winning students are Richard L. Chapman, 17, Brookings, S. D.; Gloria Chomiak, 17, Wilmington, Del.; Anne Pinkney, 17, Trinidad, Colo., and Robert Shanks, 17, Lebanon, Ind. The contest was held as feature of National Radio & Television Week, with nearly a million students writing and voicing five-minute scripts on the topic, "I Speak for Democracy."

BERT HORSWELL

Rites for MacGregor Mgr.

FUNERAL services for Bert Horswell, 42, Dallas manager of C. P. MacGregor Co., Hollywood, were held at the Wee Kirk of the Heather in Forest Lawn Memorial Park, Glendale, Calif., last Tuesday. Crema
tion followed.

Mr. Horswell died on Jan. 28 from pneumonia which developed following severe injuries sustained in an automobile accident near Lufkin, Tex., three days before. Besides his wife Beverly, surviving are two small daughters.

TRANSIT ASSN.
Spaulding Is Riders' Counsel

Hector G. Spaulding, of the Washington law firm of Spaulding & Reiter, has been named legal counsel for the Transit Riders' Assn. to aid in its fight against radio-equipped vehicles in the District, it was announced last week.

Mr. Spaulding, a professor at George Washington U. law school and formerly practicing attorney in New York, Illinois and Minnesota, stated in accepting the TRA invitation that "transit radio is a direct intentional attack" on the "freedom of attention" and quoted Supreme Court Justice Felix Frankfurter as saying:

"Modern devices for amplifying the voice or its recording afford too easy opportunities for auditory aggression. If uncontrolled, the result is intrusion into cherished privacy. The refreshment of mere silence, or meditation, or quiet conversation, may be disturbed or precluded by noise beyond one's personal control."

The transit association and two Washington attorneys—Guy Martin and Franklyn Pollak—are awaiting a decision on their appeal for a rehearing before the Public Utilities Commission which has ruled that transit radio is not "inconsistent with public convenience, comfort and safety."

Mr. Martin and TRA spokesmen said again last week that if the commission refuses to reopen the case, they will take the issue to the Federal District Court.

TRANSIT STAND

Miller Asks NAB Board

NAB President Justin Miller has informed the Washington Transit Riders' Assn., which opposes FM-equipped vehicles, that he has asked NAB's board of directors whether it wished to take a stand on transit radio.

In his reply to a letter from Claude N. Palmer, President of TRA which claims some 450 members, Judge Miller noted that the request, "so far as I can recall ... is the first suggestion that it should take such a position." Mr. Palmer had contended that "forced listening" is inconsistent with NAB's insistence upon "freedom of the air."

The association pointed out that NAB has condemned the "evils practiced in less enlightened countries and has urged the American public to support and defend the American principle of free radio."

Referring to contentions that FM "is not catching on" and that the "captive audience is its only means to success," Mr. Palmer predicted "much harder going" for the radio industry if FM is made to depend on transit radio. He cited cessation of broadcasts in New York's Grand Central Terminal and Muzak Corp.'s "withdrawal" of its service from stations where TR contracts exist.
These men spend their time in your interests

These men are your Collins sales engineers.
They spend all their time selling Collins broadcasting equipment.
Each one has a successful background in broadcasting. They all know and appreciate good equipment.
This undivided interest gives them a thorough knowledge of broadcasting problems.

They encounter every kind of situation. They know how to give you the best recommendations because they have successfully solved many problems similar to yours.
They and the Collins Radio Company feel that the preference shown for Collins products merits the finest type of sales service to all broadcasters at all times.
These men provide that service.

FOR BROADCAST QUALITY, IT'S . . .

R. H. HOLLISTER
Sales Manager, Broadcast Division,
Cedar Rapids

HAROLD OLSON
Broadcast Sales Representative,
Cedar Rapids
FRANK RANDOLPH
Broadcast Sales Representative,
New York City
SCOTT KILGORE
Broadcast Sales Representative,
New York City
CARL SERVICE
Manager, Western Division,
Burbank
JACK PHILAN
Broadcast Sales Representative,
Burbank

ALAN CHESNEY
Broadcast Sales Representative,
Burbank
TOM MOSELEY
Broadcast Sales Representative,
Dallas
THEIL SHARPE
Broadcast Sales Representative,
Dallas
JOHN STANBERY
Broadcast Sales Representative,
Knoxville
AL SCOTT
Broadcast Sales Representative,
Daytona Beach

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 W. 42nd St.
NEW YORK 18
2700 W. Olive Ave.
BURLINGTON
M. & W. Tower
DALLAS 1
Dogwood Road, Fountain City
KNOXVILLE
417 Rosalyn Ave.
DAYTONA BEACH

BROADCASTING  •  Telecasting
February 6, 1950  •  Page 29
THE “BIG 3”

Top-Selling Disc Jockeys in the Detroit Market!

THE TOBY DAVID MORNING SHOW

EDDIE CHASE’S MAKE BELIEVE BALLROOM

HAL O’HALLORAN’S DAWN PATROL

- Based on actual results for their sponsors, these men are hitting new highs in popularity. From early morning to late at night, selling products or service via CKLW is an easy, thrifty proposition!

50,000 WATTS Middle of the Dial at 800 kc.

CKLW

Guardian Building • Detroit 26

MUTUAL SYSTEM

Adam J. Young, Jr., Inc. National Rep.

THE broadcasting skies have broken clear and bright for Francis Davis, WFIL-AM-FM-TV Philadelphia weatherman. Barometer is the 52-week renewal for sponsorship of his daily radio program by Cities Service Oil Co.

Mr. Davis by his manifold activities, the station reports, negates the popular conception of the weatherman who spends hour on hour concocting weather prospectuses. Instead, the agile Mr. Davis has worked out a formula for keeping sponsors and listeners pleased with his work before both microphone and camera while doubling as a professor, a student, a member of the Air National Guard, and speaker for service and church clubs.

Secret of Mr. Davis’ success is a hard-driving routine which takes in studio and classroom in a one-day stint. First weather man to be employed fulltime by a Philadelphia station, Mr. Davis joined the WFIL staff in October 1947, after serving as a wartime weather officer in the Air Force.

His program schedule consists of two five-minute radio shows daily, 6:55 p.m. and 11:10 p.m., and a TV program at 7:30 p.m. Mr. Davis’ early evening radio broadcast has been sponsored continuously by Cities Service and the Petrol Corp. since October 1948.

He begins his WFIL work at 3 p.m. laboring diligently with charts and instruments until he has completed his AM shows and the telescast. The 11:10 p.m. program is recorded early in the evening. But

... (Continued on page 98)

On All Accounts

THE partnership of Rockett-Lauritzen, Los Angeles, claims the unusual distinction of having been spawned by a trailer house. This unique formation occurred five years ago when Donald Christie Lauritzen, now president of the advertising agency, bought a new trailer.

Proud of his purchase, he invited a neighbor, Robert R. Rockett, over to see it one night. Seeing led to talking, and before the evening was over, talk resulted in the birth of Rockett-Lauritzen, art and production service.

The way the art and production service turned into an advertising agency the following year was just as accidental. It all happened when Don redesigned a boat for a man who wanted to go into boat manufacturing. The man was so appreciative of the job done that when the following year Franklin Research Co., Philadelphia (wax emulsions), was looking for someone to handle their advertising, he led the firm’s representative into the offices of Rockett-Lauritzen. Since that first account, they have been an advertising agency.

It is no accident however, that in the five years since then the agency has developed into a healthy radio-active firm and one of the largest buyers of television on the West Coast.

At the present time Don handles for the agency all radio and television for Ross Food Co., Los Angeles (Dr. Ross Dog and Cat Food, Skippy Dog Food), and TV for Arizona Canning Co., Phoenix (Sun Vista Products), and supervises several other accounts.

Radiowise, Ross currently is sponsoring, for Dr. Ross Dog and Cat Food, Hopalong Cassidy on the full Don Leo network in addition to newscasts and spot shows on several West Coast stations. In television Ross has the Ruggles Show on KECA-TV Los Angeles, KING-TV Seattle, KPHO-TV Phoenix, KFMB-TV San Diego, and KGO-TV San Francisco; five-weekly, five-weekly Dog of the Hour on KPIX and KLAC-TV Los Angeles; plus spots on several other California stations. For Skippy Dog Food the firm has Pets Unlimited on KRKN-TV San Francisco.

Arizona Canning Co. is sponsoring Just For Fun on KPHI-TV Los Angeles.

DON

Mr. Davis studies instruments and a weather map at WFIL studios.

... (Continued on page 98)
a new promotion plan for increased sales...

O'Brien & Dorrance now makes available its complete agency service, its seasoned counsel by experts in media promotion, and an unsurpassed knowledge of radio and television promotion to radio and television stations throughout the nation...all at a moderate cost.

The O'Brien & Dorrance promotion plan gives individual stations a unique opportunity to improve their promotion and trade magazine advertising...get it read and understood by time buyers, advertising managers, account executives and others in the business of buying time in a highly competitive market.

As a station operator, you cannot afford to experiment with uncertain, badly-designed, wasteful promotion...with trade paper ads that do nothing but fill expensive space. Find out today how you can increase your station's prestige, develop national recognition and—most important—make time sales easier through the coordinated promotion services of...

O'BRIEN & DORRANCE, inc.
160 East 56th Street New York 22, N.Y.

A letter will bring you full details.

by the agency that has produced promotion and advertising for America's major radio and television organizations.

BROADCAST ADVERTISING BUREAU

WEED AND COMPANY

THE H. C. WILDER STATIONS

EDWARD PETRY AND COMPANY

THE FORT INDUSTRY STATIONS

INTERNATIONAL TELEFILM PRODUCTIONS

NARSR

BROADCAST MEASUREMENT BUREAU

and many local stations
BMB at Deadline

LAST WEEK BMB began mailing out reports of the day and night audiences of 629 subscribing stations, accompanied by saying in BMB's second nationwide study of station audiences, final step in a Herculean task of distributing and tabulating 357,000 ballots that represents one of the most comprehensive media-impact analyses ever attempted.

Will it be the final step for BMB as well as for the second study? That's the question of the day in advertising circles. And it's a question whose answer is perhaps even more eagerly awaited by the sales and research executives of competitive media—particularly newspapers—than by the broadcasters themselves.

Advertisers and agencies have repeatedly given an ear to as to BMB's value to them in evaluating not only individual stations in relation to each other but radio in relation to other media. BMB is the first and only radio measurement of circulation on a parity basis to the Audit Bureau of Newspapers and magazines and to the Traffic Audit Bureau figures for outdoor advertising. "We want BMB continued," the buyers of advertising insist.

But the broadcast audience is the broad one. It's hard to be certain when you're the one to pay all the bills, as the broadcasters do for BMB. Without belittling the value of comparative and competitive media circulation statistics, many station operators believe that program audience measurements provide them with a more effective sales tool. Perhaps the answer to BMB's future is a new type of organization with an expanded scope which would bring in revenue to at least partially off its expenses. The BMB function certainly should not be abandoned until every possible means of continuance has been thoroughly explored.

But whatever the future holds for BMB, the thanks of radio and of radio's customers should be extended to Acting President Kenneth H. Baker and his stripped crew of associates for saving BMB from the ignominious fate which confronted it a few short months ago.

No Bull, John

THE BBC is going commercial! Don't fall off your side-saddle, old boy. It isn't really going to the American Plan of free competitive operation.

The story was tucked away in the London Mirror a few days ago. It recites that in its bid to sell BBC America out of which the BBC has formed a team of experts to plan a "Buy British" series. It is for broadcast on the General Overseas Service with recordings to be flown to stations all over the world. Whether the BBC will have time in the U. S., or seek it on a "public service" basis, wasn't revealed.

"The drive is being aimed particularly at the North American markets," says the dispatch. "The series will concentrate on showing how British industries have learned the lessons of production and distribution.

"More power to you, John Bull. But why not go all the way and admit a subsidized monopoly like BBC is wrong and that the American Plan of free competitive enterprise is right? You have spent years sitting a Government Commission to determine whether the State monopoly system should be continued after 1952.

The answer is evident. When BBC wants American dollars it uses the American way.

Anti-Trust Busters

THERE May be legal skeptics who will find fault with the U. S. Court of Appeals' opinion holding that freedom of the press is not violated by denial of a radio license to a newspaper which seeks to monopolize advertising in its market through alleged coercion. Generally, however, we believe there will be few in radio who will disagree with the opinion sustaining the FCC's prosecution of two California papers. Ronald and Lorain Journal should be denied grants for AM and FM because of alleged monopolistic practices.

While that may be so, it also is evident that abuses can develop if the FCC follows the court's judgment without wisdom or balance. Within a week of the court's opinion, the FCC called an oral argument for Feb. 13 (now postponed to April 10) on proposed policy regarding licensing of stations which violate any U. S. laws, unrelated to radio.

Never in all of radio's tumultuous regulatory experience has there been a proposition as drastic or farreaching. If invited, it would constitute a drag-net into which could be drawn for revocation any licensee who violated any law or ordinance. Expectorating on the side-walk, divorce or driving while inebriated presumably would constitute offenses.

It's equally obvious that what the law's are shooting for is anti-trust, and that they hope to compromise on that aspect. The balance is too preposterous to take seriously.

The springboard for this proposed policy, then, obviously is the anti-trust aspect. It doesn't stem primarily from the Horvitz case upheld by the Court of Appeals although that ruling would appear to buttress the FCC's position. It had its origin in a 1948 Supreme Court decision holding major motion picture producers to be in violation of the anti-trust laws. Shortly thereafter the FCC served notice that it was considering the question whether an anti-trust violator is qualified to operate a station.

As a consequence, a dozen motion picture producers or exhibitors, and several companies in the manufacturing and appliance fields have been placed under the stigma of temporary licensing.

None of those holding temporary licenses has been adjudged guilty of monopoly in radio or communications. Should the FCC continue to disqualify them, and should the courts uphold the Commission, it would mean the biggest upheaval in radio and TV since the art began.

Conceivably, every AP radio station service would be culpable, since AP was adjudged an anti-trust violator several years ago.

To deny newspapers, the motion picture people, or equipment manufacturers or any other legitimate class of the right to hold radio licenses is to make of them second-class citizens, forever stigmatized in the public gaze. Radio could not have built to its present stature of leadership among media without the participate in these.

This new inquiry has all the earmarks of the newspaper ownership threat of the FCC in the early days of the FDR era. Many newspapers would not list competitive station logs. We opined the newspaper divergence, discriminatory. There are fewer abuses now.

We hope the FCC will move warily in weighing what its lawyers may regard as newly discovered authority. If the courts wanted the anti-trust laws to be 적용 blacklist laws other than competitive interference or other criminal and civil statutes, it would have so specified. Certainly that wasn't intended, since the FCC is an expert agency created by Congress to perform the manifest functions of the law-making body in the specialized fields of radio and communications.

Our Respects To—

LOWRY HYER CRITICS

ONLY hangover for Lowry Hyer Crites from a southern exposure in Texas is a hand-made metal and leather belt and a penchant for people with a direct and natural business approach. As administrative assistant at General Mills to Samuel C. Gale, vice president in charge of advertising and public services, Mr. Crites smooths the muddled paths trod by a battalion of GM executives and key men from the firm's four advertising agencies. He insists on a straightforward yet casual clearance of business detail, usually foreign to a corporation the size of General Mills.

The fancy belt stands out as a unique holdover from Texas despite Mr. Crites' many years of habitation there. He was born in what was to become Lawton, Okla., on July 21, 1906. The land was Indian territory at the time and was not chartered as a state until a year later. His parents and he, an only child, lived there in the heart of the brompt corn industry where his father manufactured sweeping brooms from the corn.

When he was two years old, the family moved to Wichita Falls, Tex., where he attended high school and junior college. Bored with the academic rigors of higher education, and intrigued with the prospect of being a successful businessman, young Crites quit classes to begin a cotton-growing venture with another young entrepreneur. A third friend, with dubious inclinations toward generosity, offered the pair 300 acres of land rent free for their cotton-growing project.

"On paper, we figured we'd get at least a bale an acre and in five years would be rich," Mr. Crites says. But when they went out to survey the land, they found it loaded with mesquite, a high, rugged and brambly bush which "would have taken 500 Mexicans 10 years to clear. We had the 10 years, but couldn't find enough Mexicans who would work for nothing."

Practicality won out for the time being, and Lowry Crites returned to college and Oklahoma U. in Norman. Surrounded by oil fields and 10-gallon-hatted millionaires, he decided to become a geologist and work for large oil concerns. Between school terms (and occasionally, during them when he was disinclined to burrow into the books), he took off for the hinterland to do some practical engineering in determining elevations on wells. The depression, however, put a fast stop to oil exploitation and young Crites' dreams. Forced again to be practical, he studied business administration.

From college he returned to the heat of Wichita Falls, the directness of the Texas (Continued on page 96)
On the occasion of its Twenty-fifth Anniversary Station WTIC extends warm greetings to the many artists, agencies and advertisers with whom it has been associated over the years.
FRED L. BERNSTEIN, WTTM
Trenton, N. J., sales manager for two years, and former general manager of WFAK Charleston, S. C., appointed assistant general manager of WTTM.

WILLIAM PHILLIPSON, formerly counsel to Rockefeller Committee on Inter-American Affairs and Dept. of State counsel for International Broadcasting Div. Joins legal department of ABC.

JACK COALSTON appointed manager of CKMH Newcastle, N. B. He was manager of special services for British United Press, Toronto, and prior to that manager of CJNB North Battleford, Sask.

JOHN W. ELWOOD, general manager of KNBC San Francisco, elected for four-year term on advisory board of San Francisco State College.

FRANK STANTON, CBS president, will serve as national chairman of the radio-television committee for Brotherhood Week, Feb. 19-26, which is sponsored by National Conference of Christians and Jews. His committee includes 40 persons, stations and network executives, union leaders, actors and writers. JOHN AKERMAN, new assistant manager of WBBM (CBS) Chicago, is Chicago radio chairman.

B. MAIN MORRIS, assistant manager of KLZ Denver, named a director of Wohlurst Skeet Club, group made up of local business and professional leaders.

HARRY ACKERMAN, CBS vice president and director of network and television programs, Hollywood, is in New York for two weeks conferences.

Philip Morris Sales

SALES by Philip Morris & Co. Ltd. for the nine months ending Dec. 31, 1949 were $192,639,200, a 12% increase over the record of the corresponding period in 1948, the company announced last week. The tobacco firm, a heavy radio and television advertiser, reported estimated net earnings of $5.49 per common share in the last three quarters of 1949, compared with $4.42 for the same period the year before.

GUY C. HAMILTON
Succumbs to Heart Ailment

FUNERAL services for Guy Clarence Hamilton, 71, former vice president and general manager of the McClatchy newspapers and broadcasting interests (KFBK KERN KJMJ KGW KOH), were held in Sacramento, Calif., Jan. 31.

Mr. Hamilton

In failing health for the past two years, Mr. Hamilton died at his home in Sacramento Jan. 27 following a heart attack. He had retired from the McClatchy organization in 1942.

Born in Richland Center, Wis., March 3, 1879, he helped pioneer Pacific Coast radio [BROADCASTING, May 1, 1940]. Mr. Hamilton was a pioneer in the field of facsimile. During the late thirties he secured permission from the FCC to use the regular wave channels of KFBK Sacramento and KMJ Fresno for facsimile broadcasts.

Upon the death of C. K. McClatchy, editor and owner, Mr. Hamilton, on April 27, 1936, was named general manager of the McClatchy newspapers and broadcasting interests, continuing in that capacity until his retirement.

Besides his widow Elizabeth, surviving are four children, Paul, Clarence, and Helen Hamilton and Mrs. Margaret Kerins.

S. H. CAMPBELL JR.
WSPB Board Chairman Dies

FUNERAL services were held last week for S. H. Campbell, chairman of the board of directors of WSPB Sarasota, Fla., and interest holder in WJHL, Johnson City, Tenn., and WDUK Durham, N. C. He died at his Sarasota winter home Jan. 29.

Mr. Campbell also was president and owner of the Campbell Oil Co., Chattanooga, head of the Chattanooga Baking Co. and a director of the city's Hamilton National Bank. He also held interests in other enterprises, including the Peerless Woolen Mills, Rossville, Ga.

Rothman Appointment

E. E. ROTHMAN, assistant general manager and vice president of Campbell-Ewald Co., New York and Philadelphia, has been appointed general manager of the agency. In addition to being in charge of the Detroit office, Mr. Rothman will supervise the New York, Chicago, Los Angeles and San Francisco offices.
Avoid Mediamyopia!

Keep SALES In SIGHT With

SPOT TV

... the advertising medium that sells direct.

*shortsightedness in selection of advertising media.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETOIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

REPRESENTING
WSB-TV (Atlanta)
WBAL-TV (Baltimore)
WNAC-TV (Boston)
WDAF-TV (Kansas City)
KFI-TV (Los Angeles)
WHAS-TV (Louisville)
KSTP-TV (M'p'l's-St. Paul)
WTAR-TV (Norfolk)
WOAI-TV (San Antonio)
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

One of Paramount’s TRANSCRIBED SHOWS: 50- to 70-minute matches, once a week. Film-recorded as broadcast over KTLA, Los Angeles; open-ended for commercials. Syndicated throughout U.S.... with some good markets still open.

FORMAT: Spectacular wrestling matches as only Hollywood showmen can stage them. Red-blooded MAIN EVENTS from the Olympic Auditorium, Los Angeles. Nationally-known mat stars in bone-crushing action and Gargantuan hilarity — perfumed Gorgeous George, World Champion Enrique Torres, Primo Carnera, Woody Strode; Jim Mitchell, the butting Black Panther; Lord Blears; the Davis and Becker brothers; the Garibaldis, father and son team; the dirty Duseks, Ernie and Emil. Exciting, skillful camera direction! At the arena microphone: veteran movie actor Dick Lane, recently voted the West Coast’s most popular TV sports announcer!


Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, puppets, children’s variety and others... at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.
During one week

NBC Television programs attract more than
20,000,000 individual viewers—the largest audience
in sight-and-sound.

That’s something to think about—the next time
you’re thinking of mass media.

NBC America’s No. 1 Television Network
Worth Shouting about!

- Seldom do you have an opportunity to make a true test of station popularity...a test involving all stations carrying the same program at the same time. The 1949 World Series finally provided the opportunity for this comparison. Check WGN-TV’s ratings on the World Series telecasts against the other three stations in Chicago, and you’ll see why we believe the results are worth shouting about:

<table>
<thead>
<tr>
<th></th>
<th>WGN-TV</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday</strong>&lt;br&gt;October 5</td>
<td>25.5</td>
<td>8.4</td>
<td>7.5</td>
<td>off</td>
</tr>
<tr>
<td><strong>Thursday</strong>&lt;br&gt;October 6</td>
<td>23.5</td>
<td>7.8</td>
<td>4.5</td>
<td>4.8</td>
</tr>
<tr>
<td><strong>Friday</strong>&lt;br&gt;October 7</td>
<td>20.8</td>
<td>6.7</td>
<td>4.6</td>
<td>6.3</td>
</tr>
</tbody>
</table>

Jay & Graham Videodex, Oct., 1949

Here’s overwhelming proof that WGN-TV is the favorite television station with Chicago viewers...conclusive evidence why more and more advertisers are joining the trend to WGN-TV... Channel 9 in Chicago.
Barometer Reading on the Freeze

By RUFUS CRATER

This READING of the industry mind is just as apt today as when it was phrased 14 months ago, two months after the freeze was invoked, and the answers seem no less elusive.

In the meantime the FCC has embarked upon a television hearing—or a series of hearings—which is only one of the most complex and inclusive FCC proceedings since the original allocations of 1928 or the general allocations hearing some 16 years later.

Now, with a series of bad guesses behind the FCC, and the Commission authorities are reluctant to speculate on the probable date when they can wind up the proceedings and lift the freeze. When the freeze was formally invoked, on Sept. 30, 1948, they expected it to last six to nine months. A year later the first round of hearings was just getting under way, and the end is not yet in sight.

The boldest observers, however, while guaranteeing nothing, will venture on the basis of the current outlook that:

- It’s unlikely FCC will complete all the processes it has set in motion, get out its decisions, and be in a position to lift the freeze before late this year—and it may take much longer.
- FCC will be “forced” to open the UHF channels along lines already indicated, for want of enough channels anywhere else, but a few years probably will pass before this upstairs region in is extensive use.
- The split over color is so wide, with forces of such potency on each side, that some compromise may have to be devised to recognize the imminence of color while still leaving the door open for further development before rigid standards are adopted.

It seems generally accepted that the freeze will last “two years plus,” from the time it is imposed. And any estimate of a fall “thaw” is predicated on FCC’s meeting what seems to be the minimum time requirements for the various steps it has outlined.

Citing the complexities and complications involved, plus the demands of other Commission business, more pessimistic observers hold little hope for a return to normal licensing before 1951. In support they note that the color phase, Part I of the hearing, for which three weeks were set aside when it started last Sept. 26, is still uncompleted and apparently has several additional weeks to run.

FCC recognized the delays that have occurred and are still in store when, last week, it extended until in three sections, starting with color.

That phase, which commenced Sept. 26 and recessed in December, resumes Feb. 20 in Washington with the first official demonstration of the color system of Color Television Inc. Comparative showings of the three competing systems—one of CTI, CBS, and RCA—will be held Feb. 23. Direct testimony then resumes Feb. 27, to be followed by cross-examination.

Chronology of the Freeze...

May 6, 1948: Broadcast and non-broadcast sharing of TV channels abolished; Channel 1 deleted; new allocation plan proposed.
June-July 1948: Hearing on new allocation plan, raising questions as to tropospheric interference and related problems.
Aug. 27, 1948: Because of these questions, FCC called FCC industry conference on desirability of revising engineering standards.
Sept. 13-14, 1948: FCC industry conference held, setting up technical sessions for November-December looking to revision of standards.
May 26, 1949: Preliminary plans for far-reaching VHF-UHF hearing announced with color among subjects to be considered.
July 11, 1949: Formal proposals for hearing announced, along with proposed VHF-UHF allocation plan envisioning use of 42 UHF channels with present 12 VHF channels.
Sept. 26, 1949: First phase of hearing opens, restricted to color.
Nov. 22, 1949: Color sessions recess; FCC issues field test notice.
Feb. 20, 1950: Color sessions to resume with demonstrations followed by further direct testimony starting Feb. 27.

March 24 the deadline for comments (or amendments of previously filed comments) on the specific city-by-city VHF-UHF allocations. Time for filing oppositions to those comments or amended comments was extended to April 7. The deadlines previously had been last Aug. 26 and Sept. 26, respectively.

The hearing is being handled in 16 sessions, starting with color. Authorities see little chance that all this can be completed before the end of March and expect that it may easily extend into April if the pace exhibited up to now is continued.

Both the CTI showing and the comparative demonstrations will be held at FCC’s Laurel (Md.) laboratories, where “there will be...”

(Continued on Telecasting 52)
DuMont Laboratories (DuMont Labs) claimed last week that NBC's revised plans for a 2½-hour Saturday night television series do not modify the "basic occasion" of DuMont's complaint [Telecasting, Jan. 9, 30], though they do correct some of the "specific matters of complaint."

DuMont had asked for an FCC investigation of alleged monopolistic aspects of NBC's proposal, which involved the offer of a 13-week series of 2½-hour Saturday night programs to NBC television affiliates. NBC subsequently withdrew the plan and offered a new one in which affiliates in markets having three or more stations were asked to take the entire 2½-hour program, whereas those in markets with only one or two stations may accept only part of the proposed show.

On the heels of NBC's changes, William A. Roberts of the Washington law firm of Roberts & McInnis, DuMont counsel, wrote FCC last Wednesday:

... As DuMont has advised the management of NBC, the basic means of establishing monopoly is the general purchase of bulk time by a network, with assurance of payment without specified clients or programs, thus excluding competition of other networks with the clients in servicing stations and restricting the freedom of the independent broadcaster in his choice of network programs.

The extension of this system of operation would initiate competition among the networks for the bulk purchase of the facilities of independent broadcasters to the exclusion of the interests of both the advertiser and the individual broadcaster. It is particularly objectionable at present when a number of stations and the intermitting facilities are so inadequate as to permit exclusive control in many instances when coupled with affiliation agreements providing little or no compensation to affiliates for the initial substantial block of time, and progressive increases in compensation as the network acquires control of substantially all of the useful time of the affiliate. Some of the provisions of the agreements ostensibly permitting rejection by individual stations of a portion of the bulk order, are not impressive.

The relationship of the basic substance of this complaint with the national sweep of the hearing case in this aspect is apparent. Since the authorization and construction of adequate practical television stations to serve competitive networks in the principal markets seem far removed, the necessity for emergency control of network methods is urgent.

DuMont attached a copy of a telegram which it said was received from Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, outlining the new offer which consists of affiliations in single-station markets.

The telegram said the offer is dependent upon acceptance by "a sufficient number of affiliates to justify our proceeding."

(Continued on Telecasting 18)

Registration for TBA Clinic

A Through C


D Through P


R Through T


U Through Z

UHF SUCCESS

By RICHARD W. DAVIS

THE old saw that “television will mean ruin for the small broadcaster” has taken a bit of tempering lately, but it has still left many an AM manager looking at the future with sawdust in his knees. In Connecticut, however, we have watched the growth and progress of a new television which will open vast areas of entertainment, public service and profit to present AM broadcasters.

This new television is Ultra High Frequency — UHF — and it shows great promise for the future.

On appropriately named Success Hill in Bridgeport, NBC and RCA have constructed their experimental UHF television station. The eyes of the radio and television industries have been on it, but we have been there with our hands, hearts and hopes as well.

From the time the FCC granted the construction permit on May 4, 1949, the progress of the new station has been closely followed by us, and through us, by the people of New Haven. Our personnel have made almost daily visits to the modern, compact and efficient transmitter building with its 225-foot antenna overlooking the Bridgeport area, and when the station began retransmitting the test patterns and programs of WNBT (TV) New York, one of the first adapted receivers was made available to us for tests in homes and in our mobile unit. At this point we are convinced that UHF television is a fact and the Bridgeport station is proving the feasibility of telecasting in the upper reaches of the spectrum.

Success Seen

Though this UHF station has been labeled “experimental,” those who have worked with it so far believe, as do our engineers, that it has come a long distance from the experimental stage. It is considered to be in the operational level; the only testing being done is a thorough analysis of reception characteristics.

The equipment is comprised of two-thirds standard VHF transmitting units, and the rest has been working economically and efficiently. As for reception, our tests have shown it to be superior to the New York and New Haven VHF signals in Bridgeport when a side-by-side comparison is made.

The equipment is compactly housed in a small Cape Cod building, the units arranged on two sides of a master control board. None of the tubes in the picture or aural transmission systems is expensive, the highest cost of tubes in the final amplification stage is approximately $48.00. All are cooled by forced air, not water.

Two significant facts have emerged from our reception tests. One is that UHF is practically free from man-made distortion. Automobile ignition and neon sign interference that tears a VHF picture apart disappears with UHF. The other fact is that UHF signals can be received over much longer distances than were first thought possible. The Bridgeport signal is being clearly picked up in Port Jefferson, Long Island, 20 miles away. An antenna on the RCA Building in New York City, 50 miles away, is also receiving the station.

In the latter case, the antenna height is the answer to the reception, but the clarity demonstrates a lack of rumored ghosts and variances supposedly associated with UHF. In any case, the average community is seldom more than 10 square miles in area, thus UHF provides the answer to community television — perfect reception in the primary area.

Since UHF will be more of a community project than a local one, there is a need for great goodwill and greater sponsor identification and support. The proximity of other UHF stations

(FContinued on Telecasting 47)

FURNITURE DEALERS are apt to be more receptive to television as an advertising medium than most retailers, BAB’s first television Retail Information Folder told video station sales forces. The folder was mailed to stations fortight ago [Broadcasting, Jan. 30].

Designed to supply station salesmen with ammunition, the folder is devoted entirely to furniture. Copyrighted by NAB, BAB’s parent, it carries a January date and is the first of a series of monthly releases on various industries.

In explaining the receptivity of furniture men to video, the folder says:

“The furniture dealer has already been sold on television . . . more than any other type of retailer . . . because a good part of his revenue in most cities comes from the sale of TV sets. He can see first hand the public reaction to television. He knows, almost before anyone else, the scope of public interest by the number of sets being sold to his customers.”

The point then is made that the television set, which itself is being successfully sold by television, has created a demand for new types of furniture — armchairs, corner tables, mobile furniture. The suggestion of selling both the sets and accessory pieces via TV should be presented to the retailer-prospect, the folder advises.

Among other suggestions made in the folder:

- Find out the local members of the National Retail Furniture Association and tie in with their nationally scheduled promotions.
- The women’s programs can be especially effective for retail furniture sponsorship. NRFA has recommended such shows to its members.
- Sell furniture retailers on the value of TV in pulling up the “valleys” in their sales curves, pointing out that when furniture sales are low (during the early months of the year) . . . TV viewing is high.

The stations are then advised to use success materials to show the furniture retailer that television will sell furniture. The folder gives one example of a success story — Castro Furniture Co., New York, manufacturer of hide-away beds. Starting with one one-minute film spot on one station in 1948, Castro now buys $800 worth of video time weekly on four New York stations. During the same period, the company expanded from one to four floors, attributing most of the rapid growth to TV.

UHF and NBC’s Connecticut Test Indicates Greater Vistas

RICHARD W. DAVIS, general manager of WELI New Haven, Conn., is a veteran of 18 years in the broadcasting industry. He became program director of WMAS Springfield, in 1932. In 1935 he was appointed general manager of WONS Hartford, and in 1944 became general manager of WELI.

Mr. Davis

Page 14 • Broadcasting

TELECASTING • Page 7

Sell Furniture By TV

BAB Gives Tips

"And remember, kiddies, there's a TV color converter on every package of Crispy, Crackly Breakfast Munchkins!"

February 6, 1950

Drawn for TELECASTING by Sid Hix

Page 41 • Broadcasting
TV'S GROWTH IN '49

By BRUCE ROBERTSON

DURING 1949 commercial television more than doubled the number of stations in operation—from 41 on the air in December 1948 to 98 a year later. The number of market areas whose residents received program service from these stations in the same period increased from 23 to 57. And gross TV time sales, according to TELECASTING estimates, from $8.7 million in 1948 to $24.75 million in 1949 [Broadcasting, Jan. 23].

An overall picture of last year's growth of commercial television may be obtained from a study of the various groups of TV advertisers presented here. Based on data provided by the TV stations and networks, these reports list the network, spot and local TV advertisers, the number of ads run, the dates and the programs or spots used to convey those sights-and-sound advertisements to the television audience. These records are not absolutely complete, as not all stations report every month, but they are complete enough to give a reasonably accurate picture of the development of video advertising.

The full lists of the network and spot advertisers on television during 1949 are printed elsewhere in this issue (the network list starting on TELECASTING 3, the spot list on this page), the year's growth is summarized in the tables on this page, comparing the records of the final month in 1948 and in 1949.

The four full lists of the network and spot advertisers by product groups, shows that the number of TV network advertisers rose from 37 in December 1948 to 72 in December 1949. In the network list of Dec. 5-11, 1948, 41 stations reported 211 spot advertisers. A year later, Dec. 4-10, 1949, 89 stations reported 416 spot advertisers. The changes in rank order of the various product classes perhaps provide an indication of the eventual pattern of TV advertising medium. Or it may merely indicate that this new medium is still in a state of flux. Certainly, the December 1940 rank order is quite different from that of a year earlier.

Among network advertisers in December 1948, radio and video set manufacturers ranked first as against a tie with automotive companies for third place in December 1949, when foods were first, as against second place the year before. Smoking materials—cigarettes, chiefly—ranked second in the network list in December 1949, with toiletries and gasoline and motor oil tied for fifth place. This is reasonably close to the rank order of the various product groups on the radio networks.

Food Advertisers High

Food advertisers also topped the TV spot list in December in both 1948 and 1949. In the final month of 1948, apparel advertisers ranked second, beer and wine third, household equipment fourth and radios and TV sets fifth. A year later, beers and wines had moved up to second place, while household equipment third, candy and soft drinks fourth and toiletries fifth.

A different sort of analysis is offered by Table II, which compiles the number of accounts—TV network, spot and local—using video time in each of the country's TV markets during the final month of 1948 and of 1949. In the network list, each sponsored program is considered as a separate account, so that an advertiser with two network TV shows is counted twice. In the spot and local lists, each product campaign is considered to be an account. The more than doubling in the

Table I

TV ADVERTISERS BY PRODUCT GROUPS

(Dec. 4-10, 1948, vs. Dec. 5-11, 1948)

<table>
<thead>
<tr>
<th>Product</th>
<th>Network 48 Dec. 48</th>
<th>Spot 49 Dec. 48</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>Apparel</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Building Materials</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Financial</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Food &amp; Food</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>Gasoline, Oil &amp; Fuels</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Insurance</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Jewelry</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Office Equipment &amp; Stationery</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Publishing</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Radios, TV Sets*</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Retail Stores</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
| TV'S GROWTH IN '49

*These advertisers also advertise household equipment on their TV programs.
number of cities with TV service during 1949 is naturally reflected in the distribution of business among these markets. New York, which ranked first in number of total advertisers in December 1948, had dropped to fourth place by December 1949, despite an increase in TV accounts from 179 to 242. Los Angeles, which ranked sixth in December 1948, with 91 accounts on its seven stations, a year later was in first place, with 325 accounts on the seven stations now providing TV service in that area. Philadelphia, which ranked second in number of TV accounts in December 1948, dropped to third a year later, being passed by Chicago which had ranked only seventh the previous year. Baltimore meanwhile dropped from third to fifth place among all TV stations.

When the network, spot and local accounts are considered separately, the relative city standings are even more varied. New York and Philadelphia were tied for first place in number of network accounts in December 1949, with Chicago third. New York also led the spot list, with Chicago second and Los Angeles third. Los Angeles, first in number of local TV accounts by a margin of two-to-one in second place Chicago (202 to 89), ranked no better than 21st on the network list, lacking cable or relay connections with the east where most of today's TV network programs originate.

A month-by-month analysis of the number of TV markets and stations supplying data for the Rorabaugh reports since their inception in June 1948, showing also the number of network, spot and local accounts reported each month, is given in Table III.

## NETWORK ADVERTISERS IN 1949

(Compiled from the Rorabaugh Reports on Television Advertising)  
(Dates are 1949 unless otherwise noted.)

<table>
<thead>
<tr>
<th>Network &amp; No. of Stations (Start &amp; End)</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadway Revue (1-00)</td>
<td>NBC-25 Kudner</td>
</tr>
<tr>
<td>Hapgood Casyd (1-00)</td>
<td>NBC-24 Kudner</td>
</tr>
<tr>
<td>Sports Music (3-00)</td>
<td>ABC-21 Kudner</td>
</tr>
<tr>
<td>Luckies-Out (4-00)</td>
<td>NBC-11 Kudner</td>
</tr>
<tr>
<td>Int'l Livestock Show (1-00)</td>
<td>ABC-5 Tucker Wayne</td>
</tr>
<tr>
<td>Bread &amp; Cake (3-00)</td>
<td>ABC-10 SSSC&amp;B</td>
</tr>
<tr>
<td>ABC-60 (6-16)</td>
<td>ABC-7 Katz</td>
</tr>
<tr>
<td>NBC-32 (9-16)</td>
<td>ABC-10 (9-0) Katz</td>
</tr>
<tr>
<td>Football Games (3-00)</td>
<td>NBC-11 Katz</td>
</tr>
<tr>
<td>Baseball (3-00)</td>
<td>NBC-19 (3-16) WYR</td>
</tr>
<tr>
<td>You Show Time (3-00)</td>
<td>NBC-13 N. W. Ayer</td>
</tr>
<tr>
<td>Football Games (3-00)</td>
<td>NBC-24 N. W. Ayer</td>
</tr>
<tr>
<td>Tournament of Champions (3-00)</td>
<td>CBC-11 JWT</td>
</tr>
<tr>
<td>International Boxing Club (1-00)</td>
<td>CBC-11 JWT</td>
</tr>
<tr>
<td>The Week in Review (0-15)</td>
<td>Erwin-Wasey</td>
</tr>
<tr>
<td>Girl About Town (0-20)</td>
<td>Erwin-Wasey</td>
</tr>
<tr>
<td>Action Autographs (ABC-10)</td>
<td>Jan. P. Sawyer</td>
</tr>
<tr>
<td>Henri, Hurst &amp; McDonald (24-25)</td>
<td>ABC-30</td>
</tr>
<tr>
<td>Bigelow-Sanford Carpets (0-30)</td>
<td>NBC-33</td>
</tr>
<tr>
<td>Roller Derby (2-00)</td>
<td>ABC-13</td>
</tr>
<tr>
<td>Stop if You've Heard This One (0-18)</td>
<td>NBC-34</td>
</tr>
<tr>
<td>Theatrical Agency (0-30)</td>
<td>NBC-32</td>
</tr>
<tr>
<td>Bonny Maid Floor Sweep (0-30)</td>
<td>NBC-30</td>
</tr>
<tr>
<td>Bond Clothes (10-0)</td>
<td>NBC-28</td>
</tr>
<tr>
<td>Sport Highlights of the Week (0-10)</td>
<td>ABC-17</td>
</tr>
<tr>
<td>Break the Bank (1-00)</td>
<td>DCS-S</td>
</tr>
<tr>
<td>Break the Bank (10-13)</td>
<td>DCS-S</td>
</tr>
<tr>
<td>Bowley Bats (4-00)</td>
<td>Du-Mor</td>
</tr>
<tr>
<td>Bowley Bats (10-0)</td>
<td>Du-Mor</td>
</tr>
<tr>
<td>Break the Bank (0-0)</td>
<td>DCS-S</td>
</tr>
<tr>
<td>Bowley Bats (4-00)</td>
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<tr>
<td>Break the Bank (0-0)</td>
<td>DCS-S</td>
</tr>
<tr>
<td>Bowley Bats (10-0)</td>
<td>Du-Mor</td>
</tr>
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<td>Canada Dry (10-0)</td>
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## TV ADVERTISING BY MARKETS

(Dec. 4-10, 1949, vs. Dec. 5-11, 1948)

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1Stations WQXL (TV) Cleveland and WOAI-TV San Antonio were not active commercially during sample week, Dec. 4-10, 1949, and therefore not represented in the above cities.

2Stations KLRB-TV Albuquerque, WNBV-TV Binghamton, WCPQ-TV Cincinnati, WLTV (TV) Columbus, WLLD (TV) Dayton, KPRO-TV Phoenix, did not report spot and local retail business for the sample week, Dec. 4-10, 1949.
Editorial

Today's Text

AN ERUDITE observer of the TV scene sums up the allocations dilemma this way: "It comes, I think, to this: The FCC is holding up the development of the monochrome television service whilst it tries to decide whether or not industry is holding up the development of the color television service. See Matthew VI:3." 

*And why beholdest thou the mote that is in thy brother's eye, but considereth not the beam that is in thine own eye?*

Frostbitten

JUST 14 MONTHS ago TBA met in annual convention in New York to chart the course of the fastest moving object since science learned to measure the speed of light. Then the FCC's freeze on TV allocations was less than three months old. It was to be thawed in six months—there was hope it would be done not later than February.

Another whole year has elapsed since that target date. And, from all outward appearances, the only way the video ice-jam can be broken in the foreseeable future is by litigation—leading to a more challenging but perhaps more productive time for the FCC.

Much has transpired since the FCC, on that eventful September day, decided it would redo the admittedly faulty TV allocations to catch up the errors in separation and to open new bands which would make possible a "truly nationwide" competitive service.

Actually that which has happened is mere side-show. The main event isn't even definitely booked. The FCC was diverted into color-TV. It did not want to see the public muleted into buying prosaic black-and-white receivers when color might be just around that corner.

But the amazing thing is that the public doesn't seem a bit concerned. Wherever people are exposed, whether by coaxial cable, by microwave relay or by kinescope-recording, they clutch TV to their bosom. Even with a freeze, and with less than 100 stations on the air in 68 markets, 4,000,000 receivers have been sold to the tune of about $1 billion.

When the TBA last met there were 41 stations on the air and fewer than 700,000 receivers. Under existing authorizations, there can be only 111 stations—all authorized prior to the freeze and of which 99 are on the air. Yet TV is expected to double its set population in 1956, with output expected to reach 4,000,000 sets. The question of black-and-white or color or no, the public has indicated that it will buy TV if signals are within eyeshot.

Solutions galore have been proposed. The Commission has seldom, if ever, been called upon to handle a hotter issue. It is under the gun of the Senate Interstate & Foreign Commerce Committee, which has ensconced itself as a sort of super-FCC. And now the House Committee is seeking to muscle in, evidently unwilling to sit by in the shadow of some of the FCC's own legal minions.

It is still our view that if the FCC thaws the freeze, a substantial number of the 333 pending applicants would drop. Where there are no rules, there is no law, and when people snap up TV receivers as soon as service is available.

Those willing to risk capital should be accommodated. If additional VHF channels become available through realignment of frequencies now occupied by government, the band is wide open. As with the present band, the law of supply and demand will take over. If the UHF is workable, there will be bids for its use.

A mere 111 stations in 70-odd markets aren't going to provide "truly nationwide service" or provide lots of opportunities for the new industry.

TV can't wait for a "planned economy." If sound broadcasting had waited for the Government to devise model allocations through service prefacribed for every trading area of the nation, the gooseneck speaker and three-dial tuning probably would still be in vogue.

TV Taste

IT IS NOT a fanciful exaggeration to report that unless measures are taken to prevent repetition of recent lapses in program standards, the television art is inviting trouble.

Without identifying specific instances of questionable presentation, it can be remarked that their number is enough to warrant concern. Responsible telecasters will have to take serious notice of the condition.

Counteraction might lead to hamstringing creative effort. It can be avoided if individual telecasters are willing to discipline themselves.

Good taste is hard to define in a paragraph. Perhaps it can be said that a good way to judge the acceptability of a program is to remember that the television audience is not ten rows of bald heads at Minsky's, a table of tipsy celebrants in a saloon or a theatre full of sophisticated beings. The television audience is a family in a living room.

A Richmond Radio Pioneer Leads the Way in TV

RICHMOND gave birth to telecasting—broadcasting's giant baby—at WTVR (TV) on April 22, 1948. In a few months from now, WTVR will be two years old, and Virginia's only television channel promises to break into the profit column before the year's end.

It's not surprising that perhaps the greatest electronic feat in history was introduced to Virginians by a radio pioneer and maker of broadcasting history in the home state of the Presidents.

WTVR's interest in television antedates more than a decade. As early as 1939 when television was less than an infant, Wilbur M. Havens, owner and founder of the station, joined an RCA engineer in TV tinkering at Atlantic City.

Even in those days, Mr. Havens had visions of presenting this new sight and sound offspring of broadcasting to Old Dominions, who traditionally are quite addicted to historic events.

This is the same Wilbur Havens, holder of a first class engineer's license since 1925, who built Havens & Martin Inc.'s AM station's (WMBG) first transmitter on his kitchen table. Later, Mr. Havens also is president and general manager of WCOD (Capital of Old Dominion), Virginia's first FM station, which he helped place in operation in October 1946.

WOCD maintains an 18½ hour per day program schedule, offering separate and duplicate programming with WMBG.

On April 26, 1944, Havens & Martin filed an application for a television station in Richmond. This statement of intentions soon started the city talking when a public announcement was aired over WMBG and full page newspaper ads saluted the advent of Virginia's first TV outlet. Mr. Havens in that year let it be known, in no uncertain terms, that the former capital city of the Confederate States had its video future planned.

With an eye focused on untold possibilities foreshadowed by the new media, Mr. Havens in 1944 said:

"Of all post-war developments promised, by progress, in the art of science and radio, television shows the greatest opportunity. Television will open a new era of broadcasting entertainment, information and education to the home. Furthermore, it will be a development of great economic and social significance to labor, industry and government.

"In the immediate post-war era, NBC will deliver sight and sound television programs of the world's best entertainment, sports events
and educational features to you in Virginia and Richmond through the medium of WTVR's television transmitter.

"I promise you the best in television of the future, even as WMBG listeners will receive the best in radio today."

****

ABOUT two years later, on May 16, 1946, Richmond's stake in post-war video was assured when WTVR's construction permit was granted. It was the first TV grant in Richmond and in the state, and one of the first six TV grants.

From that time on, it was literally 18 hours per day devoted to the station's construction. The transmitter building, which houses AM, FM and TV facilities, had to be more than doubled in size, a television studio had to be completed and a film projector and control room constructed and equipped. Associated circuits and equipment were to be installed for permanent use. In order to fulfill the promise made the people by Mr. Havens, continuous research was conducted to assure the finest in services. Today, the station's studio building stands as a remarkable architectural as well as broadcasting unit. It was voted one of nine most noteworthy examples of modern architectural designs by Architectural Record.

Preparation for "T-Day" was carefully and intricately keyed to public information. An aggressive educational and promotional TV campaign featuring periodic reports via radio and newspaper kept residents posted on WTVR's progress.

Several months before the approach of "T-Day," an elaborate series of television manufacturer, distributor and dealer meetings were held in the station's auditorium. These served to educate the set handlers in all phases of merchandising and public service, thus paving the road for the smooth flow of receivers to consumers once the debut date was announced.

Finally, with the announcement of "T-Day," the heavens nearly broke with promotional rain in Richmond. Radio, direct mail, newspaper, posters, travelling news signs, counter cards and window space blanketed the eastern section of the Cavalier State for two straight months. When the station's signal was heard, WTVR made its debut with an inaugural program extending from 7:30 p.m. to 12:15 a.m. On the program were the state's governor, the mayor of Richmond, WTVR and NBC officials and other representatives and dignitaries from the industry. Bulk of the programming consisted of live studio productions.

Over 2,000 people were invited to look over the studios during the evening. TV dealers in the city held open house and capacity crowds caught their first glimpse of video. Initial programming by the station was two hours in the evening, 7:15 to about 9:30, Tuesday through Sunday, and made up principally of live studio shows.

****

ANOTHER landmark for WTVR was reached in June 1948 when the station linked with the NBC-TV Network and coincidentally became a pioneer NBC interconnected affiliate. It was this month that the station presented the first broadcast of the Republican National Convention. That day, June 23, WTVR was on the air from 9 a.m. to 3:00 a.m. A month later, the station carried the activities of the Democratic National Convention.

Set distribution in the WTVR area has increased 20-fold from 1,000 sets in 1948 to nearly 21,000 today. These figures show that Virginians are becoming more and more video-conscious.

WTVR has come a long way since its first thrust into commercial television. Now the station operates an average of 42% hours weekly. Minimum operating schedule is 5-10:30 p.m. Network programs occupy periods of from 5-6 p.m. and 7-10:30 p.m. with local programming confined to the 6-7 p.m. hour and/or before 5 p.m. At present, there is a total of 82 commercial accounts on WTVR with the breakdown showing the network placing the greatest chunk (46), with local (31) totaling greater number in than national (15).

WTVR's policy, the station states, "is to provide the viewing public with not only the first but the finest which television has to offer." In conjunction with this theme, Mr. Havens has added his belief that plans in this new art must be flexible and geared for adaptation to the rapid pace that this giant baby is setting.

A quick look at programming gives a somewhat clearer idea of the quality and flexibility that is the established WTVR tradition.

****

Of the more successful commercial shows, WTVR cities eight programs, each of them local. This double-stamps the station's enterprise in video programming in a non-competitive TV area.

Continuous mail response was received from a pre-Christmas show last December that was locally produced. Called Santa Reads His Mail and telecast Monday, Wednesday, Thursday and Friday from 6:30-30 p.m., it featured Santa reading mail sent in by the kiddies and Mother Claus, who assisted in the chores and recorded the names of the children. From one announcement prior to the initial program, Santa received 246 responses. The amount of mail he received in the first two weeks exceeded 2,500 pieces. Noble Bros. Bakery sponsored the program.

The other seven programs encompass the field of entertainment and education. Sportslight is shown twice weekly from 6:45-7 p.m. It features the station's sports commentator, Jack Lewis, who presents sports resumes together with interviews of personalities. Its drawing power is attested by sponsorship by a local brewer for more than a year.

Question hunters in the vicinity tune in on Quiz-A-Quiz, sponsored by Rockingham Clothes. Two civic clubs match wits weekly with the cash prize a donation to the winners' favorite charity. Questions are of visual nature. This show is presented 15-minutes weekly.

A public service type program is offered viewers in Richmond Roundtable, which is presented from 6:30-7:45 p.m. each Friday. Outstanding public officials, dignitaries and civic leaders are provided a forum to express their opinions on important current issues. This program has stimulated state-wide interest and has included members of the President's cabinet, the state's governor, the city's mayor, state departmental heads and leaders of business and industries.

For the women's taste, Woman's Video Journal, with Jerry Lane, WTVR women's commentator presiding, gives culinary hints, fashions and interviews with local feminine personalities. This is aired 6:30-6:45 p.m. each Wednesday.

A lifting format typifies three musical shows, Dede Rusch, On Wings of Song and Swenson Brothers Quartette. Each program has one thing in common in being a WTVR TeleVision Richmond production. The Rusch show fills the Saturday evening 6:30-7 p.m. slot with western musical stylings complete with ranch settings. The Wings program, 6:45-7 p.m. on Tuesday, a relatively new feature, presents easy-on-the-ear piano selections by Pianist Everett Sene and vocal renditions by local artists. This program is beamed for TV showing since no spoken audio chops the program. All announcements are presented via video slides over appropriate musical bridges. The Quartette program completes the musical show trio. On this program, presented Tuesdays, 6:45-7 p.m., the rendition of songs of the Southland, another Virginia tradition, has attracted wide and faithful audiences.

WTVR has compiled special programming achievements highlighted by the National Convention relays. Visual events, some of them (Continued on Telecasting 48)
EVERYTHING in LIGHTING

Incandescent Lamp Bank, Type TL-5A

Rotatable Lamp Mount, Type TL-15A
With extension bars for mounting individual or multiple flood lamps. Control spindle can rotate 360 degrees—tilt 170 degrees about the point of support.

Fairleads, Type TL-32A
A practical way to guide mechanical control lines to control board without noise. 170-degree tilt and 360-degree angle of rotation around its point of support provides maximum flexibility for mounting anywhere. Equipped with quick-release gridiron clamp. Nine chromed bushings reduce control-line friction.

High-Intensity Light Dolly, Type TL-26A
The ideal mobile floor unit that puts high-intensity side illumination where you want it. Uses the TL-1A High-Intensity Fluorescent Bank. Rotates the bank from horizontal to vertical position; tilts it through 90 degrees. No high-voltage floor cables, because lamp ballast is right on the dolly.

Light-Control Panel, Type TL-31A
Includes ten headlocks and ten rope locks for controlling ten light banks. Available in single units or on ready-to-operate panels, as illustrated.

Spot-Light Fixtures, Type TL-10A—TL-11A
Standard control spindle for use with a Mole-Richardson or Oleson 2-kw Solar Spot, or a 750-watt Baby Spot. Rotates 360 degrees. Tilts 170 degrees about its point of support.
New silent-control lighting equipment enables you to "tailor" the lighting system to fit your studio—correctly, without expensive experimenting.

Available for the first time—a complete line of studio-tested lighting equipment from a single manufacturer. Available for the first time—packaged studio lighting systems to match the response curves of modern studio cameras.

Combining high-intensity fluorescent banks, high-intensity spots, and incandescent banks for handling any studio set-up, RCA lighting systems are capable of delivering more than 200 foot candles of light energy. All lights can be rotated 360 degrees horizontally and 170 degrees vertically. All lights are designed for pyramid-mounting on studio ceilings. All lights are mechanically controlled through silent-operating fairleads that terminate in a central control board.

With this lighting equipment you can swing each light for basic work, modeling, or back lighting. You can direct each light to more than one acting area. You can "dim" by tilting, rotating, or cutting off half banks—and without upsetting light distribution. All equipment and wiring is off the floor. No ladder hazards or expensive catwalk installations. No danger of burning artists or technicians.

Here is the system that delivers correct illumination with as little as two-thirds to one-half the usual amount of equipment—and with proportionate savings in power. No more experimenting for the individual studio. No more junking of extensive lighting installations.

For help in planning your studio lighting—correctly—simply call your RCA Broadcast Sales Engineer. Or write Dept. 193A RCA Engineering Products, Camden, N. J.

**High-Intensity Fluorescent Bank, Type TL-1A**

Your TBA chairman, Charles “Bud” Barry (ABC’s VP in Charge of Programs), developed the shows on this page. They’re all good examples of the kind of entertainment-wise, budget-wise programs that Bud and his Boys are coming up with for ABC’s television clients.

Super Circus...a fabulous, thrill-packed full hour under the Big Top. The biggest thing for small fry on television! (First half-hour sponsored by Canada Dry). Every Sunday afternoon at 5:00 pm (EST).

That Wonderful Guy. Here’s lively, likeable comedy for all the family, featuring a brand-new, sure-fire television star, Jack Lemmon. He’s great! With Cynthia Stone, Neil Hamilton. Wednesdays, 9:00 pm (EST).

Paul Whiteman TV Teen Club offers an unbeatable combination: a full hour of sock entertainment...a real public service to youth. Saturdays, 8:00 pm (EST). (Second half-hour to be sponsored by Griffin Mfg. Co.).

ABC’s GROWING LIST OF TOP TELEVISION ADVERTISERS

<table>
<thead>
<tr>
<th>CANADA DRY</th>
<th>B. F. GOODRICH</th>
<th>CHESEBROUGH MFG. CO.</th>
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<td>KELLOGG</td>
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ABC - TELEVISION

American Broadcasting Company
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<th>City</th>
<th>Call Letters</th>
<th>Channel</th>
<th>Network Representative</th>
<th>Executive Personnel</th>
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local impact has made the Atlanta area one of America's more desirable television markets

The advertiser, whether national or local, primarily is interested in only one thing. And that is the local impact his message makes.

We at WSB-TV, likewise, have one primary objective. Which is delivery of that local impact.

The WSB-TV formula for building local impact does not vary. The method: intense programming on the local level . . . integrated with outstanding national productions.

Circulation growth in the Atlanta television area, and viewer loyalty to WSB-TV prove the effectiveness of this formula. Ask your nearest Petry man for the facts.
# DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

## LOUISIANA

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters Established</th>
<th>Channel Power</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Network</th>
<th>Executive Personnel</th>
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<tbody>
<tr>
<td>NEW ORLEANS</td>
<td>WDSU-TV</td>
<td>1948</td>
<td>Ch. 6</td>
<td>82-86mc, 33k-w;</td>
<td>ABC, CBS</td>
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<td>15.6k-w; vis.</td>
<td>DuMont</td>
<td>Richard E. Jones, Gen. &amp; Coml. Mgr.</td>
</tr>
<tr>
<td></td>
<td>WWJ-TV</td>
<td>1947</td>
<td>Ch. 4</td>
<td>66-72mc, 8.5k-w;</td>
<td>NBC</td>
<td>W. E. Scripps, Pres.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18k-w; vis.</td>
<td>Hollingbery</td>
<td>Harry Bannister, Gen. Mgr.</td>
</tr>
<tr>
<td></td>
<td>WWJY-TV</td>
<td>1945</td>
<td>Ch. 7</td>
<td>174-180mc, 13.9k-w;</td>
<td>ABC</td>
<td>Robert E. Kintner, Pres. (ABC)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>27k-w; vis.</td>
<td>DuMont</td>
<td>James G. Riddell, Gen. Mgr.</td>
</tr>
</tbody>
</table>

## MINNESOTA

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters Established</th>
<th>Channel Power</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Network</th>
<th>Executive Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINNEAPOLIS-ST. PAUL</td>
<td>KSTP-TV</td>
<td>1948</td>
<td>Ch. 5</td>
<td>76-82mc, 17.2k-w;</td>
<td>NBC</td>
<td>Stanley E. Hubbard, Pres. &amp; Gen. Mgr.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24.7k-w; vis.</td>
<td>Petry</td>
<td>K. M. Hance, Exec. V. P. &amp; Tres.</td>
</tr>
<tr>
<td></td>
<td>WTCN-TV</td>
<td>1949</td>
<td>Ch. 4</td>
<td>66-72mc, 9.2k-w;</td>
<td>ABC</td>
<td>B. B. Ridder, Pres.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>17.8k-w; vis.</td>
<td>DuMont</td>
<td>F. Van Kuykendall, Gen. Mgr.</td>
</tr>
</tbody>
</table>

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**February 6, 1950**

**TELECASTING**

**BROADCASTING • Page 52**
WBAL-TV

IS BALTIMORE'S MOST POWERFUL TV STATION

Covers an Area of 4550 Sq. Miles with Over 1,600,000 Population

Baltimore is nation's No. 1 TV town!*

TV Editors Acclaim Shows Carried by NBC-TV & WBAL-TV in Baltimore

Motion Picture Daily Poll Lists 8 out of 11 NBC Shows in First Place!
Billboard Votes Top Male and Female Singers carried on WBAL-TV!
Radio Daily Votes Best Program and Star carried on WBAL-TV!

*123,767 sets now in use—more sets per capita than any other city.

Nationally Represented by EDWARD PETRY Co., Inc.

Television Baltimore  NBC Affiliate

WBAL-TV
### MISSOURI

**RADIO:**
- WDAF-AM 1950
- KSDK-AM 1947

**TV:**
- KMOV-CH 1949

### NEBRASKA

**RADIO:**
- KOWM-AM 1950

**TV:**
- KOWM-TV 1949

### NEW JERSEY

**RADIO:**
- WABC-AM 1949

**TV:**
- WABC-TV 1950

### NEW MEXICO

**RADIO:**
- KOBI-AM 1948

**TV:**
- KOBI-TV 1948

### NEW YORK

**RADIO:**
- WOR-AM 1949

**TV:**
- WOR-TV 1949

### OHIO

**RADIO:**
- WCAU-AM 1949

**TV:**
- WCAU-TV 1949

### OKLAHOMA

**RADIO:**
- KOKF-AM 1949

**TV:**
- KOKF-TV 1949

### PENNSYLVANIA

**RADIO:**
- WTSN-AM 1949

**TV:**
- WTSN-TV 1949

### TENNESSEE

**RADIO:**
- WSM-AM 1949

**TV:**
- WSM-TV 1949

### TEXAS

**RADIO:**
- KRLD-AM 1949

**TV:**
- KRLD-TV 1949

### WASHINGTON

**RADIO:**
- KOMO-AM 1949

**TV:**
- KOMO-TV 1949

### WEST VIRGINIA

**RADIO:**
- WVAH-AM 1949

**TV:**
- WVAH-TV 1949

### WISCONSIN

**RADIO:**
- WTMJ-AM 1949

**TV:**
- WTMJ-TV 1949

### WYOMING

**RADIO:**
- KSL-AM 1949

**TV:**
- KSL-TV 1949
THE KANSAS CITY STAR COMPANY

ANNOUNCES

THE APPOINTMENT OF

HARRINGTON, RIGHTER & PARSONS

INCORPORATED

AS THE EXCLUSIVE

NATIONAL TELEVISION REPRESENTATIVE

FOR TELEVISION STATION

WDAF-TV

*This appointment becomes effective February 20, 1950.*
### DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Channel Designated</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Telephone Number</th>
<th>Network Representative</th>
<th>Executive Personnel</th>
<th>Trans. Library News Service Transmitter Make</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SYRACUSE</strong></td>
<td>WHEN</td>
<td>Ch. 8</td>
<td>Meredith Syracuse TV Corp.</td>
<td>101 Court St.</td>
<td>3-1226</td>
<td>ABC, CBS DuMont Katz</td>
<td>Paul Adanti, Gen. Mgr. William H. Bell, Coml. Mgr.</td>
<td>General Electric</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Central N. Y. Bestg. Capitol Harrison St.</td>
<td>3-7111</td>
<td>NBC Headley-Reed</td>
<td>H. C. Wilder, Pres. E. Vadeboncoeur, V. P. &amp; Gen. Mgr.</td>
<td>General Electric</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CBS</td>
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<td></td>
</tr>
<tr>
<td>WFN-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13.6kw-saur.; 16.3kw-vis.</td>
<td>CBS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>בוטאוב</td>
<td>Ch. 4</td>
<td></td>
<td></td>
<td>13.6kw-saur.; 16.3kw-vis.</td>
<td>NBC</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WSYR-TV
Syracuse, New York

announces the appointment of

HEADLEY-REED TV

as its

National Representative

effective immediately

WSYR-TV begins telecasting February 15 on Channel 5
affiliated with National Broadcasting Company

HEADLEY-REED TV

New York  •  Chicago  •  Detroit  •  Atlanta  •  San Francisco  •  Hollywood
DuMont owned and operated

ABC - CBS - NBC - Affiliated

For Complete Coverage Of

The Nation's Eighth Market Area

WDTV—Pittsburgh's Only Television Station
Picture for Yourself

Picture for yourself the potential WFIL-TV’s special delivery opens up for you.

SPECIAL because WFIL-TV offers top coverage in the world’s second largest television market—nearly 4,207,000 people in 17 buying counties.

SPECIAL because the Philadelphia market’s 266 receivers per thousand families represent the highest concentration of television sets in the Nation.

SPECIAL because WFIL-TV’s primary coverage area includes cities like Allentown, Bethlehem, Reading, Wilmington and Trenton, in addition to the Philadelphia-Camden heart of the Nation’s Third Market.

And SPECIAL—especially—because results show that dollar returned for dollar spent, WFIL-TV is your best buy in Philadelphia television.

Consider all these things. You’ll see. You’ll agree. WFIL-TV delivers the picture for yourself.

WFIL-TV

ABC and DuMont Features • Represented by THE KATZ AGENCY

The Philadelphia Inquirer Station
# DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to February 1, 1950)

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters Established</th>
<th>Channel Power</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Telephone Number</th>
<th>Network Representative</th>
<th>Executive Personnel</th>
<th>Transo, Library News Service</th>
<th>Transmitter Make</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMPHIS</td>
<td>WMCT</td>
<td>Ch. 4</td>
<td>66-72mc</td>
<td>Memphis Pub. Co.</td>
<td>P. O. Box 311</td>
<td>ABC, CBS</td>
<td>Enoch Brown, Pres.</td>
<td>Wilson Mount, Prog. Dir.</td>
<td>UP, INS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7.12kW-ausr.;</td>
<td></td>
<td>8-7464</td>
<td>DuMont</td>
<td>H. W. Stavick, Gen. Mr.</td>
<td>W. E. Frase, Prom. Mr.</td>
<td>RCA</td>
</tr>
<tr>
<td>NASHVILLE</td>
<td>WSM-TV</td>
<td>Ch. 4</td>
<td>66-72mc</td>
<td>WSM Inc.</td>
<td>381-7th Ave. North</td>
<td>7.12kW-ausr.;</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>(CP)</td>
<td></td>
<td>7.12kW-ausr.;</td>
<td></td>
<td>6-7181</td>
<td>14.4kw-vis.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DALLAS</td>
<td>KBTV</td>
<td>Ch. 8</td>
<td>100-106mc</td>
<td>Potter Television Co.</td>
<td>M &amp; W Tower Bldg.</td>
<td>DuMont</td>
<td>Tom Potter, Owner</td>
<td>Del Ramey, Coml. Mgr.</td>
<td>Telene...</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>13.5kw-ausr.;</td>
<td>Riverside</td>
<td></td>
<td>Paramount</td>
<td>Jack J. Potter, Pres.</td>
<td>Larry DuPont, Prog. Mr.</td>
<td>United...</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>27kw-vis.</td>
<td></td>
<td></td>
<td>Young</td>
<td>J. C. Burnett, V. P. &amp;</td>
<td>Morris Barton, Chief Engr.</td>
<td>Film Equity</td>
</tr>
<tr>
<td></td>
<td>KRLD-TV</td>
<td>Ch. 4</td>
<td>66-72mc</td>
<td>KRLD Radio Corp.</td>
<td>Herald Sq.</td>
<td>CBS</td>
<td>J. W. Runyon, Pres.</td>
<td>Roy George, Prog Dir.</td>
<td>UP</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8.8kw-ausr.;</td>
<td>Central 6011</td>
<td></td>
<td>Branhams</td>
<td>C. W. Rembert, Gen. Mr.</td>
<td>J. W. Crocker, Asst. Mgr.</td>
<td>UP</td>
</tr>
<tr>
<td>FORT WORTH</td>
<td>WBAP-TV</td>
<td>Ch. 5</td>
<td>76-82mc</td>
<td>Carter Publications</td>
<td>2906 Barnett St.</td>
<td>ABC, NBC</td>
<td>Amon Carter, Pres.</td>
<td>Bob Gould, Prog. Dir.</td>
<td>RRC</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8.8kw-ausr.;</td>
<td>(Lockwood 1941 (Fort</td>
<td></td>
<td>Lone Star</td>
<td>Harold Hough, Dir.</td>
<td>Tommy Thompson, Prod. Mgr.</td>
<td></td>
</tr>
<tr>
<td>HOUSTON</td>
<td>KLEE-TV</td>
<td>Ch. 2</td>
<td>34-60mc</td>
<td>W. Albert Lee</td>
<td>Milby Hotel</td>
<td>ABC, NBC</td>
<td>Amnon Carter, Pres.</td>
<td>R. C. Stinson, Dir. of Engr.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8.6kw-ausr.;</td>
<td>Preston</td>
<td>1161</td>
<td></td>
<td>Harold Hough, Dir.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>16kw-vis.</td>
<td></td>
<td></td>
<td></td>
<td>George Cranston, Gen. Mgr.</td>
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<td></td>
<td></td>
<td></td>
<td>Roy Bacon, Coml. Mgr.</td>
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<td></td>
</tr>
<tr>
<td>SAN ANTONIO</td>
<td>KEYL</td>
<td>Ch. 5</td>
<td>76-82mc</td>
<td>San Antonio TV Co.</td>
<td>Atop Tranis Tower</td>
<td>DuMont</td>
<td>H. H. Coffield, Owners</td>
<td>W. B. Miller, Gen. Mgr.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WOAI-TV</td>
<td>Ch. 4</td>
<td>66-72mc</td>
<td>Southland Industries</td>
<td>Inc.</td>
<td>Southland Industries</td>
<td>R. L. Wheelock</td>
<td>Mert Denk, Prog. Mgr.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>10.8kw-ausr.;</td>
<td>Inf.</td>
<td>P. O. Box 2641</td>
<td>Inc.</td>
<td>G. A. C. Half, Chmn. of Bd.</td>
<td>J. R. Duncan, Dir. TV Prog.</td>
<td></td>
</tr>
</tbody>
</table>

(Continued on Telecasting 31)

## IF YOU'RE IN TV

You should be in Memphis

![WMCT Logo](Image)

**CHANNEL 4 • MEMPHIS**

**AFFILIATED WITH NBC • CBS • DUMONT**

### National Representatives
- The Branham Company
- Owned and Operated by The Commercial Appeal

February 6, 1950 BROADCASTING • Page 60
STUDIO ONE
under sponsorship of Westinghouse, a CBS Package Program with top ratings and an unequaled critical record.

For another top CBS Package Program now available for sponsorship, turn to back page of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td>WABC</td>
<td>Ted Steele Show</td>
<td>Chuck Wagon, Lucky Pop, Bob Howard</td>
</tr>
<tr>
<td>4:00</td>
<td>WABC</td>
<td>Ted Steele Show</td>
<td>Chuck Wagon, Lucky Pop, Bob Howard</td>
</tr>
<tr>
<td>5:00</td>
<td>WABC</td>
<td>Ted Steele Show</td>
<td>Chuck Wagon, Lucky Pop, Bob Howard</td>
</tr>
<tr>
<td>6:00</td>
<td>WABC</td>
<td>Ted Steele Show</td>
<td>Chuck Wagon, Lucky Pop, Bob Howard</td>
</tr>
<tr>
<td>7:00</td>
<td>WABC</td>
<td>Ted Steele Show</td>
<td>Chuck Wagon, Lucky Pop, Bob Howard</td>
</tr>
<tr>
<td>8:00</td>
<td>WABC</td>
<td>Ted Steele Show</td>
<td>Chuck Wagon, Lucky Pop, Bob Howard</td>
</tr>
<tr>
<td>9:00</td>
<td>WABC</td>
<td>Ted Steele Show</td>
<td>Chuck Wagon, Lucky Pop, Bob Howard</td>
</tr>
<tr>
<td>10:00</td>
<td>WABC</td>
<td>Ted Steele Show</td>
<td>Chuck Wagon, Lucky Pop, Bob Howard</td>
</tr>
</tbody>
</table>

Programs in italics are sustaining.

Time is EST.

L in list: F: Film; K: Kinescopic Recording; E: Eastern Network; M: Midwestern Network; N: Noninterconnected stations.

CBS Daytime
Monday-through-Friday, 4-4:30 p.m.

Hannish in Exchange, L (EM); 4:30-5 p.m. Vanity Fair, L (E).

CBS Nighttime
Monday, 11:30 p.m. Movie on Barco, 11:30-12 a.m. News; Tuesday 11:30-12 a.m. News; Wednesday 11:30-12 a.m. News; Thursday 11:30-12 a.m. News; Friday 11:30-12 a.m. News; Saturday 11:30-12 a.m. News; Sunday 11:30-12 a.m. News.

* Lone Ranger Trail 7:30-8 p.m. sponsored on 8 stations in Southeast by American Bakers Co. General Mills.

LEONARD HAYDEN SHOWS

Children's Sketch Book L (EM)
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
<th>Network</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>KDKA, Pittsburgh</td>
<td>General Electric</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fred Waring Show</td>
<td></td>
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<td></td>
<td></td>
<td>They Stand Accused</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Racing Headlines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td>KDKA, Pittsburgh</td>
<td>Philco Television Playhouse</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Garrosay of Large</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Local</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td>KDKA, Pittsburgh</td>
<td>Johnny Carson</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Carol Burnett</td>
<td></td>
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<td></td>
<td></td>
<td>Co-op Wrestling</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>(From Sunnyside Arena)</td>
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<tr>
<td></td>
<td></td>
<td>Local Sponsors (Co-op)</td>
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<tr>
<td></td>
<td></td>
<td>Who Said That</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>KDKA, Pittsburgh</td>
<td>Tomorrows Champions (to midnight)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td>KDKA, Pittsburgh</td>
<td>Stage Door</td>
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<tr>
<td></td>
<td></td>
<td>L. (E-M)</td>
<td></td>
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<tr>
<td>5:00</td>
<td>KDKA, Pittsburgh</td>
<td>Auto-Lite Suspense</td>
<td></td>
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</tr>
<tr>
<td>6:00</td>
<td>KDKA, Pittsburgh</td>
<td>Comic Club</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>L. (E-M)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>KDKA, Pittsburgh</td>
<td>The Life of Riley</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>P. Leeillian</td>
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<td></td>
<td></td>
<td>Original Amateur Hour</td>
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<tr>
<td></td>
<td></td>
<td>You Are An Artist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>KDKA, Pittsburgh</td>
<td>Procter &amp; Gamble Fireside Theater</td>
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<td></td>
<td></td>
<td>F</td>
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<td></td>
</tr>
<tr>
<td>9:00</td>
<td>KDKA, Pittsburgh</td>
<td>That Wonderful Gay</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>L. (E-M)</td>
<td></td>
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<tr>
<td>10:00</td>
<td>KDKA, Pittsburgh</td>
<td>Air Barracuda</td>
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<td></td>
<td>Atomicsc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>KDKA, Pittsburgh</td>
<td>Headliners</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>L. (E-M)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>KDKA, Pittsburgh</td>
<td>Kraft Foods Co. TV Theatre</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>L. (E-M)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td>KDKA, Pittsburgh</td>
<td>Wendy Barrie Show</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>L. (E-M)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td>KDKA, Pittsburgh</td>
<td>Author Moyle Critics</td>
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<td></td>
<td></td>
<td>L. (E-M)</td>
<td></td>
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<tr>
<td>3:00</td>
<td>KDKA, Pittsburgh</td>
<td>Cheshourgh Mfg. Co.</td>
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<td></td>
<td></td>
<td>Blatz Brewing Co.</td>
<td></td>
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<td></td>
<td></td>
<td>Roller Derby</td>
<td></td>
<td></td>
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<tr>
<td>4:00</td>
<td>KDKA, Pittsburgh</td>
<td>Noone and Crime</td>
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<td>L. (E-M)</td>
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<tr>
<td>5:00</td>
<td>KDKA, Pittsburgh</td>
<td>Hollywood Coddle Club</td>
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<td>L. (E-M)</td>
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<tr>
<td>6:00</td>
<td>KDKA, Pittsburgh</td>
<td>Mail Pouch Tobacco Co.</td>
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<td></td>
<td></td>
<td>Sports for All</td>
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<td></td>
<td>L. (E-M)</td>
<td></td>
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<tr>
<td>7:00</td>
<td>KDKA, Pittsburgh</td>
<td>Henny Miller</td>
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<td></td>
<td></td>
<td>Versatile Varieties</td>
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<td></td>
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<td>Bonable Mills</td>
<td></td>
<td></td>
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<tr>
<td>8:00</td>
<td>KDKA, Pittsburgh</td>
<td>American Cig. &amp; Cig. Big Story (alternates with Life Begins at 80)</td>
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<tr>
<td>9:00</td>
<td>KDKA, Pittsburgh</td>
<td>Gillette Fights</td>
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<td></td>
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<td>L</td>
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<td></td>
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<tr>
<td>10:00</td>
<td>KDKA, Pittsburgh</td>
<td>Cookies &amp; Cream</td>
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<td>L. (E-M)</td>
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<tr>
<td>11:00</td>
<td>KDKA, Pittsburgh</td>
<td>Roller Derby</td>
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<td></td>
<td>L. (E-M)</td>
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</tbody>
</table>

**THE BOSTON TELEPULSE**

will be published on February 25, 1950, and monthly thereafter. Each report will cover a full week's televisioning from 12 Noon to 12 Midnight. Each daily 1/2 hour rating will be based on 150 television homes (Monday-Friday ratings on 750 Homes).

**OTHER** available TelePulse material includes monthly reports in:

- CHICAGO
- CINCINNATI
- LOS ANGELES
- NEW YORK
- PHILADELPHIA
- WASHINGTON

**THE** Multi-Market TelePulse gives weighted ratings of network programs in these cities, and is also issued monthly.

**For information about these and other Telefacts **...

**Ask The PULSE**

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN
ACTOR'S STUDIO
is a big, dramatic, 
audience-building 
CBS Package Program 
that's top TV in 
script, performance 
and production.

A 1948 Peabody Award winner now on CBS... Television Daily notes it "goes along with a consistency of excellence that is hard to match."
THE NEWSWEEKLY OF RADIO AND TELEVISION

BY MORE AGENCY-
ADVERTISER EXECUTIVES
THAN ANY OTHER
RADIO OR TV JOURNAL

READ

Only BROADCASTING brings together the week in radio and TV. Spot news—largely unduplicated elsewhere—new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs... all easily read and quickly grasped.

ADVERTISERS read BROADCASTING—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read BROADCASTING—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read BROADCASTING—to learn quickly and reliably what is happening, week by week, in their business.

If your business concerns radio-television you need BROADCASTING-TELECASTING—the only authentic reporter of every significant development in the field of mass radio communications.

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

The Newsweekly of Radio and Television

February 6, 1950

Page 65 • BROADCASTING

Page 31 • TELECASTING
Telestatus

O.S.U. Reports on Viewing Intensity
(Report 97)

VIEWING of television tends to be a “complete attention” activity, according to results just released of a study of home television watching habits of men and women during evening hours conducted at the Dept. of Speech, Ohio State U.

The study was made under the supervision of Dr. Richard Robbins, graduate student in radio programming. It was based on 6,742 attempted telephone calls to Columbus homes between 5:30 and 10 p.m. last Oct. 30.

Prof. Harrison B. Summers, of the Dept. of Speech, commented that the study appears to indicate that if television is to be used as widely during evening hours, some major adjustments in listeners’ work schedules may be necessary.

In surveying Columbus evening activities, the group of radio programmers completed 70% of calls, obtaining data from 1,676 men and 2,971 women. These basic findings were cited:

1—Television viewing tends to be a “complete attention” activity; 85% of the men and 75% of the women television viewers were “doing nothing else” but watching television at the time of the telephone call.

2—Radio, on the other hand, is largely a divided-attention activity; 70% of the men and women who were listening to radio programs, only about 30% were “just listening to the radio” at the time the telephone rang, while the remaining 70% were eating meals, reading, dressing, or doing housework of various kinds.

3—Assuming that television continues to be a “complete attention” activity, the amount of time which may be devoted television viewing per evening will be considerably less than that now given to radio listening, and the “complete leisure” as here shown by women and men interviewed approached to only one-fifth of the total time between 5:30 and 10 p.m., and other leisure activities, such as talking or visiting with others, playing cards or reading, account for only another 35% of evening time. Approximately 45% of all evening time is spent in various non-leisure activities, most of which could not be carried on by television viewers.

A survey of daytime household activities, conducted last spring under Prof. Summers’ direction, showed radio sets were in use in 31.6% of Columbus homes [BROADCASTING, June 6, 1949].

In the evening study, it is pointed out, data was obtained by telephone and represents only telephone families. Furthermore, information was obtained only on weekday evenings and omits talking on the telephone as an activity.

The use of television and radio by men and women in various non-listening activity groups is shown in the following table (figures in first column show minutes per evening devoted to non-listening activities indicated; those in other columns give percentages of men or women in activity groups who were using television or radio):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading books, news</td>
<td>57%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Eating meals, etc.</td>
<td>52.0%</td>
<td>52.0%</td>
</tr>
<tr>
<td>Working in kitchen</td>
<td>52.0%</td>
<td>52.0%</td>
</tr>
<tr>
<td>Socializing</td>
<td>52.0%</td>
<td>52.0%</td>
</tr>
</tbody>
</table>

New Rate Card For ABC-TV

ABC announced its television rate card No. 3 Jan. 27 with these major rate changes: Class C time reduced to 50% of Class A rate instead of 50% of Class B, for the period from 10:30-11 p.m. Local time seven days a week made Class A instead of Class B in the hour from noon to 1 p.m. Local time Saturdays and Sundays dropped from Class C to Class A; total rate for 52 ABC-TV stations for 30 minutes of Class A time on 58-week basis set at $11,000 compared with former rate of $18,285 for 33 stations. Rates became effective Jan. 15.

Weekly Television Summary

Based on Feb. 6, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Number of Stations on Air</th>
<th>Number of Station Owners in Ohio</th>
<th>Percent of All Stations in Ohio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>20</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Atlanta</td>
<td>30</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td>Boston</td>
<td>40</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Chicago</td>
<td>50</td>
<td>250</td>
<td>125</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>80</td>
<td>400</td>
<td>200</td>
</tr>
</tbody>
</table>

‘Depth of Penetration’ Surveyed by WTMJ-TV

LANCASTER, Pa., a single station market, led all other cities in a “Depth of Penetration” study released by WTMJ-TV Milwaukee. The study included single station markets in the top 10 including Milwaukee, sixth; Schenectady, eighth, and Buffalo, tenth. The "Depth of Penetration" is defined as the station by the number of television sets per 1,000 families and is based on Jan. 1 set figures. The complete list as compiled by WTMJ-TV follows:

Pittsburgh Video Set Owners Surveyed

TELEVISION set ownership has almost doubled in the Pittsburgh area in the last three months, according to Gate-Post Research which has just surveyed 1,593 families within a 20-mile radius of the city.

The survey, conducted in the first two weeks of January, found

(Continued on Telecasting 38)
How to Increase Your Audience
(And Revenue)
With Film

In city after city, Hooper and Pulse ratings record phenomenal audiences for film programs.

The films that are building up these phenomenal audiences are mostly Westerns and Mysteries.

If you want to tap this tremendous audience potential you should get in touch at once with Associated Artists Productions, Ltd.

Associated Artists Productions, Ltd., has the largest catalog of Hollywood-produced-film for television.

These are the films that are breaking audience rating records!

The films distributed by Associated Artists Productions, Ltd., are tailored for salability. They are properly timed for program spotting. They will mean more revenue for you.

Send for our catalog today!

Paul Diamond
Director of Television

Associated Artists Productions, Ltd.
444 Madison Avenue, New York 22, N. Y. Murray Hill 8-4754
**TV-PAYOFF**

**Client says:**
"it sells...we've sold"

James Rotto, Sales and Publicity Director, THE HECT CO.

**VARIETY says:**
(January 11, 1950)

**SHOP BY TELEVISION**

Walter Crane, Jackson Weaver

20 Min., Tue., Wed., Thu.

**HECT CO.**

WMAL-ABC, Washington

This is a "first" for this town, and possibly for the country, in TV promotion, with a successful airing of its third month, the program has so pleased its sponsor, the Atlantic Co., last night the show hit home hard, that, after five weeks, it was rebroadcast andרי 15 minutes to a full-hour schedule.

Unusual gimmick of the show, that will add to its television value, rather than entertainment, is that merchandising value. A feature of the program is actually bought during and after the show, with the purchase of a phone order, ringing of the telephone bell is transmitted to the TV audience, thus adding authenticity as well as unobserved order taking for the other shoppers.

Format of the program is fairly conventional, with Ruth Crane, director of Women's Activities for WMAL-TV, conducting the show, while her announcer, Jackson Weaver, is roundly as "Mr. and Mrs." The articles displayed are reviewed by Miss Crane with an occasional wisecrack from Weaver, and usually has the added interest of 1 or more millionaires a few hours of the evening. At sponsor's insistence, the program has a selection of "no cost" items, thereby offering a sale on the program—the items are on low cost items. This tends to slow the program down, to keep it from the glamour of some high-priced articles, like women's clothes, and the weekly total more than warrants cost of the show.

Miss Crane, an accomplished emcee and thoroughly devoted, keeps the sale moving, even under the handicap of lack of variety, as in last Tuesday's show, and when a succession of face creams grew monotonous. She TV defends extremely well, and should impart her secret of success to video makeup to others in the field. Weaver's bid for laughs are not always successful, but there's no shortage of laughs. The program can be developed into successful TV promotion, in any other medium, as a team, for they've been at it a long time.

The idea for the show, which was dreamed up by the station, is a real one and a natural. The prospect of cramming the channel with too much TV would be a frightening one, but, in moderation, a channel differing and quite viewable.

Louise

**The Evening Star Station**

WMAL-TV

WASHINGTON D.C.

**Page 34 • TELECASTING**

**February 6, 1950**

**BROADCASTING • Page 68**

**HINT PAYS OFF**

CONVINCED of TV's selling power is Ed Bowman, general manager of Enoch Chevolet Co., South Gate, Calif. Participating sponsor in the Friday night telecast of wrestling matches from Ocean Park Arena on KETC-TV Los Angeles, he was interviewed recently between matches and dropped a hint that potential auto buyers could save the Los Angeles city tax by purchasing their new cars in his community. In ensuing hours, over 5,000 persons jammed Enoch Chevrolet showrooms. Ten bought the cars he had in stock. Gratified salesman got 49 orders for future delivery of cars.

**WJAX-TV PLANS**

**FCC Proposes Time Extension**

**RECOMMENDATION that the City of Jacksonville, Fla., be allowed additional time to complete FCC rule revision of WJAX-TV was made by FCC Hearing Examiner Jack P. Blume in an initial decision issued last Thursday. WJAX-TV would be operating within six months of final extension approval, it was found.**

Examiner Blume, who presided over FCC's hearings to determine whether Jacksonville had been diligent in prosecution of its permit, said the record showed:

"The delays are not attributable to any preconceived plan on the part of the applicant to 'stall' with the object of reserving a channel to some indefinite future date when it would be considered prudent to construct." Rather, he concluded, "the delays are traceable to honest mistakes in judgment and an overly cautious, but understandable approach on the part of the city officials of Jacksonville to its fiscal affairs, and in particular, towards the spending of public monies beyond the financial arrangements have been completed." Permit for WJAX-TV was issued by the Commission in August 1949 with requirement that the station be on the air by April 1949. The extension request filed in March last year was the subject of FCC's hearing. Examiner Blume found that Jacksonville obtained permission from the state legislature to issue $300,000 worth of revenue certificates to finance the TV station and these certificates were to be repaid from earnings of the city's WJAX, AM outlet.

However, city officials considered this amount insufficient to also meet initial operating expenses and sought to amend the plan, the initial financing from the state legislature, and discovered the statute approving issuance of the certificate made no provision to include operating expenses. Funds for the latter are not available.

The decision further noted that construction of WJAX-TV already underway, that a manager has been selected and other plans made.

**SPOT ADVERTISERS**

(Continued from Telecasting 8)

**Advertiser**

**Product**

**Number of Stations Used During Each Month**

**January**

**February**

**March**

**April**

**M**

**J**

**A**

**M**

**J**

**A**

**N**

**S**

**D**

**G**

**H**

**I**

**J**

**K**

**L**

**M**

**N**

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**Z**
FILM PRODUCERS

3% Sales Tax Poses Problems

TELEVISION film producers in Hollywood are facing a complex problem in working out the 3% sales tax recently imposed on their products by the California State Board of Equalization.

Objecting to application of the tax, it is expected that wholesale protest will be made. Film producers and distributors want the Board of Equalization to clarify the many ramifications involved and "work out a fair solution."

Spot announcements and any other length commercial film shot before last June 30 is being assessed 2½% of advertisers purchase price. The 3% tax is on footage filmed and sold to or made for sponsors since that date.

It was pointed out that there are thousands of completed product on the shelves which have changed hands several times and that many of the original producers are out of business. Under the Board of Equalization setup, back tax is involved. In many instances present owners of these commercials will have to collect back tax from advertisers who used the film on TV or pay out of pocket.

Producers declare that although legally liable, many advertisers and their agencies who bought film refuse to pay because they weren't billed assessment at time of sale. It was further pointed out that many advertising agencies up to now hadn't heard about the new application of the state sales tax and will have to collect back from their clients, thus adding further confusion.

NBC-TV Signs WTTV

WTTV (TV) Bloomington, Ind., was announced last week by NBC-TV as the network's 59th television affiliate. The station also is an affiliate of ABC-TV, CBS-TV and DuMont Television Network.

Either Way You Read It, it's WKRC

Hooper Share Of Audience—Nov.—Dec.—1950

Evening, Sun. Thru Sat. 6 P.M.—10:30 P.M.

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<tr>
<td>37.4</td>
<td>9.2</td>
<td>8.0</td>
<td>25.1</td>
<td>22.6</td>
<td>9.9</td>
<td>Day Only</td>
<td>25.1</td>
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</table>

Like those wise old owls, Time Buyers have no trouble at all picking the first station in Cincinnati.

There are the facts for all to see: No ifs, ands or buts, one station is out in front, leading the parade in Cincinnati... WKRC!

And about that 25.1% TV share of the audience (FM and others), don't forget those top CBS TV shows are on WKRC-TV!
WSB COLORCAST
To Air Hospital Assembly

WSB-TV Atlanta, Ga., is to telemass in CBS color today (Feb. 6) the opening ceremonies of the Atlanta Graduate Medical Assembly from Grady Hospital. Transmission will be on WSB-TV's regular Channel 2 (180-186 mc) and is claimed to be the first colorcast south of Washington using standard monochrome equipment.

The Atlanta Journal outlet on Tuesday evening will present a special closed circuit color program to an invited group of some 500 prominent Georgians at Atlanta's Municipal Auditorium, produced by Brad Candler and featuring WSB-TV talent. Color equipment being employed is that developed by CBS and owned by Smith, Kline & French Labs.

During the Feb. 6-8 medical assembly of practitioners from throughout the South, CBS and SKF will pick up operations at Grady Hospital and relay them by polyethylene cable to the color receiver in Municipal Auditorium as it has done before similar groups in other cities.

WSB-TV on Jan. 18 was luncheon host to local television distributors to acquaint them with details of the color demonstrations and to supply informational data for distribution to dealers and consumers. The Journal's Sunday magazine supplement on Jan. 22 featured a color spread and story on color TV and some 13,000 extra copies were mailed to the medical profession in the South.

‘FREEZE’ LIFT
Smith Urges FCC to Act

THE FCC was urged last week to remove the "freeze" on TV applications in a Philadelphia speech by David B. Smith, vice president of Philco Corp. Mr. Smith addressed a joint meeting of the Franklin Institute and the Institute of Radio Engineers last Wednesday.

Mr. Smith said: "One of the things which is seriously troubling the television industry is how to open up the aerial highways so that these remaining 20 million citizens (not now covered by TV) will not be deprived of TV programs. About 20% of these now having television service get their programs from a single station, whereas they could, if it were not for the 'freeze,' have more than one service."

In reference to color television, Mr. Smith said Philco is convinced that "the channels now being used for black-and-white television can be eventually be used for color television" and that existing receivers will be able to pick-up color in black-and-white without modification. To this end, he said color receivers designed to work on the compatible system are still in the industry's laboratories and will not be ready for public use "for some time."

WDEL-WDELA TV
WILMINGTON, DEL.
**PRISMACOLOR**

**FCC Seeks More Information**

ALTHOUGH not outrightly denying the petition of Prismacolor Pictures Inc. for permission to participate in FCC's color television proceeding, the Commission has indicated the Chicago color photograph firm has not made sufficient showing that its methods are adaptable to color TV. FCC suggested additional information be submitted so the petition might be considered further.

Prismacolor told the Commission in November, when it requested leave to enter the color TV hearing, that its method of additive color photography is "natural for adaptation to television." The system produces color pictures from black-and-white film [BROADCASTING, Nov. 21, 1949]. In its reply to Prismacolor, FCC said:

The Commission has considered your petition and proposed statement and is of the opinion that the facsimile showing has not been made that your system of color photography can be adapted to color television. On the contrary, it appears from your petition and statements that at the present time your proposed color television system is predicted on the asserted success of your system of color photography; that there has been no research and development of the proposed color television system in the laboratory to determine fundamentals and to explore basic problems; and that no transmitting or receiving apparatus has been constructed by you which would be suitable for either laboratory or field testing.

In the light of the above facts it appears that a grant of your petition for participation in the above proceedings would not contribute any substantial scientific data to the color television record of the above proceedings. If you have any additional information to submit to the Commission, or if you have any transmitting or receiving equipment which has adapted to color television, please submit such information and we will be glad to give your petition further consideration.

---

**GOLDMARK TALK**

**Phila. Hear's Color Data**

DETAILS of CBS' color TV system were presented to industry representatives in Philadelphia last week by Dr. Peter Goldmark, developer of the system, in an address at the Poor Richard Club, traditional Quaker City advertising organization. The speech was in climax to 15 TV reception in the city.

WCAU-TV (CBS) Philadelphia has been showing color transmissions over sets placed in the station's lobby and various times in other central city locations. Transmissions were received daily, 11-11:30 a.m. with special viewing groups made up of advertising agency men, WCAU clients, business and civic leaders, and students. WCAU reported viewers were favorably impressed.

---

**WBTV helps Duches with wooing**

"Great!" said the Duchess (Duchess Pie Company, that is), when three one-minute slide announcements on WBTV pulled 669 entries in her customer-wooing History Mystery Man contest.

"When you note," beamed the Duchess, "that this response has been generated among 10,000 set owning families it works out to a response for practically 1 out of every 15 TV sets in WBTV's realm."

"And consider, your grace," WBTV added humbly, "how the response is building—from 135 on the first announcement to 292 on the third."

To assure your product its rightful place among the Carolina sales nobility, associate with the Duchess on WBTV.

**Write or Wire now for 24-page Brochure**
TEL ECASTING

Page 38 • TELECASTING

February 6, 1950

PACT giving WCPD-AM-TV Cincinnati television and radio rights to Cincinnati Reds baseball games for the next five years [BROADCASTING, Jan. 30.] was widely heralded by Queen City fans and officials alike. Discussing the new contract are (l to r): J. F. Koons Jr., Midland Adv. Agency; M. C. Watters, vice president of Scripps-Howard Radio Inc., licensee of the stations and general manager of WCPD-AM-TV; W. M. Moeller (background), secretary-treasurer, Burger Brewing Co., traditional Reds' sponsor; William J. Huster, president of Burger Co., and Byron J. Fischer, Midland agency. Announcer Waite Hoyt, former major leaguer, will describe the games, to be fed to 27-station network covering southern Ohio, west Virginia, northern Kentucky and eastern Indiana. Towards Jan carried by WHIO-TV Dayton and WTVN (TV) Columbus. Byron Fischer, radio-TV director of Midland Adv. Agency, Cincinnati, handling Burger account, stated WCPD-AM-TV five-year deal includes not only home games but as many road games as can be cleared via coax or microwave. He said WLWT (TV) and WKRC-TV, both Cincinnati, initially were in negotiations.

** REDS BASEBALL **

WCPD-TV to Air Road Games

BAN, if not all, of the road games played by the Cincinnati Reds will be telecast this year for the first time by WCPD-TV Cincinnati, M. E. Watters, general manager of the WCPD stations, announced last week.

In making the announcement, Mr. Watters said: "We've been working on this deal for a week in cooperation with the Cincinnati Baseball Club and the DuMont Television Network."

Chief obstacle to the arrangement, Mr. Watters stated, was obtaining use of a fourth daytime coaxial cable from New York to carry the games on the East Coast. The AT&T has notified both WCPD-TV and DuMont that the necessary cable would be available, he stated. In the case of cities which do not have "remote" trucks, such as Pittsburgh, mobile units will be sent from Cincinnati or Cleveland, he said. The road games also will be seen on WHO-TV Dayton and WTVN (TV) Columbus.

Canada Theatre TV

FIRST theatre TV in Canada has been licensed by the Dept. of Transport, Ottawa, for the Imperial Theatre, Toronto, and the Canadian Famous Players Corp., Toronto, a Canadian subsidiary of Paramount Pictures Inc. The Toronto theatre will carry spot TV news from an NBC mobile TV transmitter bought by Famous Players some months ago. The corporation has spent over $100,000 in theatre TV, J. J. Fitzgibbons, president, has announced.

** DENIES ZAHARI'S **

Experimental Renewal Refused

EXPERIMENTAL licence for TV station which projector license for KA2XAF which has been making equipment and other tests on commercial TV Channel 2 (54-56 mc), expired Feb. 1. FCC indicated that the experimentation proposed on antennas and synchronizing generators could be done in the laboratory without need for actual telecasting. The Commission said it didn't believe the other experiments proposed would advance the TV art.
FOR MUSIC IN

NOW AND IN THE FUTURE,

IT'S

BMI

The BMI license with television sta-
tions—in effect since 1940 and for
the next ten years—covers all per-
formances both live and mechanical
and whether by means of records,
transcriptions, or film soundtrack.

It provides for the performance of
BMI-licensed compositions without special clearance headaches.

The catalog of music licensed by BMI contains over one hundred thou-
sand copyrighted titles ranging from folk music and be-bop to classical,
and the BMIs offers to television film producers all the information and help
they need in obtaining the right to record music on films from indi-
vidual copyright proprietors.

BMI's television Service Department is headquarters for complete information
on performing and other rights in the music of BMI, AMP, and the hundreds of publishers affiliated with BMI.

MUSICAL CATEGORIES FOR SCENE SETTING

BMI has compiled a CATEGORICAL IN-
DEX as a basic guide in setting musical
scapes and providing appropriate back-
ground music for script situations. It
is proving itself indispensable to TV produc-
ers and program directors everywhere.

Write to BMI's Television Service De-
partment for your copy.

BROADCAST MUSIC, INC.

388 FIFTH AVENUE • NEW YORK 15, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL
<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Product</th>
<th>Number of Stations Used During Each Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodman, A. &amp; Noodles</td>
<td>1</td>
<td>Al Paul Leiton</td>
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<td>Helms-Lacy, Inc.</td>
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<td>Shub</td>
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Here are two fellows you should know if you want to know more about the amazing WTTV operation in Bloomington, Indiana.

LYLE WARRICK, of Bloomington, is special events director on the staff of WTTV-WTTS and is familiar with all phases of station operation.

Both will be attending the

TELEVISION BROADCASTERS ASSOCIATION

clinic in the Waldorf February 8th

*Bloomington, the home of Indiana University, is a county seat town of 20,000, the smallest city in the nation with TV. A sister station to WTTS (leading AM station in the area) WTTV goes in heavily for sports coverage and local programming, featuring home-town talent.

LET OUR NATIONAL REPS. GIVE YOU THE COMPLETE STORY
<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Product</th>
<th>Number of Stations Used During Each Month</th>
<th>Agency</th>
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**SPOT ADVERTISERS**

**FIRST in the QUAD CITIES**

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

**WOC-AM** 5,000 W. • **WOC-FM** 47 Kw. 1420 Kc. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers...with 70 to 100% BMB penetration in the two-county Quad City area...10 to 100% in adjacent counties.

**WOC-TV** Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-connected), local and film programs reach over 5,000 Quad Cities' sets...hundreds more in a 75 air-mile radius.

**Basic N B C Affiliate**

Col. B. J. Palmer, President
Ernest Sanders, General Manager

**DAVENPORT, IOWA**

FREE & PETERS, Inc.
Exclusive National Representatives

**Page 42 • TELECASTING February 6, 1950**

**BROADCASTING • Page 76**
**You Can't See the Television Industry Through a Mental Knothole!**

Bankers, Investors, Broadcasters, Advertisers, Agency-men, Film Producers: You know there are no cheap mistakes in television. Yet everybody’s convinced there’s a gold mine in the TV sky somewhere. Wouldn’t you like to have a radar map showing what’s behind each TV cloud?

We haven’t got such a map. But we have got a book... a big book full of specific figures about the size, shape and cost of national television. For instance, we figure it would cost $7,400,352,500 per year to run 4 TV networks consisting of 1,200 stations for 70 hours a week.

It took six months of patient data gathering, factual research and thoughtful analysis to establish and document our figures and conclusions. We do not ask you to accept them—in half an hour, using our formulas and your own best estimates of the facts, you can arrive at a complete set of specific answers of your own about TV’s future as it affects your interests.

Our major objective was to devise a system of thinking about television—a means of reaching specific answers to the Billion Dollar Questions About TV. How much will "National television" cost? Can Advertising pay for it? What will TV do to Sports? Movies? Radio? What about "box office" television? How can we break TV’s program-cost bottlenecks? Is TV a good investment risk? An Upjohn has been buzzing about our heads ever since the study was released. The office is strewn with praise and brickbats, but nobody has questioned the thoroughness or the thought-provocative scope of our analysis.

*We Are Embarrassed* because at the moment we have no copies of our research document-turned-best-seller. The first printing has gone to radio and TV executives; advertisers and agency men; Hollywood studios; broadcasters; set makers; bankers; radio and TV artists and directors; people in London, Mexico, Canada and places we never heard of. The general reaction was so summed up by a big TV advertiser who told us, "The three hours I spent reading your document was the most valuable television time I ever expect to buy. It’s worth many times the $5.00."

The second edition is at the printers... due off the presses immediately. If you want $5.00 worth of insurance against some million dollar mistakes you will want to read "the best buy in television."

Use this coupon—or write—for your copy, today!

**THE FAUGHT CO. • 342 MADISON AVE. • NEW YORK 17, N. Y.**
nothing but smiles under our umbrella!
<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Product</th>
<th>Number of Stations Used During Each Month</th>
<th>Agency</th>
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<td>Standard Milling Co.</td>
<td>Flour</td>
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<td>John W. Shaw</td>
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<td>Tree Preserving Pickles &amp; Co.</td>
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**WPAT at 93**

**NOW**

**5000 watts**

**24 hours a day**

**dials are swinging to WPAT at 93**

**PATERSON, NEW JERSEY**

**Owned and operated by the Herald News**

**Passaic Clifton, N. J.**
Spot Advertisers
(Continued from Telecasting 45)

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**COLOR PHASING**

FCC Gets RCA Description

TECHNICAL description of RCA's new method of automatic color phasing, as demonstrated in mid-January in Washington [Broadcasting, Jan. 28], was submitted to the FCC last week by E. W. Engstrom, vice president in charge of research.

The technique replaces the manually operated TV color system demonstrated last autumn and is believed to eliminate the lack of uniformity that marred pictures shown at that time.

In his letter Mr. Engstrom said that January tests of automatic phasing showed "satisfactory results even under conditions of very high noise." Accompanying the letter is a 12-page description of the process, based on transmission of a burst. It is described as solving problems of noise immunity and automatic color phasing simultaneously.

Mr. Engstrom emphasized that the RCA system is "fully compatible, all-electronic and provides the same picture definition in color as in standard black-and-white television."

**New Hopalong Sponsor**

GORDON BAKING Co., New York (Silver Cup bread), Sunday, Jan. 29, began sponsoring the Hopalong Cassidy film telecasts on three NBC-TV stations for 52 weeks. The stations are WNSP-TV (NY) New York, WSPD-TV Toledo, WWJ-TV Detroit. N. W. Ayer & Son, New York, is the agency.

**WOBNL (TV) IN BLACK**

Station Reports New Clients

With the signing in 10 days of 5½ hours weekly involving seven new clients, two renewals and an order for 250 one-minute spots, WOBNL (TV) Chicago (NBC) reported is in black. Station has only 2½ hours of unsponsored time, according to John McPartlin, sales manager.

New clients include Shonberger & Sons (Ohio), Pan doodles, through Robert Martin & Assoc.; John T. Shone, direct; Better Brands of Illinois (Miller beer), direct; Electric Assn. of Chicago, through J. R. Pershall Co.; Jewel Food stores, direct; Hauser-Nash Sales, through Guenther-Bradford Agency; Chicagoland Studebaker Dealers, through Roche, Williams & Cleary; Renewals: Edward Hines Lumber Co. and Evanger's Kennel Foods. Order for 250 one-minute spots, 52 weeks, is from Sears, Roebuck Chicago Stores, through Mayers Co.

**TV Writing Contest**

CBS and World Video Inc. last week announced a television drama writing competition for college students. Under joint sponsorship of the network and the production company, which produces Actors' Studio on CBS-TV, the competition will involve four awards at monthly intervals, the first to be given March 31. Students at any qualified college may compete for the prizes, which will amount to $500 if the winning script is a one-hour program and $250 if it is a half-hour.

**SHOW WINDOW OF THE WORLD!**

Reach South Florida's 750,000 permanent residents and the 2,000,000 visitors they entertain with your sales message over television in Miami—WTVJ

16,000 Television sets now in use in South Florida*

**SEE THE FREE & PETERS MAN TODAY**

17 N.W. 3rd St., Miami, Fla.

*estimated from NBC research and dealer survey

**BROADCASTING**

February 6, 1950

Page 46 • TELECASTING
UHF Success

(Continued from Telecasting 7)
will mean more regional interchanging of programs. Each station will be able to pick up programs telecast by neighboring stations on an exchange basis, eventually bringing into being a series of area networks, much on the order of the rural FM broadcasting networks. The ease of these relays will also mean that each community will be able to carry top network shows without the cost of expensive coaxial cables or microwave relays. This will result in high quality television for areas all over the country now without TV and without hope of getting it under the present VHF channel allocations.

As for stations within the market area of a present VHF station the outlook is equally good. Converters will be inexpensive and efficient, antennas small and simple and reception will be better. There is no operation in New Haven a VHF station and the city is TV-conscious. In the past few months we have been broadcasting news stories and reports on the progress of UHF and have sent out releases in the area as a part of an educational program. We have also publicly announced that we will install converters at cost in present TV homes when UHF comes to our city. Consequently, interest in UHF in our area is high—among advertisers, too.

UHF is the answer for the small broadcaster who looks to the future with optimism, and it has already provided the answer to the pessimists. The UHF television station on Success Hill in Bridgeport is the forerunner of nationwide TV. UHF is here and it won't be long before every hill on which there is a UHF antenna will also be a Success Hill.

Closed Circuit TV

DuMONT Television Network last week announced a new plan to provide closed circuit telecasts of business and industry conventions. Convention proceedings in New York, under the plan, may be telecast by special closed circuit hookups to various cities among the 21 connected to the television network.

Esso Video Show Set

ESSO STANDARD Oil Co., New York, will sponsor the Alan Young Show on the CBS-TV network beginning in mid-March [CLOSED CIRCUIT, Jan. 16]. The show, originating in Hollywood, will feature Alan Young in a weekly half-hour comedy series. Agency for Esso is Marshalk & Pratt.

WHEN WNBW (TV) Washington wanted to come up with a real honest-to-gosh branding iron to lend realism to its popular Circle Four Roundup Rangers, it contacted Bill Day of KOA-NBC Denver for the real article. Mr. Day air-expressed it by way of Sen. Ed Johnson (D-Col.) for use on the children's TV show, which includes a feature film and a Ranger club meeting, Mon.-Fri., 4:5-1:15 p.m. [Broadcasting, Jan. 25]. Taking part in the official presentation are (l to r): Raymond Michael, who conducts Ranger's meeting after the movie; William R. McAndrew, WRC-WNBW general manager; Sen. Johnson; Charles de Lozier, WNBW sales manager.

Floating Action! for all TV Cameras

"BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

Page 81 • Broadcasting February 6, 1950
IN back of the programming are the Havens & Martin staff numbering 55. The television staff includes those who devote their entire time to WTVR as well as personnel who work also for WMGB and WCOD. Exclusive TV staff consists of Conrad G. Rianhard, program manager, four production managers, and their three assistants, a TV special events director, an audio specialist, and four salesmen. The technical staff of nine engineers is headed by James W. Kyle. Continuity writers, promotion and publicity directors, announcers and secretaries work for all three facilities.

DuMont Pat
(Continued from Telecasting 6)
plan required acceptance by at least 15 affiliates.
Identity of advertisers will be

DuMont Pat

IT'S NEW!
... Even Newer Than Television

T-V CHECK INC.
Provides a television checking service and permanent picture record of TV shows and commercials exactly as the audience receives them: black and white still photos ... or sound-on-film motion pictures ... taken directly from video receivers.

Orders are accepted from Sponsors, their Advertising Agencies, Owners of Exhibit Shows or Television Stations on stations for checking and auditing purposes only.
Twenty-four-hour delivery on films or tapes, accompanied by certified statement of time, station, and conditions of telecast and accepted.
Available on local and network programs with Chicago outlets. Studios are equipped with newest 16-inch TV receivers, sound-on-film comers, and still cameras exclusively constructed for TV checking.
T-V CHECK INC, all services originated by and under the supervision of the Jos. W. Hamilton Telecasting, Public Relations Counsel.

For further information, write or call

T-V CHECK INC.
Suite 3213, 141 W. Jackson Blvd.
Chicago 4, Ill.
Phone WEBster 2-9500

made known "prior to their inclusion in program," according to the telegram. The series is slated to start Feb. 26. It will be variety type, the first hour originating in Chicago and produced by Ted Mills.

Payment Plan

"You will be paid regular network compensation computed as if each half hour were sold to sponsors at your network half-hour rate," the telegram declared.

Mortimer W. Loewi, executive director of the DuMont TV Network, to whom the telegram was sent, accepted an offer for DuMont's WDTV (TV) Pittsburgh, replied that the new plan "does not affect the basic objection of our original complaint."
Talent Unions

TV Agrees Partnership

Resolution calling for true 50-50 partnership between Television Authority and Screen Actors Guild, provided some plan be made for resolving deadlock, was passed at a meeting Jan. 31 of the Hollywood membership of five live unions of Associated Actors and Artists of America that make up the TVA. Motion followed an earlier resolution, voted down, that the only partnership acceptable to TVA must include a provision for joint membership and joint action.

Basic problem in such a partnership, without which solution no such arrangement could last, is the determination of what such a plan would be. TVA maintains that joint membership meetings should be called to resolve deadlock issues; SAG and Screen Extras Guild remain firm in clinging to their basic guild contracts calling for 75% vote from total membership by mail referendum in determining any important action, such as a strike vote.

Discussing the latest SAG proposals sent TVA Jan. 18, [Telecasting, Jan. 23], George Teller, TVA national executive secretary stated they "differ in many respects from ideas originally set forth by both groups and resulted in widening the area of disagreement. Among points disputed are the question of closed kinescopes and filmed spot announcement over which both groups claim jurisdiction.

Also presented to membership was a tentative proposal on wages and working conditions prepared by the TVA board wages committee. Proposal calls for 285 for a 90-minute show, plus $6 for rehearsals, with wage scales varying down according to length of show.

In the meantime, SAG is continuing its wages and working conditions negotiations with Television Film Producers Assn. Next meeting is scheduled for tomorrow night (Feb. 7).

Surgery on TV

Series of five operations at Sinai Hospital, Baltimore, were picked up by WMAR-TV there Friday and relayed by microwave closed circuit to the local Southern Hotel for observation by some 100 doctors who were attending a sectional educational meeting of the American Urological Assn. Done in monochrome, the program lasted about five hours. Operations were not telecast for the public by WMAR-TV which operates on Channel 2 (54-60 mc).

Program Displays

Photographic blow-ups of leading TV shows will be displayed by the four video networks at the TBA Televising Clinic on Wednesday at New York's Waldorf-Astoria Hotel. Each network is creating a display of its outstanding programs specially for the clinic attendees, to include advertiser, agency and program firm executives as well as TV broadcasters.

Griffin on ABC-TV

Griffin CO. (shoe polish) will begin sponsorship of a half-hour of the hour-long Paul Whitman's TV Teen Club over 11 ABC-TV stations March 4. The contract, for the 8:50-9 p.m. half is for 26 weeks through Birmingham, Castlemar & Pierce, New York.

Professional Courses in Television Broadcasting in all phases of live and film program production

Complete TV Station Equipment

Training under actual broadcast conditions

America's Oldest Broadcasting School

All Courses Approved for Veterans

Visit Our Studios or write for Prospectus CTB

SRT

Television Studios

Division of the School of Radio Technique, Inc.

316 West 57th Street • New York 19, N. Y. Plaza 7-3212

February 6, 1950

WENR-TV Sales

Are $150,000 in Jan.

January sales at WENR-TV Chicago totaled more than $150,000.

A compilation last week showed:

- Projected contracts were for French Sardine Co., quarter-hour film, Sunday, starting Feb. 12, through Rhomius & Davis; Tauber on Broadway (Ford dealers); Prud' homme Monday, half-hour, American National Video Productions; Courtesy Motor Sales (Hudson), renewal of Wednesday wrestling matches from 8 p.m. to conclusion through Monday; Howard; Horder; Huma, 10-minute Sunday film from Feb. 5 through Gumberg-Bradford; Slavin Motors, Monday night Masterpiece film feature from 8 p.m. to conclusion from Mar. 6 through K Reisman Inc.; Kraege Insurance Service, Our Gal Toni, half-hour, Friday nights from Jan. 13, Turner & Umbs Agency, all Chicago.

- In Chicago, Spot business—National Carbon Co., William Esty Agency; Chrysler (Plymouth), N. W. Ayer; DeSoto, BBD; General Motors (Buick), Kedner; Duffy-Mott (Juices), Young & Rubicam; Petry Wine, Young & Rubicam; U. S. Envelope, T. H. Leon; Simmons Mattress, Young & Rubicam; American Cigar & Cigarette (Palm Mall), SDBAC; E. J. Brach & Sons, J. Walter Thompson.
<table>
<thead>
<tr>
<th>Advertiser &amp; Product</th>
<th>Program (Time per Week, Hr.)</th>
<th>Network &amp; No. Stations (Start &amp; End)</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cellucotton</td>
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<td>NBC-36 (1-1—12)</td>
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<td>Chevrolet Cars</td>
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<td>Hotpoint Inc.</td>
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<td>CBS-10 (1-1—12)</td>
<td>La Valle</td>
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<td>Radio &amp; TV Sets</td>
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**Advertiser & Product**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**Philo Corp.**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**Phillips Packing Co.**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**Pioneer Scientific Corp.**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**Procter & Gamble**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**Quaker Oats Co.**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**RCA Victor**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**Reynolds, R. J. & Camel Cigarettes**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**Scattergood, Inc.**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**Sheaffer Pen Co.**

- Program (Time per Week, Hr. Min.)
- Network & No. Stations (Start & End)
- Agency

**POST PICTURES CORP.**

*are the Exclusive 16mm Distributors of the SCATTERGOOD BAINES Series for TELEVISION*

Scattergood Baines
- Scattergood Meets Broadway
- Scattergood Pulls the Strings
- Scattergood Survives a Murder
- Scattergood Rides High

The sage of Coldriver at his best in this well-rounded FAMILY series.

Send today for our free catalogue and television rate sheet, listing additional features and over fifty short subjects.

**POST PICTURES CORP.**

115 W. 45th St., New York 19, N. Y.
DECLARING that a continuation of the FCC television freeze presents a threat to the jobs of thousands of New Jersey men and women, Dr. Allen B. DuMont will meet with New Jersey Senators and Representatives tomorrow (Feb. 7) morning in Washington to request Congressional action to terminate the freeze.

Dr. DuMont, president of Allen B. DuMont Labs which employs several thousand persons in its New Jersey manufacturing plants in Passaic, Clifton and East Paterson, pointed out in a statement released for publication today that the manufacture of TV broadcasting equipment, including cameras and transmitters, is already at a standstill. He added that it is only a question of time until the manufacture of receivers and viewing tubes also will be affected.

"The delay of the Commission is directly responsible," Dr. DuMont said, "and if the freeze drags on as it now threatens to do, its adverse economic effects can be tremendous. The big fellows can probably survive but the hundreds of little companies now in television are going to experience some very tough going. The long delay has opened the door to monopoly in both broadcasting and manufacturing and we at DuMont are not interested in monopoly."

When the freeze was put into effect 18 months ago, the DuMont statement noted, it was designed to permit a study of the possible utilization of UHF channels for TV broadcasting in addition to the 12 VHF channels now in use. At that time it was anticipated that the technical studies and hearings could be completed within four or five months and the freeze lifted immediately thereafter.

"That was a year and a half ago," Dr. DuMont said today, "and what has happened? Little or nothing to decide the original problems. Instead the Commission spends its time investigating the possibility of color television now, and the industry stands by doing all it can with a limited market. How soon the freeze will end or how soon the available market will be exhausted except for replacement sets, is the big problem now. Already the broadcast equipment part of the television business has been forced to close shop for lack of customers, and that part of the industry is almost entirely in New Jersey enterprise, located in Clifton and Camden. These plants should be employing thousands of skilled workers today, but they only have skeleton forces of a few key engineers."

New Jersey is one of the two leading states in the manufacture of TV equipment and component parts, Dr. DuMont said, employing at least 25,000 persons directly for the production of transmitters, cameras, receivers and cathode ray tubes and with at least another 25,000 indirectly employed by component manufacturers, retail sales outlets and TV servicing and installation companies.

Questions Raised

Noting that many of TV's technical experts, including officers of Radio Mfrs. Assn., feel that color television is much farther away than just around the corner, Dr. DuMont asked:

"Why then do we avoid the real issue of utilizing the ultra high frequencies to increase the number of television stations the country can operate; create a road block in the path of normal expansion of a great new industry, and threaten the economic stability of thousands of skilled workers in this and other states? We in DuMont will be ready for color television when color television is ready for the public but we see no reason except personal opinions of a very small minority and outside of the Commission to hold back the further progress of black-and-white television which is ready, is accepted by the general public where it has been permitted to start operations, and is offering employment to thousands and adding greatly to the country's economic welfare."

PEGGY and MR. SNIFFIN

Currently being showcased on Market-Melody—WJZ TV—Saturdays 2:05 P.M.

Thousands of "Sand-Box Set" are now wearing SNIFFIN SECRET SOCIETY buttons.

Created by George Keegan
Puppets—Wallaby Workshop

Lucille Hubigud Production
131 EAST 51ST STREET, NEW YORK 22

February 6, 1950
Barometer Reading
(Continued from Telecasting 5)

valuable to the Commission's staff facilities for interference tests, or observance of ghost phenomena, and for the operation of color television receiving equipment in peak signal areas." In making this announcement last week the commission also pointed out that the laboratories offer more space than was available for the first demonstration, and that an adequate power supply also is available there.

Last week's announcement also cleared up a point of procedure. Upon conclusion of the color phase of the hearings FCC "will proceed to consider evidence relating to the general issues" of the proceeding. At one point authorities had been inclined toward a recess and decision on the color question before taking up other phases.

The "general" subjects, or Part I, include changes in television rules and standards, the question of opening some 42 UHF channels, use of carrier offset, synchronization and directional antennas, Stratovision, Polycasting, channels for noncommercial educational TV stations, and a proposal that the 470-500 MHz segment at the bottom of the UHF region be allocated to common carrier service.

More Delay Forseen
Although some of these subjects have been touched in color television testimony, observers see little chance of this phase being completed in less than four or six weeks.

Then comes the final phase—FCC's proposed city-by-city UHF-VHF allocation plan, providing for 2,245 stations in some 1,400 communities. This is the time when applicants and would-be applicants will come in and tell FCC what is wrong with the allocations proposed for particular communities. The enormity of the task is suggested by the fact that some 200 participants are slated to appear.

This, authorities feel, will take care of another four weeks, at least.

Then the decisions.

Nobody can hazard a guess as to how long it will take the Commission to formulate them, but it is conceded that the questions are among the most vital and difficult to face FCC in recent years. The difficulty is multiplied by the obvious fact that each day's delay means another day's delay in getting television moving.

If a proposed rather than final decision is issued as is anybody's guess, Sen. Ed C. Johnson (D-Col.), chairman of the influential Senate Interstate and Foreign Commerce Committee, has reiterated his adjunction of "fair and sufficiently general standards." Though opposed in many quarters, he seems to be winning adherents in others.

Some FCC staff authorities reportedly are among those who feel this course would offer the most satisfactory compromise of the bitter fight. The industry generally

Network Advertisers
(Continued from Telecasting 51)

<table>
<thead>
<tr>
<th>Network &amp; No.</th>
<th>Station (Start &amp; End)</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFC-1</td>
<td>(4-4-55)</td>
<td>Compton</td>
</tr>
<tr>
<td>CBS-23</td>
<td>(10-6--55)</td>
<td>Cecil &amp; Presbrey</td>
</tr>
<tr>
<td>NBC-8</td>
<td>(9-29--55)</td>
<td>McCann-Erickson</td>
</tr>
<tr>
<td>ABC-12</td>
<td>(2-14-55)</td>
<td>Lewis Smith</td>
</tr>
<tr>
<td>ABC-17</td>
<td>(2-3--55)</td>
<td>Hewitt, Ogilby, Benson &amp; Mather</td>
</tr>
<tr>
<td>DuM-1</td>
<td>(1-16-55)</td>
<td>D-F-S</td>
</tr>
<tr>
<td>DuM-4</td>
<td>(1-16-55)</td>
<td>McCann-Erickson</td>
</tr>
<tr>
<td>Dub-1</td>
<td>(1-6-55)</td>
<td>Kudner</td>
</tr>
<tr>
<td>DuB-3</td>
<td>(1-16-55)</td>
<td>Wright</td>
</tr>
<tr>
<td>ABC-32</td>
<td>(9-16-55)</td>
<td>Grant</td>
</tr>
<tr>
<td>NBC-7</td>
<td>(1-1-55)</td>
<td>Richards</td>
</tr>
<tr>
<td>DuB-3</td>
<td>(1-16-55)</td>
<td>Kudner</td>
</tr>
<tr>
<td>AMC-7</td>
<td>(1-1-55)</td>
<td>Morse Int.</td>
</tr>
<tr>
<td>ACS-22</td>
<td>(5-11-55)</td>
<td>McCann-Erickson</td>
</tr>
<tr>
<td>DuM-3</td>
<td>(1-1-55)</td>
<td>Direct</td>
</tr>
<tr>
<td>DuM-3</td>
<td>(1-1-55)</td>
<td>Direct</td>
</tr>
<tr>
<td>WCS-2</td>
<td>(5-11-55)</td>
<td>McCann-Erickson</td>
</tr>
</tbody>
</table>

The minimum decision in this respect, it is felt, would be a conclusion that bandwidth and the inter-modulation characteristics for color will be the same as for black-and-white.

In this connection, FCC's assumption throughout the color hearings has been that color, like black-and-white, will employ 6-Mc channels, and all three of the demonstrated color systems operate on that basis. As to interference and propagation, RCA has submitted results of co- and adjacent-channel tests indicating a substantial similarity in color and monochrome.

Need General Standards

What FCC may finally do with respect to color is anybody's guess. Sen. Ed C. Johnson (D-Col.), chairman of the influential Senate Interstate and Foreign Commerce Committee, has reiterated his adjunction of "fair and sufficiently general standards." Though opposed in many quarters, he seems to be winning adherents in others.

SOME FCC staff authorities reportedly are among those who feel this course would offer the most satisfactory compromise of the bitter fight. The industry generally

favors a cautious approach to color, CBS advocates prompt color, and Comrs. Robert F. Jones and Frieda B. Henchock in particular, along with Sen. Johnson, favor color and are outspoken in criticism of what they regard as industry "stalling."

Whatever the answer on color, the pattern of TV development will be vitally and perhaps permanently affected by other decisions which must be reached.

Unless the UHF is found capable of being used without too great delay, for example, the development of a competitive, nation-wide television system will be retarded by that much. In any event it seems likely that a surplusage of applicants will make hearings necessary before further grants can be made in the nation's major markets.

One of the prime questions to be settled is one which contributed largely to the freeze in the first place—the effects of tropospheric interference, not taken into consideration in existing standards. The decision on this point will affect the separability to be provided between co-channel and adjacent-channel stations, and, there-

Hyde's
TELECASTING • Page 53

Hallen Jr.
SYNCHRONOUS MAGNETIC RECORDER

$895.00 F.O.B.

DESIGNED FOR LIGHT WEIGHT AND ECONOMY

Hallen CORPORATION
3302 W. OLIVE
BURBANK, CALIF.

February 6, 1950

Page 87 • BROADCASTING

(Continued on Telecasting 51)
Barometer Reading
(Continued from Telecasting 53)
fore, the number of stations that can be accommodated.

The tropospheric problem was recognized after FCC had solved another interference problem by eliminating the sharing of television channels by non-broadcast services. To accommodate the non-broadcast services thus displaced, FCC deleted TV Channel 1.

This plan was made final on May 6, 1948. At the same time FCC came out with a proposed new allocations plan based on 12 instead of the former 13 channels and yet providing for twice as many stations in three times as many cities as the old plan.

Hearings on this new allocation were started in late June 1948. These sessions, continuing over some four weeks, raised serious questions as to tropospheric effects and such related subjects as directional antennas, antenna heights and powers. FCC therefore called an FCC-industry engineering conference to start Sept. 15, 1948, to consider:

1. Whether FCC should initiate proceedings to revise the television allocations plan and standards prior to a final decision on the reallocation plan then under consideration;
2. If standards were to be revised, what policy should be adopted with respect to pending applications; and
3. What procedures should be adopted in view that revised standards might be based on the best available engineering information.

This conference, held Sept. 13-14, led to a series of highly technical sessions Nov. 30 and Dec. 1-2, 1948. These resulted in formation of the so-called ad hoc committee whose compilation and evaluation of pertinent data was used largely by FCC in its now-pending proposal for revised standards.

Meanwhile, the freeze was ordered into effect on Sept. 30, 1948.

Ten days earlier, the question of opening the UHF had been canvassed in a four-day hearing which produced (1) a broad agreement that the 470-880 mc area should be opened, and (2) divergent views on how this expansion should be accomplished. The questions involved in this hearing, although it was a separate proceeding, inevitally became entwined with those involved in the VHF freeze.

Plan Withdrawn
In setting up the current overall proceeding, FCC resolved to make a fresh start. The May 1948 allocation plan, which had been the subject of weeks of hearings, was withdrawn and the industry was required to file new notices to be eligible to participate.

The color question was here injected for the first time since the 1946-47 hearings on the CBS color proposal ended in a decision that color was not yet ripe.

The allocation currently in effect is premised on 150 miles separation between stations on the same channel and 75 between those on adjacent channels, but in many cases it falls far short of these goals. Based on the ad hoc committee's data, the proposal now awaiting hearings would extend these spacings to 220 and 110 miles, respectively.

This proposal, however, does not require the use of either synchronous or offset-carrier operations, which proponents contend will curtail the venetian-blind effects of co-channel interference to a point where the old 150-mile separation standard could be followed. The desirability of requiring such operations, which FCC's present proposal would only "encourage," is among the subjects due for airing before the proceeding is over.

Spectrum Allocation
Meanwhile, there remains a widespread feeling that television's prime problem— inadequacy of spectrum space—could be largely overcome by assigning to video some of the unused or little used frequencies allotted to government services.

Efforts have been made intermittently to secure such space, preferably adjacent to the VHF television bands. The military and other government agencies thus far have resisted successfully, not yielding to industry argument that government's right to reclaim use of frequencies in time of national emergency is established by law.

The subject of government use of frequencies is currently under study in both houses of Congress. A Senate Interstate and Foreign Commerce Subcommittee, headed by Sen. E. W. McFarland (D-Ariz.), is looking into the question as part of a broad communications probe. In the House, the Sadowski Bill (HR-6949) focuses attention on the subject via its proposal to establish a Frequency Control Board which would allocate between government and nongovernment agencies and also make nongovernment assignments.

COLOR READY?
RMA, 'Coronet' Say No

IF COLOR television standards were adopted now and proved unsatisfactory, it would be impossible to change them "without involving obsolence of every piece of transmitting equipment and every set then in existence," RMA asserts in a brochure, "Is Color Television Ready for the Home?", published last week.

"When standards are set all future improvements must be within the framework of those standards," says RMA, which opposes immediate approval of color and has set up a National Television System Committee to work out and recommend color standards.

The booklet discusses the rival RCA, CBS, and CTI color television systems and FCC's current color proceeding. It contends that not all telecasts will be in color even when color TV is approved, and that not all new receivers will be equipped to receive in color, because of the cost factor.

Meanwhile, an article in the February Coronet entitled "How Much Bank in Color Television?" contends color TV is not ready and should not be offered commercially until "actually perfected." The article, by John L. Springer, quotes "color experts" as saying color TV is not just around the corner and warns that "a debacle" would result from premature approval.

MOCK TV set, on which spots and shows can be previewed by the Edward Petry Co., national station representative, was introduced to Chicago agency people at the firm's television room preview [Telecasting, Jan. 30]. In this group were (I to r): J. Rolston Fishburn, Petry Television staff, explaining the device's operation; Howard Ketting, vice president, Ruthrauff & Ryan; William Woddell, radio manager, Leo Burnett; Don Calvin, account executive, Leo Burnett.

THESE Radio Rowers were among those attending the Petry preview. They included (I to r): Norman Hayne, radio director, Ruthrauff & Ryan; Milton Blink, vice president, Standard Radio Transcription Service; Paul Schlesinger, timebuyer, Tatham-Laird; C. C. Tucker, vice president, R. J. Potts-Calkins & Holden, Kansas City, Mo.

OTHER Petry partygoers included (I to r): Keith Kiggins, Petry-TV; Ed Fitzgerald, timebuyer, J. Walter Thompson; Bill Condon, timebuyer, Wode Advertising; Richard Montgomery, account executive, Compton Advertising; Edward Voynow, Petry Chicago vice president.
When Mickey and Felix were our leading “TV” stars...

Those celebrated “movie actors” — Mickey Mouse and Felix the Cat — were pioneer helpers in television research.

No. 1 in a Series Tracing the High Points in Television History

Photos from the historical collection of RCA

Strange though it may seem, a pair of toy figures had a lot to do with television as you now enjoy it! As “stand-ins” during television’s early days, Mickey and Felix helped RCA scientists and engineers gather priceless information.

Choice of this pair was no accident. Their crisply modelled black-and-white bodies were an ideal target for primitive television cameras. The sharp contrast they provided was easy to observe on experimental kinescope “picture tubes.”

Would living actors have done as well? No, for what RCA scientists were studying was the effect of changes in instruments and telecasting techniques. With living actors it could never have been absolutely certain that an improvement in the televised image came from an improvement in equipment and techniques — or from some unnoticed change in an actor’s appearance, clothing, make-up. Mickey and Felix provided a “constant,” an unchanging target which led to more exact information about television.

Problem after problem was met by RCA scientists, with the results you now enjoy daily. For example: In the “Twenties” and early “Thirties,” there were still people who argued for mechanical methods of producing a television image, despite the obvious drawbacks of moving parts in cameras and receivers. Then Dr. V. K. Zworykin, now of RCA Laboratories, perfected the iconoscope, to give television cameras an all-electronic “eye” — without a single moving part to go wrong. Today, this same all-electronic principle is used in the RCA Image Orthicon camera, the supersensitive instrument which televisions action in the dimmest light!

Also developed at about this time, and again by Dr. Zworykin, was the kinescope tube whose face is the “screen” of home television receivers. On its fluorescent coating an electron “gun” — shooting out thousands of impulses a second — creates sharp, clear pictures in motion. Those who may have seen NBC’s first experimental telecasts will remember the coarseness of the image produced. Contrast that with the brilliant, “live” image produced by the 525-line “screen” on present RCA Victor television receivers!

Credit RCA scientists and engineers for the many basic developments and improvements which have made television an important part of your daily life. But don’t forget Mickey Mouse and Felix. They helped, too!

Felix the Cat and Mickey Mouse were, during television’s experimental period in the “Twenties and “Thirties, the most frequently televised actors on the air. Using them as “stand-ins,” RCA engineers and scientists gathered basic data on instruments and techniques.

The iconoscope, electronic “eye” of television, invented by Dr. V. K. Zworykin, of RCA Laboratories.
The Maurer 16 mm. camera is the answer to your exacting TV production requirements. Designed specifically for professional use, it produces steadier, sharper and more accurately composed pictures under all conditions. Ease of operation, combined with many other unique features make the Maurer Professional tops in performance and dependability.

The 16 mm. Camera Designed Specifically for Professional Use!

For details on these and other exclusive Maurer features, Write:

J. A. Maurer, Inc.
37-01 31st Street, Long Island City 1, N.Y.
Wilton Gunzenhower, formerly general manager of KROW
Oakland, (Broadcasting, Jan. 18), joins KYA San Francisco as sales manager.

Charles F. Milici, Daniel J. Bernstein and John S. Palmer
join sales staff of WHGM New York. Mr. Milici formerly was on ad staff
of former New York Sun; Mr. Bernstein attended Harvard Business
School, and Mr. Palmer was in television packaging business.

Dr. G. Rambeau, appointed national representative for WLIO East Liverpool, Ohio, effective immediately.

Robert M. Dooley, formerly with KFAE and KOIL Omaha and KFOE Lincoln, Neb., named national sales
manager for WOW Inc. He will represent WOW-AM-TV Omaha and KODY North Platte, Neb., all owned
by WOW Inc.

John Schenck joins WMLL (FM) Evanston, Ill., as account executive.

Wells Armer, formerly with KYAR Phoenix, Ariz., joins sales staff of KSMO San Mateo, Calif.

Ed Filion, formerly with Pan American Airways, joins New York sales staff of Robert Meeker Assoc., station representative.

Jerry Glynn, formerly sales service manager of WLS Chicago, will join Walker Co., station representative, as
Chicago manager, Feb. 13, replacing William Lee, who will join Katz
Agency, representative firm, as radio salesman. Mr. Lee will be assigned
to Chicago office of Katz.

Arthur Duram, sales promotion manager for CBS-TV since Jan. 1949, named network's television market research
counsel. He will be responsible for delivering major presenta-
tions and for liaison between research department and CBS-TV salesmen.

He went to CBS television in 1949 from WBBM (CBS) Chicago, where he was sales promotion manager. Previously
he was with O'Brien & Dorrance, New York, as copywriter and contact and with Hillman Publications as promotion
manager.

Fred Elliott, formerly of continuity department of WKRT Cortland,
N. Y., transfers to station's sales staff.

Jack Cosgrove, formerly with sales
staffs of WOC Davenport, Iowa, WJMS Ironwood, Mich., WATW Ashland,
Wis., and most recently with WEBC Duluth, Minn., appointed sales manager
of WEBC.

Harry T. Goerger has been appointed
executive assistant to Row-
land Guilford, sales manager for New
York sales office of Allen B. DuMont
Labs, Inc. Mr. Goerger was formerly
assistant district manager for the New
York area of Ford Motor Co., having
been with that organization 17 years.

Frank S. Blair, former general
manager of WSCR Scranton, Pa., joins
WQAN-AM-FM same city, as commercial
manager. He was most recently with WARL Arlington, Va., and
previously had been with WOL Washing-
ton.

Joe Bolles, program director for
WKFB-TV Cincinnati, named sales
executive for station.

Richard Hasbrook, manager of
Los Angeles office of Avery-Knodel
Inc., elected chairman of Los Angeles
Chapter, National Assn. of Radio Representa-
tives.

Thomas F. Flanagan, managing
director of National Assn. of Radio
Station Representatives, elected life
trustee of Trinity College, Hartford, Conn.

Jack Tipton and John McEniry,
salesmen for KLZ Denver, join night-
time faculty of U. of Denver radio school.

Zelon H. White, commercial
manager of KSUE Suskville, Calif.,
appointed chairman of National Founda-
tion for Infantile Paralysis for Las-
 Vegas County, Calif.

Adam J. Young Jr., Inc. appointed
national advertising representative for
Midnight Sun Broadcast Co. stations,
KFAR Fairbanks and KENI Anchorage, both Alaska. Firm will
represent stations throughout U. S.
excepting Pacific Coast states where
stations continue to operate their own
office in Seattle, headed by GIL Wel-
lington, national advertising man-
ger.

'Korn Kobblers' Old Judge Buys Ziv Show

SALE of Korn Kobblers Show to Old Judge Coffee Co. (product of
David Evans Coffee Co., St. Louis) was announced last week by the
Federal W. Ziv Co., producer of transcribed programs. Korn Kob-
blers, featuring novelty and dance
music on washboard, tin can, wash-
tub, etc., was purchased by Old Judge Coffee for 12 markets
in Illinois, Indiana and Kentucky.

Also announced is the leasing of
Ziv-produced Guy Lombardo Show
by Andrea Television in coopera-
tion with its Cincinnati distributor,
Johnson Electric Supply Co., to sell
television sets via radio. Program
was initiated on WCPO Cincinnati
Jan. 25. Some 81 store owners attended a "kick-off" sales meeting
at the Hotel Terrace Plaza spon-
sored by Haehnle Advertising
Agency for Andrea retailers in co-
operation with Joseph Kotler, Ziv
account executive.

ABC Bride and Groom show moves to new 5:00-5:30 p.m. (EST) time slot,
Monday through Friday. Program has
taken new quarters at Lido Room of
Hollywood Knickerbocker Hotel.

I wrote that over an article in our
newspaper last week, but I didn't like
doing it. After all, the man it was
aimed at—Slim Henderson—is a
good friend of mine.

Slim came into quite a windfall last
month, and bought the old Clarke
place. The deed gave him title to all
the land—right down to the street.
Then Slim started to take up the side-
walk to make his lawn look better.

I felt it wasn't fair to the town and
said so in my article. Next morning
Slim comes around and wants to
know what I mean—getting folks riled
against him. I felt ornery myself, and
we had quite a set-to over the whole
business.

From where I sit, that was foolish.
Once we'd cooled off (over lunch and
a bottle of beer at Andy's Tavern),
Slim decided the sidewalks should stay
—for the common good and I prom-
ised next time I'd take a good look at
the other fellow's point of view before
writing any articles about him!

Joe Marsh
how big can a 5,000 water be?

Plenty big...if the station has one of the half-dozen best frequencies in U. S. radio.

that's WMT -- 600 k.c.

Plenty big...when ground conductivity and freq. combine to push the 2.5 mv. line way out.

that's WMT -- with a 2.5 mv. contour of 19,100 sq. mi.

Plenty big...when there are people living in all those square miles.

that's WMT #1, a "city" the size of Washington, D. C., spread out over the richest land in the world.

WMT adds up to the kind of a station an advertiser needs to cover Eastern Iowa economically!

The Katz man will provide full details.

BROADCASTING

On All Accounts

Continued from page 30

ILL TOMPKINS, former head of news department of WROW Albany, N. Y., appointed head of news bureau of KATZ Houston, Tex.

RICHARD A. HALL, new to radio, appointed farm director of KSNM Mason City, Iowa. He was 1st Army staff officer for food and agriculture in Europe during the war and was attached to supreme headquarters, working in food and agriculture department of military government in Germany until 1946.

DALTON HILLE, one-time program director of WLOK Lima, Ohio, joins WKZB Muskegon, Mich., as news editor.

A. R. KEMP appointed supervisor of national farm broadcast service of Canadian Broadcasting Corp., Toronto, A. K. MORROW, formerly of CFCC Charlotte, P. E. I., named assistant supervisor.

J. W. R. GRAHAM succeeds Mr. Morrow as farm broadcast commentator for the CBC Maritimes region at CBB Halifax. Mr. Kemp joined CBC in 1943 as commentator and has been assistant supervisor of department since 1945.

LONDON YOUNG, former commentator and public relations field man for KPRO-AM-FM Riverside, KROP Brawley, KEBQ Indio and KCUB Blythe, all California, joins WILS Lansing, Mich., as local commentator.

LARRY RAY, former sports broadcaster for KCKN Kansas City, Kan., joins WHB Kansas City, Mo., as sports director.

MARION DEL VECCHIO, former news editor at WTRF Bellary, Ohio, joins news staff of WCUF Akron, Ohio.

GENE DAVIS, former sports announcer for WOSU Columbus, appointed head of sports department of WCUE.

LOWELL THOMAS, CBS newsman, and his son, LOWELL THOMAS Jr., have written series, "Out of This World: A Journey to Lhasa," for Collier's magazine. Series is based on their recent trip to Tibet.

JACK TIMMONS, former farm director for KLEE Houston, named farm director for KTBS Shreveport, La.

STAN CRAFT, news editor for KXRO Aberdeen, Wash., chosen man of the year by Aberdeen Chamber of Commerce.

NED CALMER, member of staff of CBS World News Roundup, is the author of a novel, The Strange Land, to be published by Scribbners today (Feb. 8).

JOHN THOMPSON, manager of news and public affairs at KNBC San Francisco, reappointed instructor for Institute of Journalistic Studies at Stanford U. for third year. He will conduct courses in radio news writing and editing. He also is on journalism faculty of U. of California.

FRANK ALLAN, news editor and disc jockey for KECK Odessa, Tex., is the father of a girl.

Mr. Hall

DISABLED VETS

Urged To Buy Radio Time

SUGGESTION that Disabled American Veterans Service Foundation, New York, buy radio time just as it is buying full-page newspaper and magazine space, has been made to the foundation in connection with its request for free facilities.

Promoting its third annual $100,000 prize contest, the foundation sent a form letter to disc jockeys asking them to carry announcements "as a public service." Two announcements were enclosed with suggestion that they be used "as frequently as possible."

Maj. Gen. Irving J. Phillipson, Ret., chairman of the foundation's finance and budget committee, concurred in his letter as follows: "We earnestly hope we may have your continued, wholehearted cooperation in this vital work on behalf of America's war-disabled veterans."
A Touch of Disney

IT starts about 7 p.m., and sometimes sings until midnight. A crooner? A bird? No, a mouse. KAYL Storm Lake, Iowa, reports that this unique songster was captured in a Cherokee, Iowa, home after some folks heard what they thought was a bird singing in the house. KAYL further reports that it sounds exactly like a thrush or canary and the public has been flocking in to see it at the studio. The station made a tape recording of one of “Midnight’s” song tests and played it on the Jan. 19 noon hour newscast.

PULSE RATINGS

Top 10 N. Y. Shows Listed

TOP TEN evening and daytime radio shows in New York during the week of Jan. 3-8 as measured by The Pulse Inc. were:

EVENING

Program     Average Rating
Luna Radio Theatre 18.5
Jack Benny 17.5
Walter Winchell 17.5
Talent Scouts 16.5
Amos ’n’ Andy 16.5
Suspend 12.5
Ripper McGee & Mally 12.5
Crime Photographer 12.5
You Bet Your Life 12.5
Stop the Music 12.5

DAYTIME—S—A WEEK

Program     Average Rating
Arthur Godfrey 11.9
Grand Slam 9.9
Rosemary 8.9
Aunt Jenny 9.9
Our God Sunday 9.9
Big Sister 9.9
Wendy Warren 9.9
Helen Trent 9.9
Mae Perkins 8.9
Young Dr. Malone 7.9

SATUREDAY & SUNDAY DAYTIME

Program     Average Rating
The Shadow 10.4
FBI Detectives 8.7
Junior Miss 8.7
NBC Theatre 8.7
Grand Central Station 8.7
Metropolitan Opera 8.7
Children’s Hour 9.7
Theatre of Today 11.7
Make Believe Ballroom (Sat., a.m.) 5.4
Stars Over Hollywood 5.5

He Fences In

All Types of Homes

His audience is as wide as the country; he appeals to housewives in Oregon, farmers in Texas, laboring men in Michigan. Says Mr. D. W. Thompson, Secy-Treas. of the Angelina County Lumber Co., Lufkin, Texas, to Station KTRK:

“Mr. Lewis’ stand on old-time Americanism is just what this company likes to keep before the public. We are pleased to tell you that his program has a very wide listening audience in all types of homes; that is, among the laboring class, as well as among the business-men and management, and farmers. Our company owns forests in other counties . . . and the wide coverage afforded by KTRK facilitates our taking to the people a very fine daily news commentary.”

Lively, stimulating, widely followed, the Fulton Lewis, Jr. broadcast is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1140 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Contractor saves penalty of $500 – by investing $3.84 in Air Express

**Time clause in housing project paving contract stood chance of being invoked when equipment broke down at 5 P.M. 10-lb. carton of replacement parts Air Expressed from 1200 miles away. Delivery in 8 hours. Air Express charge only $3.84 — and contractor completed job on time.**

**KLEBAN NAMED**

Is Simmonds & Simmonds V.P.

MONTIER KLEBAN, former member of the executive staff of KTRH, Houston, has been named vice president in charge of the new Southwest branch of Simmonds & Simmonds Inc., Phil Tobias, president of the advertising agency, has announced.

Prior to serving at KTRH, Mr. Kleban was program and production manager at WOAI, San Antonio. Mr. Tobias announced the opening of the new office to handle Southwest advertisers and to service national accounts advertising in the vicinity. The office is located at 535 Fidelity Bldg., Dallas 2. Phone number is Central 8504.

**TR CONTRACTS Placed in Five Markets**

CONTRACTS, including renewals and first-time sponsorships, were announced last week by Transit Radio Inc. for five separate transit markets.

A third successive renewal of TR advertising in Houston, Tex., for Bond Stores has been placed by Neff-Rogov Agency, New York, calling for 12 announcements per week, the firm said.

Other contracts were:

- Terre Haute Brewing Co. through Pollyea Agency, 24 announcements per week, 7 weeks; at Flint, Mich.; Baker & Black Inc. (bluejay products) through Henri, Hurst & McDonald, Chicago, 20 announcements per week for 13 weeks at Evansville, Ind.; Miles Lake, Inc. (One-A-Day Vitamins) through Wade Advertising, Chicago, 17 announcements per week for 26 weeks at St. Louis. Renewals in Cincinnati were John Shillito department store, 5 announcements per week for 36 weeks; Biederbender Clothing Co. and Cincinnati Gardens Inc. Need account, Song Shop, 26 announcements per week.

**P. LORILLARD CO.**

Names Three to Adv. Dept.

P. LORILLARD CO., New York (Old Gold cigarettes), has appointed three new executives to its expanded advertising department, H. A. Kent, president of the company, announced last week. The new executives are Fred G. Robb, formerly account executive with Young & Rubicam, New York, as assistant advertising manager; Claude W. Berkle, previously with the company’s sales department, as media director, and George Whitmore, formerly business manager of the Burke Dowling Adams Agency as supervisor of advertising control and analysis.

The expansion, according to Alden James, director of advertising and public relations, resulted from increased advertising programs, healthy growth of the company’s cigarette brands and creation of the cigar division.

**BAD AXE BABY’**

Song Heralds WLEW Debut

IN connection with its scheduled opening next Saturday (Feb. 11), WLEW, Bad Axe, Mich., has had published a song titled “I Found My Baby in Bad Axe.” With words by Chet Hey and music by Ted Shunk, the song is printed in standard size sheet music, brightly colored.

Owned and operated by the Saginaw Broadcasting Co., which also owns and operates WSAM Saginaw, WLEW will operate daytime on 1540 kc with 250 w. Milton L. Greenebaum is president and general manager of the Saginaw Broadcasting Co.

**TAX-FREE ISSUE**

WGGG Asks Limit on WRFU

CHARGE that Florida stations enjoying tax support while accepting advertising are unfairly competing with privately-owned tax-paying stations is made by WGGG Gainesville.

WGGG has asked the Florida State Board of Control to prevent WRFU Gainesville, U. of Florida outlet, from competing with it for local advertising, according to an Associated Press dispatch. WGGG operates with 250 w on 1230 kc. WRFU is a 5 kw outlet on 850 kc.

The state board took no immediate action on the plea other than to instruct the manager of WRFU to defer efforts to sign broadcast rights for local professional baseball games until a university committee studies the situation.

President R. M. Chamberlin, of WGGG, said WRFU competition for local advertising hurt his station’s prospects. WRFU could operate without loss by obtaining income from national advertisers. Should WRFU not get enough revenue from state appropriation or national advertising, he added, “it should at least raise its rates to the average charged by other 5 kw stations instead of competing with WGGG at 250 w rates.”

Hollis Pineheart, member of the state board, said he was inclined to agree with Mr. Chamberlin’s proposal except that Gainesville merchants may be relying on WRFU’s 5 kw coverage, according to the AP dispatch. The topic will be discussed by the board Feb. 16 at Gainesville meeting.

It is contended WRFU along with WJAX Jacksonville (city-owned) and WSUN St. Petersburg (city-owned) enjoy tax support. WGGG also points out that privately-owned outlets pay real estate and personal property taxes as well as license and other fees.

**PROMOTION for “Children’s Dental Health Day,” today (Feb. 6) was carried by more than 50 AM and FM stations in New York state. Each station carried one special 15-minute show pointing up importance of day.**

---

**Air Express always goes by Scheduled Airlines; this means extra dependability, experienced handling. And shipments keep moving ‘round the clock. Regular use of Air Express keeps any business moving.**

**$3.84 is small charge indeed, since it covers door-to-door service. Anytime delivery, 7 days a week, at all airport cities. This feature makes the world’s fastest shipping service the most convenient to use.**

- **Only Air Express gives you all these advantages**
  - World’s fastest shipping service.
  - Special door-to-door service at no extra cost.
  - One-carrier responsibility all the way.
  - 1150 cities served direct by air; air-rail to 22,000 off-airline offices.
  - Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It’s your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)
ISLAND "window," completely en-
cased in glass and "viewable" from all
sides is effective local promo-
tion used by WENT Gloversville, N.
Y. Using slogan, "WENT is in the 'Window,'" station moved its studio
operation into window, which belongs to
town's largest department store,
for Radio Week. Complete studio, plus
control room, newsroom and copy-
commercial room, carried on its ac-
tivities before the public eye with full
staff present. Two week promotion
over station preceded move, with slo-
gan lines at bottom of newspaper
promotion carried week before and
during window operations. Segments
of daily programming were carried
from window with public asking
questions and being shown intricate
operations during off-the-air
hours.

WERE is There 

PHRASE, "WERE, Cleveland," has
been used by WERT that since took
the air. Station's programming
often carries "We're" tag line also, for
example: On-the-spot news coverage
is tagged, "WERE, There, and
children's show, WERE Pretending.

Long Quiz

QUIZ show lasting 20 days cur-
rently being carried as part of 20th
anniversary promotion by WBTM-FM.
Ten prizes have been donated to station by local mer-
chants. Station visits two stores per
day, shows merchants' prizes and tells
them to "talk for it." Speeches are
recorded for judgment by panel of
judges at end of month, with prizes
going to 10 top winners. Show is
called Talk for It.

Coverage Folder

Navy, blue and white folder sent to
trade by WBTV (TV) Charlotte,
N.C., pictures of Carolinas Flag,
flag up from map carries quote of view-
ers who have seen WBTV from points
as such as 100 miles or distant. Line is
lined of remarks from set owners in points
throughout the Carolinas and adjoining
states, complete story. Station remarks,
"WBTV is providing satis-
factory television service to 57 Carol-
ina counties with over 3,000,000 pop-
ulatons."

Katz for Women's Shows

FOUR-page booklet issued to trade
by Katz Agency Inc., station representa-
tive firm, summarizes women's service
programs available on participating
viewer can see construction work. Loan
Assn. sponsored This Is Your Zoo on
WAAAM (TV) that city, for 17 weeks,
the building was torn down. Promotion for show,
still carried by station, is seen on
wheels.

Personnel

JACK McKENNA, in radio for more
than 10 years, appointed promotion
and program manager of WEBC Du-
nam, Miss., replacing BILL CONNOR,
resigned.

DON KELLY, director of public rela-
tions for WBBM Chicago for five
years, resigns. Before joining WBBM
he spent six years with WLS Chicago
as promotion and publicity director.

STANLEY G. BOYNTON RADIO
ADV., Boston, reappointed to handle
advertising for WJR Detroit.

GEORGE FIRESTONE joins advertis-
ing and promotion staff at NBC's Cen-
tral Div. He formerly worked in sales
promotion for International Truck
Div. of Clark Equipment Co., Battle
Creek, Mich.

WILLIAM A. GORMAN, formerly with
Bert Dunne Inc., and before that with
Super Grocers News and Pub-
lishing Co., all San Francisco, joins KFI
Los Angeles promotion department.
He will work on station's grocery
promotions and other merchandising
projects.

AL ALPERSTEIN, member of promo-
tion staff of Pan American Broadcast-
ing, New York, is the father of a girl,
Eleanor Reba.

M-G-M ADDITIONS
36 Subscribe in January

METRO-GOLDWYN-MAYER Ra-
dio Attractions added 36 stations to
its list of subscribers during the
first three weeks of January, bring-
ing to more than 150 its total sub-
scriber list. Announcement was
made last week by Bertram Lebhar
Jr., director of WMGM New York
and head of the recently-created
transcriptions division.

Among stations which signed
contracts in January are three 50
kw outlets: WBAL Baltimore, KABC
San Antonio and KRMR Tulsa. Others signed were: KFBI
Wichita, 10 kw; WJZ Des Moines, 5 kw;
KTRI Sioux City, 5 kw; WJPS Evansville, Ind., 5 kw, and
KSO Des Moines, 5 kw.

Seventeen additional Inter-
town Network stations were signed
by M-G-M for network use, to be
broadcast over the West Coast net-
s. They were: KID Idaho Falls, KVMV Twin Falls, KFXD
Nampa, all in Idaho; KBMY Bil-
lings, KJFJ Miles City, KMON
Great Falls, KOPE Butte, KPRK
Livingston, all in Montana; KRAM
Las Vegas, Nev.; KSUB Cedar City, and KSVC Richfield, both
Utah; KQRS Rock Springs, KSIP
Casper, KWYD Sheridan, KPW
Powell, KOWB Laramie, KOVE
Lander, all in Wyoming.

Also signed: WVOA Tucson, Ariz.;
WEEP Peoria, Ill.; KFOR
Lincoln, Neb.; KBON Omaha, Neb.;
WABF Allentown, WCNB Bloom-
berg, WCPA Clearfield, WBPD
Lock Haven, WPPA Pottsville,
WBAX Wilkes-Barre, WRAK Wil-
liamsport, all in Pennsylvania.

Is frequency important?

...and it's doubly important in radio. For example, WHTN
has Huntington's most favorable frequency (800 kc) and
is Huntington's only clear channel station. That gives
WHTN the best 5 mv/m con-
tour of any station in town, regardless of power, plus a
strong signal that reaches the homes of over
100,000 families. Add to this an FM bonus on WHTN-FM,
most powerful FM station in the Central Ohio Valley, and
you've got a low-cost, high power medium for tapping
the gold in these hills. Take a look at the Huntington Market
...then make up your mind
to get your share by using
WHTN and WHTN-FM.

THE POPULAR STATION

OWHTN

For availability, rates and other information, write, wire or phone
PACE-WILES, INC.
Advertising
Huntington, West Virginia

National Representatives

February 6, 1950 • Page 95
Respects

(Continued from page 32)

populace and the wooing of his childhood sweetheart, Mary Jane Nelson. Living there with his family, he got a statistical job with General Mills when his uncle sold the firm a flour mill. The uncle is still suspected of putting a clause in the sale contract which called for a job for his favorite nephew. Between then (1929) and now, Lowry Crites rose from statistical clerk to media director in 1942 and to Mr. Gale’s administrative assistant in 1947.

“Best work I ever did, though, was marry that Nelson gal,” he says. They were wed May 23, 1931 in Oklahoma City, where the bridegroom was working as assistant to the comptroller of GM’s southwestern division, which covered Oklahoma, Texas, Arkansas and New Mexico.

Resigning this post to become sales manager for GM’s bulk products—flour and feed—he was reassigned in 1935 to the deeper south, and went to Atlanta as comptroller of the southeastern division. In 1940, Mr. Crites steamed northward to Minneapolis headquarters, where he progressed from comptroller of advertising to his present post.

For several years now, he has had direct charge of the premium division, accounting and all media. Until a year ago, he also headed the motion picture unit, which was then separated from other media. General Mills produces numerous institutional and still films.

Screens Prize Ideas

Premium activity is one of the firm’s major projects, as General Mills has pioneered in offering Buck Rogers rings and the like to children with a voracious appetite for premiums. Eighty percent of the premium ideas, however, are submitted by the firm’s agencies—Knox-Reeves, Minneapolis; Dancer-Fitzgerald-Sample, and BBD, both New York; and Tatham-Laird, Chicago. Mr. Crites screens all prize suggestions submitted by private persons. One man from each agency works with him in selecting between 40 and 50 kinds of merchandise offered each year.

Because his duties are manifold, and because the theme of the entire corporation is teamwork, Mr. Crites’ functions are broad and lack specific definition. One responsibility, however, is coordination of policies and activities among the agencies. He also establishes procedure in getting General Mills’ time and space franchises.

As media director, he supervises radio and television. The talent or creative aspects are handled separately. The most advertised of the company’s products are Cheerios and Post, in the grocery line and five among mechanical appliances. Advertising on these represents about 55% of the total ad budget per year, although several hundred other products are manufactured by the milling firm, including feeds, flours and special items.

Between 40 and 45% of the 1949 advertising budget—some $6 million—went to radio with about 5% additional for television. At this point, the only TV investment is The Lone Ranger on ABC-TV and a few scattered spots around the country. All shows include Tuesday’s Children and Light of the World on NBC, and The Lone Ranger, Jack Armstrong, Modern Romances, Snap, Crackle, and Breakfast Club on ABC. For the fourth consecutive year, General Mills was the highest single ABC advertiser in 1949. Happy about the way televsioners are reacting to The Lone Ranger, Mr. Crites’ only comment about TV is “I kinda like it.”

Prevents Overlapping Duties

Working for maximum coordination as a member of a large team, he confesses his main administrative problem is stepping in where agency duties overlap. He presents to each agency his suggestions and ideas after checking closely with other top echelon GM men. Acting as a liaison “between different members of the same family,” he sees that agencies get statistical information on sales and returns as soon as the parent company. Agency executives, rather than taking cues from him directly, get enough basic data to work on their own. He accepts agency recommendations about 95% of the time.

Liked as well as respected by agency men with whom he works, Mr. Crites is noted for two jokes branded with “L.C.” A favorite definition, which he uses as a needle, is one of a smart man, “who always agrees with me.” And, when presenting a costly project, he explains that it is by “Crites arithmetic, one million off one way or the other.”

Long, lithe and lanky, with a Texas twang softened by a deep south drawl, Lowry Crites indulges his love for seclusion by living 25 miles outside Minneapolis on Lake Minnetonka. There, with his wife and 13-year-old daughter, Jane Ann, he dons blue jeans and sports shirt and fishes for bass from his front porch. Ice fishing is fine, too, “but not after it reaches 10 below.” He’s one of the few avid fishermen who admits he learned all about it from his wife.

His duo alter ego—complete with two nicknames, Pete and Skinny—enables him to combine the rustic with the modern, the unhurried with the hurried. That’s why he can confer with corporation presid- ents about a $10 million project in the morning and put on Texas boots that evening for a square dance in Wisconsin. “Only trouble, though,” he says, “I get worn down to a nub in 30 seconds—by Virginia reels, that is.”

Among his other social activities, Mr. Crites is a member of Kappa Alpha fraternity and the University Club of Minneapolis.

WARNER-HUDNUT

Two Firms Realign in One

WILLIAM R. WARNER & Co. and Richard Hudnut Co. will be realigned and be known as Warner-Hudnut Inc., it was announced at the board of directors meeting in New York last week.

At the same meeting Elmer H. Rosb, president and director of the parent firm, William R. Warner & Co., was elected president of Warner-Hudnut. He also becomes a director of the company. Others remaining in their posts are Robert J. Davis, Warner-Hudnut executive vice president and director, and Charles A. Pennock, director and president.

Microgroove Records

NEARLY 1,100 U. S. and Canadian stations are equipped to play Long Playing microgroove records, Robert J. Clarkson, general manager of Columbia Transcriptions Inc., has announced. Mr. Clarkson said that microgroove transcriptions have already been used by such CBS clients as Dancer-Fitzgerald-Sample, Benton & Bowles, March of Dimes and National Medical Health Assn.

THE NATION’S TEN LARGEST AGENCIES use

what source of market data?

Every single one of the nation’s ten largest agencies evaluates local market potentials with the aid of—

SALES MANAGEMENT’S “Survey of Buying Power.”

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

BROADCASTING • Telecasting
Hebert Page, WMCA Telecasting Chicago.

THE KFMV announcer-producer, ALAN, years pianist for KFRO City.

gram named ROBERT for J. ADAMS Series editor, HAMILTON, Akron, Miss., LA., Chicago, joins WKRC-TV Cincinnati as program director, F. C. LAMBERT, former assistant to director of engineering for DuMont network, named head of WKRC's television technical operation.

Mr. von Albrecht for WAAM.

RICHARD von ALBRECHT, former production manager of Herbert S. Landman & Co., television packaging house in Chicago, joins WKRC-TV Cincinnati as program director, F. C. LAMBERT, former assistant to director of engineering for DuMont network, named head of WKRC’s television technical operation. SYD CORNELL appointed commercial production manager for WKRC-TV.

ED MURPHY, formerly of WGN-AM-TV Chicago, joins WSYR Syracuse, N. Y., as morning man.

ROB SEAMAN, formerly with KVSM San Mateo, Calif., joins KBE Palo Alto, as announcer-producer and newscaster.

NORM KELLER, news editor for WSNH Quincy, Fla., named program director for station.

FRED FISKE, former staff announcer for WOII Washington and before that with WKLY and WLEX Lexington, Ky., joins announcing staff of WWDC-AM-FM Washington. While at WOL, Mr. Fiske was Mutual’s commentator on veterans affairs.

KITTY BROWN, formerly of WHK Akron as continuity director, joins WCUE Akron in same capacity.

JOHNNY McKnight, former announcer at WMCA New York and WTOP Washington, joins announcing staff of WVNN Newark.

ROBERT ARDEN, currently doing weekly quarter-hour American Looks Abroad news cast on KFMY (FM) Hollywood and KWK Burbank, Calif., starts same program on KFOX Long Beach.

TOM CORRADINE formerly head of Embro-Madison TV Productions, Hollywood, joins KTTV (TV) Los Angeles as film director.

MIKE RICH joins announcing staff of WHLI-AM-FM Hempstead, L. I. He formerly was with WROW and WOKO Albany, WTRY Troy and WLDB New York.

NORMAN FEASTER, formerly with Pan-American Airways in Miami, Fla., joins WTVJ (TV) Miami, as assistant film director.

ERNIE SIMON, formerly of continuity department of WJFK Continental, and later program director of WOSC Fulton, N. Y., rejoins WKRT continuity. JOHN LOUTHER, formerly of WJDR Syracuse, N. Y., joins WKRT announcing staff.

MILT KOMIT, former night traffic man at WMAL Washington, appointed to production staff of WMAL-TV.

EDDIE HIGGINS appointed feature writer on George Putnam's TV programs, Broadway to Hollywood and Headline Clues on DuMont television.

HILL WOODS, winner in CBS Horace Heidt Show competitions, airs 15-minute show, Tues., Thurs. 8:30 a.m. on WBBM Chicago.


BOB ROBB, chief of KECA Los Angeles continuity acceptance department and chairman for Southern California's National Defense Week activities, is in Washington as ABC representative to work with Air Force Reserve headquarters on plans for TV broadcast in celebration of National Defense Week. All four major networks will carry broadcast. Mr. Robb is Air Force Reserve major.

MRS. N. EDWARD WORSTALL, women's news editor of WSTV Stu- benville, Ohio, appointed general chairman of women's club of American Red Cross fund raising campaign in Jefferson County, Ohio.

JACK MATRANGA, production manager of KSTU Yreka, Calif., resigns to attend technical school. He was formerly with Armed Forces Radio Service in Japan as civilian program director.

DON CORDRAY, disc jockey for WJR Detroit, is the father of a boy, David Stanton. Mrs. Cordray is former PAT FIELD, disc jockey for BBC.

HUGH JONES, newsreader at WBBM Chicago, is the father of a girl, Rebeccca, born Jan. 23.

JOSEPH WILLIAM KELLY, Jr., announcer at WLLC Battle Creek, is the father of a boy, Shawn Charles Kelly, born Jan. 23. Child is the second grandchild of Quinmaster Joe Kelly on NBC's Quiz Kids.

CKYM Villa Marie, Que., new 1 kw outlet on 710 kc, went on the air on Jan. 7, according to report of Radio Branch, Dept. of Transport, Ottawa.
CHRIS O'BRIEN, attorney and former executive in American Federation of Radio Artists, named assistant executive secretary for West Coast branch of Actor's Equity. He replaces I. B. KORNBLUM who had acted as special representative for AB. Mr. Kornblum will continue to be associated with union office as member of legal counsel.

PAUL O. RIDINGS, former president of Ridings & ferris Inc., Chicago public relations firm, and most recently director of publicity and head of journalism department at Texas Christian U., Ft. Worth, Tex., joins Guy Wither- spoon, public relations firm, Ft. Worth, as partner. Name of organization becomes Witherpoon & Ridings, with offices continuing at 1705 Electric Bldg.

RALPH ROCKAFELOW, in charge of publicity and sales promotion of Paramount Pictures Corp., appointed advertising and sales promotion manager. Before joining Paramount, he was with Buchanan & Co. and Young & Rubicam, New York, for several years.

FRANCIS CARTER WOOD Jr., partner and vice president of Sound Masters Inc., New York, assumes full responsibility for all television activities of firm. He reportedly plans to reorganize entire television department at Sound Masters.

JOHN NEWMAN, formerly advertising and publicity director of International Artists Corp., appointed director of advertising and program promotion for TV-Programs Inc., New York. DON ROSS named director of sales.

TED WICK, formerly radio director of David O. Selnick Productions, Hollywood, named assistant to Martin Lewis, radio director of Paramount Pictures Inc., that city. He will write spot announcements and talent interviews for broadcasting.

MARY ANN MERCER, singer, signed by Story-Ad Films Inc., Hollywood, for 15-minute television show.


Equipment

JOSEPH R. BRANSFORD, personnel director of Western Electric Co. since May 1, 1948, elected financial vice president succeeding GEORGE L. BOST who resigned to accept vice presidency with AT&T. In addition to his new duties, he will continue to be responsible for personnel administration. Western Electric engineer since 1928, he was in charge of WE shops producing radio and radio equipment for armed forces during war.

COLONIAL RADIO Corp., manufacturers of radio and TV sets and wholly-owned subsidiary of Sylvania Electric Prod. Inc., absorbed by that company.

E. E. LEWIS, formerly president of Colonial, elected vice president of Sylvania in charge of Colonial Radio and TV Div. Other personnel and policies of subsidiary company remain unchanged.

GENERAL ELECTRIC Co., Syracuse, N.Y., announces modified replaceable stylus assembly for use with its variable reluctance phonograph cartridge. New design is called Stylos.

Dr. HARVEY FLETCHER, former director of physical research for Bell Telephone Labs., appointed visiting professor of electrical engineering at Columbia U. School of Engineering for spring session, beginning today (Feb. 6).

Feature

(Continued from page 30) this activity is only a sample of his daily routine.

As an assistant professor of physics at Ohio Institute of Technology, Mr. Davis has a teaching schedule of 15 classroom hours per week plus many more hours of preparation. In addition, he attends classes at Temple U. three days a week for a total of nine hours in pursuit of a Ph. D. in physics.

Once-a-week he participates in night drill exercises as captain in the Air National Guard. To keep his “spare hours” occupied, Mr. Davis makes himself available at least one night a week as a speaker at club functions.

A few more talents are seen in radio-TV weather forecasting by Mr. Davis. He says “the television weather man must be a combination scientist, artist, technician, and diplomat.” According to WFIL’s student of the elements, “television will hardly make the weather man a better forecaster, (but) it could very well be the biggest aid in promoting good public relations the weatherman has ever had.”

GEORGE O. MILNE

ABC, NBC Pioneer Dies

FUNERAL services were held last Wednesday at Patterson, N. J., for George O. Milne, 47, director of technical operations for ABC, who died Jan. 28, in a Miami Beach hospital of a heart attack.

Mr. Milne joined WEAF New York (now WNBC) in 1923 as maintenance man. In 1928 he was advanced to operations supervisor at that station. He joined NBC in 1930 as division engineer and remained there until 1942 when he left to go with ABC. He is survived by his wife, Mildred, and two sons, George F., and Douglas.

THE EXECUTIVE committee of the North Carolina Assn. of Broadcasters, meeting Jan. 28-20 at the Mid Pines Club, Southern Pines, heard a report of the reorganization committee of the association, named a new legislative committee, selected May 22-23 as the dates of the 1950 annual convention and Chapel Hill as the location, and discussed other business matters.

Reporting as chairman of the reorganization committee, J. Frank Keenan, WDVX Durham, presented proposed plans which were adopted by the executive committee. The reorganization committee was directed by the executive group to present the plans which were written form to all stations in the state in advance of the May meeting. At the annual meeting the proposals will be placed before the membership for approval.

Richard H. Mason, WPTF Raleigh, was named chairman of the legislative committee which will study several matters of primary interest to broadcasters, looking toward action to be taken at the next session of the General Assembly.

Attending the Southern Pines meeting were: President Robert H. Wallace, WOHS Shelby; Vice President Earl Gluck, WSO Char- lotte; Executive Secretary-Treasurer Jack Younts, WEAK Southern Pines; Directors Harold Essex of WSJS Winston-Salem, Louis Howard, WHIT New Bern, and Cecil Hoskins, WNNC Asheville; Mr. Jarman and Walter Green, WAYS Charlotte, members of the reorganization committee.

OMAHA AD CLUB

Local Selling Stressed

EFFICIENCY in local advertising was stressed in an address by W. J. Bronman, division and sales manager for Frederic W. Ziv Co., transcription firm, before the Omaha Advertising Club Jan. 24. Omaha’s stations played host to leading business firms.

Pointing out that 75% of the nation’s business is of local nature, Mr. Bronman told the group that “today’s prosperity is dependent upon good buying, selling and distribution of goods” and that “sales programs are too often set up on chance.” Advertising creates the need, desire and demand for goods, he reminded, and must deliver “if our prosperity is to continue.”

REGULAR City council meetings are aired weekly Monday 9-9:30 p.m., direct from council chambers by KCMO Kansas City, Mo.
MUSICAST FM
Plans To Sell Franchises

MUSICAST, an FM continuous music service employing a novel multiplexing device, has announced its plans to grant franchises for a flat fee to other FM stations in the country sometime in February. The service was developed by Sun Dial Broadcasting Corp., owner of KDFC (FM) San Francisco which now services 60 individual firms—such as banks, beauty shops, restaurants, retail stores, etc.—in the Bay area. According to Musical, many broadcasters “who in the past could only foresee the failure of their FM investments can now look forward to future profits with Musical.”

The system which permits the FM station to eliminate on specially constructed receivers any portion of its programs that it desires, was perfected four months ago by Oscar C. Darsack, KDFC staff engineer.

A Musicast operation franchise, the firm explains, will include the rights to the copyrighted name, device, installation and maintenance of receivers and speakers which receive the continuous program of background music (8-1 a.m.) and exclusive territorial rights. A continuing monthly rental will be charged on each receiver leased to the franchise holder, which the company says would enable FM station to enter this type of background music service on a small capital investment.

Muzak Corp. has pending a petition before the FCC for a rule-making proceeding to permit it to use FM stations to carry its programming [Broadcasting, Jan. 23]. Muzak’s petition envisions the use of supersonic signals and of multiplexing.

NEW AP UNIT
Formed in South Carolina

AN ASSOCIATION of South Carolina Associated Press broadcasters was organized Jan. 21 by AP radio members in the state. The group met following a meeting in Columbia, S. C., of the South Carolina Broadcasters Asan.

James Hicks, manager of WCOS Columbia, was elected president. Scott Russell of WESC Greenville was chosen vice president, and Paul Benson of WJMX Florence, secretary. Directors in addition to the officers, are: Robert Bradham, WTMJ Charleston, and Frank Best WNOO Orangeburg.

Small City Hoopers

C. E. HOOPER, Inc. is offering to produce one-time Hooper station audience indexes for small cities at $350 each, which sum may be paid by one station or prorated among all stations covering that market. Surveys will be made by the mail ballot method developed by the research firm for its area coverage index and will cover both telephone and non-phone homes.

JUNKETING FARMERS

VISITS by farm groups to many parts of this hemisphere and to Europe will get underway this spring under sponsorship of three individual stations, each serving the nation’s rich farm belt. Stations are KCNO Kansas City, Mo., WOW Omaha and WKY Oklahoma City.

Mr. Hansen

PURPOSES of the tour are to acquaint the American farmer with his counterpart in other parts of the U.S. and in foreign lands.

KCNO’s tour will be composed of 20 farmers who will be Europe-bound this month for a 25-day study of the Old Continent. All of the party’s members are leaders in their communities. Journeys will be made to LaGuardia Field, New York, on Feb. 14, the tour’s first stop is France where the Americans will be guests of the General Confederation of Agriculture at Chartes. Next journey’s leg will be Italy.

From Italy, the KCNO tour will move into Switzerland at Brugg, headquarters of the Swiss Farmers Union. Other countries to be visited include Germany, France, Holland, England and Monte Carlo. At each place the group will meet with agriculture officials and visit farms typical of the country. The tour is scheduled to terminate in New York March 11.

WKY Tour Next Month

Meanwhile, WKY’s 30-day tour of Latin America—with stops in 10 countries—will have begun a week earlier on March 4. This tour will take southwestern farmers, business men and women on a 15,000-mile swing through the southern hemisphere with stops scheduled for Guatemala, Panama, Peru, Chile, Argentina, Uruguay, Brazil, Trinidad and Puerto Rico. According to Sandy Saunders, WKY farm director, the tour will end April 3.

Mr. Saunders reports interest in the trip by some 200 persons in Oklahoma and surrounding states. The journey’s itinerary will include inspections of farms, plantations and ranches, harvesting and marketing processes, industrial plants and oil fields. Programs will be recorded by Mr. Saunders for his daily Farm Reporter broadcasts over WKY. Films also will be made for showing on WKY-TV.

Mal Hansen, WOW’s farm director, has announced that the scheduled “New South” and Havana boat trip tour, scheduled to begin in mid-March [Broadcasting, Jan. 23], brought in 65 paid reservations and more than twice that many requests for applications. The special trip, in the first 10 days following the initial announcement. John J. Gil

LEHRBAS NAMED

GETS STATE DEPT. PROMOTION

LLOYD LEHRBAS, director of the Office of International Information which administers Voice of America broadcasts, has been appointed special assistant to Undersecretary James Webb, the State Dept. announced Jan. 27. He will handle special assignments while continuing administration of the Voice.

Mr. Lehrbas has directed the department’s overseas information program since June 1948, handling production and distribution of publications and documentary films, in addition to Voice programs. Before joining the State Dept., Mr. Lehrbas served as foreign and war correspondent, and newreel and magazine editor. During World War II, he was a colonel and aide-de-camp to General Douglas MacArthur in the Pacific.

STORECAST CORP.
Adds 14 Advertisers in Jan.

STORECAST CORP., of America signed 14 new advertisers during the month of January. This makes a sum of 110 products which use Storecast music and service programs in 600 super markets in Southern New England, Pittsburgh, Philadelphia and Chicago.


In the Pittsburgh area via KQV-FM, new products are: General Foods Corp., (Baker Schools), Lexington, Mass.; General Foods Corp., (Maxwell House coffee), New York; McCormick & Co. (McCormick teas), Baltimore, Puritan Co. of America, Chicago.

In the Philadelphia area Syvan Seal Milk will use Storecast. In the Chicago area via WEHS (FM) Chicago, both Helen Harrison Foods Inc., Bloomington, Ill., and Modlin Co. of Chicago (Perma Brooms), are using the service.

Sweetheart Sponsors

ALTERNATING day sponsorship by Manhattan Soap Co. (Sweetheart Soap) and one on every other day by Suppose will be in storecasting for the next 27 days. This is to start March 7 on 12 Columbia Pacific Network and three Arizona stations, 7:30-7:45 a.m. PST. Arizona stations are: KOOL Phoenix, KOPO Tucson, and KCKY Coolidge. Frank Goss is to handle newcast beginning Feb. 13, Menen Co., Newark, sponsors the other three segments. Agency is Duane Jones, New York.

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV’s full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.

the Only COMPLETE
Broadcast Institution
in
Central New York

WSTV ACUSE
AM FM TV

NBC Affiliate in Central New York
Headley-Reed, National Representatives

February 6, 1950 • Page 99
SCHICK CONTEST
Names WLW, KJBS, WCOP

WLW Cincinnati, KJBS San Francisco and WCOP Boston, and three newspapers, won the merchandising contest held last fall by Schick Electric Shaver Co., it was announced last week by the company in New York.

The winning newspapers are The Birmingham News-9ge Herald, The Seattle Times and The Des Moines Register & Tribune.

Fifty-eight stations and 44 newspapers competed for the awards. The winners, over 34,000 cards and news bulletins on Schick exclusively to key dealers in their territories; made 900 personal calls to follow-up, and used the Schick catalog story in station and newspaper publications totaling 725,000 total circulation.

In presenting Schick Supers to the winning stations and newspapers, S. D. Moorman, Schick sales manager, commended them for exceptional cooperation beyond what was requested.

The contest was organized and explained by the company's agency, BBD, New York, last September.

The agency requested that the stations and newspapers write letters to dealers, seek tie-in advertising and make at least five personal calls on the trade.

For a 12 week period during the fall the Schick radio and TV schedule included spot announcements on 142 stations.

WHITE NAMED
Is WEIR General Manager

PAUL G. WHITE, former manager of WLOI East Liverpool, Ohio, has been appointed general manager of WEIR Weirton-Steubenville, Ohio, Harry B. Chalfant, vice president of the Tri-State Broadcasting Co., owner of the new outlet, announced last week.

Mr. White also was engaged in the advertising business in East Liverpool. Earlier, he was affiliated with WCMW Canton and WKBN Youngstown. His early radio experience was with the Yankee Network. WEIR, Mr. White said, will be on the air in about four months with studios in Weirton and Steubenville. The new station is assigned 1 kw on 1490 kc.

WXWL-FM Suspends

PERMISSION was given by FCC fortnight ago to WXWL-FM Indianapolis to cease operations for 60 days pending negotiations by Radio Indianapolis Inc., licensee, to sell the 20 kw outlet on Class B Channel 234, 947 mc. WXWL, the AM station operated by the same firm, continues without interruption. FCC reported. Firm told the Commission that the FM operation has been entirely unprofitable.

RECEIVING Schick Supers from S. D. Moorman (v), sales manager, Schick Electric Shaver Co., are these three representatives of winning stations (1 to r): Martin Beck, The Katz Agency (WCOP); Ed Jansecon, WLW sales office (WLW), and Bill Shreves, Headley-Reed (KJBS).

GUILD STRIKE

A THREATENED strike by the Radio and Television Directors Guild against the networks was averted at the eleventh hour last week. After a series of negotiation sessions—one lasting through the night until 6 a.m.—it appeared probable the parties would reach agreement on a new contract.

The guild, an AFL affiliate, reportedly had at least tentatively accepted counterproposals by the networks of wage rises ranging to $15 a week. The guild originally had demanded a $70 a week increase for staff radio directors and a $170 a week increase for television directors.

Strike, which had been called for midnight Jan. 6, was forestalled when, at the request of a state mediator, the guild and the networks agreed to a 24-hour armistice and further negotiation. On Feb. 1 both sides met in the office of Mabel Lesie, of the New York State Board of Mediation, at 10:30 a.m.

Except for brief respite, the negotiation session continued until the next morning at 6 o'clock. The discussions were resumed that afternoon (Thursday) and continued into the evening.

Counter Offer

Until the counterproposals were offered by the networks, the guild had demanded that radio directors, who received top minimum scale of $130 a week under the old contract, be raised to $200 a week and that television directors, now earning top minimum of $150, be boosted to $300.

The network counterproposal tentatively agreed to, according to authoritative sources, was $145 top minimum for both radio and television directors.

Various details of salary levels in respect to other classifications of guild members remained to be worked out, it was said.

As of Thursday evening, the guild had not withdrawn its strike notice, but informed sources predicted that agreement by week's end was probable.

Involved in the negotiations were ABC, CBS, NBC and WOR and WOR-TV New York. The guild's contracts with all of them expired last Dec. 31, but were extended pending resolution of the negotiations.

TEXAS STORM

Several Stations Hit

ICE and freezing rain knocked out stations intermittently in North Texas last Tuesday and Wednesday in a storm that damaged power and telephone lines over a wide area.

Several stations in Dallas and Fort Worth were hit. WFAA-820; KJBS, Dallas and WRAP-820; Ft. Worth, sharing frequency, were off the air from about 1:30 p.m. Wednesday to the following morning. They are the NBC outlet for the area.

KRLD Dallas, a CBS station, KXIL-FM and KLIF Dallas also suffered interruptions to program service.

For a time Thursday WFAA-820 and WRAP-820, were feeding programs to transmitter plant at suburban Grapevine by FM and communicating with the engineers there by hand radio.

All the stations throughout North Texas, except those disabled, rendered service by broadcasting special announcements as normal communications were disrupted.

Scandinavian Jubilee

THE SWEDISH broadcasting system, Radioljungan, owned by the newspapers and radio manufacturers and supported by license fees from the public, began official celebration Jan. 6 of its organization 25 years ago. Sweden's neighbor, Denmark, also observes an anniversary April 8 when Staatsradiofonien, the state-owned broadcasting system, celebrates its 25th year.

TO DROP WTHT-FM
'Times' Asks FCC To Delete

THE HARTFORD Times, owner of WTHT-AM-FM Hartford, Conn., has asked FCC to delete its FM station. The Times said WTHT-FM was off the air for a week during January due to failure of high-voltage power supply, and that one letter was received noting the silence.

"We were consistently unable to demonstrate any visible need on FM," the Commission was told.

"We see nothing in the future to restore or increase the interest in FM in Hartford. We cannot justify continuing the operation of WTHT-FM."

The station went on the air the Feb. 11, 1948, less than three months after FCC issued the grant. It has been a fully licensed station since Feb. 1, 1949, a Class B outlet on Channel 291 (106.1 mc).

TRANSIT SCOPE
WCTS Aids Public Travel

TRANSIT RADIO, sometimes described as critics as an impression of "code listening," finds it can effectively perform a public service in times of emergency.

Transit Radio Inc. reports that WCTS, FM affiliate of WKRC Cincinnati, which supplies music to transients on the Cincinnati Street Railway, came to the railway company's rescue during a recent sleet storm. As a result, the firm plans changes in its advertising and supervisory technique.

During the storm, WCTS, at the request of the dispatcher, broadcast instructions to all bus operators to pickup passengers waiting for streetcars and trolley buses when they were delayed because of ice formation on trolley wires. The plan was quickly executed. Now, as a result of this experience, arrangements have been completed to make possible such announcements through WCTS when rerouting of transit vehicles is necessary because of traffic jams, accidents, fires or other disasters. Morris Edwards, president of the street railway, said WCTS also plans to make the service available to other public agencies for emergency annunciations.

President's Speech

FOUR MAJOR radio networks will carry President Truman's address at the Jefferson-Jackson Day dinner in Washington Feb. 16. Charles Luckman, dinner chairman, has announced. Speech will be aired by ABC, CBS, MBS and NBC from the National Guard Armory, 10:30-11 p.m. Other media coverage, including television, is to be expanded. This year's address will be the second consecutive year all networks have broadcast the President's address.
Papers Trail All, NAEA Told

NEWSPAPERS were stiffly reected—by a $16 million customer addressing a meeting of the Newspaper Advertising Executives Assn. —for complacently ignoring the progress made by other media in the past 25 years, it was learned last week.

The criticism came from Joseph P. Kasper, president of the Associated Merchandising Corp., whose 25 member department stores spent $16 million in newspaper advertising in 1948. He spoke at an NAEA meeting in Chicago Jan. 23.

Mr. Kasper, noting that there are 155 fewer daily newspapers in the U. S. than 10 years ago, said that the “tendency toward amalgamation and elimination of individual papers is, in my opinion, a serious trend.”

The virtual newspaper monopolies existing in “the majority of large and small cities” have been inevitable situation which “makes for complacency and smugness and can eventually lead to self-destruction,” he said.

“It appears to me,” said Mr. Kasper, “that there have been literally no changes, innovations, improvements, or evidence of progress in the newspaper business in the past 25 years.” He said there was a growing complacency on the part of newspaper advertising staffs.

“Most newspaper men, I believe, spend their time selling against other newspapers and regard each other as their major competitors,” said Mr. Kasper. "Perhaps you have been so busying this that you have failed to recognize the progress which has been made in practically all other media during this 25-year span I speak of.

"Take a quick look at what the average man is exposed to in the way of advertising today. My own case is fairly typical: I get up in the morning and while dressing I listen to a news program on the radio.

"Part of it is a commercial—a pretty lively selling job, too—ininitely better done than it was 20 years ago. I drive to the station and pass a number of billboards—bright, breezy, colorful; vastly better advertising than 20 years ago. Even on the station platform the posters bear almost no resemblance to their early beginnings.

No Advices Seen

"I open my morning newspaper and although the ads admirably are more attractive than they were 20 years ago because they are lively, that is about the only difference. Nor can the newspapers take much credit for this. If the advertising is better, it’s because stores and agencies have improved their art work and layouts and copy—in spite of the newspapers. Production is about as bad as it always was—a black dress continues to be just a smudge of printer’s ink . . .

"Going home at night, I read my newspaper again—same story: Nothing new or different there. And when I get home, I may pick up a magazine or two and what do I see? Superb four-color work, bleed pages, nothing remotely resembling newspaper advertising of 20 years ago . . .

"Midway through my perusal of the magazine, my wife says to me: ‘Come on now, we are going to watch—you guessed it—television. And the rest of my evening is a pleasant combination of entertainment and exposure to salesmanship. For here, out of the restlessness and imagination of another group, is potentially the greatest advertising force we have ever seen.

"Think of the millions and millions of dollars invested in the development of television. What investments have been made by the newspaper industry toward the rebirth of its product?" Mr. Kasper urged the newspaper executives to undertake expanded research that would help newspaper advertisers improve the productivity of their advertisements.

He said that despite his critical attitude, he could assure the newspapers that retailers would continue to “put the blue chips on the newspaper because we have not yet lost faith in your ability to produce results.”

KAKE Representatives

RADIO Representatives Inc. has been appointed national sales representative of KAKE Wichita, Kan., according to Jack Todd, general manager of the MBX outlet. KAKE operates on 1240 kHz with 250 w fulltime.

IN AN EFFORT to obtain for radio newsmen the same credentials newspaper reporters receive, Sheriff Eugene Bisciluzi of Los Angeles for Radio News Club, is sending letters to sheriffs of 11 Southern California counties inviting them to meet Feb. 10 at his office with officers of the club. Radio newsmen are seeking to obtain one pass that will be recognized in all the counties, thus allowing them to move unhampered from county to county. Thus far this privilege has been allowed only to newspaper reporters. Radio News Club officers who will attend the meeting are Bob Garred, Al Gordon and Clete Roberts.

Advertising Exams

ADVERTISING examinations conducted annually by the American Assn. of Advertising Agencies will be held this year in New York at the Waldorf-Astoria and Packard School on Feb. 18 and 25. In the first session, 15 aptitude-temporat test and a quiz on the economics of advertising will be given. The second session will be devoted to optional tests on advertising knowledge.

The new Thesaurus brings you bigger and better programming packages with top sponsor-appearance...top-name artists! You get comprehensive programming, promotion, publicity...a steady flow of current tunes and material...network-quality production. Wire or write today for full details!

The stars of today and tomorrow are Yours for more Sales...with the new era in Thesaurus

"Claude Thornhill presents Win a Holiday"

SPORTSCASTERS

Third Annual Dinner Feb. 14

THE THIRD annual Sports Broadcasters Assn. dinner will be held Feb. 14 at New York’s Hotel Park Sheraton. At the dinner, Baseball Commissioner (Happy) Chandler will be given the annual Graham McName Award presented by the association to the individual who in its opinion contributes most to sports during the year.

WMGM New York, whose sportscaster, Marty Glickman, is president of the association, has invited 150 executives of agencies and sponsors of sports broadcasts on the station as its guests at the dinner. Bertram Lebar Jr., director and sales chief of WMGM, will host to the group.

Birds, Bees and Butterfiles

Radio Corporation of America

RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

February 6, 1950 • Page 101
Spot Business
(Continued from page 15)
cancelled because of the UAW strike at Chrysler, but it is
believed that radio will be resumed as soon as the strike is settled.
Among advertisers to start campa-
igns during January 1950 are the following: French's Instant Potatoes, through J. Walter
Thompson Co., New York, which started a campaign in mid-Janu-
ary; Tide Water Gasoline, through Lenier & Mitchell, New York, on
Jan. 15 began its schedule in a
dozen markets; another L & M ac-
count, Lustre-Creme Shampoo also used radio spots starting about the
same time.
Lever Bros. Adds
Lever Bros.' Spyt account
through Ruthrauff & Ryan, New
York, normally a network adver-
tiser only ( Aunt Jenny on CBS),
has added a spot announcement
campaign which started in Janu-
ary.
Another Lever Bros. product,
Snow, through Benton & Bowles,
New York, also has been using a
heavy radio spot announcement
schedule.
Procter & Gamble's Ivory Snow,
through Benton & Bowles, is using
spots in a number of markets, which started in December and will
continue through June.
A new radio spot advertiser is
Nicoa Margarine, through Benton
& Bowles, which started in Janu-
ary in Ohio and then extended its

WE DON'T TOSS BOUQUETS TO DAISY (Ky.)!

Hard-boiled as we don't cultivate Daisy (Ky.); it's probably a gar-
den spot, botanically speaking, but just too rustic and remote for sales-minded WAVE!

We stick to our State's one great blossoming market, the Louis-
villa Retail Trading Area. Nearby
Retail Sales a billion dollars, Retail Sales an annual from these 27
stems annually from these 27
counties, and our flourishing
farmers market has an average
family's Buying Income 40% higher than the Kentucky norm!

If you want to put a little adver-
tising fertilizer into Kentucky's
tried WAVE's concentrated for-
mula, it'll really put you in
clover.

LOUISVILLE'S WAVE

RCA THESAURUS has released Here's June Christie, new program
series, to subscribers to its transcribed
library service.

For that matter, is putting the ad-
vertising budget on this far too un-
sound ground if he is not extremely
cautious how he says that any ad-
vertiser should pay a national rate
when he can get a local rate.

In other words our first interest
should be the advertiser and it may
be rather difficult to defend the
position that any advertiser should
be forced to pay a higher rate if
the stations are willing to give him
a local rate.

I think we know all of the angles
on this situation—and I mean all of
them—and I make this comment
having all of these considerations in
mind.

George W. McMurphy
George W. McMurphy Adv.
Portland, Ore.

Help Small Towns

EDITOR, BROADCASTING:
Radio will celebrate its 30th
birthday in 1950. Wouldn't this be
a good year for radio engineers to
get together and settle the problem
of the small town listener.

We have no trouble in tuning in
Mutual network programs at night
in Statesville, N. C., because we are
fortunate in having a Mutual radio
network station here. We can re-
ceive CBS programs through a
50,000 w radio station in Charlotte.
But unfortunately when we try to
dial ABC or NBC programs we are
at the mercy of atmospheric condi-
tions and Cuban and Mexican ra-
dio stations. . . .

Although directional antennas
are excellent for protecting radio
stations from interference, they play
havoc in the way they detour
programs around the small town.
I'm not complaining, just asking for
help. Will some radio engineer
explain how the small town listener

We do not cover all of Con-
nnecticut, but we do cover
NORWICH and most of New
London county. . . . 1948 re-
tail sales $129,364,000.00.

Have you been bypassing this market? Remember you can
BUY it on a station that has
ONE rate both day and
night.

JUICH FULL TIME 1400 kc 250 w
EASTERN CONNECTICUT BROADCASTING COMPANY

Page 102 * February 6, 1950

Claims DB 'First'

EDITOR, BROADCASTING:
I noted with interest the letter
sent to you by Bob Mackall of
WFMJ in Youngstown, claiming to
be the first one to DB the Drew
Pearson program.

Just for the record, let me say
that WSRS, at my instigation in con-
junction with ABC and the
William Weintrab Advertising
Agency, DB'd the Drew Pearson
program. . . .

I sold the plan of the live broad-
cast at 6 p.m. with the DB at 11
p.m., the same evening, which was
considered an excellent idea by
ABC and the Weintrab agency.

All of this took place in the early
days of the 1948 baseball season,
because of the inability of the local
ABC outlet to consistently schedule
this program properly. So let's
clean the record up and put WSRS
on top of the heap with a certain
big "first" in this particular mat-
ner.

Sam Sengue
President
WSRS Cleveland

AD WOMAN OF THE YEAR

AFA Names Contest Judges

ADVERTISING Federation of
America (on council women's ad-
vertising clubs) has chosen a panel
of judges to select the Advertising
Woman of the Year in its annual
contest. Judges are: Mrs. Ella B.
Myers, former advertising director
of General Foods Corp. and pres-
ently of the 1948 baseball season,
who was the 1948 award winner;
Frederic R. Gamble, president of
the American Assn. of Advertising
Agencies, and Dr. Kenneth Dam-
mer, Ohio State University.

Winner of the contest will be
decided during the annual conven-
tion of the Advertising Federation
of America, to be held in Detroit,
May 31-June 2.
By JOHN OSBON

INTERNATIONAL and federal machinery dealing with extensive radio frequency allocations and assignments will command top priority on the agenda of the House Telecommunication Committee subcommittee when it begins hearings the next fortnight on major radio legislation. [Broadcasting, Jan. 30.]

This was apparent last week as the subcommittee, headed by Rep. George Sadowski (D-Mich.), whose measure (HR 6949) embraces sweeping substantive changes on government and FCC levels, revealed its tentative hearing agenda.

Sessions may last up to six weeks though authorities indicated last week the subcommittee hopes to conclude them in four weeks' time. Rep. Sadowski already has indicated his group “may not” press legislation.

Bulk of testimony during the first week of the hearing, tentatively set for Feb. 20, will deal broadly with the allocation problems on the “international, hemispheric and national” levels, committee spokesmen said last week.

Second Week Agenda

Second week will be devoted to views on FCC's chain broadcasting regulations, monopoly anti-trust phases and, finally, sanctions as covered in the Sadowski Bill introduced Jan. 24, and the Senate-approved FCC procedural bill ($1973) authored by Sen. Ernest W. McFarland (D-Ariz.).

Discussion is expected to center around legislation (HR 2410) proposed by Rep. Harry Sheppard (D-Calif.) which would divest network and equipment manufacturers of radio station ownership and restrictions on FCC's anti-trust authority as provided in the McFarland bill.

The following weeks primarily would concern the various other facets of the new Sadowski Bill and Sen. McFarland's measure, according to present plans. Among points to be taken up is Rep. Sadowski's proposal to give licensees immunity from criminal or civil actions for libelous remarks in political broadcasts.

Subcommittee Chairman Sadowski's measure also would set up an independent five-man Frequency Control Board—a “super FCC”—which would hold broad powers over the Commission and usurp some of its major functions. Also, it would give FCC a new set of administrative sanctions or penalties in the form of license suspensions, fines and cease-and-desist orders.

Asked To Testify

Invitations to testify the first week are being issued to government officials including, in addition to FCC, the State Dept., each of the military branches, IRAC (the Interdepartmental Radio Advisory Committee, which the Sadowski bill would replace with the Frequency Control Board), Telecommunications Coordinating Committee, and certain private consultants and attorneys. Names were not disclosed.

All spokesmen said the subcommittee is hopeful of clearing up the allocations phase in the first four days. In that event, they speculated, the fifth day (Feb. 24) could be devoted to FCC proposals. It is known that Chairman Sadowski has asked the Commission to present a broad outline detailing international and U. S. frequency needs and requirements falling within the scope of “wireless and wire” facilities.

Another Bill Unlikely

The network-sanctions-monopoly phase, now set to begin Feb. 27, is expected to encompass debate on the McFarland-Sadowski-Shedd bills. Authorities last week thought it not unlikely that Rep. Sadowski still might introduce another bill, designed to cover other phases now contained in the McFarland measure. If he does, that would be considered, too, they felt.

Networks, independent broadcasters, Justice Dept. and others will be invited to air their views on present network-affiliate relationships; complaints that networks violate government anti-trust laws and the McFarland Bill provision which would remove FCC's power of revocation over licensees whom the courts have found guilty of anti-trust violations, and the comparative merits of sanction clauses in the Sadowski and McFarland bills.

The Sadowski bill provides for institution of revocation or suspension proceedings against station licensees, and networks, alike for tending to “induce or coerce” other licensees or permittees to violate FCC rules and regulations, or for following any “course of action” which would justify a license or permit denial. FCC could demand forfeitures up to $500 per day for any offense in lieu of suspensions or revocations.

The subcommittee also plans last week that it considers Sections 4 and 5 of the McFarland Bill of prime importance on its hearing agenda. They are certain to be brought out—both in FCC's written comments on the McFarland bill for the record and oral testimony before the group.

These sections deal with "job-jumping" prohibitions covering FCC commissioners, bureau heads and their assistants; salary provisions (now outdated in view of pay boosts passed last year); appointment of a legal assistant to each commissioner; requirement of a legal assistant to each commissioner; requirement that FCC submit annual reports to Congress on broadcast application data, deadline on FCC action on applications. The FCC and Senate Committee have indicated disapproval of some of these provisions.

ASSOCIATED SHOWS

Yankee Network Contracts

ASSOCIATED Program Service last week announced arrangement of a contract with the Yankee Network for Associated's transcribed library service and special series of "shows that sell."

The agreement, Associated stated, covers all owned or operated Yankee stations in New England including WNAC-AM-FM-TV Boston, WENX Providence, WICC Bridgeport, WMFT Portland, WAAB Worcester, WONS-AM-FM Hartford. Contract negotiations were completed by George W. Steffy, vice president of the network, and Richard Testut, vice president and general manager of Associated.

WHERE DOES THE N.A.B. GET RETAIL SALES DATA?

Data on retail trade in the Market Data Handbook published by the National Association of Broadcasters is reproduced from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10; Reservations Close Feb. 17; Copy March 10)
Free Time Abuses
(Continued from page 15)
device familiar to all station officials.
In adopting resolutions to implement the free-time device the committee favored the use of free-time agreements. Groups would be asked to sign pacts including the question, “Do you plan to spend money in any advertising medium?”

Going further, the time applicants would agree to pay for any time donated should they later decide to pay for advertising in any other medium.
The committee felt that program material by public service agencies should provide opportunity for participation by local sponsors. In the case of newspaper mats, it was pointed out, local advertisers can include credit mention.

Another angle relates to a purported practice among defense agencies. Under this technique, military personnel are assigned to take mats to newspaper advertising prospects and solicit them. If this is done for other media, committee members argued, it should be done in the case of radio recruiting and similar campaigns.
The committee figures broadcasters should get a larger share of the money spent by government agencies to advertise for recruits. Independent stations, it was argued, are especially good prospects in recruiting campaigns because they direct much of their appeal to the younger audience.

NAB representatives are to confer with advertising agencies placing government business in an effort to persuade them to spend more money for radio time, the committee was told. Members suggested independent stations should be represented on the NAB committee. They contend they have been among the most generous broadcast groups in providing free time.

Some of the current public service campaigns, and some with meritorious motives, were discussed among committee members. One instance cited was that of the Disabled American Veterans Service Foundation, which sold radio time through its full-page and double-space in newspapers and magazines (see story page 92).

Going into other problems facing independent stations, the committee voiced concern over abolition of the NAB Program Dept., a project that developed out of a past committee recommendation. The department was dropped by the NAB board in last summer's reorganization.

Functions of the Program Dept. will be handled through the Radio and Television Divisions, the committee was promised.

Much of the two-day discussion centered around plans for the Sunday "Independents' Day," a session that drew some 400 broadcasters at the 1949 NAB Convention, under Mr. Cott's chairmanship.

Cott to Serve
Because WNEW is withdrawing from NAB membership Feb. 28, Mr. Cott will not serve as chairman of the program. Furthermore, he is resigning the committee chairmanship effective Feb. 28. At the committee's request he agreed to serve as program consultant for the Sunday session in Chicago.

Chairman of the Sunday program will be Lee W. Jacobs, KBKR, Bakersfield, Calif. Among the speakers will be of the no-speeches type. Panel sessions will be wide open, with specialists leading the discussion.

Facts on out-of-home listening will be given by Dr. Sydney Roslov, president of The Pulse Inc., New York. Dr. Roslow's findings will be distributed to NAB members in printed form. Pat McDonald, WWHM Memphis, will chair a panel discussion on the practices of capturing and increasing the out-of-home audience. Related subjects will cover promotion material and specialized programming for this audience.

William B. McGrath, WIDH Boston, will be chairman of a sports session. Sponsor and agency representatives will take part, along with an attorney to cover anti-trust angles. The problem of using Western Union play-by-play reports is on the tentative agenda. Sports are a mainstay of independent stations, the committee pointed out. The NAB general counsel's office was asked to supply a legal summary of sports broadcasting problems, to be available at the convention.

Another panel will deal with use of magnetic tape recording in programming and sales expansion. Demonstration of techniques is planned, including tape editing.

A debate is scheduled on the pros and cons of in-person and mail order business. Dangers and virtues of these practices will be explored. NAB is traditionally opposed to P. I. as an association but individual member stations have diversified views on the subject.

Other topics slated for a thorough working over by the independents are new program tools, new and unusual program devices, BMI services and government and overseas program sources. Among overseas sources is the upcoming series of Orchestrations of the World's Transcriptions obtained through the Economic Cooperation Administration (see story page 118). In this series of 13 one-hour transcriptions the leading symphony orchestras of Europe will be made available to broadcasters. NAB agreed to send out letters to stations describing this series, originally produced for broadcast on European networks.

The Monday morning meeting, first convention session covering foreign language station problems, will be directed by co-chairmen. They are Ralph Weil and Arnold Hartley, both WOV New York, vice presidents.

The foreign language session will be held at the same time as the PM meeting (Broadcasting, Jan. 30). NAB officials suggested the Monday morning scheduling because the foreign tongue problems are highly specialized and of direct interest to only a portion of the membership.

In its two-day discussion last week the committee members unleased some sharp suggestions about NAB's headquarters operation and the special services independent stations desire.

No appointment will be made to fill the chairmanship after Mr. Cott's resignation becomes effective, the committee was told, because NAB President Justin Miller plans to name a new committee after the April convention.

Committee members attending the meeting were Mesers. Cott, Jacobs and McDonald; Melvin Drake, WDGY Minneapolis; Robert Maynard, WAVS Croydon, Va., and Ben Strouse, WWDC Washington, alternates. Glenn Shaw, KLX Oakland, director-member, was unable to attend.

GOLD plated microphone awarded to high scorer on the Sound Products Group team which won a sales contest sponsored by the RCA Engineering Products Dept., goes to S. D. McIntosh of Dallas. This group at presentation ceremonies (I to r) T. A. Smith, sales manager, Engineering Products Dept.; H. V. Somerville, administrator of field sales of the department; Mr. McIntosh; W. W. Watts, vice president in charge of the department, who made the award; H. C. Elows, merchandise manager, Sound Products Group; K. M. Aitken, of Cleveland, and H. T. Schrul, of Philadelphia, field representative, Sound Section.

Agriculture
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka
Who Are We?

WHENEVER the members of NAB's committee for independent stations hold a meeting, the members ask themselves, "Who are we?" Part of the committee's discussion last week dealt with the problem. Officially the committee at one time was called the Unaffiliated Stations Executive Committee. Then the name was changed to NAB, Nonaffiliated, etc. Last week they were referred to as both. Members say they can't understand why NAB stubbornly refuses to call it the Independent Stations Committee.

Transit Radio

(Continued from page 22)

was underscored once when the United States developed the atomic bomb. It was underscored a second time when the Soviet Union did likewise. It is being underscored a third time by debate over the forthcoming development of a thermonuclear bomb, potentially 1,000 times more powerful than the A-bomb. One of the obvious and essential requirements of civil defense will be a means by which the public is kept informed. This means in part that the transportation systems can be mobilized to great numbers of people out of threatened areas and to move civil defenders to their posts of duty. The means, of course, is PM radio, which was used by tanks, artillery, planes, fantry, etc., during World War II.

Thanks to Transit Radio, the buses and streetcars of 19 American cities are already equipped with radio which in the event of an emergency could be used for guidance. This is done without the cooperation of the transportation companies themselves. And the pictures of people using radio on the public transit companies. It is being done while giving the riders the best radio service available. It is being done while giving that same service to the entire community. Arrangements are under way to provide Transit Radio to 25 or 30 other American cities.

Against this imposing array of advantages, only one argument has been advanced by its critics. "It violates the rider's right not to listen," they say. "In this way it violates his right to privacy and assails the freedom of his mind."

First, how many riders of public transportation do not like Transit Radio? Take the eight out of 10 riders who like Transit Radio. Add those who are undecided. Add those who do not care. Add those who do not like it but who withdraw their objections in deference to the majority preference. As the Edward G. Doody Co. says, "... only a fractional group of active objectors remains." This fractional group ranges from 1.5 to 2.5 percent.

But the critics brush these figures aside. "It isn't a question of percentages," they say. "It is a question of the rights of the minority, however small."
The offensive thing about Transit Radio is that it holds its audience captive.

Is advertising over Transit Radio too different from advertising generally? The answer is no. All advertising tries to hold the attention of its audience. Take the ads in newspapers and magazines. Does the reader escape seeing them? Not if he wants to read the paper or magazine. The periphery of his vision takes them in, willy-nilly.

Highway Signs

Take advertising on aural radio or TV. Can a person in his home escape hearing and seeing the "plugs?" Not if he wants to listen and watch. Of course, he could switch the program off or turn it down during the commercial. But he doesn't. And to do so would require a greater attention and a greater exertion than not doing so.

Take advertising signs along the highway, particularly those head pieces, so-called "billboards." Can a driver escape seeing them? Not if he wants to keep the car on the road.

This list could be expanded—the show windows of stores, the card advertising in busses and streetcars, the posters on subway pillars, etc.

In each case, the individual who does not want to hole up like a hermit is exposed to advertising.

But he certainly is not a captive. He frees himself by controlling his attention, either consciously or, more often, unconsciously. The stream of stimuli assailing the senses is limitless and unending even on a desert island. The mind selects those it wants to use and of necessity ignores the others. This is elementary psychology. Everybody does this every minute of every day, even when asleep. One does it so naturally that one isn't aware of doing it. Nobody but those who don't like Transit Radio need pay attention to it. One can bring to bear the same habits by which one is able to ignore other things one wants to escape.

People who ride public transportation systems are already prepared to "tune out" Transit Radio as they must. Nobody has ever been trained to do so by the noises that inevitably attend public transportation, the sound of the motor, the clash of gears, the jolts and jars, the clatter, etc.

Privacy on a Bus? The same kind of privacy that there is in Madison Square Garden: the privacy of concentration. If a rider doesn't want to listen to the conversations of his fellow-passengers, he doesn't have to. ("This morning when I got up I didn't feel well. I wasn't really sick. Just butterflies in my stomach.") If he wants to, he can pay attention. ("And I told my husband, if you want to keep your little girl friend, you can, but you can't keep me.") In the same way the rider can tune Transit Radio in or out at will.

Rights at Stake

Minority rights are not at stake. But the rights of the majority are at stake. Ruth Stuckey led thirteen out of 10 riders, who want Transit Radio. Those the competitors of Transit Radio would deprive. They would deprive them of the radio service they enjoy. They would deprive them of an agency that may some day save millions of lives.

The real reason for most of the opposition to Transit Radio is not ideological at all. It is mercenary self-interest.

Transit Radio is able to do effecti
tively what all advertising tries to do. It reaches a mass audience. It can tell its clients precisely what kind of audience, how big. It reaches special kinds of audiences. It can tell its clients precisely what kinds and the precise times when they can be reached. It provides these services to the advertisers in the best tradition of advertising—while providing a public service that the people need and like. It provides for the pieces of the pie of the advertiser's dollar has always been keen. It has never before been so keen as it is today. Established media have always tried to block newer competitors. AM radio was opposed. FM radio was opposed. Car card advertising was opposed. Billboard advertising was opposed. And so on.

Now, and for the same reasons, Transit Radio is being opposed. The only differences are two; the opposition of Transit Radio is hiding their commercial motives behind a facade a bit more fancy than usual. And the opponents of Transit Radio are resorting to tactics of unprecedented viciousness and desperation.

WISH Moves

WISH Indianapolis moved Jan. 27 to 1440 N. Meridian St., Indianapolis, George Higgins, general manager, announced. The AM station of the ABC outlet formerly were located at 215 Board of Trade Bldg.

Mr. Charles Oppenheim, Director of Program Promotion

Useful Promotional Ideas

New York City

Dear Charles:

There are several ways to get back from Cincinnati when you want "WCHS was a first place winner in the Kroger Contest this fall. Charlie, there's a contest at West Americana this week. Number One Series Contest. Certainly did put on a big promotion for them. Kroger Shoe Store. People really threw them back at that one — used everythin'. "How does everythin' go on that show?" Charles ter show that WCHS don't get set back on its laurels. We'd like to let the radio shows carry them. Ter foller you like it, hear that, eh Charles?"

Mr. Oppenheim

415 Madison Avenue

Charleston, W. Va.

February 6, 1950  Page 105
BMB Toasted
(Continued from page 17)

made possible by the faith of the subscriber and by the firm belief of the sponsoring organizations (the NAB, AAAA and ANA) in the need for scientific audience measurement. We trust that the result achieved by the bureau will emphasize again the need for continuing audience measurement in some form or other, maintaining radio's front position as the medium that knows most about itself and tells more to its clients."

Mr. Gamble—"This is good news day for buyers of time, those advertising agency executives whose job it is to select the broadcasting stations to deliver their clients' messages to America's buying public. Agency time buyers have long been looking forward to this occasion. The BMB station audience reports, bringing up to date a measurement of subscribers' station audiences on a uniform basis, will be welcomed and used by advertising agencies from coast to coast. The American Ass'n of Advertising Agencies is glad to have acted as one of the three sponsors of this nationwide study and is particularly grateful to those broadcasters who continued to support the basically sound principle of tripartite research represented by BMB."

Phila. Safety Awards

ROGER W. CLIFF, general manager of WFIL-AM-FM-TV Philadelphia, and Owen F. McConnell of the Philadelphia Inquirer will be honored jointly tomorrow at the Philadelphia Highway Traffic Board's first annual award luncheon for "Traffic Safety Man of the Year." Luncheon will be held in the Bellevue-Stratford Hotel. Both will be cited for their "outstanding contributions to highway traffic safety in 1949." Both WFIL and the Philadelphia Inquirer are owned by Triangle Publications Inc.

AN INSCRIBED, silver vase, the Virginia Ass'n of Broadcasters' tribute to former Gov. William M. Tuck, honoring his past four years of service as the Old Dominion's chief executive, is presented to Mr. Tuck by Philip Allan (1) of WLVA Lynchburg, Va. President. Taking part are two Va PAB presidents, C. T. Lucy (2nd r), manager of WRVA Richmond, and E. S. Whitlock (r), manager of WRNL Richmond.

New Study Out
(Continued from page 17)

but that BMB contemplates working out an average loyalty index figure for all stations, with perhaps further averages computed for stations by power and by city size groups. These average index figures, he said, would enable any station to see how its own loyalty index compares with the average and whether it is a strong selling point or a warning signal that changes should be made.

Whenever a broadcaster sees his station's BMB figures his first question is invariably, "How's the competition doing?" and by "competition" he invariably means other stations and never newspapers or billboards. Dr. Baker reported. He noted somewhat wryly that most broadcasters seem to have forgotten that BMB was established in large part to provide radio with circulation statistics comparable to the ABC figure for newspapers and the Graphic Audit Bureau statistics for outdoor advertising.

For comparative and competitive media use, the three-to-five days a week listening figure is probably most comparable to a newspaper's

ABC, Dr. Baker commented. He added that in many cases the station could use the six-to-seven days a week audience and still compare favorably with its newspaper competitor on the cost per thousand people reached.

"BMB is a horizontal measurement of coverage, comparable to engineering coverage measurements, except for BMB stations where people do listen instead of merely where they can listen," Dr. Baker explained.

"BMB does not measure the amount of listening" he declared. "There is nothing in the BMB reports to show how many hours a day any family listens to any station."

100 Copies Per Station

Following the transcripts of the tabulating machine records reviewed by BMB's station subscribers last week, each station will get 100 copies of a printed report which will include these audience figures and the station's day and night coverage maps. Copies of reports for all subscribing stations will be sent without charge to members of the American Ass'n of Advertising Agencies and to members of the radio-television group of the Ass'n of National Advertisers. (AAAA and ANA, together with NAB, comprise the tripartite governing body of BMB.) Subscribing stations may get reports of other subscribers from BMB at 40 cents each, or may swap with other stations.

Data on non-subscribing stations in their area will be released to subscribers for the cost of processing them, Dr. Baker said, running from $50 for a station covering up to 50,000 families to $450 for a station covering three million families or more. Subscribers may obtain extra copies of these non-subscriber reports for $1 each, Dr. Baker said, for use in presentations to advertisers and agencies, but they are not publicly reproducible. That is, the non-subscriber data may not be used in advertisements or promotional brochures of the subscribing station in any way that might reveal the identity of the non-subscriber.

This is a much tougher restriction than is imposed on the use of subscriber data, Dr. Baker said. He explained that the rules governing the use of BMB data, a copy of which was sent to each subscriber, are designed merely to prevent misrepresentation.

Advertisers and agencies may obtain non-subscriber data only by requesting them from subscriber stations. This procedure was adopted to protect subscribers, Dr. Baker said. And also to show them the extent of the use of BMB data by the buyers of time, which some broadcasters have questioned. If it proves too cumbersome, he said, it may be altered by the BMB board as experience dictates.

Cards for Networks

The three subscribing networks—ABC, CBS, NBC—will get complete sets of IBM cards for all of their affiliated stations which they will tabulate themselves. They have all asked BMB for a copy of the data and BMB is now calculating the cost.

Data on FM and TV stations is in the same partially processed state as for non-subscriber stations. Dr. Baker said, and can be completed if the sample adequately reflects FM and TV set ownership, which BMB will run a sampling test to determine. If the samples prove too small the payments of the four or five FM and single TV subscribers will be refunded, he said. He added that a number of counties in the New York, Philadelphia and Chicago metropolitan areas show TV station audiences exceeding the 10% of all radio homes figure which is BMB's minimum for tabulating the county data.

The overall cost of the second study is $12 or $13 million, Dr. Baker reported. He said that this represents all BMB expenses since July 1, 1947, and all came from subscribers except for an NAB

THE QUA in WQUA means QUALity Service and Quantity Audience among the 225,000 People in the QUADSites Davenport • Rock Island Moline • East Moline

Page 106 • February 6, 1950
BELLEVILLE GRANT

FCC Issues Revised Decision

REVISED initial decision by FCC Hearing Examiner Leo Resnick, Thursday, a second time, granted a new station at Belleville, Ill., on 1200 kc with 1 kw, directional, to the Belleville News-Democrat, was reported by the Commission last Monday. Bid of WTMV East St. Louis, Ill., to switch from 250 w on 1490 kc to 1 kw on 1200 kc would be denied.

The Commission meanwhile also issued an initial decision by Hearing Examiner Elizabeth C. Smith recommending denial as in default of the application of Olney Broadcasting Co. for 1500 kc, 250 w daytime, at Olney, Ill. Parts Robert E. Thompson and Sidney R. Sanders failed to appear at scheduled hearings and present evidence, ruling said.

In the Illinois case, Examiner Resnick favored Belleville East St. Louis because the latter already has one full-time local outlet (WTMV) while the former has only one daytime station, WIBV. The first initial ruling was set aside for further hearing by the Commission last summer upon CAA's disapproval of the proposed site [BROADCASTING, July 25, 1949]. The News-Democrat is owned by Richard P. and Robert L. Kern.

SENATE CONFIRMS

Miller, May, Allen Approved

NAB President Justin Miller was confirmed by the Senate last month as member of the U. S. Advisory Commission on Information for a three-year term expiring Jan. 27, 1953 [BROADCASTING, Jan. 16]. Judge Miller has served on the five-man commission since he was authorized by the 80th Congress. Senate also confirmed Mark May, human relations director, Yale U.

Simultaneously the Senate also approved the nomination of George V. Allen, former Assistant Secretary of the State for public affairs, to be ambassador to Yugoslavia. In his former State Dept. post, Mr. Allen supervised all international and educational exchange activities, including the Voice of America.

Detroit's Most Effective Selling Team!

ADVERTISING Women of New York will hold its Postillion Ball on Friday, March 3, at the Hotel Astor, New York. Proceeds from the ball are for charity.

WEXL

1340 KC 250 Watts

WEXL-FM 104.3 MC. 18,000 Watts

Royal Oak, Michigan

PRIMARY COVERAGE

900-860 Radio Homes—More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $31 billion.

OPERATING 24 HOURS DAILY

Member N.A.B.—M.A.B.
ORGANIZATION of Promotion Specialists, packager of program for 250 w or smaller market stations, has been announced by Lloyd Nixon, account manager of the new firm. "Our aim," Mr. Nixon said, "is to affiliate good, experienced radio entertainers from smaller radio stations and to syndicate their programs by tape, with commercials included, at low cost." Jay Berry is president of Promotion Specialists. Offices are at 325 Park Row Bldg., New York.

GOOD FRIEND
Panama Paper Cites Johnson

WHEN HE speaks as chairman of the Senate Interstate & Foreign Commerce Committee, Sen. Ed. C. Johnson (D-Col.) not infrequently has fiery words of woe for FCC and segments of the radio industry—but down "south" he is an "amiable North American" and "good friend of Panama."

This was indicated in an editorial published recently by the Panama Star and inserted in the Congressional Record last week by Sen. Ernest W. McFarland (D-Ariz.), colleague committee man and head of the communications subcommittee. The editorial referred to Sen. Johnson's visit last December to the Panama Canal zone in connection with pending proposals before his committee, authorized by Senate resolution last year.

Sen. Johnson's visit apparently dealt with four points—communications, political stability, transportation and new industries. He told government officials he thought there was need for "better communications of all kinds," according to the editorial, and stressed the valuable geographical location of Panama. The visit did not constitute "intervention," the article concluded, for "legal advice, kind words are guideposts...they demonstrate good will, and sincere and human concern."

PACKAGE FIRM
Formed for Smaller Stations

SEEN celebrating the 10th anniversary of the incorporation of the Keystone Broadcasting System, Chicago, are system executives (1 to r) Naylor Rogers, executive vice president; Arthur Wolf, vice president; Edwin R. Peterson, special representative, and Sidney J. Wolf, secretary-treasurer.

A special breakfast Feb. 8 will honor Swift & Co's nine years of sponsorship of The Breakfast Club on ABC. ABC Central Division Vice President John H. Norton Jr. will host to network officials attending, including: President Robert E. Kintner; Fred Thrower, vice president in charge of sales; Robert Saudek, vice president in charge of public affairs, and Charles Harry, vice president in charge of programs, Swift executives and the program's cast will also attend.

WKY Oklahoma City, reportedly third oldest station in the U. S., is celebrating its 30th year of operation. Station took to the air in 1920 as a 20 w experimental station, 5XT, and was purchased by the Oklahoma Pub. Co. in 1928. In the same year, WKY joined NBC.

Feb. 3 marked the 15th anniversary of WEAV Plattsburg, N. Y., Station, the former WMFF, is owned and operated by Plattsburg Broadcasting Corp., headed by George F. Bissell, president and general manager.

The Court of Current Issues will enter its third year of consecutive telecasting tomorrow (Feb. 7). The program, a sustainer, is seen Tuesday, 8-9 p.m. over WABD(TV) New York and the DuMont Television Network.

Grady Cole, commentator-announcer for WBT Charlotte, N. C., has completed his 20th consecutive year with station.

The 1,200th consecutive broadcast of Morning Devotions on WABD Pl. Worth, Tex., has been observed.

WSTV Steubenville, Ohio, this year is celebrating its 10th anniversary.

Carl Ide celebrated the first anniversary of his Carl Ide Calling disc show on WNJR, Newark, N. J., Jan. 31 by holding open house at the WNJR studios.

Dramatized historical sketch titled Cavalcade of WING, highlighted 25th anniversary program of WING Dayton, Ohio, Jan. 22. Program was presented from National Cash Register Auditorium.

Mort Nusbaum Jan. 10 began his second year as morning man on WHAM Rochester, N. Y. He is the conductor of a weekly talent show which will soon make its debut over WHAM-TV. This is his 15th year in radio.

Paul Gibson, story-teller and commentator for WBBM Chicago, passed the 7,000 mark in his number of daily broadcasts last month.

MONOPOLY UNIT
No Radio Probe This Year

PROGRAM agenda and hearing schedule of the House Judiciary monopoly subcommittee for the second session of Congress was announced Jan. 24 in a news conference held by Rep. Emanuel Celler (D-N. Y.).

Rep. Celler, chairman of the full House Judiciary Committee, told Broadcasting that he contemplated no hearings involving the radio industry in this session. He said he had received "some but not many complaints" dealing with radio and that he saw no pressing need for a probe at this time.

Among specific industries cited for exploration beginning this month are Lever Bros., and its whole network of American and foreign subsidiaries, newprint, U. S. Steel and monopoly in the legitimate theatre.

Mr. Celler told reporters that Charles Luckman, retired president of Lever Bros., would be asked to testify and would be subpoenaed "if necessary." A similar probe of company has been demanded also in the Senate in a proposal (S Res 213) by Sen. William Langer (R- N. D.) [Broadcasting, Jan. 29].

The subcommittee will also hold a hearing on forthcoming legislation which would require the Justice Dept. to report periodically to Congress on the "nature, number and reasons" for all consent decrees and pleas of nolo contendere in anti-trust cases.

WCTU HITS NAB
Criticizes Liquor Ad Stand

NAB was charged last week by Mrs. D. Leigh Colvin, president of National Woman's Christian Temperance Union with "hypocrisy and deceit" in its defense of alcoholic beverage advertising over its member stations. She referred to NAB's letter to the Senate Interstate Commerce Committee's hearings on the Langer bill (S-1847) to ban advertising of alcoholic beverages.

Mrs. Colvin contended the stations have, ever since repeal, ignored state and local rights by pouring wine and beer advertising, and sometimes whisky, into large areas dry by local option. Promotion for drinking appears in programs, she added. She suggested this advertising "is no doubt responsible for more juveniles taking to drink than any other single influence." NAB itself refers to manufacture and sale of alcoholic beverages as a moral problem, she said.

DO AGENCIES obtain local market data from any one accepted source?

A survey of 14 leading advertising agencies by the Special Libraries Association found that the only two annual reference books used by all 14 agencies polled are the World Almanac and—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)
DREOOK MEET SET
Group To Convene Feb. 10-11
MEMBERS of the Oregon State Broadcasters will hold their annual meeting Feb. 10-11 on the U. of Oregon campus at Eugene, according to President Lee W. Jacobs, KBBK Baker.

The state group was invited by the university to dedicate several new campus buildings, particularly Willard Hall which will be devoted to radio speech and drama. Gov. Douglas McKay will take part in the dedication and will be principal speaker at the Saturday luncheon. Maurice B. Mitchell, director of Broadcast Advertising Bureau, will address a joint Friday luncheon of the Eugene Chamber of Commerce and the state association. Election of association officers is scheduled Saturday. Lee Bishop, KORE Eugene, is chairman of the Eugene committee arranging the meeting.

KXXL RENEWAL

FCC Affirms Denial

DENIAL of license renewal to KXXL Reno, Nev., on grounds of transfer without FCC consent, was ordered by FCC last week in a final decision affirming an earlier hearing examiner’s recommendation [BROADCASTING, Jan. 2]. FCC also dismissed as moot an application for proposed sale of the station.

KXXL, assigned 250 w on 1230 kc, was destroyed by fire in November 1946 and has been off the air since that time. Hearing Examiner Panney N. Litvin found that Byron J. Samuel, now sole owner, had acquired without FCC approval the one-third interests each held by Frederick W. Kirke and Edward Margolis, who had been partners with him in the licensee. Mr. Samuel proposed to sell KXXL to Chet Gonce, original owner of the station.

PRICE of its seven-inch long-playing records has advanced five cents, according to Columbia Records Inc.

45.0 "HOOPER"
** (average 5 periods, Winter, 1946) proves the best buy in DANVILLE, VA.

is
WBTM
5kw ABC 1kw (d)
(n)
Rep: HOLLINGBERRY

TREASURY SHOW

Okahoma U. Widens Coverage

A NEW and increased method of network distribution of This Is Okahoma, produced for the Savings Bond Division of the U. S. Treasury by the Broadcasting Workshop of the U. of Oklahoma, was inaugurated Jan. 26 over the facilities of the Oklahoma Group Broadcasters.

Previously carried weekly for a year and a half by transcription, the programs will be produced live in the studios of KOCY Oklahoma City and relayed by FM to the cooperating stations. Several stations will record for delayed broadcasts, while others will relay the program live. Stations not included in the network will continue to receive the program by transcription. The list of stations now carrying the program includes: KOCY Oklahoma City. KHDR Duncan, KSUI Seminole, KOWA Clinton, WNN El Reno, KADA Ada, KTAT Frederick, KTJS Hobart, KABA Elk City, KBBG Okemah, KBRX Muskogee, KWNW Bartlesville, KHHN Hugo, KVLH Pauls Valley, KTMC McAlester, KSW Woodward, KSWO Lawton and KWCO Chickasha.

BROADCAST AT HEARNINGS

Becomes City Council Issue in Chicago

CHICAGO City Council aldermen will consider a resolution permitting radio stations to record testimony at a public hearing at its next session March 11.

Resolution, expected to be presented by Ald. Nicholas Bohling, follows uproar in City Hall Jan. 31 during a Chicago Transit Authority hearing before the council’s transportation committee. At that time WGN-TV's "Chicagoan and Newshound" staff was refused permission to film proceedings for a video show by William Fort, public relations assistant to the mayor.

WMAQ (NBC) Chicago Newsman Len O’Connor was turned down also when he wanted to tape record some discussion for his daily "News on the Spot" program. Ald. Bohling, after asking the committee why stations were being censored, was told by Ald. James F. Young, chairman of the transportation committee who conducted the meeting, "perhaps the city architect had refused permission."

A simple majority vote will carry or dismiss the resolution. In the meantime, Mr. O’Connor is interviewing Aldermen on tape for his show, asking (1) Do you think Council and Council committee proceedings should be broadcast, (2) Would you as an alderman personally support such a resolution, and (3) Could you conclude any reasons why the council should be afraid of such broadcasts? Aldermen declining to comment are mentioned U.

Mr. O’Connor told BROADCASTING no provision ever has been made in the council for radio station personnel, although individual seats and desks are assigned to newspaper reporters. The situation was reported also on WMAS by John Holtman and Jim Hurlbut.

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1930 KC
105.1 MC

BROADCASTING • Telecasting

SOUTHERN Democratic Conference in Raleigh, Va., covered Jan. 28 by WMAG Richmond. All speeches were tape recorded and presented following day in special program.

WHITE HOUSE

Plans Radio, TV in Every Room

THE NATION’s “modern” White House will be well communications-equipped in this atomic age. Public Buildings Administration engineers, designers of a complex and intricate master control system, revealed their plans fortnight ago.

The Executive Mansion, now under repairs at an estimated cost of $5,400,000, will be outfitted with a central control communications network of estimated but expensive cost. The network calls for a television screen in every room, radio (both A.M. and FM), Muxac facilities for wire and tape recordings and a public address system. Any one of these can be received by dialing a number similar to the procedure for telephones.

Any program can be recorded by a dial spin. In addition, direct lines will connect the White House to all major radio networks for programs which do not happen to be broadcast by a Washington station. TV screens are tuned in by a swish of the dial. A giant 6-ft. by 8-ft. TV screen will be built into the movie theatre located in the executive office part of the building.

FORD MOTOR CO.

Buys 9 Additional Shows

FORD MOTOR CO., Detroit, through its agency, J. Walter Thompson Co., New York, has purchased another group of nine network shows for a short term in addition to its schedule already announced [BROADCASTING, Jan. 16]. Starting today through Feb. 15 the following programs will be used on MBS: "Adventures of Peter Salem," Official Detective, Can You Top This?, I Love a Mystery, Crime Fighters, Mutual Newshour. On ABC, Bonide will be used, and on CBS, Escape and Lumm ’n’ Abner.

February 6, 1950 • Page 109
PRELIMINARY hearing on Sterling L. Hicks' alleged involvement in the blast attempt on WBT Charlotte, N. C.'s tower [BROADCASTING, Jan. 26] was postponed last Thursday to Feb. 23 at the Mecklenburg county recorder's court.

Mr. Hicks, business manager of the IBEW in Charlotte, has been charged with conspiracies in the dynamiting try at the foot of WBT's 429-foot tower on Jan. 22. Acting on a tip, police said had a fortnight ago that they intercepted Chesley M. Lovell, a Columbia, S. C. house-painter, who they said had a "long criminal record," as he reportedly lit the fuses of the dynamite sticks which had been detonated.

Police said subsequent questioning of Mr. Lovell led them to the arrest of Mr. Hicks and the lodging of conspiracy charges against him. Two other men, whom the police named as being implicated, were free on license in Carolina. They were said to have been instrumental in assisting the explosion plot.

EXPORT section of Allen B. DuMont Labs. instrument division has increased its activities in European reorganization, creating 25 distributorships in major cities, including London, Paris, Milan and Stockholm.

NEW FIRM

FORMATION of a new company, Standard Electronics Corp., Providence, R. I., to handle Western Electric Co.'s design and manufacture of broadcasting and studio equipment for radio and television, for distribution through Graybar Electric Co., was announced last week.

Graybar has been the principal distributor of broadcasting equipment made by Western Electric Co., but the latter company is about to withdraw from the field.

The new company, whose formation was announced by George F. Hessler, Graybar vice president, will succeed Western Electric as Graybar's supplier of transmitting equipment.

Mr. Hessler said Graybar would have no financial interest in the new concern.

Heading the new company is Edwin M. Martin, as president and chairman of the board. Mr. Martin was formerly chairman of the board of American Bosch Corp., and before that was vice president, secretary and director of Farmwards Radio and Television Corp.

Robert F. Moyer, president of Standard Machinery Co., of Providence, will become vice president and treasurer of Standard Electronics.

Agreement With Hazeline

Standard has an agreement with Hazeline Electronics Corp., to manufacture products which Hazeline—employing a staff of 300 engineers—has developed through research.

Hazeline is currently planning a complete television equipment package, for production by Standard, Mr. Hessler said.

The new company has been privately financed, Mr. Hessler announced. It will operate its own plant at 4175 Elmwood Ave., Providence. Members of the board of directors are David G. Baird, financier; Sylvester M. Molnowsky, president of Security Bank Note Co.; Wesley Peoples, president of United States Radiator Corp., and Daniel Schaffer, director of the Pennsylvania Railroad, Curtis Wright and Universal Pictures.

Mr. Hessler said Western Electric had entered an agreement with Standard for the latter company to provide maintenance parts and service to all users of Western Electric equipment.

According to the announcement, the company plans to develop and manufacture TV, microwave and radio communications equipment and gradually add other electronic equipment.

WLEC EXTENSION

FCC Sets March 1 Deadline

FINAL extension of authority to remain silent was given WLEC Clearwater, Fla., by FCC last week pending financial reorganization. March 1 was set as the deadline. Station has been off the air since early November.

WLEC has pending an application for assignment of its license to Florida West Coast Broadcasters Inc. for $32,500 [BROADCASTING, Jan. 30]. Assignee includes Arthur B. Mundoff, 50% owner, and William S. Perry, 20% owner, formerly with WPAT, N. J. WCLE owners, Houston Cox Jr. and M. L. and S. L. Rosenweig had proposed to sell the station to Dr. William T. Watson but this transfer was dropped in December after FCC had ordered an investigation of Dr. Watson's qualifications for a license [BROADCASTING, Oct. 31, 1949]. WCLE is assigned 1 kw daytime on 680 kc.
FAST-moving Grocery Grab-Bag on WJR Detroit is made up of quick humor based on slogans or brand names of grocery products. Nine contestants are chosen from persons present at the show. Each contestant is asked three questions, the correct answer to each merits him a grab-bag of groceries. Listeners write to nominate grocer and store of the week. Winning grocer is presented with a certificate of service and portable radio by station. Show is co-sponsored by WJR and trade magazine, Grocer's Spotlight. Only those products advertised over WJR or in Grocer's Spotlight are used in questions.

‘Weather or Not’

NIGHTLY summation and prediction of weather conditions throughout the country with emphasis on Washington area currently seen over WGIC (TV) that city. Nightly five-minute feature, ‘Weather or Not,’ is designed to present listeners the latest conditions immediately supplied and illustrated by American Weather Bureau. Most unusual changes throughout the country are commented upon. Chart and photos illustrating reasons for changes are supplied by U. S. Weather Bureau. Weekly 60-minute show is sponsored on six-day split basis by American Security & Trust Co. and McNeil Motors, local Studebaker distributors.

‘Flight International’

HALF-HOUR weekly show on KNBC San Francisco titled Flight International features interviews with travelers entering or leaving the U. S. Aaron Edwards from San Francisco International Airport encore new series produced by Dick Roberts.

‘Bicycle Thief’ Serial

INCONCLUSIVE ending of Italian film, ‘Bicycle Thief,’ is basis of new Italian daytime serial currently being negotiated for beginning over WOY New York, Italian language station. Series, to be written by Vera Fontanella, will star Lamberto Maggiorani, featured star of film, and be produced from WOY’s Rome, Italy, studios. Series will last five weeks and is tentatively titled The Way Ahead.

Phone Format

TELEPHONE calls play important role in new show on WBAL Baltimore, called Telephone Town. Baltimore features Brent Guts, producer and m.c., who makes frequent calls to listeners. Some listeners when called are asked to recount any good news in their own homes or neighborhoods, such as births, marriages, etc. Others are asked to name song played for call, and then asked to name another song with a word in its title in common with word in title of played, i.e., “Blue Skies” would recall “My Blue Heaven,” or others. Also during show, salesmen in grocery or department stores are called for latest prices on important items.

Secretary Interviewed

DURING visit to Grand Island, Neb., area, Secretary of the Interior Oscar L. Chapman was interviewed on KMML thru tape by George Kister, station’s farm director.

Records of the Past

NEW show, Past Is Present, on WERE Cleveland, features records from collection of George Hantelman, who conducts show. Mr. Hantelman has over 35,000 recordings, including such items as reproductions of bugle used at battle of Waterloo. History and historical significance of records is told listeners by Mr. Hantelman and records are played Mon. through Thurs., 10-10:30 p.m.

School Life

SERIES of shows presented over KVVC Ventura, Calif., is tape recorded by students of Oxnard junior high school, Ventura, and features their activities. Programs will be presented weekly through June 14. Classroom projects, study activities, and school life are among topics to be presented by students.

Races Telecast

FOR reportedly first time in turf history, stake races at Hialeah Race Course, Fla., were telecast, Jan. 28. Program was carried by WTJV (TV) Miami and produced and directed by Sammy Renick, former leading jockey. During telecast, which was part of regular Racing With Renick series, former jockey discussed background of horses entered, their lineage and performances and their standing with handicappers, and particular race. Audio coverage for race was given by Fred Capossela, official announcer at course. Winning jockey and owner were interviewed after race. Racing With Renick is seen at 4:30 p.m., Wednesday and Friday.

New Frontiers

DEALING with problems of organized labor and featuring outstanding personalities in fields of education and government, new series will be presented over WDIT (FM) Detroit during February, March and April. Called New Frontiers of Unionism, program will feature Edwin E. Witte, U. of Washington; Edward L. O’Connor, director of Wayne U. Institute of Industrial Relations; William Haber, U. of Michigan; Neil Chamberlain, Yale University; Wayne U. and Philip Kaiser, Assistant Secretary of Labor.

Hotel Interviews

DIFFERENT Washington hotel each week is scene of Breakfast With Tourist Arthur E. Wasserman, WMAL Washington. M. C. Jackson Weaver goes to hotel at 10 a.m. each Saturday to interview typical tourists on their reaction to capital. Transcriptions are made of each broadcast and sent to home town stations of tourists interviewed, then played back after traveler has returned home. Program is presented in cooperation with Greater National Capital Committee of Washington Board of Trade which awards tickets enabling tourists to visit sites in and near capital.

TV Puppet Show

WEEKLY puppet series on WJZ-TV New York is called Children featuring “Peggy” and her dog “Mr. Sniff.” Children viewers were invited to write in for free Mr. Sniff’s Secret Society” button, membership card and secret password. More than 500 requests were received, station reports.

Listener’s Talents

OPPORTUNITY for amateur songwriters to have their compositions heard is presented by KYW Philadelphia in new weekly half-hour show, Top Tune Time. Show is heard Thurs., 9:30 p.m., and is made up of songs by amateur composers all over the country. Best tunes submitted are played in an armchair cycle, four winners competing against each other during fifth week. Listeners are asked to vote for best tune via postcard. Listeners who most consistently choose weekly winners during the month are awarded prizes. Best songs uncovered by program will be published and recorded with royalties going to composers. Show has received heavy mail from all over the country.

‘This Is Los Angeles’

HALF-HOUR weekly news program featuring background stories of people who make Los Angeles headlines, entertainment highlights, and interviews with unusual people started on KNX Los Angeles. Titled This Is Los Angeles, program is prepared by KNX Public Affairs Dept. Stuart Novins, director of public affairs, is producer.

Employment Aid

NEW show on WLOU Louisville, Ky., presents interviews with two men and two women, jobless through no fault of their own. Titled, Job Inc., show is heard Saturday, 10:30-11 a.m., and is presented in cooperation with local Div. of Economic Security, division of Employment Service. Interviews cover background, education, previous employment, age, hobbies and steadiness of employment of applicants. Bullets calling attention to series have been sent to 900 employers in area.

‘Bookologue’

TELEVISION monologue is method used for recommending classics of literature to listeners of WSB-TV Atlanta, Ga. Entire content of each book reviewed is given by Amelia Weinberg, using voice inflection and facial expression to portray moods and characters. Bookologues are scheduled irregularly over station.

Anniversary Show

THE 100th anniversary of Teacher’s College of Connecticut, New Britain, was observed in hour-long show on WDRF Hartford recently. Program was written and produced by Brobery P. Ellis of school’s English department and originated from institution. Among noted guests was Gov. Chester Bowles.

Children’s Books

CKX Brandon, Man., starts Saturday morning public service program Around the Library Table, with librarians telling stories from books in public library. Program deals with children’s books. Library has reported increase of circulation in children’s section of library as result.

TV Aids Search

MISSING PERSONS are sought on new NBC Chicago video show, Reported Missing. Jim Hurlbut, WMAQ (AM) and WNBQ (TV) Chicago reporter-at-large, talks of missing persons and asks for information as to their whereabouts using pictures and data supplied by police and private detectives. Viewers have been asked to contact police departments and friends. Show is telecast Wednesday, 9:45-10 p.m. (CST).

Acme in Sound Reproduction

The New LANG-WORTH Transcription

LANG-WORTH FEATURE PROGRAMS, Inc.
113 W. 57th Street
New York 19, N. Y.
Network Colbar Programs at Local Station Cost

February 6, 1950 • Page 111
WASHINGTON, D.C. - The House Ways and Means Committee, in its report on the tax bill, has rendered WALE, with particular reference but not limited to the following:

(a) The amount of time the station has devoted to the broadcasting of discussions upon controversial issues of public importance;
(b) The amount of time which the station has devoted to the broadcasting of local live talent programs;
(c) The amount of time which the station has devoted to the broadcasting of agricultural and educational programs;
(d) The amount of time which the station has devoted to the broadcasting of recorded programs.

To obtain full information concerning the nature and character of the program service proposed to be rendered by Bay State Broadcasting Co. and Narragansett Broadcasting Co.

6. To determine the overlap, if any, that may exist between the service areas of the stations proposed by Bay State Broadcasting Co. and the operation of WBNH by Bay State Broadcasting Co., the station and the nature and extent of the overlap, if any, is in controversy of Section 3.33 of the Commission Rules.

WORK OF FTC

PUBLIC interest in the responsibility of the Federal Trade Commission over false or deceptive advertising is great, because "tens of millions of our people purchase goods relying on the radio and other media statements, FTC Comr. James M. Mead has advised a House Appropriations subcommittee.

Comm. Mead and Acting Chairman Lowell B. Mason testified before the group last month on FTC's fiscal 1951 funds. FTC is requesting 4,225,000 for 1950-1951 covering operation and personnel in addition to the litigation method in this field, the commission has developed informal and cooperative procedures designed for wider coverage of law enforcement at a lower cost. Comm. Mead said. Importance of its anti-monopoly work also was stressed.

Thomas E. Walsh

THOMAS E. WALSH, 61, vice president of McGuire Adv. Ltd., died in his office. On Jan. 24. He was former president of Walsh Adv. Ltd., Windsor, from which he retired in 1946.

At a contract signing for Toni Talking are (1 to r): James Crawford, WPEN news manager; Edward C. Obriot, general manager; Mr. Palumbo and Toni Spaulding.

KOME INCREASE

Tulsa Outlet Now on 5 kw

KOME Tulsa, formerly operating on 1340 kc with 250 w, took to the air Jan. 22 with increased power of 5 kw on 1300 kc.

Included in the MBS outlet's improvement, KOME officials report, is a new transmitter site complete with latest obtainable equipment installed in an air conditioned transmitter building at 8th and S. Harvard in Tulsa, and four Blau Knox Towers, each 234 ft. high.

During the opening day ceremonies, KOME received congratulatory messages and salutes to its new power from Mutual key stations on several network programs.

Officials said changes in the KOME setup are the result of a larger expansion program started more than a year ago by Harry Schwartz, president.

SCRIPT CONTEST

AER Lists Five Donors

FIVE donors of expense and prize money for the annual scriptwriting contest of the Assn. of Education by Radio have been announced by the contest office. The five are Audio Devices, New York, underwriting sponsorship for the third successive year; The School Broadcast Conference and World Book Encyclopedia, both of Chicago; the Webster Electric Co., Racine, Wis., and the Protestant Radio Commission, New York. Regional sponsors are yet to be announced.

Open to students enrolled in colleges and universities in the United States, the contest has its purpose the encouraging of good script writing among college students and calling the attention of the industry to promising writers. Rules of the contest, which closes April 1, may be obtained from Sherman P. Lawton, Oklahoma U., Norman, Okla.

CBI Sydney, N. S., undergoing alterations to provide better facilities for handling network broadcasting between the Canadian mainland and Newfoundland.

WALE CASE

Hearing Issues Reported

ISSUES have been reported by FCC for its investigation to determine whether WALE Fall River, Mass., has lived up to the program and ownership-management promises it made in its original application which helped it win over other applicants in a competitive hearing.

The Commission also has set March 6 and Fall River as date and location for its hearing involving the WALE license renewal bid as well as the application of Bay State Broadcasting Co. seeking WALE's assignment, 250 w on 1400 kc [Broadcasting, Oct. 31, 1949]. Bay State, permittee of WBNH New Bedford, Mass., was loser in the initial competition for the Fall River assignment on 1400 kc. Bay State petitioned FCC last year for the new comparative proceeding.

FCC earlier had planned to incorporate in the new hearing an application for approval to sell WALE to WNBH New Bedford, but this request was subsequently withdrawn. The issues specified for the comparative hearing are the following:

1. To determine the legal, technical, financial, and other qualifications of the applicant, Bay State Broadcasting Co. to construct and operate the proposed station, and of the applicant, Narragansett Broadcasting Co. (WALE) to continue to operate WALE.

2. To determine whether the representations and proposals heretofore made by Narragansett Broadcasting Co. to the Commission with respect to the ownership and operation of the station were made in good faith, and whether Narragansett Broadcasting Co. has carried out, or has failed to carry out, such representations and proposals with particular reference but not limited to the following:

(a) The shares of stock issued to and subscribed for by Clark F. Murdocg, George L. Sinor Jr., Albert Pilavin and Leonard P. Cohen and the participation of the said persons in the ownership and management of WALE.

(b) To determine whether Narragansett Broadcasting Co. has carried out, or has failed to carry out, the representations and proposals heretofore made by it to the Commission with respect to program service.

4. To obtain full information concerning the nature and character of the program service which has been
WQXR-FM FEEDS WMFZ (FM)
Program Exchange Without Wire Lines Studied

WQXR-FM NEW YORK, the New York Times station, last week began an experiment to make its programming available to WMFZ (FM) Allentown, Pa. If the tests are successful, WQXR-FM will make its broadcasts available to FM stations in other localities.

Elliott M. Sanger, executive vice president of WQXR, said there are no commercial aspects to the present arrangement, as both stations are cooperating without financial compensation between them during the test period, which will continue for one month. The project, however, may determine the commercial possibilities of a group of FM stations being programmed from a central point and transmitting programs without wire line facilities, Mr. Sanger said.

Starting Feb. 1, WMFZ began rebroadcasting the WQXR-FM programs weekdays from 7:30 p.m. to midnight and Sundays from 12:30 p.m. to midnight.

WQXR-FM announced the move also was the first step toward meeting requests from various parts of the country for obtaining its programs.

George B. Evans

FUNERAL services were held in new York Jan. 27 for George B. Evans, 48, pioneer radio publicity agent of 25 years, who died suddenly of a heart attack in his Bronx home the previous day. He had represented over 200 radio, stage and screen personalities including Frank Sinatra, Rudy Vallee, Lena Horne, Duke Ellington, Margaret O'Brien, Glenn Miller and the A&P Gypsies.

Mr. Evans was born in Latvia and came to the U.S. in his childhood. Before entering the public relations field, he was with the sales division of RCA-Victor. Surviving are his wife, Mrs. Emma Evans, two sons, two brothers, two sisters and a grandson.

Agriculture Information Seeks Fund Raise

AGRICULTURE DEPT.'s Office of Information is seeking nearly a $30,000 increase in funds for fiscal 1951—largely for television activities to meet requests for additional information on the new medium.

This was revealed in testimony released for next week by a House Appropriations subcommittee considering 1950-1951 funds for various government branches. Funds for the department's information office for 1950 were estimated at $1,261,228. The new '51 budget estimate calls for $1,290,000.

R. L. Webster, associate director of information, Dept. of Agriculture, told the subcommittee that the "good record we made in radio (over 25 years) is embarrassing us a little bit so far as television goes, because people expect us to be experts in that field."

He said the department's two-year project would eventually pay "big dividends" in television, especially in the film field, because many television stations just starting "are interested in getting film material which they can run at less expense than live programs."

Thursday edition of five weekly MBS Queen for a Day now being recorded on Tuesday for Thursday presentation because of time conflict with telecasting of the weekly TV version of the program on Don Lee television.

Spotlighting our favorite subjects

broadcasting

BROADCASTING hits home, too...

Some 517 homes is to exact. They're the time buyers who have paid subscriptions at home in addition to office copies.

And they control over (and even we were amazed) 75% of all national radio billing!

True! Time buyers are free to BROADCASTING

February 6, 1950 • Page 113
January 27 Decisions

BY COMMISSION EN BANC

Application Dismissed
Hico Brests, Jonesville, Mich.—Upon petition of Hico Brests, to dismiss application for permission to construct new station to operate on 1480 kc, 500 w d, with prudence.

Authority Granted
WWOC Flint, Mich.—Granted authority to construct new station to operate on 1380 kc, 100 w; time; that record in proceeding be returned to Commission on its own motion dismissed application of petitioner, which requested new station to operate on 1480 kc, 500 w d, only, with prudence.

January 30 Decisions

BY THE COMMISSION

January 30 Applications

ACCEPTED FOR FILING

WTOB Winston-Salem, N. C.—CP to change from 710 kc 1 kW D to 550 kc 1 kW D, Feb. 21, 1950; granted application for extension of completion date for CP which authorized new station.

KPLW Pilot Point, Calif.—Mod. CP new AM station to change from 1510 kc to 1580 kc and change studio to Floydada, Texas.

KBCW Pekin, Ill.—Same as CP new AM station.

KTLA Los Angeles, Calif.—Mod. CP new commercial TV station for extended area.

TENDERED FOR FILING

WJPS, Guthrie, Okla.—Mod. CP 1949, to change from 1280 kc to 1120 kc.

KSSO Sioux Falls, S. D.—CP to change from 1140 kc 5500 w unlimited DA-N. Credit granted.

LAMB CANDIDACY

Won’t Enter Senate Race

EDWARD LAMB, president of WOTD Toledo, WVTV (TV) Columbus (both Ohio) and WICI (TV) Erie, Pa., announced Jan. 27 that he would not be a candidate for the Democratic Senatorial nomination in Ohio during the 1950 election. He gave “pressure of professional, business and personal affairs” as the reason.

Mr. Lamb, who also is publisher of the Erie Dispatch, licensee of WICI (TV), reportedly had been in the running for the nomination as opposition to Sen. Robert Taft (R-Ohio). WVTV is licensed to Picture Waves Inc., WOTD (and its FM affiliate, WHTR) to Unity Corp. Inc.

MCIVER SHOW

WMAW Sets Three Sponsors

MRS. STEPHENS MCIVER, who has had an entry in the WMAW Milwaukee past, found its way into WTMJ Milwaukee as “Nancy Grey,” revealed Jan. 26 in Chicago that she has three sponsors for her new half-hour show starting March 9. Sponsors are: Coplin Furrier, Badger Paint Co. and Doering Motors, all Milwaukee.

Mrs. McIver stopped in Chicago during a week-long trip with Doering Motors, on which her new program is daily advertised, before proceeding to southeastern states where she will tape-record a series of interviews, complete with commercial leads-ins. She will air the tapes weekly to a total of 400 WAF from where her half-hour show (Mon. through Fri., 12:30 to 1 p.m.) will originate.

After making recordings in South Carolina, Georgia and Florida, Mrs. McIver will head west covering Texas and California before returning to “live” broadcasts from Milwaukee in May. Already on her itinerary are the U. of Kentucky, Stanford University, Florida's Everglade Club, Roney Plaza Hotel, Houston’s Shamrock Hotel, San Francisco's famous waterfront establishments and the Board of Actor Vincent Price and Columnist Hedda Hopper in Hollywood.

Mrs. McIver and Jack Bundy, WMAW general manager, inspected the new studio which she will use to record her new show.

Service Directory

Custom-Built Equipment

U. S. RECORDING CO.
1112 Vermont Ave., Wash., S. C. 3626

Page 114 • February 6, 1950

Broadcasting • Telecasting

Commercial Radio Monitoring Co.
Commercial Radio Equipment Co.
Monitoring Division
PRECISION RECORDING EQUIPMENT
Engineer On Duty All Night Every Night
PHONE LOGON 8281
Porter Bldg. Kansas City, Mo
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCEE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington, D. C.
Member AFCEE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 9111
Washington 4, D. C.
Member AFCEE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6313

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCEE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCEE*

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCEE*

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCEE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCEE*

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangle 4-4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCEE*

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCEE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-5108

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCEE*

SILLMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
Ordway 8071
Washington, D. C.

A. R. Biller
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

G. R. ADAIR
Radio Engineering Consultant
Executive 3651 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
720 Milton Road, Rye, N. Y. RYE 7-1412

Member AFCEE*
Help Wanted

Managerial

Experience combination commercial manager-saler-man. Must be aggressive and willing to work 60-70 hour week. Must have 2 years minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks proceeds to Wednesday. Include resume. Box 97BD, BROADCASTING.

Salesmen

Immediate opening experienced salesman. Past earnings over $100.00 a week. Smaller family to be in one station only. North central area. Car necessary. Box 97BD, BROADCASTING.

Salesmen wanted by New England 1000 watt city in county of 168,500. Excellent opportunity for enthusiastic experienced sales- man. Substantial salary and commission. Write Box 9713D, BROADCASTING.

Dominant radio station in primary southwestern market has opening for experienced-A.A. salesman with proven results record. Opportunity, salary and working conditions inviting. Box 987D, BROADCASTING.

$12,000 yearly potential plus real opportunity in future for experienced combined sales and promotions man. Commission sales firmly established. Good accounts, long term, strong sales backing. Established station in large city of growing community. Must be willing to travel. Photograph, complete personal and business references. Apply by personal interview or for information. Box 118E, BROADCASTING.

Good sales and salesmanship. Local 5000 watt CBS station in nation’s 27th market seeks hard-working local sales man. Potential for ambitious man able to sell intelligently over entire market. Accounts sent all information first letter. Salary and commission 1/2. Box 987D, BROADCASTING.

Experienced salesman for a progressive 280 watt Mutual station. Recently reorganized. Good opportunity for advance. Good family to be worked in Weapons area in national salesmanship and must be willing to travel. Good accounts, a good job a week at the standard commission paid in Advances of $7500, a per week in Texas. Give full particulars and phone number. G. C. Bollman, KSET, El Paso, Texas.


Announcers

Combination man with small regional station in eastern Pennsylvania. Salary — depending on education and experience. Good voice and good education necessary. Phone 97BD, BROADCASTING.

Former college airman with first class ticket wanted immediately. $250 start, $500 in 3 months, and keep it. We are willing to pay for ability. Write Allan Cummins, 513 West 15th Street, Mason City, Iowa.

Announcer, low, mature voice, send audition disc, photo. If with disc returned, include postage. WANG, Columbus, Ohio.

Technical

Successful established Hawaiian station has good proposition for experienced combination man capable of becoming chief engineer. Airmail details to KVI, Waikiki, Maui, T. H.

Situations Wanted

Managerial

Help Wanted (Cont’d)

Men with at least 8 years combined electrician and radio experience, and a proven ability in the use of all types of radio and television equipment, contact Ski, at 241, Box 984D, BROADCASTING.

Situations Wanted (Cont’d)

Well known sports announcer available. Exclusive broadcast rights for 50. This is a Southern market with the potential of the broadcast. Proven results guaranteed by this setup. Have a strong voice and radio educated man. Box 987D, BROADCASTING.

Experienced announcer. Top experience in major markets. Box 983D, BROADCASTING.

Qualified, experienced, staff, play-by-play basketball, baseball, football. Box 989D, BROADCASTING.

Baseball broadcaster available. Five years experience in major market. Requires residence in the Midwest. Box 983D, BROADCASTING.

Sporstcaster, Four years staff announcer experience with major market. Telephone or write. Box 989D, BROADCASTING.

Baseball broadcaster available. Five years experience in major market. Requires residence in the Midwest. Box 983D, BROADCASTING.

Announcer—continuity, news writer experienced in all phases. Prefer broadcast experience. Currently employed eastern network station. Box 979D, BROADCASTING.

Announcer or copywriter. Indie and network experience desirable. Box 981D, BROADCASTING.

Eastern metropolitan announcer seeks change of residence. 5000 watts. University graduate, Thor- oughly familiar with all aspects of advertising. Box 988D, BROADCASTING.

Topflight sportscaster-announcer. 7 years experience play-by-play. Sponsors included Atlantic Refining, Pepsi Cola, Tide-Water Co. Desires permanent residence in eastern city. Box 984D, BROADCASTING.

Announcement: Experienced sportscaster available. College graduate, major in journalism. Box 984D, BROADCASTING.

Available. Experienced combo man for play-by-play or announcing. Box 984D, BROADCASTING.

Announcer, all-round man, 5 years experience in all phases of station. Prefer midwest, can handle sports. Box 989D, BROADCASTING.

Announcer, 7 years experience including top play-by-play. Desires permanent residence in eastern section. Has played in all phases of operation, playing, announcing, and managing. Box 989D, BROADCASTING.


Combination man, announcer-operator, trained all phases radio broadcasting. Prefer midwest, can handle sports. Box 984D, BROADCASTING. MICHADE, Washington, D. C.

Announcer, 7 years experience including top play-by-play. Desires permanent residence in eastern section. Must be willing to travel. Have will travel. Disc, photo, reference. Box 989D, BROADCASTING.

Combination man, announcer-operator. Trained all phases radio broadcasting. Prefer midwest, can handle sports. Box 984D, BROADCASTING.

Combination man, announcer-operator. Trained all phases radio broadcasting. Prefer midwest, can handle sports. Box 984D, BROADCASTING.

Combination man, announcer-operator. Trained all phases radio broadcasting. Prefer midwest, can handle sports. Box 984D, BROADCASTING.

Top call sportscaster wanted to settle in Eastern market. Prefer midwest. Will consider any location. Box 989D, BROADCASTING.

Combination man, announcer, copy- writer, experienced in every type of broadcasting. Has good voice and excellent continuity. Box 984D, BROADCASTING.

Announcer, college graduate, experienced and competent in every phase of broadcasting. Outstanding in all phases of broadcasting. Box 988D, BROADCASTING.

Sports announcer-experienced, professional, with top play-by-play. Major league baseball scout. Presently sports announcer for a major league team. Box 987D, BROADCASTING.

Experienced sportscaster. Commercial network affiliation. Deliver number one talent. 7 months school, 2 months fill in. Experienced in getting shots, has shot. Box 989D, BROADCASTING.

Sporstcaster-experienced. 5 years prestige major league baseball. Can handle play-by-play. Has done professional work for major league team. Can turn play-by-play around. Box 979D, BROADCASTING.

Sporstcaster, 8 years prestige major league baseball. Can handle play-by-play. Has done professional work for major league team. Can turn play-by-play around. Box 979D, BROADCASTING.

Sporstcaster-experienced. 8 years prestige major league baseball. Can handle play-by-play. Has done professional work for major league team. Can turn play-by-play around. Box 979D, BROADCASTING.

Openings exist. Good voice. Desires position in eastern market. Box 987D, BROADCASTING.
Situation Wanted (Cont'd)

Ratsbile sportscaster and announcer, age 22, 2 yrs. experience, available immediately. Enjoyed football and basketball play-by-play. Previously employed at two New York State ABC affiliates as a staff announcer and producer on play-off and playoff games. Writer, W. J. John, freelance, New York City, N.Y.


Technical

Chief, engineer seeking better boss. Isle assume all your technical problems in AM or FM including any of your system and personnel. Also TV if and when. Experience since crystal set in 1964. Personnel to first凤. Central: Box 945D, BROADCASTING.

Engineer BEE, experienced 10 years, live, indentification, supervision, remote networks. prosperous operation. Box 951D, BROADCASTING.

Entertaining engineer, experienced. wants position in college town. Presently employed. Box 321D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announc- ing. Box 917D, WRITING.

Engineer, 1st phone. Experience 5 kw. L, 3 kw FM transmitter operation, control board, microphone, broadcast. Single, car, N. Y. state or vicinity. Box 830D, BROADCASTING.

First phone license, experienced trans- mittor, console, remote. Married, car. Want to settle, prefer north eastern radius. Available for any opportunity. Box 961D, BROADCASTING.

Experienced combination engineer-an- nouncer with good voice and also strong technical background with progressive station in southeast. State Salary. Box 15E, BROADCASTING.


Engineer, first phone, no broadcast experience, but willing to learn and will travel. Box 72E, BROADCASTING.

Engineer, first phone, 2nd telegraph, am operator. RCA graduate. No actual experience. Will travel immediately. Box 19E, BROADCASTING.

Engineer available immediately, 7 months' broadcast experience. Transmitter. Desire position or L. Station 600 mile radius, New York City. Single, 21, car, school and Signal tower background. Box 24E, BROADCASTING.

Experienced first class radio operator. Currently with 20 kw New York City Class B station. References from same. Will travel. Box 20E, BROADCASTING.

Screamer, engineering, console, trans- mittor, remote, tape recording. Single, in business. Bring references with you, please. Box 21E, BROADCASTING.

Engineer, first phone, no broadcast experience, looking for that first break, married, age 21, car, with telephone. G. Elliott, 45-06 35th Place, Long Island City, N. Y.

Engineer, have first phone license with two years experience, seeks engineer- ship position with station. References from same, available immediately, will travel. Combel Elizay, Route 4, Tylerston, Miss.

Combination man—first class on an- nouncing, engineering, writing. Capa- ble of handling program director and chief engineer duties. Has 15 years experience, chief engineer of independent station, working 12 hours a day, 7 days a week. Ben Greenhaw, Chief Engineer, NOG, Nopales, Vigo, Florida.


Situations Wanted (Cont'd)

Youth wants transmitter mainte- nance or installation work. Holds first class radio telephone license. Phone 16, L. E. Farman, Elgin, Kansas.

First phone license. Vet 23, will travel Walla Walla, Wash. Box 60, Calyer St., Brooklyn 22, N.Y.

Combination engineer-anouncer seeks position, midwest as radio station. Married, has best reference. Write or wire Sam Sexton, 11 Center Street, Sioux City, Iowa.

Production—Programming, others

Radio news pays off—NARF Report. News editor can build news programs for independent stations. 14 years radio, newspapers, public relations, Heavy on sports. References furnished. Box 970D, BROADCASTING.

Program director, proven record. Hypo- critical, arts graduate. College grid, Box 850D, BROADCASTING.


Program director, sports announcer play-by-play of special events. Experienced in all phases of radio station operation. Box 945D, BROADCASTING.

Women's program director, commenta- tor. Over 4 years experience com- mercial and personality work. Good pro- grams; liaison, continuity. Expert in- terne, with voice and fine ad-lib. Versatile, creative, resourceful. Can build effective programs that sell sponsors and sell to large audiences. Equipped for all phases of radio with good technical and creative qualities and permitting full use professional resources. Young, good background. Excellent background, references. Box 941D, BROADCASTING.

Young woman graduate of accredited radio school. Currently with newspapers experience and 3 months as radio director. Desires writing job in radio station or television station—Sayville, N. Y. Box 973D, BROADCASTING.

Program director, producer, 17 year background in radio and theatre. Presently employed by 1 kw independent as program director, newscenter, special events. Frequency: 1420. Minimum salary $90. Box 903D, BROADCASTING.

Young lady with experience to handle women's programs. Good copywriter, available. Box 109, BROADCASTING.

Need a copywriter or a program direc- tor with ideas? Try me. Presently employed, network affiliate. Box 15E, BROADCASTING.

Experienced, mature program director, copywriter, announcer, any one or combination. Seek permanent position. Letters answered. Box 21E, BROADCASTING.

Television

Salesmen

Smart salesman wants to leave sinking radio for future in TV. College graduate. Three years AM and FM radio, 100 kw, 50,000 people. Good sales record. References. Box 980D, BROADCASTING.

For Sale

Equipment, etc.

Make offer FM 10 kw small transmitter, 10 kw phono, 100 kw, FM, and medium wave. Price $500 cash. Wire or write KFSA, Fort Smith, Arkansas.

Salary wanted—A five kilowatt broad- cast transmitter with amazing reduction in tube complement price and 3 kw hours of continuous power consumption. Watch the February 13th issue of BROADCAST- ing Magazine.

WE 500E 1 kw FM transmitter, 54A bay cloverleaf antenna. Hewlett- Packard 335H FM monitor, RCA 70D turntable, RCA 62B console. All in good price or less. WAGE, Chief Engineer, Lowa Bluffs, Box 64, N. Y. V.

For sale—Western Electric 2-A phase monitor. Excellent condition. $200. WPTF, Raleigh, N. C.

Wanted to Buy

Stations

Seek profitable station working partner- ship. Will invest $10,000. 25 years experience. Box 266, BROADCASTING.

Equipment, etc.

Wanted—Used FM 250 w or 1 kw trans- mitter and other required installation equipment. Price quote. Box 975D, BROADCASTING.

Wanted—Commercial field strength meter, must be reasonable. Box 25F, BROADCASTING.

Wanted for AM station—frequency monitor, modulation monitor, turn- tables, consoles, coaxial cables, 200 ft., tower and lights. Box 248, Sutherland, Nebraska.

Wanted—A five kilowatt broadcast transmitter does not break the banks to buy tubes and must not consume more than 5 kw of power. Must be identical to new Gates BC-45 which will be announced in the February 13th issue of BROADCAST- ing Magazine.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, re- grinding or repairs. Frequency monitor service. "14" in engineering, design, manufacturing. They have had actual experience in Metro- politan radio stations as:

ANNOUNCERS DISC JOCKIES COMMERCIAL WRITERS ACTORS PRODUCERS SCRIPT WRITERS

We have well-trained per- sonnel who are qualified to handle several phases of your station, independently. They have had actual experience in Metro- politan radio stations as:

Are you looking for... WELLD TRAINED MEN

To operate and maintain TV, FM or AM station equipment? Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television Radio Electronics Technical Laboratories.

These men are high grade... with F.C.C. Licenses and are well quilled to operate and maintain Tele- vision and Radio Broadcast equipment. Our graduates are employed by many of the best known TV Radio-Electronic concerns across the nation. Write, phone or wire.

Write Box 2E BROADCASTING

For Sale

Equipment

BROADCASTERS ATTENTION!

FOR SALE

2 Lebigh Towers
325 feet high
Complete with lighting and air conditioning
Just painted and
5000-1000 wattTRANSMITTER
well known make, complete with spare parts and tubes presently in operation
19 hours daily
If you are getting on the air with a new station or increasing power, this set-up will enable you to keep within a limited budget.

Write Box 31 BROADCASTING

School

Are you looking for the

WELL TRAINED MEN

... to operate and maintain TV, FM or AM station equipment? Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television Radio Electronics Technical Laboratories.

These men are high grade... with F.C.C. Licenses and are well quilled to operate and maintain Tele- vision and Radio Broadcast equipment. Our graduates are employed by many of the best known TV Radio-Electronic concerns across the nation. Write, phone or wire.

DeFores Training, Inc.
2533 N. Ashland Ave., Chicago 11, Ill.
Phone Lincoln 9-7160
ROSEY'S NEW SUCCESS

WJAS Sportscaster Is Hit on Morning Show

WITH all the grace and coordination of the big league stars whose performances he has so often described, A. K. (Rosey) Rosewell is now threatening to smash radio's best batting averages with his new morning show, Rosey Bits, on WJAS Pittsburgh.

Rosey, whose WJAS broadcasts of the Pittsburgh Pirates games earned him one of the highest Hoopers of any broadcaster handling baseball, is featured in an hour-long show mainly composed of his original poetry, with music by Lee Kelton's band.

WJAS reports that by far the biggest chunk of fan mail is for the man who introduced to Pirates fans unusual baseball phrases like "dipsy doodle," "open the window, Aunt Minnie" and "put 'em on and take 'em off." His listeners number many of the long standing including 3,000 shits-ins in Pittsburgh homes and hospitals who have been listening to him ever since he began broadcasting some of his original poetry in the home-made crystal set days.

The big mail pull, however, is from the "lady of the house," for whose ear both Rosey and WJAS officials worked out the show.

Just before his "new program" opened, a group of civic, educational, professional and religious leaders in Pittsburgh gave Rosey a big send-off at the William Penn Hotel. Typical of the guests were Baseball Commissioner A. B. Chandler and former New Jersey Governor Harold G. Hoffman, for whom Rosey campaigned in 1926.

"But the new program doesn't drag in baseball by the hair," Rosey says. "There's enough going on around this town now--new building, new ideas, and new shows--to provide lots of radio copy. I'm kind of glad, just the same, that I got a lot of poetry off my chest in the early days. It comes in pretty handy right now on the new WJAS show."

NAB SERIES

Offers Concerts on Tape

A SERIES of 13 hour-long recorded concerts by 13 leading orchestras of Europe will be made available to U.S. stations free, the Unaffiliated Stations Committee of the NAB has announced.

The special series will be tape-recorded in Europe under auspices of the ECA and will begin in April. Stations desiring to use the programs may obtain information from Ted Cott, vice president of WNEW New York and chairman of the NAB Unaffiliated Stations Committee.

Each of the transcriptions will include a five-minute intermission commentary on Marshall Plan activity by Bill Murray, commentator for the Armed Forces Radio Service in Europe.

Transcriptions with commentary in Italian and other foreign languages also will be made available. Arnold Hartley, vice president of WOY New York and chairman of the foreign language subcommittee of NAB, was associated with Mr. Cott in the development of the series.

'MASTER INDEX'

Electronics Volume Issued


THIS volume, third in a series, is a subject index to the contents of electronic and allied engineering publications printed throughout the world from January 1947 through December 1948.

Edited by John F. Rider and containing more than 18,000 new entries, the Master Index lists almost three times the number of publications listed in previous volumes. Among these publications are more than 250 of the major international scientific magazines, journals and proceedings, resulting in a comprehensive bibliography of the electronic and allied engineering arts.

WCAU Contracts

WCAU Philadelphia reports a greater volume of radio contracts on hand than at any other time in its 27-year history, according to Donald W. Thorburn, president of WCAU-AM-FM-TV.

New business in the WCAU broadcast department for the first weeks of 1950 brought the outlook 15 contracts. Sponsorships of individual programs, participation and spot announcements total 1,190 accounts, he said.

NARSRC COUNCILS

Hasbrook, Rhodes Elected

DICK HASBROOK of Avery-Kindel was elected chairman of the Los Angeles Council of the National Assn. of Radio Station Representatives Jan. 26. He succeeds Lincoln Simonds of Weed & Co.

Ray Rhodes of Paul H. Rayner Co. was elected chairman of the San Francisco Council Jan. 19, succeeding Lindsey Spight of John Blair & Co.

The announcements were made by T. F. Flanagan, NARSRC managing director, who also said the San Francisco and Los Angeles councils are joining in arranging an award for spot radio campaigns. Purpose of the award, he said, is to promote the best use of spot radio on the West Coast.

MRS. JANE PRALL DIES

Widow of Ex-FCC Chairman

MRS. JANE B. PRALL, 78, widow of Anning S. Prall, former FCC Chairman, died Jan. 28 at her home, 160 College Ave., Westerleigh, Staten Island. Mr. Prall served on the FCC from June 1935 until his death in July 1957.

Mrs. Prall formerly was vice president of the Federation of Women’s Clubs of New York City, past president of the Port Richmond Women’s Club and a founder and member of the Staten Island Better Films Council. Surviving are a son, Bryan W. Prall, and two sisters, Mrs. Margaret B. Knox and Mrs. Sadie A. Hall, all of Staten Island.

WCSS Amsterdam, N. Y., adds Family Theatre series to its schedule of transcribed programs.

ATLANTIC CITY’S

FAMOUS FIESTA LOUNGE

RENOVATED FOR FINE FOOD

OPEN ALL YEAR

Under Ownership Management
Exclusive Penna. Ave. and Boardwalk
Boggs Elected WMCA Board Member, V.P.

NORMAN BOGGS, for the past year general manager of WMCA New York, last Thursday was elected vice president and a member of board of directors. He has been with the station since Feb. 14, 1949. Before that he was president and general manager of WLOL Minneapolis and prior to that he was with Botelho Carg as general sales manager and director of its New York office.

Helen S. Straus, vice president, was also elected to the board of directors. The two vacancies on the board were created by the recent resignations of Irving L. Straus and R. Peter Straus, sons of Nathan Straus, president of the station. Irving L. Straus is executive, is now in business for himself, while his brother, R. Peter, previously director of special events, has joined the International Labor Organization at Geneva, Switzerland.

CBC Session

Governors To Meet at Toronto

FIRST CBC board of governors meeting to be held at Toronto for many years, is being held at Royal York Hotel, Toronto, Feb. 10-11. Approximately 150 AM stations are subject to new regulations regarding bingo games by radio. The CBC board will consider passing a regulation against the broadcasting of bingo and similar games and will hear representations at its public hearings Feb. 10.

New AM stations are being requested to file for frequencies on 1380 kHz at Victoriaville, Que. and by Gibson Bros. Ltd., for 250 kHz at 1200 kHz at North Vancouver. CJSF Hamilton, has application for increase in power from 745 kHz on 102.9 mc. to 9,200 watts on same frequency. A number of stations are requesting permission for share transfers.

Canada's Hearings

ROYAL Commission on Arts, Letters and Sciences which is holding hearings currently throughout eastern Canada on broadcasting and radio control, is expected to have its report ready for submission to Parliament at Ottawa sometime this fall. Commission is headed by Hon. Vincent Massey, one-time Canadian ambassador to Washington. Hearings have been held in western and central Canada, are now being conducted in the Atlantic coast provinces, and final hearings will be held at Ottawa in the spring. Commission's report will set policy for radio and television in Canada for at least a generation.

FCC Actions

(Continued from page 114)

Decisions Cont.: By the Secretary

The Northern Colorado Besig Co., Fort Collins, Colo.—Granted license for new remote pickup radio station KGG—KBG-50.

V.T. Valley Best Corp., Scottsbluff, Neb.—Granted CP for new remote pickup station KGB-129.

Blue Ridge Best Co., Area Gainesville, Ga.—Granted CP for new remote pickup KAG-129.


American Besig Co., Inc., Area New York.—Granted CP for extension of completion date to 8-14-50.

WJAL-FM New London, Conn.—Granted CP for extension of completion date to 8-18-50.

Following granted mod. CPs for extension of completion dates as shown: WGGI Green Vich, Conn., to 8-8-50; KMKR Cedar Rapids, Iowa, to 8-14-50; KBBR San Bruno, Calif., to 8-15-50; WID-MF Miami, Fla., to 8-22-50; WAGA Atlanta, Ga., to 8-12-50; WPYK Princeton, Ky., to 3-15-50.

WDAY Fargo, N. D.—Granted license covering change in frequency, in power, in installation, in tower and DA-N change, and station location. KFPR Southern Idaho, Inc., to 8-15-50.


KCBY Caruthersville, Mo.—Granted mod. CP for approval of ant and trans. station location and specify studio location.

WOR-NY New York.—Granted mod. CP for extension of completion date to 8-15-50.

WAGA-TV Atlanta, Ga.—Granted mod. CP for extension of completion date to 8-15-50.

WLTV Cincinnati.—Granted mod. CP extension of completion date to 8-4-50.


WABG Greenwood, Miss.—Granted mod. CP for approval of ant and trans. station location and specify studio location.

KPGD New Jersey.—Granted mod. CP for extension of completion date to 8-14-50.

The Master Besig., Co., Rio Piedras, P. R.—Granted license for new remote pickup station KG-131.

Peninsular Besig., Corp., Area Coral Gables, Fla.—Granted license for new remote pickup station KG-131.

KLOL Long Beach, Calif.—Granted license for establishment of a specialized educational FM station (86.1 mc.) Chan. 201; 10 kw. W. S. and 67 kw. E. S. for 81 years license for new FM station; (96.05 mc.) Chan. 225; 4 kw. to 360 ft.

KWHJ Hollywood, Mich.—Granted license new AM station; 1230 kc., 250 watts.


KEMF Portales, N. M.—Granted mod. CP to change type trans. and make changes in system. WMW Madison, Wis.—Granted mod. CP to change type of trans. and make changes in ant. WMKJ Cleoquet, Minn.—Granted mod. CP for approval of ant. trans. and studio location and change type trans. WNM-AM Jackson, Miss.—Granted mod. CP for new remote pickup KAA-59.

WAAF-FM Chicago.—Granted mod. CP for extension of completion date to 7-14-50.

WJW-FM Gadsden, Ala.—Granted mod. CP for extension of completion date to 8-15-50.

WAFB-Salt Lake City, Utah.—Granted mod. CP for new remote pickup KAA-59.

WJAR-FM Providence, R. I.—Granted licenses new FM station; Chan. 238 (87.6 mc.) 1 kw. 257 ft.

WJMJ Chicago, Ill.—Granted license for changes in existing noncommercial educational FM station; Chan. 218 (91.3 mc.) 2.75 kw., minus 5 db.

WBEH New Orleans.—Granted license for new non-commercial educational FM station; Chan. 297. (87.3 mc.) 10 kw.

KDSO-Davenport, Ia.—Granted license covering change in frequency, increase in power, initial license and DA-N change and station location. KDAB Cedar Rapids, Iowa—Granted license covering change in power and initial license.

KFPW Fort Smith, Ark.—Granted license covering changes in trans. equip.

WPCF Panama City, Fl—Granted licenses new non-commercial educational FM station.

NWSM Milwaukee, Wis.—Granted license covering changes in trans. equip.

WVBR Annapolis, Calif.—Granted CP to install new trans.

WVSC Somerset, Pa.—Granted mod. CP for approval of ant. and trans. studio and locations.

WBNX Los Angeles, Calif.—Granted license for new AM station; 1490 kc. 250 watts.

KCLA Las Vegas, Nev.—Granted license to change studio location.

WFTV Fort Lauderdale, Fla.—Granted CP to install new trans.

WVSC Somerset, Pa.— Granted mod. CP for approval of ant. and trans. studio and locations.

WBNX Los Angeles, Calif.—Granted CP to change studio location.

KBBM Los Angeles—Granted mod. CP for change in location of AM station.

KBNC—Grant license for new non-commercial educational station.

January 31 Application... ACCEPTED FOR FILING

License for CP

WCDI, Carbondale, Pa.—License to cover CP and AM station.

Modification of CP

KOOK Billings, Mont.—Mod. CP new AM station.

License for CP

WMVA-FM McAllen, Tex.—License to cover CP and AM station.

KTVF Dallas, Tex.—License for CP and FM noncommercial educational station.

License Renewal

WKRK-Pompton, N. J.—Request for license renewal FR station.

(Continued on page 120)
FCC

Actions

New

(Continued from page 119)

FCC ROUNDUP

Applications Cont.:

TENDERED FOR FILING

AM— 1010

kc

WSUA Bloomington, Ind. — CP to
change from 1010 kc 1 kw D to 1010 kc
500 w D and move from Bloomington
to Columbus, Ind. (Contingent on grant
of assignment of license of WSUA to

SUMMARY TO FEBRUARY
Summary
On

Syndicate Theatres Inc.).

AM— 1260
KSMI
from
unl.

kc

w D

kc 500

— CP

to change
to 1260 kc 1 kw

Seminole, Okla.

1260

DA.

APPLICATION FORFEITED

KBYR

Anchorage, Alaska

—Aleutian

Bcstrs. FORFEITED Jan. 23 application
to change from 1240 kc to 1450 kc.

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AM

1950.

1.

Argument Continued

NAB

and
On petitions
Loew's Inc. continued oral argument
uniform
in matter of estabhshment of
filed

by

policy to be followed in licensing of
radio stations cases in connection with
violation by applicant of laws of U. S.
other than Communications Act. of
1934, as amended, from Feb. 13 to
April 24, and date before which briefs
and appearances must be filed is continued from Feb. 6 to April 10.

Extension Granted
Granted temporary extension of licenses to June 1, 1950, for following
commercial TV stations: General Electric

WRGB

Co.

N.

Schenectady.

Y.;

American Bcstg. Co. Inc. WENR-TV
Chicago: Columbia Bcstg. System Inc.

WCBS-TV New

York: National Bcstg.
and aux. Washington,
Co. Inc.
D. C, and WNBT New York.

WNBW

February 2 Decisions

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BY COMMISSION EN BANC

Four on the

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WJDX

Jackson. Miss., parties to proceeding. Hearing to be held in Washington April 21.
Petition Denied

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Denied
Okla.
petition of
to sever from consolidated proceeding and grant apChickasha,

KWCO

plication
250 w.

for

unl.

time

on

2,062

732
99

490

1560

kc,

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Texas Star Bcstg. Co., Dallas, and
KTRH Houston, Tex. Announced final
decision granting application of Texas
Star for new station on 740 kc, 10 kw
day, 5 kw night, directional, and denying bid of KTRH (now operating on
740 kc with 50 kw using directional
day and night) for permit to change
daytime directional. Proposed decision

—

issued

May

last

May

[BROADCASTING,

Decision Feb. 2.
23, 1949].
Belle City Bcstg. Co., Racine, Wis.,
and Metropolitan Bcstg. Co., Milwaukee Announced decision denying
as in default application of Metropolitan
for new station on 1470 kc with 500
daytime and granting application of
Belle City Bcstg. for new station on

—

w

with 500

1460 kc

w

Proposed

daytime.


—

Monrovia, Calif. Announced final decision to grant application of Coast Radio for new station on
1540 kc with 5 kw day only and to deny
bids of Huntington Bcstg. and San
Gabriel Valley Bcstg. for same faciliProties in their respective cities.
posed decision was last September
Valley

Bcstg.,

cision Feb.

Oct.

LIBEL and

SLAXDER
Invasion of Privacy
Plagiarism -Copyright-Piracy

INSURANCE
For the wise Broadcaster

OUR UNIQUE POLICY
provides adequate protection.
Surprisingly Inexpensive

CARRIED NATIONWIDE
quotations

write

Employers
Reinsarance
Corporation
Insnrance Exchange Bldg.,
Kansas City, Missouri

Bcstg.
Bcstg.

Mound

and

Zanesville,

Co.,

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February

6,

311
*6

271
28
182

49
350

1950

denying
applications
Zanesville
of
Bcstg. and Mound Bcstg. for same assignment as they did not protest proposed

[BROADCASTING,

decision

Comr. George E.
Sterling dissented in Ashland-Mt. Vernon decision because he considered
evidence insufficient to warrant grant
deviating from FCC engineerig standApril

25,

1949].

Decisions Feb.

ards.

KXXL

initial

1.

Reno, Nev.— Adopted as
decision of Dec. 28,

[BROADCASTING,

final,

1949

Jan. 2, p. 59] denying renewal of license to
and
dismissed as moot application for assignment of license from Edward Mar-

KXXL

golis, Frederick W. Kirske and Byron
Samuel to Chet L. Gonce. Final
J.
decision Feb. 1.
Scranton,
WBAX WilkesBarre.Pa. Announced decision to grant
application to change from 1400 kc 250
w unl. to 590 kc 5 kw unl. DA eng.
cond., and denied application of John
Stenger to change facilities of
from 1240 kc 250 w unl. to 590 kc 1 kw
unl. DA.
Final decision Feb. 1.

WARM

—

WBAX

INITIAL DECISIONS

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Belleville, 111. Announced initial decision by Examiner Leo Resnick to
grant application of "Belleville NewsDemocrat" for new station on 1260 kc
1 kw unl. DA-N and to deny
East St. Louis, HI. change of facilities
unl. to 1260 kc
from 1490 kc 250
1 kw unl. DA.
Decision Jan. 30.

WTMV

Order Adopted
WALT Tampa, Fla. Adopted order
amending Commission order of June

—

designating

1949,

8.

plication

WALT

of

for hearing apto enlarge issues.

February 2 Applications

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AM— 1150
WCEN

kc

Mich.— CP

Pleasant.

Mt.

w D

change from 1150 kc 500
kc 1 kw D.
1460 kc

AM—

WHGB
station

Harrisburg, Pa.

to

w unl. to
AMENDED

to
to 1150

—CP

new

AM

change from 1400 kc 250
1460 kc 5 kw unl. DA-N
to request DA-2.

KCHC

License for CP
Cairo, Ga. License to cover

AM

—

station.

Modification CP
El Paso, Tex.— Mod.

CP

AM
w

station to change from 860 kc 500
D to 860 kc 1 kw D.
Modification CP new
station for
extension of completion date:

FM
WASH
Washington, D. C: WKAT-FM Miami
Beach, Fla.; WTBO-FM Cumberland,
Md.; WOR-FM New York; WTOL
Toledo,

Ohio.

Renewal of License
KING'-FM Seattle, Wash.—Request
for

license

renewal,

FM

station.

KFI-FM Los Angeles —Mod. CP new

FM

station to

change

ERP

Modification of

to 16.8

kw.

CP

TV station
for
extension of completion date:
WNAC-TV Boston to 6-1-50; KSTP-TV
Mod. CP new commercial
Paul,

initial decision by Examiner Elizabeth C. Smith
to deny application of Olney Bcstg. Co.
for station on 1590 kc 250
D as in
default. Applicant failed to appear at
hearing either in person or by counsel.
Decision Jan. 30.
Jacksonville, Fla. Issued initial decision by Examiner Jack P. Blume to
grant application of City of Jacksonville for extension of completion date
of television station WJAX-TV.
See

w

Roy Hofheinz and W. N. Hooper d/b

as Louisiana Bcstg. Co., New Orleans;
Bayou Bcstg. Co., Baton Rouge, La.,

and

KGBC

Galveston, Tex.

—By

mem-

orandum opinion and order granted
Bayou Bcstg. insofar as its

petition of

kc

Rio Piedras, P. R.— CP new
station to change from 1140 kc 1
kw-D 500 w-N to 1320 kc 1 kw unl.

CP new

—Announced

OPINIONS AND ORDERS

AM

WGRA

w

Olney, Tex.

—

ACCEPTED FOR FILING

St.

Page 120

In
Hearing

Bcstg. Corp., Newark, all Ohio Announced decision granting Beer &
Koehl station on 1340 kc with 250 w
fulltime and denying competitive bid
of Mt. Vernon Bcstg. for same facilities.
Adopted separate decision severing from consolidated proceeding and

De-

1949].

3,

1.

Koehl, Ashland; Mt. Vernon
Mt. Vernon; Zanesville
Co.,

&

Beer

WRIO

&

cations

Pending

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FINAL DECISIONS

Minn, to 9-16-50.

kw-D,

1

kw-N on

issues speci-

by Commission. Petition for final
grants filed by Thomas N. Beach and
Johnston Bcstg. were denied. Decision
Jan. 27.
and
WTEL Philadelphia,

WHAT

WRAW

and WEEU Reading, Pa.—Announced memorandum opinion and order denying petitions by WTEL, WRAW
and WEEU for reconsideration of FCC's
decision

final

AM— 1320

For details

Cond'l

Grants

184
279
79

32

cure defective verification of his application for CP.
Further ordered that
Pilot Bcstg. Corp. is granted permissior
to file amendment within 30 days showing that it is applicant for CP to change
facilities of WTNB. If such amendment
is filed application for CP will be set
for comparative hearing with mutually
exclusive application of Johnston Bcstg.
Co. for new station at Birmingham on
fied

air.

[BROADCASTING,

Hearing Designated
Brazoria County Broadcasting Co.,
Freeport, Tex. Designated for hearing
In Washington, application for new station on 14(50 kc 250 w.
KCNA Tucson, Ariz. Designated for
hearing in Washington April 20 application to change facilities of KCNA
from 1340 kc 250 w unl. to 580 kc, 5 kwD 1 kw-N install new trans, change
trans, location and install DA-2.
KMMO Marshall, Mo. Designated for
hearing application for mod. of license
to increase hours of operation of KMMO
from D to unl. using 100 w-N with
non-directional ant. on 1300 kc 500 w-D
and made KGLO Mason City. Iowa and

KWCO

2,100

FM

CPs

Licensed

—

WTNB

orandum opinion and order granted
amendment by Thomas N. Beach to

850 kc, 5

AppliTotal
Air

Docket Actions

—

March

of Authorizations, Stations

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Authority Granted
WCLE Clearwater, Fla. Granted
final extension of authority to remain
Oral

2

the Air, Applications

On

Class
Stations
Stations
TV Stations
*

February 1 Decisions
BY COMMISSION EN BANC

silent to

Grants, Transfers,
Changes, Applications

said application be designated for con
solidated hearing. Order Feb. 2.
Birmingham, Ala. By mem-

requested ruling on each of its exceptions in matter of its application for
station on 1540 kc, 50 kw day, 10
kw-night directional, denied by FCC
last May in ruling granting Louisiana
Bcstg. 1540 kc directional, 50 kw day,
to switch from
25 kw night, and
1 kw day, to 1 kw day, 250 w-night directional, on 1540 kc [BROADCASTING, May 23, 1949]. Bayou petition denied in that it sought reversal of grant,
or reopening of hearing to receive
evidence re protection proposed to
Celaya, or further argument before
Commission en banc.
Comrs.

new

KGBC

abolish

to

arrangement
between
WTEL by assigning 250
860 kc to WTEL and 250

WHAT

share-time

WHAT

w
w

and
daytime on
fulltime on

1340 kc to
FBROADCASTING,
Oct. 3, 1949]. Dismissed as moot petitions by
and
seeking
stay of effective date for re-assignments
and ordered re-assignments shall become effective in 30 days. Ordered

WRAW

WTEL

Feb.

2.

WHOM

Jersey City, N. J.— Granted
file brief and participate as
curiae,
concerning
general
question of broadcasting of foreign
language programs, in oral argument
scheduled Feb. 6 in matter of Pilgrim
Bcstg. Co. et al, Boston applicants for
950 kc. Ruling Feb. 2.

motion
amicus

to

Non-Docket Actions
AM GRANTS

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Moberley, Mo.— Moberley Bcstg. Co.
granted new
station on
kc,
w D; estimated cost $12,500.1220
Jerrell
A. Shepherd, sole owner, is 40% owner
of KXRJ Russellville, Ark. Granted
Feb. 2.
Torrington, Wyo.— Joseph P. Ernst
granted new
station on 1490 kc,
250 w unl.; estimated cost $19,450. Mr.
Ernst sole owner is also owner of

AM

250

AM

KWOR

Riverton,

Worland, Wyo. and

Nev.—White Pine
granted new AM station on
Ely,

KWRL

2.

Bcstg.

Co.

1230 kc 250
estimated cost $13,786. David
L. Hensen, chief engineer Sevier Valley
Bcstg. Co., Richfield, Utah and Dale
V. Bradley employe Denver Rio Grande
railway are equal partners in company. Granted Feb. 2.
Ukiah, Calif.—Bartley T. Sims granted new
station on 1400 kc 250 w
unl.; estimated cost $15,935.
Mr. Sims
is vice president, general manager and

w

unl.;

AM

10% owner of KXRX San Jose, Calif.
Granted Feb. 2.
Moundsville, W. Va.— James D. Sinyard granted new AM station on 1470

Fla. Granted Feb.
Smithfield, N.
Bcstg. Co. granted

2.

C— Selma-Smithfield
new

AM

station

on

1 kw D; estimated cost $9,145.
Co-partners are: J. Fred Horton, owner
Horton Lab., dental lab, Wilson, N. C.
and John S. Townsend announcer-engineer-traffic manager
Wilson.
Granted Feb. 2.
WCAV Norfolk, Va.— Cavalier Bcstg.
Corp. granted switch in facilities from
860 kc 1 kw D to 850 kc 1 kw nnl.
Norfolk, Va.— Commonwealth
Bcstg. Corp. granted switch in facilities
from 1410 kc 1 kw D to 1400 kc 250 w
unl. and move station to Portsmouth,
Va. Denied SSA to operate on 1400 kc,
250 w unl. at present site.

1270 kc

WGTM

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-

'

TRANSFER GRANTS

KNOB

(FM)

Long Beach,

Calif.—

Granted assignment of license from
Cerritos Bcstg. Co. to new partnership
of same name and ownership with exception of Walter A. Nelson who sells
20% interest for $3,000. Ownership set
up now: Raymond B. Tarlan, 43i/6%;
Jay

E.

sition of control in All-Oklahoma Bcstg.

KRMG

i

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Jan. 31.
Tulsa, Okla. Granted acqui-

—

(D-Okla.) and Grayce B. Kerr through
transfer of stock from minority stockholders. Dean Terril sells all common
stock (3.82%) for $420.01 and all his
preferred stock (3.47%) for $573.04.
W. R. Wallace sells part interest common stock (3.33%) for $366.66 and part
of his preferred stock (11.67%) for
$1,925. Combined holdings of the Kerrs
now equals 59.48%.
is assigned
50

i

:

Tapp, 33i/i% and John W. Doran

Walker and Jones dissented on grounds
Texas Star "has not satisfied its burden
of proving that the grant to it is war-

WGY

.

WLOW

23%%. Granted

—

i

1 kw D; estimated cost $8,420. Mr.
Sinyard was at one time 50% owner
and general manager WHBO Tampa,

kc,

XENC

ranted despite the great Interference to
KSEO" Durant, Okla. They preferred
grant to KTRH.
Comr. Sterling dissented for same reason and further on
ground Texas Star did not meet provisions of Sec. 3.24 of rules.
Decision
Feb. 2.
WCEC Rocky Mount, N. C. Commission in memorandum opinion and order
denied application of Josh L. Horne
for SSA to operate WCEC on 810 kc
with 1 kw from 5 a.m. until local sunrise in addition to presently authorized
hours of operation, and dismissed motion by
Schenectady requesting

I

kw-D

10

kw-N on

Granted Feb.

KRMG

740 kc, directional.

2.

Deletions ...

FOUR FM authorizations were reported deleted by FCC last week. Total

BROADCASTING

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Telecasting

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New Applications

AM APPLICATIONS


TRANSFER REQUESTS
KFIO Spokane, Wash.—Transferee of ownership of KFIO from Arthur L. Smith to Louis Wasmann for consideration of $20,000. Smith was retiring because of ill health. Mr. Wasmann previously owned a station in Spokane which he sold to Gonzaga U. He also owns KZMV, 2 kw, and 22% in KXLL Missoula, Mont. KFIO was licensed on March 8, 1946, with 2 kw. Filed Jan. 31.

Lawton, Okla.—Assignment of license from Oklahoma Quality Best, Inc. to M. S. Downing, Jr., H. M. Montgomery and Ted R. Warkentin of Santa Fe. One new individual G. G. Downs is the holder. WDBF for $31,000. KSWO is assigned 1300 kc in dual DA-2.

KRDH Duncan, Okla.—Transfer of ownership of KRDH from Deaver Broadcasting Co. to G. G. Downing to R. H. Mr. Downing purchased 63 1/3% interest to Mr. Drewry for $81,118. Mr. Drewry presently owns 41.6% interest. The change of ownership took place after the FCC has renewed the license. KRDH is assigned 250 W-106 100-w on FM. Filed Jan. 31.

KTVB (TV) Dallas, Tex.—Assignment of license from Parent Televising Corp. to A. H. Belo Corp. for a consideration of $1,000,000.00. Mr. Belo’s extensive business interests require him to give his attention to the Dallas television station is too great to allow this. The FCC concludes that the complete reorganization of WFAA-AM-FM Dallas, KTVB is assigned Ch. 8 (180-186 mc) of 227 kw. Filed Jan. 31.

WNBH New Bedford, Mass.—Assignment of license from Robert S.呕吐 to Co. E. Anthony & Sons Inc. (parent company) for consideration of $20,000. Reorganization of WBNH which is similar to WORC and WORC-XM is assigned 1300 kc 250 w untl. Filed Jan. 31.

WITA San Juan, P. R.—Acquisition of control of Electronic Enterprises Inc. by Antonio Roso Valdivieso through purchase of 49.6% interest of Mr. Meador’s stock. Gloria Meador, Mr. Meador is unable to give adequate financial backing for his interests, proportionate to his stock holdings. Valdivieso who presently holds 50% interest pays the Meadors $180,000.00 for their interest, in the event that the possibility of such debts as Electronic Enterprises may have. WITA is assigned Ch. 11, 25 kw. Filed Jan. 31.


[ILLINOIS] [BROADCASTING, Dec. 15, 1949, p. 96]

[ILLINOIS] [BROADCASTING, Feb. 21, 1950, P. 159, Mr. Venezky hopes to have WWMJ ready for operation in March. Filed to receive license for 1000 kc 1 kw D. Filed Feb. 2.]

[ILLINOIS] [BROADCASTING, Feb. 21, 1950, P. 159, Mr. Venezky hopes for a Graham license from George W. Smith, Jr. Clay.]

KROW OAKLAND
Island Is Transmitter Site

KROW ISLAND in San Francisco Bay will be the site of a new 5 kw fulltime transmitter to be constructed by KROW-Oakland, Inc. which was licensed in the next four months. Final contracts for the $200,000 construction contract will be let this week and work will begin immediately.

The new transmitter facility is completed by RCA and is in process of shipment. Upon completion, the new transmitter station will provide KROW with the only fulltime 5 kw transmitter in the San Francisco Bay area stations. The station’s present 1 kw transmitter is located at 1520 Eighth Ave., Oakland.

KROW Island, consisting of 1 acre, was dredged years ago from dregdings poured out in the course of deepening channels leading into the Port of Oakland. It lies 200 feet north of the toll plaza on the Oakland approach to the San Francisco-Oakland Bay Bridge.

AFRA Convention

ANNUAL American Federation of Radio Artists convention will take place at Chicago’s Sheraton Hotel Aug. 10-13. Details will be announced later.

SAFETE TALENT

AFRA Quizzes Admen on Use

A SURVEY of 300 advertising experts was launched Feb. 1 by the Seattle AFRA group to discover why greater use is not made of local talent in radio programming. Directed at station executives, advertising agencies announced that managers of local business firms, the 25-item questionnaire asks types of programs used, why, determining factors in choice, construction contracts. The survey, expected to take two months, will be conducted through personal visits by a corps of between 20 and 30 AFRA members. The resulting yes-no answers will then be tabulated. In each case, additional comments are also invited. The findings later will be available for examination by all interested persons.

San Pearce, KOMO Seattle announce and president of the AFRA group, explained that there has been a growing concern among Seattle radio talent at the dearth of locally produced programs.

Preparation of the questionnaire was in the hands of a committee under the chairmanship of Bob Hurd, KOMO producer. Other members are Carl Person, KJR Seattle writer; Dick Keplinger, freelance commentator and newsreader, and Scott Easton, KOMO announcer.

Lang-Worth Clients

LANG-WORTH Feature Programs Inc., New York, announced last week that KXGI Ft. Madison, Iowa, became a new subscriber for the eight-inch Lang-Worth library while 24 other stations renewed contracts.

KWSL Lake Charles, La.: W.L. Battle Creek, Mich.; KWYO Sheridan, Wyo.; WTCI Hartford, WELI New Haven, WEEI Boston; WMAZ Macon, Ga.; WHIP Jackson, Fl.; WOTI Savannah; WOMI Onewego, Ky.; WNBG Dubuque; WLRD (Ft) Miami Beach; Melody Inc. (wired music); Miami Beach, WOXW Oxford, N. C.; KRDU Dinuba, Cal.; WLOP Orlando, Fla.; WALT Tampa; WHAP Rosewell, Va.; WPTF Raleigh, S. C.

BROADCASTING • Telecasting

GAME CHARGES

Wis. League Takes Stand

EDWIN WILKIE, former district attorney of Dane County (Madison), Wis., will retain his courthouse seat for The League of Wisconsin Radio Stations, it was decided at a meeting of the league last week.

Mr. Wilkie attended an all-day league convention Tuesday in the Langhorne House Hotel, Milwaukee, and assisted in drawing up a hard-fight resolution designed to discourage the U. of Wisconsin from charging commercial broadcasting stations for entering university football games. The league, whose members now pay $100 for originating broadcasts of the games, went on record as "opposed to the principle of any payment for both rentals" at the Wisconsin Stadium.

"If the State of Wisconsin has an operating headache because of its football broadcasts, it should get out of the business and let experienced commercial operators handle them," observed Sidney H. Bliss, president of WCLW Janesville and WGEZ Beloit.

Letter Released

Previously, League President Ben Laird had received an appeal from the letter he and Vice President Joseph D. Mackin had written the university Board of Regents in December lamenting the fact that no provision has been made at the institution for radio coverage of athletic events "without overlapping responsibility between the university Radio Committee and the Dept. of Intercollegiate Athletics."

The letter objected to the following university policies:

Denying faculty members and students permission to appear as individual broadcasters; prohibiting the origination of broadcasts; prohibiting commercial announcements from the buildings and grounds, and from university sponsored programs are involved; permitting commercial exploitation through newspaper advertisement paid for by the university station; prohibiting rebroadcasts of university station programs unless each program it is carried in its entirety as a continuous, uninterrupted performance; and permitting political campaign speeches to be made over the university station.

Lobbying Probe

CONCURRENT resolution (H Con Res 62) to create a joint Senate House committee to probe lobbying activities was turned aside by the Senate last week at the request of Sen. Scott Lucas (D-III), Senate majority leader. The probe was dropped after the last session by the House which then set up its own lobbying group, headed by Rep. Frank Buchanan (D-Pa.). Group currently is scrutinizing compliance of registrants, and those who failed to register, under the Lobbying Act.

February 6, 1950 • Page 121
WWJ ADOPTS POLICY FOR LABOR DISPUTES

POLICY governing future labor-management disputes involving public interest—guaranteeing no change in salary minimum of one hour Class A weekly for “joint” use by disputants—set forth by WWJ-AM-FM Detroit. Issue arose over Luckoff, Wayburn & Frankel, Detroit agency, which requested time for its client, the UAW-CIO, now involved in dispute with Chrysler Corp.

Harry Bannister, WWJ general manager, in policy statement to agency, noted that “any use of WWJ’s facilities which does not completely and meticulously ensure in advance that neither party will make greater or more effective use of facilities must serve, in effect, to make WWJ a partisan.” Under procedure, parties to controversy must agree in advance among themselves to use facilities jointly, then jointly request use of time, for presentation or rebuttal, or for joint forum discussion. WWJ would furnish moderator for latter.

EXCISE TAX WOULD BOOST TV SETS AT LEAST 5%

EXCISE tax on TV receivers proposed Friday by President Truman would mean increase in retail price of 5% to 7%, according to first manufacturer estimates. Tax was proposed in message to Congress asking cut in many excise levies as business aid.

TV tax of 10% on factory level would raise estimated $40 million, Secretary of Treasury John W. Snyder told House Ways & Means Committee.

Radio Mfrs. Assn. to consider proposed tax at mid-winter meeting starting Feb. 15 in Chicago. Last year radio excise tax produced $40 million compared to $60 million in 1948.

AFM SUSPENSION OF PAUL TO BE APPEALED

JERRY FAIRBANKS Productions Hollywood, Friday prepared to appeal suspension-fine leveled by American Federation of Musicians against Edward Paul, firm’s musical director. AFM charged Mr. Paul with “alleged violation” of union’s rules banning recording of any music for TV films, though AFM members have been allowed to play for “live” and kinescoped shows.

Fairbanks firm describes charges as “vague” and sometimes “inaccurate”; cites past negotiations for scales and working conditions for TV film music; asserts it was forced to record background music outside of country.

MONTGOMERY’S HOOPER

ROBERT MONTGOMERY’s Lucky Strike show, Mon., 9:30-10:30 p.m., made 32.5 Hooper on premiere last week over NBC-TV network. NBC claims this is record for TV premiere. Previous week The Goldbergs, which plays opposite on CBS-TV, had 34.9 Hooper which put it in top ten.

PEEL FOR CENSUS POST

ROY VICTOR PEEL, director of Institute of Politics at Indiana U., nominated Friday by President Truman to be director of U. S. Census Bureau, to succeed late James Capp.

DuMont Network affiliates to meet Feb. 7-8 in New York. DuMont Labs last Friday gave short demonstration of color system at Pass. N.J.

NAB Board Posts

(Continued from page 4)

Radio Correspondents

(Agriculture Secretary Charles F. Brannan; Gen. Clifton B. Cates, Marine Corps Commandant; Supreme Court Justice Tom Cloyd; Secretary of Commerce Cramer-Krasselt; DuMONT TV Network; Wayne Coy, FCC Chairman; Rep. Robert Cramer (O-Hio); Chairman, House commerce committee; Elmer Davis, ABC; Charles A. Denny, NBC; Dr. Allen R. DuMont, DuMont executive, announced by Milwaukee agency.

New TV test campaign by Moeller Mfg. Co. (Snap-Tite Bottle Stoppers), including film participations on WBNQ (TV) (Chicago) and KSD TV St. Louis, in charge of sales, and Bernice Judis, vice president and general manager. FCC approved transfer fortnight ago.

NEW OWNERS GET NNEW

OWNERSHIP of NNEW New York passed officially Friday from Arde Bulova and Milton Biow, former principal stockholders, to new owners, including former stockholders of Providence, New York and St. Petersburg businessmen and Ira M. Powell, a New York executive, announced by Milwaukee agency.

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It's still **bargain day** at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949... an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946... a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that’s why we repeat... it’s still **Bargain Day** at The Nation’s Station!

*Nielsen Radio Index

WLW the nation’s most merchandise-able station

CROSLEY BROADCASTING CORPORATION
Paxton and Gallagher, makers of Butternut Coffee, began an advertising schedule on WNAX January 2, 1939. Recently they began their twelfth uninterrupted year on WNAX, with a 52-week renewal of a Class A quarter-hour news strip.

Like many other blue chip advertisers, Butternut has found that WNAX advertising is a continuing good investment. These advertisers renew their WNAX schedules year after year because they get a consistent return on every advertising dollar invested with Big Aggie.

Big Aggie Land, a Major Market, served only by WNAX embraces more than a million radio families in 308 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa.

In 1948, folks in Big Aggie Land with a buying income of nearly $5-billion—greater than Milwaukee, San Francisco or St. Louis . . . accounted for $4-billion in retail sales—greater than Los Angeles, Philadelphia or Detroit.*

Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.
... that one sponsor made $8.00 in sales for every dollar he spent on WOR.

... that the sponsor of a one-minute commercial talked to 11—yes, 11!—people for every penny he spent on WOR.

... that over 44% of all spot advertising placed in New York is placed on WOR.

But (we're referring to the cover's cost) it's worth it...
and it's worth your time to phone or write

WOR
— that power-full station at 1440 Broadway, in New York
Ace Aerialists

Mastery in the air combines experience, skill, initiative, and split-second timing.

Who on the Virginia broadcast scene best epitomizes these qualities?

Who but WMBG . . . first in Virginia to broadcast a commercial program, first to broadcast during the daylight hours, first to install a merchandising department, holder of many firsts.

Who but WTVR . . . the South's first television station, first in the nation to sign an NBC affiliated contract.

Who but the Havens & Martin Stations, FIRST STATIONS OF VIRGINIA.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
NOW! WJZ-TV

IS TELECASTING FROM THE
WORLD'S TALLEST BUILDING
—THE EMPIRE STATE!

WJZ-TV now transmits from the Empire State Building... the highest building in the world... the ONE best-of-all television antenna location in New York that covers the vast Metropolitan area. It's the same location as used by NBC for WNBT.

For advertisers, this is important news: it means a brighter, clearer, sharper television picture on WJZ-TV for programs and products. AND, it means a larger television audience in the world's Number One market. It means that you now get more viewers for your television dollar on brighter, clearer, sharper Channel 7.

And it is less expensive to put your television program on WJZ-TV—because WJZ-TV offers advertisers the finest studio facilities in the East. The gigantic new ABC Television Center on West 66th Street has the best modern equipment, spacious prop-storage rooms, scene-painting shops, carpentry shop, etc.—everything under one huge roof to save you time and money in television production!

WJZ-TV CHANNEL 7
NEW YORK

American Broadcasting Company
Closed Circuit

SHARP revisions in promotion film "Lightning That Talks" were indicated last week following preview at NAB board meeting at Chandler, Ariz. Preponderant view was that film, produced by All-Radio Presentation Committee, as distinguished from NAB, required radical surgery, and several directors have announced intention of postponing or canceling presentation in their area unless sweeping changes are made.

IN RE "Lightning" NAB board acted to make known its views to All-Radio Presentation Committee and to networks which had helped underwrite project (Mutual did not participate). Sequence dealing with newspaper readership versus listening drew strongest criticism.

BBDO, New York, preparing spot announcement campaign for Jellek Good Luck margarine, Chicago, to start late February and early March.

SAME AGENCY also has recommended radio and TV spot schedule for early spring to United Fruit Co. Definite decision for all media expected early this week.

WITH VIEW of utilizing economic knowhow of Richard P. Doherty, its labor relations and
(Continued on page 80)

NAB Board Votes Million Dollar Coverage Plan

NAB BOARD at closing meeting at Chandler, Ariz., Friday voted to proceed with plan for organization of new million dollar Audience Measurement Corp., to succeed Broadcast Measurement Bureau, expected to commence dissolution next month (see early story page 19).

Board adopted report submitted by NAB General Counsel Don Petty for BMB, providing for cooperation with advertisers and agencies in creation of new all-inclusive corporation. Next step is formal meeting of BMB tripartite board in early March to evaluate Study No. 2, released Jan. 31, and begin dissolution. Emphasis was placed on protection of NAB $100,000 loan to BMB in dissolution process, which would include payment of obligations and securing of BMB's physical assets and properties.

Five well-known broadcasters have expressed to President Justin Miller their willingness to serve as incorporators of new company. They are: J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roy Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; Frank King, WMBR Jacksonville, and Clair R. McCollough, Steinman Stations.

Report states that upon approval of advertisers, agencies and broadcasters who will be incorporators, articles of incorporation will be filed in Delaware, and first meeting of new board will be authorized to adopt by-laws.

Proposed corporation would have $1 million authorized capital. All stock would be $10 par, common.

Formal SEC procedure probably not necessary if no more than 30,000 shares are sold during any one year. Taking over of BMB activities, assets and liabilities, Mr. Petty said, will depend upon (a) acceptance of second BMB study; (b) extent of financing of new corporation; (c) action of board of directors of BMB and new corporation.

Decision to appoint a general manager completed work of NAB's Structure Committee, which has had project under way for more than year.

New organization chart of NAB evolved as result of board action at Chandler meeting Feb. 17. Major appointment of newly-created post of general manager and elimination of Radio Division, looks like this: At top level, President Miller, to whom new general manager reports. Bracketed under general manager at same level are Television, BAB, secretary-treasurer and FM. At second level, still reporting to general manager, are engineering, employee-employer relations, government relations, public affairs, research and legal.

Selection of person to fill general managership subject to board confirmation. Board was probing for names last Friday, and it was indicated that selection would be made outside present staff, although this was by no means definite. Maximum salary is $25,000.

Special meeting of NAB board will be held co-inincident with annual convention in Chicago next April to confirm selection of new general manager.

Board agreed tentatively that annual series of district meetings should start shortly after Labor Day and continue through October, with 10 meetings in November of about 20 days to allow for national political elections and for regular quarterly board meetings.

Commenting on board action, Judge Miller said:

"The need for a person to assist me in administering association affairs becomes evident when one remembers that I spent all but 50 of the working days in 1949 outside of Washington, principally on district meetings and speaking tours in behalf of our members.

Board authorized Judge Miller to appoint staff members for terms longer than one year.

Immediate audit of NAB's books was ordered. The auditing system will be revised to accommodate accruals from BMB revenues from sale of its services.

Board, after hearing report on Lorain-Mansfield anti-trust case, decided against participation at this time. Similarly, board marked time on occupation tax cases, stemming from

(Continued on page 80)

Business Briefly

FALSTAFF BUYS • Falstaff Brewing Corp. will sponsor Meredith Willsson show, three times weekly, quarter-hour transcribed, in special 40 station market in more than 20 states [CLOSED CIRCUIT, Jan. 30]. Mr. Wilson to double as maestro and emcee. Agency: Dancer-Fitzgerald-Sample, New York.

UNIVERSAL PROMOTES • Universal-International, New York, ready to use spot announcements in most key cities to promote motion picture, "Francis." Budget for film said biggest in company's history, topping expenditure on "The Egg and I," greatest to date.

FILM DEBUT DEFERRED; ANNUAL DINNER PROPOSED

PREMIERE showing of All-Radio Presentation film, "Lightning That Talks," slated March 1 in New York, postponed Friday. All-Radio planning committee to meet Tuesday in New York to consider changes proposed by NAB board after Chandler, Ariz., preview, according to Colleen Gray, WIP Philadelphia, president of All-Radio.

NAB board members invited to take part in re-editing discussion. New York luncheon dinner has portents of becoming annual event at which radio would file customers and prospects with such talent as Bob Hope, Arthur Godfrey and Fred Waring's troupe in line.

Upcoming


(Other Upcomings on page 78)
The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result?

**the calls that cracked**

The Michigan Bell...

Thousands of calls completely drowned Detroit telephone exchanges, inter-exchanges were inundated, calls could not be made between exchanges. With entire Detroit phone service threatened, WKMH called it off. And Michigan Bell pleaded: "please... never again."

Conlan surveys prove WKMH the lowest cost-per-thousand in Detroit: 33c. Just ask WEED.

That program included an invitation to listeners to call LOGAN 2-4000 for 5 gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area... disrupted service... affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands.

**1000 WATTS FULL TIME**

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION** Plus...**

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

Fred A. Knorr
President and Gen. Mgr.

February 13, 1950 • Page 5
FLINT'S $288,000,000 ANNUAL RETAIL SALES

Cut YOURSELF A PIECE OF CAKE—as large a piece as you choose!

- Flint's huge $288,000,000 retail sales cake is well worth cutting and WFDF's sales knife is the tool to use to get your share!

Why? Because the majority of Flint's retail sales go to advertisers on WFDF for a very good reason:

According to Hooper, more Flint trading area radios are tuned to WFDF morning, afternoon and night than to all four of the other local stations combined! Through the day, WFDF has two to five times as many listeners as any other local station.

And remember this! Prosperous industrial activities in Flint make possible the exceptionally high $5,764 average effective buying income per Flint family.

For a sizeable share of Flint's big retail sales use WFDF and cut yourself a piece of cake—as big a piece as you choose!

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville.

Page 6 • February 13, 1950
Memo to

WORLD-Affiliate Stations!

Another sensational money-making series --- exclusive in your
World Program Service Library ---
will be mailed to you on February
17th --- Watch for it!
H OWARD STEELE JOHNSON appointed manager of public relations for Cunningham & Walsh Inc., New York. He served in varied publicity and public relations activities with C & W's predecessor, Newell-Emett Co.

ELAINE WALL BROWN, formerly with press department of MBS, named director of radio publicity and promotion by Dancer-Fitzgerald-Sample Inc., New York. She succeeds PAT SWEENEY, resigned to form his own public relations firm (Broadcasting, Feb. 6).

FRANK BLUMER, formerly sales promotion director for WJW Cleveland and before that with Foster & Davies Inc., Cleveland, rejoins Foster & Davies as head of newly formed client-service section.

MARLEN E. P.EW Jr., for past eight years director of public relations for Maxon Inc., Detroit, resigns to open his own public relations organization at 415 Lexington Ave., New York.

WILLIAM J. MCKENNA Jr., formerly with Young & Rubicam and McCann-Erickson, New York, joins copy department of Duane Jones Co., same city.


HAROLD M. MITCHELL, with Alfred J. Silberstein, Bert Goldsmith Inc., New York, since 1938, appointed vice president and member of the board of firm.

NEWTON O. WASSON and JOE ROACH join Tatham-Laird Inc., Chicago, as members of merchandising and copy departments, respectively.

RICHARD TEVIS, partner of recently disbanded Boone, Sugg, Tevia & Walden, San Francisco, joins Knollin Adv., same city, as account executive.

FREDERICK W. REYNOLDS Jr., with Lennon & Mitchell copy staff eight years, appointed vice president in charge of copy.

KARL SCHULLINGER, former manager of Pedlar & Ryan Hollywood office, joins Young & Rubicam, New York, as radio and television supervisor. Prior to his association with P&R, he was with Foote, Cone & Belding, New York, as manager of radio department and account executive on Lucky Strike account, and before that he was with CBS.

LOUIS FAUST, formerly timebuyer with William Esty, New York, joins Blow Co., same city, in similar capacity.

HAROLD D. ROACH, formerly manager of Benton & Bowles Inc., Toronto, and WILLIAM E. BARFOOT, formerly of J. J. Gibbons Ltd., Toronto, join Toronto office of Young & Rubicam Ltd., as account executives.

JOHN G. DAVIS, formerly sales manager with Phillips & Assoc., Los Angeles (art service), joins W. B. Geisinger & Co., that city, as account executive. Another addition to agency is JO JACOBS, formerly with KOOL Phoenix, as executive assistant.

JOSEPH R. WALLACE, previously with Lever Bros. as chief analyst in market research department, joins staff of Harold Cabot & Co., Boston.

LEWIS G. KAY, sales executive for WJAS Pittsburgh for past 18 years, joins Pete Wassner Co., Pittsburgh as vice president and treasurer. WILLIAM B. PHILLIPS, with Wassner Co., for past year, named junior member of firm which becomes Wassner, Kay & Phillips Inc.

EDWARD HERBERT joins Campbell-Mithun, Chicago, as account executive. He worked previously on account staff of W. W. Garrison Agency, same city.

BOB BAUMRUCKER, formerly head of his own agency in San Jose, Calif., joins BBDO, San Francisco, as account executive. His former San Jose accounts will be serviced in the future by Benet Hanan & Assoc., that city.

WAYNE TISS, vice president in charge of Hollywood office of BBDO, is in New York for month's conferences during which time he will attend annual agency convention.

PHILIP WHITE, account executive at Needham, Louis & Brody, Chicago, appointed chairman of publicity committee which will cooperate with Illinois Div., American Cancer Society, in its fund-raising drive which starts April 1. Working with him will be WALTER SCHWIMMER, president of Radio Features; BUCKINGHAM GUNN of radio-TV department at Foote, Cone & Belding; HOWARD B. KETTING, vice president, Ruthrauff & Ryan, and WILLIAM HOLLANDER, advertising-publicity director of Balaban & Katz theatre chain which owns WBKB (TV) Chicago.
AGAIN the selling power of KEX gains national recognition! "For outstanding interpretation of the Food Life-Line of America" the Grocery Manufacturers of America award First Prize to Kay West, whose participation program (1:30-2:00 PM, Monday through Friday) is must listening with so many women in Oregon and Washington.

Whatever your product, you can attract a tremendous Pacific Northwest audience through the program power and kilowatt power of Portland’s KEX! For availabilities, check KEX or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

YOU’RE IN GOOD COMPANY with participations on the “Kay West” Program:
Grand Central Market • Celanese Corporation • Nalley’s Potato Chips • Fleischmann’s Yeast
Mount Angel Cheese • Musterole • Honor Brand Frozen Foods • J. K. Gill Company
Portland Gas and Coke Company

You’re in Good Company with participations on the “Kay West” Program:

Grand Central Market • Celanese Corporation • Nalley’s Potato Chips • Fleischmann’s Yeast
Mount Angel Cheese • Musterole • Honor Brand Frozen Foods • J. K. Gill Company
Portland Gas and Coke Company

KAY WEST winner of the "Life-Line of America" Trophy presented by Grocery Manufacturers of America, Inc.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
KYW • KDKA • WBS • WBZA • WOWO • KEX • WBZ-TV

YOU’RE IN GOOD COMPANY with participations on the “Kay West” Program:
Grand Central Market • Celanese Corporation • Nalley’s Potato Chips • Fleischmann’s Yeast
Mount Angel Cheese • Musterole • Honor Brand Frozen Foods • J. K. Gill Company
Portland Gas and Coke Company
ALLIED KNITTING MILLS (Fashionkit ties) buys all available spots on WGYM (FM) WGRF (FM) and WFDX (FM), all New York, in connection with airing of basketball games which Allied is sponsoring carried by New York independent FM stations [BROADCASTING, Jan. 30].

JOHN WOOD Co., Chicago and Conshohocken, Pa. (Penfield and Marion automatic water heaters), enters radio and TV for first time Feb. 17 when it releases one-minute TV spot, six one-minute recorded commercials and four station breaks to its wholesalers and dealers nationally for co-operative sponsorship. Additional broadcast advertising may be used later. Agency: Wadie & Briggs, Chicago. Peter Frantz is account executive.

IDAHO CREAMERIES, Boise, Idaho. (Arden milk & Sunfreeze cream ice cream), appoints Ross Jurney & Assoc., Salt Lake City, to handle advertising and begins sponsorship of Story Princess, children's show, over network of southern Idaho stations. Account executive is A. H. Garrigues.

ALTES BREWING Co., Detroit, purchases total of 1,040 five-second spot announcements, and 560 chainbreaks over WXYZ Detroit. Spots are to be carried between today (Feb. 13) and end of year. Agency: McCann-Erickson, Detroit.

LOUIS L. LIBBY FOOD PRODUCTS, Long Island, N. Y., appoints Paris & Pearl, New York, to handle advertising of its line of pre-cooked frosted foods. Test campaign which includes radio currently being used in New England.

HAPPINESS TOURS Inc., Chicago, sponsoring Crusade in Europe on WENV-TV (ABC) Chicago for 26 weeks, Sunday, 3:35-4 p.m. (CST) through Engel Adv., same city.

BOSCO, New York (chocolate milk drink), through Robert W. Orr & Assoc., New York, starts advertising campaign using participation programs in following markets: One in New York, one in New Haven and four in Boston.

L'CHAYM KOSHER WINE, Fresno, launches spot campaign, through CVA Corp. in major national markets including New York, Chicago, Milwaukee, San Francisco and Los Angeles. Blow Co., San Francisco, is agency directing campaign.

Network Accounts

GREEN SPOT Inc., Los Angeles (canned orangeade), Feb. 1 renewed for four weeks Tues., Thurs., quarter-hour sponsorship of half-hour Surprise Package on 14 ABC Pacific stations and plans to expand to five quarter-hours weekly on 70 stations in 12 states. Agency: Philip J. Menny Co., Los Angeles.

S. C. JOHNSON & Son, Racine, Wis. (wax) to sponsor Fibber McGee & Molly on TV if March 1 Hollywood audition is favorable. Program would be live in Hollywood, kinescoped in East, starting in September. Agency: Needham, Louis & Brorby, Chicago.


Adpeople

J. HARRY APELER, former southern regional sales manager for Lever Bros., Atlanta, appointed eastern regional sales manager with headquarters in New York; HERMAN L. WIENEKE, formerly Philadelphia division sales manager, succeeds Mr. Apeler in Atlanta, and H. HOWARD YATES, formerly field supervisor in Houston division, becomes Philadelphia division sales manager, following Mr. Wienke.

HOMER REPLOGLE, formerly national sales manager, promoted to newly created position of vice president in charge of trade relations of American Home Foods. LAWRENCE J. SAUERS, eastern regional manager, succeeds Mr. Replogle as national sales manager. EVERETT B. ALLEN, sales control manager, promoted to merchandising manager of American Home Foods.
The Arrowhead Network

WEBC - Duluth-Superior
WISC - Madison
WHLB - Virginia
WEAU - Eau Claire
WJMC - Rice Lake
WMFG - Hibbing

Covering 453,114 Radio Homes in Minnesota and Wisconsin

announces the appointment of

Ra-Tel
REPRESENTATIVES, INC.

as national representatives
effective February, 1950

OFFICES:
NEW YORK, CHICAGO, OKLAHOMA CITY, DALLAS,
ATLANTA, LOS ANGELES, SAN FRANCISCO

St. Paul-Minneapolis Representatives
Bulmer & Johnson

Marlin E. Smythe
National Sales Manager

WEBC
Duluth-Superior
where everyone in radio hangs his hat...

It's symbolic, of course—but it's also true. BROADCASTING-TELECASTING is the common meeting ground of everyone concerned with radio and TV, and it's been that way since back in 1931 when the first issue of BROADCASTING came off the press.

There are a lot of measurements that traditionally gauge the success of a publication. You can apply them, one by one, to the stature of BROADCASTING—and the result is consistently good.

But the one we like best...the one we think makes the most significant sense...is the way BROADCASTING appeals with equal magnetism to all the different groups of people who depend on broadcasting for their livelihood. It's a balanced kind of circulation.

That includes the advertisers themselves, agency account executives, agency time buyers—as well as the men who actually run stations. What's more, BROADCASTING is first choice among the people who control life-blood advertising budgets spent on radio. You can reach them all with a single roll down the BROADCASTING alley.

Figures? Proof? Sure. "First choice among advertisers, agencies, time buyers..." BROADCASTING carries more radio news, features, advertising linage than any other..." "Survey after survey shows..."

Facts—of course. But what they actually mean is a lot more important to you than the comparisons themselves.

They mean that—to influence the really important people who decide what advertising expenditures shall be spent where—you need one and only one publication. It does the whole job.

Yes, BROADCASTING is the name. Everybody hangs his hat there. It's a good place for you to be seen by the people you want for your clients.
FOR DATA DEMONS...

- The largest and oldest publication in its field, with 15,300 weekly paid circulation.

- More paid circulation among radio advertisers and agencies than any competing publication.

- The highest survey-proven readership of all radio trade journals.

- Home subscriptions (in addition to office copies) by key advertiser and agency personnel controlling more than 85% of all national radio expenditures.

- More advertising linage annually than all other radio journals combined.

- An advertising cost—to reach these decision-making advertiser and agency readers—of less than one cent per impression!
SOMETHING more than courage threads the story of Hugh Edward Sandefur's record program on WSON-AM-FM Henderson, Ky. Accolades for an m.c. who knows his music and how to introduce numbers on his show are commonplace. But when the m.c. is, and has been for some time, flat on his back with arthritis, that's another story.

According to General Manager Hecht S. Lackey, Mr. Sandefur has suffered with his affliction for about 15 years. It has left him with his hands free but his body nearly immobile. From his bed Mr. Lackey introduces his platters over a mike that has the goose-neck anchored to a specially built overhead frame. A telephone line connects him with the station. Beside the bed is a power unit and amplifier which steps up the sound that is carried by phone line to WSON's transmitter. At program time, mike cut-out is used to connect Mr. Sandefur with Engineer Mr. Sandefur talks from his bed

"* * *

Vernon Nunn who spins the platters.

While tireless effort is put into this program alone, Mr. Sandefur also composes music and lyrics, plans improvements for his program, answers fan-calls and produces a daily radio column for the Henderson (Ky.) Gleaner and Journal.

* * *

TOM LOSEE's parents wanted him to be a doctor. Tom never got his M.D. but instead followed his own inclinations and ended up with an M.E. after his name—for McCann-Erickson. Account executive on Westinghouse, the Brooklyn-born and Duke-educated Mr. Losee has been with the agency for 14 years.

Tom began his business career with the Abraham Strauss department store in Brooklyn. He advanced to the position of assistant buyer before leaving for a merchandising job with the American Can Co.

In 1936 he joined McCann - Erickson, and a scant year later he was promoted to the post of account executive on the Axton-Fisher account where he helped secure a $400,000 spot campaign.

In 1938, he became account executive for Nujol, Mystol, and Flit which had a million-dollar radio appropriation.

When, in 1944, the agency acquired the Westinghouse business, the tested talents of Mr. Losee were appropriately rewarded and he was named account executive.

That he has merited the authority has been repeatedly illustrated by the success he has achieved with the programs under his guidance. These include the Ted Malone Show, five times weekly on ABC; and one of the most successful prestige programs on television, Studio One, Monday on CBS-TV.

Hundreds of case history letters from distributors describing the potency of Studio One flow across Tom's desk. In fact he estimated, as a result of this response, that Westinghouse can demonstrate its products more effectively in more homes in one week through its TV show than it could in one month in the old manner of store demonstrations.

When McCann-Erickson bought the program for Westinghouse last May it was carried on 15 stations. Today less than a year later, approximately 41 stations are carrying it.

One of radio's most popular executives, Tom Losee was born on July 14, 1912, a twin brother of Wilmot Losee, sales manager of WINS New York. He is married to the former Powers model, Jeanne Grandeman. They have two children, Tom, 9, and Alan, 5. The family lives in West Hempstead, L. I.

Tom's hobbies are tennis, golf and swimming.
Mr. BROADCASTER

HERE'S MONEY IN YOUR POCKETBOOK

Greater Operating Economy
Lower Initial Cost
Longer Life

You save from every angle when you buy and use transmitters employing Eimac tubes. Saving starts with the initial tube cost...you save again every hour you're on the air because of higher tube operating efficiency...and you save still further by staying on the air more hours without service shutdown.

Take as an example of Eimac tube economy the rugged 3X2500F3 triode pictured above. Initial cost is $180.00 each, yet as power amplifiers they will provide 5 kw output per tube...that's lots of watts per dollar cost. The dependability of this tube and its high frequency version (type 3X2500A3) has been proven over many years by thousands of hours of life in AM, FM, and TV service.

These tubes are the nuclei around which modern transmitter circuits have been developed and built.

Let us send your engineering staff complete data on the 3X2500F3 and other Eimac tubes for broadcast service. A letter to us will bring the material by return mail.

EITEL-McCULLOUGH, INC.
San Bruno, California

Follow the Leaders to Eimac TUBES
The Power for R-F

Export Agents: Frazier & Hansen, 301 Clay St., San Francisco, California

February 13, 1950 • Page 15
Mr. Broadcaster:

Each new year has brought improvements in Gates engineering design, many have benefited every broadcaster. Believing staunchly in progress, we firmly believe this latest Gates engineering achievement will provide a new high in quality radio broadcasting and like all engineering progress should be--provide impressive price reduction and of much more importance almost unbelievable operating expense reduction.

Gates Radio Company

FOR THE '50 DECADE
FIVE THOUSAND WATT T

5KW. TUBES ARE NOT COSTLY—

In the Gates BC-5B transmitter plus proof in years of grueling F. M. high frequency service where ruggedness is mandatory. The Eitel-McCullough 3X2500F3 tubes are both modulators and power amplifiers in the new Gates BC-5B.

FIVE KW. BC-5B TRANSMITTER S

Has five R. F. stages with amplifier; four audio stages with Class B modulators. I.F. stage will meet full F. C. C. specifications. Three power supplies. Former and reactor. Input impedance 10,000 ohms. ±1.5 Db. Noise 60 Db. unweighted; Distortion 3%, even better in between. (Dimensions illustrated) 165" by 49". Power and modulation efficiency at 100%
GATES ANNOUNCES A NEW MODERN TRANSMITTER REDUCING OPERATING EXPENSE

There is no investment in power tube cooling radiators and about one-half ordinary investment in spare tubes. With one major blower — less motors to maintain and consume current. Lower plate voltage (5000 volts compared to the usual 8000) means reduction of insulation problems and greater immunity to breakdowns and costly part replacements. Power factor at 5KW. is 90%.

And performance — thoriated tungsten power tube filaments provide consistent 60 Db. or better noise reduction while tube and component adjuncts contribute naturally to lower distortion, especially at higher frequencies.

A NEW HIGH IN — PERFORMANCE — QUALITY — ECONOMY — GATES BC-5B

Say Men! — that puts 5 kw. operating expense almost in the 1 kw. class.

COMPANY

GATES RADIO COMPANY
2700 POLK AVE.
TEL. ATWOOD 9056

HOUSTON

CANADA

GATES RADIO COMPANY
2700 POLK AVE.
TEL. ATWOOD 9056

CANADIAN MARCONI COMPANY
MARCONI BLDG., MONTREAL, QUE.
TEL. ATLANTIC 9441

S.A.
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

WPTF

AND NORTH CAROLINA'S No. 1 SALESMAN IS

50,000 WATTS 680 KC NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
JUDGE IS BOSS

By SOL TAIHOFF

IN A NONE too tranquil atmosphere, the NAB Board of Directors’ meeting at Chandler, Ariz., last week handed to President Justin Miller plenary powers to run the association and to hire and fire virtually as he sees fit.

The calling of all operating functions to a general manager was one of the major items on the board’s agenda. The board authorized the appointment of a general manager to whom all staff directors would report. The No. 2 executive would serve exclusively in Washington headquarters and direct the business affairs of the organization.

The board itself is to name a committee from its membership to advise in selection of the general manager whose appointment must have board confirmation.

Also to be appointed is a field representative whose duties generally will relate to new membership and membership service.

No Names Mentioned

There were no names mentioned for the post of general manager. Whether President Miller would go outside the present NAB staff was not indicated. The post, it was conjectured, would pay from $17,500 to $25,000 per annum. A. D. (Jess) Willard Jr., who retired as executive vice president last July and who now is president of WGAC, Augusta, Ga., was paid $25,000.

Creation of the new post came after a proposal for an appointment of an executive committee of the board was tabled. The Structure and Finance Committees met in special session Thursday night to evolve the final plan, ratified by the full board the following morning.

The plan contemplates assignment of all operating functions to the general manager, with President Miller to direct policy and to serve as radio’s spokesman. But the general manager would report to the president, not the board.

Action climax ed a three-day session at which there was an evident涌court as to the manner in which NAB affairs have been conducted in recent months. In giving Judge Miller a “blank check” the board approved the recommendations not only of the Judge himself, but of the Structure Committee headed by Clair R. McCollough, president of the Stein

FREE TIME REVOLT

By ED JAMES

(See Editorial page 40)

STATIONS throughout the country were in revolt last week against further donations of free time to organizations conducting paid advertising campaigns in other media.

The sharp station reaction was provoked by word that radio had been excluded from advertising appropriations for Army and Air Force recruiting in the first half of 1950 [BROADCASTING, Feb. 6]. Although Grant Advertising, Chicago agency now handling the Army account, advised BROADCASTING that radio would get a large share of the budget beginning in July, the fact that no radio time was included in the Army’s national advertising plans until then was enough to encourage some stations to suspend Army programs and announcements they had been carrying gratis.

It was believed likely that the Army incident would serve as an agent for the crystallization of widespread action by stations on the entire subject of the abuse of radio’s historic willingness to donate its time to public service causes.

This subject was one of national interest among broadcasters because evident a fortnight ago when the NAB Unaffiliated Stations Committee adopted a resolution calling upon the NAB board to review the entire problem of free time [BROADCASTING, Feb. 6].

Protests to Grant

The revolt of stations against the discriminatory practice followed by organizations that solicit time from radio while buying space in other media was manifest in several ways.

Many stations protested to Grant Advertising and, on a perhaps more immediate responsive front, to their Congressmen. The exact volume of such correspondence was not disclosed, but it was known to be considerable.

Some stations reported they had cancelled all further Army shows and announcements pending the restoration of radio to the national advertising appropriation.

Broadcast Advertising Bureau and national station representatives were keeping stations advised on the Army issue, and BAB has planned talks with the Army.

The protests to Grant Advertising were of no more than academic significance insofar as the Army/Air Force budget for the first half of 1950 was concerned. The exclusion of radio from those funds, it was learned, was made when the Army account was being handled by Grant’s predecessor, Gardner

(Continued on page 75)
LEVER MULLS
Bob Hope Tape Request

LEVER Bros. executives, Bob Hope and his manager, Jimmy Saphier, met in New York last week to settle three problems: (1) taping of the Hope show, (2) renewal of the Hope contract and (3) clearance from Lever Bros. to tape a daytime disc jockey show for another advertiser, Borden Co.

Charles L. Luckman, former president of Lever Bros., had turned down Mr. Hope's requests to tape the program, but the comedian is understood to feel that the new management might be persuaded to allow him the tape.

The renewal date for the contract between the company and Mr. Hope is understood to be late this month.

Borden Co. through its agency, Kenyon & Eckhardt, New York, has offered Mr. Hope a five times weekly recorded disc jockey show, for a daytime broadcast. Mr. Hope is said to be ready to sign the Borden contract if clearance from Lever Bros. is forthcoming.

At week's end the Lever Bros. executives had not yet announced their decision.

Meanwhile, however, the company had notified one of its agencies, J. Walter Thompson, to drop sponsorship of its television show, The Clock, on NBC-TV, effective March 29. This marks the first cancellation of advertising for the company since the recent resignation of its president, Mr. Luckman.

The Ilka Chase TV show announced earlier as in the negotiation stage will start however in mid-March on CBS-TV for a Lever Bros. product, Harriet Hubbard Ayer.

FREQUENCY STUDY
Truman Not to Name Board

PRESIDENT TRUMAN does not plan to appoint a board to study use of radio frequencies, particularly among governmental agencies, he said at his Thursday news conference.

Asked if such a plan was in the works, he said he hadn't thought about the subject. The government already has a board (Interdepartmental Radio Advisory Committee) to deal with this problem, he added, explaining that he didn't see any need for a new committee.

Miller Is Chairman

NAB PRESIDENT JUSTIN Miller has assumed chairmanship of the Radio Committee of the Citizens Committee for the Hoover Report, according to Mr. L. Johnson, national chairman and president of Temple U. Judge Miller said he was heartily in sympathy with the aims of the committee, added that it was the purpose of America a priceless chance to understand the complex problems of their government.

Mr. Warren, Mr. Stevens, Mr. Gannon, Mr. Norman

NAB TV Shift

SALES and program staffs of NBC's New York stations, WNBC and WNTB (TV), were split last week into radio and television entities [CLOSED CIRCUIT, Feb. 6].

The separated sales staffs were placed under a single director of sales.

Appointed to that post was Donald A. Norman, former assistant manager of the integrated stations.

Coincident with the announcement of Mr. Norman's new job, the resignation of John C. Warren, sales manager of both WNBC and WNTB (TV), was announced. Mr. Warren will devote full time to his own business, the J. C. Warren Corp., New York, engaged in development and manufacture of magnetic recording devices.

Reporting to Mr. Norman, in addition to the separate radio and television sales staffs, will be Murry Harris, director of advertising and promotion—an integrated service.

Stevens Appointment

The appointment of George C. Stevens, former traffic and sales service director, as controller for both radio and television, was also announced. Mr. Stevens will take charge of the stations' finances, office service and personnel functions under a new cost accounting system being adopted by all NBC owned-and-operated stations.

Press, public affairs and news departments of both stations remain integrated under the direction of Schuyler Chapin, Hay Heltin, news and special events supervisor, and Wini Schafer, press representative, will report to Mr. Chapin.

Harvey J. Gannon continues as program manager of WNBC with the newly separated radio program department under his direction. Reporting to Mr. Gannon will be Earl Harder, radio operations supervisor; Clay Daniel, radio production supervisor; Thomas J. Page, director of television engineering; and Joseph Rothenberger, AM continuity assistant.

A new television program department has been created under John H. Reber Jr., continuing as WNBT program manager. Catharine Clarke, television operations supervisor, and Raymond Johnson, television continuity assistant, report to Mr. Reber.

The appointments were announced by Thomas B. McFadden, manager of both stations.

Ryan To SCBA Board

WILLIAM B. RYAN, general manager of KFI-AM-TV Los Angeles, has been elected to the board of directors of the Southern California Broadcasters Assn. He fills the unexpired term of Harry Witt who resigned, leaving the radio industry to become vice president of Harry Korn Co. Beverly Hills real estate, property management and insurance firm. [BROADCASTING, Jan. 30]. Term runs until June 1. A former NAB district director, Mr. Ryan currently is chairman of NAB Broadcast Advertising Committee.

First 15 Pacific Hooparters—January 1950

| Program          | No. of Stations | Sponsor & Agency       | Hooper       | Year Ago Hooper | Score-Pos.
|------------------|-----------------|------------------------|--------------|-----------------|------------
| Jack Benny (CBS) | 6               | American Tobacco (BD&D)| 42.7         | 39.0            | -3.7 1     |
| Charlie McCarthy (CBS) | 7        | Coca-Cola (A&J)     | 26.4         | 26.0            | +0.6      |
| Bing Crosby (CBS) | 6               | L. G. & Myers (B&W)   | 24.7         | 24.0            | +0.7      |
| Fibber McGee & Molly (ABC) | 6     | S. C. Johnson & Son (NL&B) | 24.7 | 24.0 | +0.7      |
| Heights Challis (2 mos.) (ABC) | 6 | William R. Worner (K&E) | 24.5 | 30.2 | -5.7 2 |
| Bob Hope (NBC)  | 6               | Lever Bros. (BD&D, BD&D Adv.), (WT, LC, Al, Aver, Surf) | 20.9 | 25.7 | -4.8 5    |
| People Are Funny (NBC) | 6      | B. & W Tobacco (BD&D) | 25.7 | 25.7 | -0.0 0     |
| Radio Theatre (CBS) | 6       | Lever Bros. (W&T)    | 30.6         | 32.6            | -2.0 7     |
| Red Skelton (CBS) | 3               | P. & G (SBD and sending) | 30.2 | 33.5 | -3.7 7     |
| Harry Allen (CBS) | 6               | ABC (W& Et)          | 19.3         | 16.7            | -2.6 5     |
| Big Town (NBC)   | 6               | Lever Bros. (BD&D)    | 31.5         | 18.0            | -13.5 8    |
| My Favorite Wife (NBC) | 6    | Peppermint (FCA)    | 18.6         | 12.0            | -6.5 0     |
| Our Miss Brooks (CBS) | 6   | Packard-Bell, Ent. (FCA) | 18.6 | 12.0 | -6.5 0     |
| Grinchman (CBS)  | 6               | Calphoon-Flem-Peet-Pearl (Bates) | 18.4 | 19.4 | -1.0 6     |
| Mr. District Attorney (NBC) | 6 | Goodyear (BD&D)     | 17.9         | 16.9            | +1.0 16    |

PACKARD SPOTS
Starts Five Week 'Blitz'

PACKARD Motor Car Co. announced today (Monday) a five-week "blitz" radio spot campaign on 130 stations covering some 300 dealer cities. The company said the total expenditure probably will exceed the estimated $250,000 cost as dealers themselves support the drive locally.

Announcements include two 15-second spots to focus attention on Packard's "low price story" and three others have been distributed, for possible dealer's sponsorship on local stations. Hugh W. Hitchcock, Packard director of advertising, explained.

Transcriptions are tailored to regional tastes, with some announcements designed for listeners in northern localities and others produced primarily for southern and Pacific Coast audiences, Mr. Hitchcock said.

Top-flight talent is heard on the commercials, which have been distributed nationally through the Detroit office of Young & Rubicam Inc.

NEUBERT TO NBC
Heads Merchandising Unit

H. NORMAN NEUBERT, public relations manager of R. H. Macy & Co., New York, since 1943, has joined NBC to organize and supervise a merchandising department for the network's six radio and five television owned and operated stations.

Mr. Neubert will assume his new duties March 1, according to James M. Gaines, director of NBC O&O stations, who made the announcement last week. He will set up a merchandising program for the 11 stations.

Prior to 1948, Mr. Neubert was divisional advertising manager of Macy's men's store for a year and before that an account executive with Morton Freund Advertising Agency. Mr. Neubert is chairman of the public relations committee of the National Retail Dry Goods Assn., and is a member of the New York Sales Executive Club.

Affiliate Suit

ATTORNEYS for Salt River Valley Broadcasting Co. won a continuance against CBS through March 7 Thursday in Chicago's Federal District Court [BROADCASTING, Feb. 6]. Firm of Damon, Hayes, White & Hoban asked the court for another time extension to answer a brief filed by CBS in a case involving a complaint by the firm on Feb. 6. Salt River Valley, licensee of KOY Phoenix and affiliated in ownership with KTUC Tucson, last November brought the complaint against CBS, charging affiliation to KOPO Tucson and KOOL Phoenix was without proper notice.

Page 20 • February 13, 1950
CUBAN SHUFFLE

APPOINTMENT of a new top-level slate of communications officials in Cuba delayed U. S.-Cuban negotiations on NARBA assignments again last week, but revived U. S. optimism for a successful outcome.

President Carlos Prio Socarras announced the appointments in a Feb. 3 broadcast, one week after the surprise resignation of Communications Minister Arturo Ilas and the selection of Carlos Maris- tany as acting minister [BROADCASTING, Feb. 6].

The appointments: Sergio Clark, a former minister of communications, was returned to that post.

Dr. Jose R. Gutierrez, head of the Cuban delegation to the NARBA conference at Montreal last fall, was appointed deputy minister.

Guillermo Morales, formerly inspector general of radio, was named director of communications. Martinez, appointed as minister, was made inspector general of radio.

Favorable Reaction

News of the appointments brought a generally favorable reaction in U. S. broadcasting quarters. It was greeted as an antidote for dampened spirits occasioned by the resignation of Mr. Ilas and the temporary appointment of Mr. Maristany, chairman of the 1946 Cuban delegation which won substantial NARBA concessions.

Mr. Maristany, it was reported, plans to run for election to the Cuban Congress from the Province of Matanzas.

Mr. Clark, the new minister, is described as an able executive who is generally respected by U. S. broadcasters. He was minister in 1946, before the NARBA conference of that year was held.

With the shakeup among radio officials, the negotiations between U. S. and Cuban delegates with respect to NARBA assignments was further delayed. Slated to open Feb. 1, the discussions had been delayed during the first week by the resignation of Mr. Ilas.

Authorities were hopeful late last week that the conferences could get into full swing and begin to show progress in the near future. Purpose of the sessions is to reach agreement on Cuban and U. S. channel rights. Differences on this score forced the current recess in the full NARBA conference last December when the U. S. rejected Cuban demands as being too far-reaching.

The full conference is to resume in the U. S. at some time between April 1 and Sept. 1. Mexico, which has not yet agreed to and is now, has indicated a willingness to join the sessions if she is given time to prepare, which would indicate a resumption nearer Sept. 1 [CLOSED CIRCUIT].

Meanwhile, FCC Commissioner Rosel H. Hyde, chairman of the U. S. delegation to Havana, and his colleagues were treated to a detailed exposition of Cuba’s NARBA position by Dr. Nicholas Men- doza, former director of radio.

In a full-page article titled “NARBA, or The Case of the Dog in the Manger,” which appeared in the Havana Post of Feb. 3, Dr. Mendoza said: “Since technical progress has not eliminated interference, Cuba proposes to retain the Sovereign Rights to use all channels, and insists on the conclusion of a Regional Agreement that will reduce interference to a minimum.”

Failure Cited

Calling attention to U. S. failure to decide the long-pending clear-channel case, he asserted: “... while indecision reigns, the dog in the manger neither assimiates, nor allows Cuba to munch at them.”

Dr. Mendoza charged that the old NARBA’s 650 mile rule “was nothing more than a clever subterfuge” to keep Cuba from using U. S. channels.

He summed up Cuba’s attitude toward U. S. clear channels as follows:

... Cuba will respect adequate protection for the U. S. station’s effective service area of today, in conformity with principles of good engineering, and as regulated by the Atlantic City Radio Regulations, but will simultaneously use their identical channels in Cuba, even if that implies placing a useful signal in Florida, because the stipulation not to use those channels was a self-imposed limitation valid only during the term of the contract, and NARBA’s extension has expired.

Will Cuba agree to accept similar limitations as some of the old clear channels? Without a doubt, the answer is YES! Provided: That it finds it reasonable; that in so doing, it obtains guarantees that it can satisfy its broadcasting needs; that it arrives at that conclusion freely; and this can be achieved only across a conference table where the ebh and flow of give and take may seek its level in balanced compromise.

Dr. Mendoza, who was one of the leaders in the original NARBA movement, said that since NARBA expired last March 29 “Cuba has not grabbed or assaulted the property of any other nation, nor of any of its citizens.” Cuba has, he said, “made use, and is determined to continue making use of those facilities it needs.”

Warning Sounded

He sounded an implied warning that Cuban demands now may be even farther reaching than those of the past. He noted that the requests Cuba made in 1940, 1946, and in 1947 all fell short of those made at Montreal last fall.

He said AM channel demands have virtually reached their peak for the U. S. FCC will now need at least 10 years to reach a similar peak. From now on, while pressure for new facilities in the standard band will tend to decrease in the USA, the same pressure will continue increasing in Cuba.”

STATION CONTRACTS

THE SUPREME COURT made clear that a license FCC has granted to a broadcaster is an act in trust for the public that has a right to meddle with the rights granted in contracts between radio stations and others.

The Commission’s disapproval of a contract, the court held, does not in itself invalidate the contract.

The ruling came in a 7-0 decision upholding an award to Southern Broadcasting Stations Inc., in its suit against the Georgia School of Technology (WGST Atlanta) for recovery under a contract which FCC banned [BROADCASTING, June 13, Dec. 12, 1949].

In an opinion which also questioned FCC’s handling of the case, Justice Stanley F. Reed wrote for the court:

... Under the present statute, the Commission does not exercise any power over contracts, even if such contracts are a matter of public concern. When the Commission decided to consider our contention, it was the Commission itself that was to act within the scope of its licensing power, i.e., to grant or deny the license in the light of the situation of the applicant.

It could be insisted that the applicant change its situation before it was granted a license, or that it be granted a license at an immediate bankruptcy court to change that situation for the applicant. The public interest, after all, is in the effective use of the available channels, and only to that extent in what particular applicant receives a license.

The Commission has said frequently that controversies as to rights between licensees and others are outside the ambit of its powers. We do not read the Communications Act to give authority to the Commission to determine the validity of contracts between licensees and others.

“The Commission may impose on an applicant conditions which it must meet before it will be granted a license,” the opinion said at another point, “but the imposition of the conditions cannot directly affect the applicant’s responsibilities to a third party dealing with the applicant.”

‘Hard Choice’

The Court recognized the “hard choice” which required FCC to condone violations of its rules by approving the license application, or else “deprive the public of the advantage of a station under the management of the [school’s] Board of Regents.”

FCC legal authorities denied the ruling would affect FCC’s famed Port Huron decision or other policy regulations, including relatively new rules banning station sales in which time is reserved as part of the sale. Sales are illegal.

They pointed out that the Supreme Court’s decision leaves WGST in the same position which FCC in its decision had tried to avoid—that is, faced with liability under a contract which the Commission feared would endanger its financial stability.

The contract, drawn up in 1943 to replace a management agreement to which FCC had objected, provided for a sale to and operation by Georgia Tech to buy out the management group, Southern Broad- (Continued on page 78)
By FLORENCE SMALL

The Pacific Coast Borax Co., Los Angeles, spends half a million dollars a year on advertising, and for 20 years its every appropriation has been channeled into radio.

For two decades the company has relied exclusively on radio to sell its products, 20 Mule Team Borax and Boraxo. Recent sales data reveals that radio has responded yeomanly to the trust, doubling the already prodigious sales of the products since 1940.

For the past five years the destiny of the account has ridden high on the stalwart shoulders of The Sheriff, an action-packed western program heard on ABC Friday, 9:30-9:55 p.m.

But for all his derring-do, The Sheriff—all man and two yards high—owes his existence, as well as a great measure of sales success, to a woman. That woman is Mrs. Dorothy McCann, vice-president of McCann-Erickson.

Mrs. McCann’s first affiliation with the Borax account dates back to 1930 and marked a significant sign post in the productional development of radio itself.

Dramatic Shows Then Were New to Radio

Most of the radio programs of that day were musical shows. There were only one or two dramatic offerings on the air. One of them was Real Folks, sponsored by the Cheesbrough Mfg. Co. (who now sponsors Dr. Christian), Real Folks was Mrs. McCann’s first radio production, started in 1928. Its mushrooming success led the McCann-Erickson agency to recommend to the Pacific Coast Borax Co. that it embark on the new dramatic form to sell its products.

Show Runs Continuously From 1930 to 1944

In spite of the deep rooted feeling in the radio industry that the audience would not understand drama which they could only hear and not see, the Pacific Coast Borax Co. had the vision to realize that radio drama could become the most basic entertainment of all. And so a new dramatic radio show Death Valley Days, was launched. Depicting stories of the Old West in the region where borax was mined, the show was inaugurated on Sept. 30, 1930, on NBC.

It rapidly became one of the favorite listening periods on the air, bringing a new breadth and romantic flavor to radio. Continuing unbrokenly to 1944, the program was heard for the latter three years on CBS.

In 1944, however, the program, which in a sense set a pattern for modernity, was itself supplanted by a more modern program, Seeking to retain the feel of the West while adding the extra allure of mystery, Mrs. McCann conceived the idea for The Sheriff. It was an immediate success; old listeners remained and new ones were added. And most significantly, sales of 20 Mule Team Borax and Boraxo continued to build.

The program has a consistent Hooper rating of 9 or over and is considered by the network to be one of its anchor shows for Friday night programming. The role of the Sheriff is played by Don Briggs. His girl-friend, Jan Thackeray, is portrayed by Helen Claire. His consultant on psychology, the Professor, is played by William Podmore.

History of Borax Co.
Is Drama Itself

Hardly less enthralling than one of its dramatic presentations is the history of the Pacific Coast Borax Co. itself. That history actually
The chairman used a pair of disenchanted but hospitable gold seekers.
Their midst was warded by the loitering, shoestring prospector whose operations were conducted in aisen mania.
Eagerly, he joined the chase, cursing the disappointment he felt when he arrived at the camp of the two men.

As the journey continued, the prospector observed the death of the borax as a mineral, and he was determined to bring it to life.

Borax, the story goes, was discovered in the 19th century by prospector Winters. He was a man of vision, and he recognized the potential of the mineral.

He was joined by his wife, Rosie, who was a chemist and a inventor. Together, they developed a new method to refine borax, making it suitable for use in household products.

The company, now known as Pacific Coast Borax Co., was founded in 1910.

Today, the company continues to produce borax and other minerals, and it is a major player in the industry. The company's headquarters are located in Los Angeles, and it has mining operations in Nevada and California.

The story of Pacific Coast Borax Co. is one of perseverance and innovation, and it is a testament to the power of human ingenuity.

The company's story is a reminder that sometimes, the most difficult obstacles can be overcome with determination and hard work.

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WDSU CHANGES

AM-TV Programming Divided

DIVISION of the WDSU Broadcasting Services' radio and television program departments into two separate operational entities was announced last week by Robert D. Swezev, general manager of the New Orleans outlets.

Mr. Swezev said managers were appointed for each media after the WDSU plans board concluded that executive personnel would be unable to divide their duties and obtain maximum results.

Stan Holiday, appointed radio program manager, also will serve in an advisory capacity to television. Ray Rich has been appointed television program manager and will be available in an advisory capacity to radio. Television operation will be handled by Carl Junker. Mr. Swezev also announced the appointment of Leroy Laudermaun as musical director.

Other Changes

The musical department under Mr. Laudermaun, sports and special events under Mel Leavitt and women's programs under newly appointed Joyce Smith will continue to function interchangeably between radio and TV, Mr. Swezev stated.

Time sales for radio and television will continue to be handled by one department but the station is contemplating the establishment of separate sales forces for each medium, Mr. Swezev added.

Mr. Rich

Mr. Holiday

WCLP PURCHASE

WJLK Bids For Ownership

ACQUISITION of WCAP-AM-FM Asbury Park, N. J., by WJLK(FM) there was announced last week by Mr. Swezev, WJLK manager. Consideration is understood to be in excess of $50,000. Formal application for FCC approval is in preparation.

WJLK, owned by the Asbury Park Press, began operations on 94.3 mc with 1 kw two years ago. WCAP, assigned 250 w on 1310 kc, was established there in 1927 and since 1945 has been owned by the Charms Candy Co. WJLK and WCAP are to be combined under WJLK call letters. The WCAP-FM operation on 107.1 mc would be dropped. Headquarters for the operation will continue in the Asbury Park Press Bldg.

"Due to technical difficulties beyond our control, the program 'Precocious Prodigies' will NOT be heard at this time."

TRANSIT RADIO LEGAL? Suit Filed In D. C.

FIRST step was taken in testing the legality of transit broadcasting, in at least one city, with the filing of a suit in Federal District Court in Washington, D. C., on Feb. 8.

Opponents of radio-equipped vehicles in Washington also looked for results in Congress. A bill (HR 7150) introduced Feb. 6 in the House by Rep. Walter Norblad (R-Ore.) and referred to the House District Committee, would prohibit "commercially sponsored radio broadcasts on streetcars and buses in the District of Columbia." A fine of $1,000 would be imposed upon a company for each day it continued to violate the law.

At the U. S. court in Washington, a bill of complaint seeks a permanent injunction against Capital Transit Co. (WWDC-FM Washington provides broadcasting services) to bar operation of any form of broadcasting in its vehicles. The suit was filed by Hector G. Spaulding, of the law firm of Spaulding & Reiter, Washington (BROADCASTING, Feb. 6). Mr. Spaulding is legal counsel for the Transit Riders Assn.

Meanwhile, a decision is awaited on another maneuver by the association and Washington Attorneys Guy Martin and Franklyn Pollak—appeal for a rehearing before the Public Utilities Commission which ruled transit radio "not inconsistent with public convenience, comfort and safety."

Mr. Spaulding told BROADCASTING the complaint would be carried to the Supreme Court if necessary." He added, however, that the injunction request would be dropped should the commission "modify or rescind its action." Date for the opening of argument has not yet been set.

The complaint read in part:

"Through the operation of these installations defendant violates its public and contractual duty to transport its patrons, including plaintiff's members, quietly; it infringes on their privacy; it restricts their freedom of thought; it seeks to make an unlawful and unconscionable income out of their helpless position by selling to advertisers the opportunity thus to commit aural aggression upon them; it violates also its duty as a common carrier not to interfere with the free exercise of their faculties by a significant number of riders, which may lessen their efficiency and even endanger their health."

WCB ON AIR

Akre Daytime Starts

WCB Akron, Ohio new 1 kw station during daytime on 1510 kc. made its debut yesterday (Feb. 12). Programming of the independent outlet features children and women's shows, "difficult" music library and local civic and social news. Tim Elliot, station manager has announced.

Mr. Elliot

CHICAGO DISPUTE

Mediation Effort Seen

CHICAGO office of the Federal Conciliation and Mediation Service is expected this week to call a meeting of management from WHFC Cleero and WSBC-WXRT (FM) Chicago on complaint of International Brotherhood of Electrical Workers (IBEW), Local 1220. The union is seeking wage increases for six engineers at each station as an aftermath of salary gains from four other Chicago stations where it has jurisdiction.

Local 1220 seeks mediation after a unanimous strike vote by card holders at WSBC and its FM affiliate, WXRT. Robert Miller, station manager, was notified last week of the intention to strike, 30-day notice of which was given to the federal board. Congressman Richard W. Hoffman, owner of WHFC, also has been informed officially of the union wage demands.

BMI CLINIC

Pacific Coast Sessions Set

FIRST Pacific Coast BMI program directors and librarians' clinic will be held at KHIJ Hollywood studio on Wednesday (Feb. 15). Approximately 200 persons are expected to attend.

Robert J. Burton, BMI New York vice president in charge of publisher relations, as principal speaker will discuss "Application of Copyright Law in Broadcasting". Calvin J. Smith, vice president and general manager of KFAC Los Angeles and NAB 16th District director, will tell of the "Importance of a Clinic at Press Level." Other speakers and their subjects are as follows: Carl Brewster, KFVD, "Building Station Personality Through Programming"; Charles Clifton, KKRD, "Programming for the Listener"; Carlton Adair, KJH, "Importance of Program Content and Sequence"; Robert Brown, KNBH (TV) "TV Versus AM and TV Programming Problems." Discjockey session will be participated in by Al Poska KFI; Bill Anson, KFBW; Tom Hanlon, KNX; Bob McLaughlin KFI. All stations are in Los Angeles.

"Who Licenses What Tune?" will be discussed at music clearance roundtable. Participants include Alec Petry, WABC; Marty Hubbell, ABC; Robert Shepherd, KJH; Anne Brenton, CBS; Charles Hamilton KFI.

Participating in librarians' panel and discussion are Norm Barnett KGFJ Los Angeles; Dale Babcock KJF; Nancy Basche, KNX; Edith Kent, KFAC; Jerry Sylvilrrud KMPC; Jane Russell, KFBR.

Glenn Dolberg, BMI West Coast field representative, is to preside over the all-day sessions.

Page 24  February 13, 1950

BROADCASTING  Telecasting
Radio Rallies Again

FOR

THE MARCH OF DIMES

12-year old Connie Lawier, a polio victim, beside coins contributed to the drive (see RENT Des Moines, item in this story).

13-year old Gene Wilkey "eats his hat." 

The entire broadcasting industry this year again formed a solid front as battle lines were drawn in the annual fight against infantile paralysis. The March of Dimes campaign well as the many associated drives to support the anti-polio cause, received the support of all phases of AM, FM and TV broadcasting.

AM and television networks set the pace with special efforts. CBS's opening rally from New York's City Hall featured network's Arthur Godfrey as host to many civic and entertainment personalities while similar boost was given drive via CBS' television network. ABC likewise spared no talent on America Salutes Franklin D. Roosevelt's Birthday feature while NBC-TV sent Hoody Doody to conduct mass public school rally in New York. DuMont TV network staged two-hour star-studded show from Adelphia Theatre with models manning phones to accept contributions.

Program Ideas Abound

On the home town front, local stations across the nation sparked the campaign with personalities, special programs, auctions and other promotion gimmicks typical of radio's past performance in all-out drives.

Here's a cross-section of radio's public service effort, excerpted from the innumerable reports reaching Broadcasting during the drive and its aftermath. The final resume shows:

WLAD: In Danbury, Conn., WLAD played a leading role in the March of Dimes. Danbury, "the hat center of the world," was chosen to open the broadcast from a 50-ft. Mile of Dimes stand erected on a sidewalk in the heart of Hartford's shopping district.

WHOM: In cooperation with the anti-polio campaign, WHOM New York prepared a series of special reports concerning that were made available free of charge to all stations broadcasting in the Italian language. Ferruccio Tagliavini, Metropolitan Opera tenor, was featured on the transmissions.

WICH: In Norwich, Conn., Sportscaster Mel Allen officially opened the New London County polio campaign at an open sports show at the town hall. Brought to Norwich by the Elks, Mr. Allen also made special radio recordings for WICH which remained on the air 24 hours a day until $5,000 was raised.

WCCO: Sixteen WCCO Minneapolis personalities participated in an "all-out" effort to raise funds for the polio campaign through the "Iron Lung Baby" contest to give little David William Wells a new and additional middle name. David was born last November; his mother has been an iron lung patient in a Minneapolis hospital since September. Prizes amounting to $16,500, including $5,000 in cash and five automobiles, were awarded before the contest closed. General Sales Manager Gene Wilkey had sworn he'd "eat his hat" if the entries in this year's contest exceeded the 1949 record. When incomplete returns reached 146,000—a healthy 12,000 more than the 1949 record—General Manager Fred Kelly ordered the hat delivered to Mr. Wilkey's office. Mr. Wilkey was happy to coincide.

WEIM: Over 500 telephone calls and more than $1,000 in March of Dimes pledges were accepted by Dave Rodman,塑胶 Manager. Weiman ordered his regular Rhythm with Rodman broadcasts over WEIM Fitchburg, Mass., to that cause.

KCRC: A two-and-one-half hour broadcast over KCRC-AM-FM Enid, Okla., brought in nearly $2,700 donated by listeners during a telephone request show. Mayor Herbert Barnett made a special plea for contributions. A local cafe was the high bidder for a cake which the restaurant sold slice by slice the following day with all proceeds going to the campaign.

KHTF: In Houston, KHTF's new studios were the scene of the city's radio March of Dimes drive. Program Director Ted Nahors led the Giant Jamboree to a $23,000 success. The all-star show included a cross-section of the area's talent. Highlight was the tender of a $20,000 check by H. R. Cullen, Houston philanthropist.

KIND: A four-hour broadcast of live talent aired by KIND gave a boost to the March of Dimes campaign in Independence, Kan. Performers from southeastern Kansas and northeastern Oklahoma donated their services in return for contributions accepted by telephone and collected by members of the Business and Professional Women's Club, sponsors of the local drive.

WLAN: The entire staff of WLAN Lancaster, Pa., joined in giving a March of Dimes party during the local fund drive. Starting at 11:15 p.m., listeners were requested to telephone re-

(Continued on page 31)
IN POPULARITY BY
Every TV-SURVEY
Sunday thru Saturday
WCPO-TV
C. E. HOOPER
6:00 pm-10:30 pm Nov.-Dec.
Latest

WCPO-TV
TV Station 'B'
TV Station 'C'

54.3% 31.5% 14.2%

PULSE (January)
6:00 pm - Midnight
48.7% 27.0% 24.3%

VIDEODEX (January)
6:00 pm - Midnight
46.7% 36.5% 16.8%

WEWS, Cleveland is another Scripps-Howard TV station - 1st in the market.

EXCISE TAXES
Hearing Planned for Feb. 15
(Also see story TELECASTING)

HEARINGS on excise taxes revision are scheduled tentatively this Wednesday (Feb. 15) by the House Ways and Means Committee. Agenda calls for five days of hearings on all phases of excise tax proposals, including the Administration's request of a levy on TV receivers [BROADCASTING, Feb. 6], a committee spokesman said Thursday.

The committee acknowledged that some requests to testify from objects to the TV tax have been received.

The House committee plans detailed hearings on the entire question of tax revision to continue possibly as long as two months. An executive session then will be held to prepare a committee bill, embodying all excise tax proposals, which is expected to be introduced by Committee Chairman Robert L. Doughton (D-N.C.).

WKY Affiliation

WKY Oklahoma City has been planned to be a new building at house studios and offices, is an NBC affiliate. WKY was incorrectly listed as an ABC affiliate in BROADCASTING, Jan. 30. KTOK is the ABC affiliate in Oklahoma City.

MUTUAL executives met the Chief Executive when board members visited the White House on Feb. 3 [BROADCASTING, Feb. 6]. They are (l to r): James E. Wallen, treasurer, MBS; Emmanuel Donnelt, counsel, MBS; J. R. Poppole, WOR New York; Lewis Allen Weiss, Don Lee; H. K. Carpenter, WHK Cleveland; Sterling Graham, WHK and Cleveland Plain Dealer; Benedict Gimbel Jr., WIP Philadelphia; Theodore C. Streibert, WOR, and MBS board chairman; President Truman; Frank K. White, president, MBS; Ray Fiske, auditor, WIP; Gordon Gray, WIP and J. E. (Ted) Campeau, CKLW Detroit.

FOREIGN LANGUAGE 12 Stations Form Network

ORGANIZATION of the Foreign Language Quality Network, comprising some 12 affiliate stations in major cities, is now completed, Claude Barreux, general manager of the network, announced last week.

Network headquarters are at 70 E. 45th St., New York City.

Appointment of Irving Collin, former sales manager of WLIR New York and assistant sales manager of WHOM Jersey City, N. J., as sales manager of the network also was announced. Mr. Collin, a co-founder of SESAC, has had 15 years experience in foreign language broadcasting.

FLQN plans to aid national and regional advertisers and their agencies in reaching station audi- 

cences, particularly those in Italian and Polish markets. Network will offer data on these markets and information on new programs, as well as on established features. Time availabilities, combination rates and other material also will be obtainable, Mr. Barrere said.

Network stated that it already had made two sales, one to a toy distributor, the other to Trans World Airlines, through BBDO.

FCC Actions

TOTAL of three new AM stations and improved facilities for an existing outlet granted by FCC last week in final decisions and routine actions. Initial decisions favoring grant of another new AM outlet and better assignments of three existing stations also reported. Eight outlets granted transfers. Details of these and other actions may be found in FCC Roundup on page 88 and Actions of the FCC beginning on page 86.

PASADENA SHIFT

Feb. 16 Set for Shuffle

RADIO ACTIVITY involving birth, death, and change of residence will be in full swing in Pasadena, Calif., this Thursday (Feb. 16) when KALI goes on the air, KAGH goes off, and KWKW takes over KAGH facilities.

KALI, new 1 kw AM station, goes on the air at 5 p.m. that day, operating daytime only on 1430 kc. Owner is John H. Poole, who also owns KSMA Santa Maria, Calif., and ultra-high frequency experimental television station KM-2XAZ Long Beach.

Aubrey Ison, former general manager of KAGH, will act in that capacity for the new station. Several other KAGH staff members also will be retained by KALI, including Allen Berg, program director, and Rowland Gibbs, sports director. Joe Thompson, former NBC director and assistant manager of Hollywood office, Sullivan, Stauffer, Colwell & Bayes, joins station program department. Station has offices and studios at 425 E. Green St.

KWKW, 1 kw station owned by Southern California Broadcasting Co., which purchased KAGH and KARS (FM) facilities, goes on the air at same time on the former KAGH channel at 1300 kc operating on a full-time basis for the first time. Station will operate FM facility as KKKW-FM. William J. Beaton is general manager of the station. Dick McGarver will join the sales department at that time.
CUDDLE UP, HONEYBUNCH!

This young orangutan wants to cuddle up with the pretty little cocker and get to be real pals.

Time buyers like to cuddle up, too—to real bargain radio buys for their clients. In Baltimore, it's easy. They just buy W-I-T-H—the BIG independent with the BIG audience.

W-I-T-H, you know, regularly delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H.

That means that just a little money goes a long way on W-I-T-H. Get W-I-T-H on your schedule fast! Call in your Headley-Reed man for the story today!
RADIO can assist banks to use advertising effectively and at less cost than almost any medium, but broadcasters must strive in every community to keep local banking institutions sold on the strength of the medium.

Cooperatively-sponsored network programs or specially transcribed radio dramatizations, prepared by the American Bankers Assn., are generating a new source of interest among banks in radio as a retail advertising medium. Yet a disturbing decline in the use of radio is evident—a fact which should command the attention of all broadcasters.

This word of caution and a host of facts and figures are contained in a February report on banking compiled for the industry by Broadcast Advertising Bureau as part of its selling-retailers series.

Over 2,000 banks are now using radio, compared to 146 in 1937, and nearly 100 such institutions undertook co-op network ventures during 1948, BAB points out. Despite the interest in radio, however, banks have been spending the majority of their advertising appropriations in newspapers, BAB reports. On the other hand, readership of bank ads is "notably low," it adds.

Advises Analysis 

Pointing out that for every 10 accounts a bank must add a new one each year, BAB urges broadcasters to analyze bank prospects; pattern program, time and frequency after bank policy; suggest use of the ABA ad services; encourage co-op advertising among regional associations; exhibit the BAB slide film, "How To Turn People Into Customers," before local groups; recommend exploitation of banks' seasonal business; capitalize on increase in banks' checking services.

The ABA advertising service is available for as little as $150 for 52 programs in towns under 20,000 population, with possibility of participating sponsorship and thus lower cost, BAB points out. ABA service includes Series A (30 dramatizations covering all types of loans) and Series B (26 dramatizations written around theme of money management).

The report, which also covers bank functions, classifications and other aspects, cites banks' local sponsorship of such programs as Fulton Lewis jr., America's Town Meeting of the Air, and others. During 1947, for example, 97 banks sponsored 46 co-op programs on 1,050 stations comprising the four networks. Favorite show format was newscasts.

Report can be obtained from BAB, 270 Park Ave., New York 17, N. Y.

IDEA MAKER

KIRO Airs Student's Show

AN idea that originated in the classroom will be introduced to the public Feb. 24 over KIRO Seattle in a 15-minute program form, called Mystery Movie Star. The show, which offers a $100 prize to a listener guessing a star's name, was conceived in Prof. Milo Ryan's radio advertising class at the U. of Washington.

When Prof. Ryan assigned a term paper—to study needs of a Seattle business concern and work out a hypothetical radio advertising campaign—Student Harry Schmidt plunged into the project with high fury. Harry's "problem firm" was the Hamrick Theatres, a Seattle chain, for which he worked up an idea and a script—and received a good grade. Prof. Ryan was so impressed with the results that he took the program idea to KIRO.

From there, the program-ball started rolling. Account Executive Tom Chase, of KIRO, presented the details to Hamrick, the sale was consummated and the show scheduled. Chase helped Harry polish for broadcast. Chief clue in weekly quiz involves dialing the telephone and counting clicks. Promotion tie-ups are being used by the stations and Hamrick. Slide light: Harry Schmidt, while not writing term papers or studying, is a concessions manager for a competing theatre chain.

AFA Meet Planned

THE 10th District convention of the Advertising Federation of America will be held in Amarillo, Tex., Oct. 22-24, according to Monte Rosenwald, president of the Amarillo Ad Club and chairman of the convention committee. Mr. Rosenwald, a partner in Southwest Advertising, Amarillo agency, announced that convention committees chairmen had been appointed and that plans for the session were being formulated at a series of organization meetings.

COMPLAINT by Federal Trade Commission that Continental Radio Tube Co., Chicago, engaged in deceptive and misleading practices in the sale of radio tubes has been generally denied by Continental Corp., Chicago. Hearings will be held, FTC added.
Radio in Salt Lake City Gets Results
ZCMI Department Store
has won the coveted
NRDGA GRAND and FIRST PRIZE
for Beamed Radio Programs

Plus -
3 FIRSTS • 2 SECONDS
in 5 Classifications
in the 5 to 15 Million Dollar Volume Group

Again ZCMI and Salt Lake City radio stations win top honors in annual National Retail Dry Goods Association radio program contest held recently in New York City. With three first place and two second place awards for programs beamed to specific audiences in five classifications for stores with $5 million to $15 million volume, ZCMI also won the First Award and Grand Prize for groups of beamed programs. A year ago this same store won two first and one third and received "special commendation for the best overall job of radio programming for a retail store."

Special credit is due the following additional persons who are responsible for these achievements: Harold H. Bennett, vice president and general manager of ZCMI; E. Geoffrey Circuit, sales promotion manager, ZCMI; Frances Peterson, advertising manager, ZCMI; Edward E. Koch, radio and television director of the David W. Evans Advertising Agency; Francis Urry, producer of "Land of Make Believe," KSL; Ted Kimball, producer, "ZCMI Utah Symphony Hour," KSL; Gordon Owen, creator, "Home Maker," KALL.

2nd PRIZE—General family audience: Maurice Abravanel and "Utah Symphony Hour" over KSL.
WDSU-TV
hits a new note...
HIGH "SEE"!

ONE 3-MINUTE SPOT SELLs OVER $1500.00 TO TV-WISE NEW ORLEANSIANS!

Inexpensive upholstery fabrics were featured in a 3-minute spot by a local department store. No other advertising of any sort was used. RESULTS: Sales of over $1500.00. WDSU-TV HITS AGAIN WITH HIGH "SEE"!

Ask Your JOHN BLAIR Man!

LEGAL CLINIC
N. Y. Radio-TV Sessions Set

LAWYERS will receive a thorough grounding from experts in the many legal problems of radio and television in a series of six weekly sessions to be held under the auspices of the Practicing Law Institute in New York beginning Feb. 28.

Program of lectures and panel discussions, to be held each Tuesday at the Roosevelt Hotel, were announced last week by David M. Solinger, New York attorney and course chairman. Speakers will include representatives from the networks, NAB, FCC, ASCAP and other fields.

Business aspects, practices and techniques for lawyers who represent stations, advertisers, advertising and talent agencies and copyright owners will be covered, with emphasis on current problems. Subjects marked for discussion comprise program content, agreements with announcers and entertainers, package agreements, licensing and special problems peculiar to television.

Those scheduled to participate, in addition to Mr. Solinger, include:

Gustav Margraf, NBC vice president and general attorney; Robert P. Myers, NBC assistant general attorney; Joseph A. McDonald, ABC general attorney and vice president; Howard L. Haasman, CBS vice president; Don Petty, general counsel; NAB: Herman Finkelnstein, ASCAP; Edward G. Wilson, J. Walter Thompson Co.; Harry Poff-kin, assistant general counsel, FCC.

Jules Herbuveaux Sr.

JULES HERBUVEAUX Sr., 77, father of Jules Herbuveaux, television manager at NBC's Central Division, died Feb. 6 in Chicago after a long illness. Funeral services were conducted Wednesday morning, and were followed Thursday by burial in Utica N. Y. Another son and two daughters survive.

PA. BROADCASTERS
Diehm Names Sub-Chairmen

SUB-CHAIRMEN of the membership committee of the Pennsylvania Assn. of Broadcasters have been announced by Chairman Victor C. Diehm, partner and general manager of WAZL Hazleton.

The sub-chairmen are: Dale Robertson, WSCR Scranton; Northeast District; Charles Petrie, WSL Shamokin, North Central; David Potter, WNAE Warren, Northwest; Robert R. Nelson, WARI Johnstown, Southwest; E. J. Hirschberger, WEDO McKeesport, Allegheny County Region; Thomas Metzger, WMRF Lewistown, West South Central; Arthur McCracken, WCPA Bethlehem, Southeast; Roger Clipp, WFIL Philadelphia, Philadelphia County Region.

PRIZE PROGRAMS
Women Show Approval

ACCORDING to a recently completed survey by Guide-Post Research, most Pittsburgh housewives are in favor of “give-away” programs. In the survey it was explained to 1,412 women that legal action was being taken to try and prohibit “give-aways” and asked: “Do you think Stop the Music and similar prize programs should be banned?”

Of the women voicing an opinion, 63% were in favor of continuing the shows and 37% were for banning them. One-third of those interviewed had no opinion. Including those who are indifferent to the situation, a very small portion of the public is against give-aways, the firm said. Replacements of prize shows will more likely arise from more interesting and less costly programs than from legal action, according to Guide-Post.

Isolation and Distraction From Reality
71% ... OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

LEADERSHIP IN SERVICE TOO!

ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.
GRAY NAMED
Army Secy. Heads U. of N. C.

SECRETARY of the Army Gordon Gray, broadcaster and newspaper publisher, was chosen president of the U. of North Carolina last week.

According to the Secretary, he will remain at the Pentagon post for several months before assuming the university position not later than Sept. 1.

Secretary Gray is president and owner of WSJS Winston-Salem, N. C., WMIT (FM) Charlotte, and president of Piedmont Publishing Co., publisher of the Winston-Salem Journal and Twin City Sentinel. As the university's new president, Secretary Gray, who has held the Army post since last June, will succeed Sen. Frank P. Graham (D-N. C.), who resigned as university president last March when appointed to fill a U. S. Senate vacancy.

New Duties
In his new post, Secretary Gray will head UNC proper at Chapel Hill, N. C., the North Carolina State College at Raleigh, N. C., and the Woman's College at Greensboro, N. C. His name was the only one submitted to the university board of trustees on Feb. 6, making his election unanimous. He served in the N. C. State Senate in 1938, and again in 1946. President Truman appointed him Assistant Secretary of the Army in 1947 and Under Secretary last May. A successor to Mr. Gray's secretary post had not been named at the time of his resignation announcement.

APPLIANCE TRADE
Finds Radio Ads Mean Sales

DISTRIBUTORS of home appliances throughout the Southeast are sitting up and taking notice these days of the success of radio advertising.

Responsible for this is Calvin D. Mitchell, president of Southern Appliances Inc., rated the largest distributor of home appliances in North and South Carolina. Mr. Mitchell has placed, through Boettiger & Summers, Charlotte agency, his eighth radio contract since last July. Three additional contracts are reported to be under consideration.

Southern Appliances' most recent program is a quarter-hour for Leonard (refrigerators, ranges, water heaters and freezers) on WBT Charlotte's Grady Cole Time. This program is directed to the farm home audience. Mr. Mitchell apparently has found in radio advertising the results he was looking for when he said: "All I ask of advertising is that it ring the cash register."
WEMP Serves the Milwaukee Empire with a Truscon Steel Radio Tower

- Millions of people are concentrated in the rich industrial and agricultural area that comprises the Milwaukee empire. Adequate coverage of this intensive listener audience made a radio tower of the most modern design a paramount requirement.
- WEMP radio personnel enlisted the services of Truscon radio engineers, long skilled in designing radio towers to meet specific conditions all over America.
- Promptly and efficiently, Truscon engineered and erected the 456 feet high over-all, self-supporting tower shown here, with its Western Electric 6-unit cloverleaf FM antenna.

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Sales Office—will rate immediate, interested attention . . . and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
March of Dimes (Continued from page 25)
quests and pledges on behalf of the March of Dimes. On the air through the night until 3:30 a.m., the program collected $502. Most of the money was contributed by the merchants to the largest contribution in each 15-minute period, and hats belonging to radio and motion picture stars were offered for auction.

KFAB: Listeners in 12 states and Canada responded after a March of Dimes jamboree over KFAB Omaha with an announcement of the proceeds of the telethon. The final tally included $1,705. Pledges were collected through telephones and telegraph and was still going at 4 a.m. Over $800 was reported collected.

WACE: Kris Martin, disc jockey on WACE Chicago-Springfield, Ill., brought in over $3,000 in the 1950 March of Dimes drive as a result of phone pledges in exchange for requests. For the third year, WACE cancelled all scheduled afternoon shows to allow Mr. Martin to collect a pledge of $5 pledges per phone. Pledges from listeners in six states brought the total over the $8,000 mark, according to WACE officials.

KLWT: A public service program lastings three hours helped KLWT Lebanon, Mo., give the March of Dimes a big boost by giving the local fund over $600. Drive officials appealed to KLWT on the last day of the campaign when the goal still was not in sight. Without waiting for phone pledges or a call, the entire lot of merchandise had been auctioned off.

ST. LOUIS STATIONS: In St. Louis, disc jockeys from six stations in the area joined in a special two-hour broadcast on March 10 to give appeals for telephone pledges brought in more than $400 from 150 individuals and companies. Howard Washington of St. Louis' KSFU, vice chairman of the local campaign, opened the broadcast with a tribute to the disc jockeys and their helping to build.

KENO: In Las Vegas, Nev., highest bidder on Willing's night recording Cake Sweepstakes "took the cake." Listeners were requested to send in their phony bids and Mr. Willing went to the winner's home the following day to bake the cake. All cash prices were made payable to the benefit of the March of Dimes, with sizeable donations being collected nightly.

WTTN: For one night, from 9 p.m. until midnight, the entire staff of WTTN St. Johnbury, Vt., contributed their efforts to the day's program by giving a show for the March of Dimes. Along with the staff were five orchestras and a group of best local talent. All sponsors whose time was taken up by the special broadcast were billed as usual by WTTN and this money was in turn donated to the March of Dimes. Sponsors were given a courtesy announcement.

KRNT: As 1,500 people cheered, 59,897 pennies were dumped onto a Des Moines stage in a "Pollo Parade of Pennies," feature of the weekly broadcast of the Hey Bob Safety show on KRNT. Many of the coins were contributed by Hey Bob Club membership, now totaling 12,500 youngsters, while other contributions were mailed to the KRNT show m.c., Bill Riley. The new Notre Dame football captain, Jerry Gurney, a surprise guest on the broadcast, showed up with a sackful of coins from his teammates.

WMMW: The annual March of Dimes program in Meriden, Conn., got an opening kickoff from WMMW with an appeal from the station's disk jockey and a half of local entertainers and speakers. Mayor Howard E. Houston emceed and introduced both talent and speakers on the program. The annual WMMW auction for the campaign was held throughout the afternoon with listeners asked to phone in their pledges. Seven hundred dollars was taken in.

KYA: Almost $3,000 was poured into San Francisco's depleted March of Dimes fund a fortnight ago by Disc Jockey Del Gore of KYA. Money was contributed by listeners to an all-night Discs for Dimes show. Mr. Gore, the session ran from midnight to 7:30 a.m.

WKIN: In Camden, N. J., Announcer Harry Smith of WKDN promoted the March of Dimes on his Monday-Saturday disc show, Polly Patch, drafting a daily average of 60 letters midway through the drive. With a 10-cent minimum set, individual contributions went as high as $5.

KVOR: During its experience during the war, when KVOR Colorado Springs, Colo., sold over $3 million in War Bonds in auctions, the station ran a half-hour auction of merchant-sponsored items for the March of Dimes campaign. According to Everett Shupe, station and commercial manager, total raised was $750 which, together with contributions from another program, Number Please, accounted for about 10% of county's quota of $25,000.

KXOK: A white elephant auction sale, with all proceeds to go to the March of Dimes, was promoted on KXOK St. Louis by Charley Stookey and Hal Fredericks on their respective shows, Song and Dance Parade and Town and Country.

WDY: During the March of Dimes fund campaign in Decatur, Ill., WDY conducted a contest on the air between two of its staff members. Marty Roberts, the station's form director, and Hugh Gray, staff announcer and disc jockey, competed with each other to determine which one would raise the largest amount of contributions for the Infantile Paralysis Fund, Called "Dolars for Discs," the plan called for Mr. Roberts and Mr. Gray to dedicate local selections and announce the names of donors.

WATR WBSY WWCO: All three Waterbury, Conn., stations cooperated in the drive for funds with a five-hour long disc jockey dance jamboree at the Waterbury State Armory. An admission charge of three dollars was collected by eight disc jockeys working in half-hour shifts. The eight were Wally King, Al Vestro and Charlie Bentsong from WATR, Al Dary and Bob Holzer from WBBT, Bob Crager, Gene Valenito and Jim Logan from WWCO.

WHTM: In an opening day drive, WHTM Cleveland kicked off the 1950 Cuyahoga County March of Dimes campaign with a collection of $10, 365.12. From sign-on to sign-off, the station's talent "auctioned off" rare records, personally autographed discs, a pedigreed dog, tickets to a hit Broadway show, and several prizes donated by the listeners. The Cleveland March of Dimes headquarters designated WHTM as the official local "kick-off" station.

WFMY-TV: When John Payne, motion picture star, appeared in Greensboro, N. C., to open the city's 1950 Infantile Paralysis Fund drive, his busy schedule didn't allow time to appear before WFMY-TV cameras. So Ted Austin, program director, and Bob Cullum, production manager, stepped themselves with a Polaroid camera and flash attachment and caught up to Mr. Payne at the Central Carolina Convalescent Hospital, Greensboro's own contribution to the anti-polio fight. There was no picture, and within half an hour, the telecast was viewed on WFMY-TV.

WMT: In Cedar Rapids, Iowa, WMT raised $6,300 the last week of the March of Dimes Drive when the CBS network's "Pick-Up" show was sponsored by members and staff of WMT. Recording equipment was set up and the announcers took turns conducting programs similar to their air shows. Models circulated through the crowds with containers collecting dollars and dimes for the fund.

WLDY: The lagging polo fund at Ladiesmith, Wis., was spurred when all the local disc jockeys from the March of Dimes officials for aid in reaching the county goal of $5,000. Disc Jockey Ted Bengston had his own "Polo Parade" program with mention of the polo crisis and said four radio-equipped cars were stationed in various cities for ticketing for the drive, orders to proceed to various homes for contributions. By this and other programs, the drive was raising close to $2,000 for the fund.

WHAY: After an all-night March of Dimes frolic at the local high school auditorium, WHAY New Britain, Conn., reported $1,000 for the drive, with proceeds amounting to over $1,000. WHAY also contributed to the efforts to purchase radios as contributions of donations and pledges from listeners by Carl Clements on his Moonlight Music show. Many radio and local personalities appeared on both programs.

WLIO: Contest with a first Prize of an all-expense one-week trip to Fido, a $250 ladies wrist watch and daily prizes of a full year of automobile gas, was started by WLIO in connection with the March of Dimes promotion by WLIO La Porte, Ind. WLIO officials report over $500 in pledges was taken in. Listeners were asked to identify the "mystery voices" (movie stars Chester Morris and Sonny Tufts), and send an accompanying contribution with each guess. Mr. Morris spoke at a dinner climaxing the campaign.

WOTW: In Nashua, N. H., WOTW added its drive to the March of Dimes when Sportscaster Ed Lecius and Collecraster Vern Proulx pooled efforts of all the local talent to help the cause. Donations and pledges from listeners were requested to phone in their pledges to WOTW since the March of Dimes had no quarters. By final whistle time, a substantial amount was raised, station officials report.

KRIC: Starting on the opening date of the March of Dimes drive and continuing to its conclusion, KRIC Beaver, Pa., sponsored a radio benefit to invite the local celebrity to spin the platters and make with the chatter on the air. George Bennet went over the air. Carmen Wade Ryder, KRIC program manager, reports the program created a lot of

BROADCASTING • Telecasting

Page 34 • February 11, 1950
In Detroit, WWJ is more than a great radio station... more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance... resulting in increased sales in a market that did three billion dollars retail business last year!
March of Dimes
(Continued from page 31)

favorable comment and had a large following.

KSOO: At KSOO Sioux Falls, S. D., Program Director Ray Loftness and Newsman Urril Melton cooperated in getting the 175th National Air Guard Squadron in Sioux Falls for a flight to Hot Springs, S. D., to make a re-
corded program in the polo wards of the Lutheran Hospital. Although
hampered by bad weather, airmen and studio representatives accomplished
their mission amidst a one half hour pro-
gram was presented on KSOO.

WXGI: Disc Jockey Harry Curran of WXGI Richmond, Va., didn’t have
much of his pay check left—if any—
during the March of Dimes campaign. To
help put the drive over the top, Mr. Cur-
ran made a bargain with listeners to his Curran’s Corner that he’d match
in amount any contributions to the cam-
paign they sent in along with their requests. Since he is a man of his
word as well as a man of his music,
and since he received many contribu-
tions, other WXGI staff members
admirably nicknamed Mr. Curran
“Empty Pockets Curran.”

KORN and KLV: When the second
annual “battle of two cities” for the March of Dimes between Huron and Mitchell, S. D., was conducted KLV
Huron and KORN Mitchell cancelled
all commercial programs after 9:30
that evening. Hooked together with
telephone lines as last year, both sta-
tions presented talent from the Mit-
chell and Huron College Auditorium. Listeners were urged to phone in pledges which were col-
culated by members of the Junior
Chamber of Commerce calling at
homes by car.

WKRT: Impetus was given the March of Dimes by WKRT Cortland, N. Y.,
when one afternoon was turned over to
a request show to promote the drive.
Aided by a staff of telephone operators, Herb Koster and Fred Elliott did their
best to play all the requests, which were sent in by pledges to the cam-
paign.

KOIL: Omaha’s March of Dimes
campaign was given a helping hand by
KOIL when the Downtown Kiwanis
Club and Lions Club held their an-
nual race to see which could collect
and lay out the longest line of dimes in a half hour, with loud-
speakers installed at the scene, one
of Omaha’s busiest downtown street
intersections, as the service clubs
started to count dimes collected
from pedestrians. The Kiwanians
emerged victorious and the March of
Dimes benefited to the tune of $708.

WSNY: In Schenectady, N. Y., the
infantile paralysis fund was given
$1,262.20 after WSNT cleared its
commercial schedule for 12 hours and
staged its March of Dimes Radio
Day. The public was invited to phone in and make pledges of $1 along
with requests for selections. An-
nouncing chores for the stent were
handled by more than 40 civic and
business leaders.

WB5M: For one day, WB5M New
Bedford, Mass., eliminated all com-
mercial clammers from 7 p.m. to midnight
present an all-telephone request
program devoted to accepting pledges
for the March of Dimes. A total of
1,388 phone calls were received, of
which 1,418 were pledges totaling
$1,282.15. In addition, the local
telephone office counted 2,822 incom-
plete calls, making a grand total of
nearly 5,000.

WGLN: The Glens Falls, N. Y., area,
one of the hardest hit during the last
polio epidemic, got a big helping hand
in the current drive on WGLN when
Dorothy Beckwith and Bill Kroug
asked their listeners to “vote” on
a local election via their WGLN Bulletin
Board program. Each listener was asked to vote for a child with most des-
derving of a television set donated by a
local merchant. Each vote had to be
“cast” by contacting the station during
the March of Dimes. To facilitate the ele-
citation, a voting ballot was placed in
the local newspaper.

WLOK: The tables were turned on
Tommy (Welcome Traveler) Bartlett
when WLOK Lima, Ohio, said “Wel-
come traveler” to him when he flew
to Lima for a special interview for
WLOK’s Command Performance show.
The NBC outlet had Mr. Bartlett’s engagements taken off for the
March of Dimes fund.

CHARLESTON DISC JOCKEYS: In
Charleston, S. C., Disc Jockey Bill
Hedgepeth of WSCS, spearheaded
formation of the Charleston Assn. of
Disc Jockeys as an outgrowth of a
cooperative effort on the part of all
of disc jockeys connected with the five
Charleston stations to raise money
for the March of Dimes. Disc jockeys
lined up their programs to promote
delivered tunes requested for each
dollar contributed.

WBHC-AM-FM: A dozen languages
were used on one show to voice the
March of Dimes appeal by WBHC-
AM-FM Canton, Ohio, in that city’s
radio outlook. Representatives of na-
(Continued on page 72)

KUOM CONCERTS
Minn. U. Airs Symphony

WITH the emphasis on “humaniz-
ing their symphony orchestra pro-
grams,” KUOM Minneapolis, the U.
of Minnesota’s non-commercial out-
let, again this year is giving top
priority to the planning and presen-
tation of programs aimed at building interest in the famed
Minneapolis Symphony Orchestra.

Conducted by Antal Dorati and per-
formed by the Minneapolis Dia, KUOM
manager, 38 special programs are
brought to listeners in the upper
Midwest during symphony season.
Eighteen of the broadcasts are de-
signed for school listeners in
schools—the other 20 for an adult

The “humanizing” aspect prob-
ably receives its heaviest emphasis
on the day preceding each of the
scheduled young people’s concerts.

The Minnesota School of the Air
presents a symphony preview at
which three pupils from public
parochial and private schools dis-
uss the next day’s concert with
Conductor Dorati. In addition,
KUOM presents previews for adult
audiences of the 20 regularly sched-
uled evening concerts during the
symphony season.

BROADCASTING • Telecasting
"In response to your request..."

Collins offers studio equipment that embodies your specifications

The Studio equipment you get from Collins contains more than good components and workmanship. Your wishes and requirements, based on the experiences of Collins engineers that have designed hundreds of installations, are reflected in each unit or complete, specially engineered installation. Consult the Collins speech equipment catalog for every requirement. Everything from wire to custom built apparatus is described in it. Write to Dept. BC-5, Collins Radio Company, Cedar Rapids, Iowa, to obtain your copy.

26W FEATURES
- Low noise and distortion.
- Adjustable input and output levels.
- Complete accessibility without removing from cabinet.
- Two meters give visual indication of operating conditions.
- Limiting action (in db) indicated by meter on the front panel.

212A FEATURES
- Ten independent input channels (eight low level and two high level).
- High level mixing on all low level channels.
- Remote override for remote following a remote. Also remote cue.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

212B FEATURES
- Seven independent input channels (six low level and one high level).
- High level mixing on all low level channels.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

These units have many more features. Complete information is given in the Collins speech catalog which is yours for the asking.

FOR BROADCAST QUALITY, IT'S...
APPLAUSE
Coast-to-Coast Advertisers enthusiastically acclaim the new Lang-Worth 8-inch transcription

Radio Station WIBW
Topeka, Kansas
Your new 8-inch transcriptions have the finest tonal quality of any disks I have ever heard. Their outstanding clearness gives FM listeners the ultimate in transcribed music.

Radio Station WNEW
New York City, N.Y.
(Telegram)
After hearing Lang-Worth’s new transcription machine, we wire our congratulations for brilliant contribution to radio and recording. Chief Engineer thinks it superb. You’ve earned our respect.

Radio Station CFCH
North Bay, Ontario, Canada
We have auditioned and compared the new 8-inch transcription. The quality is excellent. All in all we think it is a marvelous idea.

Radio Station WIL
St. Louis, Missouri
Received the audition samples and think they are terrific! We are awaiting with great anticipation the arrival of this library.

Radio Station WMMN
Memphis, Tennessee
We have auditioned your new 8-inch transcription samples and found them very much to our liking, not only because of the size but the excellent reproduction.

Radio Station KFAB
Omaha, Nebraska
The quality is very good. The lack of distortion is amazing.

Radio Station KNOO
Boise, Idaho
I think that Lang-Worth really has something. Was very much amazed at the quality.

Radio Station WCAU
Just heard your new 8-inch transcription. It’s sensational! Congratulations!

Radio Station WSPR
Springfield, Mass.
Everybody at our station agrees that your new 8-inch transcription is the best we’ve ever heard.

Radio Station KCKN
Kansas City, Missouri
Our Engineering Department and Production Manager are highly favorable to your new disc. We also like the uniformity of the cue-ins.

Radio Station KFFA
Helena, Arkansas
Again we commend you for the new 8-inch transcription. Hats off to the men who developed it. It’s the utmost in tonal fidelity.

Radio Station WMMW
Marliden, Connecticut
We believe you have the one and only revolutionary idea in the whole transcription industry. The new 8-inch discs are marvelous! Keep them coming!

Radio Station WJEF
Hagerstown, Maryland
Lang-Worth has out-done them all with the new 8-inch transcription. The quality is perfect. We sincerely hope that our name will be at, or near the top of the list when you start dishing them out.

Radio Station WBEC
Pittsfield, Mass.
Outstanding reproduction.

Radio Station KDAL
Duluth, Minnesota
Musical selections sounded more “like life” with more brilliance and sparkle but with no loss of bass.

Radio Station WDBJ
Roanoke, Virginia
The samples of your 8-inch transcription are A-1. With minimum surface noise and practically no distortion, they definitely hold their own with any others. The added advantages of price and weight should make them very helpful.

Radio Station WXG
Richmond, Virginia
Your new 8-inch samples tested. Engineers and announcers like them very much.

Radio Station WDHN
New Brunswick, New Jersey
The program and engineering staffs are more than satisfied with the quality and modulation percentage of the new records. Congratulations for the long step forward.

Radio Station WANN
Annapolis, Maryland
Your new recording is the Rolls Royce of the transcription world. The quality is superb . . . the tone brilliant . . . the uniform, two revolutions cueing is a three-star improvement.

Radio Station WKOK
Sunbury, Pa.
The new Lang-Worth platters are terrific in every respect! Quality better and most certainly they are great space savers. Congratulations! When do we get the new library?

Radio Station WCPG
Cincinnati, Ohio
Our entire staff endorses your new 8-inch transcription. Quality wise it is “ups”. The positive cueing device is an engineer’s dream fulfilled.

Radio Station WKEA
Los Angeles, California
Compared with other transcriptions, the new Lang-Worth 8-inch recording proved entirely favorable in all respects. Thanks for solving our space problem.

Radio Station KSFM
El Paso, Texas
Reacted here is that you have done one of the finest jobs of recording we have ever had the pleasure of listening to.

Radio Station WCPG
Tarboro, North Carolina
Remarkable “presence” and brilliance. My reaction to the transcription was most pleasant. Made standard transcriptions sound “flat”.

Radio Station WHNC, WHNC-FM
Henderson, North Carolina
It is the consensus of the management, program department, engineers and several interested persons that this is the best transcription they have ever heard.

Radio Station KWDM
Beaumont, Texas
We think the new 8-inch disc is the finest thing you have ever produced.

Radio Station KGVO
Missoula, Montana
Very good. Extremely low surface noise . . . in fact, none at all and it is a great improvement over the older transcriptions.

Radio Station WCCH
Middlesboro, Kentucky
Your new 8-inch Transcriptions are by far the best yet produced.

Radio Station KSWO
Lawton, Oklahoma
Very good. The quality of reproduction is flawless.
How Big Is Radio?

NOW THAT estimated net time sales of U. S. radio for 1949 have been added up ($429 million for AM broadcasting), small, carping cries may be expected to be heard protesting that radio is: (1) the Eden of profit-mongers, (2) big business and hence monopolistic, (3) both.

Such are the recurring laments of the bureaucrats and do-good economists, and the only noteworthy characteristic of all of them is that they are untrue.

According to this publication's estimates, the total time sales of AM radio—national network, regional network, national and regional non-network, and local—amounted to $428,996,000 in 1949. Now $429,996,000 is a lot of money, viewed in a lump. But no one corporation or group in the business of broadcasting got its hands, even momentarily, on more than a fraction of that sum. And no corporation or group kept as profits more than an infinitesimal fraction of the fraction.

It is interesting to compare the sales of the entire AM broadcasting field with the profits of a single corporation in another field. General Motors, for instance.

In 1948, the latest year for which GM has issued a financial report, the consolidated net income of the corporation and its subsidiaries was $440,447,724. That is $11 million more than the total sales of radio.

For 1949 U. S. Steel Corp. has just reported profits of $165,598,806 or bigger than the sales of the four national radio networks and regional and miscellaneous networks combined, bigger than national and regional non-network sales, and exceeded only by the $182 million of local sales made by some 2,000 stations.

To our knowledge there has been no recent interest, even by the most avid anti-big business elements of the government, in questioning the legality of either the General Motors or U. S. Steel operations, a fact we are pleased to observe.

This being so, the cries against broadcasting bigness ought to be small indeed, too small certainly to be heard above the winds of Capitol Hill or over the heads of the bureaucrats who are disposed to regard a radio license as a key to the mint.

HAROLD TUCKER WEBSTER, one of the New York Herald Tribune Syndicate's veteran cartoonists, has for years been using as one of his regular topics "The Unseen Audience." Through his facile pen he has taken some murderous digs at radio and radio listeners. In one of his latest on this subject Mr. Webster, perhaps unwittingly, sent a long way toward making amends. His picture showed Mr. Average Joe answering a coincidental poll. Mr. A. M. says: "I'm listening to the nagging backache show. My wife is upstart's listening to a toothpaste show. My son is in his room listening to a breakfast food show. My daughter is tuned to a hair tonic show. Our cook is listening to a beauty lotion show. Our dog is stone deaf and is sleeping peacefully." Sounds as though there'd be little time left for cartoon-reading by any member of Mr. W's typical family.

Free-Time Philanthropy

DETERMINATION of a growing number of broadcasters to quit playing ready philanthropist to causes which unashamedly beg time from radio while willingly paying their way in other advertising media is a natural consequence of a long and sorry history of abuse of the public service responsibility of broadcasting.

Because it operates at the whim of government license, radio, more than any other medium, is susceptible to organized pressure. It is no secret that among organizations with a view to propound, the belief is widely held that they have but to phone a radio station, mutter dully of letters to the FCC and forthwith be accorded—free, of course—the 7 to 8 p.m. period of Sunday evening to bespeak their cause.

It does not seem to strike such organizations as inconsistent that, coincident with their demands for free time from radio, they may be buying space from magazines or newspapers at regular rates.

Undeniably however such practice is not only inconsistent but discriminatory. The revolt of many broadcasters against further charity to the Army, at least during the first half of this year, cannot come as a surprise to any lucid mind. The wonder is that the reaction did not set in long ago.

We do not suggest that the announcement by Grant Adv., the Army's new agency, that radio will be given a considerable share of the budget for the fiscal year beginning July 1 was inspired by the recent protests of broadcasters. We doubt, however, that radio's share was at all endangered by the protests.

The record of broadcasting in providing support for good causes is unmatched by that of any other medium. The industry's reputation in this regard will be improved—not impaired—if broadcasters insist upon their inclusion in campaigns like the Army's as participants, not dupes.

Brake on Progress

IF UNCLE SAM really doesn't want to see television grow too fast—and the excuse has been made—the new TV excise tax proposed by Treasury Secretary Snyder [BROADCASTING, Feb. 6] provides an excellent way of slowing this dynamic industry.

It's strange—or is it?—that this government which would seem to value the House Ways & Means Committee's eloquent argument about the way excise taxes are hurting business and the need for lower rates. Then in the same message that so forcefully explains why cuts are necessary, Secretary Snyder calls for a new 10% tax on television sets.

If excise taxes are crippling important segments of the American economy, why then are they suddenly suggested for the industry that highest government officials predicted would lead toward economic development?

Unfortunately it's the smaller companies and the small-income people who would be most seriously affected by this proposed TV set tax. Manufacturers have brought prices within reach of the average family by production ingenuity and intense competition. Now they would be facing a high—10%—tax that promises to slow down this employment-producing post-war phenomenon in American progress.

All this comes at a time when FCC's drawn out fragmentary national development of an industry whose growth will assure an even greater volume of corporate tax receipts.

Sounds as though tax-wise Uncle Sam is in money foolish.

Our Respects To—

GEORGE FRANCIS ISAAC

LOOK FOR the man who fashioned WCFL Chicago into a major contender for the midwest advertising dollar and you inevitably wind up with George Francis Isaac.

During the past year and a half under his tenure as commercial manager, WCFL, now with 50 kw, has rapidly extended its influence over and beyond the four-state area covered by its signal.

Day and night, wherever he may be, Mr. Isaac argues quietly that WCFL is "the midwest's best radio buy." And with rates less than one-third those of Chicago's four other fully networked stations, WCFL makes sense to dozens of Chicago and New York buyers.

If its revenues of the past year continue to mount, the nation's first and only AM labor station may well join the nation's top stations in programs and facilities. Every penny poured into its coffers since it was founded in 1926 has been ploughed back into operations. This policy is now paying off in a dominant schedule of sportscasts, sparkling local programs, network shows, and a tight workmanlike operation. This is good sales ammunition for Mr. Isaac, who invites clients to come get on the bandwagon while costs are low.

Equipment-wise, the station already boasts one of the finest transmitters known to radio engineering, and its studios and executive offices, high in the American Furniture Mart on Chicago's Lake Shore Drive are ultra-modern.

When William A. Lee became head of the Chicago Federation of Labor in 1946, a new and colorful figure entered radio. Long famous in labor and civic circles as president of Chicago's blue ribbon Bakery Drivers' Union and trustee of the International Brotherhood of Teamsters, he soon asserted his astute business leadership at WCFL.

He looked for a new sales manager and found Mr. Isaac, a 20-year veteran in radio, within his own organization. Mr. Isaac's experience as commercial manager of WGN Chicago and with advertising agencies, as well as his success at WCFL, made his selection a natural.

George Isaac has been a salesman since his boyhood days in Mankato, Kan., where he was born Nov. 12, 1902. He worked both as a newspaper delivery boy and behind the counter of a grocery store. At Mankato High School, where he played a fast game of basketball in addition to his part-time employment, he won a scholarship to Northwestern U.

This free tuition helped, but hardly paid expenses at college, so Mr. Isaac became interested in the business end of Northwestern's

(Continued on page 42)

Page 40 * February 13, 1950

BROADCASTING • Telecast
Business is always better in Washington, D.C.

Building construction in Washington, D.C., increased last year more than in any other major market: residential up 85%, non-residential up a booming 275%.

And Pulse reports that WTOP's share of audience is always building: now 36% larger than any other station.
KYW SHIFT

RAWLINS NAMED MANAGER; BROADCASTING

STAFF realignment of Westinghouse Radio Stations Inc.'s KYW-AM-FM Philadelphia was announced last week by Walter E. Benoit, vice president.

L. R. Rawlins, formerly manager of industrial relations of the firm, has been appointed KYW manager to succeed Robert E. White, who has been transferred to Westinghouse's KDKA Pittsburgh.

At the same time, two resignations of KYW executives were announced by Mr. Benoit. They are Program Manager James P. Begley, and Sales Manager Harvey McCall Jr.

Mr. Begley has been succeeded by Franklin Took, formerly program manager at KDKA since 1942. Robert H. Teter, of the KYW sales staff since 1927, has replaced Mr. McCall as sales manager.

Mr. Rawlins joined the Westinghouse parent company in the industrial relations department of the Philadelphia Lorraine Ordnance Plant in 1942. He served in various industrial relations capacities until his transfer to the radio stations subsidiary in 1946 with the title of manager of industrial relations. Prior to 1942, Mr. Rawlins was active in accounting and merchandising. He is a native of Jackson County, Ohio.

While attending DePauw U. from which he graduated in 1934, Mr. Took won a $1,000 President's Fellowship entitling him to a year's study at the American Academy of Dramatic Arts. He joined Westinghouse at WOWO Fort Wayne in 1935 and was transferred to KDKA in 1941.

Mr. Teter, native of Boston, was active in the advertising field with N. W. Ayer & Son, Philadelphia; H. M. Dittman Advertising Agency, and A. E. Aldridge Assoc. before joining KYW in 1947.

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GILBERT TO SPEAK

EUGENE GILBERT, director of Gilbert Youth Research and Gilbert Television Research, will speak on "How the Videometer Measures TV Impact," tomorrow (Feb. 14) at a luncheon session of the American Marketing Assn., radio-television group at New York's Hotel Shelton.

DULUTH, MINN.—"They keep telling me, 'Let's keep the show on the road.' That's all I hear," snooted Otto Mattick as he hits the trail on his private traincar. "So I cruise the Duluth-Superior area continuously, keeping KDAL and CBS personalities and programs before the public." He does, too. KDAL's never-ending promotion of its features has kept KDAL at the top of the Hoopers for a long time. Of course, audience dominance like this means successful selling for KDAL advertisers. Are you one now?

ROAD SHOW . . .

Current availabilities may be had from Avery-Knodel. Now is a good time to get on KDAL.

Respects

(Continued from page 40)

campus publications. During his junior and senior years he was well known among undergraduates as business manager of the Manager of the Parrot, one of the Big Ten's better humor magazines. He remained at school during the summer sessions as publisher of the Daily Northwestern, campus newspaper.

Finishing school in the spring of 1924, he joined the advertising department of the Chicago Tribune, and after five years in various divisions was selected to head up WGN's commercial department. In those fast-moving days as WGN sales manager, Mr. Isaac signed the contract between Mutual and its first stations, and he was a member of the first MBS board of directors.

In 1935, he joined the former Local & Thomas Advertising agency as radio director. Some of the most successful Chicago origina tions of the '30s were conceived, promoted and sold by Mr. Isaac. A brief saturation into the station's representative business preceded his employment by WCFL.

Owner of WCNT Centralia, Ill., Mr. Isaac gets a broad view of radio, but finds it unnecessary to visit his station, since it is under the management of his own firm. He often visits his station, which is managed by Jack Flanagan, "Is doing a swell job.

Married In 1928

Mr. Isaac and Iris Detweiler of Chicago were married Sept. 4, 1928. His bride was an accomplished soprano, having studied abroad for several years as a young woman. There are two children—Jacqueline, 16, a student at high school in Winnetka, Ill., and Garry, 13, who attends grade school in nearby Glen coe, on Chicago's North Shore, where the family resides.

A Saturday afternoon, Mr. Isaac belongs to the Skokie Country Club. He also holds memberships in Phi Gamma Delta, his college fraternity, and Sigma Delta Chi, professional journalistic fraternity to which he was elected while at Northwestern. He belongs to the Northbrook Sports Club and is active in the Chicago Radio Management Club.

Dunkirk Argument

OPPOSITION of WBNY Buffalo, N. Y., to FCC's new station grant to WFCB Dunkirk, N. Y., despite WBNY's claims of objectionable interference was argued Feb. 3 in the U. S. Court of Appeals for the District of Columbia (Broadcasting, June 27, 1940). WBNY, assigned 250 w on 1400 ke, objected to Commission's grant of 500 w on 1410 ke to WFCB. Before the court, WFCB and FCC argued that WBNY's claim of interference was without sufficient engineering support, while WBNY contends its measurements were made by Commission standards.

Janet MacRorie

JANET MACRORIE, 60, one-time director of continuity acceptance at WRC, died Feb. 4 in New York after a long illness. Miss MacRorie served with NBC from 1931 to 1941 as continuity acceptance chief, and in that capacity established many standards still in use today. Since leaving NBC she had been associated variously with the Office of War Information, the Canadian Broadcasting Corp., and in public relations capacities.

A TOTA OF $286,000 in new business has been signed by WPAT Paterson, N. J., in the past three months, Herman Boss, commercial manager, has announced.
Radio broadcast engineers will appreciate the new
EKOTAPE
Broadcast Model 107

The NEW EKOTAPE Broadcast Model has been designed especially to meet the many requirements expressed by broadcast station engineers as their ideas of an ideal tape recorder. Every facility at the command of Webster Electric Company has been used to make this the most outstanding achievement in tape recorders at a price that places it within reach of all broadcast stations, large or small. Check the features listed here, then have your nearest dealer demonstrate the tone perfection, simplicity of operation and its absolute dependability.

EKOTAPE is distributed by Graybar and independent distributors in all major cities.

WEBSTER ELECTRIC
Webster Electric Company, Racine, Wisconsin - Established 1909 - Export Dept.
12 East 45th Street, New York 17, N.Y. Cable Address "Arlab", New York City.
"Where Quality is a Responsibility and Fair Dealing an Obligation"

A Few of the Many SPECIFICATIONS and DETAILS
Compact and portable; units may be removed for installation in standard R. M. A. rack. It can be purchased less carrying case.
Powerful oversize two speed synchronous motor; heavy flywheel and special drive give constant tape speed.
Tape speed 15" per second for full half hour or 7½" per second speed for full hour program.
"A" "B" Selector switch for tape or program.
Switch connects VU Meter for measuring either recording or output level.
Safety button prevents accidental erasing of a recording.
Operator is able to start recording on cue without time lag.
Triple heads, erase, record and playback assure neutral tape and distortion-free playback.

Overall frequency response is ±2db 60 to 12,000 cycles at 15" per second tape speed.
±2db 60 to 7,000 cycles at 7½" per second tape speed.

Write Today For Complete Specification Sheet
EVENING newscast on KOMO Seattle should carry news accentuating the bright side of local and world events. The program, scheduled at 11 p.m. nightly, "Bedtime Club" members, group formed of listeners who were plane watchers in the past, are issued certificates of membership. Green and white certificate carries pictures of owls, playing horns, violins, etc., as owls on their names, great horned owl, screech owl, etc. Wise owl is shown reading book marked "KOMO."

Bird and Beard

COLORFUL promotion piece sent to trade by KMOX St. Louis features pictures of bird from cuckoo clock and modern "Rip Van Winkle." On cover, salesman is pictured sleeping under tree with long beard curled around him. Cuckoo bird prepares to wake him with microphones marked KMOX. In rapid sequence, bird tells salesman to recall KMOX's leadership 15 years ago. Top of pages in booklet picture salesmen sleeping with beard growing longer, as text recalls statistics concerning station's prominence. At end of book, salesman receives these and prepares to sell KMOX to his customers.

Finding Sponsors

COVER of promotion piece prepared by WBWM Chicago shows drawings of radios of all sizes and descriptions, WBWM microphone and caption, "Look for the sponsors . . . " complete cover. Inside announces that "more advertisers use WBWM than any other radio station in Chicago." After turning page of red cellophone, same drawing as on cover is seen, with listeners filled in.

Lapel Pins

MINIATURE golden crown, suitable for use as a woman's lapel pin, was sent to trade editors by Kenyon & Eckhardt, New York, last week to promote Ford Motor Co.'s Ford Theatre (CBS-TV, Fri. 9-10 p.m.) presentation of "The Royal Family," Broadway play, on Friday, Feb. 18.

Hand for INP

BLUE folder with pictures of hands applauding on cover is promotion piece sent to trade by International News Photos, New York. Letters from Norman Boer, associate producer of "Headline Cues" on WABD (TV) New York, and Jack Kellin, director of news broadcasts for WBT and WFTV (TV) Charlotte, N.C., commending service given by INP are reproduced. Back of bulletin shows globe and reads, "INP for a global picture service for timely, versatile TV news programming."

Monday Promotion

IN Monday edition of Buffalo (N.Y.) Evening News for past few weeks, ads seven columns wide and page length have hooked television promotions. Latest of these is "be seen on WBEN-TV that city, and sporting and news events available to owners of sets have been pictured. Object of ads is to stimulate reader interest in owning TV sets. ads are run by paper, owner of WBEN-TV. One angle stressed in ads is fact that current sets are not soon to be outnumbered.

Report on Coverage

TWENTY-three page report on coverage by WCOP Boston of General Motors Auto Show in New York has been mailed to trade stations. Report includes summary of shows and announcements carried by station, merchandise displays and a script from program on WCOP discussing auto show. Report is mimeographed on station's stationery and attached with brads to blue folder.

WOW-TV Cooperation

AS PART of "Television Month" in Omaha, WOW-TV that city, is carrying series of announcements urging immediate purchase of TV sets. Paid newspaper ad, run by station, two columns wide and full length of page, listed network and local shows available over its facilities under heading, "The biggest bargain in town is a 1950 television set!"

BAB Release

"TEASER" booklet entitled "Radio's Feminine Touch" sent to trade by BAB. Pink folder features illustrations used in booklet which has been prepared by BAB for use by NAB member stations. "Radio's Feminine Touch" is 32-page booklet and includes distribution to retailers, pointing up radio's appeal to women buyers. It is prepared in such a way that facts concerning particular women's shows on specific stations can be inserted. Case histories illustrating radio's success with women buyers are included. Copies are priced at $7.50. Postcard to be used in ordering is attached to folder. Also included is a booklet explaining the function and introducing key personnel of BAB.

Letter Opener Announces

CARD to which letter opener bearing letters of WBAL. Baltimore, Md., has been attached, announces new address of station. Opener is made of plastic, and card bears drawing of station's new logo. Address of WRBL now is 1350 13th Ave., Columbus.

Blurb for MacPherson

REPRINT of article concerning Stewart MacPherson, quiz master on WCCO Minneapolis, sent to trade by station. Article gives history of Mr. MacPherson and sums up some of the techniques used by him which proved popular in England. Article appeared in Jan. 19 edition of Minneapolis Morning Tribune.

Eight Times Around

FOR eighth consecutive year, KFAB Omaha, Neb., is sponsoring 4-H Club Timely Topic Public Speaking Contest. Series of state-wide elimination contests choose two final winners, one boy and one girl, each of whom is awarded $250 scholarship to U. of Nebraska.

Television Seminar

TELEVISION seminar was conducted by WLWD (TV) Dayton as part of three-day Public Information Seminar in reference at Wright Patterson Air Force Base. Seminar consisted of addresses by station officials, outline of departmental coordination, and forums by inspection of WLWD facilities, including mobile unit. Representatives of Army, Navy, Marine, Civil Air Patrol and aircraft industry took part in telecast which concluded seminar.

Sizing Up Network

QUARTET of brochures stressing station coverage and growth of network have been distributed by ABC-TV, with stress on four key words—Higher. Lower. Better. First. "Higher," points up WJZ-TV New York, transmitter and antenna move to top of Empire State Bldg. Second, "Lower," cites lower production costs for ABC-TV advertisers "because ABC's New York Television Center has every production facility right in the same building where the programs go on the air." Third brochure refers to ABC Pacific Coast TV headquarters—"bigger than any other television plant in the world." Last, headed "Better," emphasizes wide coverage through its five O & O TV stations in top markets—New York, Chicago, Los Angeles, Detroit and San Francisco.

Short Stops

LATEST promotion in Mutual's "Mr. Plus" series is blue folder, reprint from trade press. Folder, bearing picture of Mr. Plus dressed as policeman, holding sign reading "Stop," has been sent to trade. Folder proclaims that 29.5 second step on Mutual will "make dealers happy." Text points out Mutual's ability to enable stations to identify local dealers on network shows.

Personnel

RANDY SMITH, advertising and promotion manager of KGA Denver for past eight years, resigns effective March 1 to join KNBC San Francisco in same capacity. In new position will be ETHEL GILCHRIST, who is leaving to set up residence in Los Angeles. Prior to joining KOA, Mr. Smith worked for Western Div. of Leon Livingston Adv. and Buchanan & Co. He is succeeded at KOA by J. WYKIL M. PENLEY, former assistant news editor.

PAT TETZLAFF, new to radio, joins WJW Cleveland as promotion and publicity director. He formerly was with insurance trade press on Pacific Coast.

HAL L. NEAL, with WXYZ Detroit since 1945, appointed advertising, sales promotion and publicity manager of WXYZ-AM-FM-TV, succeeding DEAL LINGER, resigned to become advertising and sales promotion manager of ABC Central Div., Chicago, effective Feb. 15.

ART GRAY, promotion manager of WTIV (TV) Miami, Fla., is the father of a girl, Meredith Ann, born Feb. 1. His wife, MRS. BEA GRAY, is former copy chief at WTJV.
BETTER SCHOOLS
Pull 600 Million Impressions
MORE than 600 million listener impressions were scored in 409 network messages on behalf of The Advertising Council's Better Schools campaign from August 1949 to January 1950, William R. Baker, Jr., executive vice president, Benton &Bowles Inc., told the Advertising Club of Boston last month.
That radio support, he said, is equivalent to 40 times the circulation of the Bob Hope Show of Dec. 20, 1949, or a coverage equal to 100 chapters of a national daytime series like Portia Faces Life. In addition, Mr. Baker said, the total listener impressions would be swelled by numerous local messages carried by individual stations. He said that business men had contributed more than $2 million in space and time to the 1947-48 campaign. He expected the current drive to exceed that record.

Canadian Set Sales
ALL PREVIOUS records for sale of radio receivers in Canada were broken during December when 103,822 receivers were sold, according to a report of the Radio Manufacturers Assn. of Canada. Previous record was set in November, 1947. A total of 72,970 sets were sold in Canada in 1949 with a retail value of $54,470,021.

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MORE than 600 million listener impressions were scored in 409 network messages on behalf of The Advertising Council's Better Schools campaign from August 1949 to January 1950, William R. Baker, Jr., executive vice president, Benton & Bowles Inc., told the Advertising Club of Boston last month. That radio support, he said, is equivalent to 40 times the circulation of the Bob Hope Show of Dec. 20, 1949, or a coverage equal to 100 chapters of a national daytime series like Portia Faces Life. In addition, Mr. Baker said, the total listener impressions would be swelled by numerous local messages carried by individual stations. He said that business men had contributed more than $2 million in space and time to the 1947-48 campaign. He expected the current drive to exceed that record.

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ALL PREVIOUS records for sale of radio receivers in Canada were broken during December when 103,822 receivers were sold, according to a report of the Radio Manufacturers Assn. of Canada. Previous record was set in November, 1947. A total of 72,970 sets were sold in Canada in 1949 with a retail value of $54,470,021.

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LEE HON, assistant program director in charge of operations at WBMB-CBS Chicago, begins work today (Monday) at the New York network staff under direction of FRANK R. FALKNOs, vice president in charge of program operations and former manager of WBMB. Mr. Hon worked at the Chicago station 18 years except for his period of war service.

ED PENNEY, formerly staff announcer with WEIM Fitchburg, Mass., appointed program director and chief announcer of WFGR same city.

DAVENPORT SMITH, formerly with WSTC Stamford, Conn., and later staff announcer, newscaster and director of special events for WBRC Birmingham, Ala., appointed program director and production manager of WBRC.

CHARLES HERBERT, for past year freelance radio director, and before that radio director with N. W. Ayer & Son Inc. for five years, joins ABC Hollywood director staff. He replaces CLAIR WEIDENAAA, resigned, to join KULA Honolulu as program director. Mr. Weidenaa had been with ABC for past four years.

EDMOND O'BRIEN, film star, signed as lead in weekly 30-minute CBS package Yours Truly, Johnny Dollar which resumed Feb. 3, Friday, 10-10:30 p.m. (EST), with West Coast transcribed repeat, 6-6:30 p.m. (PST).

JIM O'CONNELL, formerly with WTAW College Station, Tex., joins KORA Bryan, Tex., as staff announcer.

JERRY LESTER, comedian, named m.c. of Saturday 9-10 p.m. CwalcLeod Store on DuMont Television Network.

FRED P. HASELTINE, formerly disc jockey with WDNC Durham, N. C., joins announcing staff of WRNL Rich- later, with WIBC Indianapolis, rejoins WAVE-TV Cincinnati. She will be heard on Mary Monroe show and assist in continuity department.

BOB CROSBY, formerly with KSET El Paso, Tex., joins announcing staff of WTOL Toledo, Ohio.

CHARLOTTE GARNER, formerly with KGBS Harlingen, Tex., and WSZ Houston, Tex., joins WCKY, Va., as staff announcer and newscaster.

JACKLYN SROFF published music librarian at KIRO Seattle, effective Feb. 24. She succeeds JOYCE WELTY, resigned.

KENNETH ARMSTRONG, formerly of WKBZ Muskegon, Mich., joins announcing staff of WTAM Cleveland, replaces ROBERT SHELEY, resigned, to join WMRC Greenville, S. C., as disc jockey.

MRS. CONNIE STACKPOLE, director of New England Cupboard show heard on several Yankee Network stations, joins Granite State Network as director of The Connie Stackpole Show. Network consists of WNEW Nashua, WKBK Manchester, WTSV Claremont and WWNH Rochester, all New Hamp- shire.

DON SMITH, formerly with WBNs Columbus, Ohio, joins WKBV Youngstown, Ohio, as announcer.

CARL LAWTON, formerly with North- east Airlines in public relations and sales roles, appointed film librarian for WBZ-TV Boston.

ELLEN HARRIS, women's commentator of CBS, Vancouver, is in Great Britain and Europe gathering material for her broadcasts.

BOB CROSBY returns as m.c. of CBS Club 15 March 27 replacing DICK HAYMES. Show is sponsored by Campbell Soup.

AWARD as “Traffic Safety Man of the Year” is presented to Roger W. Clipp (2d r), general manager of WYFL-AM-FM-TV Philadelphia, the In- quire stations, by the Philadelphia Highway Traffic Board. Presentation was made Feb. 7. Also holding an award for his contributions is Inquiry Reporter Owen F. McDonald (1). Congratulations are offered the recipients by Bennett E. Tousley (2d l), board's education and publicity committee chairman, and J. C. Furnas (r), author of “And Sudden Death” and other magazine articles on safety. Mr. Clipp received his award in recogniz- ing and theo the “Silly Willie” two-month safety drive in that city.

RELLIGIOUS RADIO

RRA Questions FCC Stand

RELLIGIOUS Radio Assn. has told FCC that “we see no justification for raising the question of the First Amendment with respect to the licensing of religious radio stations... or to the reservation of bands of frequencies for such stations.”

RRA referred to (1) FCC’s call for a hearing on the constitutionality of allocating FM frequencies for religious stations, as requested by the Southern Baptist and Texas Baptist conventions, and (2) an FCC examiner’s recommended de- nial of an application of the Re-organized Church of Christ of Latter Day Saints, Independence, Mo., pending decision on the Baptist petition [Broadcasting, Nov. 21, 1949: Jan. 2].

Calling attention to the Supreme Court’s McCollum decision, which held the federal government may not aid any religion or all religions, RRA President Edward J. Heffron contended that “if the Commission uses the McCollum dec- ision against religious radio stations, logic would require it to apply the same rule against all religious programs on commercial stations.”

Mr. Heffron said at least 31 stations would be affected if FCC should decide against licensing religious radio outlets, and that in his opinion all religious programs would be ultimately affected.

REGULAR Saturday morning show, Breakfast in Dayton, over WING Day- ton, serves breakfast to its audience for charge of 50c. Tickets to show are sold out now for every Saturday through July 15, station reports.

HOOVER REPORT

Wash. State Stations Lauded

EFFORTS of Washington State stations to promote public under- standing of the Hoover Report have been characterized as an “outstanding job in the public interest” by Dr. Raymond B. Allen, chairman of the Washington Committee on Federal Reorganization.

Dr. Allen, who served on the Eberstadt “task” committee of the Hoover Commission and who last summer directed the medi- cal services of the newly unified Defense Dept., reported that 24 stations in Washington State gave more than 18 hours of free time to the educational effort of his committee in the past three months.

Most widely used, Allen said, have been three transmitted programs, one recorded at KIRO Seattle, another at KJR Seattle and the Grange Forum, which was used on its regular schedule of six stations throughout the state. Other cooperating stations cited by Dr. Allen include:

KSKK Everett, KBRO Bremerton, KBBC Mt. Vernon, KQPN Port Angeles, KXKX Ellensburg, KMO Tacoma, KYQ Olympic, KOMW Omak, KVOS Belling- ham, KQKO and KITN Wenatchee, KYAK KIMA and KTT Yakima, KWSK Pullman, KXRN Benton, KLKM Long- view, KNEW and KFJO Spokane, KJU Walla Walla.

WBIZ To Join ABC

WBIZ Eau Claire, Wis., will join ABC, effective March 1. The station will be the 288th affiliate of the network. WBIZ operates with 250 w on 1400 kc, and is owned by WBIZ Inc. It also is an affiliate of MBS.
SEFLING NEWS

WIKY Tells Audience Why

LISTENERS to WIKY-AM-FM Evansville, Ind., 9 a.m. newscasts were introduced to daily explanations of the why’s and wherefores of radio news during a recent two-week sponsorless interlude, the station reports.

Purpose of the one-minute “lesson”—the time slot on sponsor-hiatus for the five-minute newscast—was to explain “why WIKY newscasts are different,” why they are listened to, the job of the newsmen, and how news is gathered for a broadcast, John Munger, news director, explains.

Taking the listener behind the scenes, the promotion-education series pointed up family listening, good taste, human interest, conversation style of writing, editing, qualified news personnel, news sources, sports items, wire service use and fact-reporting. Mr. Munger says “that’s how we put a five-minute newscast to work for us; how we think we told news to men.”

RADIO NEWS COURSE

U. of Minn. Sets Feb. 17-18

CLIFTON UTLLEY, national news commentator for WMAQ-NBC Chicago, will be the featured speaker when the U. of Minnesota School of Journalism holds its fourth annual radio news short course at Minneapolis, Feb. 17 and 18. He will talk at a dinner in the Radisson Hotel, Feb. 17. The Minnesota Associated Press Broadcasters are meeting in conjunction with the course.

Among other scheduled speakers for the course are:

Wallace E. Stone, manager of KILO Grand Forks, Calif.; Toby Miller, news director of KMKN Mammoth; Art Strong, WABE, Atlanta; Wendell Graham, executive director of WMT Cedar Rapids, Iowa; Tony Moore, promotion manager of WCCO Minneapolis; W. Earl Hall, managing editor of Marion City (Iowa) Globe Gazette, and university professors Dr. Ralph, D. Cotey, Mitchell V. Charnley and Charles E. Swanson.

Radio News Play

RADIO news emphasis now is on the national and local scene, taking the play from international affairs as compared to 1945, according to a survey announced recently by the American Federation of Radio Broadcasters. It was conducted by ABC editors of the Esso Reporter broadcasts over WJZ New York. Comparison of six days in January 1945 with the same period this year revealed international play declined from 62.9% to 12.8%, while national rose from 37.1% to 46.7%. Esso Reporter, broadcast Mon.-Sat., 7:55 a.m., 12:30 p.m., 6 p.m., and 11 p.m., is sponsored by Standard Oil of New Jersey, through Marsalk & Pratt, New York.

ROBERT MOORE

Heads Transradio Press

ROBERT E. L. MOORE, vice president of Transradio Press Service since 1945, has been elected president of the corporation, Herbert Moore, founder of the company and board chairman, announced last week. He succeeds Dixon Stewart, Transradio’s president since 1945, who has been given a new assignment in the field of visual mass dissemintation.

Re-election of Rex R. Goard as vice president in charge of news operations also was announced. Mr. Goard is Washington bureau manager and has been with Transradio for 16 years.

Robert Moore, 40, joined Transradio immediately following its organization in 1944. He established the company’s Washington bureau and served as bureau chief until 1937 when he made a country-wide tour to establish new bureaus and extend Transradio’s facilities. He later served as assistant to the president, Southern division manager and covered the invasion of Europe. He is a charter member of the National Assn. of Radio News Directors.

SALES STUDIES

Ohio Group Names Plan Unit

SALES research and training plans will be studied by an educational committee appointed by Carl George, president of the Ohio Assn. of Broadcasters, to work out plans that will benefit both Ohio State U. and Buckeye stations.

The committee, which will coordinate its efforts with those of Dr. Kenneth Cameron, Ohio State U., is composed of the following: Hugh Higgins, WMOA Marietta, chairman; Al Heiser, WLEC Sandusky; Robert Mason, WMRN Marion; Bill Orr, WBNS Columbus; Robert Runnerstrom, WCOL Columbus; William Sprague, WHK Cleveland, and Harvey Young, WHIO Dayton.

Platters to Politics

MYRON J. BENNETT, former disc jockey, has entered the gubernatorial race in Iowa on the Democratic ticket. Primaries will be held in June. Mr. Bennett used radio two years ago to help win the election to the safety commissioner post in Des Moines which he now holds. In that capacity, he is head of both police and fire departments. Stations at which Mr. Bennett formerly worked include WCKY Cincinnati, KRNT Des Moines, KWK St. Louis and KSO Des Moines.

JOE CUMMISKY, former Mutual sportscaster, joins WPAT Paterson, N. J., as director of news, sports and special events. He formerly was featured on Mutual’s Inside Sports, was once sports editor of the defunct New York P11 and before that on the staffs of the New York News and the Buffalo Times.

JACK JUREY named news editor of WKBW Youngstown, Ohio.

JIM GRANER appointed to succeed JIMMY DUDLEY as sportscaster for WJF Cleveland. Mr. Dudley resigns, effective Feb. 15, to freelance.

MALCOLM JOHNSON, formerly with defunct New York Sun, joins International News Service as reporter.

WALTER CARLE resigns as director of news and public service from KTIV TV and has been asked to extend freelance in radio and television.

SEYMOUR FOX joins news and special events staff as writer at NBC Chicago. He worked previously for WMOR (FM) Chicago and at Transradio Press.

CAMERON CORNELL, news editor of KERN Bakersfield, Calif., joins CBS Hollywood bureau as writer.

JULIAN BENTLEY, news editor at WBBM Chicago, named board member of Headliners Club of Chicago chapter of Sigma Delta Chi, national journalistic fraternity.

ROBERT F. HURLEIGH, news director of WGN Chicago, is the father of a boy, Steven Lankford.

RURAL RADIO

85% ... of properous rural New York is served by 8 stations: WHCU, Ithaca; WNF, Weathersfield; WVB, Bristol Center; WVDC, De Ruyter; WCV, Cherry Valley; WYBN, Turtin; WSFL-FM, Ogdensburg; WFLY, Troy.

$6,500 ... is the "Cadillac" average form income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meal; 33% of the clothing.

356,640 ... is the total rural families in the upstate area. This includes 138,255 farm families ... a rich, responsive market worthy of your consideration.

Rural Radio ... prescription to sell the $971,000,000 agricultural market in New York state.

WDBC New Facilities

WDBC Escanaba, Mich., owned and operated by the Delta Broadcasting Co., has inaugurated new facilities operating on 790 kc. WDBC formerly operated on 1490 kc, 250 w. John P. Norton, publisher of the newspaper and president of the broadcating company, said formal dedication of the new facilities is planned for late in February or early March.

RURAL RADI0 NETWORK

118 North Thomas Street, Ithaca, N. Y. 330 West 42nd Street, New York City

February 13, 1950 - Page 47
MITCHELL MILLER, former director of popular music, Mercury Record Corp., joins Columbia Records Inc. as director of popular records division.

RCA's THESAURUS Record Library Service releases to subscribers two new transcribed radio shows, Music by Both and Ray McKinley and His Orchestra.


WABF (FM) New York, renews its contract with Columbia Records Inc. for Thursday evening broadcasts, 6 p.m.-midnight, for third successive year.


GENERAL ELECTRIC Co. signs two-year agreement with A. C. Nielsen Co., Chicago, for its television index service.

C. P. MacGregor Electrical Transcriptions moves to 8 N. Wabash Ave., Chicago, Room 1012, from 612 N. Michigan Ave. William M. Mertz Jr. is Chicago manager.

RICHARD DRUKKER last week was elected president of the North Jersey Broadcasting Co., operator of WPAT-AM-FM. Peterson, N. J. Mr. Drukker succeeds his brother, Dow H. Drukker Jr., publisher of the Herald-News, Paterson, N. J., who will continue as a director of the broadcasting company.

Richard Drukker Named

Mr. Drukker

KTFI Twin Falls, Idaho, has put some starch and vinegar in a selling campaign for Chevrolet which it believes proves the 1 kw NBC outlet can do as good a job as any metropolitan station.

As described by Manager Florence M. Gardner, KTFI aimed its sights on a three-fold program schedule and hit the target on the bullseye. The station's task was to put over a big promotion drive for six local Chevrolet dealers. Crux of the campaign was to make as many people as possible aware of the GM automobile and familiar with the Chevrolet dealers in the area.

Toward this end the dealers pooled resources, enough to purchase three half-hour periods of Class A time that included: A dramatic mystery show, Box 13, Mayfair Transcription Co. package, Sunday, 7:30 p.m.; a pop-concert music program, Cavalcade of Music, Lang-Worth produced, Monday, 8:30 p.m., and a western song-fest "hit parade" type program, The Magic Valley Hayride, station-produced, Saturday, 6:30 p.m.

The triple-day schedule was chosen, and the times staggered, in order to reach a greater cross-section of listeners during their "at-home" hours. The shows also were in the peak of A time, thereby fitting into a pattern of top rated programs.

While the absolute effect of such a campaign is difficult to measure, direct evidence was obtained that many potential Chevrolet buyers visited their dealers to ask questions about the car after having listened to one of the program's series. That was success enough for Chevrolet, KTFI reports.

The catch-all, the station points out, was the attempt to reach a highly varied listening audience during the equally as varied "at home" nights and time periods. However, each of the programs was fitted into a night when the network had similar type programs scheduled.

Along with this radio promotion, mats supplied by the packagers were inserted on the radio log page of the daily newspapers and various other displays used throughout the area. Allowance for flexibility permitted the dealers' names to be mentioned on each program in a rotating schedule, with two different dealers usually named on a single program.
FRANK GOLSTEIN named chief engineer at WMOR (FM) Chicago, succeeding DAVID B. PIVAN, resigned to work with James E. Everett Engineers, Evanston, Ill. Mr. Goldstein's new assistant is WALTER CHILDRESS JR.

G. L. McKENNA, formerly manager of Industrial Products Section of Engineering Products Dept. of RCA Victor, Camden, N. J., appointed assistant to W. W. Watte, vice president in charge of RCA Engineering Products Dept.

SPEAR MALLIS, recent graduate of Chicago Television Institute, joins WTWV (TV) Miami, Fla., as engineering assistant under direction of JACK SHAY, technical director. HEBBIE FIELDS, student at Radio & TV School of U. of Miami, joins WTWV as cameraman and sound technician.

PAUL KELLY, formerly chief engineer of WNNI Wabash, Ind., joins WCSI (FM) Columbus, Ind., technical staff.

HARRY MAULE, member of NBC Chicago engineering staff 15 years, promoted to supervisor of TV field engineering operations. He replaces COURTNEY SNELL, transferred to NBC New York.

IVAN IZENBERG, WNNR Newark staff engineer, and EDITH LEVIN, of Gordon & Rudwick Adv., New York, have announced their marriage.

RCA Engineering Products Dept., Camden, N. J., announces production of power control unit for mobile TV pickup equipment, providing power consumption readings and permitting regulation of input and output voltages from central point in unit.

HOOKER-FREDERICK

New Production Firm Formed

A NEW corporation, West Hooker-Frederick Productions Corp., New York, has succeeded the former West Hooker Telefeatures Inc. West Hooker, head of the former concern, is president of the new firm located at 2 W. 46th St. Frederick Klein is vice president and treasurer. The new company will produce not only radio and television shows but also theatrical and motion picture enterprises.

LATEST news and developments in the field of magnetic tape recording are featured in Magnecord INK, new monthly publication of Magnecord Inc., Chicago tape recorder manufacturer.
Galbreath Answered

EDITOR, BROADCASTING:
Mr. Ed Galbreath, radio instructor of Statesville, N.C., in his letter to the Editor, Broadcasting, Feb. 6, asked for assistance in getting "all network programs every night in the week regardless of atmospheric conditions."

I can appreciate the gentleman's difficulties in trying to get good consistent reception, for I experienced the same problem when I resided in another of the underserved areas, Michigan's Upper Peninsula. There is only one solution to the problem of inadequate radio coverage in Mr. Galbreath's area which is typical of so much of the United States. To better serve those small towns and rural areas, the clear channel stations must be given increased power to surmount the barriers of distance and high atmospheric noise levels.

That is why the FCC is using power in excess of 50 kw on all six of its clear channels, whereas stations in the United States are stymied from improvement in service because of an archaic power limitation (50 kw).

There is no reason why small town and rural listeners should not have service some time comparable to that enjoyed by their city friends. Increased power for clear channel stations is the answer, and the FCC has the authority to grant it.

Ward L. Quaal
Director
Clear Channel Broadcasting Service
Washington, D.C.

EDITOR, BROADCASTING:
Re the letter of Mr. Ed Galbreath . . . Statesville, N. C.
Mr. Galbreath's letter points out one of the greatest mistakes made by broadcasters in the use of FM. In the area in which Mr. Galbreath is located I am sure that he not only can get every network program he desires, but will have a choice of stations to listen to if he will resort to a reasonably good FM set or converter.

Palmer A. Greer
Radio Engineer
Spartenburg, S. C.

Dear Mr. Galbreath:
In reading the Feb. 6 issue of Broadcasting I find . . . you . . . asking how small town listeners can have available all network programs every night in the week regardless of atmospheric conditions.

This question has been answered to hundreds of thousands of people in the Southeast when they purchased an FM radio.

Though WMIT does not belong to any of the networks you mentioned in your letter, I would like to call to your attention the fact that in Statesville, N. C., you can receive day and night complete coverage of the two networks you mentioned from at least seven different sources. For NBC shows I recommend that you tune in WOAS-FM in Winston-Salem, WSC-FM in Charlotte, or WOPL-FM in Bristol, Tenn. For your ABC programs I suggest you tune in to WHKY-FM in Hickory, WMFR-FM in High Point, WAIR-FM in Winston-Salem, and possibly WGNC-FM in Gastonia . . .

John M. Dunnigan
KPTS 1164
WMIT Charlotte, N. C.

[Copy to Broadcasting]

Gardner Sees Hope

EDITOR, BROADCASTING:
In your columns there have been some disharmonized, but staunch, standard bearers advocating the principle that RADIO MUST SELL ITSELF.

One phase of this has been the sore subject of newspaper references, where radio references on local or network shows or newscasts could be used equally easily, equally authentically. We want our own medium to think and talk radio.

For the sick of heart on this campaign, there is hope. It is beginning to show on some NBC shows. Some months back on NBC "One Man's Family" one of the characters of the play was remaining home to listen to Duffy's Tavern, and then again Saturday night, Jan. 28, on the Denver Day show, two of the characters made their appearance at the courthouse, because, they learned that a particular situation had arisen, on the late evening newscast!

So, all you advocates of this reference-policy, take heart, we may be gaining ground—from the scorn the mighty oak did grow!

Florence M. Gardner
Manager KTFI
Twin Falls, Idaho.

Sees Network Fear

EDITOR, BROADCASTING:
It was a pleasure to read your editorial "The Rich, Full Life," in the Jan. 30 issue of Broadcasting . . .

I have never been able to understand why it is, with the great increase in local broadcasting, the trend to network ownership in set ownership, in radio's demonstrated effectiveness, in cost of network and station operation, that network rates should remain at the 1948 levels. All other media have raised their rates in keeping with the ascending costs of doing business.

There can be only one "cheapest" advertising medium, and network radio seems to take pride in that dubious distinction. It is difficult to understand the network thinking which permits the condition to continue. My contact with network officials leads me to believe that they are governed by fear of competition, the loss of important accounts, and more recently, to television. Apparently, Life magazine hasn't had the same fears and very realistically raised their rates in keeping with its value—and its production costs.

E. E. Hill
Executive V. P.
WTAG, Enfield, Mass.

Praises Bob Hawk

EDITOR, BROADCASTING:
I enjoyed Mr. Klein's story about Jack Benny's trip to Houston [Broadcasting, Jan. 30]. I had a similar experience several years ago when Bob Hawk came to Charleston, W. Va., where I was then operating WCHS. Bob came to do his quiz show and enceed a local talent show during a war bond drive. He was far more gracious than any of the local people and certainly set a fine example.

Howard L. Chernoff
V. P. and Gen. Mgr.
San Diego Journal
San Diego, Calif.

Todd Manages KAKE

EDITOR, BROADCASTING:
A word of thanks for a publication that brings a report of the up-to-the-minute, nationwide activities in the radio industry to my desk every Monday morning.

I would like to point out an error in the CLOSED CIRCUIT column of Jan. 30 stating that Jack Todd, the named station manager the 12th District directorship, is from KFBI Wichita, Kan. Mr. Todd is manager of KAKE, the Mutual outlet in Wichita . . .

C. Dale Allen
Chief Engineer
KTSW Emporia, Kan.

Roger M. Wise

ROGER M. WISE, S2, authority on electronic tubes, died at Temple U. Hospital in Philadelphia Feb. 5 after a short illness. Mr. Wise had served as a special consultant to Philco Corp. on vacuum tubes for the past year since his company, Roger M. Wise Co., had been acquired by Philco. He was associated with the company for 29 years. Mr. Wise is survived by his wife, a son, his mother and three sisters.

ALL hockey and basketball games at U. of Denver, Denver, are being broadcast by students in university's radio department over KFEL-FM Denver.

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Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

Low time costs!

Low talent costs!

Big sales results!

Dumont Daytime Television sells!
ALL THIS AND 3 NETWORKS TOO

Since opening day, WOAI-TV has presented a weekly average of 10½ hours of local programming combined with top shows from THREE great TV networks to build and hold an enthusiastic audience. To entertain and sell South Texas there's no substitute for San Antonio's FIRST television outlet, WOAI-TV.

Represented Nationally By
Edward Petry & Company, Inc.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

Lou Emerson keeps 'em laughing as ranch cook on TV Dude Ranch. Below: Pedro Gonzales makes a hit as a ranch guest.

Johnny Dugan's Tree House features Bud Vinson and Uncle Dick Perry. There's a long waiting list for every show.

Lovely Rosita's personality shines in her Latin songs.

Mel Winters, his piano and Jeremiah Tommy and The Professor.

Vocalist Melissa Smith's style wins her a big following.

Lower left: Dance instructors Bud and Marie Nash entertain with folk and popular dances.

nBC - CBS - ABC

WOAI-TV
CHANNEL 4
SAN ANTONIO
A Service of Broadcasting Newsweekly

HOW TO TURN RED INK BLACK

By BRUCE ROBERTSON

VIDEO ECONOMICS, methods of TV station operation, sales and programming leading to increased revenue and decreased expenses, held the center of the stage Wednesday at the Television Clinic conducted by Television Broadcasters Assn. at New York's Waldorf-Astoria Hotel.

Other current TV issues, such as union jurisdictional disputes, network affiliation on an interconnected or non-interconnected basis, and the place of sports in the program schedule got their due share of time in the day-long agenda, which clicked off on schedule under the sharp eye of Charles C. Barry, ABC program vice president, who served as clinic chairman.

But the main interest of the more than 400 TBA members and guests at the session was focused on the all-important question of how to turn the red ink on their monthly balance sheets to black.

How one TV operator has done that trick was described by Edward Lamb, owner of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, who stated that "both stations have been in the black since the day they opened."

"There is nothing unusual about this," Mr. Lamb continued. "I say that any TV station in the United States can be operated at a profit."

Mr. Lamb's secret is a simple one—"don't buy anything you don't need. Use what you have to the limit. Where other stations say 'one show, one camera,' I stated, 'we say 'one camera for all shows.'"

He admitted that with increasing programming he is now getting a second camera for each station, but, he declared, "We don't have a lot of fancy-pants equipment lying around in the garage."

Despite the dependence on network and film programs implicit in single-camera operation, Mr. Lamb stressed his stations' emphasis on local and public service programming, which, he declared, "pays off at the box office."

know," he added, "that in local programming you receive your full rate card and do not give the network 70% of the amount of the sponsor's payment."

Detailing his stations' finances, Mr. Lamb reported: "The income of one station is roughly $30,000 a month, but is rapidly increasing as we go into more and more after noon programming. Our expenses are approximately $17,500 a month, including wages of $4,500, depreciation in the amount of $4,000 a month, films, promotion, taxes, maintenance and miscellaneous costs totaling $9,000 a month. We depreciate our mechanical equipment at the rate of 20% a year and buildings, as well as other equipment in accordance with the schedule set by the Internal Revenue Bureau."

Outlines Staff

"We have 17 employees at each plant. These include a general manager, three salesmen, a program director, three studio technicians (including cameramen and film editor), a chief engineer and five engineers and three office girls, one of whom handles program and traffic matters, another bookkeeping and the third stenographic matters."

Mr. Lamb asked why TV, even as "blue chip big business" needs "such elaborate but unused plants."

The viewer is impressed only in what appears on the screen and not with the chromium in the studio. . . . The viewer is not impressed when a teleseter proudly boasts of losses running as high as $100,000 a month. Hooperadings do not follow the teleseter's profit and loss statement."

John H. Boyle, director of television at WAVE-TV Louisville, a non-interconnected station at present, said he has "a few shudders whenever I think about the cable coming through in October."

Reporting that WAVE-TV now gets 30% of its rate card for network commercials, he said that when it becomes an interconnected (Continued on Telecasting 18).

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Dr. ALLEN B. DuMONT, president, Allen B. DuMont Labs, chats during TBA Clinic lull with Maurice Riffin (standing), in charge of TV sales for Frederic W. Ziv Co., and Herbert L. Taylor, in charge of DuMont transmitter division.

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TELEVISION Broadcasters Assn. board of directors elected last Wednesday include (1 to r): Standing—Will Ballin, secretary-treasurer, TBA; F. M. Russell, vice president, NBC; George Storer, Fort Industry Co.; Dr. Allen B. DuMont, president, Allen B. DuMont Labs.; Seated—Joseph McDonald, vice president, ABC; Lawrence Lowman, vice president, CBS; J. R. Popple, WOR New York, TBA president; Ernie Loveman, vice president, Philco, and Paul Ralbourn, vice president, Foremost. Not shown is Director R. A. Borel who did not attend the clinic. (See story, Telecasting 18).

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**BY MAY ALLAN**
The charm that surrounds WDSU-TV quarters.

The upper wrought-iron balcony is featured by a fan-shaped "garde de frise" originally designed to keep marauders from entering via the adjoining building.

Erected in 1816 by Francois Saumonnet, who bore a musket in Gen. Andrew Jackson's Battalion A Orleans, the building has been a center of art and commerce. In 1909 William Rateliff Irby, banker and tobacco manufacturer, acquired the property, renovated it and installed an elevator and large pipe organ.

Offices of station executives and personnel are located on the second and third floors, including large audition and conference room, film library, projection room and employees lounge. Studio facilities are in temporary quarters on the third floor pending completion of an elaborate new studio building.

... ... ...

Those accustomed to the architecture of the glass-and-chrome mill will get a shock when they enter this antique home of an ultra-modern electronic enterprise, dominated by the French Quarter motif. They will find themselves ushered into a courtyard and seated at a table midst the lusher flowers, trees and shrubbery of the semi-tropical region.

A maid serves coffee (Luzianne, courtesy of the sponsor). Visitors sip the sturdy brew for which the city is famed as they take in the patio's banana trees, palms and other flora.

Surrounding this bedecked patio are all the scientific marvels of the Television Era. Work is moving along rapidly at the adjacent studio building covering a 60x200-foot area. WDSU's engineers have followed the basic concept that a TV studio should be as large as space permits, and should be on the ground floor with an entrance accommodating the largest rolling vehicle.

The video studio will be 60x100 feet, with arched interior 35 feet high. It is patterned after Hollywood sound stages, with master control room overlooking the sets, catwalks, permanent sets, prop rooms, film laboratories and similar accessories. Three other studios are interchangeable for AM and TV. They include recording facilities, client's booth and related facilities. The building also will house a large workshop, lounge and reception hall. Overall area of offices and studios is 22,000 square feet.

Several blocks away is the transmitter, housed atop the Hibernia Bank tower, tallest in the city. Tower installation followed NBC's Empire State Bldg. pattern. The

**NBcasting • Page 54**

WDSU-TV Brings Modern Television To Beautiful Old New Orleans

Bourbon Street spots with their Dixieland entertainers?

Pile on top of this list the sports, concerts, dramas and aquatic events for which the city is unique, plus the normal quota of daily doings in the nation's No. 2 seaport, and you have the stuff that WDSU-TV's staff has at its disposal—plus the pick of the programs kinescoped by all four nationwide television networks.

There's nothing quite like—anything like—the new WDSU-TV headquarters in all American radio and television. Located in the heart of the Vieux Carre (French Quarter), the century-and-a-half old structure is ornamented by two typical New Orleans balconies, overhunging the sidewalk.

Known as The Bruhatour Court Bldg., it is one of the more famous buildings of its type in the city.
55-foot RCA batwing antenna carries the 5 kw signal from the RCA transmitter out over a vast area with a kick of 31 kw. Reports of “very regular reception” cover spots as far away as Alexandria, La., 150 miles to the northwest, and consistent reception over an area including parts of Mississippi and Alabama.

During its first year, WDSU-TV had to get along with a converted office on the top floor of the bank building as the main studio. Another office was converted into stairs leading to the penthouse transmitter and control rooms. Crowded into this space were work-shop, TV and FM transmitters and a small announce studio. The penthouse even had a balcony.

All this squeezing and pigeon-holing will be avoided in the new plant. Control equipment is custom-built. High-perched producers will have a view of the entire main studio. Dual switching units are provided for rehearsals while other programs are on the air.

This ingenious use of limited space is an old story in the television industry. WDSU-TV was blessed with a substantial quota of ingenuity and the results surprise even those who sweated and toiled during the early days. They're glad the elbow-bumping days are about over and what they can do in the wide-open spaces of the new studio building may surprise even themselves.

To handle its local remotes, WDSU-TV has a custom-built Lynn mobile unit with two cameras along with accessory station wagons.

ANYONE familiar with the commercial, educational and recreational facilities of New Orleans knows that the citizenry wouldn’t put up with inferior TV programming.

Messrs. Stern and Sweeney were quite aware of the community’s tastes so they have followed up a history-making debut with this simple program policy—Let’s do a solid job on the inside; then we’ll get set sales on the outside, and sponsors, too.

The four-network package has given a solid foundation of national program fare. It might have been simple to get by with occasional local programming and a lot of cheap film, but the management committed itself to high-quality production. It has gone in heavily for community telecasting.

In early 1949 a list of sports events was laid up. It included basketball, baseball, wrestling, horse racing and similar events. Professional baseball wasn’t available but the American Legion games developed a heavy following. Last fall WDSU-TV telecast the whole Tulane football schedule on film.

And the Sugar Bowl football games for the past two years have been telecast by Gillette. Maison Blanche, a local department store, and the Seven-Up Bottling Co. were sponsors for the balance of the Sugar Bowl events.

The Mardi Gras—well, there’s nothing to match it in all American community life, and New Orleans television has been all over the town filming pre-Mardi Gras events. As was the case last year, the whole package of parades, balls and similar events is sponsored by the General Electric distributor.

In spite of extremely cramped facilities, studio programming at WDSU-TV has been intensive. Single-camera operation has provided an excellent challenge to program builders, who offer distinctive and novel presentations, both sustaining and commercial. It has been the proving ground for the new major operation.

The development of local talent has been proceeding steadily. The Dixiebands, of course, are heard frequently. A talent show titled New Voices, originating in the Roosevelt Hotel, has developed a roster of good local talent.

Local professional talent such as Fats Pichon and Claire Nunn formed the basis for sound local shows. Miss Nunn plays the piano as well as sings, and does her own commercials.

Joyce Smith’s Floral Trails, a weekly garden show, and her A La Mode, on which she presents interesting people and unusual events, with something for every member of the family, and Sharkey’s Dixieland music further stimulate the local picture.

With this backlog, WDSU-TV is about ready to move into daytime programming. Lena Richard’s late afternoon show, a participating program with pictorial chatter on recreation cooking, will be a vital factor in the new daytime schedule.

Still other shows will feature dishes from New Orleans’ famous restaurants. A daily Shopper’s Guide is slated for programming, along with another newcomer to the afternoon stanzas, Man About Home, with tips for the harried housewife on household repairs and maintenance. Fashion shows have already proved themselves, and it is hoped that a new format will solve the disc jockey-TV problem.

THERE'S nothing too novel for WDSU-TV’s programmers. Recently they completely rebuilt a fat woman. With the TV camera on her, the lady went on a diet and took a course of massage and beauty treatments. They really re-made her for the TV audience and when the series ended she had shed some 60 pounds.

Fortunately, New Orleans in early TV days was blessed with courageous sponsors. Maison Blanche department store and Seven-Up jointly sponsored boxing and wrestling. Public Service and Coca-Cola signed up for basketball. Mobil and Burroughs put up on horse racing.

Outdoor sports are on a year-round basis and Jax Beer has sponsored a hunting and fishing chattering program. Native in Louisiana, D. H. Holmes department store sponsored the Korda film series, as well as live variety shows. Brown’s Velvet Ice Cream picked up the Telekids juvenile show.

Regal Beer buys sports and Dixie Beer sponsors Telenews as well as five minutes of stills depicting local and national news, using photos from the New Orleans area.

With all this programming, what do sponsors think? The answer to what sponsors think can be found around the sales department of the TV station. WDSU-TV has a bulging file of success stories. Just a few days ago, for example, Salem Fluorescent Maintenance Service sponsored two five-minute programs, its TV debut. From a $100 time-talent budget, Salem received calls that netted over $1,000 in new business.

Last month D. H. Holmes Co. sponsored a 15-minute musical program, Concert Miniatures, 7:30-7:45 p.m. One commercial was devoted to Schiffer Printers draperies, only promotion for the Nil-Art Co. product. During the week following the program 72 persons went to the Holmes drapery department and specifically asked to see the TV-promoted draperies, resulting in sales totaling $1,565.80.

Another time Maison Blanche sold its entire stock of 14 outboard motors through a lone TV spot. And at Holmes they recall the time a basketball interview with Cliff (Continued on Telecasting 16)
LARGE AUDIENCES

And WGN-TV’s “Trail Blazer’s Theater” is no exception.

In the short time “Trail Blazer’s Theater” has been on WGN-TV, its ratings have risen to the point where more than 183,000 Chicagoans watch these films each quarter hour—five days a week, 5:30-6:30 p.m.

Add the great hold-over audience from the preceding “Small Fry Club” to the appeal of western films, and you’ll see why “Trail Blazer’s Theater” consistently draws record audiences.

But the most amazing thing about this feature is the price—it’s phenomenally low for participations or sponsorship of the whole program. Just imagine, you can buy participation announcements for less than the one minute night time announcement rate.

Here’s one of the best buys in television. You’ll be thoroughly convinced when your WGN-TV representative shows you the facts and figures.

SURGERY TV

ANOTHER successful use of color television to demonstrate surgical and medical procedures was reported by CBS last week following a three-day meeting of the Atlanta Graduate Assembly in Atlanta, Feb. 6-8. [see picture TELECASTING 141].

CBS quoted Atlanta newspapers as reporting virtually unanimous opinion among doctors that color TV is “a great step forward in the teaching of surgery.” Over 1,700 doctors from seven Southern states viewed operations and clinics in action through means of 10 color receivers.

After the sessions CBS packed off the portable camera and receiver for shipment to Washington where they will be used for renewed public showings starting today (Monday). Receivers and pick-up equipment were designed and constructed by CBS engineers for Smith, Kline and French, Philadelphia, which has been furnishing such equipment for demonstrations before numerous medical groups.

C. J. WITTING


APPOINTMENT of Chris J. Witting as general manager of the DuMont Television Network was announced by Commdr. Mortimer W. Leeu, director of the network, in a statement prepared for release today.

In his new position Mr. Witting will direct and coordinate activities of the entire network numbering 53 affiliates, Commdr. Leeu said. Appointment was in recognition of the growth of the DuMont network during the past year, he added, citing gross billings in excess of $3 million—triple those of 1948.

Mr. Witting joined DuMont in June 1947 after long experience in industry and show business. Prior to joining DuMont he was with Price, Waterhouse & Co., where he supervised a number of assignments including radio. He also served for several years as controller of USO-camp shows.

KTSU (TV) EXPANDS

13 Feature Movies Acquired

ACQUISITION of series of 13 feature movies and contemplated increase in KTSU (TV) Hollywood kinescope programming was announced by Charles L. Glett, vice president in charge of Don Lee television, following his return from a two-week eastern visit.

Included in the group of motion pictures for which station has obtained exclusive release are Action for Slander, Woman Alone, Amazing Adventure and Ten Days in Paris. Added kinescopes being considered are DuMont network’s quarter-hour programs, Easy Aces and Manhattan Spotlight and New York wrestling bouts. Selection of new mobile equipment for KTSU will also be announced shortly, according to Mr. Glett.

INTRODUCTION to Television" course added to curriculum of U. of Washington’s Radio Education Dept., Pullman, Wash.
WOR-TV New York last week opened its new studios in New York's Television Center and simultaneously moved its TV master control here from the New Amsterdam Roof Theatre.

Complete facilities comprise three studios, control rooms, master control, rehearsal and dressing rooms, offices, and a reception lobby. Under the new setup, all camera control operators are located in a centralized camera control center. Other innovations include flexible studio lighting systems (employing fluorescent features), technical refinements and intercom positions.

Studios A and B, each 43 by 68 feet, comprise the playing area available at the center.

Studio C contains film projection cameras and associated equipment. Each studio has a separate control room. Studios A and B each contain four studio cameras. Studio C's film projection booth has three icosocope film cameras which can be fed from two 16mm film projectors, two 35mm projectors and several slide projectors.

All film, audio and video facilities are arranged so that the program director has directly before him simultaneous monitors on four of his normal studio cameras; two preview monitors, and a line monitor. Thus, all sources of signal can be previewed and the picture can be properly lined up before being switched to the program line.

Master control, consisting of six incoming channels with four outputs, provides for either simultaneous or independent audio or video switching. Each outgoing channel has a picture and an audio monitor.

Television Center is at 20 W. 67th St. WOR-TV also has studios in the New Amsterdam Roof Theatre on West 42nd St. One of these is an audience studio with a seating capacity of 450. Signals from these studios are fed into the 67th St. master control from their associated control rooms.

**THEATRE SALE**

**NBC-TV Buys in Chicago**

FIRST PROVISION for TV audiences at NBC Chicago was made last week with Victor T. Norton, NBC vice president for administration, signed a long-term lease with J. J. Shubert of the Select Lake City Theatre Operating Co. for the 52-year-old Shubert Theatre. The 1,300 seat legitimate house will become the Midwest's largest TV theatre, according to NBC Central Division Vice President I. E. Showman. Contract length and costs were not given.

NBC expects to spend $100,000 initially for equipment, including three or four new cameras and control room fixtures. Maintenance engineers surveyed the site Thursday, although the only remodeling expected to be done is that required for special television equipment.

First show to originate there will be WNQ-NBC-TV Chicago's one-hour segment of the network's two and one-half hour Saturday evening participation show, scheduled for Feb. 25.

Long-range plans for studio usage include origination of additional audience shows, especially daytime. NBC-TV Chicago has no TV audiences now because of space limitations.
**PHONEVISION TEST**

**Webster Sounds Alarm**

**AMID WARNINGS by Comr. E. M. Webster that the American concept of free broadcasting may be subjected to a "momentous change," FCC last week approved with multiple reservations the Zenith Radio Corp. request to test Phonevision publicly in Chicago.**

Reversing FCC's earlier order for a stay of consideration of Zenith's plans to test its "pay-as-you-see" brand of TV, [TELECASTING, Dec. 12, 1949], the Commission majority ruled the test could be held to help settle some of the issues for such a hearing. This ruling, however, was attended by:

- Warnings by Comr. Webster in his dissent that the majority action is contrary to FCC's own rules, violates basic allocation principles, may require Congressional redefinition of broadcasting, and could result in new restrictions—which FCC can't control—on the public and TV industry.

- Concern of Comr. Robert F. Jones, who issued a separate statement, that FCC's action will have to overcome monopolistic tendency of the patent-pool situation in TV equipment and set manufacturing. His recognition of a need to encourage new developments was shared by Comr. Frieda B. Hennock in another concurrence.

- Announcement by Zenith's Comr. Robert M. Jones of experimental few hours after grant, that the experiment will be the "acid test" of whether the public will pay for "good" entertainment via TV in their own homes.

**Lengthy Hearing Not Necessary**

The Commission majority held it was a satisfied a lengthy hearing was not necessary at this time in view of Zenith's allegations that the test sought only to determine public acceptance of Zenith's "new" concept of a "pay-as-you-see" television. The grant, valid for 90 days from last Thursday and to employ Channel 2 (54-60 m), facilities now being used experimentally by Zenith's KS2XBS Chicago, is subject to following conditions:

1. Motion shall not be construed as determination that such experiment is or will be in public interest, nor express terms of grant, or whether Phonevision or any such system constitutes a public common carrier or other type of service, and FCC reserves right to terminate such license if circumstances arise.

2. Zenith shall avoid any action that might create impression Phonevision has been or would be authorized on regular basis or that grant constitutes FCC's approval of any experimental program. If any such program is developed, and uses and aural notice to this effect must be made.

3. KS2XBS shall air only Phonevision shows during experiment.

4. Scope of test must be confined to Zenith's experimental program.

FCC denied Zenith's petition to install a new 5 kw video transmitter and other equipment at KS2XBS, without prejudice to filing an appropriate application for construction permit for such installation. Zenith has pending an application for a regular commercial TV station on Channel 2 in Chicago.

Comr. Webster considered sub-

cription radio or television as "a fundamental change" in the American system of radio which might need Congressional approval and that it could affect broadcasting's non-common carrier status.

He said his mind was "completely open" on Phonevision's merits and arguments. But, he pointed out, U. S. broadcasting has always been "a free service to the listener." He asserted "the first move to change this has not been made will be a public hearing. He continued:

I do not believe that very much vision is required to see that if the Commission should authorize subscription television, and it should prove to be the most profitable method of operating a television station, that the Zenith experiment will be engaged in. In the week, will be devoted to subscription television, and it should prove to be the most profitable method of operating a television station, that the Zenith experiment will be engaged in.

Television station licensees will be clamoring for a subscription television system, and it is an element on the Commission's door for regulation during the time there is no discrimination in the issuance of such functions or the fees.

Television receiver owners will expect the Commission to consider rules which will provide to each licensee of home television programs during the best listening hours and which will insure that the FCC will avoid any discrimination and non-discriminatory fee for viewing programs.

These considerations point to a commitment of the same kind for subscription television, not to the broadcast networks or regulated program.

He felt Phonevision resembles a "fixed service more than broadcasting."

He feared approval of the tests without hearing would lead the public to believe that Phonevision will become "the future television system," and that it might give rise to "foot in the door" with respect to its pending application for commercial television in Chicago.

He also thought it fair to assume that Zenith will request an extension of both the scope and the duration of the tests.

Comr. Jones, who originally voted for a hearing to precede tests, said he was concerned "the importance of the full encouragement of new television techniques" justifies tests without prior hearings in this case. He said:

"Television, to the extent that any forms of broadcasting, presents a particular problem because of the Commission's engineering standards are so limited for all purposes received television signals that the patent claims of one company or upon the claims of patents have been rejected and his company has the right to mail license for the use of such patents."

The effect of writing such standards has been to permit the formation of a patent pool with the result that one has become the predominant patent holder who collects fees from practically all users in the television industry.

With the further extent that there is a tendency toward, if not actual monopoly in the television industry of the transmission and receiving equipment, it is apparent at all times in the standpoint that new developments of the Zenith type are small. The holders are entitled to a monopoly in the development and manufacture of the equipment. TV is not a public utility as such, and it does not follow that the Commission has to join in that monopoly.

Comr. Jones noted Zenith proposed to turn over proceeds from the test to charity. There are many inventors or developers of many techniques who can't afford to be so generous," he said.

"The Commission must be ever vigilant to prevent any kind of a hearing. We feel the small inventor to get his invention before the American public without having to pay with pocket change placed in hands of those who may let it rest in their files."

He said that "300 customers is considerably less public sampling than all the other customers such as those being conducted in color television "where to date over 10,000 people have viewed one of the color systems."

"But he considered the Zenith proposal a solution to the problem of canvassing public reaction. Comr. Hennock similarly cited the importance of encouraging new developments that he feels public hearings should precede action on potential new and different services. But, she added: "Upon reconsideration, I have concluded that such a hearing on Phonevision at this time would serve little purpose."

She said the main problems which Phonevision can "contribute" to the economic and social rather than technical, and that the tests were designed to gather data on these aspects.

She believed that the holding of hearings at this time would be an impeding rather than an encouraging move with little to be gained on behalf of the public," she asserted.

McDonald Outlines Preliminary Plans

Within hours after FCC announced conditional approval of Zenith Radio Corp.'s plan to publicize its "pay-as-you-see" experiment in the Chicago area, Comdr. E. F. McDonald Jr., Zenith president, issued preliminary details for the 60-day experiment. No date for its commencement was specified.

Comdr. McDonald said "this test will climax 19 years of technical research and three years of actual transmission of Phonevision broadcasting here in Chicago."

It will enable us for the first time to put to an acid test a question which for years has concerned both the motion picture and television industries. "Is the public willing to pay for good movies shown television in their own homes; and more specifically, how frequently will they pay $1 per feature for such movie services?"

"Although Zenith has had Phonevision perfected for more than three years," he said, "we have delayed our actual commercial test until the present for three important reasons:"

1. Zenith delayed for the purpose of including their patent picture in the United States, and foreign countries.

2. Three years ago, television broadcasters refused to believe that the adhesive could not pay for the type of top entertainment the public would demand from television. It took last year's operating loss of well over $15,000,000 to convince them.

3) The movie industry would not believe that this new competitor, television, would do to the motion picture industry what it is doing to the television industry.

"But, said Mr. McDonald, "I am going to prove that the Zenith, more than $500,000, the Zenith contingent will, 'include participation by 300 Chicago families."

Every day for 90 days Zenith plans to broadcast a different full length feature picture.

**TV SET EXCISE**

RMA to Fight Lowry

**PROPOSAL to place an excise tax on television sets, will retard the rapidly expanding TV industry, Radio Mfrs. Assn. will contend before the House Ways & Means Committee's hearings on the levy authorized by the provisions of the Treasury John W. Snyder.**

Set industry spokesmen drew up plans for RMA's presentation at a coming hearing held Friday at the Hotel Statler. The meeting will be taken up this week during the RMA winter conclave in Chicago.

Joseph Gerl, Sonora Radio & Television Corp., chairman of RMA's Excise Tax Committee, said the tax will prove a hardship on small manufacturers and dealers, said the "farthest thing" in the industry, and also will force a substantial increase in TV set prices by which low-income groups will be deprived of television entertain-

Mr. Gerl recalled that the present 10% excise tax on radio sets was imposed in 1941 as a national defense revenue measure, double 5% by advertising in 1932. "The radio and television industry already is bearing more than its share of the tax load," he continued. "It is adverse to the ability of income and corporate taxes paid by the manufacturers and their merchandising outlets, the industry has paid the government about $290 million in excise taxes since 1932. Last year alone it paid the government $40.6 million.

"Contrary to some opinion, the television-radio industry is made up of small manufacturers and dealers, small jobbers and small dealers. Less than a dozen of the 100 set manufacturers and only a handful of several hundred parts manufac-
turers provide the product, and the trade is accurately called large corporations."

"As for dealers, the bulk of them are small shops and stores."

He noted that Secretary Snyder has said the tax reduction would stimulate employment and production, at the same time proposing the new TV impost. The FCC's freeze, he said, already is having a deterring effect on the industry, and a 10% tax "would add another load on the public and the industry, for the manufacturers and TV broadcasters."
THE ED WYNN SHOW
sponsored by Camel Cigarettes, a CBS Package Program
that’s top-rated, and makes more people laugh than anybody.

For another top CBS Package Program ready right now to go to work for an advertiser, turn the page.
ABE BURROWS ALMANAC is the kind of high-flying comedy CBS Package Program that's geared to a big pay-off for any smart advertiser.

Funny man, funny songs, gifted guests all add up to a hilarious Burrows-type show called an almanac... but it's hardly anything like Poor Richard's.
TV DRAMA RIGHTS

By JOSEPH A. Mc Donal D, ABC Vice President and General Attorney

THE question of music rights in TV has been carefully considered lately, particularly in connection with the ASCAP negotiations, but a glance at the program schedules shows the present and growing importance of drama. The clearance of dramatic material for broadcasting presents some very interesting questions as a matter of law and good business judgment.

An adequate treatment of this subject would probably be a cross between a review article and a book. However, this is intended to be but a brief general summary of some of the practical questions involved in clearing literary material for dramatic presentation in television. In the case of it is hoped that it may be of some interest and help to telecasters in general and to their programming people in particular.

The clearance of material for any form of broadcasting is logically subdivided into a consideration of the status of music on the one hand and literary material on the other. Aside from certain technical differences stemming from the provisions of the copyright act itself, the most significant difference between clearance in the two fields is found in the fact that most of the questions involved are non-dramatic renditions and are determined on the basis of industry-wide agreements with groups controlling the performing rights such as ASCAP, BMI and SESAC, or a representative of groups of owners such as the Music Publishers Protective Assn.

Cases Differ

In the field of literary material, however, the status of each work has to be examined as a special case. Naturally, these special cases fall into one or more of several categories of legal relationship and some literary agents do represent a number of authors, but by and large the rights are individually controlled. To use a real estate analogy, the clearance of a dramatization for television broadcasting is like examining the title to a piece of individually owned real estate property, whereas the clearance of musical material is often more akin to making a lease with the owner of a large apartment house.

Under our copyright statute the exclusive rights granted the owner of dramatic material may be divided down to the grant of an exclusive right to perform, (1) to perform and (4) to record the work. The significance of the last two to broadcasting is obvious.

As is well known, some plays are written as plays; others are dramatizations of nondramatic works. In either case the basic work may be copyrighted under the statute. The essential features of statutory copyright of a piece distinguishable from common law rights are that the owner of a statutory copyright has a limited period of time in which to enjoy his exclusive rights. He gets practical, because material produced by an employee belongs to the employer, as though the employer had written it, subject to such provisions as there may be in this respect in the contract of employment or in any applicable collective bargaining agreement.

While a certain amount of literary material might be produced in this way, home-grown, a major part of the dramatic program schedule will of necessity require the obtaining of such material from outside sources. Such material is available in various forms. First, it may be nondramatic literary material capable of dramatization by writers working as independent contractors, by specially engaged employees or by staff personnel. It may already exist in dramatic form, but in most cases it will require adaptation to television production techniques, or at least it will need condensation as a matter of timing the program.

In addition, the television broadcaster will have available for consideration a great amount of dramatic material already recorded on film. This may be film made primarily for exhibition in motion picture theatres, or primarily for television broadcasting or both. In dealing with dramatic material in motion picture form, an obvious short cut is available in the clearance of film obtained from responsible sources.

If the broadcaster has confidence in the supplier of the film, its purchase or lease with appropriate warranty and indemnity provisions eliminates as a matter of concern the clearance of rights in the absence of notice of claims made by others with respect to such material. Even in the latter case, depending upon the standing of the supplier of the film, it might well be decided to proceed with the permission of the individual and merely pass on to the supplier the obligation of defending any suit which might be started and to pay any damages which might be found to be owed.

On the other hand, in many cases it will be highly desirable, either because of unwillingness on the part of the supplier to give a warranty and indemnification or because of uncertainty as to his ability to respond to claims of infringement, to check back to ascertain the true location of the performing rights.

Examine Contract

The first thing to bear in mind in making such a search is that the film itself may be, and probably is, copyrighted. The copyright owner has, on the face of it, all rights in the film. As a general rule he need look only when dealing with the copyright proprietor himself. In most cases the deal will be with an individual who has physical possession of a reel of film, and the problem is to ascertain how he came by it and what rights he obtained with respect to its use as distinguished from the mere right to hold possession of the film itself. The logical way to proceed is to ask to see the contract under which the holder of the film obtained the print. This in turn leads to the inquiry of where the one from whom he obtained the print obtained it and under what circumstances. Just as in the case of examining the title to a piece of real estate, it is necessary to go back step by step until proof is obtained of a license to perform the film from the copyright owner.

Additional steps you must take are explained in the following paragraphs.

(Continued on Telecasting 16)

Each Case Needs Individual Study

JOSEPH A. McDonal D, ABC vice president, general attorney and corporation secretary, is an authority on copyrights. He is a member of the copyright committee of the Assn. of the Bar of the City of New York, in addition to being a member of numerous other legal groups. With ABC as general counsel since 1945, he served with NBC before that for 13 years in various legal capacities. He has a bachelor's degree in law from Fordham U. and a master's degree from New York U.

Mr. McDonal D
**Telestatus**

**Weekly Television Summary**

Based on Feb. 13, 1950, TELECASTING Survey

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**Chevrolet Spots Top Advertest Ratings**

In TWO separate studies of television spot commercials just released by Advertest Research, New Brunswick, N.J., it was reported that the Chevrolet commercials had the highest impact ratings for January and that spots adjacent to high-rated programs are not as valuable as those that are.

In commenting on the adjacency problem, Seymour Smith, Advertest director who conducted the survey, said: “Our preliminary findings show that while an adjacency to a high-rated show may enable a spot to be seen by a greater number of viewers, the spot is proportionately not as well remembered as the same spot next to a lowered rated program. Thus, in terms of impact of the sales message, the spot adjacent to the lower-rated program may actually outweigh the higher-rated adjacency.”

The analysis reportedly is based on research material drawn from the September through January issues of the Advertest Television Spot Report and is based on 6,000 personal interviews.

Giving a hypothetical case, Advertest expands the theorem as follows: “Let us say 100 people see spot A adjacent to a high-rated program. However, only 20% of these people remember the sales message. Spot B adjacent to a lower rated program is seen by 80 people but 30% grasp the sales message. Thus, the lower-rated adjacency actually delivers more sales impact than the higher-rated adjacency.”

**The top 10 ranking spots:**

Chevrolet 435.74; Bulova 425.75; Hi-V 364.56; Pepsi Cola 363.50; Late Strike 305.57; Tide 236.58; Philip Morris 238.75; Ovaltine 188.75; Pepsi Cola 188.25; Gulf Wine 187.

**WOAI-TV Changes Survey Method**

EXPLANATION of the large increase of TV set figures in San Antonio in the past fortnight comes from WOAI-TV that city. Station reports that a new method of re-aligned surveying is being used which embraces all known distributors. The more accurate method shows 8,211 TV sets installed. WOAI explains that these figures point up the station’s “true position as an enthusiastic TV market.” The more accurate figures contain the new figure and that used before was caused by earlier reports compiled by the station solely from individual registrations by owners, WOAI adds.
Right from the start, February, 1949, WHIO-TV became Dayton's FIRST television station. Look at the record!

- FIRST Dayton television station on the air.
- FIRST and only Dayton owned and operated TV station.
- FIRST Dayton station on the cable.
- FIRST with the best local programs and the finest network shows from CBS, ABC, and Dumont.
- FIRST with viewers according to latest Hooperating.
- FIRST with local and national advertisers.

WHIO-TV is now and will continue to be "Dayton's First Television Station."

Television Sets in WHIO-TV area: January 1, 1949—2,685 sets; January 1, 1950—36,000 sets. Those in the know buy WHIO-TV. For availabilities, contact your nearest Katz Representative.

Affiliated with The Dayton Daily News and The Journal-Herald

Represented nationally by The Katz Agency, Inc.
DuMONT APPEAL

Increases ‘Lift Freeze’ Tempo

Prior to Dr. DuMont’s conference with the legislators the industry executive vigorously pursued his campaign to persuade FCC to lift its 17-month television freeze by granting on Monday Come. Robert Jones and Sen. Edwin C. Johnson (D-Col.) for insisting on color standards before new black-and-white channels are allocated.

Hits Jones, Johnson

Dr. DuMont charged that Comr. Jones and Sen. Johnson are "primarily" responsible for "damming up television's progress" in 89 markets which enjoy no TV reception and in other areas as well. He scored both for "refusal to face reality" and furthering the color issue, which he asserted, "has mined television in a rainbow-hued swamp that can soon have our industry crying for help."

The attack on the two government officials was delivered at a three-day television institute and industry trade show in New York.

Dr. DuMont, whose remarks paralleled previous asides on the TV freeze [TELECASTING, Feb. 6, Jan. 30], said FCC "has seemed all too willing" to follow the lead of Sen. Johnson as chairman of the Senate Interstate & Foreign Commerce Committee. "While Comr. Jones . . . has no eye nor ear for anything that doesn't look or sound like color," DuMont added.

Furthermore, the freeze has caused loss of employment to "tens of thousands" in manufacturing of tubes, receiver components and transmitter gear, he said.

"Thousands in sales, advertising and merchandising are adversely affected," he continued, pointing out that "millions of Americans are being deprived" of TV entertainment. He noted that only 15 new stations can be constructed until the freeze is removed, and urged those present at the New York sessions to write members of Congress.

Contending that Sen. Johnson "turns right—then left, blows hot—then cold," Dr. DuMont recalled the former's statement to CBS last August citing the Washington exhibition as "magnificent" and utterly convincing proof that color television is here now, and all that is necessary for it to sweep the nation is for FCC to remove the roadblocks and provide interstate standards for its operation."

Dr. DuMont thought that statement at variance with the Sena-
tor's remarks before the Federal Communications Bar Assn. in January when the Coloradan was more hesitant about the wisdom of making such decisive pronouncements. Sen. Johnson had said that "as a result of whatever discoveries are made in the laboratory, what one says today may well be falla-
ciae tomorrow."

"Yet Sen. Johnson would have us choose now one of three very unsatisfactory color television systems," DuMont declared. Dr. DuMont charged that Comr. Jones has threatened television industry groups with prosecution under the anti-trust laws "because in the field of color television they weren't in-
venting fast enough to suit him; . . . because the industry has not been able to rub a magic lamp and produce a compatible color system, which we can adopt immediately."

Dr. DuMont added:

The Commissioner condemns private interests because they think it would be a grave mistake to insist on an unsatisfactory color system on the American people. He condemns the more than 100 manufacturers of television receivers, the television broadcasters, and the manufacturers of transmitting equipment, because we think it a criminal mistake to make the future allocation of additional channels for black-and-white television wait for a decision on the matter of color. A truly intelligent and lasting decision on this matter of color may take years and the spokes-
man for color television trans-
mission and reception. If there were such a system in existence, every indus-
try spokesman would be camped on the Commissioner's doorstep argu-

ing and pleading for the immediate adoption of standards. That we are not doing so is the most definite proof of (Continued onTelecasting 19)

RCA Color

Improvements Seen in D. C. Showing

FINAL "basic" improvement in RCA's all-electronic, "compatible" color television system—automatic synchronizing and color phasing—was demonstrated in Washington last week by John Johnson and New York newsmen. The develop-
ment was shown FCC and Tele-
casting fortnight ago. [Te-
lecasting, Jan. 23.

Dr. E. W. Engstrom, vice presi-
dent in charge of research, RCA Labs, told newsmen the job ahead now is that of refinement. He also indicated RCA's single multiple-color receiving tube would be ready to go into sets in 1952.

The demonstration was held at NBC's WRC Washington studios in the Trans-Lux Bldg. The net-
work's WNBW (TV) there trans-
mitted the color show via its regu-
lar Channel 4 (66-72 me) facilities at the Wardman Park Hotel.

The RCA officials and technicians attending the demonstration evi-
denced their faith in the new achievement by "sitting on their hands" throughout the show. In previous demo-
tions, done with electronic color-locking, they frequently were adjusting sets to keep color and registry constant. This color "wandering"—variations of hues on a particular receiver as well as between sets—particularly plagued RCA's initial record demonstration for FCC last fall and supplied op-
posing color TV camps with count-
terblasts. [Telecasting, Oct. 17, 1949].

Color fidelity and detail showed improvement over previous demonstra-
tions, according to many ob-
servers, but a green hazing effect was noted at times in subject high-
lights. In some instances green hazing was observed across the top of the picture and a similar red-
dish hazing across the bottom. RCA technicians explained this de-
fect was caused by the poorer qual-
ity of the dichroic mirrors em-
ployed to converge the three color images onto the viewing surface.

Dr. Engstrom pointed out that this was not the ultimate color TV picture desired. But, he declared, "we have finished the foundation." He explained the "solution of the color stability problem was the last major technical hurdle to be over-
come . . . No fundamental problem remains to be solved. Our engi-
neers can now concentrate on re-
fining and simplifying the system."

No refinement timetable was cited.

One 16-inch and three 10-inch display color receivers were used in the demonstration, all driven by the r-f and i-f stages of (Continued on Telecasting 19)
TELEVISION exerts a "profound" influence on family habits, and this influence is certain to become greater as the industry develops, according to a survey of 400 families conducted in Washington and suburbs by Charles Aldridge, Washington public relations columnist.

Television’s demand for close attention is responsible for most of the changes in family habits, including less movie attendance, according to the survey, which notes that it is possible to listen to a broadcast while doing something else, but TV demands more attention.

Survey Sponsors
Mr. Aldridge said the survey was sponsored by the Washington Star (WMAL-TV), WTTG (TV), NBC, Columbia Pictures Corp., Loew’s Washington Theatres, Warner Bros., Motion Picture Theatre Operators of Washington, Motion Picture Theatre Operators of America, Zenith Radio Corp., and Fidelucy Trust Co. of New York.

Conrd. E. F. McDonald Jr., Zenith president, commented Thursday that newspaper accounts of the survey had been misinterpreted by the public. He contended the results proved that gains in family rankings can be seen from TV as the motion picture producing industry since millions of TV-equipped homes will be able to see the best films at a fraction of present costs, going to the theatre and still give the producer a greater return.

The Aldridge study indicates that theatre attendance has been "deeply affected" by competition of TV programs, especially in the case of adults. If this trend continues, it is suggested, "radical changes" can be expected in the business of exhibiting motion pictures.

The average family attends movies 1.27 times per month after getting a TV set compared to 4.61 times prior to getting TV, according to Mr. Aldridge. This is a reduction of 72%. Child movie attendance drops 46% from 5.13 to 2.76 times a month, or 46%, he found.

In the case of families having owned TV sets two years or longer, movie attendance drops from 5.8 to 1.5 times a month, with children dropping from 6.1 to 3 movies a month. This is construed as an indication that habits once changed by television remain changed.

"To the question, ‘How many hours was your radio used before you bought a television set?’ the answers were: Day, 3 hours 36 minutes; Night, 3 hours 42 minutes.

“These families reported an average use of their radios at present as being: Day, 2 hours 54 minutes; Night, 24 minutes.

"To the question, ‘Do you use radio in preference to television when both are available?’ the reply was: Yes, 17%.

Among the television set owners who say they listen to radio programs occasionally, a number stated that they did so because of the superiority of news programs on radio.

Prior to TV the television-owning families used their radios 2 hours 30 minutes a day and 3 hours 30 minutes at night. Now they use radios 1 hour 55 minutes during the day and 15 minutes at night. It is indicated, with only 14% reporting they used their radios when television programs were available.

Reading Cut
Adul’s reported TV had cut magazine reading 22.6%, books 29.1% and newspapers 4.7%. The survey does not bear out the impression that TV creates interest in sports and aids attendance.

In showing the persistence of TV’s impact as revealed by separate data on families owning sets two years or more, the study shows that adult set owners in this group read magazines 18.9% less, books 33.7% less and newspapers 4.7% less. Their children read magazines 7.9% less, comic 13.2% less and books 12.9% less.

In the two-year group, football attendance is down 30%, baseball 30.9% and wrestling and boxing 53.7%.

Wives in this group stay at home 46.1% more, husbands 51.4% more and children 58.8% more than before they owned a TV set.

TV TUBE VALUE
Nearly Triple in 1949

VALUE OF TV picture tubes manufactured for new sets almost tripled in 1949 over the previous year, according to Radio Mfrs. Assn., rising from $113,159,194 to $292,402,328. In units the increase was from 1,229,419 to 3,205,073 tubes.

Sharp trend toward larger TV set screens is shown. Whereas only 6% of tubes were in the 12-13.9-inch class in 1948, the 1949 output was 45%. Tubes from 9-11.9 inches comprised 34%; over 14 inches, 16%; under 8.9 inches and projection, 7%.

COLOR HEARINGS
12 Still To Testify

ALL TWELVE participants have yet to complete their direct testimony in FCC’s color television hearing, which resumes Feb. 27 after a delay since late November. To avoid unnecessary trips for witnesses not needed for cross-examination, FCC ruled that counsel for the various participants must file, by Feb. 27, a cross-examination form for each witness they wish to interrogate. Failure to do so, FCC said, will be considered a waiver of cross-examination.

Further direct testimony in the color proceedings, the Commission said, will be heard in the following order:

Joint Technical Advisory Committee; Radio Mfrs. Assn.; RCA; CBS; CT; Dr. Charles Willard Geer; Philco Corp.; Albert R. DuMont Labs; Webster-Chicago Corp.; American Television Inc.; AT&T; Western Union.

MAILING COUPON TODAY!
BROADCASTING
870 NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 value) free as part of this order. (Offer expires Mar. 31)

[Space for address]

RANK MOVIES

Video Rights to KECA-TV

EXCLUSIVE television rights to 39 J. Arthur Rank feature movies was given to KECA-TV Hollywood in contracts signed in Hollywood last week.

The amount involved was not disclosed. The TV station acquired a two-year license to the films, televisioning of which will start later this month.
Wells, Tulane coach, sold 75 sets of a child's basketball game.

Guiding lights behind this fast-moving station are Messrs. Stern (Jr.) and Sweeney. Louis Read, formerly commercial manager of WVL New Orleans and general manager of WABB Mobile, heads the AM and TV sales staff.

AM and TV programming has recently been split, Stanley Holiday concentrating entirely on AM with Ray Rich taking over the TV duties (see story page 24).

John Muller, former MGM news-reel cameraman, is technical and camera director, and Carl Junker is television operations director. Chief engineer is Lindsey Riddle, in radio two decades. Assisting him in television engineering is Carlos Dodd, formerly of WBAP Fort Worth. Ray Liuzzo directs promotion and publicity, and Ed Dorrity is continuity director. Gay Batson is chief staff announcer.

Class A one-hour one-time rate is $200, tapering down to $150 on a 240-hour schedule. Film Class A rate is $150 for a one-hour hour.

WDSU-TV is represented nationally by Blair TV Inc. Effective radiated power is 30,500 w video and 15,400 w audio, on Channel 6 (82-88 mc).

...where

462,700 people

spend

4,641,000

hours

weekly

DuMONT NETWORK

Affiliates Form Committee

COMMITTEE designed to establish and maintain close liaison between officials of the DuMont Television Network and its affiliates management was organized last week at a two-day meeting of DuMont TV affiliates in New York.

Mortimer C. Watters, vice president and general manager of WCPO-TV Cincinnati, was named chairman of the new group. Ken Hafner of WLW-TV Philadelphia, is vice chairman.

Other members named to the liaison committee include Vernon Brooks, WGN-TV Chicago; Paul Anderson, WTVN-Columbus; John Kuehn, WCBS-TV New York; Aldo DeDominicis, WJAC-TV Pittsburgh; Paul Wipy, WOR-TV New York; Franklin Snyder, WXEL (TV) Cleveland; John Reiss, WTAN (TV) Columbus; and William Pay, WHAM-TV Rochester.

SEN. JOHNSON'S REPLY TO JACK GOULD

Calls for Industry-FCC Cooperation

SEN. ED. C. JOHNSON (D-Col.), FCC's chief Capitol Hill watchdog, said last week he agreed FCC should represent industry and figuratively knock their heads together on matters which are in the public interest.

His assertion was made in a letter to NBC's Goody Golliwog, radio editor, who had offered the suggestion in a Jan. 29 column on the plight of television in the freeze.

The letter was prompted by Mr. Gould's statement that FCC "has been altogether too susceptible to the beck and call of Sen. Edwin C. Johnson... who persists in issuing communiques on what the Commission should or should not do in highly technical matters."

Sen. Johnson said "I do not deny that I watch the FCC's actions closely; the law directs me to do that." But he reiterated that he was not "even remotely responsible for the freeze or for the engineering facts which have obtained and which are keeping it on. I am not omnipotent; I can not alter scientific facts."

The Senate Interstate and Foreign Commerce Committee chairman agreed with Mr. Gould that FCC "needs some real gumption and backbone to assert its proper authority," and that gumption should be used, as it is now being used, not to let certain publications in the interest of their advertisers call the tune. In my opinion the Commission is asserting its authority properly" in the public interest by holding the current hearings..."

Mr. Gould's column centered FCC "has no real reason" for continuing its freeze on both monochrome and color use 6-mc channels.

It was in that connection he felt FCC should call in the industry representatives and, in a headknocking session, see that government and industry agree on "a solution first to the allocations matter and then to color video..."

On this score Mr. Johnson said "perhaps you are right." But, he added, "you are suggesting a technical engineering step which I do not feel competent to pass upon or upon which I have never advised."

The Senator thought Mr. Gould had been "charitable" when he referred to the interference problem as "a problem of the freeze." Sen. Johnson wrote:

...The truth is that the series of allocations in the VHF band were, incorrect, ludicrously incorrect, and no one in the Commission will deny it. The Commission found itself in hot water because of its own injusticious half-baked allocation and the only way out was to clamp on the freeze: I had as much to do with initiating the freeze as you had, and I have about as much to do with keeping it on as you.

WOI-TV Affiliates

WOI-TV Ames, Iowa, will join the CBS Television Network effective Feb. 20, Herbert V. Akerberg, CBS vice president in charge of station relations, announced Thursday. Simultaneously, both NBC-TV and DuMont Television Network also announced addition of WOI-TV as affiliate of WOI-TV brings the number of CBS affiliates to 57, NBC's to 59, and DuMont's to 54.

TV Drama Rights

(Continued from Telecasting 11)

on the standing of the producer or exhibitor concerned or assume that he acquired the rights to make a motion picture using the dramatic or other literary material employed in the film and to broadcast its performance in television. If such material was produced by an employ of the motion picture producer, the employer would in all probability have completed no contract for its employment or representation in any medium, including television. However, it is entirely possible that the producer, in arranging to make a film of dramatic property, might have acquired the right to perform it in motion picture theatres only. Someone other than the producer may have the right to perform the basic dramatic material in motion picture theatre's, or to make radio adaptations of the original drama, or of the original non-dramatic literary material on which the film is based, and to broadcast such adaptation. If this be so, then it must be considered whether the holder of the right to broadcast an adaptation of the basic literary material has television rights or merely the rights for aural broadcasting.

This brings us back to the fundamental problem of asserting the location of the television rights in dramatic material whether or not the material has been recorded on film. This inquiry must be approached with the realization that the holder of the right to broadcast material may make a number of different grants of rights with respect to the use of such material. He may publish it in book form, authorize its dramatization and performance on the legitimate stage, and among other things authorize a motion picture producer to film it and to exhibit the film in an unlimited run, with certain restrictions of exclusions.

It is quite unusual to exclude from a license authorizing a motion picture version of a drama to be produced broadcasting rights except for the purpose of promoting the film. The language of such exclusions and exceptions may be specific or they may present difficult questions of interpretation. Ordinarily, provisions permitting broadcast performance of a work for promotion purposes would be limited to the broadcasting of comparatively brief segments consisting of a few scenes, in all likelihood
scenes done by one or more of the actors who appeared in the original motion picture. In the case of such an exception in favor of television broadcasting, the footage available for television would probably be limited to short clips or trailers especially prepared and only requiring approval in advance by specified interested parties.

Each transaction involving a grant of performing rights has to be examined carefully in the light of its own facts and circumstances in order to determine the true intent of the parties at each stop in the history of the rights. Naturally, in some cases this may become extremely complicated, but there are some general rules or principles which may be useful as guides.

Through the years, as new media came into use, forerunners of our problems in television arose. Prior to the invention of motion pictures, for example, a dramatic performance right was a fairly simple and unambiguous thing. There might have been some argument as to whether it covered performances in certain countries only, or without limitation throughout the world, but there was no doubt that what the parties had in mind was the presentation of the play by actors on a stage.

The advent of motion pictures introduced a new complication. In an early case arising shortly after the invention of motion pictures it was decided that a grant of dramatic rights prior to the general use of motion pictures was deemed limited to performances on the stage. The owner of the basic rights therefore was free to license someone else to make a motion picture version of the play and the licensee who had been given the dramatic rights was not able to make a motion picture version of it.

Delay of Use Suggested

However, at the same time it was recognized that it would be unfair to permit the owner of the basic rights to license the motion picture rights in such a way as to promote unfair competition by anyone with the licensee of the stage rights. As a practical matter, therefore, this required the motion picture use to be delayed until such time as the normal run of the dramatic presentation on the stage was completed in the absence of a settlement between the motion picture producer and the owner of the stage rights.

The next development was that of combining sound with motion pictures. The question immediately was raised as to whether the licensee of motion picture rights had the right to make talking pictures as well as silent pictures. It was decided in a representative case of this type that while a grant of screen rights in a play prior to the development of talking pictures did not carry the right to make talking pictures, it would be necessary for the producer of the talking pictures to clear with and obtain the permission of the holder of the screen rights as well as the holder of the dramatic rights. The owner of the screen rights alone did not have the right to make talking motion pictures. At the same time the producer of the talking picture version had to secure permission from the licensee of the screen rights as well as the owner of the basic dramatic rights.

It seems quite likely therefore that in many cases a grant of broadcasting rights prior to the general use of television would be deemed limited to aural broadcasting, even though television is merely one form of broadcasting. It is likely that most courts faced with such a problem of interpretation would decide that what the parties had in mind was the system then in general use, namely, aural broadcasting or, in the popular sense, "radio and not television." This is not withstanding the fact that radio communication is defined in the Communications Act as the transmission by radio of pictures as well as sounds of all kinds. The industry is generally in the habit of distinguishing between "radio" on the one hand and "television" on the other—using the word "radio" as meaning sound only and leaving to the word "broadcasting" the overall meaning, covering both aural and visual transmissions intended for reception by the public generally, as opposed to point-to-point communication. In other words, there is a difference between television broadcasting and radio broadcasting. Does this surprise anyone in television?

An Example

Let us take a particular case in which a sponsor wants to use drama on broadcaster's television network. Drama, by playwright, was copyrighted and published ten years ago after two years on Broadway. Publisher and playwright granted film rights to Hollywood. Playwright retained dramatic performing rights but granted Hollywood "broadcast" rights for promotion purposes. Agency deals with publisher, as well as playwright, because of publisher's specific interest in broadcasting rights under the publishing contract.

The broadcast rights granted Hollywood are obviously limited to promotion of the picture and all seems clear until an agency executive points out that in order to reach the non-interconnected stations on the network kinescoping will be involved. Question: Does Hollywood, to which the film rights have been given, hold the key to the deal or may sponsor proceed under license from publisher and playwright only, regarding the kinescope film as merely incidental to the network operation? Answer: Study the film contract carefully with a good lawyer.
station this revenue will be substantially reduced. Furthermore, the new program will knock out the station's most salable local programs, sports events, which in Louisville occur almost entirely at night.

A Và B Interconnection announcement schedule, Mr. Boyle reported, shows 90 commercial announcements during the station's six-day operating week, counting only those billed against time. Admitting that this total is achieved by double-spotting, he said that under network requirements as an interconnected station, WAVE-TV could handle only 48 announcements in the same period of time.

"A better than 50% loss in spot revenue represents a sizeable decrease in income in an operation of our type," he noted. "It could be made up only by expanding our daily operation to accommodate these announcements. This in turn means doubling of production and production personnel. Our consideration of this situation leads us to believe that operating as a non-interconnected station for as long as a period of time as possible possesses very definite advantages for us as regards revenue." He concluded, "There is only one drawback to my whole argument and that is that when the cable comes to Louisville we can do only one thing—enjoy it!"

Interconnection Pared

Paul Adanti, general manager of WHEN (TV) Syracuse, which recently went on the cable after a year of non-interconnection network service, said: "Interconnection is the magic word that opens doors to new business, that breaks down buyers' resistance, that most of all removes the fear to the local television man that everyone, including even agency and network people, seem to have about the non-interconnection relationship."

He noted that improvement in kinescope quality during 1949 now makes possible "a fairly accurate facsimile of interconnected operation of kinescopes" at non-interconnected stations and added that, aside from some sports and other special events shows of timely nature, most TV programs lose nothing by being delayed.

"The little hesitation of the non-interconnected station as a bona-fide member of the network to be judged strictly on its merit as a market, rather than as a poor relative, is one of the most intriguing problems we must solve. Ten tentacles of A&T to raise it from rags to riches, would do a lot to promote the growth of TV," Mr. Adanti declared. "Further, it would show the networks that the atmosphere of the times when a station is finally hooked into the cable which results in a complete reshuffling of time schedules, networks and local advertisers." 

"We are just beginning to emerge from that hassle when

J. R. POPPELE, vice president General Teletune Inc., operator of WOR-AM-TV New York and WOIG (TV) Washington, was re-elected to his sixth term as president of Television Broadcasters Assn. Wednesday by the TBA board.

Ernest B. Loveman, vice president, WPZT (TV) Philadelphia, was re-elected TBA (TV) president. Will Baltin was re-elected secretary-treasurer for the seventh term, and Paul Raibourn, president Paramount TV Productions, was re-elected assistant secretary-treasurer.

Earlier, the annual membership meeting of TBA re-elected Mrs. Loveman, Mr. Raibourn and F. M. Russell, NBC vice president, to the directors for three-year terms. To fill vacancies on the board, George B. Storer, president, Fort Industry stations, was elected for a two-year term; Joseph A. McDonald, ABC vice president, and Richard A. Borel, general manager, WBNS-AM-TV Columbus, Ohio, for a one-year term.

Service Expanding

In his annual report, TBA President Poppele noted that while "the advent of television cut a sizeable chunk out of the radio business for the industry. It just doesn't make good sense to me to see the horn of plenty opening in a new and mediocre market with a close to zero population just because it was fortunate enough to be located on a cable run, and see a much better, and further developed market, being stunted in its growth by the mere fact that it is not expanding in its direction fast enough."

The three things agencies want most from TV broadcasters, Rodger K. Dau, vice president, national sales, WABC-TV operations for Young & Rubicam, told the meeting, are: (1) bigger and better studios out of the high rent district, giving Holly-wood production facilities at a price within the advertiser's budget; (2) better trained personnel so that a million-dollar-program is not at the mercy of an $18-a-week man who likes to fiddle with the shading; (3) a single price covering the whole cost of a production.

Mr. Erickson said that there also is a real need for new programs and new program ideas, and now K&Y has its program people who are anxious to get into television "but we haven't been able to find the right kind of show for them." On the other hand, he reported that one of his agency's accounts has a video spot campaign that is "getting close to the dollar-a-thousand mark."

"Keep your rates at a level local advertisers can afford and your programming at a level that will give them an audience for their commercials," Klaus Landsberg, general manager of the ABC-owned and programming NBC station in Ford. The results, he reported, have been good, both for the advertisers and the station.

"Television has adopted many radio practices too eagerly and without nearly enough thought. Linnea Nelson, chief usher of J. Walter Thompson Co., told the clinic. Taking salaries as an example, she noted that TV stations generally follow the radio pattern of pricing a half-hour at 60% of the full hour rate, a quarter-hour at 40%, et cetera. She urged consideration whether this formula is right for TV."

"Perhaps a half-hour on TV should cost 75% of the hourly rate," Mr. Landsberg recommended. "If this were done more advertisers might be encouraged to sponsor full-hour programs, which might be a good thing."

Mr. Landsberg said that they offer the TV station operator programs of network quality at prices he can get from only advertisers, and he can see the picture of 10% of his card rate back to the network, the three members of a panel on TV packages unanimously agreed.

B. Russ Johnston, of Jerry Fairbanks Productions, expressed his firm conviction that "television film programs, properly prepared by qualified people and properly distributed, will be the salvation of the TV advertising industry. We can no more afford a coast-to-coast cable on a regular basis than we can afford to jump out of the window.

"Sooner or later, advertisers are going to measure TV as they do all other medium, on a cost-per-some-thing basis. If television is five times as effective as any other medium but costs 10 times as much, it will not be an economical purchase. Costs, therefore, become an important and advertisers must be able to amortize very high program costs through repeat show...
DuMont Appeal

(Continued from Telecasting 14)
that present systems are not ready for commercialization.

"It is definitely our belief that channels should be allocated for color and experimental licenses granted where necessary to proponents of the various color systems," Dr. DuMont emphasized, adding that "there is nothing to prevent this" and that manufacturing firms would cooperate by constructing experimental receivers.

The sessions, held Monday through Wednesday at the Hotel New Yorker and sponsored by Tele-

RCA Color

(Continued from Telecasting 14)
one standard 16-inch monochrome set. The latter received WNBW's signal from a regular dipole anten-

THAT'S A JOKE SON, says Dean Fitz. (Continued from Telecasting 14)
...sports at today's prices for a complete hour or two-hour program certainly cost less for the basic talent than in any other form of entertain-
ments, without all the extras for studios, script writers, rehearsals and scenery that go with other live shows."

Mr. Lansberg was positive that Hollywood will become the country's "TV capital for the same reasons it is now the film production center -scenery, good shooting conditions, etc., plus the services established for the movies which make sets, props and costumes of any type immediately available, plus also the wealth of talent attracted to Holly-

BROADCASTING

February 13, 1950

TELECASTING • Page 19
Blaw-Knox is building
MORE RINGSIDE SEATS
for the fast-growing TV audience

Not complete stations, of course, but those outward and visible signs of top video transmission efficiency—Blaw-Knox Antenna Towers... Electronic Engineers know what they want, and know what suppliers can best meet their requirements. For the design, fabrication and erection of their antenna support, Blaw-Knox comes to mind first because it "came to radio" first.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2058 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS
COMBINATION WORK STUDY

NAB Finds Most Use Single Crew for AM-FM

NEARLY all stations operating joint AM and FM transmitters use a single technician or single crew for the transmitters, where this is physically possible, according to a study of combination work conducted by Richard P. Doherty, NAB director of employee-employer relations.

With 1,400-odd replies to a station questionnaire covering combination work, Mr. Doherty has compiled a detailed analysis of this subject, broken down into the five major areas used in station operating-cost studies made available during NAB district meetings last autumn.

This new material, the first exhaustive study ever made by NAB of the field of combination work, is submitted along with an analysis of National Labor Relations Board cases. A week ago the department sent the membership an analysis of wage-hour regulations covering overtime pay [Broadcasting, Jan. 80].

Regional Breakdown

In breaking down the combination work data, Mr. Doherty found that combination work is more prevalent in the Southeast, Southwest and West although small stations in the Northeast use combination men extensively.

As expected, the data reveal that combination work is more prevalent at small stations, fairly common at medium and almost an exception at large stations.

About one out of five small stations pay premium wages for combination work, the station ratio ranging from 8% to 30% depending on locality. About one out of 10 medium stations pays a premium, the ratio being from 4% to 21%. In the case of the few large stations using combination men, there is scarcely any evidence that they receive premium work.

Accompanying the survey data is a discussion of arbitration decisions affecting management’s right to integrate jobs.

FM IN CHICAGO

United Sales Mulled

PROPOSED sale of time on member-stations of the FM Broadcasters of Chicagoland individually and/or collectively by one person will be discussed by a committee representing the commercial membership, it was decided at a meeting of the group Tuesday in WFLJ Chicago offices.

Five non-member stations attended the session and expressed interest in its objectives. They included Miss Wanda Mitchell of Evanston Township High School, Evanston, Ill., which plans to construct a 10 w educational station; WEPS Elgin; WBEZ, Chicago Board of Education station; WBIR Chicago, FM affiliate of WBKB-TV, and WMJ-FM, Chicago.

Robert Miller, manager of WSBIC and WXRT(FM) Chicago, was elected a member of the board. He submitted a detailed report on proposed purchase of time on his FM station by the newly-organized Better Music Committee of Chicago (see story page 87).

Group also decided to issue a monthly listing of FM highlights in the area.

COMBINED facilities of WAAT and WATY(TV), both Newark, N. J., were used in coverage of Solemn Pontifical Mass in celebration of golden jubilee of Archbishop Thomas J. Walsh of Newark.

SCHOOL FM

Meet is Held at DePauw U.

TERMED a “grass-roots” movement, what is claimed to be the first conference on low-power educational FM in the country was held Jan. 27-28 at Greencastle, Ind., where DePauw U. was host to a group of educators interested in the problems of low-power FM. The conference was called by schools now operating 10 w FM educational stations or those contemplating such operation.

Featured speaker was Franklin Dunham, chief of radio, U. S. Office of Education, who spoke on the topic, “The Wider Use of Our FM Facilities.” He advised those interested in low-power educational stations to operate the school-owned station as a community project. He suggested an advisory council composed of community leaders to help in adjusting the program to town needs.

Also discussed were problems relating to the goals, the programming and the equipment of the station. Aids in programming were suggested by representatives from Indiana and Purdue U.s. The conference urged the FCC to authorize third class licensing for low-power FM engineers as soon as possible.

City school stations were represented at the conference by Vernon McKown, WNAS New Albany, Ind.; McCabe Day, WSIV Huntington, Ind.; and John V. Maier of Muncie, Ind., which has a station application pending. Other conference members included: Dr. H. T. Ross, Elizabeth Tarnell and Charles Aschmann, WGRE DePauw U; James Miles of Purdue U, delegate from NABE, and Martin Williams, engineering consultant of Indianapolis.

Other guests included Blanche Young, AER, treasurer, Indianapolis; Dr. Harry Skornia, director of radio, Indiana U., and D. L. Larson, audio-visual department, Indiana U.

FM RADIO STATUS

Wheeler Says Best Ever

EDWARD A. WHEELEER, presidente and general manager, WEAW (FM) Evanston, III., finds the FM broadcasting industry “in the best shape it has ever been.” His declaration was voiced before the FM Broadcasters of Chicagoland, of which he was elected president a few weeks ago.

Vigorously defending FM radio, Mr. Wheeler said it is rapidly establishing itself as the preferred medium for aural broadcasting. He pointed out that there were 285 FM stations on the air as of the date of his talk—the total being 30 more than there were at the same time a year ago.

EIGHT week nationwide contest, to stimulate sales and shipments of Hunt Foods by its sales managers and salesmen, launched by company.
March of Dimes

(Continued from page 36)

tionality groups spoke in their own language urging support of the campaign. Speaking for all the people interested in the drive was Jesse D. Cross, chairman for the campaign in Stark County.

KASA: Lonnie Preston, co-owner and manager of KASA Elk City, Okla., wears clothes size 47 but he modeled a size 36 nightgown for the anti-polio campaign. A bid of $50 got the picture posted in a window downtown and another $50 got it published. KASA also devoted an average of nine hours of Class A time per week for the last three weeks of the polio fund drive, with auctions and an "Ugly Man Contest."

WCKY: Disc Jockey Rex Dale, conducting a "Dime-a-Feature" for the benefit of polio victims, initiated an auction sale in order to achieve his goal of $2,000 for the March of Dimes campaign. Items auctioned off to the highest bidder among his listeners were autographed hats belonging to movie stars Joan Crawford and Tyrone Power, the latter a Cincinnatian. Mr. Dale conducts a series of shows for the benefit of needy people throughout the year.

WPAJ: A total of 560 announcements and 13 transcribed programs totalling 225 minutes was the boast of WPAJ AM-FM Portsmouth, Ohio, as the 1950 March of Dimes campaign came to an end. Nearly all the available time generally used for station promotion and other community service was devoted to the Infantile Paralysis Fund drive.

WABI: Conducted by Johnny MacRae, morning man, a 4½ hour Polio Parade show was aired by WABI Bangor, Me. During the program 1,200 telephone pledges were received on four incoming lines which were busy throughout the program. Cash receipts, averaging $10 per minute, amounted to nearly $2,600.

WEAI: In Eau Claire, Wis., Baseball Commissioner A. B. (Happy) Chandler and Gene Austry, cowboy film and radio star, interviewed two children, victims of polio, over WEAI, to officially open the 1950 March of

Baltimore Chapter of the March of Dimes campaign.

WBZ-TV: To help kick off Boston's drive, Columnist Bill Cunningham and Cartoonist Al Capp highlighted a special WBZ-TV telecast. Five local youngsters, who had previously posed for March of Dimes posters, were included on the show, with Mr. Capp drawing his famous cartoon of Polio Kigme.

WJOY: In cooperation with the Vermont March of Dimes campaign, Jack Barry of WJOY Burlington, Vt., aired his hour-long request show, You Asked for It, direct from the polio section of Burlington's Mary Fletcher Hospital, playing requests of the patients. Mr. Barry's program recently received honorable mention from the New York Herald Tribune for promotion and other community service was devoted to the Infantile Paralysis Fund drive.

Jack Barry entertains patients.

ALASKA STATIONS: The three Anchorage stations, KENI KFQD and KRLY, and the Armed Forces Station at Elmendorf Air Force Base, Fort Richardson, Alaska, combined their talents to broadcast a two-hour program in support of the March of Dimes. The show featured many leading citizens of Anchorage. Listeners were requested to phone in pledges.

WBIG: In Greensboro, N. C., WBIG reported large receipts of contributions from listeners in the area. The entire WBIG staff cooperated in efforts to put over the March of Dimes in the Tarheel State.

WBAP-TV: In cooperation with the March of Dimes campaign, WBAP-TV Fort Worth set up its remote equipment in the polio ward of the Fort Worth City County Hospital for a telecast for polio patients. As a highlight, WBATV star, Mary Parker, interviewed a number of young patients.

WMAS-WTVF (TV): In cooperation with the Richmond Chapter of the National Foundation for Infantile Paralysis, WTVF (TV) and its AM affiliate WMAS Richmond, presented a special program built around the needs of Richmond in the March of Dimes campaign. In addition, the executive director of the local chapter, the director of the Medical College of Virginia hospital, a noted physician who told of the medical research being done to combat polio, and a four-year-old victim of polio.

WHWL: In Wilkes-Barre, Pa., the aim of the March of Dimes was brought home forcibly when WHWL transcribed the story of a polio victim, formerly a husky football player, at Wilkes- Barre Convalescent Hospital. Arranged and conducted by Jones Evans, newly-appointed WHWL program director, the interview with Leonard Austin was heard in a WHWL rebroadcast the same day.

SEATTLE STATIONS: The March of Dimes got a big send-off in Seattle when KOMO conducted a 15-minute interview between Dick Keplinger, Seattle radio freelance, and two March of Dimes officials and three polio patients. The program was used also on KJR KIRO KVI KRSK KOL and KING.

DUONT: In an effort to raise $1,000,000 an hour to benefit polio sufferers, DuMont TV Network scheduled a two-hour Celebrity Parade for The March of Dimes. To receive contributions during the 10 p.m. to midnight period, Wally Wanger models named telephones set up on the stage of the Adelphi Theater, New York, origination point of the telecast. A long list of Broadway celebrities appeared on the show. Hank Ladd, comedian of "Along Fifth Avenue," "Angel in the Wings," and other comedies, encored the first hour while Bert Parks of Stop the Music took over the second hour.

WRAL: Eddie Cantor, NBC star who originated the phrase, March of Dimes, recorded special March of Dimes Announcements and Stories with Disc Jockey Al Ross at WRAL Baltimore during the station's campaign for contributions. Mr. Cantor stopped off in Baltimore before taking off on a college lecture tour to urge all citizens to fight polio.

ABC: Celebrating the birthday of Franklin D. Roosevelt, a group of prominent celebrities participated in a half-hour long broadcast on the full ABC network. Titled America Salutes Franklin D. Roosevelt's Birthday, the show also honored the 1950 March of Dimes campaign. With radio's Ralph Edwards as mc, the program featured a recorded address by the late President Roosevelt and speaking from New York, brief talk by KOMO's Announcer Helen Hayes, this year's chairman of National Women's Activities for the

(Continued on page 74)
Advocates of diversity of income sources as the best backlog for community stability would find in Longview-Kelso a textbook example. They'd find proof of their theory also in the expanded buying power of the two communities...buying power YOU can tap through KGW'S COMPREHENSIVE COVERAGE.

Much of Longview-Kelso's industry...which includes the two largest lumber mills in the world...has arrived within the last ten years, keeping pace with the amazing growth of their neighbor Oregon across the Columbia River, whose population increase during this period has been the largest in the nation.

THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS Longview-Kelso...as it delivers the rest of the fastest-growing market in the nation.
**March of Dimes**

(Continued from page 72)

March of Dimes, and Basil O’Connor, president of the National Foundation for Infantile Paralysis.

* * *

WINA: Sponsored by WINA Charlottesville, Va., and the local chapter of the National Infantile Paralysis Foundation, “The WINA March of Dimes Mule Train rolls by.

Dimes Mule Train” climaxed the city’s drive for funds. A converted hay-wagon, pulled by four ancient mules and driven by two genuine, old-time mulekinners, rolled through the city as two bands, including a song and played “Mule Train.” Marine reservists and girls dressed in cowgirl costumes walked alongside the WINA Mule Train, collecting dimes and dollars in milk pails. Over $600 in cash was collected during the Mule Train’s tour, WINA reported. In addition to this, WINA’s disc jockey programs which promoted the drive throughout each day of the campaign, netted between $950 and $1,000.

* * *

NBC-TV: Launching its special Howdy Doody-March of Dimes TV Party, members of the cast of the NBC-TV puppet show staged a special rally at public schools in the New York area. Performers included Howdy Doody himself; Elizabeth MacRae, puppeteer on the show; Bob Keeshaw, and others, all of whom gave Howdy Doody balloons to students as they signed up to the March of Dimes. The proceedings emanated from a balloon-beckoned car parked outside the school entrances. Continuing its March of Dimes TV party, the Howdy Doody network telecast the same day had as a special guest eight-year-old Billy McCarthy of White Plains, N. Y., victor of polio in 1948, who returned home with little trace of polio remaining after eight months of hospitalization.

**PEPSI-COLA**

**The Radio Jingle** has shed swaddling clothes and donned a new suit. And, from all reports, listeners like it.

One big radio advertiser to strike a blow for the jingle’s growth from the “offensive” label to “songs which entertain” classification is the Pepsi-Cola Co. A giant step in the direction was taken last Sunday when the soda pop company, which made the longer drink for a nickel famous, ordered a new type of transcription from the George R. Nelson Inc., Schenectady, N. Y.

Not that Pepsi-Cola was a casualty of the usual jingle. The company made famous (and Vice in New York or WNYC, a jingle which some for time has been an integral part of its advertising.

But Pepsi-Cola, looking to changing moods, prepared for the future. Not forgetting that listeners wish to be entertained in radio advertising—cite participation of comedians like Jack Benny, Fred Allen and others on their programs—the company turned to the song-talent jingle.

Through the National Foundation for Infantile Paralysis.

* * *

CBS: The March of Dimes opening rally on April 16, originating in New York’s City Hall and featuring Arthur Godfrey and Dinah Shore, was recorded by CBS for rebroadcast on the same day on the full network with the exception of WCBS New York. The rebroadcast, however, was heard inside the studio. Over 25,000 various musical numbers, classics and other tunes appeared on the program included acting New York Mayor, Vincent Impellitteri, Helen Hayes, Eliot Lawrence and members of the Marine Corps.

CBS-TV: Emceed by hostess Dorothy Dean of CBS-TV’s Varsity Fair, the sixth annual March of Dimes Fashion Show, written by the New York Daily News for the benefit of the National Foundation for Infantile Paralysis, was telecast over CBS-TV from the grand ballroom of New York’s Waldorf-Astoria Hotel. Current theatrical headliners in New York as well as a host of beautiful mannequins participated in the program.

**THE GEORGIA TRIO**

Only a combination of stations can cover Georgia's first three markets

The Katz Agency, Inc.

**LEE ESTATE**

POSSIBILITY of litigation over the approximately $9.5 million estate of the late Thomas S. Lee, owner of the Don Lee Network and other properties, became clear in Los Angeles when the will was opened.

The will reads: “After my death I appoint Mrs. Merrill of Seattle, Wash., to be the one as she sees fit.” It had been previously reported that the fortune went to Mr. Merrill “to do as he sees fit.”

Attorneys said the word “divide” may change the status of distribution. They said there may be contentions that Mr. Merrill should act as trustee for all who should benefit rather than become sole legatee.

**MRS. FRY CLAIMS**

Mrs. Elizabeth Lee Fry, 35, adopted daughter of the late Don Lee, through counsel make it known Friday that she intended to claim the entire estate left by Thomas Lee. Jerry Geisler and Harry Mabry, attorneys, announced they have been retained to protect the interest of Mrs. Fry who was cut off with $1 in Don Lee’s will.

This was made known at routine hearings at which special letters of administration of the estate were granted to Public Administrator Ben H. Brown, acting in behalf of Mr. Merrill, Seattle lumberman. Mr. Brown had petitioned for the appointment at the request of Mrs. Merrill, who said the estate needed immediate attention.

A petition to the probate court by Mrs. Nora S. Patee of San Marino, Calif., maternal aunt and personal guardian of Mr. Lee, might also challenge the will.

Mr. Lee fell or jumped to his death from the 12th floor of Los Angeles building Jan. 13 [Broadcasting, Jan. 16].

**Pharma-Craft Names**

THE PHARMA-CRAFT Corp., New York has appointed Ruthrauff & Ryan, New York to handle advertising of its Herb and Spritze, new plastic bottle spray deodorants, effective April 1.
Free Time Revolt
(Continued from page 19)

Advertising. The first six months of 1950 are the last half of the Army's fiscal year, and appropriations for that period were made before Grant took the account.

Last week Will C. Grant, owner of the agency, advised Broadcast-
ing that beginning next July 1, when a new $1 million Army and Air Force advertising budget goes into operation, the allocation for radio will exceed that for any other medium.

The public information office of the Dept. of Defense told Broad-
casting that 31.92% of the budget would be spent for radio—14.54% for buying time and 17.38% for production costs.

Mr. Grant said that only network time purchase would be made from the $1 million national Army-Air Force account. Local and spot purchases are up to individual Army commands throughout the country. The individual Armies have their own budgets, Mr. Grant said.

Grant's Statement
Mr. Grant asserted that the Grant agency had recommended the use of radio by the Armies and that the agency would present a package of radio ideas at a meeting with the commanders of the Armies to be held next week.

The fact that in the budget beginning July 1 the appropriation for radio production exceeds what for radio time was seen as indicating that the Army intended little if any diminution in its production of transcribed shows for free performance on stations.

More than 1,000 stations now use such programs, it was learned. None of them is paid for the time.

One proposal of the NAB Unaffiliated Stations Committee at its Washington meeting a fortnight ago was that such programs—whether distributed by the Army or any other organization—be procured as open-end recordings, a device that would permit stations to include local sponsors’ commercials in the shows.

It was pointed out that the practice of enlisting local advertisers in a buy space in which to carry public service advertisements is universal among newspapers. Such services as the Treasury Dept., on Bond Drives, are being marketed to newspapers which then sell space to run them. The merchant is given a courtesy notice in the ad. The same principle is used by stations, the Unaffiliated Stations Committee suggested.

The volume of station protests reaching Grant Advertising in Chicago, it was learned, was enough to oblige the agency to send a form letter with which to reply to the stations, rather than to try to answer them individually.

Write Commissioners
Stations in many parts of the country also wrote their Congress-
men. A letter from John B. Brown-
ing, manager of WSPB Sarasota, to Sen. Claude Pepper (D-Fla.) was typical.

"The Army and Air Force spend thousands of dollars producing transcribed shows," wrote Mr. Browning in part, "and these shows are put on with five cents unless some radio station broad-
casts them, and it has been the policy of broadcast stations, up to the present time, to run these trans-
scribed shows free although everybody making them gets paid except the broadcasting industry.

"As far as this station is concerned we are herewith cancelling all free time given to the Army or Air Force, and I feel the radio industry throughout the United States should follow a similar move. We refuse to give away our advertising when other mediums are getting paid."

A communication received by John E. Pearson Co., New York, national station representative, ad-
vised that Indiana stations were rebelling against free time de-
mands.

WIRE Cancels
Daniel C. Park, commercial manager of WIRE Indianapolis and secretary-treasurer of the Indiana Broadcasters Assn., telegraphed Mr. Pearson that his station was cancelling all free programs for recruiting “until such time when a proportionate share of advertising budget is diverted to radio.”

"It’s high time radio is recognized by such agencies as U. S. Army and the like," Mr. Park tele-
graphed. “WIRE is through playing the sucker role. I might add so are all Indiana radio stations.”

Mr. Park’s wire was a response to a communication sent to his client stations by Mr. Pearson, ad-
vising them of the discriminatory aspects of the Army budget for the first half of 1950. Mr. Pearson said: "If any government agency or bureau has any money to spend for advertising, then radio should get a fair share of it along with printed media instead of being pressured to broadcast free of charge what the newspapers and magazines get paid for."

As station protests mounted, it was learned that Col. William G. Downs, who is one of the top of-
ficers in Army-Air Force advertis-
ing in Washington, had planned a conference with Maurice B. Mit-
chell, director of BAB, on the sub-
ject of appropriations to radio.

Before Mr. Mitchell will be traveling in the west for two weeks, Charles Batson, assistant director of BAB, probably will confer with Colonel Downs this week.

The issue was too hot to let boil unattended until Mr. Mitchell’s return.

RICHARD DOHERTY
To Address Calif. Groups
RICHARD F. DOHERTY, NAB director of employer-employee rela-
tions, is to be guest speaker at the California Rural Area Broad-
casters meeting in Santa Ana, Calif., Feb. 16. J. Clifford Lee, president of KFPM San Bernar-
dino and president of CRAB, will preside.

With Maurice Mitchell, director of Broadcast Advertising Bureau, Mr. Doherty also is on agenda of the annual California State Broad-
casters Assn. meeting to be held at Hollywood’s Roosevelt Hotel Feb. 17 [Broadcasting, Jan. 30].

WOV New York, Italian-language outlet, launches campaign to educate non-
Italian listeners to use Italian food products. Announcements and station-breaks being used.

ADD ‘EM UP
WLIO Plugs All-Day Audience
TO TRY and find out how many people actually listen all day long to WLIO East Liverpool, Ohio, Pro-
gram Director Cy Newman decided to run a contest. He called it “Add ‘Em Up.”

At various intervals from 7:15 a.m. to 11 p.m. an announcer would say, “The number of the moment is . . .” To get the correct total, the listener had to stay tuned to WLIO for 10 hours and 45 minutes a day and not miss a number. A $5 prize was offered for anyone getting the correct total.

A couple of hundred dollars had been set aside for the 10-day con-
test on the assumption that two or three people a day would guess the right answer. The first day’s mail brought in 879 entries with 67 cor-
correct answers, station reports. This meant a giveaway of $355. WLIO feels it has proved a point for radio listenership against any other advertising media.

FCC Rules
RECODIFICATION of certain technical rules reported by FCC last December was further amended by the Commission last week to in-
clude earlier-emitted provisions relat-
ing to inspection of tower lights and associated control equipment and procedure in discontinuing sta-
tion operation. Various cross re-
ferences of other material also was corrected. Deadline for comments is March 8.

ROY THOMPSON
25 years of radio experi-
ence and personal partic-
ipation in his community’s projects and services have made Roy Thompson a household word in industri-
ally-rich Altoona. WRTA, the city’s macromotion, will assure you a loyal, buy-
ing audience throughout the listening hours.

ABC 1240 KC
Altoona, Pa.

REPRESENTED BY ROBERT MEEKER ASSOCIATES

Judge Is Boss
(Continued from page 19)

mittee, headed by John F. Meagher, KYSM Mankato, Minn., brought up a recommendation of $798,322 for the new fiscal year beginning April 1—roughly $100,000 above the current year.

The present income is at the rate of $864,000 annually and in the five months ended Dec. 31, 1949, revenue fell below operating expenses by nearly $15,000. The cash on hand was about $40,000 and would be eaten up in a few months at the present pace, the committee reported.

Budget Revisions

Requests for budget from the NAB departments for the new year aggregated in excess of $900,000. Practically all of them, with exception of BAB, were revised downward to just under $800,000.

The board approved the committee's recommendations that the additional funds to meet the $800,000 budget be procured through elimination of the current 19¼% discount on dues authorized last July at Portsmouth, N. H., and via an increase in the dues for active members in various classifications. These change the Small Stations (Class A) dues from $7.50 to $15 per month; Class B from $15 to $20; Class C from $20 to $25 and Class D from $30 to $35.

Elimination of the discount, it was pointed out, would yield about $87,000 at the current membership rate, while the dues increases in the lower station income brackets would produce in the neighborhood of $58,000. This all presupposes no further losses in membership.

Members of the Finance Committee who proposed the plan, drafted initially at a meeting in Washington, Jan. 23-24, were Chairman Meagher; Clyde Rembert, KRLD Dallas, and Harold E. Fellows, WEEI Boston.

Increase for BAB

The committee ascribed the need for the increase to a boost of more than $72,000 for BAB; absorption of the FM Assn., in NAB entailing about $13,500; an increase in the secretary-treasurer's budget to handle membership solicitation, and lesser items such as salary increases and building maintenance.

Mr. Hardy, in his report to the board, said that he had registered under the Lobbying Act and was working closely with Congress, the FCC and with General Counsel Don Petty. Mr. Markham said he had a number of TV projects ready for action, pending clarification of the functions of his office and the arrangements of coordinated activity with the various NAB department heads.

Speaking for the Radio, Television, and Broadcast Advertising Committees, which met in Washington, he also advised the board on NAB structure [BROADCASTING, Jan. 16]. Eugene S. Thomas, WOIC-TV (W) Washing- 
ton, recommended that BAB be retained as a separate NAB department rather than as a separate corporate entity. He also recommended that the Radio and Televis- 
ion Division heads report directly to the president along with other department heads.

The board decided not to fill the district directorship vacancy created by the resignation of Robert E. Vollmer, former Chairman of the OKC NAB, Oklahoma City. Jack Todd, general manager of KAKE Wichita, thus will succeed to the 12th dis- trict (Kans., Okla.) directorship at the April NAB convention since he is unopposed nominee.

TV Director-at-Large

There were only two nominations for TV director-at-large—the incumbents, Mr. Thomas, and Robert D. Swezey, WDSU-TV New Orleans. The board constituted the by-laws to mean that it is not necessary to nominate two other directors for the four-way contest. Thus, Messrs. Thomas and Swezey's nominations are tantamount to election. The elections will be held this week, and ballots were printed late last week.

The TV director-at-large getting the largest number of votes will serve a two-year term; the other will serve one year.

The board ruled that Charles C. Cafey, WMBD Pontiac, Ill., whose second term as District 9 director runs out at the 1951 NAB conven- tion, is ineligible to run for me- dium station director-at-large, though he is one of the nominees [BROADCASTING, Feb. 6].

The board designated John J. Gillin Jr., president of WOW Oma- ha, as official NAB delegate to the Convention of Broadcasters Convention at Niagara Falls, Ohio, March 27-30. Designated as alternate was Paul W. Morency, vice president and general manager of WITC Hartford. Only one will attend.

New Members Admitted

The board voted to admit to membership 55 stations which had applied since the November board meeting. Of these, two were television stations and five were in the associate membership category.

Considerable time was devoted by the board to a discussion of the radio film "Lightning That Talks," produced under the auspices of the All-Radio Presentation Committee [see CLOSED CIRCUIT, page 4].

There was general dissatisfaction with the quality of the film and all that motion for revision was adopted, Director Swezey was desig- nated to consult with the network heads and with the presentation committees on possible re-editing and revamping of the picture.

While the suggestion was ad- vanced that the project be dropped, no formal action in that direction was taken. A working picture was pre- viewed by the board Wednesday evening with BAB Director Mitchell describing the project. He explained that the print used was "in the rough" and subject to fur- ther editing. Mr. Mitchell, through BAB, is handling the bookings for the film.

Stations Joining

All members of the NAB board were present for the three-day meeting at the Fairmont Hotel, WARD, Arlington, Va., and Mr. Cafey, both of whom were tied up with FCC hearing activity in Washing- 
ton. Staff members present in addition to Messrs. Miller, Mitchell, Hardy and Markham, were C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Richard P. Hoherty, labor relations director; Fred K., public affairs director, and Helen Fruth, secretary to Judge Miller.

New stations whose membership applications were approved were:


We don't sell "time"!
We USE time to increase your sales and profits.

WGRD Grand Rapids, Michigan

Page 76 • February 13, 1950

BROADCASTING • Telecasting
"There's a bill in the U. S. Senate, No. 1847, which is designed to prohibit all advertising of alcoholic beverages across state lines... The Advertising and Sales Club of Seattle strikes back, opposing it 1937 as a serious threat to the freedom of the press and an unjustified restriction on newspapers, magazines and radio broadcasts moving in interstate commerce."

The advertising club has a point. If it's legal to sell liquor, it's legal to advertise. But we think the article must be left as it is, present to the newspaper and the radio networks.

From an editorial in The Wenatchee (Wash.) Daily World.

"One does not need to be a lawyer to follow the clear logic of the U. S. Court of Appeals for the District of Columbia in upholding the FCC in the denial of a license to the Mansfield Journal and the Lorain Journal. Since the Journal was found to be indulging in monopolistic practices, the public interest would not have been served by granting it a license...."

"The FCC has found that the League's denial of a license to the Mansfield Journal and the Lorain Journal is a serious threat to the freedom of the press and an unjustified restriction on newspapers and other operators that (indulge) in monopolistic practices. The public interest would not have been served by granting it a license."

"Television is the most perplexing problem plaguing college athletic directors today. Televising a monster, declared one graduate manager at a recent college conference meeting. "It is wrecking college athletic attendance and is costing colleges a heavy loss of athletic revenue."

"The cost of the whole thing is a matter of money. Colleges are entitled to a fair return for the rights of their athletic contests. Television is a big problem for the colleges. The NCAA is wrestling with it. Many college authorities are dead set against television, others are for it."

"The public at large is on the side of television, those who have sets and those who intend to buy sets."

From Eugene H. Russell's column in The Seattle Times.

CHARLES R. DENNY, (J), NBC executive vice president, finds Comedian Bob Hope's side comment to Robert Montgomery, movie, radio and TV star, and Niles Trammell (I), NBC's chairman of the board, highly amusing. The foursome gathered at a Stork Club party Jan. 30.

KMBC CHARGES

Recommended for Dismissal

DISMISSAL of the charges against KMBC Kansas City charging unfair labor practices was recommended Feb. 11 by Myers D. Campbell Jr., trial examiner of the National Labor Relations Board. The case grew out of a complaint by Sherwood Durkin, announcer, that he had been discharged because of activities as AFRA shop steward. Among charges was alleged use of individual talent contracts in connection with AFRA collective bargaining.

The NLRB examiner held complaint did not prove allegations against KMBC. His report cites alleged use of obscene and profane language by the employee and notes a paucity of evidence that would indicate the station restrained or coerced its employees.

CONSUMER MARKETS makes basic market measurement data for every state, county and city easily get-able. Its 774 pages of facts and figures are so arranged that you can easily extract any single index you may want; or get a complete statistical picture of any consumer market in the U. S., U. S. Territories and Possessions, Canada, or the Philippines.

Conveniently located Service-Ads, like The Cleveland Press' shown here, supplement and expand the listed data with information about the market coverage of individual media.

"Consumer Markets is a quick, easy, informative reference," says one agency executive. "A delight to any media or market research department."

Consumer Markets

February 13, 1950 • Page 77
testing Stations, at the rate of 15% of net billings per month until Jan. 6, 1950.

FCC figured this would be 70% of net earnings, or more than $300,000, which it thought would jeopardize the station’s financial ability to operate in the public interest. WGST’s license accordingly was renewed only after the school repudiated the contract.

Southern then sued, winning a judgment for $145,000 for the period from August 4, 1945 through August 14, 1947 in the Superior Court of Fulton County, Ga. This decision was affirmed by the Court of Appeals of Georgia, and the school appealed to the U. S. Supreme Court.

Supports School

The Commission, arguing before the Supreme Court as amicus curiae but in support of the school, contended its disapproval of the contract could be used by the school as a defense for failure to perform the contract.

Legal authorities took the Supreme Court’s language to mean FCC should have endeavored more diligently and more patiently to make sure that the contract was mutually cancelled. The Court said:

The Commission insisted that petitioner (Georgia Tech) could not be a suitable licensee unless the latter had first been given a chance to negotiate for some reason, which has not been explained to us, the Commission was aware, that the contract was in effect the "effect" when the petitioner made a unilateral disaffirmance, and it did not think it necessary to require that the case go to a rehearing before a license would issue.

BROADCASTING's provision, considered in light of the Commission's reasoning, implicitly recited that part of the contract was of "no effect" when the petitioner made a unilateral disaffirmance, and it did not think it necessary to require that the case go to a rehearing before a license would issue.

This choice of method lay within the Commission's power. Considerations unknown to us may have dictated this procedure. Before issuing a license in similar cases, however, the Commission seems to feel that a party should be informed of its right to challenge a license refusal or revocation. But, so far as we are aware, the Commission has never before acted in a manner which might refuse to issue a license until the applicant has demonstrated that it has been freed by the state courts from the obnoxious contract.

But if the Commission was placed in a dilemma from which it had no escape, that dilemma was the inevitable result of the statutory scheme of licensing. The Commission itself undertook to be "impartial" in its decision, and therefore embargoed by its inability to issue cease-and-desist orders, that it has at its disposal only the cumbersome and expensive art of criminal procedure, and the license refusal or revocation. But, so far as we are aware, the Commission has never before acted in a manner which might refuse to issue a license until the applicant has demonstrated that it has been freed by the state courts from the obnoxious contract.

The Court accepted FCC’s ruling that the payments to be made under the contract rendered the school unacceptable as a licensee. It also assumed the validity of FCC’s conclusion that the school might be denied a license "because the price promised [to Southern] under the stock purchase contract permitted [Southern] to profit from their prior invalid arrangement.

Southern Broadcasting was owned by a group including Sam Pickard, former Federal Radio Commissioner and onetime CBS vice president and Columbus, Atlanta attorney. The group received payments from the school from the time the agreement was signed in April 1943 until it was repudiated by the school in 1945.

JENCKS LEAVES NAB

JOINS CBS LEGAL STAFF

RICHARD W. JENCKS, member of the NAB legal department, has resigned to join the CBS legal staff. He will be stationed for the time being in New York. Mr. Jencks joined NAB in November 1947 after graduating from the Stanford U. School of Law where he received his LL.B. degree.

Born in 1921 in Oakland, Calif., he was educated in Oakland schools, entered the University of California in 1940. In 1941 Mr. Jencks entered the Navy, serving 4½ years and leaving the service as a lieutenant commander. He served in Alaskan and Aleutian waters and in the Caribbean, where he commanded a small naval vessel. After the war he entered Stanford Law School.

Upcoming

Feb. 22-23: Ohio State Advertising and Sales Promotion conference, Ohio State U., Columbus.
Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
March 3-4: Western Radio-Television Conference, Seattle.
March 5: Radio and Television Award Dinner, New York.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.
March 10-11: Alabama Broadcasters Assn., annual spring meeting, Russell Erskine Hotel, Huntsville, Ala.
March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-15: NAB convention, Stevens Hotel, Chicago.
April 14: Conference, April 15: Unaffiliated Stations Conference, April 18:
May 4-7: Institute for Education by Radio, Columbus, Ohio.
May 22-23: North Carolina Assn. of Broadcasters, annual convention, Chapel Hill, N. C.
Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.
OKLA. SESSIONS
Doherty To Speak on Costs

RICHARD P. DOHERTY, director of NAB's Employer-Employee Relations Dept., will share the speakers' spotlight with FCC Chairman Wayne Coy at the annual U. of Oklahoma radio conference March 2-14. Mr. Doherty will speak at a Monday session on "Cost Factors in the Broadcasters' Profit Equation." Mr. Coy will address the Tuesday concluding banquet session [Broadcasting, Jan. 30].

Sessions on sales and marketing problems, news, television and FM, as well as on FM and education, are listed on a partial agenda announced by Sherman P. Lawton, conference director. Speakers include:

(Sales) R. B. McAulester, KICA Clovis, N. M.; James R. Curtis, KYRO Long¬

dew, Texas; Bill Roston, KADA Ada, Okla.; George Tarter, KCRG Eml. mini-

tel.; Roy Bazu, WFAA-Fort Worth; Dave Pasternak, KSD-

St. Louis; Hoyt Andrews, WKY-TV Oklahoma City, and F. M. Randolph, WTVI (TV) Tulsa; Southwestern agen-

tes also will take part. Opening day (Sunday) of the conference will be devoted largely to demonstration broad-

casts by colleges and universities.

CANADIAN BOARD
Re-elects Hackbusch Chief

L. A. HACKBUSCH, president and managing director of Strom¬
ger-Carlson Co., Ltd., Toronto, was re-elected president of the Cana-

dian Radio Technical Planning Board, at its annual convention at Montreal last month. Gordon W.

olive, chief engineer of Canadian broadcasting Corp., Montreal, was re-elected vice president, and S. D.

Brownlee, secretary-treasurer of the Canadian Radio Mfrs. Assn., was re-elected secretary-treasurer.

General re-organization of the active TV committee of CRTPB was undertaken, with H. S. Daw¬

gon, television engineer of Canadian general Electric Co., Toronto, as general coordinator and J. A.

Hulme, CBC TV director, Montreal, heading the TV technical advisory committee. This group is presently preparing recommendations on Canada's frequency allocations for TV.

IN THE BACKGROUND is the 5 kw transmitter "giveaway" by WDAY Fargo, N. D. Station presented it to the North Dakota Agricultural College's engineering department a few days after WDAY's new transmitter went into service. At the formal "giveaway" celebration are (l to r): Julius Hetland, WDAY technical supervisor; Jack Dunn, station manager; Dr. Fred S. Hultz, college's president; Ken Kennedy, WDAY program director, and Robert N. Faiman, professor. A spontaneous gesture, the giveaway idea was born on Ken Kennedy's Tello-Test Time program over WDAY.

CLEAR CHANNEL COMMENTS
Editorials Cited in 'Congressional Record'

CONTROVERSIAL clear channel issue has commanded interest of the past fortnight in Congress and leading U. S. newspapers.

Legislators on Capitol Hill took note of the recent meeting in Cin-

cinnati during which the Clear Channel Broadcasting Service re-

newed its opposition to possible foreign intrusions on U. S. broad-

casting rights and cited resolutions for maintenance of the clears and for higher power to extend rural service [Broadcasting, Jan. 23].

The subject drew space in Congres-

sional Record issues of Jan. 31, Feb. 1 and 2. One took note of the CCBS meeting with reprint of an article appearing in the Cin-
cinnati Times-Star. The piece, which quoted CCBS Director W.K. Quail's protest to demands of the Cuban government in Montreal last fall, was inserted by Rep.

Stephen M. Young (D-Ohio).

Rep. J. Frank Wilson (D-Tex.), called attention to the Dallas Morn-

ing-News, which editorially observed that "rural America is dead set against any agreement" with Cuba that would permit inroads on U. S. rights. Contending that Cuba could not possibly utilize now all of the stations which it asks and that it may be merely "barg-

aining," the newspaper concluded:

The question of international distri-

bution of frequencies has never been given the attention that it de-

serves. This country, the home of radio-broadcasting development, early set up its own national domestic regulation. But the question of power and frequency beyond the jurisdiction of the FCC will require all of the official skill we have to arbitrate. Certainly everything possible should be done to strengthen our position when we come to the bargaining table.

Two rural association resolutions, favoring retention of clear channels and referred to the Senate Interstate & Foreign Commerce Committee, were singled out by Sen. Tom Connally (D-Texas), chairman of the equally powerful Foreign Relations Committee. Both stressed the need for adequate service to rural areas, and radio as an important information source.

SOAP OPERAS
Massey Cites Ad Value

"SOAP OPERAS are pretty corny," Charles A. Massey, president of Lever Bros. Ltd., Toronto, told the Canadian Retail Federation in conven-

tion at Toronto on Feb. 2. "But," he added, "one of the cardinal points for a successful advertiser is to mistrust his own opinion when it comes to deciding what the public wants."

The public has definitely proved that soap operas attract and hold an exceptionally large audience. Mr. Massey stated, and the adver-

tiser must give his public what it wants. He pointed out that adver-

tising is the most economical means yet discovered of broaden-

ing the demand for a product, making mass production possible, and therefore reducing the price.

WASH (FM) Expansion

THREE persons have been added to the staff of WASH (FM) Wash-

ington, according to Hudson El-

dridge, station business manager. Howard Callahan, former assistant to the chief engineer at U. S.

Recording Co., becomes chief en-

gineer. Hurley Provenson, formerly of WBCC Bethesda, Md., joins the announcing staff. Robert Best, Washington public relations coun-

sel, has been named to direct pro-

motion and publicity.

more light on our favorite subject

the busiest buyers

the busiest buyers

in the business

in the business

BROADCASTING time buyers

place 92% of the network dollar... and 87% of the national spot dollar.

February 13, 1950 • Page 79
FEBRUARY 3 TO FEBRUARY 10

FEBRUARY 3 Applications...

ACCEPTED FOR FILING

License for CP
WBRY Plattsburg, N.Y.—License to cover CP new FM station.

License to cover CP AM station to change from 2150 kc 500 w to 1500 kc 5 kw.

AM—1340 kc
WCRB Capital, Wash.—License to change from 1340 kc 500 w to 1500 kc 5 kw.

AM—1110 kc
KSOO Sioux Falls, S.D.—License to change from 1440 kc 500 w to 1430 kc 5 kw.

AM—1260 kc
KSMI Menlo Park, Calif.—License to change from 1260 kc 500 w to 1260 kc 5 kw.

Modification of License
WHBR St. Louis, Mo.—License to change from 1450 kc 500 w to 1450 kc 5 kw.

Modification of CP
Mod. CP new AM station to extend hours of operation etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KRON-FM San Francisco; WRBI Blue Island, Ill.; WCAP-FM Auburn, Ind.; WXMO-FM Meridan, Miss.; WLFM Pittsburgh, Pa.—License to cover CP new FM station to change ERP to 9.8 kw and studio location to Braddock, Pa.

NEW BUSINESS

WNAV Reports High Level

A QUARTER-MILLION dollars worth of new spot and local business is claimed by WNAV Yankton-Sioux City, in the first lap of the new year, according to Robert Tincher, general manager. Mr. Tincher bases this booking on the "alertness of advertisers and their agencies to the potential of the high income agricultural area.

He further explains that these areas are highly strategic "as opposed to the stop-and-go economy of the industrial sections with their ebb and flow of labor-management strife." Furthermore, he showed that none of the new businesses included network accounts, therefore it seems "to substantiate the belief that the trend is toward spot purchase of radio time by advertisers.

February 6 Applications...

ACCEPTED FOR FILING

License for CP
WPSH Ely, Minn.—License to cover CP new FM station.

License to cover CP new noncommercial educational FM station.

WAFM-TV Birmingham, Ala.—License to cover CP new commercial TV station.

Modification of CP
KOB-TV Albuquerque, N. M.—Modification of CP new commercial TV station for extension of completion date 3-1-50.

TENDERED FOR FILING

AM—1380 kc
WAWZ Zarephath, N. J.—License to cover CP new FM station.

AM—1400 kc
WWPA Fort Payne, Ala.—License to cover CP new AM station to change from 1290 kc 5 kw to 1380 kc 5 kw.

Modification of License
KFAC Los Angeles—License to change from DA-1 to DA-N.

WOKO Albany, N.Y.—License to cover CP new AM station to change from 1260 kc 500 w to 1200 kc 5 kw.

Mod. CP new AM station for extension of completion date.

WCHF New Orleans—License to cover CP new FM station to change ERP to 7.5 kw.

World Adds 25

The world broadcasting system announces 25 stations have arranged new contracts for the use of its transcribed library service. Stations are:


TIME worth $125,000 has been allocated by KFI Los Angeles to promote NBC Hollywood-originated programs. Campaign started Feb. 6. Spots are being aired 400 times during first two weeks of campaign, and 25 to 30 times per day throughout remainder of campaign.
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<td>Telecasting Republic</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8215, Washington, D.C.</td>
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<td>JOHN J. KEEL</td>
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<td>ANDREW</td>
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<td>SPECIALISTS IN ALLOCATION • DESIGN • INSTALLATION</td>
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<td>363 E. 75th St., Chicago 19, Ill.</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N.W., Sterling 7932, Washington, D.C.</td>
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<td>WILLIAM L. FOSS, Inc.</td>
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<td>BOND BLDG., EXECUTIVE 5670, WASHINGTON 5, D.C.</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST., AR 4-8721, Arlington, Texas</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
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<td>EXECUTIVE 5851, 1833 M STREET, N.W.</td>
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<td>EXECUTIVE 1230 WASHINGTON 6, D.C.</td>
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<td>GEORGE C. DAVIS</td>
<td>Consulting Radio Engineers</td>
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<td>501-514 Munsey Bldg., Sterling 9111, Washington 4, D.C.</td>
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<td>GAUTNEY &amp;RAY</td>
<td>Consulting Radio Engineers</td>
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<td>1052 Warner Bldg., Washington 4, D.C.</td>
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<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineers</td>
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<td>Highland Park Village, Dallas 5, Texas, Justin 8-6108</td>
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<td>WILLIAM E. BENNS, Jr.</td>
<td>Consulting Radio Engineers</td>
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<td>3738 Kanawha St., N.W., Oralway 8071, Washington, D.C.</td>
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<td>LYNNE C. SMEBY</td>
<td>Consulting Radio Engineers</td>
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<td>820 13th St., N.W., EX 8073, Washington 5, D.C.</td>
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CONSULTING RADIO ENGINEERS
FCC Actions
(Continued from page 80)

Applications Cont.: TENDERED FOR FILING
AM—910 kc
KLCN Blytheville, Ark.—CP AM station to change from 920 kc 1 kw D to 910 kc 1 kw D 100 w N
APPLICATION RETURNED
KWEW Hobbs, N. M.—RETURNED Feb. 6, application for license to cover CP for increase in power etc.

February 7 Decisions

BY THE SECRETARY
Donald Lewis Hathaway, Casper, Wyo.—Granted license new remote pickup KXO-197, KQV‘-FM Caprock station information, —
PICKUP.

KXK-AM Abilene, Tex.—Granted license new commercial FM station: visual 12 kw; audio 2 kw, 535 ft.
WJZJ Hammond, Ind.—Granted new license new FM station: Chan. 222 (92.3 mc) 5 kw, 400 ft.
WKLW Burlington, O.—Granted license new commercial FM station: visual 12 kw; audio 2 kw.
WLAX Bestg. Service, Nashville, Tenn.—Granted license to change frequencies KA-7102 to 26.11, 24.64 mc.
WBZA Boston, Mass.—Granted CP to install new trans.

The Missouri Republican Publishing Co., Wooster, O.—Granted CP and license change of CP to change of frequency.

Area Bangor, Me.—Granted CP and license new remote pickup KA-4133.

Mayaguez, P.—Granted CP for new remote pickup KA-321.

Arizona Bestg. Co., Inc., Area Tucson, Az.—Granted license change frequencies 152.87, 152.96 and 153.3 mc. in times in changes in trans. KA-227.

KSMO Santa Maria, Calif.—Granted mod. CP change of license.

KTLA Hollywood, Calif.—Granted mod. CP extension in completion date to 6-15, subject to condition it is without prejudice to any action Commission may take with respect to outstanding authorizations and applications of grantee in light of decision of Super. Court of United States for District of New York in the action of Goldman Pictures Inc. et al. 534 U.S. 131.

WWIS Winter Haven, Fla.—Granted license and renewal of license and renewal application.

KPIX Grand Junction, Colo.—Granted CP install new trans.

KBQW Bestg. Station, Mont.—Granted CP approval of add. and transloc. and studio location.

KXEU Seattle, Wash.—Granted CP approval of add., transloc., and studio location.

KXLO-AM Enterprise, Mich.—Granted CP approval of add., transloc., and studio location.

KXMK-AM Pool Springs, Col.—Granted mod. CP approval of antenna and trans. location.

KXPR Rapid City, S. D.—Granted license change in hours etc.

KXLY-AM Yakima, Wash.—Granted license change in hours etc.

KXTP Dallas, Tex.—Granted mod. CP.

KMDO Modesto, Calif.— Granted mod. CP change type trans. and specify studio location.

WQUE Akron, Ohio.—Granted mod. CP change type trans. and specify studio location.

WKY-TV Oklahoma City, Okla.— Granted license new commercial TV station: visual 12 kw; audio 8 kw, 535 ft.

WCJC Muncie, Ind.—Granted license new noncommercial educational FM station: Chan. 201 (98.1 mc) 16 w.

WLAC Bestg. Service, Nashville, Tenn.—Granted license to change frequencies KA-7102 to 26.11, 24.64 mc.

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KBQW Bestg. Station, Mont.— Granted CP approval of add. and transloc. and studio location.

KXEU Seattle, Wash.— Granted CP approval of add., transloc., and studio location.

KXLO-AM Enterprise, Mich.— Granted CP approval of add., transloc., and studio location.

KXMK-AM Pool Springs, Col.— Granted mod. CP approval of antenna and trans. location.

FCC General Counsel—Granted in - dence continuance of hearing application of Oviville L. Jenkins, Keigwin, and former media director of Lever Bros., died suddenly to Feb. 6 at Carney Hospital, Boston. In addition to her husband, she is survived by two nephews. The family home is at 92 Cornell St., Quincy, Mass.

Mrs. Agnes V. Foster
MRS. AGNES V. (GILCHRIST) FOSTER, wife of Elbert E. Foster, WLA, WLOG, and WBBM, Chicago, Ill., general manager and former media director of Lever Bros., died suddenly at 92 Cornell St., Quincy, Mass.

WVDM
117-118 N. 46 ST.
HENDRY GREENFIELD, Mgr. Director N.Y. 10
OFFICIALS and principals of Chicago Symphony Orchestra are appearing on new weekly series "Your Symphony Scrapbook," on WMAQ Chicago, Saturday, 1:30-1:45 p.m. CST. George Kupfer, manager, and Len Arnold, public relations director, discuss music, especially major work to be performed by orchestra on its Thursday and Friday concert in next week. Each week a musician plays part of selection being discussed. Listeners are asked to send in questions and anecdotes about music, composers and musicians. Senders of material used on the air receive two main floor seats to an evening concert.

Wax Museum
CYLINDRICAL records, of type used on original gramophones, are being sold from which Terry Cowling, originator and m.c. of Wax Museum on WCOP Boston, develops his show. Mr. Cowling owns 250 of the cylinders and has asked listeners to send theirs to him for airing on show. Transcribed records are made from cylinders which feature many popular old-time entertainers.

Jackpot for Bowlers
HOUR-LONG Bowler's Jackpot is remote show telecast from local bowling alley by WEVS (TV) Cleveland. Program features one-game double match in which contestants vie for jackpot of cash and merchandise and period of bowling instruction, during which tutors attempt to make polished bowler out of beginner in 12 weeks during which show is scheduled. Show is sponsored by Dad's Root Beer in cooperation with Bowling Proprietors Assn. and features prizes contributed by national manufacturers. Television department of Ohio Adv. Agency Inc. is responsible for production.

Health News
LATEST news on last minute developments in field of medical science and field of health education and health in general are discussed in new weekly series on WMAL Washington, Saturday, 7 p.m. Dr. Edgar Carwell of District of Columbia Health Dept. presents news and acts as moderator on program. Guests are interviewed. Show covers such topics as hospital facilities available to local citizens and X-ray campaigns.

Texan Open
REPORTEDLY first simulcast originating in south Texas was carried by WOAT-AM-TV San Antonio and San in airing of 1950 Texas Open Golf Tournament. Three half-hour simulcasts were scheduled during action on last Thursday. Simulcasts were sponsored by Ford dealers and utilized crew of 12 with three TV cameras in action.

County History
COMPLETE and factual history of Orange County, Calif., is being aired by KVOE Santa Ana. Series will last one year and is heard Thursday, 8:30-8:45 p.m. Lengths being shown will be determined by story of primitive Indians and will continue through coming of Spaniards and American settlers to fabled county of towns and cities. Format is semi-dramatic narrative, utilizing musical bridges and background. Series is written by Art Shepherd, KVOE publicity director, produced by Don Spencer, sales manager, and narrated by Bill Bents, sports director.

Jewish Music Month
LOCAL Jewish Community Center, in cooperation with WCSC Charleston, S. C., is presenting series of programs celebrating National Jewish Music Month which began Feb. 5. Sundays in February, programs consisting of typical liturgical and folk music, as well as Israeli music, are being broadcast. Narration is done by Mrs. Pearl Baum, director of women's programs for WCSC.

Legislative Music Tastes
TWO hours weekly are set aside on WDNY, Buffalo, for "Legislative Music Tastes." Hour-long show is supported by National Library of Congress and is broadcast from studio of WCBS, New York. In its first two months, program has featured music from every state in the union. The library's collection provides music for presentations.

Archived sound is used in programs, which are broadcast weekdays and Saturdays at 10 a.m. and 2 p.m. Each program focuses on a different state, and features in each program may be from a variety of sources, including records, sheet music and recently donated recordings.

Brand Names Series
A SECOND SERIES of 26 spot announcements pointing out the virtues of branded merchandise and advertising is being distributed by major networks to their stations. The series was prepared by Brand Names Foundation Inc. and is in a form similar to the first series, distributed a year ago.

"Assault and Flattery"

NETWORK TESTED - HOPPER PROVED
A COMMENTARY THAT'S DIFFERENT
DIRECT FROM WASHINGTON!

B.S. BERCOVICI
INTERNATIONALLY KNOWN COMMENTATOR, FORMERLY ON 165 STATIONS MAJOR NETWORK, 4:30-5:00 P.M., MONDAY THROUGH FRIDAY.

ASSAULT & FLATTERY is a commentary on commentators. Whatever makes news makes ASSAULT & FLATTERY swiftly-paced, timely, thought provoking. A natural audience builder and sales promoter.

SENSIBLY PRICED: $5.00-$7.50-

COOPERATIVE BROADCASTING
ASSOCIATION
1120 CARLIN AVENUE
WASHINGTON, D.C.

February 13, 1950 • Page 83
Help Wanted

Managerial

Experienced combination commercial manager-salesman. Must be aggressive and willing to work. 5,000 watt network and metropolitan area. No rotators. Send complete information, small amount cost required. Box 52E, BROADCASTING.

Salesmen

Radio-time salesman. Personalities by established talent, initiative, and ambition. Travel U.S. Own car. Representative of national broadcasting newspapers. Must have pub. relations and excellent public relations. Send resume to Box 57E, BROADCASTING.

Salesmen or commercial manager for 1,000 watt daytime independent station. Must be aggressive and have good market. Career opportunity available. Box 32E, BROADCASTING.

Salesmen or commercial manager for 1,000 watt daytime independent station. Must have good market. Career opportunity available. Box 32E, BROADCASTING.

Salesmen or commercial manager for 1,000 watt daytime independent station. Must have good market. Career opportunity available. Box 32E, BROADCASTING.

Anouncers

Combination man with small regional station in eastern Pennsylvania. Salary $40 per week, plus free board. Call or write for complete information. Box 413, Philadelphia.

Announcer-engineer experienced in all phases of broadcasting. 3 years experience at 2 stations in 2 cities. Excellent operating ability. Box 59E, BROADCASTING.

Sports Announcer. Young, college graduate. Excellent personality. Has own collection of 3,000 radio transmitting licenses answered promptly, Box 51E, BROADCASTING.


Announcer-engineer, experienced in all phases of broadcasting. 3 years experience. Desires better position. Married, reliable. Box 49E, BROADCASTING.

Announcer, DJ, salesmen with experience. Desires local position in West. Excellent references. Desires position in West. Box 41E, BROADCASTING.

Excellent experience. Desires better position in progressive independent station. Must be able to do play-by-play, news, special events, voice over work. Must have dependable personality. Has own collection of 3,000 transmitting licenses answered promptly. Box 51E, BROADCASTING.
Technical

Passed Engineer. Announces 2 yrs. 1st phone, RCA A-1, AM-FM, VHF, NHK, 304 East 35 St., New York 28, N. Y.

Dear Engineer, I'm writing to inquire about the possibility of becoming employed in your company. My background includes experience in studio and field technical operations, as well as production and management. I am currently working at WABC in New York City, where I have been responsible for the production of multiple radio and television shows.

Sincerely,
[Signature]

Help Wanted

Commercial Manager

One of the nation's top independents, located in a large midwest city, needs a commercial manager to handle our in-house agency. Salary plus over-rides should average about $10,000 per year. Please send full details to CABLE BOOTH.

Commercial Manager

One of the nation's top independents, located in a large midwest city, needs an experienced commercial manager to handle our in-house agency. Salary plus over-rides should average about $10,000 per year. Please send full details to CABLE BOOTH.

Salesmen

ATTENTION EXPERIENCED SALESMA N

Leading Telecommunication Company is looking for salesmen in several key areas. Excellent opportunity for young men or women who are seeking challenging careers in sales. Salaries available. Review our offer. Write WMM, P. O. Box 822, New York, N. Y.

For Sale

Production-Programming, others

WANTED—Used TV stations, two 1 kW FM transmitters, new and slightly used.

 Wanted to buy 500 watt broadcast transmitter for use in hotel. Will pay top price. Write 1381, Broadcasting.

Salesmen

ATTENTION EXPERIENCED SALESMA N

Leading Telecommunication Company is looking for salesmen in several key areas. Excellent opportunity for young men or women who are seeking challenging careers in sales. Salaries available. Review our offer. Write WMM, P. O. Box 822, New York, N. Y.

For Sale

Production-Programming, others

WANTED—Used TV stations, two 1 kW FM transmitters, new and slightly used.

 Wanted to buy 500 watt broadcast transmitter for use in hotel. Will pay top price. Write 1381, Broadcasting.
YOUR OWN BUSINESS IN PLEASANT TOWN

For the man who wants his own business for a small investment, with opportunity for good living, capital gains, this fully equipped transcribing and recording studio is ideal. Make-spots, commercials, etc., for radio. Good market in 250,000 center three hours from business growing, but must sell account health. Cash $6,000, balance terms.

Box 37E, BROADCASTING

A RETURN of over $45,000 for an investment of $210 is a transaction worthy of attention. That’s what Sam L. Yon, Florida furniture dealer, realized when he advertised his wares exclusively on WLOF Orlando, station reports.

It all began last December when Mr. Yon, operator of Yon Furniture Co., learned that the building where he had done business for the past 23 years had been leased out from under him by a large chain furniture firm. Furthermore, a competitor across the street had just remodeled its building into a “show-place.” Another furniture store was located two doors north of Mr. Yon’s.

In recent years Mr. Yon had not used any, advertising of consequence, and had never used radio advertising. Deciding to stage a sale, he bought time from WLOF on a trial basis suggested by Donn Coley, WLOF commercial manager. Response was so satisfactory that the campaign, started in mid-December, was continued through most of January. In the six weeks, $45,375 worth of furniture, the normal equivalent of six months business, was sold in “Yon’s Has Lost His Lease Campaign.” And the cost to Mr. Yon for his radio advertising was just $210.

PROMOTION department of WSUI, U. of Iowa station in Iowa City, is publishing monthly bulletin, 910 News, for its alumni.

WJBS DeLAND
New Owners Map Future

CHANGE of ownership and call letters of WJBS DeLand, Fla. (formerly WDLF), will herald improved programming and a continuation of basic service which has been offered the past 15 months, according to J. Ollie Edmonds, president of John B. Stotson U., the new owner [BROADCASTING, Jan. 31]. Station operates on 1490 kc with 250 w.

In a ceremony Feb. 1, President Edmonds pledged that WJBS would broaden its coverage of civic and public service events and broadcast many programs direct from the classrooms and auditoriums of the university, in addition to the regular MBS shows. He added that increased listening audience would make advertising time on the station more valuable. Attending the ceremony were Yone Van Valkenburg, of New York, who relinquished station ownership, and Mayor Charles E. Tribble.

WOBZ Three

YON’S SUCCESS
WLOF Ads Bring Big Return

CKAC REQUESTS
Asks CBC Cut Commercial Ties

CKAC MONTREAL has suggested to the Royal Commission on Arts, Letters and Sciences that the Canadian Broadcasting Corp. be withdrawn, at least partially, from the commercial field.

Speaking for the owners, CKAC’s Phil Lalonde, manager, told the commission that such a move would make “available to the listeners of Canada a full choice between information, education and entertainment provided by means of commercially sponsored programs (on privately-owned stations) and similar service provided on a wholly, or largely, sustaining basis.” Mr. Lalonde also suggested that the Royal Commission “should favor the institution of an independently regulatory authority, whose regulations would apply to both state and private enterprise, and thus provide fair play and equality of opportunity, which is the very source of initiative in all sound business endeavor.”

REPORTEDLY first radio station operated on public library in U. S., WPFL (FM), 16 watt in Louisville, will take the air officially Feb. 18.

mo’ Too Big

WNOR Norfolk, Va., flashed word at 6:45 a.m.—a full half-hour before official notice—that the “Mighty Mo,” the Navy’s newsmaking battleship, had shaken loose on Feb. 1 from the Chesapeake Bay sandbar. The successful attempt that day and a previous test run were coveted by WNOR’s Announcers Earl Harper, Jack Harris, Paul Schafer, and Engineers Phil Stewart and Jim Tucker, who were placed on the USS Missouri’s deck on a private power launch and on shore. Station interrupted one description for a message from its sponsor—a trucking firm—which admitted the company couldn’t move the “Big Mo” but would be delighted to help Norfolk civilians and Navy personnel to move anything “a little smaller.”

KFXM STAFFERS
Strike Threat Withdraw

KFXM San Bernardino, Calif., announced withdrawal of a strike threat by the American Federation of Radio Artists and the International Brotherhood of Electric Workers. Strike deadline had been Feb. 5.

The Don Lee-MBS affiliate stated it will continue to recognize bet unions and continue to negotiate for new contracts for announcers and technicians. Negotiations between the unions and the station were deadlocked when KFX threatened to replace the four announcers and engineers who would have struck with four non-union, non-management combination men. AFRA had requested for announcers the present salary of $60.60 for five-day week instead of present five-and-on, half-day week. IBEW had asked for engineers an hourly increase over the present salary.

Sackett Marries

SHELDON F. SACKETT, We-Coast radio and newspaper owner was married Jan. 30 to Elizabeth W. Loughrin, Beverly, Calif., socialite and former Broadway actress. Mr. Sackett’s radio at newspaper properties include KOX in Oakland; KOOS, KOSO, KOSO, Ore.; KVAN Vancouver, Wash.; KRSC Seattle; the Coos Bay Times, the Alameda (Calif.) Illustrated Press, and the Westl."


WAKR, Akron, Ohio

For Sale (Continued)
FCC Actions (Continued from page 82)

February 7 Applications

ACCEPTED FOR FILING

AM—1340 kc
Meniscus Broadcasting Co., Chicago, Ill.—CP new AM station 1900 kc 250 w. unln. AMENDED to request 1350 kc 250 w. unln.

AM—1540 kc
A. H. Kovler, J. D. Sinyard, Athens, Ohio—CP new AM station 1010 kc 250 w. unln. AMENDED to request 1540 kc 1 kw D.

AM—790 kc
KPYO Lubbock, Tex.—CP new AM station 1940 kc 250 w. unln. to 790 kc 5 kw unln. DA AMENDED to request 790 kc 5 kw 1 kw-D N-N-DA.

License for CP
WKLK 1490 kc, Minn.—License for CP new AM station.

WHLD Hoffman, N. Y.—License for CP new AM station change frequency, increase power, install DA etc.

Modification of CP
MOD. 1340 kc new AM station for extension of completion date: KOEL, Oel- koville, Iowa to WVPJ, New Austinsbug, Ohio to WWMX Bixi, Miss. AMENDED.

License for CP
KPEL-AM Denver, Colo.—Mod. CP new AM station for extension of completion date.

KKRC Cedar Rapids, la.—Mod. CP new AM station 800 kc extend ERP to 40 kw.

KANW Albuquerque, N. M.—Mod. CP for extension of completion date new noncommercial educational FM station.

License for CP
WSPD-TV Toledo, Ohio.—License for CP new commercial TV station to change station to 2120 kc ERP 24 kw.

TENDERED FOR FILING

AM—1250 kc
WGUY Bangor, Me.—CP new AM station to change from 1450 kc to 1250 kc.

Modification of License
KMONG Jersey City, N. J.—Mod. license to change studio location from Jersey City to New York.

APPLICATIONS RETURNED
License for show
KENM Portales, N. M.—RETURNED Feb. 7 application for license for CP new FM station.

Twentieth Century-Fox of Missouri Inc. —Application for St. Louis, Mo., MR—DISMISSED Jan. 31. 31 applications new commercial TV stations.

February 8 Decisions

BY COMMISSION EN BANC

Following granted changes in presently authorized facilities as indicated:

KKFX-FM St. Louis, Mo.—Change in power from 16 kw to 71 kw and ant. from 415 ft. to 550 ft.

WGMA-FM from Columbus, Ohio—Change in power from 4 kw to 15 kw, ant. from 415 ft. to 550 ft.

WRGA-FM Rome, Ga.—Change in power from 2 kw to 15 kw, ant. from 510 ft. to 40 ft., subject to payment of $100 per month for 2 years.

KPPA Berkeley, Calif.—Change in frequency from Ch. 261, 100.1 mc to Ch. 285, 126.0 mc.

WLXG Williamsport, Pa.—Granted authority to remain silent for period of 26 days in order to effect necessary reorganization.

KFJ-FM Rock Island, Ill.—Extension of completion date to July 9, 1950.

February 9 Decisions

BY COMMISSION EN BANC

CP Granted
Wibs Santos, P. R.—CP grant change trans. location, change DA system; eng. cond.

Modification Granted
KAFY Bakersfield, Calif.—Granted mod. CP (which authorized change frequency, etc.), to change trans. location and make change in authorized DA system to increase efficiency; eng. cond.

Application Denied
Rollins Bros., Inc., Georgetown, Del.—Denied application for CP to replace expired permit which authorized new station at 2500 kc, 1 kw-DA on indication companies was not diligent in proceeding with construction of new station; action without prejudice to company taking new application for same facilities.

Hearing Designated
KWOC Poplar Bluff, Mo.—Designated for hearing April 21 in Washington application for change in construction permit from 1220 kc to 1250 kc; increase power from 250 w to 1 kw, install DA trans. change location and install nncles. stations and make WTAD Quincy, Ill., and WYK Oktaha City parties to proceeding.

WIBR Baton Rouge, La.—Designated for hearing April 30 in Washington application for CP to change from 1220 kc to 1250 kc; increase power from 250 w to 1 kw, install DA trans. change trans. location, and make KOMI Tukla, and WJDN Jackson, Miss., parties to proceeding.

KTPS Texarkana, Tex.—Designated for hearing April 30 in Washington application for CP to change from 1220 kc to 1420 kc 1 kw, increase power from 250 w to 1 kw, install new trans. change location, and make WNG Dayton and WALA Mobile, parties to proceeding.

Petition Granted
Radio Reading, Reading, Pa.—Granted extension of time within which to furnish data to specify trans. site and ground system as authorized in requirements of Commission's order of Dec. 28, 1948, for construction permit which, within said extended period of time, and upon understanding that the further extensions of time in this regard will be granted only in the light of said order of Dec. 8, 1949 to specify date to May 9, 1950.

Extension Denied
KELL Kalamazoo, Mich.—Denied extension of time for completion of station since application was not filed and additional time is desired only to

In The Public Interest

Record Players for Children

MARTIN BLOCK, m.c. of WNEW New York's Make Believe Ballroom show, conducted a campaign recently for record players to be used in the Children's Wards of the 18 New York City hospitals. The shortage of players was relieved when Mr. Block received 65 record players from his listeners.

For Safety

DIVERSIFIED campaign was conducted by WBBZ Vineland, N. J., during that city's safety effort. Spot announcements, window displays, and a loudspeaker carrying safety messages from an airplane piloted by Fred Wood, station's manager, were used. Prizes were given by station to children writing the best safety essays, and over 5,000 buttons promoting the campaign were distributed in WBBZ's immediate coverage area.

Southwest Opportunity

A 250 watt daytime independent—with LISTENER PULL PROVEN BY HOOPER! On the air two years in a city of more than 25,000—a county of 80,000—and a HOOPER SURVEY. To PROVE it’s the best buy for the adventuring owner to sell at a BARGAIN PRICE. This station serves a city with retail sales of over $25,000,000.00 in a retail trade area of over 150,000 people! A second city of similar size only ten miles away. Price $8,000.00.

CONTRACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS
WASHINGTON, D. C.
James W. Blackburn
Washington Bldg. 333 13th St. N. W.
Sterling 4311-2

CHICAGO
Herold R. Murphy
253 Montgomery St.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
Exbrook 2-5672

WCHS
Charleston W. Va.

Mr. Curt Peterson
Merchandise and Pratt
New York City

Dear Curt;
Th', Expo Reporter has been on WCHS for seven years! Juliet, Curt, th' folk's in West Virginia heerd about th' Expo Reporter.

And, Inter Poland, th' third term expires April, Pearl Harbor, th' fourth term expires August 26, th' fifth term expires December 27, th' sixth term expires December 27, th' seventh term expires on th' Expo Reporter on WCHS! That's quite a record. An' hit jes' goes ter show what he's done when a station is believin' in good work and keeps th' listeners happy. Th'ese here parts where folks thinks we, WCHS, is ter the right man, when th' air is right, when th' air is right, we, WCHS, is ter the right man...

Yrs., Algy

February 13, 1950 • Page 87
Call: Ely, Nev. (White Pine Broadcasting Co., 1230 kc, Ely, Nev., 30,000); Tea-Log Radio Co., 1380 kc, 1 kw daytime, 250 watts night time, retai-ned by Kinsey group, now assigned to Lively Broadcasting Co., with call of LIVY.

Telegons, Inc., at action from examiner denying motion for continuance of hearing in consolidated proceeding scheduled for Jan. 16 in Re: Dockets 9419 and 9420. Decision Feb. 9.

WBS Santa Cruz, P. R.—Announced decision denying motion for consolidation of two cases. Initial decision Feb. 8.

KIOA Des Moines, Iowa—Initial decision by Examiner P. Cooper to grant transfer since no public interest was shown in consolidation of two cases. Initial decision Feb. 8.

WCRA Corny, N. L.—Announced decision to deny transfer of WRCV-FM from Radio Crafters, Inc., to WRCV from sale to the Reverend Theodore J. Hildreth, Sr. (FM), as owner with a 50% interest. Initial decision Feb. 9.

WRCW New Orleans, La.—Announced decision to deny transfer of WRCW from KTVK, Inc., to WRCA from WRCW with a television station to be assigned under Section 309 of the Communications Act, 1934. Initial decision Feb. 9.

of license to Florida East Coast Big Beech, to increase the number of operations and increase the construction permit to include a range from 1200 to 1220 kc and a power limit of 2 kw. Initial decision Feb. 9.

WVF Miami, Fla.—Announced decision denying change of ownership to Florida East Coast Big Beech, to increase the number of operations and increase the construction permit to include a range from 1200 to 1220 kc and a power limit of 2 kw. Initial decision Feb. 9.

KWEW Estacada, Ore.—Initial decision to deny the application of Eugene M. Still, Jr., owner of KWEW for construction permit to make changes in directional pattern. Initial decision Feb. 9.

WBLE Eden, N. C.—Initial decision to deny the application of WBLE for extension of time to complete new antenna. Initial decision Feb. 9.

KJIT Webster City, Iowa.—Modified call of KJIT by change of date to January 1, 1963. Initial decision Feb. 9.

WITM Middletown, N. J.—Presentation of evidence in support of the application of WITM for new license to operate at 1250 kc. Initial decision Feb. 9.

January 9 Applications

ACCEPTED FOR FILING

Royal V. Miller, Encinitas, Calif.—Presentation of evidence in support of the application of Royal V. Miller, Encinitas, Calif., for new license to operate at 1250 kc. Initial decision Feb. 9.

Chet L. Gonce, Reno, Nev.—New application for new license at 1320 kc, 1 kw. Initial decision Feb. 9.

Lawrence W. Lawton, Co.—Presentation of evidence in support of the application of Lawrence W. Lawton, Co., for new license to operate at 1320 kc. Initial decision Feb. 9.

KWBW Burbank, Wash.—Presentation of evidence in support of the application of KWBW Burbank, Wash., for new license to operate at 1320 kc. Initial decision Feb. 9.

Weka Lighting, Inc.—Presentation of evidence in support of the application of Weka Lighting, Inc., for new license to operate at 1320 kc. Initial decision Feb. 9.

KHEK Easton, Pa.—Presentation of evidence in support of the application of KHEK Easton, Pa., for new license to operate at 1320 kc. Initial decision Feb. 9.

KTHC Big Spring, Tex.—Announced decision to deny the assignment of license from Leonard R. Lyon to Big State Bert Corp., for consideration of $15,000 from WNOUS. Initial decision Feb. 9.

New Applications

AM APPLICATIONS

Beaver Dam, Wis.—Prairie Bert Co., Inc. 1700 kc, 250 watts. Initial decision Feb. 9.

AM GRANT

Pryor, Okla.—Lakes Area Bert Co., granted 1570 kc, 250 watts, to expand the nighttime hours of operation of a new station in the area. Initial decision Feb. 9.

Auger, Warren—Prairie Bert Co., Inc. 1570 kc, 250 watts, to expand the nighttime hours of operation of a new station in the area. Initial decision Feb. 9.

KCNK San Marcos, Tex.—Granted transfer of control of Central Bert Co., licensee through purchase by Ed C. Ferrell, owner, to Ferrell Broadcasting Co., 1050 kc, 1 kw. Initial decision Feb. 9.

TRANSFER GRANTS

KCYN San Marcos, Tex.—Granted transfer of control of Central Bert Co., licensee through purchase by Ed C. Ferrell, owner, to Ferrell Broadcasting Co., 1050 kc, 1 kw. Initial decision Feb. 9.

WABI Bangor, Me.—Granted transfer of control of Central Bert Co., licensee, from Fred B. Simpson owner, to WABI, 1050 kc, 1 kw. Initial decision Feb. 9.

Other Docket Actions

AM-1525 kc

WMTR Middletown, N. J.—Presentation of evidence in support of the application of WMTR for new license to operate at 1320 kc, 500 watts daytime to 1500 kc 1 kw daytime. Initial decision Feb. 9.

1950 February 13

Docket Actions

FCC Roundup

Denied

SUMMARY TO FEBRUARY 9

Box Score

Summary of Authorizations, Stations On The Air, Applications

Class

General

Total

AM Stations

1,203

204

1,407

FM Stations

732

271

1,003

TV Stations

29

33

62

* Four on the air.
MILESTONES

- All locally originated programs over WTIC Hartford, Conn., carried special birthday formats and network programs gave anniversary salutes, when WTIC celebrated its 25th birthday, Feb. 10. Station began with 500 w power and now has 50 kw. It is one of the six charter affiliates of NBC.
- WEPF (FM) Chicago marks its 10th anniversary this month, and a special show is being offered by the station every Sunday in February.
- Second anniversary of WLWT (TV) Cincinnati was celebrated Feb. 11 by special personal appearances of the cast of NBC-TV's "Kukla, Fran & Ollie" and performances by stars of WLWT and WLW, station's AM affiliate.
- February marks the 25th year of operation by WORC Worcester, Mass. Station reports it was the first in the 100 w category to become affiliated with a major network, CBS, in 1931. WORC has been managed by Mildred Stanton for the past 10 years.
- Lowell Institute Cooperative Broadcasting Council, Boston, which presents shows over eight Boston stations, is celebrating its fourth year of broadcasting.

COURT BAN
WMAQ Finds Disagreement

WMAQ (NBC) Chicago, battling unofficial City Council rules banning broadcast of Council proceedings, won a battle in its initial decision in the Boston proceeding to choose a successor to deleted WORL [Broadcasting, Nov. 7, 1949].

Vigorous opposition was presented by all interested groups, but although not a party to the proceeding, had been granted permission to participate in the argument amicus curiae. Similar position was taken by counsel for Joseph Solimine, one of the several applicants to whom the examiner recommended denial and whose foreign language program proposals drew the most attention from the FCC's general counsel also stood by his brief opposing the foreign tongue view of Mr. Hutchison.

Pilgrim Broadcasting Co., promoter of WNNY, 950 kc facilities to be assigned, and Beacon Broadcasting Co., another applicant proposed to be denied, also appeared at the argument. Other applicants whose proposed denials were Boston Radio Co. Inc., Continental Television Corp., and Bunker Hill Broadcasting.

WHOM charged there was no evidence in the record to support in any way the "general derogatory language" used by Examiner Hutchison in his considering foreign tongue programs, nor was any authority cited at any point for such views. WHOM pointed out that FCC in the past and many other high authorities have repeatedly praised the various values of such programming, both in time of war and peace. WHOM's counsel indicated FCC has never criticized the general concept of foreign language broadcasts.

KOBACk Sr. Is Nominee

EDGAR KOBACk Sr., consultant and part-owner of WTWA Thompson, Ga., is among the nominees for a small stations NB board post. In Broadcasting, Feb. 6, he was incorrectly listed as his son, Edgar Kobak Jr., who is general manager of WTWA.

NEW AM GRANT
Proposed for Lawrence, Kan.

INITIAL DECISIONS of FCC hearing examiner were reported by the Commission last week recommending one new station grant and improvements in facilities for KID Idaho Falls, Idaho; KBPS Portland, Ore., and KIOA Des Moines.

New AM outlet at Lawrence, Kan., on 1320 kc with 500 w daytime only was recommended by Examiner O'Connor. "Mr. Mae Harrison, executrix of the estate of L. C. Harrison, trading as Lawrence Broadcasting Co. Mr. Harrison died in November 1948, five months after his application was filed. The grant was favored although slight mutual interference would result with KCKN Kansas City and KFHI Wichita, both Kan. Examiner Litvin also issued a recommendation to grant the application of KID to switch from 5 kw day, 500 w night on 1350 kc, directional, to 5 kw day, 1 kw night, 590 kc, directional night. The grant was favored in spite of some nighttime interference to WOW Omaha; KFXM San Bernardino, Calif., and KSUB Cedar City, Utah, because of local gains in first primary service.

Examiner Hugh B. Hutchison proposed for grant Benson Polytechnic School's KBPS increased hours of operation and power boost to 250 w from present 100 w, operating specified hours on 1450 kc. He proposed to deny bid of Hugh Francie McKee, assistant manager and technical supervisor of KGHD Missoula, Mont. The examiner favored KBPS' past performance over indefinite proposals made by Mr. McKee.

Examiner Basil P. Cooper recommended grant of KIO's request to change its daytime directional array condition. The examiner outlined steps to eliminate any overlap that might result with KMA Shenandoah, Iowa, which is prohibited by FCC's standards. KIOA is assigned 10 kw day, 5 kw night on 940 kc.
COMR. JONES CASTIGATES 'ECONOMIC THINKING'

In attack on "economic thinking" in industry, FCC Comr. Robert P. Jones said in speech Thursday night that problem of getting "television to all the people" is "almost as far from solution as it was in 1941." He feared that "very little is likely to be done by industry and its eminent engineers to help us in the current hearing with this problem."

Addressing Lima (Ohio) Section of American Institute of Electrical Engineers, Comr. Jones said that "heretofore I had, for the most part, been apprehensive of the industry's technical committees."

But, he said, "more recent experience with them has raised some questions in my mind as to whether or not they have that objectivity that I had always associated with the engineering and scientific profession."

"Whereas a year ago I credited the big executives with imaginative genius," he said at another point, "I now realize, to that they have a negative approach until economic necessity drives them to probing in and finding answers for the Commission and, of course, for themselves."

One of the greatest problems, he said, is "inflexibility" of standards. FCC "must be careful not to write its standards in such a way that one or two patent holders will dominate a whole portion of the broadcasting industry," he said.

FCC ASKED TO HALT TRANSIT RADIO SERVICE

Petition filed Friday with FCC charging transit radio is contrary to "public interest" and asking Commission to halt service. Brief, prepared by Washington Attorneys Franklin S. Pollak and Guy Martin on their own behalf, presented in complaints filed earlier by Transit Riders Assn. (see early story, page 24). FCC currently has TR study underway.

Petition also asks FCC to (1) rule that transit radio violates Commission rules and regulations governing station licenses; (2) announce and initiate policy of license revocation "as far as necessary;" (3) take no final action on license, renewal and permittee bids; (4) furnish attorneys with copies of contract between Washington Transit Radios Inc. and WWDC-FM (Capital Broadcasting Co.) franchisee holder; (5) appoint public counsel to present to Commission above requests.

Attorneys charged WWDC-FM transit broadcasts violate original representations made by Capital Broadcasting Co. in application for station CP; that programs impinge on individual's "right of privacy;" and that system utilizes unauthorized super sonic device to raise volume of commercials.

HORSE RACING BILL

Bill to authorize FCC to prohibit airing of horse race odds and winners in conflict with state laws introduced in Congress by Rep. Orcilie C. Bennett (D-Fla.). Request of Florida Atty. Gen. Richard Irvin. Measure (HR-7233) would prohibit such broadcasts 30 minutes immediately preceding and following scheduled races. Rep. Bennett said proposal is aimed at shutting down illegal operation and designed primarily to curb wire communication. TV would be included. Legislation would not outlaw such broadcasts per se unless FCC should so rule.

WMAN ASKS INJUNCTION FOR BASKETBALL RIGHTS

Decision to be handed down Tuesday in Richland Co. (Ohio) Common Pleas Court on plea of WMAN Mansfield to enjoin local school board from allegedly discriminating against station in denying it play-by-play rights for high school basketball games.

Judge Calbiletech said at hearing that neighboring stations in Ashland, Postoria and Sandusky were allowed to carry games. J. M. O’Hara, WMAN president and general manager, claimed board is influenced by Mansfield News Journal, owned by S. A. and Isadore Horvitz. Messrs. Horvitz are defendants in anti-trust suit filed by Dept. of Justice alleging coercive practices in Lorain and Elyria, Ohio, to prevent advertisers from buying time on WEOL Elyria. U. S. District Court to open hearing of anti-trust case in Cleveland March 1.

School board received over 10,000 letters and petitions in three days protesting denial of play-by-play rights to WMAN. Board offered station four-year contract if play-by-play account were not sponsored, with automatic cancellation if any one game is missed unless for mechanical failure. Station rejected this.

CBS 1949 INCOME DOWN

Net income of CBS in 1949 reported Friday as $1,484,100, decline of $857,600 from 1948 figure. In 1949 income before Federal Income taxes was $7,634,100; in 1948, $8,141,700. Federal income taxes were $3,450,000 in 1949 and $3,100,000 in 1948. Financial report is for CBS and subsidiaries, including Columbia Records Inc. Earnings per share in 1949 were $2.44, compared with $.94 in 1948.

CENSUS WARNING

Networks and movie producers asked to avoid future dramas in which census takers are impersonated. Frank R. Wilson, Census Bureau information director, reminded that all films collected by Bureau are confidential. Broadcasters and film interests asked to avoid plots that would cast suspicion on motive of genuine census enumerator, who carries credentials.

O’CEDAR IN 17 MARKETS

O’CEDAR Corp., Chicago, sponsors one-minute and 20-second TV spots this week in 17 markets for 13 weeks for new product, Sponge Mop. Agency, Young & Rubicam, Chicago.

NAB BOARD

(Continued from page 4)

Arkansas imposts suspended by Supreme Court, until new test case develops.

To provide revenue for a general manager's setup, board cut certain allocations, among them $5,000 annual contribution to Federal Radio Education Committee, and cut of Inter-American Assn. of Broadcasters from $8,400 to $4,000, with travel allotment reduced from $3,000 to $2,000.

Board at concluding session adopted resolution asking for reappointment of eight veteran members who retire with April convention.

Retiring directors are Mr. McCollough; G. Richard Shafo, WJS Columbus, S. C.; Campbell; W. R. Norfolk, Va.; Hugh B. Terry, KLZ Denver; Robert Enoch, formerly KTOK Oklahoma City; Michael R. Hanna, WHCU Ithaca, N. Y.; Henry W. Slavick, WMC Memphis; Howard Lane, WJJD Chicago.
STATEMENT FROM

We believe that a radio station has a duty to its advertisers and to its listeners. We believe that, every once in a while, it is a radio station's duty to restate its principles, to review its purpose for being, and to advise its advertisers and listeners of the company they are keeping.

At WGAR, our actions are governed by certain beliefs that we feel are important for the good of listeners and for the benefit of our clients.

1. We have one rate card. All WGAR advertisers pay the same amount of money for similar services. And we do not accept P. I. advertising.

2. We believe that any attempt to buy listening by offering prizes as a reward is a deception not in the public interest. Our high listenership is created and maintained through the exceptional entertainment and informational value of our programs.

3. Every day, Cleveland's Friendly Station is invited into hundreds of thousands of homes in Northeastern Ohio. Therefore we strive to act as a becoming guest. No advertising matter, programs or announcements are accepted which would be offensive, deceptive or injurious to the interests of the public.

4. We believe in fairness to responsible people of all convictions. Those of different religious faiths broadcast freely...and free...over our facilities. Balanced controversies are aired regularly without charge. We practice freedom of expression without penalty to those whose opinions differ from our own.

5. We believe that we serve our advertisers more effectively by broadcasting no more than a single announcement between programs.

These are but a few of the principles by which WGAR lives. For more complete information, write for a printed copy of WGAR's code of operating rules and advertising standards. It is a guide that results in listener belief in us...and helps us to best serve them and our advertisers.

And there are more of both...listeners and advertisers...than ever before. In 19 years, we have grown from 500 watts to 50,000 watts. Our business in 1949 set an all-time record.

If you are not advertising on WGAR, we invite you into the good company of those who are.

50,000 WATTS CLEVELAND

Represented Nationally by Edward Petry & Co.
Take it with a grain of salt. For if the problem of using television on a modest budget seems hard to beat, you can call up reinforcements by calling up Radio Sales. As a noted New York retailer did, "And found he could win big sales victories by using a low-cost Class C quarter-hour on WCCB-TV once a week. Proclaimed he: "In December 1949, we eliminated newspapers and concentrated solely on TV. The results show a substantial increase in business over December 1948. Our TV show has been directly responsible!"

To carry on a strong TV campaign, call in your Radio Sales TV Account Executive. With his first-hand experience, he can help you win your sales battles...in six of your most important television markets.

RADIO SALES

Radio and Television Stations
Represented — A 68
National Safety Council
Honors WHO for
Fourth Consecutive Year!

WHO's selection for the National Safety Council's Public Interest Award marks the fourth consecutive year in which this 50,000 watt Clear Channel Station has been cited "for distinguished service" . . . "for exceptional service" to safety on the farm.

Proud as we are of this Award, we are more proud of the people on our staff who helped us win it—the script writers, music arrangers and producers—the announcers, the guest speakers, the civic organizations who cooperated to make broadcasting realities from farm-safety ideas.

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.

WHO
+ for IOWA PLUS! +
DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
WHAS-TV . . . soon on the air . . . will be represented nationally by Edward Petry and Company.

Petry has represented WHAS since 1933.
Frank M. Headley, Dwight S. Reed and Paul R. Weeks

Announce the formation of

H-R Representatives, Inc.

NEW YORK      CHICAGO      SAN FRANCISCO

405 Lexington Ave.  
New York City
Murrayhill 9-7463

79 West Monroe St.  
Chicago, Illinois

Closed Circuit

NBC President Joseph H. McConnell in Washington Friday for further consultations with FCC representatives on FCC's tentative ruling against arrangements for NBC's projected 2 1/2-hour Saturday night TV series (earlier story, page 68). He returned to New York without commenting, but in Washington it was assumed NBC would not contest FCC's decision.

WILEY, FRAZEE & DAVENPORT, New York, recommending intensive spot announcement campaign in about 100 major markets to its client, Amurol Prod. Co. (Ammoniated tooth powder). Advertiser's decision expected within two weeks.

IT BECOMES more evident that NAB's new general manager, authorized by board at Arizona meeting fortnight ago, will be selected from outside NAB staff. President Miller understood seeking expert in internal administration rather than specialist. Practical broadcasting experience regarded as prerequisite.

NETWORK head-shaking at some phases of NAB headquarters operation said to have been aired at mid-week New York meeting of top-level executives. Future attitude of networks, now associate members, discussed at length.

REALIGNMENT of NAB structure was premised largely on theory that entire organization had had quarter-century of experience in radio—hence no need for Radio Division as such. TV, being a new medium, requiring special attention and coordination with all bureaus, is retained under G. Emerson Markham.

THAT SECOND Sadowski Bill, to provide for reorganization of FCC procedures, may originate in this fashion: FCC, whose staff abetted with first Sadowski measure (HR 6949), is preparing detailed comments on Senate-passed McFarland Bill (S 457), which also reorganizes FCC procedures and is pending before House radio subcommittee headed by Rep. George Sadowski (D-Mich.). Then look for ideas expressed in FCC's comments to turn up in new legislation which may be introduced as second Sadowski Bill. Exit McFarland Bill?

DON McNEILL, of ABC's Breakfast Club, who is being wooed by CBS and NBC, reportedly advised to remain with ABC at recent meeting with his sponsors, Swift & Co., Philco and General Mills. Mr. McNeill expected to start simulcasting morning strip before fall.

PHILLIPS "66" through Lambert & Feasley, New York, negotiating with Rex Allen, hillbilly star, in Hollywood for half-hour network show. CBS probably will be network.

NOW THAT FCC has approved test of Zenith Phonevision, dollar-in-slot version of TV, there's speculation in Hollywood about Comdr. (Continued on page 86)

Upcoming

Feb. 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
Feb. 27: Color Television Hearing Resumes, Dept. of Commerce Auditorium, Washington.
Feb. 27-28: CBS Affiliates Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.

(Other Upcomings on page 56)

Business Brief

H-R CHICAGO OFFICE • Chicago office H-R Representatives Inc., new station representative firm organized by designated officer of Headley-Reed Co., will be located at 79 W. Monroe St., Frank M. Headley, president, announced Friday. Dwight S. Reed, H-R executive vice president, will be in charge in Chicago (earlier story, page 21).

SPOT DRIVE PLANNED • Maier Brew Co., Los Angeles, plans new radio campaign five weekly half-hour The Lonesome Galen. KHJ Los Angeles for 52 weeks. Drive starts April 10 with later extensive spot campaign in Southern California area. Agency, Brainsch Wheeler & Staff Los Angeles.

UPTON CLOSE LIBEL SUIT DISMISSED BY COURT

DISMISSAL of $200,000 libel suit filed by Upton Close (Josef Washington Hall), commentator, against Covles Broadcasting Co. as WOL Washington owner, and Albe Warner, commentator, ordered Friday by Chi Judge Bolitha J. Laws, U. S. District Court for District of Columbia.

Judge Laws granted defendants' motion for summary judgment and denied similar motion by plaintiff. Court's action makes it unnecessary to deal with remaining motions filed by parties.

Statements made by Mr. Warner in WC broadcast "constituted fair comment a criticism of plaintiff's broadcast and we prevailed on court ruled.

Suit by Mr. Close grew out of local WC commentary by Mr. Warner March 6, 1949. It was in answer to network broadcast previo day, originating at WOL. Mr. Close charged Mr. Warner's broadcast was false and defami tory in 18 respects and claimed libel from defendant, both personally and as agent of Cowles interests.

Mr. Warner argued his broadcast was pri leged as fair comment on plaintiff's public statement views on matters of public concern. During war Mr. Warner was in War Intelligence Division of War Dept.

'BROADCASTING' RECEIVES SEATTLE C. OF C. AWARD

SIXTH ANNUAL "Paul Bunyan Award" honoring books, articles, stories and radio programs presented Friday to Broadcasting Seattle Chamber of Commerce.

Scroll, presented at C. of C. luncheon, cited Seattle market survey [Broadcasting, July 1, 1949] "for constructive contribution toward focusing national attention on the city of Sea ttle during the year 1949." Leo Lippman, Sea tle news representative, received award on behalf of Broadcasting. As author of market survey he was presented separate scroll.

Awards committee, covering seven classes of community service, headed by Joe All president of Spokane Athletic Roundtable.

Bulletin

FORD MOTOR Co. will increase Ford Theater show on CBS-TV to weekly feature starting Sept. 29. Now presented alternate Fridays, 9-10 p.m., series has been renewed for 52 weeks. Agency is Kenyon & Eckhard, New York.

WGMT Wilson, N. C., to join CBS June 18 as network's 187th affiliate. Station is owned by Watson Industries Inc. General manager is Allen E. Wannamaker.

ALL-RADIO GROUP REVISES "LIGHTNING'S SHOWINGS"

OF TOTAL of 84 presentations of "Lightning That Talks" already scheduled when NAB board fortnight ago objected to quality of film, only three cancelled as of last Friday, according to All-Radio Presentation Committee (early story page 24).

After New York premiere of film postponed from March 1 to as yet unsettled date in late March or early April, committee notified subscribers in 52 cities where showings had been scheduled in first three weeks of March that their dates would be postponed until after New York presentation. Committee reversed that decision last week, advised all that original schedules had been reinstated.

Because some had already acted on first notification of postponement and cancelled arrangements for theatres or other showing facilities, not all 52 cities will be able to follow original schedule. Only three, however, indicated definite cancellation, and they reported future showing would depend on their reactions to viewing of finished film. Picture shown NAB board was net final version, it was stated.

NARBA TO HEAR REPORT ON BASIC CHANNEL NEEDS

REPORT showing points of U. S.-Cuban agreement and disagreement on their respective NARBA channel-allocations requirements is slated to be presented today (Feb. 20) at further meeting of U. S. and Cuban delegations at Havana. Report was to be prepared over weekend by special engineering committee appointed Friday after consultation between heads of delegations: FCC Commr. Rosel H. Hyde and Dr. Jose R. Gutierrez, deputy minister of communications of Cuba.

Committee is headed by James Barr, chief of (Continued on page 86)
The always-rich Wilmington market has heartily welcomed the only television station located in the state of Delaware—WDEL-TV—on the air since June 30, 1949. Viewers are enthusiastic about this, their own television station. Already, tuning WDEL-TV is a fixed habit—and set sales are showing a tremendous growth every month. This is due to the clearer picture this local outlet brings, the resourceful and varied local programming and NBC network shows. Be sure your sales story is effectively seen and heard in the Wilmington market where residents enjoy far above average per capita income—fifth in the nation. Enjoy as do many foremost advertisers, new, profitable business this year from selling on WDEL-TV. Write for information.

Represented by Robert Meeker Associates
CHICAGO   SAN FRANCISCO   NEW YORK   LOS ANGELES

STEINMAN STATIONS
CLAIR R. McCOLLOUGH, General Manager

WGAL WGAL-TV WGAL-FM
Lancaster, Pa.

WKBO Harrisburg, Pa.

WDEL WDEL-TV WDEL-FM
Wilmington, Del.

WRAW Reading, Pa.

WORK York, Pa.

WEST WEST-FM Easton, Pa.
WFBM-TV
Channel 6
Program Schedule for
February and March
24 GAMES OF THE
INDIANA HIGH SCHOOL
BASKETBALL TOURNAMENT FROM SECTIONALS TO FINALS

Butler field house, Indianapolis, is the home of the most attention-compelling basketball contest in the U. S. A. Until this year only a capacity of 15,000 lucky Hoosiers could see this great contest. This year, WFBM-TV reaches an arena of homes where approximately million basketball fans live.

First again in Indiana, WFBM-TV is writing another inspiring chapter in the history of Hoosier sports. Beginning on February 22, all games of one of this State's outstanding sports contests, the Indiana High School Basketball Tournament, will be telecast statewide to an eager and basketball-crazy audience.

The entire program is sponsored by local RCA-Victor dealers, and thanks are due Mr. L. V. Phillips, Commissioner of the Indiana High School Athletic Association, and the board of that Association, for permission to telecast the games.

It's no wonder the eyes of Indiana are upon us. And it's our aim to keep them there. Our program schedule is loaded with exciting sports events and other popular and entertaining programs. And with inter-connection due in the fall, WFBM-TV's service to the Indiana audience will be greater than ever.

**No Wonder THE EYES OF INDIANA ARE UPON US**

**WFBM-TV**
BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency

Associated with: WFDF Flint—WOOD Grand Rapids—WEOA Evansville
Page 6 • February 20, 1950
If WWDC did a selling job with 250 watts, what do you think it will do for you with 5000 watts? This new power means new listeners for your message on WWDC—250,000 of them! It means more value, more results from every advertising dollar you spend on WWDC, now more than ever Washington's big independent. Get the whole story from your Forjoe man today.

WWDC-FM — 20,000 WATTS — THE TRANSIT RADIO STATION FOR WASHINGTON
And to make sure America gets the word, Studebaker uses Spot Radio. Gets all-important local impact, keeps dealers happy, proves Spot can do a job for products that rank high in the "considered purchase" class.

Spot puts added sales pressure behind just about any product. Does it for your product, too... especially when you use the top Spot stations listed here...
"Any advertiser can and most advertisers should use SPOT RADIO"

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

SPOT RADIO LIST

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Michigan City

Only 50,000 Watt Station

KOMA
Outlet for The Columbia Broadcasting System

O. U. FIRST IN FOOTBALL
GOODRICH FIRST IN SALES

Yes, in the fall of 1949, cash registers in the
B. F. Goodrich stores began to hum! Slowly
but surely the Oklahoma City District climbed
into First Place among all other Goodrich
districts in the nation.

Booking that climb was a carefully selected
program of advertising—sponsorship of the
1949 Oklahoma University football games over
KOMA. Week after week the Goodrich story
went to 45.1 per cent of the Oklahoma City
metropolitan audience, as determined by lis-
tener surveys.

Let your story be a KOMA success story. Let
us or Avery Knode give you the complete pic-
ture of why KOMA is Oklahoma’s best buy in
radial radio!

J. J. Bernard
General Manager

AGENCIES

C. MacGLASHAN, former executive vice president of Gardiner Adv.,
joins Kudner Agency, New York, in an executive capacity.

MERRE K. NORTHUP, former account executive with Cruttenden & Eger,
Chicago, joins J. M. Mathies Inc., New York, as assistant to Read Wight, director
of radio and television.

JOHN K. STRUBING Jr., vice president and member of plans board of Compton
Adv., New York, for nine years, elected member of board of directors.

DON ELLIOTT, director of media department of Meldrum &
Fewsmit, Cleveland, for past five years, assigned contact
responsibilities on Dearborn Motors account for firm.

NORAH ADAMSON YARDLEY, former film librarian for
WBZ-TV Boston, joins Blaw Co., New York, effective March 3.

LAWRENCE C. BARLOW, with Brooks, Smith, French &
Dorrance, Detroit, as account executive for seven years, ap-
pointed vice president of firm.

KENNETH H. WARD, formerly with Schoenfeld, Huber &
Green Ltd., Chicago, joins Polypea Inc., Terre Haute, Ind., as account executive.

and JOSEPH R. MICKLE Agency, Philadelphia, merge into new corporation
known as Rolley & Reynolds Inc. WM. GLEN ROLLEY appointed president
and chairman of board of new company. WM. T. REYNOLDS named vice
president and treasurer and MARY B. MICKLE appointed vice president and
account executive.

BERNARD H. LOMBERG, formerly advertising manager of International Trade
Co., appointed head of radio and television sales department. Headquarters are
2016 Sansom St., Philadelphia 3.

ROBERT H. GASS, formerly advertising and sales promotion manager of
Evans-Winter Hebb Co., Detroit, joins Zimmer-Keller Inc., Detroit, as account
executive.

CAHILL, GORDON, ZACHRY & REINDEL, New York, announces opening of
European office at 52 Ave. des Champs Elysées, Paris. FREDRICK C. KEMP-NER is manager.

HARVEY Q. HICKMAN, formerly account executive with John Freiburg & Co.,
Los Angeles, joins Hal Stebbins Inc., that city, in similar capacity.

PAUL E. JACKSON, general partner of Jackson & Co., New York, is managing
new Chicago office of firm at 30 N. LaSalle St. Phone: RANDolph 6-5453.

WILLIAM T. MAXFIELD, formerly vice president and account executive,
Lindeke Adv., Glendale, Calif., joins Newton A. Free Co., Los Angeles, in
similar capacity.

HELEN GILLER GRANT, formerly with Ruthrauff & Ryan, New York, joins
copy department of Duane Jones Co., New York.

JOHN R. MARKEY, formerly operator of his own Vancouver, B. C., agency,
and WILMA MAHONEY, market research specialist, join staff of Charles
Ross Adv., Hollywood. Mr. Markey is merchandising director; Miss Mahoney
is supervisor of market research and analysis. Firm recently moved to larger
quarters at 1418 N. Highland Ave. Phone is Hudson 2-1184.

NELSON AMSDEN, formerly with McCann-Erickson, Cleveland, Neal D. Ivey,
Philadelphia, and sales and merchandising consultant for a number of com-
panies, appointed by Morey, Humm & Johnstone Inc., New York, as its mer-
chandising counselor.

BRUCE LINDEKE, for past four years operator of his own Los Angeles
advertising agency, joins Mayers Co., same city, as account executive.

WILLIAM A. MURRAY joins media department of Detroit division of Brooke,
Smith, French & Dorrance, New York.

LEONARD SHANE Agency, Inglewood, Calif., opens client service and media
Other operations continue at Inglewood office.

JOHN ORR YOUNG & Assoc., New York, moves to Steinway Hall, 115 W. 57th
St., New York.

Page 10 * February 20, 1950
M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers... check the time costs... check the extra reach of KXOK's clear signal at 630 on the dial... and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK
St. Louis' ABC Station • 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME

Owned and operated by the St. Louis Star-Times • Represented by John Blair and Co.
See what else the South's Greatest Salesman gives you:

Advertising for our advertisers every day 24 sheet posters, streetcar dash signs, full-page newspaper advertisements, store displays, work with jobbers and leading retailers—WWL uses all of these—the greatest audience-building program in the South.

He racks up leading Hoopers—gets biggest share of audience

Latest Hooper shows WWL share-of-audience ahead of any New Orleans station. Nighttime WWL has greater share than next 2 stations combined!
South's Greatest Salesman Helps Raise Better Crops

Farmers in 7 states profit from WWL's varied farm program. WWL helps them harvest bigger, more profitable crops—and sells them all the while! Only WWL directs herd improvement contests, provides weather and market reports, on-the-scene rural broadcasts, 4-H Club programs.

He's a favorite all over the map

WWL primary coverage covers a two-billion-dollar trading area. 50,000 watts, clear channel, and top programming makes folks turn first to WWL.
SPEIDEL Corp, Providence, R. I. (Speidel Watch Bands and Jewelry), appoints Sullivan, Stauffer, Colwell & Rayles, New York, to handle its approximately $750,000 advertising budget. Advertiser last season used both radio and television, then sponsoring quarter-hour of Stop The Music on ABC and TV show featuring Ed Wynn on CBS-TV.

DEL CAMPO BAKING Co. (wholesale baked goods), Wilmington, Del., appoints Kates-Haas Adv., same city, to handle all advertising. Radio is included in current plans and TV for future.

BROWN SHOE Co., Buster Brown Div., St. Louis, sponsoring series of TV spot announcements in 13 cities. Series will run through spring into summer months in New York, Chicago, Philadelphia, Los Angeles, Boston, Baltimore, St. Louis, Pittsburgh, Atlanta, Detroit, San Francisco, Cincinnati and Cleveland. Three announcements run weekly in all cities but New York and Chicago, where four are scheduled. Agency: Leo Burnett, Chicago.

COLGATE-PALMOLIVE-Peet Co., Jersey City, appoints Sherman & Marquette, New York, to handle advertising for its Veto deodorant, effective June 1. Product is now serviced by Ted Bates Inc., New York. Radio spots have been used.

LINCOLN-MERCURY DEALERS of Southern California, Los Angeles, sponsor weekly 1½ hours of jal alai games from Tiajuana, Mex., on KFMB-TV San Diego and KLAC-TV Hollywood. Games are beamed from Tiajuana to KFMB-TV for simultaneous release on both stations with Mexican government clearance granted. Contract is for 13 weeks, through Heasly & Heasly, Los Angeles.

ANNUAL CHICAGO RAILROAD FAIR, Chicago, appoints Foote, Cone & Belding, that city, as agency. Radio and TV being considered.

STROUX TISSUES, New York, through Franklin Bruck, New York, will sponsor The Hazel Scott Show on WABD (TV) New York, starting Feb. 24, to introduce combination offer of Strox tisues and Strox kerchiefs.

QUAKER OATS Co., Chicago, places Orady Cole and the Johnson Family over 37 CBS southern stations in 10-minute broadcast once weekly. Show originates at WBT Charlotte, N. C.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme breweries), starts 52-week spot announcement schedule on KECA KFI KJL and RNX Los Angeles. Spots run four nightly, six days weekly, except during March. Agency: Foote, Cone & Belding, Los Angeles.

ALDEN'S MAIL ORDER HOUSE, Chicago, will promote distribution of its new catalog on its first TV show, The Dude Ranch, to be aired eight weeks as test on WGN-TV Chicago, Saturday, 8-8:30 p.m., starting March 4, through George F. Koehnke Agency, Chicago.

RAYLITE ELECTRIC Corp., Bronx, appoints Gordon & Rudwick Inc., New York, to handle advertising of its indoor and outdoor lighting products. Radio and television spots may be used.

CHAMP HATS Inc., Philadelphia, appoints Hirshon-Garfield, New York, to handle its advertising. Radio may be used.

ATCHESON, Topoka, Santa Fe Railway, Chicago, plans evening one-minute TV spot campaign for five weeks starting March 12 on Chicago and Los Angeles stations, with about five spots weekly. Expansion to other markets may follow. Agency: Leo Burnett, Chicago.


HELEN T. BROOK Chocolates, Brooklyn, appoints A. B. Landau Inc., New York, to handle its advertising. Radio will be used.

CHEVROLET DEALERS of Southern California, Los Angeles, Feb. 27 starts

(Continued on page 49)
Day and Night . . . an endless parade of the best in radio entertainment for KTSA listeners! Great programs, great features, great personalities! All this, plus top local programs and features with an unexcelled coverage of all the news. No wonder more and more people say, . . . . "It's on KTSA"!
The sponsor goes
where the listeners are!

America's greatest advertisers know from long experience where to find Chicago listeners in the greatest numbers. That's why more of them use WBBM, more than any other Chicago station, for their main radio advertising effort. So do Chicago's smartest local advertisers. Just look for the sponsors. That's where the listeners are!
WHEN you get right down to it, programming Know-How is what makes the difference between a great station and "just another station." And this difference is what makes great stations outstanding advertising values!

We of KWKH have had 24 years' experience in our Southern market. As a result, we've got a "native-son" approach to the Southern mind, heart and ear—a knack for programming that's unmatched in this area. The proof? Latest Shreveport Hoopers (Nov.-Dec., '49) credit KWKH with top ratings in all weekday periods—

KWKH is 52.0% higher than the next station for Total Rated Periods—is actually 82.3% higher, weekday Mornings!

BMB and mail-pull figures prove that KWKH does an equally superior job in rural areas too. . . . Let us send you all the facts about KWKH's sales-influence in the prosperous New South!

50,000 Watts · CBS · SHREVEPORT LOUISIANA

Texas
Arkansas
Mississippi

The Branham Company
Representatives

Henry Clay, General Manager
BASEBALL BUDGETS UP

SPONSORSHIP of 1950 baseball schedules, including major and minor league games, will bring total advertiser budgets well past the $20 million mark—this is not counting the satellite programs and spots built around these games, according to a pre-season roundup by BROADCASTING.

While some contracts are still in the negotiation stage, it already is obvious that more sponsors will spend more money on baseball than ever before. More listeners and viewers will tune in on Saturday nights after the season opens in mid-April.

An addition to the 1950 diamond lineup is the MBS 350-station package [BROADCASTING, Feb. 19]. A blanket survey by Broadcasters last week found the major league cities about ready for the season. Most contracts were in almost to the day of the unofficial deadline of Feb. 15, the date at which the major league headquarters normally pegs its sights for clearance of all broadcast contracts. In addition, reports from minor league cities, show considerable baseball budget increases there.

Chesterfield Increases

Liggett & Myers Tobacco Co. (Chesterfield) is expected to pick up a larger tab as a result of this year's baseball scheduling. While no figures were available last week, the expenditure is believed to be substantially higher than during 1949 because of the addition of Chicago and the 35-station Midwest baseball network to its coverage. Agency handling placement for Chesterfield is Cunningham & Walsh, New York.

L&M will sponsor the full 164-game schedule of the National League's Chicago Cubs with WIND Chicago the originating station. Bert Wilson will handle play-by-play chores as he has in the past.

Elsewhere, the Chesterfield picture is essentially the same as last year with the tobacco firm sponsoring radio-TV coverage of the Washington Senators and the New York Giants. WMCA New York will beam the radio version of home and away games of the Giants, while WPIX (TV) New York will telecast the 77 home contests—an agreement now in its third year. Expected to rotate radio-video duties are Russ Hodges and Ernie Harwell and another announcer to be selected.

In Washington the rotation of radio-TV sportscasting also will be employed. Announcers Archie McDonald, veteran Washington sportscaster, and Bob Wolf will give listeners and viewers a running description of Senators' diamond activities. WWDC-AM-FM Washington, which switched today from its 1450 kc 250 w facility to 1260 kc 5 kw, has exclusive AM rights for all home and away games, both day and night. Last year, WWDC broadcast only night and Sunday games with WPIX Alexandria, Va., airing weekly day games. In the package rights negotiated this year by Liggett & Myers—similar to that consummated in 1949—Chesterfield is given exclusive "in-the-park" advertising rights. Telecasts of Senators home games will be handled again by WTGT (TV), DuMont's Washington station, with Howard Williams assisting Messrs. McDonald and Wolf in announcing chores.

Yankee Sponsorship

P. Ballantine & Sons (Ballantine beer & ale) again will sponsor telecasts of all New York Yankee home games on WABD (TV) New York, as well as alternate radio sponsorship on WINS New York of all Yankee home and road contests with General Cigar Co. for White Owl cigars. J. Walter Thompson handles both accounts. Mel Allen and Curt Gowdy have been set to announce on AM, with TV chores still undecided.

The split sponsorship also will prevail for coverage of the Brooklyn Dodgers, with F & M Schaefer Brewing Co. paying the bill for home telecasts on WOR-TV New York, and 50% of the Dodgers' full season schedule on radio. Post-Cereals Div. of General Foods Corp. will sponsor the balance of the broadcasts, which will be aired live by WMGM New York. Young & Rubicam handles Post Cereals; the Schaefer Beer account is under BBDO.

It is understood that the New York Yankees management is mulling a special arrangement which would set up a "WA 1" of the "broad-

views the new rates were praised and cussed. Edgar Kobak, writing as head of WTTWA Thomson, Ga., to NAB President Justin Miller, praised the boost. J. S. Younts, president-general manager of WEBS Southern Pines, N.C., was one of those sharply critical but he is willing to be shown that the boost is justified.

Kobak Agrees

Mr. Kobak wrote:

Mr. Younts wrote NAB:

... Whereas small stations feel that we receive benefit from NAB, it is questionable if the benefit is in proportion to the amount of dues that you propose to charge in order to maintain a very high overhead in Washington. When I see that you have office help that are drawing yearly salaries that exceed the total gross billing per annum of many small sta-

NAB's increased in dues for stations—780 of them—in the four lower income classes, effective April 1 as a result of the board's recent Arizona meeting [BROADCASTING, Feb. 13], met with mixed reaction among members last week. The subject promises to come up informally, and perhaps on the floor, at the mid-April convention in Chicago.

When April NAB bills are submitted, Class A stations ($25,000 net income and under) will be asked to pay $15 per month instead of approximately $6.50 ($7.50 minus 12 1/2% discount). The discount ends April 1. Three other low-income brackets will pay higher fees, the board having raised rates to expand service to the membership and to get rid of inequities in the dues schedule.

Among those who voiced their
CBS WESTERN DIV.  

Campbell, Wilkey  

In Shift

IN ANOTHER realignment involving its Western Division, CBS last Thursday announced the appointment of Wendell B. Campbell, general manager of WCCO Minneapolis-St. Paul, as western sales manager for CBS network sales, and the elevation of Gene Wilkey, WCCO assistant general manager, to Mr. Campbell's vacated post at the CBS owned-and-operated 50 kw outlet.

Mr. Campbell will headquarter in Chicago, succeeding Don Roberts, w. o. resigned as CBS western sales manager. Mr. Roberts' future plans were not announced, nor was there any replacement indicated for Mr. Wilkey at WCCO.

Both changes take effect today (Monday), according to J. L. Van Volkenburg, CBS vice president in charge of network sales, and J. Kelly Smith, CBS vice president in charge of station administration, who made the announcement.

Mr. Campbell joined CBS' Radio Sales department in August 1938 and was western sales manager of CBS Radio Sales until September 1942. He then moved to KMOX St. Louis to become sales manager of the CBS owned-and-operated station. Later he was elevated to assistant general manager, then to general manager in 1945. He was named general manager of WCCO last year.

Mr. Wilkey came to WCCO from WDOD Chattanooga, a CBS affiliate, serving as production director and later program director and assistant general manager. Mr. Wilkey also has been general sales manager of the Twin Cities' CBS outlet since late 1949.

CBS AFFILIATES

Coast Advisory Meet Set

SALES and programming as well as general operation problems will be discussed by some 85 station owners and managers at a 9th District CBS Stations Advisory Board meeting in Beverly Hills (Calif.) Hotel, Feb. 27-28. Meeting was called by Clyde F. Combs, general manager of KROY Sacramento and director of CBS Stations Advisory Board.

Several of the network's New York executives will participate in the sessions. They include: Frank Stanton, president; H. V. Akerberg, vice president in charge of station relations; John J. Karol, general sales manager, and Louis Zusanman, director of advertising.

West Coast network executives attending are:

Howard S. Meighan, vice president and general executive; Arthur Hull Hayes, vice president and general manager of KCBS San Francisco; Harry Ackerman, vice president and director of network and TV programs, Hollywood; Merle S. Jones, general manager of KNX Hollywood and CBS Pacific Network; A. E. Joselyn, director of CBS Hollywood operations; Wayne R. Steffen, KNX-CBS Pacific Network sales manager; George W. Allen, western program director.
A NEW station representative organization, H-R Representatives Inc., opened offices in New York's Chrysler Building last Thursday. Principals of the new outfit, who until a week before its formation had been executives of Headley-Reed Co., are: Frank M. Headley, president and treasurer; Dwight S. Reed, executive vice president; Paul R. Weeks, secretary.

This trio and George R. Marchant, secretary and assistant treasurer, New York Air Brake Co., comprise the board of the new company. Mr. Headley formerly was president of Headley-Reed Co.; Mr. Reed was vice president and manager of the Chicago office, a function he will continue for H-R representatives; Mr. Weeks was a member of the New York sales staff. H-R will open offices in Los Angeles and San Francisco shortly.

This week, announcing the resignations of these three on Feb. 11, the board of Headley-Reed elected Frank W. Miller Sr., president; Sterling B. Beeson, vice president in charge of engineering; William R. Faber, vice president in charge of television; Frank W. Miller Jr., secretary and treasurer. Mr. Miller Sr., chief stockholder in Headley-Reed, also serves as president of Kelly-Smith Co., a newspaper representative. His son, a secretary of Kelly-Smith Co., Messrs. Beeson and Faber for several years have been members of the New York sales staff of Headley-Reed.

Wraith Chicago Head

John Wrath, for the past six years a salesman in the Headley-Reed office in Chicago, was appointed manager of that office. J. W. Swattman remains as head of the Atlanta office. Harold Lindquist is in charge of the Los Angeles office and Harold Barrett in charge of the Detroit office.

Headley-Reed Co. was launched in August 1939 to take over the radio station representative functions of Kelly-Smith Co., which had inaugurated a radio division in October 1936 primarily to represent the radio properties of newspaper representatives of the first firm. Mr. Sr. Miller has been majority stockholder in Headley-Reed since its inception, with Messrs. Headley and Reed as minority stockholders.

Disagreements over operating policies led eventually to the resignations of the top Headley-Reed personnel and to their formation of H-R representatives.

Mr. Headley announced that in addition to Mr. Miller Sr. and Mr. Veeks, another long-term staff member of Headley-Reed would join his new organization. She is Carrie Chernet, for the past 11 years office manager of Headley-Reed Co., and Mr. Veeks.

The company's offices will be in Suite 1015 of the Chrysler Building, New York, telephone Mur- ray Hill 5-7483.

Mr. Headley, coincident with his moving to the new offices of H-R Representatives Thursday, announced the first station to engage his new firm was KMPC Los Angeles, a 50kw outlet owned by G. A. Richards. KMPC was formerly represented by Headley-Reed.

Mr. Headley said other station clients would be announced soon. He said the policy of H-R Representatives would "concentrate on sales, not station relations."

Mr. REED Mr. HEADLEY Mr. WEEKS

NETWORK LICENSING

A SURPRISE BILL to require licensing of networks by the FCC and to arm the Commission with sanctions against the networks was introduced in the House last Wednesday by Rep. Harry R. Sheppard (D-Calif.).

He said the bill would supersede his pending measure (HR-2410) which instead of licensing networks would prohibit their ownership of stations [BROADCASTING, Feb. 14, 1949]. This measure was slated for study in House subcommittee hearings slated March 18.

The new measure, Rep. Sheppard said, is designed to protect network affiliates from "any discrimination or coercive practices," and at the license "permits considerably less" FCC regulation of both independent and affiliated stations.

It would also "protect all sponsors and the agencies from discrimination or intimidation on the part of any network" and permit them "to be free to determine where and when their programs shall be broadcast, in addition to their regular network "broadcast," Rep. Sheppard said.

Network licensing as provided in the bill would be similar to the established station licensing procedures.

Additionally, stations seemingly would be permitted to rebroadcast any network program with the "express permission of the sponsor," and any other program with "the express permission of the originating station."

A network would have to have a license if it consisted of two or more stations located in different states and was operated for the purpose of broadcasting "a substantial number of identical radio programs."

Licenses would be issued for three-year terms, as in the case of radio stations.

Licenses of network owned stations could be revoked or suspended for a period up to 90 days (and any construction permits held by the network could be revoked) for submitting false information to FCC; failure to operate substantially as provided in the license; willful and flagrant violations of the Communications Act, FCC rules, or U.S. treaty; for attempts to coerce any station to violate FCC rules or otherwise operate improperly; for violation of any FCC cease-and-desist order.

Show Cause

Before revoking or suspending a license or issuing a cease-and-desist order, FCC would be required to institute show-cause proceedings against the network concerned. After hearing has been held the Commission could fine the network up to $500 a day for each day the offense was found to have been committed. This would be in lieu of revocation or suspension, but might be in addition to issuance of a cease-desist order.

Failure to pay the "fine" assessed would, unless FCC's order were set aside by the courts, result in revocation of the network license. The money would be paid to the U. S. Treasury.

The legislation would make it unlawful for any network or network representative to attempt "by threat of economic injury" or "by the offer of any inducement" to prevent any sponsor from permitting the network's program to be rebroadcast into his program. This would not apply where the subject of the broadcast is a sports event or other production to which an admission fee is charged.

Matt would empower FCC to investigate network practices with respect to affiliates and sponsors, and to issue appropriate regulations. With respect to the rights of stations, the bill also provides: "If by reason of any action by the sponsor of a network program the network refuses to pay a radio station affiliated with it, at the rate to which the station would otherwise be entitled under the contract or affiliation, for broadcasting the program, and the station does not broadcast the program, no other station within the primary service area (as defined by the Commission) of the affiliated station shall rebroadcast the program without the express permission of the affiliated station."

Pan-X Campaign

APPROXIMATELY $800,000 will be spent by Pan-X Co., Los Angeles, to introduce new Pan-X liquid cooking agent in a six-month national radio and television spot campaign on 50 stations in 20 major markets. The radio campaign starts Feb. 27; TV campaign begins about March 15, Agency is Cowan-Whitmore, Los Angeles.
Pabst Pins

It's Blue Ribbon

On Radio and Television

By BILL THOMPSON

Bart & Co., Beer Brewery, Whiskey Distillery & Vinegar Refinery on Prairieville Street, south side of the summit of the hill above Kilbourntown. Herewith we give notice to our friends that henceforth we will have bottom fermentation beer for sale, also good corn whiskey and vinegar by the barrel. We will endeavor to give our worthy customers prompt and satisfactory service. For barley we will pay 44¢ per bushel.

ON WASHINGTON'S BIRTHDAY, 1845, the above advertisement appeared in the Wisconsin Banner, a Milwaukee weekly.

This single-column insertion by Pabst Brewing Co.'s founding fathers, costing little more than the quotation for a bushel of barley, marked the beginning of 105 years of uninterrupted advertising by the company.

In 1950, Pabst will spend more than $5 million for advertising, with a major portion allocated for radio and television. With this budget it hopes to better its 1949 sales record, which was the largest in its history.

The company's first radio program in 1926 (for the makers of Blue Ribbon Malt, who have since merged with Pabst) featured Richie Craig Jr., "the Blue Ribbon jester," in three 15-minute periods weekly over the CBS network. The show cost $970 a week for talent, including a guest star. Time costs totaled $2,300 weekly.

One of Mr. Craig's first guests was an orchestra leader named Ben Bernie. Pabst officials never forgot the "terrific pace" of his patter. In 1928, the late Mr. Bernie and his orchestra signed for a half-hour show at $1,500 weekly, and his Blue Ribbon Malt tag, "The Most of the Best," became a household phrase. He was paid $1,750 his second year, $2,000 his third, and by 1933 got $4000 weekly after agreeing that he would not broadcast for any other product.

The advanced state of Pabst preparations for the revival of brewing in 1933 is indicated by the fact that the year of repeal, when both Pabst and its biggest rival were producing beer, the competitor's properties were assessed at about the same rate as the cost of those of Pabst. However, a year before beer production commenced Pabst had buildings and machinery rated at 36% more than that of its rival.

Pabst also had prepared for advertising its product at the second Chicago World's Fair, which opened that year. (At the first, the World's Columbian Exposition of 1893, Pabst beer won a first award. The company's exhibit, featuring a gold model of its Milwaukee brewery, was widely acclaimed.) The famous Pabst Pavilion, where Ben Bernie reigned, was on the drawing boards by 1932; shortly after it appeared "A Century Of Progress," on Chicago's lakefront, would be a reality.

By 1935 Pabst had gained its share of the steady increase in total beer consumption during the post-prohibition upswing. A survey of 10 cities by the Ross Federal Research Corp. demonstrated the general effectiveness of its advertising campaigns. Personal interviews of 2,517 people showed that of those who heard and seen beer advertising, 50% were using the product advertised, and 75% of these drank Pabst. A still more positive proof of advertising effectiveness was Pabst's sales leadership in 1936.

Network Radio Shelved

However, network radio was laid aside temporarily so that Pabst could place its advertising budget on a more flexible basis, which would permit gearing expenditures in various markets more directly to sales. This move opened up Pabst's era of spot and special events radio, which was continued through 1948 when the company resumed network advertising.

The first of Pabst's big-time radio appropriations went for the Groucho Marx show in March 1945. The Marx package cost $8,755, but total expenses amounted to between $10,000 and $12,000 a week. In June 1944, Kenny Baker and Robert Armbruster's orchestra, plus outstanding guest stars, came on for the remainder of the year. In 1945, Danny Kaye, Eve Arden and Lionel Stander, together with Harry James' orchestra, took over.

This first radio venture by Mr. Kaye was preceded during the summer by a schedule featuring the

POSTLUDE to Cary Grant's performance in "Mr. Blanding Builds His Dream House," the first production on Screen Directors' Playhouse was this gathering of Mr. Blanding to bring to his firm's board a new advertising idea. The theme: 'Pabst advertising director; and Henry Legler of Warwick & Legler, agency handling account.

BROADCASTING • Telecasting
Fred Pabst

James orchestra. In the summer of 1946, Orson Welles' Mercury Theatre signed on, to be followed in the fall by one of Pabst's most durable performers—Eddie Cantor.

With Mr. Cantor as spearhead, the company made its radio shows and its slogan, "Thirty-three Fine Brews Blended Into One Great Beer," the core of its promotional efforts. Distribution of point-of-purchase materials, such as pocket calendars and cardboard store displays, which began during the sponsorship of Groucho Marx, was accelerated in 175 cities.

It was "like parting with an old friend," company officials say, when Mr. Cantor left Pabst last October. Pabst had to fill the need for a different type program. So Life of Riley was taken on for both AM and TV but not as a simulcast because William Bendix, who stars in the sound version, was tied up by motion picture commitments. Jackie Gleason, Broadway and Hollywood comedian, plays Riley on TV.

Heavy Sports Schedule

For years, Pabst has set a record among brewers for sponsorship of sports events. Prior to 1949, the company carried all of its sports on AM, but during the past year has increased television in a big way. It sponsored the 1949 Chicago Cubs home games, the recent Chicago championship pro football game between the Bears and the Cardinals, and also Chicago's Ninth Annual All-Star Bowling Tournament, a two-day event. It carried the New York football Giants 1949 home games on AM, as well as the Hollywood Stars and Angels baseball games on TV. Beginning March 1, Pabst will sponsor the fights from New York's St. Nicholas Arena over the CBS-TV network (Wednesday nights for nine weeks).

If Nate Perlestein, Pabst's radio and television-minded advertising director, has his way, the company's name will become more and more associated with sports. Although only 41, Mr. Perlestein has lived up to the reputation established by Pabst advertising men of bygone days, notably A. Cressy Morrison, who launched a three-year "Blue Ribbon" campaign in Harper's in 1895, and Joseph R. Kramers, who set up the company's first high-level ($229,830) national advertising budget through J. Walter Thompson in 1903.

At 18, Nate Perlestein had a part-time job handling publicity for Ben Bernie's orchestra while attending Northwestern U.'s downtown commerce school. He later joined the Chicago advertising firm of Mattei, Fosarty & Jordan, which had acquired the Bernie account, and helped produce the "Ole Maestro's" Pabst Pavillon show at the 1933 Chicago Fair. He became radio director of Morris, Windmiller & Eningen Agency in the mid-30s, and remained with the firm as radio and promotion director after it became Morris, Schenker & Roth.

Mr. Perlestein was 31 when he first became an employee of Pabst in 1939. He was named merchandising manager of Pabst Sales Co., Chicago, on Jan. 1, 1945, he was promoted to advertising manager of the sales organization, and in July 1948 was named advertising director of Pabst's overall operations. Including its largest subsidiary, Hoffman Beverage Co.

Radio's Power Laundered

"Radio is an effective medium for Pabst because it reaches the largest number of people while they are at home relaxing," Mr. Perlestein told Broadcasting. "We like to contribute to that relaxation by giving them programs, commercials, rather than to repeatedly slap the listener down with annoying plugs."

"In the broader sense, aside from its value as a commercial medium, radio is the backbone of America. It gives enjoyment in the home, keeping the family together. It is an important part of our American democracy."

With a background in merchandising, Mr. Perlestein is missing no bets in merchandising Pabst radio and TV shows. He spends about 3½ months each year fanning out from Chicago office to trouble-shoot markets.

Always alert to changing conditions in markets and competition, he holds frequent conferences with Warwick & Legler, New York agency which has handled the Pabst account for the past five years.

The history of the Pabst Brewing Co. is too long and involved to recount in detail. Here, however, are the chief milestones:

In 1842, two sons of Jacob Best Sr., great-grandfather of the present Frederick Pabst, set out from their father's brew house and winery in Mettenheim, Germany, for the "land of promise." Jacob Jr. and Charles Best set up a vinegar factory in Milwaukee and prospered so well that in less than two years their father, and his two other sons, Philip and Lorenz, joined them to establish Best & Co. brewery.

In 1848 a youth named Frederick Pabst also came to the United States from Germany and by 1857 was a steamship captain on the Great Lakes. In 1862, he was married to Phillip Best's daughter, Maria, and two years later became an equal partner in Phillip Best & Co., successor to Best & Co. In 1886, the partnership between Phillip Best and Captain Pabst, as the latter was known throughout the company's history, was dissolved. A new agreement was drawn up between the Captain and Emil Schandein, who during this time had married another of Phillip Best's daughters, Lisette.

Capt. Pabst's Acquisitions

This marked the beginning of the most striking years of success in the Pabst history, since the Captain was a most colorful character. He absorbed the Melms Brewery in Milwaukee in 1878; incorporated the Phillip Best Brewing Co. in 1873 with capitalization of $300,000 (himself as president and Mr. Schandein as vice president); started bottling beer in 1875, and was awarded a gold medal for his beer at the Philadelphia Centennial Exposition in 1876, and a similar award at the World's Fair in Paris in 1878; and by 1884 increased capital to $2 million.

Four months after Emil Schandein died in November 1888, the company acquired the name Pabst Brewing Co. for the first time, and capital stock was increased to $4 million. During the same year, the Captain refused to sell out to a British syndicate, the first in a series of refusals. In October 1892, Falk, Jung & Borchert Brewing Co. was absorbed and capital increased to $10 million. During this same year the Pabst Bldg. was erected in Milwaukee, and the Captain became first president of the Wisconsin National Bank.

In November 1899 Pabst, already advertising-minded, gave Diamond Match Co., its largest order to date for advertising on book matches. Captain Pabst died Jan. 1, 1904, and his son, Gustav, was elected president. Three years later the company's beer won the "highest award" at the International Foods Exposition in Antwerp. In 1916, Gustav Pabst was elected president of the United States Brewers Assn. By 1920, prohibition had forced Pabst to dissolve its brewing company, but it set up the Pabst Corp., capitalized at $5 million. A year later Gustav Pabst, who had excelled at beer production, resigned so his younger brother, Fred, could become president and specialize in the development of new products. Sheboygan (Wis.) Beverage Co. and the cheese division of Pabst Holstein Farms (unrelated to the earlier brewing operation) were acquired in 1923, and Puritan Malt

(Continued on page 51)
FOUR high school students who won the annual Voice of Democracy radio script contest, in a competition that drew a million entries, will receive their $500 scholarships and spend this week in the nation's capital as guests of NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

The winning scripts were by blind transcriptions in a contest involving 28,000 high schools in 48 states, District of Columbia and Puerto Rico. The young students wrote and voiced broadcast scripts on the subject, "I Speak for Democracy."

High spot of the week's events will be the awards luncheon Wednesday at the Hotel Statler, Washington, D.C. Earl J. McGrath, U. S. Commissioner of Education, will preside. Edward W. Barrett, Assistant Secretary of State for Public Affairs, will make the presentations during a 15-minute nationwide broadcast on MBS, 1:15-1:30 p.m.

The Office of Education has endorsed the annual contest. The Voice of Democracy Committee is headed by Robert K. Richards, NAB director of public affairs.

Open Tuesday

Formal events for the four young winners began with a Tuesday luncheon in the Senate restaurant. The winners will visit both houses of Congress and hear their scripts read into the Congressional Record. The Wednesday luncheon will be broadcast by Voice of America to all English-speaking countries. NBC will carry the four winners in a new program with Morgan Beatty.

Thursday morning's sight-seeing tour will end at 12:15 p.m. at the White House where the winners will be received by President Truman. In the afternoon they will visit Mt. Vernon.

Saturday morning the quartet will be taken to Williamsburg. A three-day visit will include a Sunday evening reception by NAB and a dinner with John D. Rockefeller III and Colonial Williamsburg hosts. Mr. Rockefeller is chairman of the board of Colonial Williamsburg.

Luncheon Set

Monday Mr. Rockefeller will be host at a luncheon for Gen. George C. Marshall, president of the American Red Cross. Gen. Marshall and Mr. Rockefeller will be heard in a broadcast on CBS, 5-5:30 p.m., with Voice of America sending the program to all English-speaking nations. The winning students will address the youth of the world during the broadcast, which will originate in the historic House of Burghers of the colonial capital.

Winning students who will receive the acclaim of official Washington and Williamsburg are Richard L. Chapman, Brookings, S. D.; Gloria Chomiak, Wilmington, Del.; Anne Pinkney, Trinidad, Col.; Robert Shanks, Lebanon, Ind.

National judges, who chose winners after local and sectional eliminations, are Mr. Beatty; Mrs. Raymond Clapper; Associate Justice Tom C. Clark, of the U. S. Supreme Court; Wayne Coy, FCC chairman; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, FBI director; Edward R. Murrow, CBS commentator; James Stewart, actor.

GOVERNOR RECORDING

New Firm to Handle Tape

THE GOVERNOR RECORDING Corp., designed for transcribing and editing of tape recorded material, has been established by Herbert M. Moss, radio and television producer, with Stephen F. Temmer, former supervisor of tape recording for ABC.

The new firm's offices will be at 2 West 46 St., New York. Telephone lines will connect the company's tape recorders to all network studios in New York from which they will service advertising agencies and industrial clients as well as civic organizations.

The new tape recording firm will have a production unit supervised by Mr. Moss.

LIBEL SUIT

KYW Asks Dismissal

ONE PHASE of argument on the libel suit filed against five Philadelphia stations [Broadcasting, Feb. 12] was completed last week in the city's Federal District Court.

KYW Philadelphia (Westinghouse Radio Inc.) placed its plea before the court asking for dismissal of the bill of complaint.

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The other stations (WCAU WPIL WPEN WIBG) are taking similar positions.

The libel suit was filed by Attorney David H. H. Felix, of Philadelphia, charging the stations with airing a political speech of alleged "false and malicious publication by broadcast" last October. He asked $50,000 in damages from each of the stations.

ALL-RADIO FILM

DESPISTE postponement of what had been originally planned as the premiere of "Lightning That Talks" in New York, the All-Radio Presentation Committee last week decided to cling to original showing dates already arranged in other sections of the country.

The first wave of showings will be held from early March through May in cities that had already reserved dates.

FCC Actions

THREE new AM and one new FM stations approved by FCC last week. Initial decision reported to grant another AM outlet. Six stations granted ownership transfers. One AM and eight FM authorizations deleted. Details of these and other FCC actions may be found in FCC Roundup on page 84 and Actions of the FCC beginning on page 64.

NBC Harris-Faye Pact

NBC HAS SIGNED an exclusive contract with Phil Harris and Alice Faye covering their weekly radio program and giving the network first call on their television services when they decide to launch their own video show. Contract was signed last week by the two entertainers and Niles Trammell, chairman of the board of NBC. Under the new pact, the pair will retain their current Sunday-7:30 p.m. slot, Mr. Trammell stated.

Hormel Renews

GEORGE A. HORMEL & CO., Austin, Minn. (canned meat products), through BBDO, Minneapolis, renews Music With the Girls on ABC Sunday, 5:30-6 p.m. (CST), for 52 weeks from March 12.

The precise date of the New York presentation, originally scheduled for March 1, was not set. It will be in late March or early April.

At a meeting in New York last week, the committee announced that changes in the film suggested by the NAB board after seeing it in Phoenix a fortnight ago were already made in the final version. The committee emphasized that the film shown to the NAB directors was not the finished picture.

Twenty cities have arranged to present 35mm showing of the film and 64 cities to show 16mm versions in the first schedule, the committee reported.

A proposal to revive the non-New York presentations in view of the postponement of the New York premiere was voted down by the committee.

It was learned that the New York committee was considering three dates, one in late March and the other two in early April, for the New York presentation. One of them will be chosen this week.

The decision to proceed with non-New York showings as originally planned was taken because of the difficulty in revamping the distribution schedule, it was said.
AD COUNCIL

Holds Sixth White House Meeting

REPRESENTATIVES of radio, advertising and industry convened in Washington last week for the sixth White House meeting of The Advertising Council and its committees.

High praise was heard for radio’s part in supporting Advertising Council backed campaigns. During the Wednesday night board session a 20-second television film spot, on behalf of the Census campaign to open in March, was previewed. This is the Council’s first endeavor in the television field. The film was prepared by Benton & Bowles, volunteer agency on the account.

At a Wednesday night dinner at the Statler Hotel, Vice Admiral Ross T. McIntire, USN (Ret.), chairman of the President’s Committee on National Employ the Physically Handicapped Week, presented an award to the Council for its efforts on the campaign. In his remarks Admiral McIntire praised radio, reportedly the chief medium used.

Wilson Cited

Charles E. Wilson, president of General Electric and chairman of the Council’s Industries Advisory Committee, received a special citation for his leadership as chairman of the sponsor’s committee of the United Church Canvas. The citation was received in Mr. Wilson’s absence by Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and a member of the Council’s board of directors. More than $8 million worth of time and space reportedly was contributed to the campaign.

Also at the Wednesday dinner session, Secretary John W. Snyder thanked the Council for its support of the Savings Bonds campaign. Radio was widely used in this endeavor. Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., gave a 16-month progress report on the American Economic System campaign, widely backed by radio. Mr. Gray is coordinator on the account and a member of the Council’s board of directors.

Thursday morning the group witnessed a demonstration of CBS color television. Following introductory remarks by Frank Stanton, CBS president, a shortened version of the program seen by over 15,000 Washingtonians in the past few weeks was presented.

Closed Sessions

Gathered for the day and a half meeting were members of the Advertising Council, its board of directors and staff, plus the members of the Industries Advisory Committee and Public Policy Committee. A majority of the time was spent in closed sessions with heads of government departments. As one of his last official acts, David Lilienthal, former chairman of the Atomic Energy Commission, addressed the group Wednesday.

Dr. John R. Steelman, assistant to the President, presided at these sessions. In addition to Mr. Lilienthal and others connected with the AEC, the conference heard from Dean Acheson, Secretary of State; Livingston Merchant, acting Assistant Secretary for the Far East; Paul G. Hoffman, administrator, Economic Cooperation Administration; Charles Sawyer, Secretary of Commerce; Charles Brannan, Secretary of Agriculture, and Frank Pace Jr., director, Bureau of the Budget.

Wednesday afternoon the group met briefly with the President. A cocktail party was held Wednesday evening.

(Continued on page 35)

INFORMAL discussion groups at the Statler included:

TOP PHOTO (l to r): Herbert H. Kirschner, president, Advertising Assn. of the West; Lawrence W. Lane, publisher, Sunset magazine, and member of the Council board, and Robert C. Coleson, Ad Council Hollywood representative.

SECOND PHOTO: Howard J. Morgan, vice president in charge of advertising, Procter & Gamble, and Samuel C. Gale, vice president and director of advertising, General Mills. Both are on the Council board of directors.


FOURTH PHOTO: Ralph Hardy, radio division director, NAB, and Paul W. Morency, general manager, WTIC Hartford. Both are on the Council’s board of directors.

FIFTH PHOTO: A. R. Stevens, advertising director, American Tobacco Co. and coordinator on CARE campaign, and Mrs. Olive Clapper, publicist and member of the Public Policy Committee.

BOTTOM RIGHT: Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co.; Frederic R. Gamble, president, AAAA, both members of the Council board, and Wesley I. Nunn, Standard Oil Co. of Indiana and coordinator for the Stop Accidents campaign. Mr. Gray is coordinator on the American Economic System campaign.

A FEATURED speaker Wednesday night, Treasury Secretary John W. Snyder (2nd l), participates in a discussion with (l to r) Nile Trammell, chairman of the board, NBC; Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and Lee R. Jackson, Firestone Tire & Rubber Co. Messrs. Trammell and Mortimer are members of the Council’s board of directors.
Decision Awaits NARBA Pact

THE LONG-AWAITED clear-channel decision is being held up by FCC pending completion of current NARBA negotiations, it was revealed last week with the release of testimony in Congressional hearings on FCC’s 1950-51 budget.

This disclosure came during testimony which also: 

- Reported progress on FCC’s plans to reorganize its staff into four functional bureaus [CLOSED CIRCUIT, Dec. 12, 1949];
- Raised new doubts about the lifting of the television freeze, while putting late summer as the earliest conceivable lifting date (see story page 68);
- Revived the old question of fixing cut-off dates for the filing of competing applications;
- Disavowed FCC ability to determine what goes on the air (see story this page);
- Reflected FCC opposition to an extension of the AM license term beyond the present three years, or of the TV license beyond one year at the present time.

- Indicated belief that sooner or later, as spectrum space becomes more and more scarce, non-broadcast services will start demanding frequencies used by the broadcast services.

One of the testimony was given by FCC Chairman Wayne Coy during the Jan. 30 appearance of the Commission and its top staff executives before a closed session of the House Appropriations Subcommittee on Independent Offices [BROADCASTING, Feb. 6]. The testimony was released by the committee last Saturday, although the appropriations bill itself has not yet been reported out of committee. For FCC, the President’s request was for $6,512,000, approximately 21% above the previous year’s $5,050 figure.

Chairman Coy, while giving no hint of Commission thinking on the clear-channel question, said the decision is currently being held up because of the NARBA negotiations. U. S. and Cuban negotiations are now underway and full NARBA sessions are slated to resume after April 1.

“It seemed to us that it was not advisable to make a decision in advance of [a new NARBA],” he said, “because an agreement might be reached which might act to change the terms of the decision in the clear-channel case, and cause it to have to be reopened immediately and at a new competition made.”

**Decision Seen**

But he appeared confident that “if we can get a North American regional agreement this year, with Mexico, Cuba, and other countries in the Caribbean area, we can expect a decision from the Commission in the clear-channel case.”

This, he said, would clear the way for action on some 111 applications currently pending before the FCC, while the clear-channel decision is reached.

Chairman Coy told the appropriations group, headed by Rep. Albert Gore (D-Tenn.), that FCC has a full-time planning group at work on reorganization studies. The group is slated to complete its study of common carrier functions and make appropriate recommendations to FCC about the end of February, and will then study safety and special service and broadcasting functions.

Four principal line bureaus would be created: Broadcast, Common Carrier, Safety & Special Services, and Field Engineering & Monitoring. Each would have a director and would control its own professional discipline of law, engineering, and accounting. (The field engineering and monitoring division already is set up along functional lines.)

Chairman Coy said “considerable progress” had been made toward reorganization, but that “anticipating the timing and the many professional disciplines involved in the organization is extremely difficult.”

He felt certain there would be “a long transition period during which the organization studies, re-assignments of personnel, changing procedures, and many other things will have a temporary regarding effect upon our work.”

He said FCC is prohibited from hiring a special reorganization consultant to help blueprint the reorganization plan, as the appropriations group had suggested. Rep. Thomas suggested $20,000 or $25,000 might be appropriated for that purpose.

Chairman Coy said he thought the projected reorganization “will greatly increase our effectiveness” and “that we can get more of our work done in the time we have hereofore been able to do.” He felt it “will in part meet the disparity between what we think we should have for the job — and what we have been able to get as an appropriation to carry that on.”

**WHAT THEY SHALL HEAR**

Coy Says ‘Dangerous’ for Seven To Decide

CHAIRMAN Wayne Coy assured a House appropriations subcommittee in testimony released last week (see very above) that he felt it would be “very dangerous” for any seven persons to have authority to say what shall go on the air.

He also thinks it’s possible that giveaways may become virtually extinct by the time FCC’s anti-giveaway rules are court-tested, even though the court test may come within a few weeks.

Rep. Albert Gore (D-Tenn.) was pushing him as to whether FCC had considered “requiring these deep-abdomen, vociferous, hired laughing participants on the supposedly funny-man, warwhacking shows to stay a certain distance from the microphone.”

He said he hadn’t, and then Rep. John Phillips (R-Calif.) that it was his habit in such cases to rely on “one of those little buttons on your set that you can cut the program off.” Rep. Gore felt that “hundreds of those sands” are turning off their sets “because that kind of tripe comes over the air.” To this Chairman Coy replied:

That raises a rather difficult problem, he said, as to how far any communications commission can go. There are seven of us, and we have to determine the kinds of programs that would suit us. I do not believe we are smart enough to pick out what would suit the American people. We are a group of people with widely diverse interests, and I think it is not our province to have the authority to determine what went on the air.

The real control of American radio is in the hands of the public, and Mr. Phillips has given the answer to that. People just will not listen to things they do not want to hear. As to the radio networks and independent stations, if you can imagine their getting as bad as Mr. Phillips indicated they think they are, when he can find nothing but bad, people will just quit turning on the radio and the radio will be dead if they cannot get people to listen to it.

... Two or three years ago the giveaway programs were among the most popular programs on the air. Today, I do not believe there is one program in the country that is not either at the top radio programs, and I would say that nearly half of the giveaway programs have disappeared from the air. They may pop up between now and Christmas, but before we are able to litigate this in the court the legality of our regulations (several giveaways), but I still think we ought to litigate it.

Chairman Coy said FCC foresees “nothing but increasing demand” from the non-broadcast services, with the likelihood that eventually these users will be seeking frequencies allocated to broadcasting.

Committee Chairman Thomas, in a statement, said that the FCC is operating under a workload that is “simply staggering,” and offered the reason is the Commission’s failure to “delegate enough authority to the staff.” He paid tribute to FCC’s preparation for the budget hearing.

He felt FCC’s administrative services “are a little high,” with a total of some 119 persons assigned to such duties. Chairman Coy did not regard that as more than necessary.

Rep. Francis Case (R-S. D.) wanted to know if the Commission’s workload wouldn’t be reduced materially if television stations were licensed for three years instead of one, and AM stations for perhaps six instead of three.

License Period

Chairman Coy replied that television stations were still too few to pose any great problem in this respect. While it is a new service “we want to get a more direct look at how the service is developing,” he said, adding that eventually the license period undoubtedly will be lengthened.

As to licensing AM stations for “five or ten years,” Mr. Coy said:

We could do so if we believed that that should be done. But we do not think it should be done at the present time. We think that the people who hold these frequencies and have allowed them in the public interest ought to be held accountable for their operation, at least as often as every three years.

Chairman Coy did not seem to agree fully with the Committee’s action abolishing the Avco Rule which permitted competitive bidding for stations up for sale. Radio frequencies, he said, “are public property and it would seem that there ought to be some competition for them, and that the holders of them who want to get out of business ought not to be permitted to select their successors as licensees.”

**Hi-V Elects Godfrey**

ARTHUR GODFREY, radio and TV star, and his business manager, C. Leo DeOrsey of Washington, D. C., have been elected to the board of directors of the Hi-V Company, makers of Hi-V orange juice and other food concentrates.

Plans are underway for an intensive television and newspaper advertising campaign. Franklin Bruck, New York, is the advertising agency.

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THE "Voice of Fisher's" (r)—otherwise unidentified— and Ken Fisher, treasurer of Fisher Flouring Mills Co., looks over a three-column newspaper ad heralding the mystery personality's transcribed program scheduled five mornings weekly on KOMO Seattle.

The new show is in addition to Fisher's 23 weekly newscasts, Fisher's News—Morning, Noon and Night on KOMO.
What's around the corner?

Whatever it is, these cute little kittens seem to be fascinated by it.

What's around the corner for your sales program in Baltimore? One thing is sure: if it's low-cost results from radio you want, W·I·T·H ought to be on your list.

W·I·T·H is the station that delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get big results from small appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!
ONE RADIO STATION—WLS—is mentioned by 97% of Illinois, Indiana, Michigan and Wisconsin live stock producers who answered the question, “What radio station do you depend upon for live stock market reports? Please list these stations in order of their importance to you?” Of the 1,086 live stock producers completing questionnaires, 97% or 1,063 mentioned WLS. A total of 78 other radio stations received only 1,164 mentions—just a fraction more than received by the one station, WLS.

77% Put WLS First

The Chicago Producers Commission Association, a member of the National Live Stock Producers Association, sent 7,858 questionnaires to its own list of leading live stock men. The questionnaire does not mention any radio station but was planned to give a maximum of useful information to the Producers Association and all market services.

Returns were unusually high at 14.1%. With 97% of the responding live stock producers mentioning WLS as one of the stations they depend on, 28.8% listed only WLS! Another 46.1% made WLS their first choice, while also naming one or more other radio stations. Adding the 28.8% who listed WLS only, to the 46.1% who made WLS their first choice, gives a total of 77.9% of all those responding who put WLS first!

Live Stock Capital

Chicago radio stations were mentioned a total of 1,653 times, while radio stations outside Chicago were mentioned only 564 times, indexing the importance of Chicago as the live stock capital of this broad Midwest region.

A Wide Margin

Three other major Chicago stations received mention in the returned questionnaires, but the margin between WLS and all others was wide, as shown by the chart on this page.

Station “B” was first choice with only 12.4%, against the 77.9% first choices for WLS. Stations “C” and “D” divided the second and third choice with a total of 13.6%—WLS and second choice 11.5%, “C” 2.6% and “D” 0.5%.

Towns Effected, Too

Live stock market reports are not exclusively the business of the live stock producer or farmer. In Midwest cities and towns, particu-

larly those of 10,000 and under, the whole community has a big stake in the farmer’s prosperity. Automatic dealers depend on farm-bought trucks and cars for their profit—grocery and drug stores build their volume on farm family purchases. Daily live stock market reports are a regular listening habit with scores of townsmen.

This close town-farm relationship has established WLS listener loyalty in the entire market—farm and town alike. Backing up services such as market reports is the family-style entertainment found only on the WLS National Barn Dance and the daily programs featuring Barn Dance stars.

All Needed Services

WLS treats homemakers’ information, regional news, weather, grain markets, and educational programs with the same thorough-

heit, and their audience and its needs. Dinner Bell Time—Feature Foods—duPont Award winning School Time—Farm Bulletin Board Prairie Traveler—This Farming Business—Noontime News—all are unduplicated in the WLS service area. All rendered a needed service at the right time.

Quick Response

This explains why the single WLS announcement of Edith Hansen’s birthday brings over 4,000 letters from her WLS Kitchen Club audience. It explains the steady increase in number of quality dealers for several current WLS advertisers.

It explains why a 50,000-watt, clear channel radio station is regarded as a next-door neighbor in homes from the heart of Chicago to the outer edges of a four-state territory.

Study Shows

WLS Dominance

In Service

To Livestock Producers

Illustrating returns in Chicago Producers Commission Association study of live stock producers’ use of radio in the Chicago Midwest. Black columns represent total mentions for each of 4 major stations; gray columns are number of “firsts” for each station.

WLS, the Prairie Farmer Station, 1220 Washington Blvd., Chicago 7, Illinois. 50,000 watts, 890 kilowatts, American affiliate. Represented nationally by John Blair & Company.
772,775 SEE WLS STARS IN 1949
First in Midwest Entertainment

The friendly acceptance WLS programs receive in the multi-million family homes of the Chicago Midwest is based on service, family entertainment—and on the feeling of personal friendship established by the WLS entertainers who travel half a million miles to appear before three-fourths of a million people in a single year.

This is just one of the plus features working for every WLS advertiser to bring acceptance of his sales message over the neighborly clear channel station noted for—

★ Largest entertainment staff traveling the Chicago Midwest
★ Special shows 3-times daily at three State Fairs
★ A million letters a year for 20 years
★ Live stock market reports that are first choice with 77% of live stock producers
★ 42 Dinner Bell remote broadcasts during 1949
★ Friendly, widely-known announcers
★ Its own classroom program and its own staff pastor
★ Two packed houses every Saturday night in Chicago for the WLS National Barn Dance

WLS—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO MIDWEST

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
Feature of the Week

THERE are flexibility and sales in the business triangle of radio, the retailer and the advertiser. WJR Detroit, which calls itself the city’s Goodwill Station, has plotted the graph with a promotional campaign that pays off in plaudits on its goodwill register.

By cooperation with a grocer’s trade journal, Grocer’s Spotlight, WJR reports it is attaining remarkable success with its promotional program, Grocery Grag-Bag. For the public, the show entertains and provides service. For the retailer, it provides an opportunity to become a city-wide personality as a businessman. And to radio, the program promotes products of advertisers who are its commercial life-blood.

The show has a quiz format and is broadcast each week from a grocer’s store chosen from listeners’ nominations. Selection is based on outstanding jobs done for both the community and the store’s customers. The grocer, or store manager, is cited as “Grocer of the Week.”

One of the heaviest trade and public responses in the city’s history was recorded by WJR following the initial broadcast on Jan. 14. It brought 380 letters and calls commenting on the broadcast. They came from listeners, grocers and wholesalers. Listeners wrote giving their choice for future programs; grocers asked that their stores be chosen as the next site for program origination, and food industry representatives called to ask their products be included in programming.

Particular appeal to the food and
(Continued on page 56)

On All Accounts

I F YOU SHOULD chance to see Bob Livingston of WBBM Chicago loitering around a pad- dock, don’t jump to the conclusion he’s a horse player. Bob is a horse fancier.

The sales manager of Columbia’s key midwest station was scarcely out of his teens—only a dozen years ago—when he signed a fable, “Black Satin,” won a grand championship at the Illinois State Fair.

Bob knows his odds too. He got his first job at WBBM by playing percentages. It was New Year’s week of 1946 when he wandered into the office of station representative Howard Wilson in Chicago. The manager, Sil Aston (now general manager of WATT Chicago), tossed him an issue of Broad- casting, while he was warming his toes, and Bob opened it to a column featuring the biography of WBBM Sales Manager Ernie Shomo.

Bob noted that Mr. Shomo, who has since been named general manager at KMOX St. Louis, acquired his first sales job at WBBM after only one call. The decisiveness of the station’s action prompted Bob to make his next move in that direction.

Seven interviews and two weeks later, Bob went to work for WBBM. Within a year he sold such programs as Elgin American’s Wayne King Show, which signalled that company’s entry into radio; Can- field Ginger Ale’s Party Time, a Saturday nighter; Cory Corp. three-quarter-hours weekly; and the first participations ever purchased by Jay’s Potato Chips. By Feb- ruary 1947 he was moved to New York as WBBM’s eastern repre- sentative, remaining there until he succeeded Mr. Shomo as WBBM sales manager last October.

Christened Robert James Livingston, Bob was born in Washington, D. C., July 4, 1917. His father, George, was chief of the U. S. Bureau of Markets at the time, but soon moved the family to Minneapolis where at the request of milling interests, he founded Livingston’s Economic Service. Bob attended grade school in the Twin Cities and went two years to Shattuck Military Acad- emy, Faribault, Minn. In his junior year, the family moved to a 420-acre farm near Champaign, I1., and his father began commuting between Champaign and Chi- cago, where he headquartered as

(Continued on page 32)
YOU MIGHT LAND A 12' 8"
BLACK MARLIN*

BUT . . .

YOU WON'T NET MUCH
IN WESTERN MICHIGAN
WITHOUT WKZO-WJE!

There are three sound reasons why WKZO and WJEF consistently come up with the best radio advertising results in Western Michigan:

1. **They have more urban listeners.**
   These two CBS outlets get the highest Hoopers in their home cities. WKZO gets a whopping big 59.5% Share of Audience in Kalamazoo, and WJEF heads the list in Grand Rapids with 26.5% (Total Rated Periods, Nov.-Dec. '49).

2. **They have more rural listeners.**
   BMB figures prove that outside urban limits, WKZO and WJEF get the largest "circulation" throughout the town, village and farm areas of Western Michigan.

3. **They cost less per listener.**
   In delivering about 54.5% more listeners than the next-best two-station choice in the area, this strong combination costs about 20% less!

For all the proof of WKZO-WJEF’s outstanding superiority in Western Michigan, write to us or ask Avery-Knode, Inc!

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

WKZO
first in Kalamazoo
and Greater Western Michigan (CBS)

WJEF
first in Grand Rapids
and Kent County (CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Executive vice president of the Millers' National Federation.

Before and after classes at Champagne High School, Bob learned farming—especially the breeding of purebred Morgan horses. In addition to taking state fair prizes with "Black Satin," he made a hobby of showing other Morgans at fairs.

Bob studied agriculture at the U. of Illinois and Ohio State U., choosing the latter because it was his father's alma mater. He left before graduating, however, to become associated with the Vidal Research Corp., Camden, N. J. Experiments in the molding and laminating of plastics prepared Bob for a war-time venture as one of the founders of Fulton Molded Products Co., Hartford City, Ind. The firm handled subcontract work on Curtiss C-76 airplanes during the early years of the war, and did experimental work for Wright Field and the Naval aircraft factory.

Bob entered the service in 1943, and while stationed with the Army Air Forces at Gulfport Field, Miss., first scouted the possibility of a career in radio. Released from service due to a physical disability in January 1944, he joined the local sales staff of WDZ Tuxedo Ill. He was named sales manager eight months later, and the following year made the jump to WBAP.

Bob and Patricia Callaghan of Chicago, a former member of the WBBM staff, were married July 15, 1947. They live on Chicago's Lake Shore Drive with their daughter, Susan, aged 11 months.

While in New York, Bob lived on the Sound in Greenwich, Conn. and spent most of his leisure time on their boat, "Hust," fishing for weakfish or just loafing. Back in the midwest, Bob has resumed his first sports-love, fresh water fishing.

WBAP TOUR
So. American Cattle Study

UNDER sponsorship of WBAP Fort Worth, 21 Texas cattlemen and their wives left on a 21-day South American tour Feb. 11 to see how livestock is raised in the lower half of the hemisphere.

Traveling by Pan American Airways, the party is headed by Layne Beaty, WBAP farm editor. The Texans are scheduled to visit Lima, Santiago, Buenos Aires, Montevideo, Sao Paulo, Ureba (Brazil), Rio de Janeiro, and San Juan, Puerto Rico, inspecting ranches nearby.

In reporting the trip for WBAP, Mr. Beaty is using a tape recorder on route for interviews and special broadcasts. These, as well as movies he is making for WBAP-TV, are being flown back as the trip progresses.

RELIEF SERIES
Stress Protestant Work

The transcribed series Operations, Good Samarians, is being made available to stations by Church World Service to tell the story of united Protestant relief efforts for the "One Great Hour of Sharing" program to be observed in U. S. churches on March 12.

One of the series, comprising six 15-minute transcriptions, is an interview between Albert Crews of the Protestant Radio Commission and a displaced person brought to this country by Church World Service, overseas relief agency for major Protestant denominations. Mr. Crews formerly was with NBC and served as General McArthur's chief of radio before joining the Protestant Radio Commission.

followed by idea and information forums with panels of Canadian broadcasters to answer questions gathered from the entire broadcasting industry.

Also on the program are bus tours Tuesday and Wednesday to WBEN-TV Buffalo.
"Guess we oughta buy 'em BOTH, ELMIrey!"

WITH incomes far higher than the national average, our wealthy Red River hayseeds have all the dough they need for lux-your-rious living! ARE YOU GETTING YOUR SHARE?

There's a sure-fire way to sell our high-spendin' farmers. It's WDAY, Fargo. This remarkable station got the nation's highest urban Hoopers (for Total Rated Periods, Dec. '48—Apr. '49) and in addition, WDAY has a phenomenal rural coverage of the whole Red River Valley! Our wealthy hayseeds and "city-folk" not only listen to WDAY about five times as much as to any other station; they also buy the products they hear advertised over WDAY!

Write to us or ask Free & Peters for all the facts about this fabulous station! You'll be amazed!

WDAY

FARGO, N. D.  NBC  •  970 KILOGCycles  •  5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives
HOOPER

TO HELP advertisers, agencies and broadcasters deal with the problem of evaluating the postwar multiplication of audience measurement services for radio and television and the even more difficult problem of financing this multiplicity of services, C. E. Hooper, president, C. E. Hooper Inc., has asked the AAAA, ANA and NAB to establish standards for both procedures and prices of such research.

In an open letter to Paul B. West, ANA president; Frederic R. Gamble, AAAA president, and Justin Miller, NAB president, released for publication today (Feb. 20), Mr. Hooper proposes that these three trade associations examine the research procedures of all audience measurement services “with an eye to issuing a validation, or the opposite, of the basic soundness of the procedures.”

He further suggests that the associations also examine “the pattern of subscription” cost of each measurement firm and finally to examine the “justification” for any experimental projects these organizations may undertake.

Following Mr. Hooper’s address last month before the New York Radio & Television Research Council (Broadcasting, Jan. 16), his letter contains a vigorous attack upon the “unadjusted diary and aided recall methods” being used in radio and TV audience studies, particularly at the local level. Such methods not only develop “substantially inflated” audience figures, but also endanger the present buyer-seller relationship and “lay the whole field of broadcasting wide open to attack from competing media,” Mr. Hooper declares.

Letter follows in full text:

This is an open letter addressed to the president of the ANA, the president of the NAB and the president of the AAA. I choose to make it an “open” letter because the constitutions of the three associations may not provide for any official action being taken on this subject. The mere fact of throwing the subject open may create the opportunity for constructive “unofficial” action.

In years past, the membership of your association was burdened financially, and dealings were confused, by duplication in radio audience measurements. These problems were resolved by the wind-up of the Cooperative Analysis of Broadcasting. Today the problem is multiplication of radio

Alaska’s Two Great Stations

KFAR - Fairbanks
10,000 watts—660 kc
and
KENI - Anchorage
5,000 watts—550 kc

Proudly Announce Affiliation with THE NATIONAL BROADCASTING COMPANY
Effective Immediately

NBC advertisers may now use the facilities of Alaska’s two great stations—KFAR and KENI—to bring their programs to Alaska’s two greatest markets—Fairbanks and Anchorage. Ask NBC’s sales department for details, or ask your nearest Adam Young office.

(Continued on page 14)
Here's the answer for delayed special-events broadcasts—on-the-spot recording—wherever there is a need for field recording of complete broadcast quality. Look at these outstanding engineering features:

Separate recording and playback heads, each with its own associated amplifier, permit monitoring direct from tape. High fidelity unit—50 to 15,000 CPS at 15" per second tape speed. 3 microphone channels with master gain control in recording amplifier. V.U. meter to indicate recording level, playback output level, bias current and erase current, and level for telephone line. 2-speed single motor drive system.

Don't choose your tape recorder until you see the new Presto Portable Tape Recorder. Write for complete details today.

RECORDING CORPORATION
Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: Walter P. Downes, Ltd., Dominion Sq. Bldg., Montreal

WORLD'S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

February 20, 1950  Page 35
Along Came the 'California Caravan'

By DAVE GLICKMAN

MANY people were dubious 4½ years ago when diminutivel Lou Holzer, vice president in charge of radio and television for Lockwood-Shackelford Co. Inc., Los Angeles agency, set out to conquer what then was considered radio's biggest bugaboo—medical sponsorship. He was determined to have the California Medical Assn., San Francisco, as an agency client.

"Impossible!" shouted the skeptics. The chorus that echoed that sentiment was equally as loud. After all, wasn't there an unwritten law among the mediad that made it unethical for them to promote their personal services through the medium of any kind of advertising? Hadn't most air-time advertising experts long considered it a fruitless effort to invade the field of scalpels and stethoscopes with so much as salable spots?

But today the story is quite different. Even the skeptics are smiling with the hustling Lou Holzer. The double-th Thomas chorus is taking some of the bow as if the idea was theirs. It is all because Mr. Holzer's personally created and produced weekly 30-minute California Caravan on 14 California Don Lee-Mutual stations, Sunday, 3:30 p.m. (PST) now in its fourth year under sponsorship of California Medical Assn., goes merrily along piling up memberships for the organization's California Physicians Service. In fact membership has more than tripled since the program started back in the summer of 1946.

The weekly California Caravan—a documentary series, dramatizing little known, entertaining and interesting facts about the history of California—has done and continues to do a job.

This has been attested to by present and past officers of California Medical Assn. Further proof is the fact that the weekly California Caravan recently was renewed for another 52 weeks on the 14 California Don Lee-Mutual stations.

"Radio is a vital medium in the year-in, year-out task of maintaining effective public relations with the people of California," said Dr. R. Stanley Kneeshaw of San Jose, president of CMA, in lauding acceptance being created by California Caravan.

"The tremendous job of informing and educating the public on benefits of voluntary health coverage is being ably done through intelligent use of our regional network programming," he continued. "The doctors of California will continue to work for the improvement of medical care and radio will assist in carrying the story to the 10 million people of this state."

Membership Drive

Dr. E. Vincent Askey, eminent Los Angeles physician and past president of CMA, declared: "I am convinced that our state-wide program over Don Lee Broadcasting System has contributed greatly in building the present membership in California Physicians Service to over 900,000."

"But things were different in the early days before California Medical Assn. started advertising. It was early 1946. World War II, as everybody knows, had caused changes everywhere. Even the doctors found themselves confronted with a new era. Such things as food shortages, meat problems and the like, had created a new and serious threat to national health. Then too there was talk of socialized medicine.

Although the CMA's voluntary prepaid health care program—California Physicians Service—had been in force since 1939, not enough people knew about it.

Here is where Mr. Holzer got his assignment to follow through on the medias. He knew about this voluntary health service. He talked to officers of CMA and to many of its 10,000 member doctors. They indicated an interest in promoting California Physicians Service through radio. But how was the question?

Lou Holzer proceeded to search for the answer as to what kind of a radio program could best reach the people with dignified messages about benefits of prepaid voluntary medical insurance offered through California Physicians Service.

"The program we needed had to have 'class' and at the same time appeal to listeners in all walks of life," Mr. Holzer said. "Cost of such a campaign was also an important factor. The budget was limited.

"We knew that a giveaway program wasn't dignified enough for such a profession. Musical? It was considered, but that sort of show reaches a particular type of listener only. So we tossed that one aside too.

"An educational approach seemed to be our best bet; educa-tional, yet entertaining. It had to be 'different'; something 'new.' This gave us our start. At least we had an idea to work from."

It soon impressed Mr. Holzer that perhaps a series of stories about California, done in "caravan" style might be the answer. He figured that there must be a stock of unlimited, colorful and true stories about California; stories which would be thoroughly entertaining and enjoyable to listeners if dramatized properly.

A meticulous search of libraries, Chambers of Commerce, maps, news data, and other sources surprised even Mr. Holzer. He found a wealth of material that could be dramatized; material which could be packed with humor, adventure, romance and mystery. Most important however, was that the material was adaptable in accordance with the dignified standards of the proposed medical sponsorship. It had 'sales' possibilities too.

Wheels Start Turning

Writers were set to work. Auditions were held. Rehearsals followed.

It was on June 15, 1946, that Mr. Holzer directed his first California Caravan program on 17 California Don Lee-Mutual stations for California Medical Assn. It was a 15-minute documentary, taking over the Saturday, 9:15 p.m. spot on the regional network.

Doctors who witnessed the broadcast were unanimous in their approval of this first production. Others who "listened in" congratulated.

(Continued on page 57)
PROVED BY 56,000-PIECE SAMPLE OF KYW'S AUDIENCE MAIL!

Mail received from all shaded counties. Each county figure represents number of letters per thousand radio homes.

This “mail map” tells a happy story of intense penetration... intimate audience-appeal... and sharply expanded coverage in the heart of the rich Middle Atlantic market! • Not all of these 56,000 pieces, however, came from the counties shown. Many came from a “bonus area” outside the map, including 326 communities in 33 states. • If you're not already using KYW's supercharged sales-power, get the details now. Check KYW or Free & Peters.

KYW

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE
This is CBS...the Columbia Broadcasting System

...where night after night the greatest stars in radio
deliver to advertisers the largest audiences
at the lowest cost of any major advertising medium.
1. The Edgar Bergen—Charlie McCarthy Show
2. Inner Sanctum
3. Beulah (Hattie McDaniel)
4. Lux Radio Theatre (William Keighley)
5. My Friend Irma (Marie Wilson)
6. The Bing Crosby Show
7. You Bet Your Life (Groucho Marx)
8. Mr. Keen, Tracer of Lost Persons (B. Kilpack)
9. Jack Benny (Mary Livingstone, Rochester)
10. Mystery Theatre (Alfred Shirley)
11. The Burns and Allen Show
12. Lowell Thomas
13. Edward R. Murrow with the News
14. Eric Sevareid and the News
15. Meet Corliss Archer (Jewel Waldo)
16. Amos ’n’ Andy
17. Arthur Godfrey’s Talent Scouts
18. Carnation Contented Hour (Ted Dale)
19. Suspense
20. The Bob Hope Show
21. Dr. Christian (Jean Hersholt)
22. Mr. and Mrs. North (Alice Frost, J. Curtin)
23. The Goldbergs (Gertrude Berg)
24. The Jack Smith-Dinah Shore-Margaret Whiting Show
25. Hallmark Playhouse (James Hilton)
26. Crime Photographer (Staats Cotsworth)
27. My Favorite Husband (Lucille Ball)
28. Skippy Hollywood Theater
29. Leave It To Joan (Joan Davis)
30. Our Miss Brooks (Eve Arden)
31. Dick Haymes’ Club 15 starring Andrews Sisters, Evelyn Knight
32. Gangbusters
33. The Vaughn Monroe Show
34. Family Hour of Stars (Kirk Douglas, Jane Wyman, Dana Andrews, Loretta Young, Irene Dunne)
35. The Gene Autry Show
36. Mr. Chameleon (Karl Swenson)
37. F.B.I., in Peace and War (M. Blaine)
38. The Horace Heidt Show
39. Sing It Again (Dan Seymour)
40. Life With Luigi (J. Carrol Naish)
41. The Red Skelton Show
Editorial

NAB: Present & Future

NO MATTER how you look at it, the NAB is in the throes of one of its periodic upheavals. Conflicting forces within radio have precipitated unrest in the trade association at more or less frequent intervals. This time there has been the added ingredient of evident dissatisfaction with management.

The NAB board, at its meeting in Arizona earlier this month, took measures to stem the tide of declining income resulting from resignations and at the same time to provide for a more efficient and more spirited operation in Washington. It handed to President Justin Miller extremely broad powers to hire and fire. It authorized appointment of a general manager who would be anchored to Washington, leaving Judge Miller free to handle the more momentous problems of the professional scene and in the field. And it authorized the appointment, under the general manager, of a field man whose job it is to solicit new membership and handle "station relations" with present members.

At first blush, the appointment of a general manager would appear to be a return to the structure which obtained prior to last July, when the board abolished the post of executive vice president. However, it will function in Washington at all times. He will do no barnstorming. He will watch the NAB's dollars, the supply of which has been declining to the point of an unfavorable balance sheet between income and overhead.

Certainly the new procedure is worth trying. It would be tragic if the NAB were undermined financially to the point where it could not perform its job of fighting radio's battles on a constant, consistent basis. Judge Miller asked for and received practically unlimited authority. He wants and has been given operations assistance. He must now stand or fall on his ability to direct both the policy and business aspects of this $400,000-a-year organization.

The task becomes more difficult because the 27-man board next April loses at least eight of its most influential and experienced members. These are men like Mr. McCollough, Campbell Arnow, Hugh Terry, Dick Shaffo, Howard Lane, Hank Slavick, Mike Hanna, and Everett Dillard. With one exception they could not succeed themselves because of the change in association rules. They have been among the most conscientious members of the board, and they well deserved the tribute paid them by their fellow members at the Arizona meeting.

An outside audit is to be made to see precisely where the NAB stands. The preliminary check indicated the association has liquid assets that soon could be eaten up at the present rate of overhead and membership revenue.

In the interim, we cannot advocate too strongly that active and associate members alike return to the field and their membership. The NAB is bigger than any one man or any one segment of radio and TV. It is the one unified group that stands between the dignity of the most powerful of all media and those elements, both government and private, that would destroy radio's freedom and independence.

P. I. Plunder

ONE OF THE most amazing phenomena of the postwar era is the consistent demand for radio sets and combinations, despite the TV sellout wherein supply does not meet demand. The pace is at about 10 million radios per year—which compares favorably with the prewar demand when there was practically no television circulation.

This continued demand for radios is being put to effective use in the drive for more business, largely through the inspired efforts of the Broadcast Advertising Bureau. Broadcasters have overcome their jitters.

Yet radio continues to be sold short. The worst blights are from within the medium itself. P. I. business and cut-throat selling without regard to the rate-card are doing more to undermine confidence in radio than the threats of the competitive media.

The boldest move yet toward rooting out of these iniquitous practices is being made by KRNT in Des Moines. This Cowles station is campaigning against such business in trade paper space. It states that it does not accept P. I.'s and that it refuses to enter into competition with any manufacturer or advertiser, or any dealers or agents representing them. It proclaims no rate cuts, or rate variations.

"We are not crusading for other stations to continue these practices," stated Robert Dillon, KRNT manager. "But we do believe that the per-inquiry-rate plan is bad for the radio industry and if allowed to proceed will have a serious effect on the medium's otherwise bright future."

Other-than-rate-card business exists only because there are stations which will accept it. Radio is enough of a bargain-buy today. It doesn't have to demean itself by resorting to unethical practices.

Dollarvision

COMR. E. M. WEBSTER, of the FCC, is not bash by habit or inclination. Thus it is doubly important not to slip lightly over his sharp dissent in the Phonivision case [TELECASTING, Feb. 12].

His colleagues felt that Zenith, without prior hearings, should be allowed to go ahead with a 90-day, $400,000-plus test of Phonivision, the Zenith system of subscription, or dollar-in-the-slot, television. Mr. Webster objected stoutly.

"It would be hard to question Comr. Webster's assertion that subscription television would be a "momentous change" in the American concept of broadcasting. The Commissioner says: . . . Since the beginning of broadcasting in the U.S. in the early 1920's, broadcast reception has been a free service to the listener. The 80 million radio and television set owners in the U.S. have never been required to show an official or any other form of licensing authority, for the privilege of listening to or viewing programs . . . . This American system of broadcasting has been held up to the entire world as the envy and pride of America in broadcasting. It has been widely proclaimed as the "American way."

"To our minds there is grave doubt that such a revolutionary change may be classified as "broadcasting," any more than Subscription Radio. Certainly it does not meet the traditional definition of the word. Comr. Webster thinks it more akin to the Fixed Services."

Subscription radio of any sort represents a revolutionary departure from the concept of free broadcast service. And it seems quite reasonable, as Comr. Webster noted, that Congress might want to reconsider the non-common carrier status of radio if it includes Phonivision.

Our Respects To—

JAMES MARSHALL GAINES

PROBABLY the biggest man ever to come out of Saxe, Va. (pop. 125, including men, women and children), is James Marshall Gaines.

Undeniably Mr. Gaines is a man of imposing stature, however you look at him. Not only is he one of the three top operations chiefs of NBC, he also stands six feet, two inches high and weighs—well, enough to discourage anyone from taking him lightly.

As director of owned-and-operated stations—one of the three operational units into which NBC was recently split—Mr. Gaines has in his command 16 stations, four of them television, six AM and the other six FM. The fact that a big share of the network's profits comes from the owned-and-operated AM stations is particularly significant, as it detracts from Mr. Gaines' weight around NBC.

James Gaines' present circumstances in the urbane elegance of NBC's New York headquarters are as far removed from his origin as any. Radio City from a southern tobacco patch. Indeed that is the exact course he has followed.

He was born May 8, 1911, on a tobacco plantation in the village of Saxe, Charlotte County, Va. The plantation was owned by his father's family, and young James arrived while his mother and father were in temporary residence there during the father's recuperation from an illness.

When Mr. Gaines was a year old, his father was able to return to his business—a school of business—in Poughkeepsie, N. Y. A few years later the family moved to East Orange, N. J., where James Gaines grew up and attended school.

After graduating from high school he took a two-year course at a branch of his father's business school in New York, where he studied accounting, bookkeeping and other commercial arts which were to become so highly admired many years later in the reorganization plan of NBC.

Mr. Gaines' choice of business school subjects was extremely fortunate. It is coming in handy in the present adoption by all O & O stations of a cost accounting system which, to anyone of lesser educational resources than Mr. Gaines, is a mystery and an ominous one at that.

Although upon completing his term at school he was formidably equipped with knowledge of the intricacies of business, Mr. Gaines was without specific ambitions. For a few years he changed from one job to another, including one post as floorwalker at Bamberger's store.

(Continued on page 42)
HOW can you find the most productive station?

THAT'S EASY! Look for the major station that carries the most locally sponsored programs—you'll find the station that's getting results.

No one knows better than the local advertiser the importance of getting the most for his advertising dollar. He can't afford to advertise on a major station unless he does get results.

That's the reason you'll find more local advertisers consistently sponsoring more programs on WGN than any other Chicago major station.

It isn't enough that people listen—listeners have to ACT! WGN listeners do just that. That's why more local and spot advertisers make WGN their top choice in Chicago.

When you buy in Chicago...buy the best...WGN

A Clear Channel Station... Serving the Middle West

MBS

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

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
DON RALPH, formerly of KGDM Stockton, Calif., and for past two years news editor and special events director of KCVR, Los Angeles, was appointed general manager of KCVR.

DR. AUGUSTIN FRIGON, general manager of Canadian Broadcasting Corp., is on sick leave, recovering from serious operation. DONALD MANSON, assistant general manager, is acting general manager.

KARL KOERPER, vice president and managing director of KMBC and KFBR Kansas City, Mo., named member of board of trustees of Wm. Allen White Foundation of U. of Kansas.

DONN TATUM, vice president and general counsel, Don Lee Broadcasting System, named chairman of radio committee for Red Cross Fund Drive.

BENEDICT GIBBEL, Jr., president and general manager of WIP Philadelphia, appointed head of radio divisions on publicity committee for annual Cancer Drive of Philadelphia Chapter, American Cancer Society.

Respects

(Continued from page 40)

in Newark, N. J., another in the offices of Hearne's Department Store in New York, and another as assistant to the general manager of the Automobile Merchants Assn. of New York.

It was from the automobile association that he moved into radio. As assistant to the general manager of the association, Mr. Gaines was assisting in the staging of the annual New York Automobile Show. In those days WINS New York used to schedule broadcasts direct from the show, featuring interviews with motor executives.

In the 1937 show, one such interview was scheduled with the late Walter P. Chrysler Sr., and at the last moment no professional writer was available to create Mr. Chrysler's script. Mr. Gaines, whose literary experience until then had not been more refined than the writing of business letters, volunteered to put words in the motor manufacturer's mouth.

Although theretofore untutored in writing skills, Mr. Gaines' script for Mr. Chrysler made a more lasting impression than do many radio scripts turned out by highly-paid writers. Nearly a year later Mr. Chrysler, recalling the performance of Mr. Gaines, recommended the youth for a job with Major Bowes, whom Mr. Chrysler was then sponsoring.

The Major hired Mr. Gaines as an advance man to conduct field operations in "Honor Cities" featured on the Major's Amateur Hour. It was the habit of the program to select a different city each week, a tactic that succeeded in arousing great promotional and publicity clamor for the show.

Constant Travelers

Mr. Gaines, as advance man, roved the nation ceaselessly for more than four years, until he glumly began to believe that all life was bounded on the one side by a railroad station and on the other by a hotel room.

Mr. Gaines was in a different city in a different state every week. In the course of his more than four years service with Major Bowes, Mr. Gaines visited more than 200 cities.

At the beginning of 1941, whatever itch had once been in Mr. Gaines' foot had long since turned to numbness. He was worse off than the man without a country; he was a man without even a town.

It was at this moment that James Gaines, during a pause between trains, spied in the Major's New York office a handsome girl, Eugenia Keller, who was in charge of auditions for the amateur show. As soon as his itinerary permitted, he married her.

Six months after the marriage, he quit Major Bowes and joined the station relations department of NBC. Last week, Mr. Gaines celebrated his eighth anniversary in the more sedentary service of NBC by preparing for a trip to inspect the network's properties on the West Coast.

On Jan. 1, 1944, Mr. Gaines was transferred to the advertising and promotion department of the network as assistant director. In October 1945 he became assistant to William S. Hedges, vice president in charge of planning and development.

One of the things that he and Mr. Hedges planned was the divestiture of programming of the network's New York outlet, WNEW (now WNBC), from the network's program department. Having helped plan the divestiture, Mr. Gaines was put in charge of its execution. In February of 1948, he became director of owned-and-operated stations and late that year was named, in addition to that duty, assistant to Harry C. Kopf, then administrative vice president in charge of sales.

Last month, he was appointed to head the owned-and-operated stations with, with the radio network and television network, comprise the three operating divisions of the reorganized NBC.

Mr. and Mrs. Gaines have three children, Richard, 7; Susan, 5, and Betsy, 2. They live in Port Washington, Long Island.

Mr. Gaines believes there is no spare time activities save reading and inefctual golf. Travel is not one of his hobbies. Last time he took a vacation, he stayed at home.

P&G PRODUCTIONS

Smith and Craig Appointed

TWO appointments in its television and radio divisions were announced last Wednesday (Feb. 15) by Procter & Gamble Productions Inc., Hollywood. The company stated that these changes were made because of the increasing interrelation between nighttime radio and television.

Gill Smith was named manager of television and nighttime radio production. He also will have responsibility for the company's programming in these fields. William F. Craig was appointed associate manager of TV and night radio production. Gilbert A. Ralston will continue as executive producer of television.

The company pointed out that management of its nighttime programming activities remains separate and distinct from the daytime operation which is headed by William M. Ramsey. His assistants will continue to be A. H. Morrison and R. E. Short.

CBS Players' entry, The Key, was named "most professional" among all participating networks in first monthly competition of Associated Net-Workshops. Gus Raye, CBS Hollywood soundman, was producer-director of radio play.

NCCJ AWARDS

NBC, CBS, ABC To Be Cited

NBC is slated to receive two of the four 1949 network awards announced last week by The National Council of Christians and Jews. CBS and ABC also will be honored, along with individual stations, in presentations to be made this week.

NBC received the top NCCJ network award for its "Eternal Light" series. In the single program category NBC also was cited for its Punishment Without Crime program, aired as part of the network's weekday series. Also honored for single network programs were CBS for its Neither Free Nor Equal and ABC for Someone You Know. Individual station awards will go to WMAQ Chicago for its Destination Freedom and WBAL-AM-TV Baltimore for spot announcements stressing inter-group cooperation.

NCCJ extended a special award to CBS and The Goldbergs for "sympathetic radio-television treatment of a Jewish family." Elaine Gottlieb, a young writer, was singled out for a "personality" award for her Pepper Young's Family.

The eight awards, to be presented at the Brotherhood Week, are in recognition of outstanding contributions the past year in promoting "understanding and respect" among different groups in American life, according to Dr. Everett R. Clinchy, NCCJ president, who made the announcement. Certificates of honor will be sent to the networks and stations and presented to the recipients on the programs.

MICHIGAN MEET

Conference Set for March 10

DESIGNED to promote cooperation among radio men, educators and community leaders, the fifth annual Michigan Radio Conference will be held Friday, March 10, in Michigan State College Union Bldg., East Lansing, according to Prof. Joe A. Callaway, conference director.

The "Discussion 66" technique, directed by its originator, J. Donald Phillips, has been selected to provide the method for exchange of ideas at the all-day session. Those attending will be divided into groups of six to determine the major problems they want settled. Then a spokesman for each group will announce the questions. All this will precede the programs at which the speakers, having heard the problems, will attempt to incorporate the answers into their talks.

Speakers will include Dr. Lee Thompson, Michigan's state superintendent of public instruction; Prof. Garnet R. Garrison, Michigan U. Radio Dept., and Robert J. Coleman, director of WKAR East Lansing. The Associated Press of Broadcasters also has been invited to participate.
In addition to the salaries of the directors of each department, the company has been granted a bonus of $200,000 for the year ended June 30, 1949, in recognition of its financial performance and continued growth. The bonus is payable in equal installments during the year.

The company's cash position at the end of the year was $3,000,000, with a working capital of $2,000,000. The long-term debt was $1,000,000, down from $1,500,000 the previous year. The company's stockholders' equity increased to $5,000,000 from $4,500,000.

The company's earnings per share for the year were $1.25, an increase of 20% over the previous year's earnings of $1.04 per share.

The board of directors declared a dividend of 10 cents per share on the company's common stock, payable May 1, 1950, to stockholders of record on April 15, 1950.

The company's management, led by President William B. Williams, expressed its gratitude to the company's employees and the community for their continued support and contributions to the company's success.

The company's future plans include the expansion of its facilities and the exploration of new markets to further its growth and profitability.
PRESSING need for a vast radio propaganda network, “capable of laying a signal into every radio receiver in the world,” was pointed out by Sen. William Benton (D-Conn.) in an address before the Connecticut Educational Assn. at Waterbury, Conn.

Noting that the impact of U. S. radio abroad is only a fraction of its potential strength, Sen. Benton singled out U. S. relations with China, which has received billions of dollars in arms. “Would we not have been wise to have invested a few tens of millions in radio broadcasting and in motion pictures?”, he inquired.

Gen. George Marshall, in an off-the-record address after his return from China in 1946, called for use of radio and motion pictures on a scale “hitherto undreamed of,” the Senator pointed out.

Sen. Benton, onetime assistant secretary of state for public affairs and former ambassador of increased Voice of America operations, observed that the U. S. Information Advisory Commission had criticized the State Department, and the Budget Bureau for slashing overseas information funds. He pointed out that the U. S. spends less today on this program than Procter & Gamble spends in advertising its soaps.

MAJOR LEAGUE BASEBALL
Rings the Bell for LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System...and major league baseball has made Liberty the largest baseball network in the history of radio!

L E E F O D D

ED GARDNER
Again Denies Tax Exapison

ED GARDNER, “Archie” of NBC’s Duffey’s Tavern, told the Associated Press Feb. 9 that his contract with the Puerto Rican government calls for launching of a motion picture industry program to San Juan to evade income tax payments. With respect to local taxes, Mr. Gardner added that he is in the same tax bracket as the other industries in San Juan where a 12-year tax “holiday” is in effect [Broadcasting, Oct. 10, 1949].

Earlier, Thomas J. Lynch, U. S. counsel, told the House Ways & Means Committee, now studying ways to plug tax loopholes, that Mr. Gardner agreed to produce his radio and forthcoming television shows under a tax-free agreement.

Mr. Gardner filed a request in Puerto Rico, where his program is tape-recorded for sponsorship by Blatz Brewing Co. on NBC.

T H O M A S L. DAVIS appointed commercial manager of WAAF Chil- cago, succeeding BRADLEY R. EDWARDS, who is placed in charge of sales for WAAF-AM-FM. He will be assisted by HAROLD R. WETTER- STEED and BEN V. KIRK. WAAF-AM-FM will begin operation soon with DEH- RESTER, program director for WAAAF, supervising programming for both stations.

PERRY WALDERS, commercial man-ager at WQWQ-AM-FM Washington, resigns effective March 1 to take sales executive post with WNTW Washington, VINCENT F. CALLA- HAN, WQWQ promotion director and formerly with WRC and WMAL Washington, WBB Boston and WWJ New Orleans, named WQWQ director of sales.

CONTINENTAL RADIO SALES, Philadelphia, appointed national represen- tative for KFKE Junction City, Kan.

KENNETH J. ADAMS leaves KTO San Bernardino, Calif., to Join KLAS Las Vegas, KLVN Las Vegas, and WNDM Las Vegas, N. J. They are assigned to cover retail business in greater New York area.

SONJA CWGWER, formerly with Young & Rubicam, San Francisco, joins sales department of KSFY and KPIX (TV), same city.

JACK MEDER, new to radio, joins sales staff of WIS-AM-FM Columbus, S. C.

LEE FODDREN, national sales man-ager for WINS, is now named head of Speaker’s Bureau of Advertising Club of Denver.

RICHARD HUHDUN
Cites Sales From Radio, TV

NEW RECORDS are being set for Richard Hudnutt Home Permanent as a result of its advertising and sales drive.

“The first results of our 1950 campaign are beginning to come in,” said Charles A. Pennock, president of the Joseph Hudnut Co. “Our first results prove that today’s market responds to aggressive promotion and advertising.”

The firm is currently using Walter Winchell on ABC, in radio, and TV participation shows, Cavalcade of Stars and Cavalcade of Bands on the DuMont Network in 20 major cities, plus hundreds of other radio and TV shows, trade aids, trade paper advertising and a publicity and promotional pro- gram. Kenyon & Eckhardt, New York, is advertising agency, handling the Winchell show.

CANADA RATINGS
U. S. Programs Top List

TEN programs originating in the United States topped in popularity the 39 network programs aired in Canada in January, according to Elliott-Haynes Ltd., Toronto. Programs and their ratings were:

Charlie McCarthy 35, Radio Theatre 34.6, Fibber McGee & Molly 33.4, Amos ‘n’ Andy 32.8, Our Miss Peggy 27.8, Ten to One 27.1, The Voice of the City 27.3, King of the Radio Set 27.1, Mystery Theater Questions 23, My Friend Irma 22.7, Aldrich Family 21.1, and Mystery Theatre 20.6.

The following daytime network shows in January were:

EDITOR, Broadcasting:

I've intended writing you before, thanking you for the fine story you gave me on The Better Way in Broadcasting a month ago. But I've been on the move—learning every day what Intense readership your magazine has. Over half the station owners and managers I talk to tell me: "Yes, I read about your series in Broadcasting." This is truly remarkable, considering that my story was but one in your vast coverage. . . .

A. Maxwell Hage
366 Madison Ave
New York

* * *

Ads Get Results

EDITOR, Broadcasting:

I just learned of another way to profitably use Broadcasting. I read the ads . . . . A new account, a healthy one from a local hatchery, is now on our books because of three large ads in past issues of Broadcasting. These ads (page 109, 4/11/49, pages 42 and 43, 5/23/49, and page 5, 6/27/49), showing how individual stations had sold baby chicks, with the obvious implication that they can sell many other products and services, proved to be the clincher in bringing a new advertiser to KJYV.

Ralph Doerr
KJYV Huron, S. D.

Laud 'Yearbook'

EDITOR, Broadcasting:

I have received a copy of the 1950 Yearbook, and it looks like a humdinger. Congratulations to you and your staff . . . .

Robert K. Richards
Director of Public Affairs
NAB
Washington

* * *

EDITOR, Broadcasting:

Your Yearbook looks bigger and better than ever . . . .

Marjorie Dorrance
French & Preston Inc. Ad.
New York

* * *

EDITOR, Broadcasting:

I have just received the 1950 edition of the Broadcasting Yearbook . . . . No other reference book has so much information so conveniently arranged and so readily available . . . .

Peter W. Swanson Jr.
U. of Alabama Radio Department
University, Ala.

'Must' in Industry

EDITOR, Broadcasting:

Please add the attached list of 34 new names to your subscription list . . . .

I have always thought your publication a must in the industry—the attached names are names of students . . . in "Radio Advertising" and "Radio Station Management" courses of the Communication Arts Dept. at Seton Hall College . . . .

Low Arnold Jr.
Program Director
WSOU (FM) South Orange, N. J.
Seton Hall College

* * *

Will Buy FM

EDITOR, Broadcasting:

May I take this opportunity to thank Broadcasting for publication of my letter on sorry nighttime AM radio reception in the small town. Several . . . gentlemen . . . sent me helpful letters in reply. . . . All agreed on one thing: I better buy an FM radio receiver.

. . . This I plan to do. . . .

Ed Galbreath
Radio Instructor
Statesville, N. C.

* * *

Thanks From London

EDITOR, Broadcasting:

Thanks for everything during the 1950 March of Dimes campaign. . . .

Howard J. London
Dir., Radio, TV and Motion Pictures
Natl. Foundation for Infantile Paralysis
New York

* * *

Backs Clinic

EDITOR, Broadcasting:

The wonderful cooperation which Broadcasting provided in getting behind the TBA Clinic . . . was one of the big reasons for its success . . .

J. R. Poppele
President
TV Broadcasters Assn. Inc.
New York

* * *

A Worthy Cause

EDITOR, Broadcasting:

Radio has its headaches, but I'll swap them for the headaches of retirement. . . . When it comes to handling out Do's and Don'ts, my doctors make the FCC look like a bunch of pikers. "Eat this,

(Continued on page 46)
Open Mike

Describes Sports Show

EDITOR,Broadcasting:

...I read Broadcasting from cover to cover. After getting a few notes on radio shows, I've decided to divulge my...six day week sport show....

The idea has been in use for...four years. Sponsored by...CBS. D. Kalor's Brewery. Monday it's built around an open letter or Sportstorial. Tuesday Meet Mr. I usually an outstanding sport celebrity....Wednesday Sports Quiz, with a run down of 'local' sports celebrityals. Allowing the audience to identify him by telephone. Thursday the show is built around a favorite story...then Friday, a dramatic skit...five minutes in length. Each evening, we turn the pages of the sports book. Until at the end, the book is closed "Until Tomorrow Night." Ed Romance Sports Director WPPA Pottsville, Pa.

Cites Summary

EDITOR, Broadcasting:

Broadcasting's Weekly Television Summary is one of the first items to which we turn each week. Thanks for striving to keep its figures as up-to-date as possible.

It would be not only helpful but interesting if from time to time a tabular report could be presented showing sport totals by area—Far West, South, Midwest, etc. It would be useful, too, if you could show cities connected to coaxial or microwave system and total sets therein, with separate listing of cities and number of sets not yet reached by a network system.

Congratulations on your comprehensive coverage. We are always looking for more and more news about West Coast broadcasting and telecasting.

Richard L. Bean Manager, TV Section Los Angeles Chamber of Commerce Los Angeles

Tello-Test Adds 15

FIFTEEN more stations have bought Tello-Test, syndicated packages of Radio Features Inc., Chicago, President Walter Schimmmer has announced. They are: WIP Philadelphia; WJBK Detroit; KFI-AM LA; WBTN Topeka; KLCM Mason City; KTTS Springfield, Mo.; WHBC-AM Canton, Ohio; WFLR, N. Y.; WMRC Greenville, S. C.; WSLS Roanoke, Va.; WDBT Green Bay, Wis.; WLBZ Bangor, Me.; WHNT Huntsville; W. Va.; WATN Watertown, N. Y.; and W倪N Kingston, N. Y.

WASHINGTON branch of British Information Services opens new office at 901 National Press Bidg., Washington. Phone is still Executive 3255.
MURDER TRIAL
Mid South Airs Case

"NOT in the last 20 years has there been a broadcast that brought such spontaneous reaction and interest from radio listeners," said Charles C. McRaney, general manager of the Mid South Network, on the regional group's broadcast of a murder trial, direct from the court room in Columbia.

The trial involved H. W. McCown Sr., charged with murdering Henry Moore of Columbus. Obtaining permission from Circuit Judge John C. Greene, the Mid South Network set up microphones, telephones and tape recorders. The entire proceedings were tape recorded and played over WELO's relay of WCBF, WROB West Point, WNAG Grenada and WMOX Meridian. Arguments by the attorneys, witnesses and defendants' testimony, verdict of the jury and imposing of sentence by the judge were all covered. The jury's verdict also was carried live from the court room.

"Listener reaction has been terrific," said Mr. McRaney. He also reported that Judge Greene and District Attorney Jesse P. Steinnis expressed their appreciation to the network for its handling of the broadcasts, claimed to be the first of its kind ever carried in North-East Mississippi.

On July 20, WCMC, California Caravan, was transferred to 11 ABC California stations, and expanded to a half hour afternoon session, Sunday, 1:30-2 p.m. California Medical Assn. has continued as sponsor, and CPS membership continued to increase.

Cable also carried the program as a public service feature on 11 additional Pacific Coast stations, total of 20.

When an offer was made two years later to carry California Caravan sustaining as a public service feature on Mutual stations outside California nationally, the program made another jump.

California Medical Assn. on July 31, 1949, shifted it back to Don Lee-Mutual, with sponsorship on 14 California stations, Sunday, 3-3:30 p.m. (PST), where it has been since.

Packeted by Lockwood-Shackelford Adv., with regular AFRA talent, there are no star names featured. It is virtually a stock company, with the talent having been with California Caravan since its inception. Virginia Gregg and Michael Hayes, who do bit work in motion pictures, handle the leads each week. Other cast members include Anne Gwynne, Peggy Webber, Ruth Perrott, Marion Richman, Herb Vigran, Rosece Ates, John Dehner, Bill Conrad, Ed Max, Robert Morgan, Ken Christy, and Barley Baer.

Robert Purcell is narrator, with Fort Pearson announcing. Milton Charles is musical director and organist. Seldom is an orchestra used. Mr. Charles also writes all the original music for the weekly broadcast. Both Barnes and Karl Schlichter collaborate as writers and producers who are consistently on the lookout for authentic but "unusual" material.

Talent Costs Increase

When the first program went on the air as a 15-minute unit, talent costs were around $600 per broadcast. Package price today for the half-hour regional show adds up to approximately $5,000 per broadcast, according to Mr. Holzer.

Opposite such transcontinental network programs as CBS' Presidential Family of Stars, NBC's Catholic Hour and ABC's Lutheran Hour, California Caravan continued to average piles up sound Hoopers during its Sunday afternoon run. December 1949 Pacific Coast Hooper practicing gave it a 5.3.

Unprecedented success in the onetime drenched field of sponsors has paid off handsomely and continue to do so in "sales" and prestige to both the sponsor and Lockwood-Shackelford Adv.

Discussing the role of radio in general and California Caravan particularly as the character of the juvenile listener, Mr. Holzer became the first non-member ever invited to address the Tenth Congressional District of the Parent-Teachers Assn. at the Los Angeles Board of Education.

The program has been endorsed by the Parent-Teachers Assn. as one of the most entertaining and educational programs on the air. Each month, California Caravan is listed as "recommended listening" in Radioways Magazine, published by the Los Angeles City Schools.

The 380,000 members of the Tenth District California Congress of PTA, largest organization of its kind in the world, presented Mr. Holzer with the first award in its 51 year old history on Jan. 25, 1948, during an ABC broadcast of that program.

Cites Family Interest

The document award reads Los Angeles Tenth District Congress of Parents and Teachers Inc., 1947 Radio Award for Outstanding Public Service to the Welfare of the Family. This Certificate is awarded to California Caravan selected as the outstanding documentary radio program series of interest to the entire family.

In addition, Mr. Holzer has lectured to various high school groups on behalf of this program and the sponsor. Copies of program scripts

'Better Way' Adds 30 A. MAXWELL HAGE reports 30 more stations have signed for The Better Way, series of 52 half-hour scripts designed for local production of programs on the theme of maintaining the traditional system of free enterprise in business. Shows are designed primarily for sponsorship by local industries. Some 70 stations are now receiving the scripts. New subscribers: WSBN Birmingham, WSPC Anniston, WMLS Stalycausa, WFXS Alexander City, all Alabama; WRDL Columbus, WAGR Bainbridges, WEOH Newman, WNBC Whitewater, WGRW Cairo, WWDM Davison, WGCQ Augusta, WKEU Griffin, WJB Dalton, WYMS Macon, WGGA Gainesville, WFOM Martinez, WROB Alachua, WSCC Charleston, WCRS Greenwood, WABX Newberry, WRFO Orangeburg, WAND Anderson, WFTG Superior, WJAY Florence, all South Carolina; WEGI Elizabeth City, WMFD Wilming- ton, W游 Asheboro, WABZ Albem- burg, WQBO Farmville, WAVE Wadesboro, all North Carolina; WDFE Chattanooga, Tenn.

also have been sent to many schools at their request. Recordings too, have been dispensed in the same direction.

"We are gratified that our program has been honored by such groups," said Dr. Kneeshaw, and "California Caravan's success in winning a place in the 'preferred program' listings of many state organizations is another source of great satisfaction to us. Since 1946 the California Physicians Service has more than trebled its membership and the growth of all voluntary health plans throughout the state has been stimulated to greater growth as a result."

Mr. Holzer sums it up as "merely another example of getting the right show for the right sponsor which always pays off in the long run."

LOBBYING CITED 'Essential,' Says Buchanan LOBBYING is "essential"—in fact, most lobbyists perform a real service," said Dr. Buchanan, and "to Congress, Rep. Frank Buchanan (D-Pa.) has reminded his House colleagues.

Rep. Buchanan, chairman of the House Select Lobbying Committee now probing a host of activities, including those of representatives of radio networks, labor and industry groups, etc., pointed out that the Lobbying Law requires only that these activities be carried on "in the open."

In a report Feb. 6, Rep. Buchanan said "it is obvious that less than half of the approximately 2,000 registrants have acknowledged engaging in actual lobbying activities during the last quarter of 1949."

Urging members of Congress to clip quarterly reports for future reference, Rep. Buchanan reported that some 400 "pressure groups" showed collection of $6 million and expenditures of $27,304,952.10 in the past three and a half years.

FULL coverage of Mardi Gras activities in New Orleans will be given by WVL that city.
Southern Coach Lines, Nashville, Tenn., is participating sponsor on Woman’s World, over WLAC that city. Since results on show were good, SCL offered cover of its “Read as You Ride” publication to WLAC for promotion of Woman’s World. Cover shows picture of woman sitting atop globe holding banner reading, “It’s a Woman’s World!” Smaller banner around bottom of globe gives time and station call letters. Poem written on each globe gives format of show and information dispensed on show. Booklet is distributed to 35,000 bus passengers monthly.

Pages Promote

Proof of its slogan, “Business Is Always Better in Washington, D. C.,” is offered by WTOP that city in most recent promotion. List of major advertisers and agencies throughout country were sent 44 pages torn from Washington phone book which is much larger than ever before. Letter from John S. Hayes, vice president of WTOP Inc., accompanied pages, and explained station’s dominance in area. Letter concluded, “Everything is always better in Washington.”

Mid-Century Airings

BOOKLET composed of round-table report on the mid-century by CBS world correspondents sent to trade and listeners by CBS. Pictures taken of men who participated while they were speaking, and pictures taken after show are included, as well as complete copy of show. Additional pictures of world events discussed over programs also appear. Discussion was aired New Year’s Day.

Program Schedule

SECOND semester of educational programs presented by WCAE Pittsburgh in June. Program, with public relations, Carnegie Library and Western Pa. Safety Council, has started over WCAE. Heraldng this event, scheduled programs included in series has been incorporated into folder for distribution to public places of interest to children. Title: “Time for a Brief Explanatory Dates, as well as ages of children to whom particular programs are aimed, are given. Back of folder carries information concerning other shows over WCAE not belonging to series which would prove of interest.

Rolling Sales

LARGE yellow, white and blank card is most recent promotion sent to trade by KCEN Kansas City, Kan. Front shows two men, one labeled KCEN, the other, Network Station, rolling up long carpet marked “More Sales.” Caption reads, “To roll up more sales of your product or service in Greater Kansas City . . . inset continues, “. . . Hire KCEN as your ‘Rooster Station.’” Drawing of power of residents of KCEN’s coverage area is cited by county and important city.

KJBS Sponsors

WHEN archaic but colorful cable cars of San Francisco were threatened with extinction, various civic organizations undertook sponsorship of individual cars in effort to save them. Organization sponsoring car helps meet its financial deficit, KJBS San Francisco was one such organization. Its car was completely decorated with large replica of clock on front reading, “KJBS—1100 on your dial, Alarm Klock Club.” Top of car has long musical staff across which is written, “For music—KJBS—dial 1100.” Additional smaller banners on top of car give call letters and dial position.

Electing Champion

PART played by KROC Rochester, Minn., in selecting amateur athlete of the year for its region explained in brochure sent to trade by KROC. Contest is sponsored by KROC and winner was awarded trip to Cotton Bowl festivities in Dallas, Tex.

New Tour

TOUR to place of interest in Missouri and Illinois being planned by Charles Stookey, farm editor of Kokomo St. Louis, for 100 interested civic organizations. Tour is fifth in series and has Springfield, Ill., as its destination.

Show Promotes Show

TO PROMOTE its This Is Your FBI, 8:30-9 p.m., Friday, ABC has started series of four special five-minute programs. Shows are aired on day before or day of This Is Your FBI, and feature J. Howard Halsted, host of FBI, as guest speaker. Shows also will feature prominent civic leader who deals with crime prevention in city of each station airing show. Equitable Life Insurance Society is sponsor.

Mail Pull Folder

FOLIO bulletin with picture of cow remarking, “What a Pull!” and farmer, labeled WEAU, saying, “This is No Bull!” has been sent to trade by WEAU Eau Claire, Wis. Inside of folder has cow’s head poking around, saying, “Mail Pull that is . . .” Receiving of piece by WEAU will mail sent to station and claim pull of 8,229 pieces in one month from 48 counties in five states of Wisconsin counties with number of pieces received from that county enclosed is drawn.

Individual Promotion

PROGRAM catalogs, typed and compiled separately for each prospect, sent to trade by KJQ Seattle. Catalog takes form of loose-leaf book with separate sheets, each bearing title and format of different program available for sponsorship, enclosed. Station plans to keep book current by sending new editions when different program needs sponsorship, and cancelling out those which have gained sponsors.

Tip to Children

CHILDREN watching TV shows in homes of friends and neighbors are given this timely warning by WOR-TV New York. At 6:45 p.m., half-way mark of station’s line-up of children’s programs for week, was this message to read, “Say kids, if you’re watching television at a friend’s house, make sure your mom knows where you call her . . . and ask her if it’s okay for you to stay. . .” Line up of upcoming programs is given.

D. J. Search

TWENTY-FOUR week contest, now in its sixth week, is underway in Portland, Ore., under sponsorship of Portland statue that city, to uncover best amateur disc jockey in area. Contestants are auditioned Monday evenings, with as many as 40 appearing. Four are chosen to appear following Saturday, three judges, prominent Portland citizens listening in their homes, and audience choose one winner. Winner competes against three new men each week. Winner is expected to choose its own record, write its own commentary and include one public service spot.

Personal

G. W. GIVENS, supervisor of farm broadcasting at WGT and WROB (TV) Schenectady, N. Y., appointed supervisor of publicity and promotion for stations.

VERNON GIELOW, formerly with KROS Clinton, Iowa, appointed director of promotion for KJCK Junction City, Kan.

Merna Maddux, formerly with BCB Co., San Francisco, joins promotion department of KSFO and KPIX (TV), same city.

Del Greenwood, promotion director for WGBF Evansville, Ind., named outstanding young man of 1949 by Evansville Jr. Chamber of Commerce.


House Hearings

Postponed to March 13

HeARINGS on major radio legislation, originally slated to get under way today (Monday), were postponed last week by the House Commerce communications subcommittee, which is expected to set a new date for March 13 as a new target date [CLOSED CIRCUIT, Feb. 13].

The postponement was dictated "solely" by the illness of Subcommittee Chairman George Sadowski (D-Mich.), who has been confined to bed in Detroit. Rep. Sadowski, reportedly progressing satisfactorily, is due back in Washington March 1, spokesmen said.

The delay will give the subcommittee more time to draw up its schedule of witnesses, spokesmen explained. List is expected to be available just prior to the hearings, which authorities believe will last anywhere from four to six weeks.

Testimony will be taken on the new Senate-approved FCC reorganization measure authored by Sen. Ernest W. McFarland (D-Ariz.), and a proposal (HR 2410) by Rep. Harold Ford (D-Tenn.), to reestablish networks and equipment manufacturers of ownership in stations.

The Sadowski Bill, introduced last month, would create a Frequency Control Board overlooking the allocation of frequencies as between government and commercial broadcast users and in part absorb some of the functions of PCOA, which it would hold broad power, give FCC additional administrative sanctions over licensees and permit interested licensees immunities from civil or criminal actions for libelous statements in political broadcasts [Broadcasting, Jan. 30, 23].

Ohio U. Awards

Cite Educational Programs

Some 300 entries have been submitted for the 14th American Exhibition of Educational Radio Programs, according to Dr. I. Keith Tyler, director of Ohio State U.’s Institute for Education by Radio, sponsor of the annual exhibition. Award winners will be announced May 1.

Originating in 33 states, the District of Columbia, Hawaii and five Canadian provinces, the entries represent perhaps the most widespread participation in the history of the exhibit, Dr. Tyler said. Entries have been received from commercial radio stations, civic, religious and cultural organizations. The winning programs will be available for audition during the Institute for Education by Radio in Columbus, Ohio, May 4-7, Dr. Tyler said.

John Wiley & Sons Inc., New York, distributing small booklet listing titles, summaries and prices of books on radio and electronics published by firm.
**WWDC, WOL SHIFT**

**Mutual Goes to WEAM**

SWITCH in ownership of WWDC and WOL Washington and move of MBS’ Washington affiliation from WOL to suburban WEAM Arlington, Va., becomes effective today (Feb. 20), settling negotiations underway for some time [Broadcasting, Feb. 6].

WEAM, owned by Capital Broadcasting Co., at 6 a.m. this morning was to commence broadcasting with the facilities of WOL (5 kw directional on 1260 kc) which it acquired from Cowles Broadcasting Co. WWDC also takes over the WOL offices and studios at 1627 K St. N.W. Simultaneously, Peoples Broadcasting Corp., subsidiary of the Farm Bureau Mutual Automobile Insurance Co., which operates WRFD Columbus, Ohio, takes over WWDC’s old 1450 kc 250 w facilities at 1000 Connecting Ave., N.W. People 2 Broadcasting will use WOL call.

WEAM, assigned 1390 kc with 5 kw directional, is owned by Harold H. Thoms, southeastern broadcaster. WWDC-WOL interchange of calls was believed beneficial to both stations. WWDC announced inaugural program is scheduled March 11 and is to include FCC Chairman Wayne Coy and other dignitaries.

In the changeover, WEAM has revamped its 19-hour schedule to accommodate Mutual programs while retaining the most popular of its local shows.

The top local programs are being kept intact although some are being trimmed in length, WEAM said. Plans are underway to open Washington studios and sales office while retaining the station’s present facilities in Arlington.

WEAM took the 12-hour format 3½ years ago as a 1 kw daytime outlet, increasing to 5 kw fulltime directional on 1390 kc last March.

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**Mexican Changes**

CHANGE in status of several Mexican stations reported by FCC last week upon notification by Mexico according to provisions of the North American Regional Broadcasting Agreement now being renegotiated. XEKJ Acapulco, 250 w outlet on 1400 kc, May 5 is to switch to 1 kw fulltime on 600 kc at Class III-B station. XEYJ Aguascalientes, new station, March 1 is to commence on 1450 kc with 100 w fulltime. March 3 new outlet at Guadalajara is to begin on 1280 kc with 250 w. Call XEAM has assigned new call XEQQ, 300 kc, 250 w outlet at Ocotlan, while XEFO Mexico City, 20 kw on 1110 kc, has changed call to XEQB.

WAGNAVOX Co. declares dividend of 25¢ per share on Class A cumulative convertible preferred stock, payable March 1 to stockholders of record Feb. 15, 1950. Same dividend was declared in common stock payable on same date to stockholders of record Feb. 15, 1950.

**New Business**

(Continued from page 14)

George A. HORMEL & Co., through BBDO, renews for 52 weeks Music With the Girls, all-girl variety revue aired on 224 ABC stations, Sunday, 6:30-7 p.m. EST. Renewal is effective March 12. Currently on tour, program regularly visits hundreds of U. S. cities and towns each year.

ROSS FOOD Co., Los Angeles (Dr. Ross dog and cat food), March 2 starts for 52 weeks, Clady Betty Show on 45 Don Lee Pacific stations, Thurs., 8-8:30 p.m. PST. Agency: Rocketi-Lauritani, Los Angeles.

CANADIAN WESTINGHOUSE Co. Ltd., Hamilton, Ont. (electrical appliances and related fields) has been extended by WICL London, to 32 Dominion network stations, Sun., 10-11 p.m., for 15 weeks in spring and 26 weeks next fall and winter. This is first time Canadian Westinghouse has used network radio. Agency: Spence W. Caldwell Ltd., Toronto.

GENERAL FOODS Corp’s Hopalong Cassidy, effective Feb. 26, moves to new time slot, 1:15-2 p.m. on Don Lee network. Agency: Young & Rubican.

JOHN MORRELL & Co., Ottumw, Iowa (Red Heart Dog Food), sponsoring weekly 15-minute NBC Lassie Show, terminates contract on May 27 after three years. Firm reportedly wanted longer show but lack of budget prevented expansion to 30 minutes. Agency: Henri, Horst & McDonald, Chicago. Frank Perrin is packager.

INTERSTATE BAKERIES Corp., Los Angeles (Weber’s Bread), through Dan B. Miner Co., that city, today, Feb. 29, renews for 52 weeks Cisco Kid on Don Lee network stations. Mon., Wed., Fri., 1:30-2 p.m. PST. Show is Frederic W. Ziv Co. package.

**WIP’s FACENDA**

Cited by Fourth Estate Club

NEWSCASTER John Facenda, of WIP Philadelphia, will receive an editorial award from the Fourth Estate Square Club of that city tomorrow (Feb. 21). This will mark the first time that the Masonic Order’s newspapers’ organization has honored radio on a par with newspapers in the Quaker City in its annual presentation.

Departing from its usual procedure of making only one editorial award, the club will cite both Mr. Facenda and Vincent E. Clark, Daily News editorial writer, for their efforts during 1949 on behalf of a proposed City College. Benedict Gimbel Jr., WIP president and general manager, will accept a duplicate plaque which will be presented to the station. The award, given to the writer of the best editorial dealing with local affairs during the year, was presented to the Inquirer last year.

NBC’s AM Business


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**OREGON MEET**

**Time Regulation Bill Opposed**

LEGISLATION which would make it almost impossible for Oregon as a whole, or any city, to have daylight time was opposed at the Feb. 10-11 meeting of the Oregon State Broadcasters Assoc., held on the campus of U. of Oregon, in Eugene.

The Oregon legislation (House 454) has been passed by the Assembly and goes to the people for vote in the November elections. Another resolution urged state broadcasters to ask their Congressmen to remove federal excise taxes as an “inequitable burden on the many afflicted areas of business.”

Lee W. Jacobs, KBKR Baker, was re-elected president at the conclusion of the meeting. Other officers re-elected were H. J. Chandler, KFLW Klamath Falls, vice-president, and the following directors: Frank H. Logan, KPNB Bend; Frank H. Coffin, KGW Portland; Mel Baldwin, KTLK Tillamook; Joe Schertler, KEX Portland, was elected secretary-treasurer, succeeding Ted W. Cooke, KOIN Portland.

Maurice B. Mitchell director of Broadcast Advertising Bureau, addressed a joint luncheon of the association and the Eugene Chamber of Commerce. The state association members were guests Feb. 10 at a luncheon of the Eugene Chamber of Commerce, and were guests Feb. 11 at a luncheon preceding dedication of new U. of Oregon buildings, one of which is devoted to radio. Dr. Harry K. Newburn, university president, was principal speaker at the ceremonies with Gov. Douglas McKay as guest of honor. Gov. McKay was speaker at the association’s banquet, concluding the two-day meeting.

**Myron Coy**

MYRON COY, 34, formerly program director at WBYS Canton, Ill., died Feb. 7 in Beardstown, Ill. A resident of Beardstown, he also had served as an announcer and disc jockey at WLDZ Jacksonville, Ill.; WCZC Carthage, Ill., and KVER Albuquerque, N. M.
TRANSPORTATION


TR OPPOSITION

Riders Assn. Asks FCC To Ban Transitscans

TRANSPORT Riders' Assn, opponents of radio-equipped vehicles in Washington D.C., promised last week to take recourse to the courts in view of the decision Wednesday by the Public Utilities Commission refusing appeals for a rehearing made by several anti-bus radio groups.

The PUC, in effect reaffirmed its earlier decision that transit radio is "inconsistent with public convenience and safety" by denying the appeals of TRA; the National Citizens' Committee Against Forced Reading and Listening, Alexander Jay Martin and Franklyn Pollak, other individuals and civic groups.

The Commission said that while it had given "careful consideration" to the briefs filed by opponents, in the light of previous testimony at public hearings and the PUC's subsequent findings, it found its original decision supported. In the face of this setback to its battle to prohibit transitscans, TRA also declared that the issue now would be taken to the courts.

Charging that the PUC had "thumbed its nose" at every contentions as to the legality of infringing radio advertising and other programs on a captive audience, Mr. Palmer said it "walked around the question (of whether) free listening was legal or moral." He added, "in fact, (it) PUC had never said that 'buscasing' is or is not 'forced listening'..."

Requests to FCC

Meanwhile Transit Riders Assn., which fortnight ago filed suit in Federal District Court seeking a ban on all transit broadcasts BROADCASTING, Feb. 13), asked FCC to investigate the problem and "take appropriate means" a step to prohibit transitscans. TRA also demanded that FCC deny or terminate licenses of stations which "engage in this abuse of the broadcast privilege..." with American Civil Liberties Union, announcing its opposition to such broadcasts, called on the Public Utilities Commission to grant the union opportunity to file a legal brief looking toward reconsideration of PUC's decision authorizing transit radio operations in the District of Columbia. Any ban on such broadcasts would not violate free speech, ACLU declared.

The TRA petition, filed by R. A. Seelig, association vice president, and sent to FCC Chairman Wayne Coy, embodied a resolution which radio-equipped vehicles had spread to "move that scores of cities" and that FCC "is the only agency which has direct jurisdiction over the conduct of radio gen. No. 4, at public testimonial dinner, for its cooperation in recent pelline drive.

Question Under Study

At week's end FCC had issued no formal comment, but the Commission had to have been studying the question for several months [CLOSED CIRCUIT, Jan. 23] basis of the study is whether transit radio constitutes "broadcasting" in the strict sense.

Copies of the TRA petition also were sent to Sen. Matthew M. Neely (D-Wa.), chairman of the Senate District of Columbia Committee.

In its bill of complaint filed in the U.S. court in Washington, the riders' association seeks an injunction against Capital Transit Co. to bar operation of transitscans furnished by WWDC-AM, holder of Transit Radio Inc.'s Washington franchise.

The ACLU petition, filed by Counsel Herbert Levy with FCC Chairman James Planagan, is acknowledged that the right "not to listen" is "not absolute" and added that "due regard to both rights does not permit complete prohibition but only their regulation."

FCC also has before it a petition similar to the one filed by TRA last week. The Washington attorneys, Franklin Pollak and Guy Martin, have asked the Commission to rule that transitscans violate Commission rules and regulations; to initiate a policy of license revocation where necessary; to take no further action, meanwhile on license, renewal and permitting bids; and to furnish TRA attorneys with copies of the contract between Washington Transit Radio Inc. and WWDC-AM (Capital Broadcasting Co.).

WICH Norwich, Conn., honored by American Legion, Robert O. Peters Post, No. 4, at public testimonial dinner, for its cooperation in recent pelline drive.

ANNUAL Radio Writers Guild cocktail party will be held at Astor Roof, New York, Feb. 24, beginning at 4:30 p.m.

McCullough, Eitel Cited

JACK McCULLOUGH and Bill Eitel, manufacturers of transmitting type vacuum tubes and capacitors, have received the Navy's highest civilian honor, the Distin-


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JACK McCULLOUGH and Bill Eitel, manufacturers of transmitting type vacuum tubes and capacitors, have received the Navy's highest civilian honor, the Distinctive Service Award, for contributions to the Navy research and development program. The award was presented February 3, by Capt. F. R. Furth, director of the Naval Research Laboratory, Washington.

The ceremony was held at Eitel-McCullough Inc., San Bruno, Calif.

KZL Denver cited by Colorado Assn. of Soil Conservation Districts for "valuable contribution and unfailing interest in the promotion of the soil conservation program."

WICH Norwich, Conn., honored by American Legion, Robert O. Peters Post, No. 4, at public testimonial dinner, for its cooperation in recent polle drive.

Question Under Study

At week's end FCC had issued no formal comment, but the Commission had to have been studying the question for several months [CLOSED CIRCUIT, Jan. 23] basis of the study is whether transit radio constitutes "broadcasting" in the strict sense.
WMOR CHANGE
To Elect New Board Chairman

WMOR (FM) Chicago will elect a new board chairman within two weeks to replace Dario L. Toffenetti Sr., Chicago and New York restaurant owner, who resigned a fortnight ago. He left the job, which he held since October, after a board meeting at which directors voted away his powers of authority by a 7 to 2 margin. They charged Mr. Toffenetti with “interference and censorship” in programming and station policy.

Although he has withdrawn from active support of the station, Mr. Toffenetti retains 27% stock in Metropolitan Radio Corp. of Chicago Inc., in which he is the largest single stockholder. No person or group has controlling interest.

About 25% of the station’s revenue has been withdrawn by Mr. Toffenetti, according to President Bernard I. Miller, acting board chairman. The time includes a daily strip, Breakfast at Toffenetti’s, and a heavy spot schedule. More than 10 local accounts, however, have been added since Jan. 1, Mr. Miller said. Rudolph Cole and David McAle were added to the sales staff last week to promote additional accounts.

WMOR broadcasts from 8:15 to midnight six days weekly and 1 a.m. to midnight on Sundays. The station services Jewel Food Stores in the area with in-store broadcast.

Union Oil Spots

UNION OIL CO. Los Angeles, through Foote, Cone & Belding, Hollywood, will expend approximately $200,000 for a 62-week spot radio campaign that started Feb. 5 on 45 stations in 26 Pacific coast and Intermountain Network locations. Approximately eight to ten chainbreaks weekly will be used in each market during that period.

Pabst Blue Ribbon
(Continued from page 22)

Extract Co., Chicago, was purchased in 1930.
In November 1932, Premier Malt Products Co., Peoria, Ill., voted to merge with the Pabst Corp. The name was changed to Premier-Pabst, and HarrisPerlstein, head of Premier, became president, the position he holds today.

Five years after repeal, the name of Premier-Pabst was changed back to Pabst Brewing Co., and Fred Pabst became chairman of the board. According to the book, The Pabst Brewing Company, recently published as the first volume in its Business History Series by New York U., "the joining of the chief malt products firm (Premier) with the greatest beer producer (Pabst), in order to provide additional resources for expansion, may seem so obvious a business arrangement as to require little ex-

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Baseball Budgets Up

(Continued from page 19)

in the New York negotiation, it was understood that upstate New York stations would air Yankee games when their own local clubs are playing road contests. Arrangements are in progress with P. Ballantine & Sons and Atlantic Refining Co. to co-sponsor the broadcasts, BROADCASTING learned.

In the Quaker City a dispute as to how many night games should be broadcast or telecast reportedly has stymied progress on the city's baseball coverage. It is expected that home and away games will be aired with two stations alternating on coverage of both the A's and the Phillies. Probable stations, it was reported, are WIBG and WJJD, both independents. Provisions covering TV have not been settled.

Sponsor Speculation

Current speculation on Philadelphia sponsors centers about three advertisers—Atlantic Refining Co., which last year backed one-fourth of radio-TV game coverage; Ballantine's, which in 1949 sponsored one-half; and Seafleet Inc., a newcomer in Philadelphia baseball. Last year, Camel cigarettes was the third sponsor.

Seafleet again foots the bill for broadcast coverage of the Pittsburgh Pirates after last year's first baseball sponsorship for the dairies company in the Steel City. Also reported in contract stage at Pittsburgh is an arrangement whereby Pirates games will be carried to some 30 western Pennsylvania stations. Key station is WWSW-AM-FM Pittsburgh, now boasting 5 kw on 970 kc. WWSW will broadcast the full 154 home and away schedule. Rosey Rowsell and Bob Prince are expected to handle play-by-play. Although not yet official, it is doubtful whether TV will be considered.

In Boston, the lineup for the coming season will approximate that of last year, WHDH, 50 kw independent, again has exclusive AM rights for both the Red Sox and the Braves schedules. All home and away games and possibly other big league games on off days will be carried. Sponsorship is dual—the Atlantic Refining Co. and Narragansett Brewing Co. of Cranston, R. I., share the bill.

Jim Britt, Tom Husey and Leo Egan have been on the tracks, the first two also doubling on telecasts which will be handled by WNAC-TV and WBZ-TV on an alternating and even split of both clubs' home games as they did last year. Television sponsorship is shared by Chevrolet Dealers and Narragansett TV cameras will be using Zoomar lens for the first time. Bump Hadley will assist Messrs. Britt and Husey on TV.

Under negotiation in New England is the possibility of feeding AM-FM broadcasts of all Boston baseball contests to 30 stations. As last year, the sponsors also will pay the check for a series of 20 pre-season games of both the Red Sox and the Braves. The warm-up games, originating from the Florida circuit, will be handled by Messrs. Britt and Husey. First game is scheduled for March 11.

In Chicago, the White Sox full schedule will be carried exclusively on AM by WJJD, the Marshall Field station. Bob Elson will handle all home and a number of road tilts live, with the remainder of away games by wire. WJJD, a day-time outlet, has purchased time on WIND for airing out-of-town night games of the American Leaguers. Foxx de Luxe Beer and Montz TV will share the bill. Rights are reported to have been bought by WJJD for $70,000.

Ask $100,000 for TV

White Sox Manager Frank Lane and Charles Comiskey, vice president, reportedly are asking $100,000 for TV rights, which WGN-TV Chicago had exclusively last year. With negotiations still in progress, final decision and sale are not expected before mid-March.

When WIND will carry all Cubs games, home and away, including wire recreations, daytime home games will be fed to the Midwest Baseball Network with some 35 stations expected to sign. The latter will carry local sponsor tie-ins. Liggett & Myers, which will sponsor WIND's coverage, also will get spots and mentions on the network. Stations are in Illinois, Iowa, Indiana, Michigan, Minnesota, Kentucky and Wisconsin. Lineup thus far is:


THE CBS family receives a new mem-

ber into its fold. Edward Shurick (l), new market research counsel for the network, is welcomed by John J. Karol, CBS sales manager. Mr. Shurick's appointment is effective March 1 [BROADCASTING, Feb. 6].

Sponsored

Clear Channel Home of the National Barn Dance

07% DEPLETION

See pages 28-29

Clear Channel Home of the National Barn Dance

CHICAGO 7

$225,000 in Cleveland

The Cleveland Indians' schedule will be broadcast on WERE-Cleveland. AM rights were purchased at a reported $225,000 per year for three years by Standard Brewing Co. of that city for Erin Brew. Agency is Geret, Boylan & Walsh, Cleveland. In the past two years, WIVES (TV) Cleveland had the rights. TV outlet for this season has not yet been named. All Cleveland Indian and Dayton Indian games will be carried on WONE-WTWO (FM) Dayton. Skyland Broadcasting Corp., operator of the station, has entered into a three-year agreement for exclusive rights to carry the games in Dayton. Approximately 300 games will be broadcast this season. Cleveland games will be announced by Jack Graney and Jimmy Dud-

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ley, with Jack Gibbons and Ray Rayner handling the Dayton games.

In addition to the individual city packages, MBS and the American League already have signed an agreement whereby Mutual will have broadcast privileges for the "game of the day" covering baseball activities in eight American League cities.

The series, set to get underway April 18, will be aired live over some 350 Mutual stations in 31 states from coast to coast, Monday through Saturday each week, MBS President Frank White and American League President Will Harridge, jointly announced last week. Although to broadcast an exclusive game will be carried on a sustaining basis, Mutual hopes to attract a sponsor before the season officially opens.

Plan 10 Broadcasts

A minimum of 10 broadcasts are planned for origination from each of the American League cities. A similar agreement covering one or more National League clubs reportedly is in the prospective stage. Although National League President Ford Frick has frozen on the three series, so far three clubs owners reportedly are willing to go along. A quorum of owners favoring the idea conceivably could lead to a reversal of Mr. Frick's position.

A sidelight in the MBS series plans hinges on Baseball Commissioner A. B. (Happy) Chandler's ruling governing broadcast rights owned by the local major league club. For example the New York Mutual outlet desiring coverage of a home Yankee game locally, first would have to seek permission from the club. Subsequently, any local MBS outlet could be restrained from airing the broadcast of any of the "game of the day" because of the home club's checkmating power. Mutual, however, said that the event of such postponement of a scheduled game, a contest from another area will be presented on a "recreation" basis. Names of MBS announcers to play-by-play-for Mutual has not been revealed yet.
ARKANSAS MEET

SAM W. ANDERSON, manager of KFFA Helena, Ark., was elected president of the Arkansas Broadcasters Assn. at the annual winter meeting held in Little Rock on Feb. 10. He succeeds G. E. Zimmerman, manager of KARK Little Rock.

Fred Stevenson, manager of KGRH Fayetteville, was elected vice president, and Ted Rand, manager of KDDB Paragould, was named secretary-treasurer. Elected to the board of directors were Mr. Zimmerman; Harold Sudbury, KLCN Blytheville; Leon Sipes, KELD El Dorado; Sheldon Vinsonhaler, KGHI Little Rock; Jack Woliker, KTHS Hot Springs; and John England, KFPW Fort Smith.

Resolutions

The 32 broadcasters representing 25 stations passed a resolution commending the state's ham operators "for their willingness to perform public services and for encouraging interest among the youth of the state in radio broadcasting." The group also passed a resolution in which the ABA goes on record as opposing payment of music fees on commercial transmissions in excess of two cents per tune per station.

It was also voted to continue promoting Arkansas as the "Land of Opportunity"; to investigate through a committee of station operators the public service merits of programs now being submitted to the broadcasters for sustaining presentation, and to continue a study of provisions under which the Arkansas Athletic Assn. permits broadcasting of high school championship playoffs.

Registration

Those attending the meeting included:

John Moore, Bill Humbert, KVMA Magnolia; Emil Pouzar, KXLS North Little Rock; Frank Brown, KWFC Hot Springs; Ted Rand, Ray Dexter, KDDB Paragould; Bill Hume, Doc Bryan, KKKR Russellville; Harold Sudbury, KLCN Blytheville; Charles Craft, KMBV Newport; Sam W. Anderson, Bill Bigeye, KFFA Helena; Fred Stevenson, Sheldon Vinsonhaler, KGHI Little Rock; Jack Woliker, KTHS Hot Springs; together with Mr. Zimmerman and Messrs. Sudbury, Sipes, and England.

E. D. WALEN (seated), executive v. p., Pacific Mills, contracts for his firm's sponsorship for third year of This is greater Lawrence, civic show on WLAW Lawrence, Mass. With him are Frederick P. Laflay (1), program's producer, and David M. Ki-meil, WLAW sales mgr.

On the dotted line . . .

A 52-week contract with WGR Buffalo to present the MGM Theatre of the Air every Sunday is set by Charles H. Diefendorf (seated), pres., Marine Trust Co., Buffalo. Standing (1 to r) are Ted Higginbotham, BBDO; Nat L. Cohen, WGR sales mgr.; George Ensor, asst. v. p., Marine Trust.

Sponsorship of all week-day home games of Roanoke Red Sox on WROV-AM-FM Roanoke, Va., for a second consecutive year, is set by Hugh Gish (seated), president of the Blue Ridge Beverages Co. Looking on are Frank E. Kochler (1), general manager, Roanoke-WROV, and Coleman Austin, announcer.

WOC-L AM-FM Columbus, Ohio, receives a two-year contract for exclusive rights to broadcast games of the Columbus Red Bird Baseball Club. Setting the agreement are L. A. Pixley (1), president of The Pixley's Inc., operator of WCOL, and A. L. Banister, Columbus Red Bird president.

WKRMR FIRE

MBS Outlet Is Destroyed

WKRMR Columbia, Tenn., 250 w Mutual affiliate, was completely destroyed by fire early last Tuesday morning (Feb. 14). R. M. McKay Jr., president and co-owner, estimated damage at between $50,000 and $75,000 and said the loss was partially covered by insurance.

The fire, of undetermined origin, started about 4 a.m. in the eight-room frame building which housed the transmitter equipment, studios and offices. The blaze was first noticed by the engineer of a passing train who sounded the train whistle repeatedly to awaken people in the vicinity. By the time fire fighting equipment arrived at the scene, the blaze was beyond control.

Immediate plans were made by WKRMR officials to procure new equipment and to resume broadcasting operations from temporary headquarters within a few days. A corner stone was laid for a temporary building on the same site of the fire.

WKRMR went on the air in 1946. It is owned and operated by the Middle Tennessee Broadcasting Co., of which R. M. McKay Sr. is co-owner and secretary-treasurer.

EMERSON Radio & Phonograph Corp. purchased Continental Can Blag, Jersey City, N. J., to be converted to manufacturing plant of about 45,000 sq. ft.
views on dues

(continued from page 19)

tions, then maybe the NAB has gotten too large for us small boys.

Isn't it rather unusual for outgoing directors to make such sweep-
ing changes? Maybe my thinking is all wet because I am just a small guy owning a small station in a small market. The recent BAB addition is a big help, but methinks that you are rocking a boat that is already leaking.

From where I stand you can let me know when the increase is to take place and I'll prepare my resignation for that date.

If you can convince me that I am wrong then I'll be willing to go to bat and try to pacify other small stations in North Carolina that I know will be squawking with great anguish. Fair enough?

Mr. Younts is secretary-treasurer of the North Carolina Assn. of Broadcasters. He took part in an NAB membership drive prior to the District 4 meeting in Pinehurst, N. C., last October.

Arney Replies

Replying to Mr. Younts, C. E. Arney, Jr. NAB secretary-treas-
er, said the action was taken "only after most deliberate and careful consideration by the mem-
ers of the board. The viewpoint of the smaller stations was ade-
quately presented to the board by several of its members who are themselves operators of small sta-
tions."

Mr. Arney explained that only eight of the 27 board members will retire automatically in April and the dues structure has been dis-

cussed for many months. He added, "I hope we can convince you that you are wrong in politicizing this increase and I further express the hope that you will become a crus-

dader among the other small sta-
tions in your area in helping us to justify it. I feel certain that the increased results that will come from it will fully justify the in-
crease in dues."

Prior to the April convention NAB plans to issue statements to the membership placing the dues picture in the proper perspective.

These will cover such topics as the budget background for changes in the four lower classes and the expanding services rendered by the association.

Fastest growing service at NAB is Broadcast Advertising Bureau, which will receive 25.06% of the $978,322 appropriated for the new fiscal year starting April 1—about $100,000 above the current NAB budget.

About three-fourths of the $100,-

000 will go toward BAB, which gets a total of $200,000. At present BAB is operating at a rate of roughly $128,000 annually, though budget computations are difficult to describe because NAB is in the process of switching from a calendar to fiscal year.

In 1948, when NAB had a $796,-

000 budget, the Broadcast Adver-
sisting Dept. (predecessor to BAB) received $65,490 for the year. The new appropriation represents a three-fold increase—from 7.97% to 25.06% of NAB's budget—for sales and advertising activities in the two-year period.

Reduced to terms of dues, nearly $4 of every $15 in monthly dues paid to NAB by Class A stations will go to sales and advertising under the new budget. This com-

pares to 60 cents out of each $7.50 in monthly dues paid in 1948.

In addition to its $200,000, BAB is expected to receive perhaps $50,-

000 a year from sale of special services. At NAB headquarters it is stated that BAB's activities pro-

vide a type of service smaller sta-
tions are unable to perform for themselves in addition to more general operations boosting the radio medium as a whole.

The new dues in four low-income classes affect the amount 780 stations will pay to NAB after April 1. Among AM stations, 302 are in Class A, 151 in Class B ($25,501 to $50,000), 172 in Class C ($50,000 to $75,000) and 114 in Class D ($75,000 to $100,000). Among FM stations, 59 are in Class A and 2 in Class B.

Expense to Service

These 780 stations, which NAB says are more revenue-generating than larger stations, have been paying 20.32% of the total income, or $11,712 a month. Using the Jan.

1 membership base, these stations will pay 26.15% of the total, or $16,465 a month under new dues.

NAB's membership as of Feb. 1 included 1,154 AM, 518 FM and 36 TV stations, plus some 70 associate members.

This AM segment comprises 55% of all AM stations in the industry. NAB is anxious to raise the 55% figure, recognizing that it can either decrease dues or expand services, or both, if a larger seg-

ment of the industry pays dues to maintain its trade association.

Addition of a field director, as authorized by the board, will pro-

vide a fulltime official who can tour the country as a membership missionary. This practice is com-

mon among business associations. The field director may not be named until the board has ratified the name of the man Judge Miller ap-

points to fill the new general man-

ager's post. It is assumed the field
director will be an assistant to the
general manager.

Judge Miller returned to his Washington office last Thursday morning but as far as could be learned he has taken no action or naming of a committee to consider the new field director's appointment.

Some misunderstanding was noted at NAB headquarters over a board action calling for an independent audit of the association's books. The books have been audited ever since 1930 by an independent accounting firm, and such an audit was just getting under way when the board acted. This audit was halted pending clarification of the board's action.

It was felt the board was inter-

gested in getting special breakdowns on association finances rather than another independent audit. This might include the allocation of BAB's receipts in the association's weekly financial statement, for ex-

ample, or perhaps another special set of figures.

A board action that will receive careful attention centers around a complaint by associate members that non-member companies have equal recognition at annual con-

ventions and district meetings. A

special ad hoc and a membership committee reported on this com-

plaint. It was recommended that NAB headquarters notify associate members well in advance of ar-

rangements for scheduled meet-

ings.

The NAB secretary-treasurer's of-

cice is expected to announce re-

sults of the balloting for board membership a week from today (Feb. 27). Ballots must be at headquarters by midnight, Feb. 25.

Technically, NAB is operating under the 1949 structural setup until the new fiscal year starts April 1. The Radio Division will be dropped at that time, and the Television Division will become the Television Dept., it is understood.

WWON is Sold

SALE of WWON Woonsocket, R. I., for $70,000 to the Woons-

ocket Call was announced last week by the station. Deal is sub-

ject to FCC approval. WWON is assigned 250 w on 1240 kc fulltime.

The transfer application is to be filed in the name of Woonsocket Broadcasting Co., a new firm owned by the Woonsocket Call, which in turn is published by Buell W. Hud-

son with Andrew P. Palmer as general manager. WWON sellers are Gare Ray, consulting engineer; Aram Tellisian Jr. and James Tidicke. Transaction was handled by Blackburn-Hamilton Co.

ABC Quarterly Gross

GROSS sales, less discounts, re-

turns and allowances, of $11,086,-

194 in the last quarter of 1949 were reported by ABC to the Securities & Exchange Commission.

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

WWAQ Chicago's "Six-Thirty Special" contest offered two all-expense-paid trips to Hollywood for answers to "Why I Listen to WWAQ," in 25 words or less. Judging entries are (I to 1): Paul McCluer, NBC Chicago AM network sales manager; I. E. Shoverman, vice president in charge of the Central Division; John Keys, assistant manager of the press department, and A. W. Kaney, station relations manager.
Ad Council
(Continued from page 25)

evening at the Statler Hotel and a luncheon there Thursday.

Members of the conference:
Bromwell Ault, Interchemical Corp.; William R. Baker, Jr., Benton & Bowles; Harold S. Barnes, Bureau of
Public Affairs; George Gay, National Dairy Products Corp.; C. S. Bruce, Black, Liberty
National Insurance Co.; R. W. Boges, Johnson & Carver, Inc.; W. H. Newton,
George F. Brett Jr., The Macmillan Co.; Lee H. Bristol, Bristol-Myers Co.;
Louis N. Brockway, Young & Rubicam;
D. Burnett, Lee Burnett, Co.;
William G. Chandler, Scripps-Howard
newspapers; Mr. Olive Chapman, pub-
lisher, Evans Clark. The Twentieth
Century Fund; John J. Collyer, B. F.
Goodrich Co.; Frederick M. Cone, Foote,
Belding, Dolgos. Wakefield, pub-
tising consultant; Garder
Clewes, Look Magazine; Harry
Curtiss, General Motors Corp.
Col. J. F. Drake, Gulf Oil Corp.;
Phillip J. Everest, National Assn. of
Transportation Advertising; Frank M.
Nelson, Radio Corp. of America;
Lawrence Francis, General Foods Corp.;
Swin F. Friendly, Kerwin H. Fulton,
Outdoor Advertising Inc.; Samuel C.
Jac, General Mills Inc.; Frederie N.
Barreme, American Assn. of Advertising
Men; John T. Gibson, The White
House; Philip E. Kapp, The Wash-
ington Post; Robert M. Gray, Esso
Standard Oil Co.; Dr. Alan Gregg,
Rockefeller Foundation; Miss Helen
Henry Street Settlement; Ralph
Hardy, National Assn. of Broad-
casters; Thomas J. Hargrave, East-
ern Kodak Co.; Francis Harmon,
Bell & Howell; American Assn. of
D. B. Fauss, Armour & Co.; John K. Her-
Zate Co.; Edgar Kobak, consultant;
Alton Kitchin, McCann-Erick-
son; Herbert B. Kincheloe, Kirchner
Co.; Dr. Edgar L. Black, Sunset;
Harley L. LaRoche, C. E. LaRoche &
o.; Roy E. Larson, Time, Harry F.
Seidel, Chett, Peabody & Co.; E. H.
Little, Colleary-Palmer-Henry
Little, Campbell-Riwdal; J. Spencer
Love, Burlington Mills; Alon Lewis,
Walter Thompson; Charles Luckman;
George P. Ludlam, Advertising Coun-
The American, E. L. Van Cleeve, Rail-
way Labor Execu-
W. A. Mathews, American
Express Co.; James E. McCarthy, Out-
door Advertising Foundation; George
McMillan, Bristol-Myers Co.; Justin
Myers, National Assn. of Broadcasters;
Edward J. Morgante, Procter & Gamble;
Paul Moncy, WFBM, Chicago; Charles
Morlimer, Jr., General Foods Corp.;
J. Nance, Hopkins & Co.; Wesley L.
Nunn, Standard Oil Co. (Indiana); J.
O'Flahery, Dr. Pepperman, Herbert A.
Rine, Home Insurance Co.; Stuart
Robbery, The Bonney Co.; Robert S.
Ricon, General Electric; W. B. Potter,
Bnatokon Kodak Co.; W. C. Pratt, K.
Kraft, Assn.; James H. Brand, Remington
and Inc.; H. F. Reed, American
Express Co.; William Byrde, Cunningham
Walsh Inc.; Kingsley Rice, Power
Corporation; Barry C. Johns, General
Outdoor Advertising Co.; Lewis S.
Omnipet, Schein Industries Inc.;
James Rotto, The Hecht Co.
Mary Seiden, General Outdoor Adver-
tising Co.; John F. Smith, McCall's magazine;
C. S. Stanton, General News Co.;
N. S. Snelgrove, Merrell Tobacco Co.; John R. Suman,
Standard Oil Co. (New Jersey); Allan
Swift, Congress of Industrial
Organizations; E. J. Thomas, Goodyear
Rubber Co.; Harold B. Thomas,
De Tammusal, NBC; Leonard W.
Weiter, General Outdoor Advertising
Co.; L. A. Van Buren, National Dairy
Products Corp.;
Robert L. Warren, Brookway Glass
Co.; Thomas J. Watson Jr., Interna-
tional Business Machines Corp.; Paul
W. West, Assn. of National Advertisers;
Grover A. Whalen, Coty Inc.; John J.
Whelan, Haure Publications Corp.;
White, Republic Steel Corp.; H. Fred
Williams, Joseph F. Seagram & Sons
Inc.; Allan M. Wilson, Advertising
Council; Charles F. Wilson, General
Electric Co.; Mark Woods. ABC; James
Young, Walter Thompson;
Thomas H. Young, United States Rub-
er Co.; Philip Zech, Capper Publica-

KFRM REQUEST
Seeks Fulltime on 540 kc

BID FOR 540 kc operation under
special service authorization was
filed with FCC last week by KFRM
Concordia, Kan., sister outlet of
KMBC Kansas City. Purpose is to
provide first night primary service to
the vast rural area.

Now operating on 550 kc with
5 w daytime, directional, and pro-
gramed from KMBC, KFRM
seeks a 5 kc fulltime operation on
540 kc directional. KFRM is 160
miles northwest of Kansas City and
has been on the air since December
1947. Midland Broadcasting Co.,
licensee of both stations, said there
is no overlap of the nighttime
primary service area of KMBC and
that proposed by KFRM. KMBC is
on 980 kc with 5 kc, directional
night.

Midland asked FCC to allow the
540 kc operation for the regular
KFRM license period which ends
May 1, 1952. By that time, it said,
its permanent assignment on
540 kc in the U. S. can be made.
Midland noted that the Atlantic
City convention provides that 540
kc be added to the standard broad-
cast band.

No Interference Seen

Although no interference is antici-
pated to government installa-
tions, automatic ship alarms and
other services, Midland told FCC
that the 540 kc operation would allow
actual observation of broadcast
conditions. KFRM would protect
Canada's CBW Truck, Sask.,
now on 540 kc with 50 kc, and
now cause only slight interference to
Mexico's XEWA San Luis Potosi,
on 540 kc with 180 kc, directional
night, Midland said.

Midland Broadcasting stated
that "substantial losses have re-
sulted from the first two years of
operation on 550 kc, daytime only" and
"current operating license is approxi-
ately $3,000 monthly, not
including administrative salaries
which are wholly absorbed
by KMBC, and not including expense
connected with six years' effort
of applicant to get a regular berth
on the 540 kc frequency."

Daughter to Paleys

WILLIAM S. PALEY, chairman of
the board of CBS, is the father of
a girl, Kate Cushing Paley, born
last Wednesday at New York
Hospital. It is Mr. and Mrs. Paley's
second child.

Why buy 2 or more...orre 1 big sales job
on "RADIO BALTIMORE"}
Contact
EDWARD PEERY CO.

ROADCASTING • Telecasting

RCA TUBES...

the standard of comparison

Use RCA tubes

for dependability...long life...

operating economy

in FM transmitters

• For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

The Foundation of Modern Tube Development is RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

February 20, 1950 • Page 55
DOUBLE CRASH
KENI Newsmen Is Rescued

ASSIGNED to cover search operations in the crash of a C-54, an Alaskan newsmen found himself a victim when the search plane in which he was riding crashed on the slopes of 6,100 ft. Mt. Lorne in Canada's Yukon Territory.

Jack Borges, news editor of KENI Anchorage who flew to Whitehorse in the Yukon for NBC and the Midnight Sun Broadcasting Co., was one of the entire complement of six men injured in the crash. He and four others were rescued by ski troops of the 14th Mountain Infantry after the injured pilot, Lt. Charles Harden of Graham, N. C., made an heroic eight-hour trek through a waist-deep snow to summon help.

Said to be one of the fastest rescue operations in the Far North, it was less than 24 hours from the time of the crash until the survivors reached Whitehorse. Mr. Borges suffered a broken wrist, lacerations, and torn ligaments. He completed his mission by broadcasting from a bed in the U. S. Army's 4th Field Hospital.

CBS Stock
J. A. V. IGLEHART, member of the board of CBS, has bought 500 shares of Class A common stock of the company, bringing his total holdings to 3,400 shares, according to information filed with the Securities and Exchange Commission.

New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify
The Daven Type 11A.

Write today for additional information. Dept. BD-3
VISIT DAVEN AT THE IRE SHOW — BOOTH 948

GDYNIA CASE
O'Conor to Support Charge

U. S. SENATOR Herbert R. O'Conor (D-Mo.) indicated last week that he will supply additional information to the FCC pointing up the broadcast of alleged Communist propaganda by the Gdynia America Shipping Lines on U. S. station facilities.

Sen. O'Conor, chairman of a Senate Judiciary Immigration subcommittee that is pressing an investigation into Gdynia radio activities [Broadcasting, Dec. 26, 1949], promised the additional data following receipt of a letter from FCC Chairman Wayne Coy. Comr. Coy said the FCC had "no information" of Polish of "Communist propagandists" over the stations by Gdynia and asked that if the committee has "any facts" which it believed "would be of interest to the Commission," to make that information available.

WEDC Drops

At the same time, the subcommittee disclosed that a second station had decided not to renew its broadcasts of Gdynia scripts. NBC Chicago, the Congressional group said, had informed the senators it had dropped the Gdynia prepared broadcasts as of Feb. 5. WHBI Newark, N. J., which had aired the broadcasts as well as WEDC, canceled its Polish weekly series on Dec. 26.

A subcommittee spokesman said the "supporting" information which would be supplied by Sen. O'Conor probably would point out that in the registration of prepared and edited scripts for Polish programs under the Foreign Agents Registration Act, Gdynia reportedly filed a statement for a six-month period in 1948 showing that the "Polish Embassy had paid part of the total cost amounting to $4,800." The spokesman said that in a six-month period ending in March 1949 the Embassy's share purportedly was $7,800.

Would Spur FCC

It is understood that Sen. O'Conor will place the data before the FCC as a means of spurring the Commission to give more notice to such scripts in order that propaganda be avoided in the future. The Senator has demanded that the Commission take some "appropriate steps" to assure the country that Communist propaganda would not be permitted for broadcast. However, the FCC letter, in effect, showed little alarm.

The Justice Dept. also had played lightly with Sen. O'Conor's demand that it investigate Gdynia activities [Broadcasting, Jan. 9].

Comr. Coy's letter follows in part:

"We have no information concerning the broadcast of Communist propaganda on the facilities of broadcasting stations in the United States by the Gdynia America Line. If you have any information or if your committee has any facts which you believe would be of interest to the Commission, I would appreciate your efforts in making that information available to the Commission."

THORNTON W. BURGESS

How to Tell
AVAILABLE ON SYNDICATED RADIO

For booklet describing other
R. S. P. SYNDICATE, CUSTOM-MADE, W. RADIO AND TV PRODUCTIONS
Write—507 Fifth Ave., New York City
RICHARD STROUT PRODUCTIONS
HOLLYWOOD

Upcoming

March 3-4: Western Radio-Television Conference, Seattle.
March 5: Radio and Television Award Dinner, New York.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.
March 10-11: Alabama Broadcasters Assn. annual spring meeting, Russell Hotel, Chicago.
March 27-30: Canadian Assn. of Broadcasters convention, Brock Hotel, Niagara Falls, Ont.
March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
May 4-7: Institute for Education by Radio, Columbus, Ohio.
May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.
June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.
Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.
LAMB VISITS HT
President Pledges Support

EDWARD LAMB, Toledo attorney, publisher and owner of WTOP Toledo, WTVN (TV) Columbus and WICU (TV) Erie, Pa., visited the White House Wednesday and received a pledge of support for Pennsylvania and Ohio Democratic Congressional nominees. Mr. Lamb reported President Truman said he would campaign for a Democratic Congress as strongly as he did for his own election in 1948. The President said he will make personal tours of Ohio and Pennsylvania this spring and fall for that purpose, according to Mr. Lamb.

Mr. Lamb was accompanied on his White House visit by David S. Lawrence, mayor of Pittsburgh. Earlier in the day they had met with Sen. Francis Myers (D-Pa.) and William Boyle, Democratic National Chairman.

In a news statement, Mr. Lamb said he would not enter the Democratic race for the U. S. Senate in Ohio, but that he would support the Democratic nominee against Sen. Robert Taft (R-Ohio).

Sisters Expected To Join Legal Fray

MRS. CHRISTINE BOYD LEE WITHERSPOON was expected to join her sister, Mrs. Elizabeth Boyd Lee Fry, in legal fight for $91/2 million estate of the late Thomas S. Lee, owner of Don Lee Network and other properties [BROADCASTING, Feb. 13].

Adopted daughters of the late Don Lee have both legal status as sisters of Thomas Lee, and therefore are his closest heirs-at-law, attorneys point out. Previously it has been believed that Mrs. Ann S. Pate of San Marino, Calif., his maternal aunt, was Thomas Lee's closest living relative. Mrs. Fry already has retained Jerry Giesler and Harry Mabry, attorneys in the case.

Public administrator Ben H. Brown, appointed special administrator of the estate Feb. 10, is expected to be made general administrator when petition is acted upon next Thursday in Los Angeles Superior Court.

In a will made in 1934, Thomas Lee left his entire estate to an uncle by marriage, R. Dwight Merritt, Seattle lumberman, "to be divided amongst his nieces.

Don Lee, father of Thomas Lee, adopted Christine and Elizabeth in 1920 after his marriage to their aunt, Mrs. Annabelle Torbett Lee, his second wife. He divorced her in 1926. When Don Lee died in 1934 he left $1 each to the sisters. Remainder of the estate went to his son, Thomas.
FM LISTENING RISING

STEADY increase in FM set ownership and listening in the New York metropolitan area is shown in a series of three surveys conducted by The Pulse Inc. and analyzed by the NAB FM Dept.

In homes that have both AM and FM, 37% of the total listening time was devoted to FM, NAB's analysis shows. The analysis was conducted by Edward L. Sellers, director of the FM Dept. Broken down into hours, it was found that the daily FM average was 1.0 hours compared to 2.66 AM, a total of 4.26 hours.

Three Months Covered

The figures apply to the months of July and October, 1949, and January, 1950. The data show FM listeners are loyal listeners. NAB suggests this indicates FM is of "real value" to the AM operator of an FM affiliate and becomes more valuable as AM sets become obsolete and are replaced.

Distribution of FM homes in the 10-county New York area is about equally divided between the low and high income groups, it was found, with FM serving all elevations of the socio-economic strata and being strong in the low-income groups.

Good Increase

In the July-January period it was found that the number of New York homes equipped with FM diols increased to nearly 573,000. FM's potential audience in the area as of January 1950 was estimated at 2,005,000, based on receiver distribution.

Numerous reasons were cited for purchase of FM receivers, with 10.5% saying they bought for lack of static, better reception or desired FM, all exclusive FM trademarks; 11.0% bought FM for better music, more musical music; better musical programming; 27.0% chose TV sets with the FM band; 21.4% chose a new radio with the FM band.

RACE RESULTS

Bill Would Ban Use of Radio

A PROPOSAL for legislation to outlaw interstate dissemination of race results by radio or other means for illegal use was advanced last week at the Attorney General's Conference on Law Enforcement Problems, held Wednesday in Washington.

The proposal was referred to the legislative committee for study and report by April 15.

A major problem to be solved in any such legislation, authorities pointed out, is the distinction to be drawn between broadcasts of racing information for legal purposes and those for illegal purposes. The resolution, which had the endorsement of the American Municipal Assn., would not be designed to prohibit dissemination of legitimate sports information.

Benedict F. Cottone, FCC general counsel, discussed FCC regulatory aspects, particularly with reference to uses of telephone and telegraph. He also cited the so-called WWDC Washington case of January 1948, in which FCC held with respect to broadcasts of horse race information that "the intent or design to assist the carrying on of illegal activities must be reasonably evident."

Attorney General J. Howard McGrath, who called the meeting of federal, state and local officials to map a campaign against organized crime, urged the active support of radio and press.

NEW feature publication, On Air, released by the RCA Engineering Products Dept. to supplement its bi-monthly Broadcast News, gives latest RCA information on new equipment and developments in radio and TV field.

Milestones


- Reported the oldest continuous commercial program in the Southwest, Mrs. Tucker's Smile Program, marked 17 years on the air Feb. 15, with its 2,100th program on KWWA-Dallas. Since 1933 the musical show has helped build the sales of Mrs. Tucker's Foods Inc., Sherman, Tex., maker of Mrs. Tucker's Shortening and Maid-Rite Margarine. It has made extensive use of the Texas Quality Network.
- Employees were feted at a party given by KSD-TV St. Louis in celebration of its third anniversary. Station claims to be the first post-war video outlet in the country.
- WATO Oak Ridge, Tenn., Feb. 1 celebrated its second birthday.

CELEBRATING his 11th consecutive year on the air under the sponsorship of the Continental Oil Co. is Stu Mann (center), heard nightly over WLOL Minneapolis, the Twin Cities' MBS outlet. Originator of the In the Bleachers show, Mr. Mann is presented another year's renewal of his contract by Ozzie Haggeland (l), Twin City manager for Conoco, and C. D. Carlson, Chicago divisional manager for Conoco.

45.0 "HOOPER"**
*average 5 periods, Winter, 1948*
proves the best buy in DANVILLE, VA.
is WBTM

5kw ABC 1kw
(d) (n)

Rep: HOLLINGBERY

NEW to-page publication, On Air, released by the RCA Engineering Products Dept. to supplement its bi-monthly Broadcast News, which gives latest RCA information on new equipment and developments in radio and TV field.
EVEN hour on the half-hour, CHUM Toronto airs its Teletexh News. In this show, listeners who have witnessed news events, such as accidents or robberies, call station and report. Items are checked with police and fire departments, hospitals, etc., before being used. Listeners are paid up to $5 for each item used by station.

**Musical Talent Hunt**

MUSIC instructors in Washington high schools act as talent scouts in a contest currently being conducted over WMAL Washington. Most talented children in local high schools are entered in contest to determine two winners of $500 scholarship prizes. Different high school auditorium is scene of weekly broadcast with students in that school presenting their accomplishments. Show is sponsored by Hamilton National Bank, Washington, and aired Sunday at 5 p.m. Trophies are awarded best group performances.

"Court" Praised

**tribute** to DuMont TV Network's "Court of Current Issues" and its originator, irvin Paul Sulid, was voiced by Rep. Frederic H. Coeort Jr. (R-N.Y.) in Congressional Record Feb. 9 issue. Rep. Coeort cited program, telescast Tuesday, 8-9 p.m., as example of visual location, praised Mr. Sulid for bringing it "virtually thousands of homes," and noted latter had received nomination from WPFW in recognition of program's second anniversary. Rep. Coeort expressed hope Court of Current Issues would continue its "splendid work" and felt that if similar programs are developed and presented through television, "we can look forward to a period in our immediate future when we will have the best informed public of any nation in the world.

**Charity Children Star**

CHILDREN who are wards of Catholic charities Institutions in New York are stars of new variety revue on WUFV FM Fordham U., New York. Series will last for 13 weeks and highlight different orphanage each week. Various celebrities, such as Eddie Dowling, actor and director; Connee Boswell, singer; Etbel Waters, singer and actress, act as guest m.c.'s. Production is handled by members of radio classes at Fordham.

**TV Covers Flood**

MOBIL unit of WCPO-TV Cincinnati covered high waters from bank of Ohio river for reportedly first major news event displayed over TV in that area. Site for telescast was under suspension bridge over river in Covington, Ky. Flooded downtown river front of Cincinnati was shown in two 15-minute periods. Jack Fogarty, WCPO newscaster, was narrator.

**Congressional Issues**

SERIES of weekly programs, Meet Your Congress, aired from Washington, are currently being presented over WHAT Philadelphia, Monday, 8:30-9 p.m. Most important issue under discussion in Congress is chosen by Blair Moody, who emcees show, and Congressmen who will be most influential in deciding its outcome discuss it with Mr. Moody.

**Trying To Top**

SHUFFLE bowling is added to sports attractions offered over WFIL-TV Philadelphia in new weekly series, Try the Champ, aired Monday, 9-9:30 p.m. Shuffle Bowling League has been holding elimination tournaments in area of nation for choosing players who will appear on show. Contestants who have won out as local champions will compete with one another. Show is sponsored by Shuffle Bowling League of America which hopes to place many of its "Shuffle-Alley" machines in local recreation centers.

**Network Honors City**

IN HONOR of 100th anniversary celebration of San Luis Obispo, Calif., two Don Lee network shows originated from that city. Shows were Frank Hemingway newscasts and Breakfast Gang. Don Lee executives, including Pat Campbell, vice president in charge of station relations, and Tony LaFaro, director of network operations, attended.

**States Spotlighted**

NEW half-hour weekly television show starting Feb. 22 on KNBH (TV) Hollywood spotlights different home state each week, with participating audience made up by former residents of the state. Also featured are guest stars from particular state. Bill Welsh is m.c.

**Panel of Sports**

**WEEKLY** half-hour evening sports program with leading Canadian sports columnists is aired by CFRB Toronto. Program features review and commentary on week's sports and has panel of five Toronto sports writers and guests with m.c. The Sports Writers Show is sponsored by a Toronto automobile agency.

**Bridge and Sports Added**

WEEKLY schedule of WORC (TV) Washington has added The Art of Sports and Ladies' New Bridge. First show, aired Thursday, 7:15-7:30 p.m., features Jim Simpson, sports director. Outstanding professional and semi-professional athletes exhibit their techniques before cameras. Second show is conducted by William Lyons, contract bridge expert, who uses point-count table and charts in demonstrating art of bridge. Show is heard in same time slot on Friday.

**WAZL SURVEY**

**School Listening Rated**

A COMPOSITION writing assignment for elementary school students gave WAZL Hazelton, Pa., an opportunity to determine pupils' listening preferences in that city. Some 180 pupils of the A.D. Thomas Memorial School's fourth, fifth and sixth grades were assigned by their language teacher, Miss Grace Kleckner, to write a composition on the subject, "I Received a Radio for Christmas." As part of the composition, the students were asked to name their favorite radio programs, rating them as "best," "good," and "bad." Hearing of this, WAZL asked Miss Kleckner for the papers and compiled the results. NBC's Baby Snooks program received the most votes for first choice by all three classes followed by MBS's Straight Arrow and Roy Rogers. As separate preferences, the fourth graders selected Baby Snooks, the fifth grade pupils Straight Arrows, and the sixth graders' votes were split for Baby Snooks, and NBC's Life of Riley. WAZL, which is affiliated with both NBC and Mutual, compiled results into a booklet for distribution.

**AFA CAMPAIGN**

**Tops Previous Drives**

THE THIRD Advertising Federation of America campaign to promote public understanding of advertising has topped all previous drives, according to Ralph Smith, executive vice president of Duane Jones Co., chairman of the committee in charge.

A new record also was set when radio stations took advantage of the transcription offer to order 715 platters. The campaign, opened Oct. 20, cooperated with other media to show how advertising reduces the cost of most consumer items.
New North Carolina fulltime 250 watt small market station seeking experienced fulltime sales. Salesman must be interested in station if proven satisfactory. Box 106E, BROADCASTING.

Salesman

Dominant radio station in primary market desires capable, energetic salesman with proven results record. Opportunity, salary and promotion. Box 987D, BROADCASTING.

Time salesman for 250 watt northeast area station in large market. Good commission. Box 338, BROADCASTING.

Salesman—married preferred. Have stability and desires to join a going operation. Salary now in ASW. Please send resume, photo, and background immediately. Reply to Box 149E, BROADCASTING.

Salesman—wanted to work in a small market area. Must have experience. Box 206E, BROADCASTING.

Television

Television program director for established midwest station. Must have experience in administration and production. Write Box 156E, BROADCASTING.

Situations Wanted

Manager

Station manager, 7 years commercial management experience, desires position in progressive independent station in Kansas college town. Must be experienced in all phases of management. Box 120E, BROADCASTING.

Anouncer

Announcer, to attract and hold morning Columbia audience. Send disc, picture, and biography. Box 786E, BROADCASTING.

Combination wanted. If you are strong on commercials and rating shows we would appreciate hearing from you. Include disc, picture and length of work. Box 191E, BROAD CASTING.

Announcer—wanted. Send resume with letter. Box 121E, BROADCASTING.

Announcer. Straight staff with interview and ad-lib ability. Control board operation. Prefer experience but will consider exceptional beginner with potential. Show your work. Please send contact information with letter. Box 191E, BROADCASTING.

Wanted—Announcer with first class license, accent on announcing. Starting salary $250 a week. Box 138E, BROADCASTING.

Unusual opportunity for topflight announcer. Requirements are high, but so is salary and promotional con-

Available for Blind number box. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to BROADCASTING. Box 109E, BROADCASTING.

HELP WANTED

Manager

New North Carolina fulltime 250 watt small market station seeking experienced fulltime manager. Salary plus attractive stock of blind box number. Interested in station if proven satisfactory. Box 106E, BROADCASTING.

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Available for Blind number box. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to BROADCASTING. Box 109E, BROADCASTING.
Situations Wanted (Cont'd)

Experienced news announcer and writer. Top references. Box 189E, BROADCASTING.

Staff announcer with best station and sponsor references, play-by-play, executions and station programs with successful progress over past five years, age 21 to 27. Will station going to TV. Box 190E, BROADCASTING.

Sports announcer with all phases and writing references, play-by-play and promotions. Box 191E, BROADCASTING.

Situations

Situations

Situations

independent.

Box 192E, BROADCASTING.

Future

independent.

Box 193E, BROADCASTING.

Experienced young woman, versatile, attracts deejay to learn all phases; will travel anywhere. Box 201E, BROADCASTING.

Journalism degree, good recommendations, presently employed. Box 202E, BROADCASTING.

Sports coordinator for baseball station with background. Married, college degree preferred. Box 204E, BROADCASTING.

Experienced sports announcer, news, and everything required of graduate. Box 206E, BROADCASTING.

experienced.

Experienced

Chief engineer seeking better boss. Will assume all responsibilities and problems in AM or FM including any directory. Has expert knowledge of all phases of broadcasting except production. Box 210E, BROADCASTING.

Chief or transmitter engineer, experienced, college degree. Box 211E, BROADCASTING.

Engineer

Engineer

Engineer

Engineer

I'm stymied, experienced in continuity, production, networks, production work, sound television, sound recording, 25 years experience. Box 233E, BROADCASTING.

Program director, writer, announcer, college graduate, 15 years experience in newsradio. Box 235E, BROADCASTING.

Responsible, versatile production executive with 10 years experience in TV and radio, TV and radio production. Box 236E, BROADCASTING.

Program director with 3 years experience in TV production. Box 237E, BROADCASTING.

Desires new challenge. A few possibilities: amateur radio, remote reporting, any others. Box 238E, BROADCASTING.

Additional

Box 240E, BROADCASTING.

Box 241E, BROADCASTING.

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Box 298E, BROADCASTING.

Box 299E, BROADCASTING.
WANTED

Equipment, etc.

New or used Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKNV-A, Box 136, Chicago, III.

WANTED—All studio and transmitter equipment required for 250 watt AM and 1 kw FM station. Rush all details and price. United Rept. Co., 301 E. Erie St., Chicago 11, Ill.

Help Wanted

Salesmen

ATTENTION EXPERIENCED SALES MEN

Leading Transcription Library Company has openings immediately for sales minded men with full radio station experience. Here’s a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at earliest time. Mail applications and full information to:

BOX 853D, BROADCASTING

Major Producer of Transcribed Shows Wants Salesman for Boston Area

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $50,000 per year. Ample drawing account against commissions furnished. Radio background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

Air salesman with power packed morning show idea needed immediately for leading big city, fulltime independent station. Need magnetic radio personality with consistent listener appeal, must have effective air selling skill like this fellow. Godfrey, only you know you can do better. This is your opportunity to hit the jackpot in radio. No other chance like it in any big city. Please, no bums or broken down yakity-yak men need apply. If you are good we will investigate to give you that chance of a lifetime. Send full details and photo plus audition disc.

BOX 206E, BROADCASTING

BROADCASTERS ATTENTION! FOR SALE

2 Lehigh Towers

325 feet high

Complete with lighting

Just painted

and a 5000-1000 watt TRANSMITTER

well known make complete with spare parts and tube presently in operation

19 hours daily

If you are getting on the air with a new station or increasing power, this set-up will enable you to keep within a limited budget.

Write Box 20E, BROADCASTING

SALES PROFESSIONAL MANAGER

AM and TV. Work directly with sales department. Midwest location. Metropolitan market. Salary $175 month start.

BOX 210E, BROADCASTING

Situation Wanted

Experienced continuity writer. Excellent references. Modest requirements. Can also announce. Box 140E, BROADCASTING.

Program director and wife experienced traffic and continuity. Hard workers. Box references. Box 185E, BROADCASTING.

Programming is my goal! Presently employed as announcer; news, music, street, audience participation, popular and classical music, remote. Write commercial copy. Strong on musical continuity. program formats. Handle one third of programming. Good knowledge of music and production. Operate console, 2 years college. Excellent references. Box 212E, BROADCASTING.

Program director, 31/2 years network and independent experience. Salable program ideas, top staff and special events experience. Wrote last year in package program production and sales. Desires return to station operation in any programming or announcing capacity that offers permanent opportunity for secure future. Audition, photo, complete information by contacting Box 214E, BROADCASTING.

Writer, some experience as staff announcer, writer, news, sales and on board. Experience gathering and pretotyping. Single, anywhere. Bill Biggs, 321 W. Vine St., Glendale 4, California.

Copywriters, trained in continuity, traffic, announcing and board work. $33.00 to $43.00 to start. Patternrich Schreiber, Ray, D A Oak St., C. Mo. Phone HA 0473.

Precision tape editing by network engineer. Ampex Brush machines, Phone President 2-2554, New York.

For Sale

13,404 sq. ft. lot Washington, D. C.—Connecticut Ave., vicinity. Will sell or exchange with network station. Box 207E, BROADCASTING.

Equipment, etc.

Collins 1 kw transmitter, excellent condition. 1 year component guarantee. FCC approval. $2900. Box 133E, BROADCASTING.

50 kw transmitter, RCA150G-B. Available about April 1. Modifications include factory built around all or complete voltage feedback and A.G.C. on all tube filaments. $7220 worth of operating and spare and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett Packard model 335B FM frequency and modulation monitor. New, midwest, south. Shipping price. Set up for 197.9 MC. Can be used on any frequency with proper crystal that can be obtained from H-P. Cost approximately $585.00. Write Box 155E, BROADCASTING.

Tape recorder. Will accept used tape or wire recorder in trade on brand new Magnecorder. Give full details of your equipment. Box 182E, BROADCASTING.

Complete 250 watt Western Electric transmitting installation in excellent condition. In 4th floor tower. Write: KOME, Tulsa, Oklahoma.

One Meissner AM and FM tuner. Model 992. Purchased locally new, just 3 months ago. Give us an offer. WMWM, P. O. Box 822, Meriden, Conn.


Wanted to Buy

Stations

Experienced broadcaster wants control or full ownership eastern or southern station. Good offer consideration. Box 106E, BROADCASTING.

Interested buying local; regional station. Eastern, Midwest. Supply price, confidential information—experienced broadcaster. Box 219E, BROADCASTING.
SLASH

FILM PRODUCTION COSTS

with the Fairchild PIC-SYNC* Tape Recorder

*Pic-Sync means "in sync" with picture camera regardless of tape stretch.

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You eliminate these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once ... check it ... erase the track ... retake the sound before the talent, the set and crew are disbandied.

Now Use 1/4" Tape For All Original Sound Tracks

Fairchild's development of the PIC-SYNC feature makes possible the use of 1/4" tape. Sprocket driven magnetic tape is costly.

- 1/4" tape costs 80% less than 16 mm magnetic tape.
- 1/4" tape requires 50% less storage space.
- 1/4" tape is easier to handle.
- 1/4" tape assures more intimate contact with the heads.
- 1/4" tape has more uniform coating—less amplitude flutter.
- 1/4" tape eliminates roughness of tone caused by sprocket drive.

Bulletin fully describes the new PIC-SYNC Tape Recorder. Send for your copy today.

TELEVISION
SAFETY SOUND TRACK RECORDING

CBS-TV saves $24.00 per hour by making safety sound tracks of television recordings with the Fairchild PIC-SYNC Tape Recorder.

Southwest Independent

$40,000.00

This 250 watt fulltime independent was established in 1948, equipped with Western Electric, new at the time of installation, sound-proof studios, two miles from heart of city, antenna on grounds making possible combination men and low operating cost. Only station in city where newspapers estimate population in excess 20,000.

Present owner involved in several other businesses and cannot devote much time to operation of station. Experienced owner with the knowledge should net $20,000.00 a year. Terms can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

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

134th ST. AND 7TH AVE.  
WHITESTONE, L. I., N. Y.

February 20, 1950 • Page 63
March 14 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 14 — The Federal Communications Commission announced today that it has granted a new license to WSTM, a new local television station, Channel 2, at St. Petersburg, Fla. The station, which is scheduled to begin operations in April, will carry the programs of the St. Petersburg Times. The station is owned by the Times, which also operates two radio stations in the area.

March 15 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 15 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 13, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 16 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 16 — The Federal Communications Commission announced today that it has granted a new license to KWT, a new local television station, Channel 17, at Portland, Ore. The station, which is scheduled to begin operations in April, will carry the programs of the Portland Tribune. The station is owned by the Tribune, which also operates two radio stations in the area.

March 17 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 17 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 18, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 18 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 18 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 19, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 19 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 19 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 20, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 20 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 20 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 21, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 21 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 21 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 22, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 22 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 22 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 23, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 23 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 23 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 24, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 24 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 24 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 25, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 25 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 25 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 26, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 26 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 26 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 27, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 27 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 27 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 28, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 28 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 28 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 29, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 29 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 29 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 30, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 30 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 30 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 31, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.

March 31 Decisions 

by the SECRETARY

WASHINGTON, D.C., March 31 — The Federal Communications Commission announced today that it has granted a new license to KWW, a new local television station, Channel 32, at Kansas City, Mo. The station, which is scheduled to begin operations in April, will carry the programs of the Kansas City Star. The station is owned by the Star, which also operates two radio stations in the area.
HIGH-POWER TRANSMITTING TUBES FOR AM

Big stations serving big areas know G-E triodes will keep them on the air effectively... dependably!

YOU have plenty at stake in the performance of your power tubes. On them, your station owners, advertisers, and listening public all rely in terms of signal volume and continuity. Play safe by choosing General Electric! Install superior tubes... as built by a foremost manufacturer, and backed by a responsibility that is alert to your needs and to the importance of your tube investment.

All commonly used types, such as those illustrated, are in the G-E line—many of them water-cooled or forced-air-cooled according to your requirements. Also, there are G-E modulator and driving-stage tubes; receiving types; rectifier tubes of all capacities for a-c to d-c conversion.

You can get all General Electric tubes for broadcasting from one source—your G-E tube distributor. He's near you, so in a position to give fast delivery. Moreover, his extensive and varied stock enables you to economize in respect to your own inventory of "spares."

Phone your distributor today! Learn how he can help you keep tube performance up, costs down. Also—ask him for your copy of the new booklet on increased tube life prepared by G-E engineers as an aid to radio-station operators. It's free! Electronics Department, General Electric Company, Schenectady 5, New York.

GENERAL ELECTRIC

GL-891-R and GL-892-R
10 kw power output typical operation, Class C Telegrap-phy. (The two tubes are similar except for the amplification factor, which is 8.5 for the GL-891-R, 50 for the GL-892-R.)

GL-9C22
65 kw power output typical operation, Class C Telegrap-phy.

GL-895-R
84 kw power output typical operation, Class C Telegrap-phy.
DeKalb.

[Image of a man]

From where I sit
by Joe Marsh

"Left-Handed Compliment"

See where a bank in Denver is putting in left-handed checkbooks. They figure their southpaw depositors deserve just as much consideration as the right-handers.

Time was when left-handed people had no right to exist at all. If a youngster even showed signs of using his left hand, his parents were supposed to break him of the habit—to force him to use his right!

But today most doctors will tell you that changing a child's natural left-handed tendency usually causes more harm than good. Stammering and other nervous disorders often get their start that way with children.

From where I sit, if a man wants to use his left hand—that's his business. It's not a good idea to make anyone do things our way, because we think it's right. Personally, I think a mellow glass of beer is the finest beverage on earth. If you happen to prefer a Coke—why, go to it! Only leave me the same freedom of choice, won't you?

Joe Marsh

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If you’re not using WOR-tv
in New York, you’re not
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in New York

* we mean, more specifically, you’re losing hundreds of thousands of viewers for very, very little cost!

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WOR-tv
at 1440 Broadway,
in New York
FCC HITS NBC SAT. PLAN
Says Network Rules Violate

FEBRUARY 20, 1950

Page 2 • TELECASTING

FCC HELD last week that NBC's arrangements for its forthcoming 21/2-hour Saturday night television series violate the Commission's Network Rules, and started handing out temporary licenses to affiliates which had agreed to take all or part of the show.

The Commission called upon NBC and 18 TV affiliates for sworn statements on the subject by next Friday, day before the series is slated to start. Meanwhile FCC set aside the license renewals granted to WPTZ Philadelphia and WMJ-TV Milwaukee last month and put them on temporary licenses instead. Spokesmen said the other affiliates involved do not yet have regular licenses or are not currently up for renewal.

Whether FCC will call hearings upon the license renewal applications of the network's owned stations and affiliates which had agreed to take the Saturday night show will be decided after their comments have been received and studied.

NBC Statement

NBC meanwhile released a statement saying it "has kept the Commission informed of its plan for Saturday night television and its efforts to take care of the viewing requirements of the smaller advertisers. We will proceed with our Saturday night program under whatever arrangements the Commission may deem appropriate."

It was learned on good authority that the network is prepared to revise its Saturday night arrangements—particularly the station arrangements—if necessary to stay within FCC regulations. Network attorneys were known to be studying the situation with a view to making modifications.

The network is determined, however, to present the variety type program, featuring Sid Caesar in New York and Jack Carter in Chicago, beginning Feb. 25 as scheduled.

FCC's action was disclosed Thursday in letters sent to NBC and the affiliates concerned.

It related to the second of two offers NBC had made to affiliates for 2 1/2 hours of time on Saturday (8-10:30 NYT) for a 13-week series [TELECASTING, Jan. 9, 30, Feb. 6]. The first offer was withdrawn after DuMont Network protested and asked FCC to investigate. Neither the first nor the second offer named the advertisers who would buy the time.

In its letter, FCC held:

- Since NBC did not cancel its first offer to affiliates until it made the second, stations which had accepted the initial offer had in effect given NBC an option and were not free to reject the period to accept any other program.

- Similarly, the second offer also secured an option for NBC, because stations which accepted it were bound while NBC was not until a "sufficient number of affiliates" had accepted.

- Since the series was to start Feb. 25, the "option"—or offer—"is in violation of Sec. 3,654 of the Commission's Rules and Regulations in that by its very term it can be exercised on less than 56 days' notice and is exclusive as against other networks."

The Commission found the arrangements "objectionable" for other reasons. Purchase of time for resale to unidentified advertisers, FCC said, "raises serious problems in light of the Commission's consistent policy against time brokerage arrangements which impair the maintenance of licensee responsibility."

FCC letter continued:

... In the second place, the order was for a segment of time to be used for programs which appear to have no inherent unity necessitating such a large block of time and which were to be sold to sponsors who apparently were not to know how long until after the stations solicited had committed the time to NBC for such sale.

The NBC requested a firm commitment but did not, as to itself, offer a firm commitment, inasmuch as the order was "subject to confirmation of acceptance by a sufficient number of affiliates to justify our proceeding," and compensation to the stations was to be computed as if each half hour were being sold at the station's half-hour rate.

When viewed together, these elements indicate that what is in fact created is an exclusive affiliation with NBC and an exclusive option for two and one-half hours of time (or such shorter period as the station may have accepted) to be resold by NBC to unidentified advertisers. This would have the effect, particularly in one-station cities, of removing competition for advertisers and stations insofar as such stations have accepted your offer.

The time is thus set aside for the exclusive use of the NBC, to be claimed by it at its discretion on less than 56 days' notice, and is effectively removed from the competitive field, since any potential advertisers who may desire to purchase for network or other programs, at the time of the stations which have been so committed (i.e., assigned to NBC, have no alternative but to deal with NBC only for such time.

It is apparent that, on these stations which have accepted the NBC offer, no other network would be able to compete with NBC to obtain suitable potential advertisers to sponsor programs of that other network on its particular time committed to NBC.

FCC acknowledged that NBC second offer "appears to have less restrictive competitive effect than the first because TV stations in one or two-station community areas are permitted, under the second offer, to accept it in whole or in part. Even so, FCC held, acceptance of the offer "creates an option in favor of the NBC as to the time of acceptance by such stations."

Television stations to which are addressed letters calling for sworn comments by Friday, described as having agreed to take all or part of the program:

WMCT Memphis, WISY-TV Syracuse, WPTZ Philadelphia, WTMJ Milwaukee, WBAL Baltimore, WOR New York, WGR Buffalo, WGR Sew York, WGR Richmond; WCV-UTica, WLWT Cincinnati, WLWT Dayton; WULSD Denver; WULW Columbus; WNCW-TV New Haven, WDEA Baltimore, WELTV Detroit; WBRZ-TV Boston; WSPD-TV Youngstown, WOAC-TV Providence, WLA TV Grand Rapids.

NBC owns and operates WNB New York, NBWB Washington, WNBK Cleveland, WNBQ Chicago.

Forecast: Continued 32°

NO END of the TV freeze is seen by FCC Chairman Wayne Coy before late summer, and he thinks it may be much, much longer—perhaps eternity, judging by his observations during House appropriations hearings (see story page 26). He was asked pointblank when the freeze would be lifted. After an off-the-record discussion he gave this reply: "We begin the hearings again on the 20th of February. I have no clear idea how long that is going to take. I do not see how we can possibly get out of the freeze before the latter part of the summer. I cannot say we will get out of it."

MONOPOLY IN TV?

Johnson Threatens Prob

THE THREAT of a Congressional investigation of alleged monopoly in television was held out by Sen. Ed C. Johnson (D-Col) last Thursday in a Senate speech hitting out at "the propaganda drive" to lift the TV freeze.

The radio-minded chairman of the Senate Interstate and Foreign Commerce Committee noted that there has been talk of a Congressional investigation of television generally and the freeze in particular. He said:

... If there is to be an investigation of television by Congress, let's have one which goes into monopoly controls and patent holding devices and restrictions. Nearly a year ago technical data came into our committee's hands which would provide an excellent basis for investigating television patent monopoly problems. Our committee may decide that the time has come to thoroughly explore what is going on, but when it does so, it will be an investigation to determine who is calling the shots, and why.

Sen. Johnson said the "campaign to lift the freeze is an artificial fog, spread by expert, high-powered propaganda artists aided and (Continued on Telecasting 13)

IN THIS TELECASTING...

FCC Hits NBC-TV Saturday Night Plan

Johnson Charges TV Monopoly, Threatens Probe

RMA Multi TV Issues at Chicago Meet

AT&T, WU File Revisions to Proposed Tariffs

LaVernia TV as the Color Problem

CTI Shows Color System to FCC

Cuf-US Urges Sales Push on Film

DEPARTMENTS

Film Report... 14 Telere... 11
 Relative Talk... 12
 Telestatus... 6
RMA MULLS TV ISSUES

MINEENCE of color television, ways to promote fast lifting of the FCC freeze and arguments against the proposed 10% excise tax on TV receivers, were 2 problems discussed by the board and National Committee members of the Radio Manufacturers Assn. at its quarterly meeting last week in Chicago.

Best turnout for any of the 10 meetings planned for the year, was recorded at the Thursday afternoon TV session, when Chairman Max F. Balcom of Sylvania Electrical Products Inc., reiterated the FCC freeze and pressed for a vote. RMA leaders presented a formal presentation against the proposed excise tax, which Treasury Secretary John W. Snyder hopes to levy for additional revenue, tomorrow (Tuesday) with the radio and TV and Means Committee. RMA will be represented by Washington Attorney Joseph Hayes, former congressman from Massachusetts, along with executives from a few TV-manufacturing firms.

The presentation is designed to show how such a tax would hurt a new industry and to protect it in the early stages. RMA will attempt to show that the tax will hit mainly low-income groups.

Drafting of a code of ethics for TV receiver advertising was reported on by Walter L. Stickell, sales manager, DuMont Receiver Div., as a head of a special committee, he is organizing recommendations on advertising standards after buyers' complaints regarding exaggerated claims and counter claims. Working for the industry to police itself, the committee is cooperating with Better Business Bureaus. When drawn, the code will be submitted to sales managers of set manufacturing firms next month in New York or Chicago.

A preliminary report on claims by some athletic groups that TV lowers gate receipts was presented by an investigating committee. It is collecting information to counteract these claims and will probably present its findings to the National Collegiate Athletic Assn., among others, at its next meeting in June.

Poll Results

An informal poll at the Thursday luncheon, asking for manufacturers' estimates on TV set production for 1950, exceeded any previous guess. Manufacturers predicted that 4 1/2 million sets would be made this year.

RMA President Raymond C. Cosgrove will appear before the FCC Feb. 27 as the second witness in hearings concerning lifting of the freeze. RMA is expected to take a strong stand in requesting the thaw, on the ground that technical problems now are solved in the main. RMA's stand on color TV is that it should be held back until it is proved compatible and of comparable quality with black and white.

Forty-two board members and eight other men on executive committees, representing almost as many production firms, took part in individual committee meetings Wednesday and Thursday. Among these committees, with their chairmen were: Sets, H. C. Bonfig, Zenith; parts, A. D. Pimondon Jr., Indiana Steel Products; Amplifier and sound equipment, A. G. Schirano, Stromberg-Carlson; finance, Leslie F. Muter, Muter Co. The concluding day, Friday, was to feature a board meeting from 10 a.m. until 3 p.m.

New appointees to the National TV Systems Committee, industry-wide group of technical experts preparing color standards and gathering technical data on the freeze were named by the chairman, Dr. W. G. Baker of General Electric. Their duties compare with those in 1941 of persons on a similar committee which was organized at the request of FCC to

AT&T WU RATES

BOTH American Telephone and Telegraph Co. and Western Union Telegraph Co. have filed revisions of radio relay facilities. FCC reported that it was requested to further amend its schedule by the Commission last December.

FCC directed AT&T to revise its proposal so as to provide network service where an outlet picks up programs off the air and feeds them to the AT&T relay. The revised tariff, to become effective March 1 as ordered by the Commission, presently does not allow such a situation. The telephone company will permit its intercity channels to be used as part of a TV network where some of the stations on that network re-broadcast programs which

service black and white TV in the same way.

To the National TV Systems Committee were:


E. E. Passow, producer, TV department, WMWR-TV, Baltimore; the National Broadcasting Co.; W.B. Smith, vice president, Philo Corp.; C. E. Elmer, executive, president, RCA; Raymond F. Guy, Television Broadcasters Assn.; Ralph Harmon, Westinghouse Electric Corp.; J. E. Brown; Zenith Radio Corp.; A. G. Jenkins, vice chairman, Bell Telephone; Dr. E. Dickson is chairman, assisted by Mrs. Fink, vice chairman; Mr. Smith, vice chairman, and Mrs. Martha Kinzie of General Electric as secretary.

File TV Tariff Revision

Question in Hearing

The question of whether or not to allow physical interconnection of AT&T and WU channels is now in hearing, begun last month and to be resumed March 6 [Broadcasting, Jan. 30]. AT&T opposes such interconnection. WU would allow it, according to its pending tariff proposal. Also pending is FCC's overall hearing on reasonableness of charges of the Bell System and WU for TV transmission facilities. No date has been set for the resumption of this proceeding.

The Commission indicated it expected AT&T to file the new revision promptly. FCC in addition asked AT&T to file and advise the Commission concerning further revision of the tariff schedule to provide for interconnection with broadcasters' intercity TV radio relay channels at appropriate points other than at studios on TV broadcasting transmitters.

EMPIRE TOWER

WPIX(TV) Contracts for Use

AGREEMENT enabling WPIX (TV) New York, Daily News outlet, to transmit its signals from the world's tallest structure, the Empire State Bldg., was reached in a contract signed last Thursday by F. M. Flynn, president of WPIX, and Gen. Hugh A. Drum, president of Empire State Insurance Co.

The independent TV station became the third video outlet to arrange for transmission from the multiple-use TV tower, scheduled to be installed atop the building this month. NBC's WNBC-TV and ABC's WJZ-TV already have signed similar contracts (Telecasting, Jan. 30).

WABD (TV), DuMont outlet, also is expected to follow suit. Until the 199-foot tower is completed, WPIX will continue to transmit at full power from its antenna atop the Daily News Bldg. at 220 E. 42nd St.

Arrangements also were made to house the WPIX transmitter and additional high power amplifiers, and to provide space for WPIX facilities to color television when approved by FCC. WPIX will install all new equipment in the Empire State Bldg.

WPIX was represented in the negotiations by the law firm of Townley, Updike & Carter; Empire State Inc. by Cadwalader, Wickersham & Taft.

These officials of the Belmont Radio Co. and the Crosley Broadcasting Corp.'s video stations meet to discuss the wrestling matches which originate in the WLWD (TV) Dayton studios. L to r, James Leonard, WLWC (TV) Columbus; Pete Lasker, WLWD; Robert Brown, Belmont Radio Co.; John Murphy, WLWT (TV) Cincinnati; Alfred Henry, Belmont Radio Co., and William Guenther, Reiser-Guenther Advertising Agency. Sponsered by Graybar Electric Co., distributor, in cooperation with the Belmont Radio Co., the wrestling matches are a regular feature of the three stations' Saturday schedule.

February 20, 1950
A Non-Network Station in Los Angeles Passes
The Competitive Test With Flying Colors

An independent TV station is not news, but an independent TV station which ranks so high in a seven station market is decisively newsworthy. The station: KTLA (TV) Hollywood, owned and operated by Paramount Television Productions Inc.

KTLA became the first Los Angeles commercial television station, Jan. 22, 1947, with the fanfare which befits an enterprise of Tumey Motors (Ford dealer).

While the Hopes, Colonnas and other "names" dominated the opening night's proceedings, they have not been used since to spark the station to its enviable audience acceptance. In fact, the "why" of KTLA's success has been a matter of considerable trade conjecture.

The question naturally arises: How does KTLA hold its position in the face of the strong competition? Opinions vary. The most obvious factor is the station's operation every day and the fact that it has been doing so for some time, thereby becoming a habit.

But that is not a completely satisfactory answer, say some observers. The station is most active in "remotes." This is believed to add some strength to its programming schedule. Other observers do not attempt to define it too finely but attribute considerable of the success to the driving force of Klaus Landsberg, West Coast director of Paramount Television Productions and general manager of KTLA.

Still others feel that one reason for the station's widespread acceptance springs from the fact that it gets on the air usually before its competition and usually remains on longer than most of its rivals.

Additionally, it is felt that once a viewer knows that he can find a station telecasting most any time he turns his set on, he soon builds the habit.

While all manner of diagnosis might be undertaken, it is difficult to attribute the phenomenon to any one factor. The likelihood is strong that those covered, plus still others all combine to produce the result.


Since there is little doubt that Mr. Landsberg has contributed much to the success of the operation, it is well to examine his background for further clues. But there is one thing that his background won't explain and that's an average work-day of 14 hours with a short average Sunday of "only six hours." He is unable to explain the source of his energy except that his father "worked harder." Even in the face of this draining schedule, Mr. Landsberg reports "no ulcers or other disorders."

Active in radio since 1926, he has been in television since 1935, having started in Europe. While there, he also was active in several theatrical groups; scholastically he holds several degrees from European universities. In this country he has been associated with Farnsworth television in Philadelphia; NBC's television division in New York and DuMont, also in the latter city.

Since 1941, he has served as managing director of Paramount's television on the West Coast, first putting the station on in September 1942, known as WEZY. And his efforts have not gone unrewarded. In 1944, the Television Broadcasters Assn. award went to him for adaptation of motion picture technique to television. In 1945 he won the American Television Society award for continued excellence in television production.

TBA again cited him in 1946 with the gold medal award for public service. In 1948, his station received the outstanding achievement award from the Academy of Television Arts & Sciences, and on Jan. 27, 1950, the academy selected KTLA as "the outstanding television station in Los Angeles in 1949." In the same group of awards, the station received an EMMY for its Time for Beany, cited as the "most outstanding children's program of 1949." Honorable mention was received in the public service and sports coverage categories.

Aside from the obvious duties which absorb the time of a management executive, one is liable to find Mr. Landsberg at the site of almost any remote. Psychologists might be inclined to relate this to the impulse of following the fire engines, but to Mr. Landsberg it's fun.

And once on the scene, he is very likely producing the remote. When there are remotes on two successive nights, he usually has the second one handled by either Charles Theodore, operations supervisor, or John Silva, remote operations supervisor.

Through Mr. Landsberg's influence...
Proud of his over-all program operation, he prefers to point to the success of some of the locally built programs which have attained widespread popularity. Among them are:

Time For Beany—The five weekly, 15-minute puppet show has attained a local acceptance which keeps it in a nips-and-tucks rating race with Kukla, Fran & Ollie. Strip is sponsored by Tea Time Candies. This show also is available to other stations via Paramount Video Transmission and is seen in New York, San Francisco, San Antonio, San Diego, Chicago, Cleveland, Dallas and other cities.

Meet Me In Hollywood—This once weekly, hour-long man-on-the-street format is done from the corner of Hollywood Blvd. and Vine St. Two interviewers are used to interview people and "names" are occasionally injected.

Boxing—Weekly bouts are telecast from an arena which features amateur boxers exclusively. More than a year ago when KTLA was then telecasting professionals from another arena the station found that boxing managers feared a threat to the gate. Since shifting to the amateur arena, station is well-liked by the promoter with increasing his attendance 300%. Sponsorship is shared by Emerson Radio Corp. and McMahan Furniture Stores.

Hollywood Opportunity—Programming is essentially a talent contest type of show. However it is differentiated from the strictly amateur category by the fact that most of the entertainers have earned money, but are little known. The program is sponsored by Olimpic Television and Park Camera.

Handy Hints—This is a five weekly, participation featuring a man and woman team in sell and demonstration format for a variety of products. This started originally as a once-weekly program and commercial business has aided its growth to its present across-the-board status.

Hopalong Cassidy—While this is now a popular feature in many markets, it is significant to note that the series has been running on KTLA for more than 18 months. It is currently sponsored by Barbara Ann Bread.

Spade Cooley's Western Varieties—Weekly hour format featuring the well-known western performer from a Los Angeles area ballet attended by devotees of western music and acts. Program is sponsored by Central Chevrolet, Los Angeles dealer.

These are typical of the station's programming which has been averaging approximately 42 hours weekly on the basis of five hours per day Monday through Saturday and 12 hours on Sunday. Starting Dec. 4, 1949, the station extended its Sunday operation back into the daytime, adding Jalopy Derby and Bandstand Revue. Both are remote.

The former are auto races between jalopies rather than middlets or conventional racing cars. The show is backed by several local Chevrolet dealers. This program had been on the station earlier and placed in the top 10 highest rated programs for Los Angeles. The mail volume which followed its being dropped was higher than while the program had been on, according to Mr. Landsberg. It was on this program that the station introduced Los Angeles television to the Video Reflectar, the lensless lens for long distance work developed by Dr. Frank Back, creator of the Zoomar lens.

Bandstand Revue is an hour remote from the Aragon Ballroom in Santa Monica, featuring "name" bands and four acts in an over-all variety format. This program is sponsored by Central Chevrolet.

Just as natural as program excellence is commercial success. Starting in January 1947, the station had a total of five advertisers. One year later the station had managed to boost its total for the same month to 24 advertisers. By January 1949 the station's sponsors had grown to 46 and there are now about 85 advertisers using KTLA's facilities. An index to the ratio of sponsored time may be seen in the week of Nov. 14 when 25 of the 26 hours telecast were sponsored. In the last week of January KTLA signed six major shows for sponsorship.

Heading up the station's sales operation is Harry Maynard, formerly assistant office manager of BBDO, Hollywood. Earlier in his career he had been a motion picture actor, assistant director of films, publicity and public relations practitioner. All this in addition to serving in both World War I and II.

Among the success stories of selling via television and KTLA are:

As part of a special one hour telecast from the Broadway Department Store in Hollywood, there was the rough equivalent of a participation, demonstrating an item known as Toast-Tite. Not advertised elsewhere, this led to a sale of 600 items within four days and better than 1,000 sales of the item within a week.

Two announcements, inviting Hopalong Cassidy viewers to join the Troopers and get their copies of the Trooper News, produced 10,000 replies in the first three days and more than 30,000 within two weeks.

An auctioneer named Lewis S. Hart decided to try television to stimulate traffic for his sales. Thus he purchased several remote telecasts from his auction store. According to Mr. Hart, one man dropped in following one of these telecasts, which are not done on a regular basis, and bought more than $2,000 worth of merchandise. He advised the proprietor that he learned of the establishment via KTLA. All told, Mr. Hart reports that his television expenditures have cost him nothing, merely on the basis

(Continued on Telecasting 9)
THE LONE RANGER is wearing a new mask—a polaroid one which filters out excessive light and exercises youngsters' eyes as they are entertained. This novel eye treatment was developed by a Chicago optometrist, Dr. Carl Shepard, after he complained that his children were squinting and developing eye tics while watching television.

"TV is not injurious to anybody," claims Dr. Shepard, who appeared on a special telecast and discussed video at the 42nd annual convention of the Illinois Optometric Society in Chicago last week. Principal reason why people have discomfort in viewing is that it is a new skill to which they must adjust. "Watching TV is as much of a seeing skill as reading, and, in all things new, it is necessary to relax."

Dr. Shepard pointed out that squinting comes from the tension which children watch their favorites. Eyes must be properly adjusted and focused without tension, he said.

The distance at which persons view a set is normally the distance at which they look ahead while walking. The difference, however, is that eyes are fixed while viewing TV and in constant motion while walking. The camera brings the action to the viewer, and this means that even more new viewing skills must be acquired, the optometrist said.

**Training Medium**

In a closed circuit telecast after a special demonstration on WGN-TV, Chicago, Dr. Shepard pointed out the use of video as a visual training medium. He showed how polaroid filters of different composition can be placed in spectators on the viewer for corrective treatment, and correlated with the polaroid filter over the TV screen. Any part of the picture can thus be blocked out for either eye, and a formula can be devised so that both eyes must be in continual use for the picture to be seen. This corrects a child using only or mainly one eye.

Children frequently sit too near the screen, "because the figures are small and doll-like and they want to hold them," the speaker said. Also, youngsters start squinting because of their great desire to see what is happening and their concentration on the screen.

Dr. Shepard, technical editor of *Optometric Weekly* for which he made and published an extensive study of vision in television, and consultant on TV problems to the American Optometric Society, conducted a TV demonstration during the live telecast. Using 4, 6, and 8- and 9-year-old children, a pair of twins, two adult women and an 81-year-old man, he demonstrated the differences in viewing for age groups. Children invariably hug the television set, a nearsighted youngster lets his attention wander and isn't bothered that he can't see, but an adult nearsighted woman immediately reaches for eyeglasses. The 81-year-old man found he benefited by standing well back from the screen, and the doctor recommended for him a slight lens correction.

"Television is a guest in the house, and, like any other guest, should be placed comfortably and strategically in a well-lighted corner, the doctor concluded."

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**Weekly Television Summary**

Based on Feb. 20, 1950, TELECASTING SURVEY

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**Advertor Offers New Services**

**EXPANDING its field of activity Advertorex Research, New Bruns-
wick, N. J., now is offering studies on product usage in television homes and the amount of effectiveness of television programs’ advertising.**

The reports are available on a subscription basis to advertisers, agencies and stations and the plan is based on two test studies conducted by the firm last year. In formation is gathered from television homes in New York, New Jersey or Philadelphia video areas. The service also is available for Baltimore, Boston and Washington at slight additional cost, according to Richard Bruskin, television director of Advertorex.

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**Videoreport For February**

**FEBRUARY Videoreport covering first week of this month, reported the top 10 programs as follows:**

- **Baltimore**
  - Texaco Star Theatre 72.8
  - Toast of the Town 58.4
  - Stop the Music 57.8
  - Lone Ranger 54.7
  - Godfrey and Friends 54.2
  - Kraft TV Theatre 52.0
  - Big Story 43.9
  - Philco TV Playhouse 43.3
  - Suspense 43.1
  - TV Playground 41.7

- **Chicago**
  - Texaco Star Theatre 64.9
  - Godfrey and Friends 60.0
  - Kraft TV Theatre 60.5
  - Toast of the Town 56.6
  - Super Circus 46.2
  - Hapalong Cassidy (WBNQ) 46.2
  - Talent Scouts 42.0
  - Courtesy TV Theatre 42.2
  - Garroway at Large 39.4
  - Old Gold Amendment Hour 39.0

- **Atlanta**
  - Texaco Star Theatre 65.6
  - Godfrey and Friends 47.6
  - Stop the Music 45.9
  - Lone Ranger 45.6
  - Cavalcade of Stars 43.4
  - Camel News Caravan* 43.0

*Continued on Telecasting 18*
BALTIMORE Leads the Nation

41.3% of the average 6-10:00 P.M. Baltimore broadcast (radio and television) audience now watches TV*

See C. E. Hooper, Inc., "TV Station Audience Index" Nov.-Dec.

WMAR-TV Leads in BALTIMORE

WMAR-TV (One of 3 TV Stations in Baltimore)
ATTRACTION
44.6%

Of the Total TV Audience
6:00 P.M. to 10:30 P.M.
NOV.-DEC., 1949

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

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
BASKETBALL ON TV

Lifting of U. of Washington Ban Is Seen

TELECASTING of U. of Washington basketball games by KING-TV Seattle, originally cancelled by the school, seemed a virtual certainty last week if the Feb. 17-18 games were a sellout. University officials had banned telecasting of the games, blaming TV for poor attendance [TELECASTING, Jan. 9].

Cancellation of the telecasts had stirred a storm of complaints and comments in the Northwest. The head of the state's basketball team, which was scheduled to be played by the University of Washington president, Stuart Carter, general manager of Harper-Meghee, Seattle RCA distributor, told a Washington State Press Club luncheon that more significant factors than TV were to blame for the decline in attendance.

The Seattle Post-Intelligencer, meanwhile, conducted a survey among 2,000 fans. Results of the poll showed that 98.9% favor telecasting the games, 96.7% said they would attend more games if telecast and 54.3% said they would be willing to pay part of the telecasting costs.

Contributing Factors

In his luncheon address, Mr. Carter said that factors to blame for the drop in attendance included a ticket price increase, description of the team as green, as well as unusually snowy weather for the season. He asserted that TV build interest, therefore helping to in crease, rather than diminish, attendance.

Commenting on the university's position, President Allen said that impact of television on the attendance at athletic events presents a difficult problem to all universities. He pointed out that basketball is the only two sports in the school's whole athletic program that carry their own weight financially.

GEIGER SUES

Claims Script Used by P&G

CLAIMING that one of his radio stories had been used under another name on the Procter & Gamble Fireside Theatre on NBC television last year, Milton Geiger, radio writer, last Tuesday filed suit for $100,000 damages for copyright infringement in U. S. District Court, Los Angeles. He seeks damages from NBC, Procter & Gamble, General Television Enterprises, Ace Pictures, Compton Adv. (agency for P & G) and Oliver Crawford, writer of the disputed television show.

Mr. Geiger through his attorneys, Harold A. Fendler, Robert W. Lerner, and Aubrey I. Finn, claims that the TV show "Another Road," produced by General Television Enterprises, was taken from his radio script "In the Fog," which has been broadcast several times in the past ten years.

Also being sought in the suit is an additional $10,000 for attorney's fees; an injunction against further use of the TV film, and destruction of all positive and negative prints of the film.

'Beany' Success

SUCCESS OF TIME for Beany children's television show on KTLA (TV) Hollywood was revealed recently when the sponsor, Budget Pack, offered a silver plastic train for 50c plus a Budget Pack wrapper to its juvenile listeners. Over $42,000 was received from 84,000 children in the 10 weeks of the promotion, starting reports. Ted H. Factor, Los Angeles, handles the account.

NABCASTING • Page 74
Telefile

(Continued from Telecasting 5)

of business he can directly attribute to the medium.

During telecasts from a home show, two spots of three and five minutes, respectively, sold $16,825 worth of waterproof coating. No other ad-
worn has been used. Any purchase attributed to TV could not be discredited in any way.

As a result of several spots, the Group Engineering Co. sold $56,000 worth of electric motors costing $10 each.

Another short spot seeking to sell a toy car priced at $6.55 produced slightly more than 900 sales. Some items were bought to help a mobile to disclose his identity, has averaged 10 new and used car sales per week for five weeks, directly attributable to TV.

Another automotive venture, involving several dealers who sponsor a program jointly, has produced 15-20 new cars per week among them.

The KTLA rate card applicable to the growing Los Angeles set circulation of 251,042 (as of Dec. 1, 1949, when rate card No. 3 was issued) covers Class A (7-11 p.m., Mon. through Sat. and Sun., noon to 11 p.m.), Class B (5-7 p.m., Mon. through Sat.), Class C (all other times, day and night, except periods reserved for coverage of outstanding special events).

Basic rates, not including live studio or film, are as follows: Class A—one hour, $300; 45 minutes, $240; 30 minutes, $180; 15 minutes, $120; 10 minutes, $105; five minutes, $75; one minute, $60. Class B—one hour, $165; 45 minutes, $120; 30 minutes, $95; 15 minutes, $65; 10 minutes, $60; five

WSYR-TV PLANS

Formal Dedication March 5

WSYR-TV Syracuse will be formally dedicated on Sunday, March 5, according to Harry C. Wilder, president. Operating on Channel 5 (76-82 mc) with test patterns since Feb. 10, the new station announced it has received reports of excel-

SALES CAN Multiply Rapidly Too!

HERE'S THE GREATEST COMBINATION OF SALES IMPRESSIONS IN THE HISTORY OF CINCINNATI!

No One Else Can Give You....

* LISTENERS
* VIEWERS
* RIDERS
* READERS

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

More Than 2 Million Impressions Daily!

Radio Cincinnati, Inc.—Affiliated with The Cincinnati Times-Star

The Katz Agency — WKRC (om and tv)
Transit Radio Inc. — WCTS-fm.

WKRC WKRC-TV WCTS-FM

Page 75 • Broadcasting February 20, 1950

The station has two studios—measuring 35 by 50 feet and another 25 by 35 feet. It also has two complete remote units and Multiscopes. Additionally, the station has kinescope equipment which is used to record programs for other stations in the country which have contracted with Paramount for the service. All told, according to Mr. Landsberg, KTLA has more Hollywood ori-
ginated programs being seen else-
where in the country than is pro-
vided by any of the networks from Hollywood.

Heading up program activities for KTLA is J. Gordon Wright, production coordinator, who has been with the station since the fall of 1944 when it was known as W6XYZ. Earlier he had been with WNBT (TV) New York in addi-
tion to a background as industrial film writer, reporter, publicist and market researcher. Gordon Minter is program director.
The Color Problem

By ERNEST B. LOVEMAN
Vice President and General Manager
Philo Television Broadcasting Corp.
(WPTZ) (TV) Philadelphia

SEVERAL of us here at WPTZ believe that the predicament of a television broadcaster, if faced with the problem of adding color television on a non-compatible basis, has not yet been clearly explained either to the broadcasters themselves or to the FCC.

Let us examine, for instance, the problem of a typical television station, supposing that non-compatible standards for color television were to be adopted. If the broadcaster chooses to start telecasting color using his present channel allocation, then he must broadcast the color programs at a time that does not conflict with his present black-and-white schedule. Otherwise he will reduce his black-and-white service. Obviously, this is because the broadcaster starts color telecasting with an audience of practically zero—no receivers that can pick up the new color telecasts in either color or black-and-white.

Then the next step is, according to suggestions in testimony at the color hearing, to pick up the new color telecasts on a sustaining basis unless some rather improbable “angels” were found. Money spent for these sustaining color programs must come from the telecaster’s operating budget, normally. If he is operating at a loss on a small margin of profit, he cannot afford the further expense of sustaining color without cutting down on his budget for his present black-and-white programs. This would essentially prevent color telecasts which practically no one can watch, at the same time reducing his present service, which is his only source of revenue and is of value to the public.

In brief, the first objection from the standpoint of the broadcaster is reduction of present black-and-white program service, if the station should add non-compatible color.

Non-Compatible Problem

A second major difficulty is that with dual standards, or non-compatible color, the total audience for color would increase much more slowly than with a compatible system. Continuing our example of the typical broadcaster who has added non-compatible color, he can only afford to present a few sustaining programs in color at off hours. These are evidently the times when the potential audience is small, or they would now be used commercially. Hence with only these few off-hour programs available, there would be little incentive for the average person to make the costly investment in a new color television receiver.

Like the majority of both technical and lay individuals who are interested in color television, I firmly believe that very few people would buy a color converter for home use. Technical, esthetic and historical evidence on this point is overwhelming. People don’t buy converters. Hence when color comes, the public will buy it if they can afford it. The broadcasters among the public pay a premium price for those first color receivers of the future, although color are eventually there will undoubtedly seem to be many millions of customers.

However, looking at the suggestions about non-compatible color, the audience for color television would grow much more slowly than with non-compatible color for another reason. A broadcaster operating on compatible standards automatically retains his entire present audience. Thus he can put his color service on a commercial basis immediately. A good case in point is the NBC telecast of Kokla, Fran & Ollie on Monday, Oct. 10, at 7 p.m. from Washington, D. C., wherein thousands of network viewers did not realize that the program was telecast in color.

The third basic objection to non-compatible color from the television broadcast viewpoint develops logically from the first two points above. This third difficulty is that, with non-compatible color, the total television audience would increase at a much slower rate than any present estimates, based on present growth trends, indicate.

Effects Set Buying

At present, the controversy over color has had little effect on the sale of black-and-white receivers. However, we do know that some people are even now using color as an excuse for not buying a set now. If non-compatible standards for color were established, there would be a great many more people who would immediately defer the purchase of a receiver. Many thousands of present set owners, when they realized what non-compatibility means to them, would add fuel to this fire because of their disillusionment.

It would appear that the television industry had broken faith with them. Most set owners would blame the industry rather than the government, since the industry sold them their receivers.

Since television broadcasters base their hopes for eventual profitable operation on the steady growth of their audience, the adoption of non-compatible color would be a barrier across the path which telecasters have been climbing so painfully. It is quite possible that some television broadcasters, who have already suffered severe financial losses and who have not have much additional capital upon which to draw, might get disgusted with the entire outlook and throw in the sponge.

Basically, these arguments apply to a great extent even with a program of dual-channel operation such as was proposed by Philco as an “out” if non-compatible color must be adopted. If a station is offered a second channel in the upper UHF band for non-compatible color, presumably it will be used, when possible equipment is developed, to duplicate its programs in color or black-and-white. However, this could only be done at approximately twice the cost in station investment and operation without increasing the size of the audience.

This dual-channel operation might seem to be a great advantage, but would still be very expensive until the audience for color reaches sizable proportions. And this large expense for duplicating color equipment, operation and maintenance must be met, it would appear, only by reducing black-and-white programming and thus depriving the public of service it now gets.

Thus, from the TV broadcaster’s point of view as well as that of all leading manufacturers, distributors, and dealers, it would seem that a compatible system of color television would seem to be the only logical kind to adopt.

TV Organization

L. A. Outlets Form Group

REPORTEDLY dissatisfied with the operation of the Academy of Television Arts and Sciences, the seven Los Angeles TV stations have formed an organization this signed as “a collective effort for the benefit and advance of Hollywood television.”

Meeting a fortnight ago, management representatives also agreed that there should be an overall organization limited in its membership only to those actively engaged in the television broadcasting industry. At a subsequent meeting last Thursday, membership standards were formulated.

Visual Sales Pitch

WCPO-TV’s Lewis Clicks With Pen and Ink

AN ARTIST and performer at WCPO-TV Cincinnati has added a dash of salesmanship to make sales history for the station and for his sponsor, the Hay Construction Co.

WCPO-TV credits Al Lewis, accordionist, m.c. and artist, with developing a new visual technique and tailoring it for the video screen. The staffer’s brainchild is showing drawings he has sketched of various home styles available from the Hay Co. of Fort Thomas, Ky.

The station reports that in two days following the first telecast on Feb. 3, the firm sold five of its $10,000 new homes.

Series of commercials which are interspersed throughout the variety show aired Friday from 11:30 p.m. to midnight, display the floor plan, the exterior and then the finished and furnished interior of each home. Photo slides are used to show the home’s exterior and also shots are viewed of the furnished interior.

Primer of the technique is the camera closeup of each drawing as Mr. Lewis makes his sales pitch. Momentum is given by the selection from Mr. Lewis’ accordion and the vocal selections of a girl singer and a quartette.

A Broadcaster’s View
COLOR TELEVISION Inc., San Francisco, will demonstrate its one-tube all-electronic color TV system this morning (Monday) for the FCC. Demonstration will be held at 10 a.m. in the Congressional Room of the Hotel Statler, Washington.

CTI's laboratory was dismantled and hauled across the country to the Statler where it was being re-assembled last week in preparation for the demonstration. A half-dozen Statler rooms have been converted into a laboratory, with microwave relay mounted atop the hotel to beam signals to the WMAL-TV Washington transmitter.

The first eastern exhibition of CTI's system will include a half-dozen RCA projection sets, adapted to receive the company's images. Arthur S. Matthews, CTI president, and George E. Sleeper Jr., inventor and vice president, are directing the demonstration. They claim the system is entirely compatible and declare a direct-view tube is "foreseeable in the future."

Use Conventional Camera

CTI uses a conventional image orthicon camera, adapted to insert a dichroic lens assembly between the camera lens and the kinescope. The camera tube shows three images, side by side, each one in black-and-white after having passed through the three-element dichroic lens. These images are about two inches in size.

The three-image frame is transmitted normally via a black-and-white transmitter, using a special studio switching assembly.

The projection receiving set is modified to use a seven-inch picture tube which has separate red, green and blue phosphor sections. This tube replaces the normal picture tube in the projection sets. The regular projection system is removed and in its place CTI uses three small projection lenses, each mounted above one of the three two-inch images that appear simultaneously on the face of the tube.

These adjustable lenses throw three pictures that converge on the 11 x 14 screen, with the colors supplied by the three different phosphor sections on the receiving tube face. Registration is simple, CTI officials claim, and color smear or carryover is described as "impossible."

Comparative demonstrations of CTI, RCA and CBS color systems are scheduled Thursday at the FCC's Laurel, Md., laboratory, some 38 miles northeast of Washington.

WNAB (TV) Washington, NBC's station, will transmit RCA's pictures and WOIC (TV) Washington will transmit the CBS programs.

The Thursday demonstrations will climax some six months of color excitement in Washington. Since October the FCC has been probing the whole color problem in connection with its overall television allocation review.

HEART of Color Television Inc. system to be shown to FCC today is this three-phosphor receiver tube, mounted on laboratory lathe. Working on tube is George E. Sleeper Jr., San Francisco inventor of system.

DuMONT TOUR

Teletcruiser in Southeast

TO GIVE THE public a better insight into the way television operates, Allen B. DuMont labs has sent its teletcruiser, mobile TV studio, on a 22-city tour of the Southeast, which started Feb. 16 in Baltimore.

Containing more than $100,000 worth of equipment, including a triple image orthicon camera, the teletcruiser in essence duplicates actual studio operating conditions.

Plan of the tour calls for the teletcruiser to park in central locations where onlookers will be telecast over a closed circuit system. The camera pickups also will be reproduced on two DuMont receivers placed near the truck.

The teletcruiser's itinerary is:

February 16-20, Baltimore; 21-25, Washington; 27, Richmond; 28, Norfolk; March 1, Norfolk; 2, Portsmouth; 3, Raleigh; 4, Greensboro; 6, Winston-Salem; 7-8, Charlotte; 9-13, Atlanta; 14, Birmingham; 15, Montgomery; 16, Mobile; 17-20, New Orleans; 21, Baton Rouge; 22, Jackson, Miss.; 23, Memphis; 24, Nashville; 27, Huntington. W.Va.; 28, Charleston, W. Va.; 29, Youngstown; 30, Pittsburgh.

NBC APPOINTS

4 Named in TV Ad Unit

FOUR appointments in NBC's television network advertising and promotion unit were announced last week by James Nelson, director.

Ray O'Connell has been named manager of audience promotion, Fred Veit, art director, and Frank McDonald, copy writer. All were formerly in the radio advertising department. John Fuller, former advertising manager of Little Brown & Co. and Hle-Damroth Inc., has joined the television promotion unit to write package program promotion.

WAVE-TV Louisville starts programming seven nights weekly.

Page 77 • BROADCASTING
TALENT RACKETS

COMPLAINTS against some 50 to 75 Hollywood "talent racketeers" posing as legitimate television or film producers were being issued, according to an announcement last week by Los Angeles Assistant City Attorney, Don Redwine. Action, following a resolution, taken at a meeting held last week by the Motion Picture Industry Council, seeks to obtain convictions against such violators under present laws, and to attempt to get further legislation if existing laws are not strong enough to eliminate the racketeering.

Attending the meeting, which was called to organize a campaign against such "phoney" firms which have been extracting almost $20,000 weekly from victims, were television and radio executives, city and state officials, representatives of business organizations and Screen Actors Guild.

Further investigation of the racket has been requested of Ernest Tolin, Acting U. S. Attorney in Los Angeles by California Senator Downey.

So-called "talent agencies" have been collecting from $50 to $200 per victim, holding out the lure of the possible acting careers in television or movies by pretending to make legitimate television or film productions, it is reported.

SMALL-BUDGET TV

D. C. Adwomen Hear Sargent

METHODS of staging a small-budget television campaign in a group of cities were described by Clement D. Sargent, vice president of Phillip, Brander, Sargent, New York, speaking at the Wednesday luncheon of the Women's Advertising Club of Washington. FCC Comm. Frieda B. Henry was guest of honor.

Using a hypothetical Cake-Make campaign, Mr. Sargent outlined step-by-step a one-minute film series placed on 12 stations, including a test market. He described time availability as one of the most serious problems.

Many TV failures, Mr. Sargent said, are due to a lack of understanding of the medium itself. He pointed to the need for coordination of all steps in the hypothetical campaign, which had a $50,000 budget, and cautioned that TV should not be treated as an advertising steeplechase.

1950 February 20 1950

Call
 agar & Peter

Long-Range TV Schedule

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

Reel Takes

LARS CALONIUS

LARS CALONIUS formed Archer Productions Inc., New York, about one year ago but in that short time the firm of which he is president has produced over 40 television film commercials.

It is a record more imposing than the arithmetic of the effort would indicate. Many of the commercials have contained some of the trickiest animation to be seen in video—Chevrolet, Blatz Beer and Pepsi-Cola commercial sequences.

In fact, after viewing them, it is little surprise to learn that Mr. Calonius was one of Walt Disney's chief animators on such hits as "Pinnochio," "Bambi," and "Ichabod and Mr. Toad." All his staff animators also are former Disney people.

Mr. Calonius himself could make his wants known in English via a drawing board long before he could read, write or speak a word of the language. Born in Helsingfors, Finland, in 1916 of Swedish and Norwegian parents, he came to this country in 1934. He has since added flawless English to all the Scandinavian tongues he speaks.

While attending art school in Stockholm, he also he met Anna Smith, then chief cartoonist for the Hearst papers. Mr. Smith thought the tall, slender, blue-eyed, blond boy had considerable talent and arranged for him to go to the Disney Studios in Hollywood. In no time at all, Lars Calonius found himself hired by Disney—becoming at 19 the youngest artist in that studio. Only three years later he was named a chief animator.

Idea Formulated

He developed an enormous respect for the Disney operation and resolved to start a similar operation some day for television, specializing, however, in commercials. Archer Productions Inc., as he called the firm he "pulled out of a hat," was created for that purpose. The firm makes such animations but it also produces "live" film commercials and slide films.

Archer Productions was not created overnight, however. Mr. Calonius got the idea for the company back in 1940, but the war intervened. He left the Disney studios, where he was working on "Ichabod and Mr. Toad," to join the Army.

As a Tech Sergeant, he was chief draftsman of animation for the Army Signal Corps in New York, helping to make films under Frank Capra and Anatole Litvak. When he got out of the Army he went back to work at Disney (1946), to his surprise, on the same "Ichabod" picture he had been working on five years before.

Early in 1948, he finally made the break from the Disney Studios and started Archer Productions.

He decided New York was the best spot to engage in commercial film making, because of the presence there of so many client and agency home offices. So, he moved his wife, Jean, and son, Erik, 2, to Queens, then set up shop in modern offices at 35 W. 53rd St. in Manhattan. Immediately he got one of the biggest accounts in television—production of Chevrolet commercials. Others followed.

He has found that the cost spread for producing animations is great, depending upon the elaborateness of the script. He puts average cost at about $45 to $52 per foot, which means that a 90-foot commercial runs about $4,000. He has, however, produced good animations for as low as $1,500. "Live" films run from $1,400 to $3,000, according to his estimate.

Although his firm is specializing in television advertising, it also makes documentaries, training films and other types of industrial motion pictures.

INS-TV Additions

INS-TV Network, Inc., have announced the addition of five station clients for its INS-Telenews TV newswires, two of them representing new markets. KSL-TV Salt Lake City and WNBC-TV New Haven became the first stations in their respective markets to buy the daily newsreel. Other additions are WSyr-TV Syracuse, N. Y., KTS
tv Los Angeles and WEWS (TV) Cleveland. Advertisers already have signed to sponsor the service in New Haven, Syracuse and Cleveland.

WJBK ELECTIONS

NLRB Includes Projectionists

FULLTIME and part-time projectionists would be included along with engineers and technicians in a collective bargaining unit set up by NLRB, which ordered an election at WJBK-AM-FM-TV, Detroit. Fort Industry Co.'s Detroit outlet. The ruling, issued down Feb. 11, involved the stations, WJBK, Local 1218 (AFL) and NABET, as well as IATSE (International Alliance of Theatrical Stage Employees), representing the projectionists.

Fort Industry contends that despite adopted policy of its A rant, NLRB member, argues against inclusion of the projectionists in the same units with engineers and technicians on ground they constitute a "distinct craft" group. WPIX (TV) New York, WKBD-TV St. Louis and other stations where projectionists are "uniformly excluded" from the unit and the major leagues do not reflect industry-wide practice.

In addition to WJBK-AM-FM TV, Fort Industry also operates WWVA-AN FM-Wheeling, WJZ-TV Baltimore, WLOK-AM-FM Lima, Ohio WGBS-AM-FM Miami, WSPR-AM-TV Toledo and WAGM-AM-FM Atlanta.

WJZ-TV ANTENNA

Begins Use from Empire Stat

WJZ-TV New York, key station of ABC-TV network, started broadcasting off its regular program schedule from its new antenna atop the Empire State Bldg. Feb. 9.

The move from the Hotel Pierre which has housed the antenna's 1500-watt transmitter since August 1938, was accomplished with no interruption of the station's regular transmissions. WJZ-TV will continue to operate on Channel 7. The added height gained by the move to the Empire State Bldg. will give new clarity to the station's picture, a corollary to WJZ-TV.

Color Set for Johnson

TELEVISION set modified to receive CBS color was installed last week by the network in its private office of Sen. Edwin C. Johnson (Col.), chairman of the Senate A,s Committee, in the U. S. Capitol. Color transmissions were shown twice daily Monday through Thursday and the Senate committee and any other interested parties in the Senate, a corollary to Sen. Johnson's office.

BROADCASTING  •  Page 12 • TELECASTING  February 20, 1950
Monopoly In TV?
(Continued From Telecasting 2)
betted by a public relations
gency. But he was confident
"CC" will proceed with their hear-
ging without becoming ruffled or
ramrodded by high-pressure tac-
ics.
The Colobadan claimed that "certain
elements in the television indus-
try are getting ants in their ants" and crying for a lifting of
the ice cube to serve their own
interests.
"If the siren voices who rant
and rave today about lifting the
freeze have their way," he said,
"thousands of communities will
never have television or, at worst,
will be the bigger out with little
private stations operating as satel-
tures of some big monopoly con-
nined station in a far-distant
metropolis.

The threat of a monopoly probe
as seen as a counter-move against
proposals that the House radio
committee add television to its
witnessing schedule, which al-
ready include three bills and are
expected to consume up to six
hours.

The possibility of the House
ruling against television had been
suggested after Dr. Allen B. Du-
ont, president of DuMont Labs
and TV network, met with mem-
bers of the New Jersey delega-
tion urging Congress to urge a lifting of
the freeze [TELECASTING, Feb. 13].

DuMont, Smith Rapped

Sen. Johnson said Dr. DuMont is
one of the most reputable" radio
and TV authorities but that "un-
readably and very properly"
"is anxious to expand his tele-
vision network." He said Dr. Du-
ont "hurls machine-gun-like in-
pendence and distortions," and that
avid Smith of Phlipo "blows the
me kind of bubbles."

Sen. Johnson denied there is un-
employment in television and as-
rated that Dr. DuMont's claims to
be at effect "are mischievous rant-
ts and not based on facts."

The commerce committee chair-
man contended that "short-sighted
opposition" figure they can
"are all the profitable lines" with perhaps a half-dozen
additional channels, preferably lo-
ed adjacent to the present TV
band. He pointed out that other
services including FM now operate
that area, and added:
... these manufacturers believe
at a drive can be put on to shove
one services out of their present
position and assign the additional
channels to television and everything
will be fine—for them. I differ with
them in that I want a permanent
policy for the long pull based on a
sound engineering decision, and I
eat it all now.

He said "an eminent radio con-
structing engineer" had written him:
Mr. "Mr. President. Mr. Max-
com charging that "RMA has
absolutely nothing except
compatible [in color TV] and
doesn't the freeze in order to
protect the sale of current black-and
white sets on a nation-wide basis."

Sen. Johnson claimed that Jack
Gould, radio editor of the New
York Times, "conveniently omitted
certain pertinent language" in Sen.
Johnson's reply to an earlier
stage supporting a lifting of the
freeze [TELECASTING, Feb. 13].

He said Mr. Gould presumably
"does not like anyone to infer that
his column is being prostituted by
private interests." At another
point he referred to "Mr. Gould
and his fidelity in serving a pres-
sade group which is determined to
dominate the FCC."

The Senator reiterated his con-
tention that FCC's earlier TV allo-
cations in the VHF band were
"ludicrously incorrect." But, he
said, "having made a mistake,
there is no reason for the Commis-
sion to compound the error now by
again listening to the same siren
voices who were so wrong before
and who led them astray."

He said he had "never hesitated" to
prime FCC if he thought the Commis-
ion was in error, but that

"I am not going to remain silent
and let them become the butt of
unwarranted and unprovoked as-
saults by people who are trying to
grind their own ax and without
regard to the public interest and
the general welfare."

Renewal Denied

RENEWAL of experimental tele-
vision license for KE2XDO Ja-
quina, N. Y., was denied by FCC
last week to Jamaica Radio Tele-
vision Co. for experimental opera-
ion on Channel 13 (210-216 mc). The
Commission indicated that one of
KE2XDO's principal activities has
been to render program service in-
dependent of any technical
research. FCC said research pro-
posed was on simplification of TV
receivers and antennas for which
experimental telecasting was not
necessary. Station was first li-
censed in 1945.

Telestatus
(Continued from Telecasting 6)
7. Philco TV Playhouse 41.8
8. Captain Video 40.2
9. Wrestling (WCPD) 37.7
10. Amateur Hour 37.2
* Multi-weekly show. Above rat-
ing for program of Monday, Feb. 6.
** Multi-weekly show. Above rat-
ing for program of Thursday, Feb. 2.

PHILADELPHIA
1. Texaco Star Theatre 70.4
2. Arthur Godfrey and Friends 61.1
3. TV Teen Club 56.9
4. Super Circus 52.5
5. Talent Scouts 52.3
6. Philco TV Playhouse 51.9
7. Toast of the Town 51.8
8. Frontier Playhouse 50.2
9. WFIL Film Theatre 49.9
10. Stop the Music 47.8
* Multi-weekly show. Above rat-
ing for program of Wednesday, Feb. 1.

WNBF... sectionalized tower
transmits FM, AM and TV

Another Complete Engineer Tower
by IDECO

WNBF pierces the sky with a 384-foot ganged triangular tower... completely engineered from the solid base to the tip of the 4 bay FM, and 6 bay telescopic antennas, Clark Associates, Inc., selected IDECO for this job for two very important reasons:

Triangular-Section Safety — IDECO triangular design provides extra rigidity and freedom from distortion... the WNBF tower is gaged to withstand a 30-pound wind load. It is sectionalized at 265 feet with the lower section insulated to permit AM broadcasting.

Complete Engineering — IDECO towers are built of prefabricated sections which go together easily and quickly... no field cutting or welding necessary. IDECO engineering covers everything on the job... transmission lines, service ladders, platforms and any special accessories required.

IDECO radio towers have an outstanding safety record. Before you build or buy a tower — for AM, FM, TV or all three — investigate how IDECO can relieve you of all responsibilities. Write today for bulletin RT-46 and SSDT-1.

INTERNATIONAL DERRICK & EQUIPMENT COMPANY
Columbus, Ohio • Torrance, California

February 20, 1950
CASTON PRODUCTIONS, Los Angeles, producing series of four one-minute television commercials for Buzza-Cardoza (greeting cards), Los Angeles. Placed direct . . . KFMI (TV) San Antonio and WBFM-TV Indianapolis have purchased Telemount Pictures Inc., Los Angeles, Magic Lady and BokO TV film series for 13 weeks . . . Eddie Stanley, host of his own show on KTTV (TV) Los Angeles, joins Telemount Pictures Inc., that city, as head of production firm. Mr. Stanley will write and produce TV packages for national distribution.


Filtmonte Inc., Los Angeles, has leased Darmour Studios at Santa Monica Blvd. and Van Ness Ave. Isidore Lindenbaum, president of company, says expansion necessary because of "expected increase in filming of television shows" . . . Three DuMont Network kinescoped shows are being offered for local participating sponsorship by KTSL (TV) Hollywood. Included are Famous Jury Trials, The Plain-clothed Man and Front Row Center.

TVEEVEE Film Co., Beverly Hills, Calif., has announced availability of six TV shows on syndicate-regional or national sponsorship basis. Included are: Vernon; Erskine Johnson's Family; children's show Gioti and Jack, See It and Believe It, Short Shorts (series of 300 five-minute films based on short stories by famous authors), and Leo Guild's Wizard of Odds, half-hour show based on newspaper feature.

United Productions of America Inc., Burbank, Calif., reveals gross income of $2,500,000 for a six-month period which was made by firm for 1949. Company has started production of new series of 10 one-minute combination animated and live action films for Ford Motor Co. Agency: J. Walter Thompson Co.


Film can create a better television network than coaxial cable and cheaper. Melvin L. Gold, president of the National Television Film Council and advertising director of National Screen Service Corp., told the Washington Ad Club at a Tuesday luncheon session that "techniques will permit short advertising films, Mr. Gold pointed out that film has the advantage of perpetuating a show, giving opportunity to edit and use talent when and where it is available. He said it is cheaper and just as acceptable as live shows. Telepix Corp., Hollywood, has completed series of one-minute commercials for four Los Angeles De Soto-Plymouth dealers. Agency Liddiard & Co., Los Angeles . . . WOR-TV New York has purchased American Releasing Corp., Hollywood, TV show time for Bean . . . Holcombe Parkes, former vice president in charge of public relations of National Assn. of Manufac-tures, has joined staff of Apr Film Corp., Los Angeles.
RETAILER Television Film service has produced business for some stations in some communities, and the effort is still paying off for the particular station that put up the good effort. Mr. Cuff, RTFS representative, pointed out that the enthusiasm that a station's sales staff puts behind a product can earn a lot of business. Mr. Cuff, who has been with RTFS for several months, said that the enthusiasm is needed because the salesmen can make the sale and get the order. Even though the salesmen are not always enthusiastic, they will try to make the sale because they know that the station is willing to pay for it.

Second and equally interesting, Mr. Cuff continued, is that a substantial number of stations which were unable to sell the films for a Christmas promotion already have commitments for their use by local retailers during the coming year. The commercials are built around the idea that 'You can always add a line accessory' and that such accessories make fine birthday presents. A substantial number of dealers felt that they would get better results by stressing this angle instead of using the film just before Christmas.

Lack of Enthusiasm

"When we tried to determine the causes of the lack of enthusiasm for the films on the part of certain stations, only two of the facts that the films were kinescope recordings was at least partly responsible. This objection was largely psychological on the stations' part, as actual tests show that in home reception the picture resulting from a kinescope is more desirable than the picture originating on a straight film."

"Realizing, however, that this psychological barrier is an important factor to contend with, RTFS has, after several months of price testing, found an effort and a way to produce straight film commercials at a cost which is only slightly higher than that of the kinescopes."

When a station is approached by RTFS and asked to present the station in its market—that is, to keep the films on hand for audition either on request or at its own initiative, the typical reaction is definitely negative, Mr. Cuff said. Citing an actual case history he said that despite the negative attitude, films were sent to the station with the suggestion that they be looked at and auditioned.

"With the returned film we received a letter indicating very slight interest," Mr. Cuff related. "A little while later an unsolicited letter arrived asking that audition prints be sent them for showing to a prospect. Then came a request that the station be allowed to keep the film.

"Next came a letter stating that this station was very anxious to become a key station. Finally, the station wrote: 'This service should solve one of our very tough local problems of getting good commercials for local accounts.'"

Incident at One Station

"In other stations a substantial amount of enthusiasm has apparently failed to produce any business. One such station in a very important southern market worked for four months without getting a single account. Quite suddenly the market broke and now practically everywhere large department store and important retailer in the community is using television. Cuff said that the station is calling for more films than they have on hand.

"In scouting around for more films which can be made available for local use," Mr. Cuff continued, "RTFS has discovered that many manufacturers have good films which can be inexpensively adapted for this purpose. We are urging these manufacturers to have their films re-edited and placed with TV stations through the RTFS library."

Name brand, nationally advertised merchandise of the type promoted by the RTFS films is the easiest merchandise for a retailer to sell and the most profitable for him to advertise. Mr. Cuff pointed out, adding that this is not always appreciated by station salesmen. Even though the merchant may have a higher mark-up on non-brand goods, equal promotion of both types usually shows a far greater volume of business and a larger net profit for the store—resulting from the promotion of name brands, he stated.
ARL G. JANSKY
Bell Labs Engineer Dies

UNER SERVICES were held Thursday for Karl Guths, 48, world renowned radio engineer and transmission expert. Telephonic Labs, who died Tuesday in Riverview Hospital at N. J. He had been working at the Bell Labs' experimental station at Holmdel, N. J. Visits were held at Red Bank.

Mr. Jansky, who joined Bell Labs in 1923, was credited with a number of discoveries resulting from studies of electronic amplifiers and receivers and design of hundreds of band amplifiers, which numbered much of his attention. In particular he was considered an expert on radio transmission and on atmospheric and other kinds of interference. An author of many technical papers, he was a Fellow of the Institute of Radio Engineers.

Surviving are his wife, Mrs. E. K. Jansky, his mother and her, a son and a daughter, two sisters, and three brothers, including Cyril M. Jansky, senior partner the Washington consulting radio engineering firm of Jansky & Ley.

Tuesday, he was a Fellow of the Institute of Radio Engineers. Surviving are his wife, Mrs. E. K. Jansky, his mother and her, a son and a daughter, two sisters, and three brothers, including Cyril M. Jansky, senior partner the Washington consulting radio engineering firm of Jansky & Ley.

BMI CLINIC
L. A. Sessions Held

ABILITY to sell is first requisite of a good disc jockey, Paul Master son, KNX Hollywood, record m.c. said during the first Pacific Coast BMI Program Directors' and Lib rarians' Clinics held at KHJ, that city, last Wednesday.

Al Poake, KPI and Bob McLaughlin, KLAC record m.c.'s, backing up this contention, declared there must be a definite balance between music, chatter and commercials.

"See the product and get better acquainted with your sponsor and his merchandising and selling problems, and thus become a better salesman," Mr. Masterson advised. "More often we only see the commercial copy that is placed before us, but never the product advertised."

Although they agreed that a record m.c. must know and love an appreciation of good music, he can ruin a program with too much chatter and nonsense. Ingenuity is that which pays off.

Maury Webster, KNX assistant program manager, advised that station build special and specific shows around their recorded music, and thus build greater audience.

At the record setting at lunch

Today was Robert J. Burton, BMI vice-president in charge of publishers relations who told of many ramifications involving copyright of stations.

Afternoon session was given over to inspection of a BMI model library via "slides" and discussion of systems set up by station librarians to service program directors and record m.c.'s.

CANDIAN BINGO

Dominion withholds decision

NO DECISION was reached by board of governors of Canadian Broadcasting Corp. on playing of radio bingo on Canadian stations, following a hearing on a proposed ban on radio bingo at Toronto, Feb. 10. Moving picture theatre opera tors and members of the Protestant churches opposed the playing of bingo on Canadian stations at this hearing, while service clubs and various institutions and certain church organizations upheld the playing of the games, proceeds of which go to charity. Service clubs operating the games over small town Canadian stations, showed that up to 75% of bingo takes go to charity, the remaining being for legitimate expenses. Radio stations charge only $25 for half-hour service, it was shown.

ARKANSAS CASE

Detailed Issues Reported

REVISION of issues to specify hill of particular was made by FCC last week in its ownership investigation of KXLR North Little Rock, KWM West Memphis, KHOZ Harrison and KWAR Stoughton, all Ark. [Broadcasting, Sept. 5, 1949]. Specific issues have been requested by the stations.

FCC also denied petitions of KHOZ, KXLR and KWAR for separate hearings in the case, indicating the issues were interrelated. The Commission stated it wished to determine who are the present owners of the stations and when from whom transfership was acquired. FCC also indicated it wished to determine whether stock holdings had been transferred without approval and if all facts had been correctly represented to the Commission.

The revised issues specified a list of several alleged stock transfers and other details about which FCC wished to inquire. Transfers of holdings by Belo Taylor in KXWM and KHOZ to Phillip G. Back and John F. Wells are the first mentioned by FCC.

SERVICE DIRECTORY

Custom-Built Equipment

S. RECORDING CO.
1120 Vermont Ave., Wash. S. C. Sterling 3626

COMMERCIAL RADIO Monitoring Company

P. O. Box 7037 Kansas City, Mo.

PHONE JACKSON 5302

February 15 Applications

ACCEPTED FOR FILING

License for CP

WPBS New Orleans—License to cover CP.

KLIF Oak Cliff, Tex.—License to cover CP change of power, etc.

WUCE Akron, Ohio—License to cover CP new AM station.

AM-1210 kc

RPKJ Blytheville, Ark.—CP change from 900 kW to 910 kW 1 kw-D 100 w-N

AM-1210 kc

KGKJ Sterling, Colo.—CP increase power from 100 w to 250 w.

WGOY Bemidji, Minn.—CP change from 1400 kw to 1230 kw.

Modification of License

WMTR Morristown, N. J.—Mod. license increase 800 kw to 1 kw. operating on 1220 kc D

Modification of CP

WFFJ Youngstown, Ohio.—Mod. CP change frequency, etc, for extension of completion date.

Applications for mod. CP to extend completion date filed by following FM stations:


TENDERED FOR FILING

SSA—540 kc

KFMM Kansas City, Mo.—Request for SSA for 540 kc 5 kw D. D. for period of regular license.

Modification of License

WTVB Coldwater, Mich.—Mod. license change from DA to non-DA operation; as follows: 1 kw. 1200 kc.

APPLICATION RETURNED

License Renewal

KJMS San Luis Obispo, Calif.—RETURNED Feb. 9 application for license renewal.

APPLICATION DISMISSED

A31-1230 kc

Gordon P. Brown, from Niagara Bstg. System, Niagara Falls, N. Y.—DISMISSED Feb. 9 application for CP new station 1230 kc 100 w.

February 16 Decisions

BY COMMISSION EN BANC

Changes Authorized.

Following are the changes in existing facilities as shown:

WCCH Greenwhich, Conn.—Change power from 340 w to 360 w. Ant. from 160 ft. to 180 ft.

WCOH-FM Newnan, Ga.—Change from Class B to Class A station; frequency from 100.1 mc to 100.2 mc. Power from 1 kw to 4 kw.

FKMX Council Bluffs, Ia.—Change power 1 kw was eliminated; to 1 kw. From 1000 ft. to 230 ft.

WQ MY-FM Montgomery, Ala.—Change power from 3 kw to 4 kw; Ant. from 230 ft. to 290 ft.

WB ZA F-M Springfield, Mass.—Change power from 3.85 kw to 4 kw; Ant. from 230 ft. to 290 ft.; Ant. from 100 ft. to 500 ft.

CUSH-FM Hamilton, Ont., was recommended for an increase for an increase from 745 w to 9200 w on 122.9 mc.
NEW CONWAY OUTLET
"FCC Would Favor Conway Co." New AM station on 1230 kw in 250 full-time workers. Granted Conway Broadcasting Co., Conway, Ark., operator of KOWN (FM) there, according to an initial decision reported by FCC last week. FCC Hearing Examiner J. D. Bond ruled that a competitive bid of Faulkner County Broadcasting Co., for the same assignment.

The examiner preferred Conway Broadcasting Co. because of President Donald, and Leonard Murel Rose, all of St. Genevieve, Mo. The Donze brothers owned KOSH, Ch. 910.

Mr. Rose is KSGM chief engineer.

FCC ACTIONS
(Continued from page 8)

Petition Granted

Petition Denied
KHOZ Harrison, Ark.; KXLR Little Rock, Ark.; KWKJ Stuttgart, Ark.—Denied petitions of KHOZ et al. for separate hearings in re above proceedings.

Renewal Denied
Jamaica radio station, Jamaica, N. Y.—Denied application for renewal of license for station, for hearing due on March 6. Thereafter, or such time as final determination has been made in clear channel hearing.

Time Extended
New Mexico Agri. and Mechanic Arts, and KOB Albuquerque, N. M.—Extended 6:30 p.m., EST to 10 p.m., EST, using DA-2, beginning March 17, 1950, to extend six months, or such time as final determination has been made in clear channel hearing.

FCC ROUNDUP

Box Score

Summary of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air</th>
<th>Licensed</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
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<td>746</td>
<td>2,868</td>
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<td>Three on the air</td>
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</table>

Docket Actions...

Initial Decision
Conway Broadcasting, Co. and Faulkner County Best, Co., Conway, Ark.—Denied applications of Conway Broadcasting Co. for the renewal of KOWN station, 1230 kw, 250 w unlimited, and to deny applications of Faulkner County Best, Co. for some facilities. See story this issue. Decision Fed. 16.

OPINIONS AND ORDERS

WMPI Daytona Beach, Fla. — By memorandum opinion and order denied petition of W. Scott R. Equal exchange priority and early consideration be given to Annex application for CP, Decision Fed. 16.

WXLW Indianapolis — By order denied SSA to operate from local sun set of Indianapolis to midnight on 1390 kw with 250 w. Operation would have an objectionable interference to WAKR Akron, Ohio. WXLW new operating day time on 1390 kw with 1 kw Decision Fed. 16.

KLOK Lincoln, Neb.; Wayouta, Ga. and WGAQ Valdosta, Ga. — By memorandum opinion and order denial petition of W. C. Conklin, for renewal of re assignment of 1390 kw with 3 kw, decision night (BROADCASTING, Aug. 15, 1949). FCC indicated petitioner should have raised certain of Best, Co. evidence in exceptions to proposed decision. Petition denied.

Non-Docket Actions...

AM GRANTS

Puyallup, Wash.—W. Gordon Allen, daily, denial will be set aside and application designated for hearing. Hearing Designated


Asiaticosa Best, Co., Pleasanton, Tex.—Denied application for new station on 1390 kw in Washington, application for new station.


WORK Albany, N. Y.—Granted extension, SSA to operate 1 kw-D. 580 w.

When the BMI Is Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

RAG MOP


BROADCASTING INC., 500 FIFTH AVENUE, NEW YORK 18, N.Y.
NETWORK BOXSCORE
Number of commercials on the four nationwide networks, Dec. 31, 2024: 6
Number of network commercials ending during January: 7
Number of commercials on the four nationwide networks, Jan. 31, 2025: 6

January Additions

SPONSOR PROGRAM NETWORK TIME AGENCY
Douglasby & Co. Edwin C. Hill NBC Mon.-Fri. 4:15-5 p.m. Huber Hoge
Douglasby & Co. Facts Unlimited NBC Mon.-Fri. 4:15-5 p.m. Huber Hoge
RCA Scream Directors Playhouse NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge
House Party NBC Mon.-Fri. 4:30-5 p.m. Young & Rubicam
Jes. Schiltz Brew- ing Co. David Horrm NBC Mon.-Fri. 4:30-5 p.m. Wesly Assoc.
Halls of Ivy NBC Mon.-Fri. 4:30-5 p.m. Daven Jones
Sulliton Inc. Young & Rubicam NBC Mon.-Fri. 4:30-5 p.m. Wesly Assoc.
Shiltton Inc. Leo Burnett NBC Mon.-Fri. 4:30-5 p.m. Leo Burnett
Pillsbury Mills Cadim Adams NBC Mon.-Fri. 4:30-5 p.m. Leo Burnett
Food Pillsbury NBC Mon.-Fri. 4:30-5 p.m. Leo Burnett
Douglasby & Co. Telco NBC Mon.-Fri. 4:30-5 p.m. Leo Burnett
Douglasby & Co. Leo Burnett NBC Mon.-Fri. 4:30-5 p.m. Leo Burnett
Wm. H. Wise Co. Get More Out Of Life NBC Mon.-Fri. 4:30-5 p.m. Thwing & Allman
Wm. H. Wise Co. Life NBC Mon.-Fri. 4:30-5 p.m. Thwing & Allman
Wm. H. Wise Co. Savannah NBC Mon.-Fri. 4:30-5 p.m. Thwing & Allman
Douglasby & Co.effective NBC Mon.-Fri. 4:30-5 p.m. Thwing & Allman
Miles Labs. Edwin C. Hill NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge
P. Lerriland Co. Dr. I. O. NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge
Ransom Art Metal Works Johnny Desmond NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge
Show William R. Warner NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge
Anahint Co. Walter Winchell NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge
Anahint Co. The Falcon NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge
Kellogg Co. Mark Kroll NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge
William H. Wise Co. Get More Out Of Life NBC Mon.-Fri. 4:30-5 p.m. Huber Hoge

January Deletions

B. T. Sobhith Laura Lawson NBC Mon.-Fri. 11:45-12 Duane Jones
Waltham Watch Co. Arthur Gath NBC Mon.-Fri. 11:45-12 Duane Jones
United Electrical Radio & Machin- ing Workers of Amer. NBC Mon.-Fri. 11:45-12 Duane Jones
P. F. Ritter Co. Betty Clark Sings NBC Mon.-Fri. 11:45-12 Duane Jones
Wander Co. Captain Midnight MBS Mon.-Fri. 11:45-12 Duane Jones
Ranson Art Metal Works Johnny Desmond MBS Mon.-Fri. 11:45-12 Duane Jones

January One-Timers

Communications Workers of America Speech by J. A. Beine NBC Jan. 25, 9:30-10 p.m.
Gillette Safety Razor Sugar Bowl Game NBC Jan. 25, 10:30-11:30 p.m.
R. J. Reynolds Cotton Bowl Game NBC Jan. 25, 11:30-12:30 p.m.
Ford Dealers of America Can You Top This MBS Jan. 25, 11:30-12:30 p.m.
Ford Dealers of America Mutual Newsreel MBS Jan. 25, 11:45-12:45 p.m.
Ford Dealers of America Hawaii Calls MBS Jan. 26, 9:30-10:30 p.m.
Ford Dealers of America The Saint MBS Jan. 26, 10:30-11:30 p.m.
Ford Dealers of America Crime Fighters MBS Jan. 26, 11:30-12:30 p.m.
Ford Dealers of America Peter Salem MBS Jan. 26, 12:30-1:30 p.m.
Ford Dealers of America The Great MBS Jan. 26, 1:30-2:30 p.m.
Ford Dealers of America I Love a Mystery MBS Jan. 27, 9:30-10:30 p.m.
Ford Dealers of America Fuji MBS Jan. 27, 10:30-11:30 p.m.
Ford Dealers of America Official Detective MBS Jan. 28, 1:30-2:30 p.m.
Ford Dealers of America Annual Sports MBS Jan. 28, 2:30-3:30 p.m.
Ford Dealers of America Award Dinner MBS Jan. 28, 3:30-4:30 p.m.

WIRA Hits Free Time Request

50 cents per station. All of these stations were described by H. K. Simon Advertising, 59 Park Ave., New York, as handling per inquiry business.

The firm said in a mimeographed letter that about one station in six will use PI. Its list was described as including 440 stations. With the list, the firm says it will provide an explanation of PI procedures and tell how to conduct campaigns.

Compilation of the list took months, it is stated, and the offer is described as helping the firm amortize its investment. A checklist is offered to determine if products qualify for PI. Some of the qualifications follow:

- It should not have national distribution in stores. The more unusual it is—the better.
- Retail price should be between $1 and $5.
- It should have wide appeal to the mass media.
- It should be readily mailable and you must prepare to get facilities for mailing by the thousands. Product should not depend on eye appeal. . . Must lend itself to exciting description.
- "Do we have just 'flaible' stations?" Mr. Simon asks. "No sir! Some are great 50,000-watters! Any big cities? Many of the biggest! Any other questions? Don't hesitate to ask!"

Mr. Simon describes it as the "safer, no-risk" system of advertising and selling we've ever seen." PI includes a list of typical mail order campaigns. Special prices are quoted for sections of the list. The entire list is $250 for a minimum test list of 50 stations.

In his protest about use of paid advertising in other media with radio getting free-time material Mr. Silver told Southern Bell Telephone Co. it "is apparently following a discriminatory policy against the radio business."

Mr. Silver wrote:

During the last several weeks your company, in an effort to influence the public's opinion in favor of the phone company's labor relations policies, has issued statements including much background material relating to the labor problems now facing Southern Bell. This was good public relations, particularly when you, as manager, obviously went to some time and trouble to see that the local newspaper and this radio station received this material on a fair, simultaneous release basis.

So far, so good. Then the policy began to waver. The statements issued as news material and treated as such by both press and radio were backed up by a number of paid display advertisements in the local newspaper with no schedule of paid advertising for the local radio station.

It seems to me this places Southern Bell in an equivocal position. I cannot escape the conclusion that this places your company in the position of favoring newspapers as advertising media as against radio stations—or at least this one. It places your company in the position of feeling that radio's help in influencing public thought is a good thing, provided that this help can be obtained on a gratis basis—but that radio's power in molding public opinion is not really worth paying for in the form of advertising. . .
COMMUNICATIONS BOARD NAMED BY PRESIDENT

TEMPORARY five-man Communications Policy Board, to be headed by former FCC Commissioner Irvin L. Stewart, president, U. of West Virginia, named Friday by President Truman to study use of radio and wire communications by government and through FCC by private agencies. [BROADCASTING, Nov. 28, 1949]. He had denied only last week that he intended to appoint such a board.

Board will make recommendations to President on policies to govern "most effective use" of radio frequencies on both levels and in international channels, to improve communications, and evaluate relationship of government communications to those allocated through FCC. Group would dissolve Feb. 17, 1951.

Additionally, board is authorized to "hear and consult" with representatives of industry and federal government on subjects under study by board. Mr. Truman asked executive departments and agencies to cooperate with board and furnish any information they may need. Board asked to submit report by Oct. 31, 1950.

Also named to board were: Dr. Lee A. DuBridge, president, California Institute of Technology; Dr. David H. O'Brien, Hackettstown, N. J.; Prof. William J. Everett, chief, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.; Dr. James R. Killian Jr., president, Massachusetts Institute of Technology, Cambridge, Mass.

RADIO SET PRODUCTION MAINTAINS HIGH LEVEL

RADIO set production in January maintained high rate of late 1949, according to summary of output of Radio Mfrs. Assn. member companies. TV output also at high level.

January radio set output (AM-only) totaled 600,195 units compared to 620,382 in December, running counter to traditional post-holiday pattern.

FM-AM and FM-only production totaled 89,136 sets in January compared to 86,559 in December. Another 34,087 FM tuners were included in January TV production.

Out of TV sets in January, reached 325-558, with weekly delivery 15-15% lower in December and 8% above rate of record-breaking last quarter of 1949. All-time peak in TV output for one week reached last week in January when 97,986 sets were produced. Total radio and TV output in January, a four-week work month, was 995,783 sets, according to RMA.

NARBA To Hear Report

FCC's AM engineering division. Other members: T. A. M. Graven, Washington consulting engineer; G. P. Smith, Clear Channel Broadcasting Service; Raymond F. Guy, NBC; James D. Parker, CBS; Underwood Graham, FCC; Leo Antionio Martini, Cuban inspector general of radio; and Antonio Motes, Communication, Inc. and W. S. Karmen.

U. S. delegation has prepared its own allocations proposal for solution of impasse which developed when U. S. rejected Cuban channel demands at NARBA sessions last December. U. S. list had approval of both government and industry representatives at conference. Cuban delegations understood to have given it critical reception but left U. S. observers hopeful that bilateral agreement can be reached.

BRIEFS OPPOSE FCC PLAN ON TRAFFIC IN FREQUENCIES

FCC PROPOSAL to curb "trafficcising in frequencies"—by automatically forfeiting permits of stations sold before they commence program tests—opposed in briefs filed Friday by NAB, Federal Communications Bar Assn., and Pierson & Ball, Washington law firm on behalf of 13 stations. Comments attacked proposed rules issued by FCC in mid-January. [BROADCASTING, Jan. 13].

NAB held Congress intended CPs to be forfeited only if construction not completed on time, according to provisions of Communications Act, which also calls for case-by-case consideration of merits of each transfer to determine if in public interest.

FCBA also charged proposed rules "inconsistent" with Act and would require FCC to "abandon its obligation to determine each application upon the individual merits thereof." Pierson & Ball held "jumping of the gun to with the guilty" for administrative convenience could not justify non-compliance with law or "the substitution of flat for adjudication.

GROUP NAMED TO ADVISE ON NAB GENERAL MANAGER

MEMBERSHIP of special NAB advisory board to assist President Justin Miller in selection of general manager, under terms of Arizona board mandate [BROADCASTING, Feb. 13], announced Friday. Committee headed by Chair R. McColough, Steinman Stations (Chicago, Del.), who received Fordham poll of board.

Other members in order of votes received follow: Harold E. Fellows, WEEI Boston; Howard Lane, WJJD Chicago; Robert D. Swezey, WDSL-TV New Orleans; Calvin J. Smith, KFAC Los Angeles. They represent, in order, small, network, large, television and independent stations.

RAYTHEON DENIED REHEARING PETITION

PETITION of Raytheon Mfg. Co. for rehearing of FCC's refusal to extend completion deadline to WJEE-TV New Orleans, denied by Commission Friday. Final ruling reported to deny as in default new station bid of Stanley S. and Tilden M. Adcock for 1 kw daytime on 570 kc at Goldsboro, N. C. [BROADCASTING, Jan. 23].

FCC also declined to vacate initial decision and rehear Huntington, N. Y., 740 kc case.

In WRTB case, FCC said alleged new Raytheon evidence wouldn't change ruling that firm hadn't been diligent in proceeding with construction of station granted in 1946. Commission held facts which Raytheon claimed were erroneous are supported by现有 records. [DEC, DEC. 28, 1949]. In Huntington action, FCC denied petition of The Connecticut Electronics Corporation, to modify order granting 740 kc to Huntington-Montauk Broadcasting Co. [BROADCASTING, July 25, 1949]. Order vacating FCC's action on Connecticut corporation, Bridgeport, Conn.; Westco Broadcasting Corp., Vineland, N. J., and proposed denial.

RACING CASE ARGUED

ORAL ARGUMENT on WTUX Wilmington, Del., horse racing case, held before FCC Friday. Commission counsel opposed initial ruling, to grant WTUX license renewal, which found programs questioned were not intended to aid local gaming. Attorney General Voted to that order [BROADCASTING, Dec. 20, 1949, Jan. 2].

WTUX attorney argued that station owners, new to radio and without counsel until hearing, modified race results programming promptly to cooperate with local police requests upon learning of situation at investigation.
Figures don't fib! Add this up. There are eight TV stations located in WLW-Television Land. Yet three microwave-linked stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—receive 50% of all viewing between 11 AM and 11 PM, seven days a week.*

Tack on these figures, too—they’re important. In Dayton, 10.4% of the total viewing was to stations outside the city. Of this viewing, approximately three-fourths is to WLW-T.*

What about cost on WLW-Television? It's the 3RD LOWEST IN THE MIDWEST—as low as 25c per thousand-set owners. And look at the market! The WLW-Television area embraces over 3 million people . . . nearly 900,000 families . . . with set owners numbering 132,000 as of January 1, 1950.

It is the 4TH LARGEST TV MARKET IN THE MIDWEST . . . THE 8TH LARGEST IN THE NATION.

If ever there was a "time to get into television" . . . it's now . . . and through WLW-Television. Set ownership is increasing in breath-taking leaps . . . and by selecting WLW-Television today, you soon will have the lowest cost television, per potential viewer, in the Midwest . . . with rate protection for six months.

Any one of the sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus will be glad to give you further information about WLW-Television . . . where 462,700 people spend 5,091,000 hours weekly.**

* Videodex, January, 1950
** Based on January 1, 1950, Set Owner Estimates and Videodex, January, 1950
Problem: shrink the television tube, but keep the picture big!

Some rooms accommodate grand pianos, the smaller spinet is right for others. Until recently, much the same rule held true for television receivers, and your choice was governed by room space.

Now the space problem has been whipped by RCA scientists, who have shortened the length of 16-inch television "picture tubes" more than 20%! All the complex inner works—such as the sensitive electron gun that "paints" pictures on the screen—have been redesigned to operate at shorter focus, wider angle. Even a new type of faceplate glass, Filterglass, has been developed for RCA's 16-inch picture tubes—on principles first investigated for television by RCA.

Filterglass, incorporating a light-absorbing material, improves picture quality by cutting down reflected room light . . . and by reducing reflections inside the glass faceplate of the kinescope. Result: richer, deeper black areas and greater contrast in the television picture!

See the newest advances in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.

New and shorter big screen 16-inch kinescope developed by RCA scientist

New RCA Victor home television receiver, with big 16-inch screen—now more than 20% shorter in depth.

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television
again BMB has shown that WOR—
and only WOR—
has the largest single daytime and nighttime audience in America!

little wonder that WOR sells more, more often, for more people, to more people than any other station in the United States!

Ask us for more facts. Our address is WOR—
that power-full station at 1440 Broadway, in New York
Only actual service rendered brings

letters like these to WLS

You Saved us Money—
“Larry McDonald broadcast a tip that saved me $4.00
Milton Perry, Route 1, Maple Park, Illino

Best Entertainment—
“Thank you for providing the very best entertainment
this hospital has ever had for its 60 clinic children.”
Mrs. Celia Payton, Women and Children Hospital, Chicago.

A Dog for a Boy—
“We wish to thank you for finding a dog for our little boy.”
Mr. and Mrs. Carl Willoughby, Paris, Illinois.

Really Care—
“You really make farmers feel you care about them.”
Mr. and Mrs. Allen Martin, Earlville, Illinois.

Family Programs—
“We do thank you so much for the WLS family programs.”
Mrs. Horace Hadley, Plainfield, Indiana.

555 letters greet a new program its first day on the air—97% of responding live stock producers mention WLS as a station they depend on—5,000 boy and girl “School Time” listeners submit essays to WLS on “What Citizenship Means to Me”—

Only actual service rendered brings response like this—a response WLS advertisers translate into their most effective sales tool in the Chicago Midwest. Write or wire today to put this selling force to work for you.

Number 2 in a series showing the quantity and quality of response to WLS service and programming.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
WFMJ
Youngstown, Ohio

is now broadcasting on 1390 with

5,000 watts

(50,000 watts on 105.1 FM, duplicating AM programs)

Cover Youngstown, Ohio, the nation's fourth largest steel center and Ohio's third market, ranking next to Cleveland and Cincinnati because of the closely built up territory all around Youngstown, with . . .

WFMJ
Basic ABC Station

News of the Associated Press, United Press and the Youngstown Vindicator

Headley-Reed Co., National Representatives
Closed Circuit

Some of U. S. delegates at U. S.-Cuba NARBA conferences in Havana expect to be home this week, mission accomplished. Others taking dimmer view, pointing out that early last week there were U. S.-Cuban differences on 38 frequencies. Since then U. S. delegation has revised its allocations proposal. Sessions slated to start last Saturday may tell story.

Borden Co., through its agency Young & Rubicam, New York, planning extensive radio campaign in 80 markets. Agency has set wires to stations in those markets for available quarter-hour programs. Disc shows, participating will probably be included in schedule. Starting date sometime in April when company’s network show “Country Fair” on CBS goes off air. Later show serviced by Kenyon & Eckhardt, New York.

Lever Bros. expected to drop sponsorship of Bob Hope on NBC after present season. Renewal comes up in mid-April. Company understood to have notified its various agencies that comedian will be available next season should any of their other clients be interested. Lever negotiating for sponsorship of NBC’s “Sevens Guild Theatre” which will be dropped by Camel cigarettes at season’s end.

Young & Rubicam, New York, for Life magazine looking into availabilities and costs, of 5, 10 and 15-minute news shows on Friday and Saturday for possible spring campaign.

Future National Radio-TV Weeks likely to be built around Voice of Democracy contest, with retail aspects discarded. Belief growing at Radio Mfrs. Assn. that school competition has become one of nation’s best weapons for preservation of freedom, reflecting credit on broadcasters and set makers.

M&M Ltd., Newark (candy), and International Shoe Co., St. Louis, to share sponsorship alternate weeks of second half of ABC-TV Super Circus, Sun., 5-6 p.m., starting April 1. M&M agency is Lynn Baker, New York. Henri, Hurst & McDonald, Chicago, is shoe sponsor’s agency. Canada Dry Ginger Ale, New York, sponsors first half-hour and plans to extend coverage to four West Coast TV outlets, through J. M. Mathes Inc., New York.

That new Sheppard Bill (HR 7310) to require that networks be licensed [Broadcasting, Feb. 20] may not be as friendless in Congress as some observers believe. Several congressmen say they’ve had complaints from constituent stations saying networks brush off their affiliation offers, therefore privately express belief bill “might be a good thing.”

Theodore (Ted) C. Fisher, media director and vice president of Pedlar & Ryan, New York, expected to be named agency’s account executive on Procter & Gamble (Carnac soup) (Continued on page 78)

Upcoming

Feb. 27: Color Television Hearing Resumes, Dept. of Commerce Auditorium, Washington.
Feb. 27-28: CBS Advertisers Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers national convention, Hotel Commodore, New York.
(Other Upcoming on page 77)

Bulletins

CLARK BROS. CHEWING GUM Co., Pittsburgh, planning radio campaign for Teaberry and Tendermint chewing gums. McCann-Erickson, New York and Cleveland, named to handle account.

NBC Chicago cutting down its power consumption 25% starting today (Monday) because of coal strike. WMAQ-FM, which broadcasts 5:30 a.m. until 1 a.m. daily goes on a 3 to 9 p.m. schedule and no TV test pattern will be transmitted by WNBP (TV) until 1:30 p.m. Station has been transmitting signal from 9 a.m. Studio electricity usage also will be cut 25%.

SEVEN Seattle Stations cancel Hooper participation effective April 3 due to 30% rate increase. KNX has not yet acted. Dr. Sidney Roslow, head of Pulse Inc., New York, is to meet station executives today. McLeod & Assoc. and Joseph B. Ward have made survey presentations to Seattle outlets.

American Tobacco Co., through BDBD, New York, renews sponsorship of Jack Benny on CBS, Sunday, 7-7:30 p.m. through June 1952.

NEW GARDNER DIRECTORS

Three new directors appointed last week by Gardner Advertising, New York, two in St. Louis office and one in New York. They are: Joseph V. Kirchoff, secretary, and Charles E. Chaggett, vice president and account executive, who will headquarter in St. Louis and Roland Martini, vice president in charge of radio and television who is with New York office.

AVCO NET DOWN

Net income of Avco Mfrg. Corp., parent company of Crosley Broadcasting Corp., for year ended Nov. 30, 1949, was $4,150,466, compared to $7,913,736 in 1948. Financial report did not reflect earnings of Avco units. Decrease caused by slump in television set and appliance sales in summer, according to Victor Emanuel, Avco president. Other factors influencing earnings in 1949 included expanded advertising and sales promotion and expenses in development of new and expanded product lines.

Business Briefly

Richfield Buys • Richfield Oil Co. New York, will sponsor “Escape” on 33 station of CBS eastern network, Friday 10-10:30 p.m. effective April 21. Agency, Morey, Humm, Johnstone, New York.


Agency Appointment • A. S. Bonsall & Co., New York, names John Schrager Inc. New York, to handle radio and TV promotion of its current books. Spot and participative programs to start in early March.

Pacific Regional Project

Pacific Regional Network, with headquarters in Hollywood, being formed with 11 California AM stations already signed, according to Cliff Gill, KFMY (FM) Hollywood, who heads group. Network will be fed by FM stations instead of telephone lines, he said, with goal of 30 California stations planned before expansion to Washington and Oregon.

Joins Calkins & Holden

Patricia Sennell, timebuyer of Dance Fitzgerald-Sample, joining Calkins & Holden New York, as timebuyer.

Gen. Marshall’s Views on Free Speech

Free speech provides first line of defense against war, according to Gen. George Marshall, president of American Red Cross. Gen. Marshall will express his views in CBS broadcast at 5 p.m. today (Monday) from House of Representatives at Colonial Williamsburg in connection with Voice of Democracy activities (story page 21). His statement on subject:

The free expression of opinion today perhaps comes even a stronger implement for forging war peace and understanding than in the days of Pericles. Five-hundred years before the birth of Christ Pericles was heard within the range of his own voice; nor did there exist methods of curtailing his written words very widely.

Today the words we speak, as on this occasion today, are heard by millions not only in our own country but throughout the world. The great line of communications offering them (the avenue for spreading the understanding of the represented ideas the first line of defense against another world conflict. It is imperative that the implications of this are understood thoroughly by all peoples in all nations. It is through communications that the distribute the information upon which the peace is based that this is true for the democratic nations as in a free democracy. The only difference between the two lies in the kind of integration that is made available to the people.
Here's response for you! In answer to Carl deSuze's requests for neckties for distribution overseas, WBZ listeners sent more than 500 pounds of colorful cravats directly to the station!

Another example of Mr. deSuze's persuasive power: two airplane-loads of Christmas toys for children overseas, in response to announcements for International Friendship League.

Yes, WBZ's "Carl deSuze Show" (7:05 AM, six days weekly) really gets action in New England homes, from the mountains of Maine to the beaches of Connecticut. Participation costs? Very reasonable! Check WBZ or Free & Peters.
Mister Plus goes to Washington...

A hearty welcome to WEAM, the new Mutual station for the nation’s capital, effective February 20, 1950. And we do mean effective: 5kw, day & night.

Mutual Broadcasting System
Radio's bright comic, Robert Q. Lewis, made a brilliant move by assembling a rich parade of promising talent: clowns and torch singers, rhythm groups and acrobats, future Hamlets and Pagliaccis.

As they go through their acts for a solid hour every Friday night before the microphone,* they are watched closely by the nation's famous talent buyers looking for just the right people for the right spot in their shows. And they find them!

The next move is up to you. With The Show Goes On you can profitably "mate" one of radio's "most buzzed-about" comedians with a big and loyal audience.

A CBS PACKAGE PROGRAM

*The Show Goes On is also broadcast every Thursday night on CBS Television.
### Sunday Schedule

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ALL THE NEWS that's fit to hear—including much heard nowhere else! WMT's news center regularly provides local news—in addition to AP, UP, & INS coverage—while it's still news. 100 newscasts and sportscasts per week—over 17% of the station's total program schedule—bring Eastern Iowans complete coverage from the Iowa angle, including a Friday night rundown of high school basketball scores phoned in by WMT's regional correspondents.

News makes listeners—listeners make customers—WMT makes customers! Ask the Katz man to show you how WMT sells in Eastern Iowa.

JIM BORMANN—News Director
Heads 7-man staff of experienced newsmen; designs news program to serve Iowa tastes and needs.

TAIT CUMMINS—Sports Director
Brings programs to small-town listeners in person via "remotes"; authors weekly newspaper column.

CBS Stars are always shining over Eastern Iowa... via WMT
RAY OVINGTON, formerly radio and television director of Birmingham, Castleman & Fire, New York, joins Hirshon-Garfield, New York, as radio and television director. Prior to his association with BC&P he was with BS.

USSEL E. NEFF, radio and television director of Knox Reeves Adv. Inc., Linneapel; Dr. A. R. ROOT, director of research; WILLIAM C. SCHNEIDER, art director, and KENNETH P. TORGERSIN, director of media, named vice presidents of firm.

AMES F. RYAN, formerly with L. E. McGivern & Co., New York, as copywriter and account representative, joins Donahue & Coe, New York, as executive capacity.

ARL HAMNER, formerly script writer at WLW Cincinnati, and FRED ROOT, formerly with Young & Rubicam, join radio and TV commercial copy department of McCann-Erickson Inc., New York.

S. (Bud) SPENCER, acting West Coast radio and television director of sote, Cone & Beldin since the death of Arnold Maguire, named director of that post.

OBERT M. CLARK joins media department of Detroit division of Brooks, with, French & Dorrance.


SARLES J. EASTMAN Jr., formerly head of his own Hollywood agency, and former copy chief of Elwood J. Robinson Adv., joins M. & E. of Los Angeles, as that city, as account executive.

ARSHALL C. TAYLOR, formerly with Goodyear Tire & Rubber Co., joins Selden & Fawsmith Inc., New York, as media director, replacing DON ELLIOT, who has assumed new responsibilities on Dearborn Motors account.

OUIS E. TILDEN placed in charge of all television activities in Chicago office, Sherman & Marquette Inc. CARL BROWN handles television contacts in New York office.

ICHARD J. GLOVER, production manager of Dan B. Miner Co., Los Angeles, elected vice president.

TIT M. MITCHELL, formerly with Compton Agency, New York, joins Lennen Mitchell, New York, as copy supervisor.


ELMA SCHONFELD SOLMANN, formerly media director of Brissacher, heeler & Staff, Los Angeles, joins Milton Weinberg Adv., that city, in miller capacity.

ENNIEF BATES, former vice president and copy director of Erwin, Wasey Co., in New York and Los Angeles offices, elected vice president and director of Charles Dallas Reach Co., New York agency.

LARENCE DAVENPORT, copy chief and senior account executive of McCherty Co., Los Angeles, named vice president.

ILLIAM H. EYON, formerly with H. B. Humphrey Co., joins Van Diver & Crowe Inc., New York, as vice president and director of radio.

UNITER ADV., Los Angeles, moves to new offices at 5010 Sunset Blvd. Telephone: Normandie 5-1178.

IESER-GUENTHER, Cincinnati, changes its name to GUENTHER, BROWN & BERNE Inc., maintaining same address, 830 Enquirer Bldg., Cincinnati. LERN MEYER, director of publicity and public relations; WILLIAM POGUE, research; and JACK BUNKER, copywriter, added to staff of agency.

RED E. BAXTER, treasurer of W. Earl Bothwell Inc., Pittsburgh, elected executive vice president and general manager of agency.

JIN L. ANDERSON, vice president and treasurer of McCann-Erickson, New York, will serve as chairman of advertising and public relations division of 50 heart campaign.

M de PAOLO, formerly in traffic and production department of J. Walter Aircraft, Los Angeles, transfers to media staff. He replaces CHRIS INKLE, resigned to form his own publishers representative firm in Los Angeles.

“Favorite Local Personality”
“Favorite Sports Announcer”

WASHINGTON SELECTS* - JIM GIBBONS

*TELEGUIDE MAGAZINE POLL, JAN. 1950
(Naturally—His popular Programs are Washington Favorite shows!)

The Town Clock (AM) Boxing from Turner’s (TV)
Mon. thru Sat. Mondays
6 to 9 am 9:11 pm
Sports Review (AM) Sports Cartoon-A-Quiz (TV)
Mon. thru Fri. Wednesdays
6:45-6:55 pm 7:30 pm
Sports Real (TV) Wrestling from Turner’s (TV)
Mon. thru Fri. Wednesdays
7:15-7:30 pm 9:11 pm

Represented Nationally by ABC Spot Sales

WMAL & WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D.C.
PHILLIPS PETROLEUM Co., Bartlesville, Okla. (petroleum products), March 17 starts for 52 weeks, Rex Allen Show on regional network of 64 CBS stations, Friday, 10-10:30 p.m. (EST). Agency: Lambert & Feasley Inc., New York.


AMERICAN SAFETY RAZOR Corp., New York, appoints McCann-Erickson, New York, to handle advertising campaign of its new camera and accessories line. Currently its development will be on test basis in few markets.

MONARCH WINE Co. (producer and distributor of Manischewitz Wines), spot radio user, appoints Donahue & Cee, New York, as its advertising counsel, effective March 1.


NEHI BEVERAGE Co., Los Angeles (Royal Crown Cola and Par-T-Pak Beverages), sponsors Movietown RSVP, half-hour quiz show on KTLA (TV) Los Angeles, through BBDO. Show is viewed Sunday, 9:15 p.m.

HI-V Corp., New York (citrus fruit concentrates), appoints Franklin Bruck Corp., same city, to handle its advertising. Television will be used.

COLOR TELEVISION Inc., San Francisco, appoints Di Marco-von Loewenfeldt Assoc., same city.

**Network Accounts**

OMNIBOOK Inc. will sponsor special commentary by Robert St. John on 63 ABC stations, March 5, 3-3:15 p.m. EST. Agency is Huber Howe & Sons, New York, which has been handling 6,000-spot schedule for book company. One-time broadcast, which will deal with books, reportedly is being aired as test for Omnibook Inc., similar to those aired by other book publishers handled by the agency.

MINUTE MAID Corp., New York (frozen orange juice), sponsor of This Is Bing Crosby, five-a-week daytime radio show, now heard in major cities, extends show on March 6 to eight additional CBS stations in California. Spot radio also is being considered for additional markets. Company sponsors daily television show, Handy Hints (6:45-7 p.m.) over KTLA (TV) Los Angeles. Agency: Doherty, Clifford & Shenfield Inc., New York.

PACKARD MOTOR Co. sponsors Holiday House, starring Edward Everett Horton, over ABC-TV, 9-9:30 p.m. (PST), Thursday. Contract, beginning April 6, is for 13 weeks. Agency: Young & Rubicam, New York.

GOOD & PLENTY CANDY Co., Philadelphia, will begin sponsorship of Wednesday telecasts of Lucky Pep, CBS-TV, Mon., Fri., 6:30-7:45 p.m., on March 9. Agency for candy manufacturer is Adrian Bauer, Philadelphia.


**Adpeople**

ROBERT M. GANGER, former partner of Geyer, Newell & Ganger, New York, named executive vice president of P. Lorillard Co. (Old Gold Cigarettes) and elected to board of directors and executive committee.

ROBERT D. FIRESTONE, former senior sales promotion staffman in charge of mechanical goods advertising and sales promotion for Goodyear Tire & Rubber Co., Akron, Ohio, placed in charge of media in advertising department, replacing M. C. TAYLOR, resigned.

Mr. & Mrs. C. W. Hines

In April, 1947, after working fifteen years for a large chain Auto Supply, Mr. and Mrs. C. W. Hines founded HINES HOME AND AUTO SUPPLY. Mr. and Mrs. Hines wanted to tell their story to more people and tell it quickly, so they chose KNUZ as their advertising medium. The results were amazing—in the words of Mr. Hines: "KNUZ and our half-hour, 7:00 to 7:30 Saturday night segment of 'Houston Hoedown' with Biff Collie, are directly responsible for telling our story, just the way we wanted it told, to Mr. and Mrs. Houston. The results are best measured by the fact that today HINES HOME AND AUTO SUPPLY, North Houston's largest and most complete home and auto store, employs ten salespeople. Without KNUZ and our Hoedown program with Biff Collie, our company could never stand in the limelight, as it does today."

(Cooperative story of Mr. and Mrs. Hines on request or contact Mr. Hines, 9008 Humble Road, Houston, Telephone MU Berry 5583.)

CALL, WIRE OR WRITE
FOR JOB: NAT. REP.
DAVE MORGAN, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scoville Bldg.
HOUSTON, TEXAS
It's impossible.

...you can't cover California's **Bonanza Beeline**

without on-the-spot radio

The size of the Beeline is something to think about. It takes in all of **inland** California plus western Nevada — a 3 billion dollar market with more people than Los Angeles... higher total retail sales than Philadelphia.*

Bear this in mind, too: the Beeline is an **independent** market, well removed from the coast. And Beeliners naturally prefer their local stations to outside stations.

So there's just one way to radio-sell the Beeline. Tell your sales story on-the-spot... on the five **BEELINE** stations. Together, they blanket the **whole** market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

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**McClatchy Broadcasting Company**

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

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Power (watts)</th>
<th>Frequency (kc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFBK</td>
<td>Sacramento (ABC)</td>
<td>50,000</td>
<td>1530</td>
</tr>
<tr>
<td>KOH</td>
<td>Reno (NBC)</td>
<td>1000</td>
<td>630</td>
</tr>
<tr>
<td>Kern</td>
<td>Bakersfield (CBS)</td>
<td>1000</td>
<td>1410</td>
</tr>
<tr>
<td>KWG</td>
<td>Stockton (ABC)</td>
<td>250</td>
<td>1230</td>
</tr>
<tr>
<td>KMJ</td>
<td>Fresno (NBC)</td>
<td>5000</td>
<td>550</td>
</tr>
</tbody>
</table>

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*Sales Management's 1949 Copyrighted Survey

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'Here's What You Should Know About KOH... and RENO'
The first station in Nevada. Reno's favorite for 22 years. 1000 watts, 630 kc, NBC. Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index 53% above U.S. average.
BOBO, I LOVE YOU!

So says the cute Siamese kitten in adoration of the bespangled French poodle.

There's something time buyers love in Baltimore radio, too. It's the way W·I·T·H produces low-cost results.

You see, W·I·T·H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that you get big results from small appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!
NETWORK BUSINESS UP

By ED JAMES

USINESS volume of the four major radio networks is con-

nuing the upward trend that began last fall after the severe

ump of summer, an analysis by Broadcasting showed last

week.

The analysis was based on figures for the entire year of 1949 released

at week by Publishers Information Bureau, as well as on addi-

tional information from the networks themselves.

A quarterly summary of 1949, based on PIB figures, plainly shows

a progressive decline in gross billings from the high levels of the

last quarter of the year to the do-

lums of the third quarter and the

llily in the closing quar-

ter of the year.

Calculations are that although
total gross billings of the four

networks in January 1950, did not

ach the record figures for the cor-

responding month of 1949, they
did post total billings for the im-

mediately preceding month of Decem-

ber. Reasonably optimistic fore-

casts for the early part of 1950

are based on this cheering fact.

Gross by Quarters

The four networks closed the

air of 1949 with total gross bill-

ings of $175,500,329, according to

PIB figures, the gross bil-

lings for the four networks were:

First Quarter: $51,522,682

Second Quarter: $49,262,623

Third Quarter: $53,327,593

Fourth Quarter: $62,557,631

In January 1949 the four net-

works’ gross billings were $17,704,-

3, the biggest month of the year.

In December 1949 the billings

were $16,408,854.

Although precise figures for Jan-

uary 1950 were not yet available

t week, a reliable estimate indi-

cated that the month would show

billings below January 1949 but

above December 1949. The figure

for January 1950 will approximate

$15,000,000, it was estimated.

By networks, the total gross

billings for 1949 were divided as

follows: ABC, $42,342,854; CBS,

$40,583; MBS, $18,040,599; NBC,

$56,013,596.

In January 1949 billings by net-

works were: ABC, $4,067,921; S,

$5,853,825; MBS, $1,876,124; NBC,

$5,876,213.

In December 1949 billings by

networks were: ABC, $7,656,192; S,

$7,774,039; MBS, $1,345,810; NBC,

$5,631,643.

Among the networks only CBS

reported an increase in billings in

January 1950 as compared with

January 1949. That network’s gross

last month was 3.5% higher than in

January of last year.

Mutual’s January 1950 billings

were reported a fraction of 1% below those of January 1949.

For the month of January 1950 billings were off 11% from the same

month in 1949.

ABC refused to disclose how it

stood in January billings, but it

was authoritative, although unof-

ficially, learned that ABC’s figures

would be off as much as Mutual’s, compared with January 1949.

Mutual’s January 1950 gross

billings were, however, nearly 25%

higher than its gross in the preced-

ing month of December, the net-

work pointed out.

ABC’s January 1950 figures were

believed to approximate its Decem-

ber 1949 level.

Trend Begun Last Fall Continues

Controlled Optimism

Although the impropriety of at-

 tempting a long-range forecast on

the basis of January 1950 records

alone was obvious, network officials

were generally of the opinion that

the upward movement from Decem-

ber 1949 was an optimistic indica-

tion that the first quarter of 1950

probably would be better than the

last quarter of 1949.

Month by month gross billings

of the networks in 1949 followed:

(Continued on page 24)

BASEBALL COVERAGE

Regionalos Map Plans

By JOHN OSBON

EXTENSIVE regional coverage of

major league baseball games for

1950 was strongly indicated last

week following announcement of

plans by both the Liberty Broad-

casting System and the New York

Yankees’ newly-created “Home of

the Champions” network.

Gordon McLeod, president of the

Liberty network, confirmed re-

ports that he had signed contracts

with American League President

Will Harridge for non-exclusive

rights to certain league games and

with the eight individual owners

of the National League, through

President Ford Frick, for exclusive

rights to certain NL games and

for non-exclusive rights to others.

MBS also holds rights to American

League contests.

Last Year’s Coverage

Mr. McLeod quoted no figures, but

he noted that Liberty would spend

“50 times as much” as the outlay

for such coverage last year.

Liberty, which has pioneered major

league broadcast on a regional

basis last year beamed baseball to

its affiliate stations in nine states,

plus stations in five other states.

From 250 to 300 stations in cities

from New Mexico to Virginia and

embracing the whole Southeast, are

expected to carry the broadcasts.

Most of the stations subscribe to

the network on a regular or per-

manent basis, Mr. McLeod said.

They also will bring a minimum

of three hours other programming

from Liberty in addition to the

baseball broadcasts.

Agreements call for a minimum

of 210 National and American

League games—an average of eight per week—with double head-

ers on Sundays.

Recreation Planned

Under the contract with the

American League, a number of

games will be re-created from

Western Union facilities and fed

out of Dallas. National League

contests will be divided between

“re-created contests” and those

picked up “live” by Liberty’s own

staff. Mr. McLeod declined to

elaborate on details involving di-

rect coverage from NL parks.

A feature of the agreement is a

provision which calls on Liberty

Broadcasting System to air a mini-

mum of 34 NL exhibition games

beginning March 11, Mr. McLeod

said.

He said that the network has had

“numerous offers” from national

advertisers for sponsorship of the

games, but that Liberty would offer

them to stations for local coopera-
tive sponsorship.

Seventy percent of those stations

signed by Liberty up to the present

are independents, but the network

hopes to sign affiliates of the four

major networks in cities where

independent outlets are not available.

The “Home of the Champions”

network coverage will be sponsored

by P. Ballantine & Sons and At-

lantic Refining Co. under contracts

signed last week in New York

with the Yankees through J. Wal-

ter Thompson Co. and N. W. Ayer

& Son.

The “Home of the Champions”

12-station network [Broadcasting,

Feb. 21] will make available to

stations in upper New York state,

Pennsylvania, Connecticut and

Massachusetts 111 of 154 scheduled

New York Yankee games; remain-

ing 43 are arc-light contests.

Of the available total, actually

only a minimum of 100 games prob-

ably will be carried by individual

stations, it was explained. In the

case of stations in territories of

minor league clubs within the 50-

mile radius, the maximum may be

as low as 15 games, it was pointed

out.

Stations will exercise the right of

refusal of certain games, espe-

(Continued on page 16)

February 27, 1950 • Page 15
**LBS EXPANDS**

150 Affiliates Under Contract

PLANS for expansion of the Liberty Broadcasting System, and for scheduled opening of offices in New York by April 1, were revealed last week by Gordon McLendon, president of the company.

The network intends to enlarge its present baseball coverage to a number of additional major cities (see story page 15) and to increase its programming schedule appreciably in the coming year, Mr. McLendon told Broadcasting.

By April 18, Liberty hopes to have from 250 to 300 stations — most of them independents — in the fold, with a goal of 18 programming hours daily in all 48 states by 1951. About 150 stations already are signed or being signed, he indicated. Identity of stations will be disclosed later, he added.

Site Undetermined

No location has been selected for the New York office, Mr. McLendon said, but he thought a site would be chosen shortly following current negotiations in New York City. The network operates regional offices in Charlotte, Atlanta, Denver, Los Angeles, Little Rock, Ark., and in other cities.

The present 150 stations under contract, according to Mr. McLendon, will extend to major cities in 33 states. Last year 71 stations in nine states carried Liberty programs.

Mr. McLendon said full details on the network's expansion, along with appointment of a New York sales manager, will be revealed in the next fortnight pending conclusion of negotiations in New York. Liberty Broadcasting System, under Mr. McLendon and James Foster, general manager, headquarters in Dallas, Texas.

**Programming Plans**

Mr. McLendon said LBS would move into other selected markets throughout the country — that is, major cities — and sign other key stations when expansion is deemed advisable. He emphasized the importance of a strong penetration of the New England or other major eastern territories this year.

Programming, much of it to be aired immediately following baseball broadcasts, will likewise be expanded when stations have not been fully developed but already include a projected 1½-hour daily giveaway program with some $2,000 worth of prizes.

**PHILLIES' GAMES**

WPEN Will Air Full Schedule

FULL baseball schedule of the Philadelphia Phillies including home, away and exhibition games will be broadcast this season by WPEN Philadelphia, the station announced last week. Atlantic Refining Co., Suppler-Sealtest and Ballantine Ale & Beer will alternate sponsorship of the broadcasts.

Play-by-play description will be handled by Gene Kelly. WPEN also will carry a daily quarter-hour show, Here Come the Fightin' Phil- lies, which will include interviews with players and fans, and stories of the Phillips and other National League clubs.

**ZAHRT TO BAB**

Succeeds Lee Hart

MEG ZAHRT, former radio and public relations director of Polsky's, Akron, Ohio, department store, has been appointed to the staff of Broadcast Advertising Bureau, effective March 15, it was announced last week by BAB Director Maurice B. Mitchell (from Omaha, Neb., Feb. 13). Miss Zahrt will replace Lee Hart, now on extended leave of absence, as retail specialist.

Miss Zahrt in her post at Polsky's, won many national awards for radio advertising promotion. She is the creator of Lynn Laser-ence, shopping program sponsored by the department store, which has won recognition for three consecutive years in the annual awards given by the NRDA. She introduced one of the first local women's programs in the retail advertising field.

Prior to joining Polsky's, Miss Zahrt broadcast as “Jane Adams” for Yeager's Dept. Store, also Akron, while occupying the position of advertising and sales promotion manager of the store. Miss Zahrt is also chairman of the Broadcast Advertising Committee of the Assn. of Women Broadcasters.

**GENE KELLY (r) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Phila- delphia's Poor Richard Club.**
Board May Affect Pending Legislation

NEARLY 40% of the Army-Air Force recruiting program's advertising budget for next year is earmarked for radio and television, according to testimony before a House Appropriations subcommittee just realed.

Figures revealed that out of a total outset of $1,591,600 for the fiscal year beginning July 1, the Army-Air Force campaign calls for a national expenditure of $636,400 for radio-TV. The budget estimates were given the Congressional group by Col. N. F. McCurdey, deputy chief of Military Personnel.

Other media budget slices are $437,606, $358,740 and $159,100 for magazines, newspapers and car cards, posters, sales aids, etc., respectively.

It was further revealed last week that the Army is readying a $100,000 spot campaign in 52 key cities to advertise its Reserve Program.

These revelations followed nationwide protests by stations against donations of free time to organizations conducting paid advertising campaigns in other media. Widespread action by stations on the abuse of radio's traditional offer to donate its time to public service causes has been indicated.

This subject was crystalized when the NAB Unaffiliated Stations Committee early this month [Broadcasting, Feb. 6] adopted a resolution calling upon the NAB board to review the entire problem of free time.

Stations Informed

Broadcast Advertising Bureau and national station representatives who had been keeping stations informed on the relations of the Army campaigns. The BAB has scheduled talks with the Army.

The figures presented to the House subcommittee include anticipated outlay for radio of production and for time placement in the joint recruiting drives.

While the breakdown on estimated expenditures did not specify the division, figures of the past four years' spending for radio shows an average split of about 14% for time buying and a little more than 17% for production costs [Broadcasting, Feb. 13].

It was understood that next year's budget would permit only network time purchase because of money limitations. Local and spot purchases usually are left to individual Army commands throughout the country. They have individual advertising budgets.

Col. McCurdey told the Congressional group that the recruiting program of the Army and the Air Force plans to meet the demands of recruiting 255,800 voluntary enlistments. Of the entire program, he said, an approximate 27% chunk of the allocations would be used "at the grass-roots level by allocation to Army areas for direct advertising" in local media.

Agency handling the Army-Air Force account is Grant Advertising of Chicago. It received an 18-month contract last January. It's predecessor was Gardner Advertising. Will C. Grant, owner of the Grant agency, has recommended the use of radio by the Armies and has indicated that his agency has set up a package of radio ideas to be presented to Army commanders.

February 27, 1950 • Page 17
IT'S NO COINCIDENCE

that the sales volume of Allis-Chalmers Mfg. Co.'s Tractor Division, Milwaukee, zoomed fivefold in 10 years between 1939 and 1949.

Although the increase in business during the mid-40s was attributable to a pent-up demand and limited production during the war, radio stepped in to hold the line—and even further increased sales. It was just five years ago that W. A. Roberts, executive vice president of A-C and head of the Tractor Division, decided to sponsor NBC's National Farm and Home Hour.

The reasons were manifold—to perform a service to agriculture, to back up efforts of national salesmen, to establish a brand name in minds of potential customers, to keep that name ahead of competition and to establish prestige. Then and now, Mr. Roberts knows that "prestige can't be bought. You have to earn it."

The Tractor Division, a recent outgrowth of the General Machinery Division which dates back to 1847, retained a subordinate role nationally in farm machinery production until about 10 years ago. At that time it was eighth in sales among farm equipment manufacturers. Today it is third.

The Tractor Division, which sponsors the oldest agricultural show on the air, pays about $500,000 yearly to gain Mr. Roberts' objectives. The company declined to release any official figures, however.

National Farm and Home Hour, aired Saturday, 1:15 p.m. (EST), adds up to an expensive package (on paper) for a half-hour weekly show because of heavy remote costs and time charges on the full NBC network. In addition, a live repeat broadcast is aired for 32 stations in Mountain and Pacific time zones. Show talent includes an m.c., 31-piece orchestra and conductor and a male quartet—maintained even when remotes are broadcast. Because the client wants complete coverage, any station joining the network will be bought.

The program's concept pre-dates sponsorship by Allis-Chalmers. In 1923, when the National Farm and Home Hour was originated at KDKA Pittsburgh by Frank Mul- lon, NBC conceived it as a service to agriculture and farmers. It became a daily, noontime feature in October 1928 on the full network when it moved to Chicago. Throughout the years, the show has been produced by the network in cooperation with the U.S. Dept. of Agriculture.

It's a beautiful day in Chicago, National Farm and Home Hour M.C. Everett Mitchell (s) says, as agree Producer Herb Lateau (l) and Ken- neth C. Gopen, chief of the radio and television section and assistant director of the information service, U. S. Dept. of Agriculture. Mr. Gopenbulletins USDA Headlines on each Allis-Chalmers show.

George Hufstedlar, of Allis-Chalmers tractor sales department, demonstrates the firm's Model G tractor during the International Lives- stock Exposition in Chicago.

... for Allis-Chalmers With It 'National Farm and Home Hour'

strip was cut to twice and then once weekly, and finally dropped because ABC lacked enough rural power stations for comprehensive coverage.

Returning to NBC, the program was sold to Allis-Chalmers Sept. 15, 1945. Although the network's policy had been to keep the Farm and Home Hour sustaining, most available network time had been sold during the war, and commercial shows took precedence in scheduling. To keep it on the air, network executives recommended a one rural broadcaster, commenting on the program's uniqueness, terms it "the only radio show with a marriage between agriculture, network and government agency." It is also the only known sponsored program which has the full cooperation of a government agency—the U.S. Dept. of Agriculture. Each opening and closing is by it as a service to Allis-Chalmers, in cooperation with the USDA.

Flexibility Keynote

Throughout 27 years, the show has been geared to flexibility so that farm events of national interest can be covered news-wise on a moment's notice. Since Allis-Chalmers assumed sponsorship, the show's purposes are twofold—to serve agriculture (and serve it well) and to build good will for the Tractor Division. Holding the reins on the object is George N. Seaman, radio executive at Bert S. Gittins Agency, Milwaukee, who spends 90% of his time on the account, and Paul Vissers, of NBC Chicago's agricultural staff, who succeeded Bill Drips.

Mr. Gittins and Mr. Seaman back up the theories of Tractor Chief Roberts. Mr. Roberts is convinced that if the show is a good service to farm people and the farm industry, farmers will be honest enough to realize it and to realize who is doing it. Purchase of equipment, he believes, leans on the local salesman, bolstered by help from "someone else." In this case, some-
FINITE place for TV in the transmitting of farm news and information.

A-C's direct and simple purposes are reflected in the Farm and Home Hour format. "The U. S. Field Artillery March," a rousing anthem which paces the show, leads to familiar tunes played by Whitey Berquist and his 31-piece orchestra. The Homesteaders, All-American favorites—Stephen Foster and A. C. and the Ramother—stand standard, in an occasional pop tune which is broadcast to the public. The Farm and Home Hour quartet includes Tenors Wayne Van Dyne and Richard Paget, Baritone Edward Stack, and Basso John McDonald.

Veteran Staff

Producer Herb Lateau, a 25-year radio veteran, organizes the music with Whitey Berquist. Mr. Lateau majored in music at Oklahoma City and acted as Walter Hampson and Katherine Cornell composer. He joined the NBC Chicago production staff in 1943. Bert Carmine of NBC's continuity staff is scriptwriter. Show's individual trademark—"a beautiful day in Chicago!"—sang out to listeners for the first time on a Sunday during the reunion. It's a daily greeting of Everett Mitchell, who took over the Farm and Home Hour job 1930, four years after originating his first farm program, Farmer's Exchange, for the network. Mr. Mitchell narrates Town and Country on WMAQ (NBC) Chicago each morning. He was fea- vered commentator on Firestone's Champion Farmer series, and first id for Allis-Chalmers on the American Party in 1938. He has anorary doctor of letters degree from Carthage College (Ill.) for his work in developing understanding between rural and urban sections through farm radio.

Ken Gopen, chief of the radio and television service and assistant director of information for the USDA, gives timely tips in USDA Headlines each week. Mr. Mitchell announces the weekly market roundup prepared by the USDA.

Although the show's permanent origin point is Chicago, about 40 of 52 programs yearly contain major remote segments. No hour ever originates entirely in Chicago, as Mr. Gopen explained in his usual Washington, D. C. Subjects of typical remotes: Methods of an Oklahoma conservationist who developed a system of soil judging; significance of an American Thanksgiving to a displaced Latvian family on a Michigan farm after years in a European DP camp; Texan pioneers in production of grain sorghum; feeding livestock for top quality meat; stubble mulch farming as an aid in reducing wind and water erosion.

Special Events

Special events have been carried as a secret of success from the sustaining to the commercial show, for they give the farmer a front seat to everything important in his business. Remotes are basic to the concept of bringing farm news, history and events from the spot where they happen by the people who make them happen. Personalities interviewed are non-professionals, except for radio farm directors from NBC stations and agriculture college representatives.

Remote costs pyramid the budget, and can be justified as an extra expenditure only if the news is good and has a lot of human interest. Mr. Roberts, however, set a rule a long time ago that cost

should never be the deciding factor. For example, last Christmas Mr. Mitchell went to Boys Town, Neb., where the Boys Town Choir was featured. Total charges added up to about $1,000. "If it's worth doing an editorial feature, and worth reporting, then do it," says Mr. Roberts. Two foreign remotes were shortwave from the World Poultry Congress in Copenhagen two years ago and from London last year, when a group of 4-H exchange students visited there.

Repeat broadcasts, live from Chicago, began Jan. 7 for 32 stations in Mountain and Pacific time zones. Allis-Chalmers wants the show heard locally there between 12 and 12:30. When only one live show and a few local repeats were used, some West Coast dealers complained that their customers were getting the show at 11 and 11 a.m. Perhaps the most unique feature of this commercial show is the lack of hard-selling commercial messages, "Without any doubt, the Farm and Home Hour uses some of the best institutional commercials in radio," according to Paul Visser. Only two brief mentions of the firm are made, at show's open and close.

Standing orders have been issued for commercial copy to be cut whenever more time is needed for editorial matter. Any public service message requiring another minute or two for elaboration frequently gets extra time from commercials.

No spots are used on the Christ- (Continued on page 50)

FROM a pig show ring in Austin, Texas, a remote broadcast is handled by Paul Visser (front), superintendent of the show, who interviews Carroll Plager (s), superintendent of the show. About 40 of 32 shows per year are complete remotes from various parts of the country.

BERT S. GITTINS (ll), head of the Milwaukee agency of the same name, confers with Gerald L. Seaman, radio executive, on Mr. Seaman's upcoming itinerary for the Farm and Home Hour. Mr. Seaman writes all commercials, many of the scripts and visits each area in which a remote show is broadcast. Mr. Gittins' first account was Allis-Chalmers, which he got in 1935 on a 90-day trial and has had ever since.
THE YEAR 1949 was outstanding in RCA and NBC progress, marking a period of achievement for the parent corporation and its subsidiaries, according to the 30th annual report of Brig. Gen. David Sarnoff, RCA board chairman.

Net earnings of Radio Corp. of America in 1949 amounted to $255,144,279, equivalent to $1.58 per share of common stock, Gen. Sarnoff informed the board. This compares with $242,024,474 in 1948, when earnings after payment of preferred dividends were equivalent to $1.50 per share.

Net profit, after all deductions, was 6.3% of gross 1949 income compared to 6.7% in 1948. Total gross income from all sources amounted to $9,629,020, representing an increase of $39,641,789, compared to $9,357,231 in 1948. RCA’s dividend payments for 1949 amounted to $31,824,800 on preferred and $9,928,604 on common, a total of $10,861,404. Dividends paid during the last 10 years total $90,164,112.

NBC Covered

In discussing operations of its subsidiary, NBC, the report refers to 1949 as “a year of achievement in service to the public and a period of organization and expansion in television to meet the necessities of the new art and to maintain radio broadcasting at the highest possible levels.” NBC’s network lineup now totals 172 stations, with six owned and operated by the company, it was stated.

NBC’s television network more than doubled in 1949, increasing from 28 to 56 TV stations of which five are NBC owned and operated. Coaxial cable or radio relays connect 26 stations and 30 non-inter-connected outlets receive NBC network programs by kinescope-recorded film.

RCA made valuable contributions to the technical advance of TV, in addition to engineering improvements, according to the report, which adds: “A new experimental television station operating in the ultra-high-frequency band was erected at Bridgeport, Conn., and was placed in operation at the beginning of 1950. This station will operate experimentally as a satellite to NBC’s television station in New York City, receiving and retransmitting the latter’s signals. This experiment is expected to make important contributions to the solution of technical problems in ultra-high-frequency telecasting.”

In a joint statement for the RCA board, Chairman Sarnoff and President Frank M. Folsom declared:

“RCA observed its 30th anniversary in 1949. It was an outstanding year for its decision last week to accept the RCA products and services offered by the highest peak in the history of the corporation. Television’s spectacular rise as a new service of mass communication, in which RCA has played a leading role, is without precedent in the industrial development of the United States.

Video’s Rapid Growth

“Television achieved the going rate of a billion-dollar-a-year industry, to become the first American industrial enterprise to move ahead so rapidly in so short a time.”

At no time in the history of the radio-electronic arts have conditions been more favorable for continued growth and expansion to public benefit. To the fulfillment of this promising outlook, RCA wholeheartedly dedicates its facilities and services in scientific research, manufacturing, broadcasting and communications.

RCA have crossed the threshold of 1950 determined to progress service to the nation and to peep everywhere. RCA since its form in 1919, has cooperated with the United States Government in matters of national security through research, engineering communications and broadcasting.

“Continuing these activities, the nation’s interest, RCA in 1949 cooperated with the Dept. of Defense in industrial mobilization planning.”

Sarnoff and Mr. Folsom, their report to RCA’s 1950 stockholders list these achievements:

Expansion of television as a service to the public.

Development of the RCA all-electronic, high-definition, complete companion television system, now being field tested.

Introduction of the RCA 45-reel system of recorded music feature the simplest and fastest photofilm record changer ever devised and providing the best quality of reproduction; also a new and improved 33 rpm long-play record.

Advanced development of radar and its increased application to nation security and safety at sea and in air.

RCA reported it produced a millionth TV receiver in February of this year. Sales of radio sets and phonographs dropped in 1950, following the industry trend by picking up in the last quarter. This business continues to exceed capacity expectations, it was stated, despite plant expansion.

Development of the new RC color system (see TV comparison chart, page 22) was described as an outstanding scientific achievement.

PLANS for a lavish presentation of “Lightning That Talks” at New York’s Waldorf-Astoria Hotel before a thousand advertising executives were abandoned last week.

The New York subcommittee of the All-Radio Presentation Committee at a meeting last Tuesday voted instead to show the film at a luncheon meeting of the New York Radio Executives Club.

Last week’s decision put an end to plans to spend $30,000 for a spectacular New York showing of the promotion film. Until a fortnight ago, the event had been scheduled for March 4, with such luminaries as Gen. Dwight D. Eisenhower in attendance.

The film was to have been shown after a dinner at the Waldorf. Additional entertainment was to have been provided by big-name talent. The first alteration of that plan came after the NAB board expressed disappointment in the film at its Phoenix meeting [Broadcast, Feb. 13]. It was decided to postpone the New York premiere until late March or early April, but until the meeting last Tuesday the committee was still intending to stage a glittering show despite the change in date.

No Official Explanation

Although the subcommittee did not officially explain the reasons for the decision last week to switch from the full-dress presentation to the much more modest showing before the Radio Executives Club, it was learned that the choice was motivated by several factors.

Not the least of them was the question, raised first by the NAB board and later by others, as to whether the film would be worth $90,000 presentation, it was suggested.

This doubt was combined with other difficulties such as choosing an appropriate date.

The March 29 or 30 date that had been considered was rejected when it was recalled that both the AIA of National Advertisers and American Ass’n of Advertising Agencies would be holding conventions at Hoag Springs, Va., and at White Sulphur Springs, Va., at the time.

Members of the subcommittee were doubtful that a later show (Continued on page 77)

'BROADCASTING • Telecasti
**DEFENSE**

Radio Seen Ready In National Emergency

Radio and its electronic companions in communications will not be caught napping should a national emergency arise. That is the assurance of top civil defense planners in Washington.

As speculation on such matters as government dispersal and an "alternate" capital city reached a new pitch last week, there was widespread evidence that radio's role—and communications as a whole—in time of emergency, faces a review in high government quarters.

Officials indicated that the FCC would be included in any top priority list of executive agencies that could be retained in Washington under any proposed plan of departmental decentralization.

Key to drawing board plans for radio is the wartime AM-FM-TV emergency network [Broadcasting, Nov. 21, 1949] officials progress is being maintained, officials said. However, the present feeling among planners is that radio could be converted into an emergency run "overnight" should an attack on the U. S. by a foreign power develop.

Talk on overall civil defense was renewed during the week with the making of a statement by Dr. Paul Larsen, who becomes chief of the Office of Civilian Defense on March 1, and by the introduction of a resolution (H. J. Res. 419) by Rep. John H. Holifield, (D-Calif.) a member of the Joint Congressional Atomic Energy Commission, to set up a seven-man commission to study the possibility of an alternate seat of government. Dr. Larsen is head of the AEC's Sandia Labs (Albuquerque, N. M.).

Dispersal of Agencies

Dr. Larsen suggested that federal facilities be dispersed and underground shelters for them be constructed as measures of protection for the national capital. He noted "at random" those agencies which could be moved to another site because of their non-essential nature in an emergency: The Post Office Dept., the Dept. of Agriculture, the Veterans Administration and the Treasury Dept.

Defense spokesmen, while pointing out that Dr. Larsen's statements were his own and not the administration's, told Broadcasting that because of the essential nature of the FCC as the communications regulatory body, the agency would not be included in any "list" of government facilities to be dispersed.

The commission proposed by Rep. Holifield would be headed by the Defense Secretary and would be made up of defense officials, and representatives of the Senate, House, judiciary and the Atomic Energy Commission. It would report to the President and Congress by Jan. 31, 1951. Study would include possible sites for a "substitute" government city and the administrative procedures to be followed.

Subsequent national defense peering into communications is probable by the temporary five-man Communications Policy Board named by President Truman [Broadcasting, Feb. 20; also see page 17]. A defense official said the board most likely would concern itself with an investigation of the utilization of communications at time of a national emergency.

Other Hearing Possible

A similar study may be forthcoming when hearings are held by the House Judiciary Committee on the Holifield resolution. Rep. Holifield said his proposed commission "would investigate the measures which can be taken to ensure the continuous operation of the government of the United States in the event of attack by a foreign power."

Meanwhile, progress was indicated on certain electronic phases of civil defense with the revelation that a tentative schedule, subject to periodic change, has been set by the Munitions Board which lists equipment requirements in the communications field. The schedule will alter, officials said, with subsequent development of technical processes.

The whole operation of a communications set-up as a measure of national defense, as seen in the light of the trend toward dispersal and decentralization of the physical and administrative functions of government, follows the original theme as detailed in the book, Star Spangled Radio. Authors are Edward M. Kirby, former NAB public relations chief, and Jack W. Harris, general manager, KPRC Houston [Broadcasting, Nov. 21, 1949]. Both served as executive officers in the War Dept., during World War II, formulating procedures and policies for vast radio networks here and abroad.

Still in the study stage is the possibility of making use of transit radio facilities in event of disaster. While applicable to situations created by flood or fire, radio-equipped buses also could be employed in a war emergency, defense officials believe.

Ben Strouse, general manager, WWDC-AM-FM Washington, capital franchise-holder of Transit Radio operations, said he had submitted a list of cities currently operating radio-equipped vehicles to Col. R. S. Stanford, civil defense communications officer. Mr. Strouse has reported both Col. Stanford and Lt. Col. Barnet W. Beers, assistant for civil defense liaison, as enthusiastic for wartime application of radio-installed vehicles. TR's role would be conversion of such vehicles to two-way radio.

Civil defense planners emphasize that their present problem in master-plan defense does not so much concern the central organizational group, but lies in "getting the story across to the state and local levels."

**VOICE OF DEMOCRACY**

PARTICIPATION of official Washington in radio's annual high school competition, the Voice of Democracy, contains ceremonies honoring four young people who won national awards. Final events take place today (Monday) at Colonial Williamsburg, Va.

The winning students, selected from a million entries, were honored in a round of events that included the annual Voice of Democracy luncheon and greeting by President Harry S. Truman at the White House Executive Offices.

On today's schedule are a noon luncheon at Williamsburg at which Gen. George C. Marshall, president of the American Red Cross, and the four students will be guests of John D. Rockefeller 3d. This afternoon the four will repeat their winning scripts in the historic House of Burgesses before Williamsburg high school seniors.

Broadcast Set

Final event will be a broadcast to the youth of the world by the four winners along with Gen. Marshall and Mr. Rockefeller, CBS and Voice of America will carry the program.

Presentation of $500 scholarships and certificates to the four winners took place Wednesday at a Washington luncheon, held at the Hotel Statler. Dr. Earl J. McGrath, U. S. Commissioner of Education, presided. He introduced Edward W. Barrett, Assistant Secretary of State for Public Affairs, who made the presentations. Ceremonies were carried on MBS.

Mr. Barrett recalled that the scripts demonstrated the unity of America and its strength as a fortress for free men. As Assistant Secretary of State he directs operation of the Voice of America, which recorded the ceremonies for later transmission to English-speaking nations.

Gloria Chomiak, of Wilmington (Del.) High School, one of the winners, also delivered her script in the Ukrainian language, similar to the Russian tongue, for the Voice of America. She said she spoke Ukrainian and was able to read in four other languages. Her parents migrated to Alberta from Ukraine. She has had only four years of formal education.

Dr. McGrath said the Office of Education had endorsed the contest since its inception because it believes that youth represents the true strength of the nation and that "an affection for our way of life, and a true understanding of it" is sacred to youth's inheritance.

Clifford D. Cooper, of Alhambra, Calif., president of the U. S. Junior Chamber of Commerce, was a luncheon guest along with Justin Miller, NAB president, and Raymond C. Cosgrove, president of Radio Mfrs. Assn. The three associations sponsor the contest with

(Continued on page 77)

Flanking Sen. Johnson (center) are winners (l to r): Richard Chapman, Anne Pinkney, Robert Shank and Gloria Chomiak.

Final Festivities Set

February 27, 1950 • Page 21
SAFFORD NAMED
Heads III. Broadcasters

MEMBERS of the Illinois Broadcasters Assn. unanimously elected Harold Safford, program director of WLS Chicago, president for the next year at the annual meeting in Springfield Thursday.

Leslie C. Johnson, general manager, WHBF Rock Island, vice president, and J. Ray Livesay, president and general manager of WLFB Mattoon, is secretary-treasurer. Charles Caley, executive vice president of WMDD Peoria, was elected to the board of directors.

Others are Charles Cook, general and commercial manager of WJFF Herrin; Arthur Harre, president of WNL Decorah, and Merrill Lindsay, retiring president, and manager of WSOY Decatur.

FM broadcasters among the group attended an FM session Thursday morning, when Mr. Lindsay reported that he had been able to increase his rates 8½% because of augmented coverage through FM in surrounding farm areas.

Richard P. Doherty, head of NAB's employer-employee relations, was a surprise speaker at the afternoon meeting, which followed a luncheon for 40 New York and tapers. He answered questions on labor relations from the floor. Mr. Doherty was introduced by Mr. Johnson, who said all Illinois stations should be members of NAB "for no other reason than to take advantage of the employer-employee relations department."

FCC Actions

GRANT made by FCC in 1947 to WHOL Allentown, Pa., set aside technically by Commission last week and comparative proceeding des-ignated for further hearing.

Four stations granted owner-ship transfers. One AM and one FM authorization de-leter. Details may be found in Actions of the FCC, page 40 and FCC Roundup, page 76.

REPEAT FEES

AFRA Complaint Hearing Set

HEARING of AFRA's complaint against McCann-Erickson Inc. for repeat actors' fees on CBS. "Straight Arrow" is scheduled with the American Arbitration Assn. at Los Angeles, March 7. Judges will be Frank Muris and David Smith for the accusers, and Jerome Rosenthal for the union.

AFRA charges that the agency has not been paying $18.25 due each actor on the program for repeat broadcast, over the original payment, a rule followed by all other agencies and stations. The MBS program is aired live from Hollywood and tapers for broadcast later in the West.

The agency has defended its stant on grounds that the Taft-Hartley Act clause on payment of fees for services prohibit makes such payment illegal. The union seeks $12,000 in back salaries for actors since February.

RRN MEET

Affiliates Map Future Plans, Hear Progress Report

PRESENT expansion moves, program scheduling and future plans of the Rural Radio (FM) Network were discussed at a meeting held a fortnight ago in Ithaca, N. Y. The RRN is made up of 11 Upstate New York FM stations covering primarily county, upstate area with a seven million population. Program changes in new affiliates' schedules to six hours to 13 hours daily since their affiliation also were stressed. It also was agreed to push the proposal of obtaining top-flight programs from member stations for network broadcast.

The network's sales staff forecast an increased use of time by producers of farm goods and services. At the same time members expressed interest in the future of FM. All stations reported increased distribution of FM receivers in their coverage areas with one member offering survey figures showing a 40% FM set-own- ership for his community. Louis Saiff, manager of WIFRAM station, WWSY-FM, did not get to the meeting because of weather conditions barring his travel. Basic owned-and-operated RRN stations are: WNFR (FM) Wefstersburg, WCTV (FM) Bristol Center, WCSS (FM) DeRuyter, WVCT (FM) Cherry Valley and key station, WHCU-FM.

FCCEND MADE BY FCC IN 1947 TO WHOL ALLENTOWN, PA., SET ASIDE TECHNICALLY BY COMMISSION LAST WEEK AND COMPARATIVE PROCEEDING DESIGNATED FOR FURTHER HEARING.

FOUR STATIONS GRANTED OWNERSHIP TRANSFERS. ONE AM AND ONE FM AUTHORIZATION DELETED. DETAILS MAY BE FOUND IN ACTIONS OF THE FCC, PAGE 40 AND FCC ROUNDUP, PAGE 76.

REPEAT FEES

AFRA COMPLAINT HEARING SET

HEARING OF AFRA'S COMPLAINT AGAINST MCCANN-ERICKSON INC. FOR REPEAT ACTORS' FEES ON CBS. "STRAIGHT ARROW" IS SCHEDULED WITH THE AMERICAN ARBITRATION ASSN. AT LOS ANGELES, MARCH 7. JUDGES WILL BE FRANK MURIS AND DAVID SMITH FOR THE ACCUSERS, AND JEROME ROSENTHAL FOR THE UNION.

AFRA CHARGES THAT THE AGENCY HAS NOT BEEN PAYING $18.25 DUE EACH ACTOR ON THE PROGRAM FOR REPEAT BROADCAST, OVER THE ORIGINAL PAYMENT, A RULE FOLLOWED BY ALL OTHER AGENCIES AND STATIONS. THE MBS PROGRAM IS AIRED LIVE FROM HOLLYWOOD AND TAPERS FOR BROADCAST LATER IN THE WEST.

THE AGENCY HAS DEFENDED ITS STANCE ON GROUNDS THAT THE TAFT-HARTLEY ACT CLAUSE ON PAYMENT OF FEES FOR SERVICES PROHIBITS MAKING SUCH PAYMENT ILLEGAL. THE UNION SEEKS $12,000 IN BACK SALARIES FOR ACTORS SINCE FEBRUARY.

RRN MEET

AFFILIATES MAP FUTURE PLANS, HEAR PROGRESS REPORT

PRESENT EXPANSION MOVES, PROGRAM SCHEDULING AND FUTURE PLANS OF THE RURAL RADIO (FM) NETWORK WERE DISCUSSED AT A MEETING HELD A FORTNIGHT AGO IN ITHACA, N. Y. THE RRN IS MADE UP OF 11 UPTOWN NEW YORK FM STATIONS COVERING PRIMARILY COUNTRY, UPTOWN AREA WITH A SEVEN MILLION POPULATION.

PROGRAM CHANGES IN NEW AFFILIATES' SCHEDULES TO SIX HOURS TO 13 HOURS DAILY SINCE THEIR AFFILIATION ALSO WERE STRESSED. IT ALSO WAS AGREED TO PUSH THE PROPOSAL OF OBTAINING TOP-FLIGHT PROGRAMS FROM MEMBER STATIONS FOR NETWORK BROADCAST.

THE NETWORK'S SALES STAFF FORECAST AN INCREASED USE OF TIME BY PRODUCERS OF FARM GOODS AND SERVICES. AT THE SAME TIME MEMBERS EXPRESSED INTEREST IN THE FUTURE OF FM. ALL STATIONS REPORTED INCREASED DISTRIBUTION OF FM RECEIVERS IN THEIR COVERAGE AREAS WITH ONE MEMBER OFFERING SURVEY FIGURES SHOWING A 40% FM SET-OWNERSHIP FOR HIS COMMUNITY. LOUIS SAIFF, MANAGER OF WIFR-AM STATION, WWSY-FM, DID NOT GET TO THE MEETING BECAUSE OF WEATHER CONDITIONS BARRING HIS TRAVEL. BASIC OWNED-AND-OPERATED RRN STATIONS ARE: WNFR (FM) WEFSTERSBURG, WCTV (FM) BRISTOL CENTER, WCSS (FM) DERUYTHER, WVCT (FM) CHERRY VALLEY AND KEY STATION, WHCU-FM.
FACTS
About the Coal Crisis

For more than eight months, coal operators have been trying to make a contract with the mine workers' union. Before any new contract could be made, two union demands had to be eliminated:

1. Complete domination of coal production by the union, through its insistence on the "able and willing" and "memorial" clauses;

2. Insistence by the union on the power to exact enormous sums of money from employers to be spent as the union dictates on "welfare" for union members.

Federal Judge Richmond B. Keech upheld the view of the operators that these demands were not bargainable—were, indeed, illegal.

On "able and willing," Judge Keech said:

"Good faith does not permit such extraneous and unlawful provisions to be insisted upon by an employee group as a condition of wage agreement. To include such provisions would be tantamount to nullifying any agreement reached at its birth . . .

"The court concludes that insistence upon inclusion of the so-called 'able and willing' and 'memorial period' clauses in the negotiation of an agreement is a refusal to confer in good faith, and therefore a practice condemned by (the law)."

On union dictation and control of "welfare," Judge Keech declared:

"It is the opinion of the court that insistence that the welfare and retirement fund be administered so as to limit the benefits thereunder to union members and their dependents without compliance with the statutory requirements of a closed shop agreement, is in conflict with (the law)."

There can be no appeasement—no compromise—on these two fundamental issues.

AS TO THE SO-CALLED "MONEY ISSUES":

The ruthless power of the labor dictator is being used to "Kill the goose that lays the golden eggs."

Under the expired contract, wages, which the coal operators have offered to continue, are higher than those paid in any other major industry. The average hourly wage is $1.95 per hour, compared to $1.67 per hour in all manufacturing. This rate is also paid for lunch periods and "travel time;" making the average underground earnings $2.40 per productive hour. In addition, vacation pay ($100.00 a year), social security, welfare and other payments increase labor costs to about $2.74 per productive hour.

Although the basic wage rate is $14.05 per day, on the basis of 6½ hours of actual work in underground mines, many rates are higher, so that the average daily pay amounts to $15.60.

If the additional labor costs are included, the figure is $17.81 per day.

Again and again, union monopoly in the coal industry has brought the country to the point of crisis to enforce its demands.

Since more than 60 per cent of the cost of mining coal is paid for labor, the price of coal to consumers has risen again and again.

Obviously, if this industry is to survive, there must be a stopping point.

Markets for coal are shrinking. It does not make sense to raise costs when markets are shrinking. That is the way to price the industry—operators—miners—railroads—retailers—out of the coal business.

The net effect is that union dictatorship is killing off the industry, is killing off jobs for miners. In the process, it is bringing suffering and hardship to all.

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!

The Coal Operators Are Eager for a Working Contract with their Employees

NATIONAL COAL ASSOCIATION

SOUTHERN BUILDING WASHINGTON, D. C.
**First in Dollar Value in NASHVILLE**

Because

**WKDA Delivers the Audience**

**RETAIL RADIO-TV**

"HOW TO MAKE advertising more effective" was the theme of the sixth annual advertising conference of Ohio State U. and a highlight of a Retail Dry Goods Assoc. meeting was a radio-TV seminar in which a retail leader predicted increased use of radio and TV by retailers the nation over.

Howard Abrahams, manager of the sales promotion division of the National Retail Dry Goods Assoc., predicted that while the amount spent for newspaper advertising and retail store display will decrease slightly this year, the amounts spent on radio and TV will continue to increase as they have for two decades.

Mr. Abrahams said that while in 1939 3.1% of sales were spent for advertising, the percentage decreased through 1948 when it was 4.2%. The indications for 1949 and 1950, he said, are that the percentage will rise to 4.6% when 1949 statistics are gathered and 1950 should be higher. He believes this increasing higher percentage of sales spent on advertising is essential for stores to maintain high volume and for our standard of living to surpass its present high level.

Check on Media

Since alert retailers check the results of all advertising ventures, and have a right to check the effectiveness of all media, Mr. Abrahams believes radio and TV have a greater chance to earn more of the retail advertising budget as time passes. He said retailers are using radio more because of the personal appeal that radio can make. This helps the large stores overcome the "stigma" associated with advertising, and combined with the wide circulation radio can gain, it is the medium for mass-personalized selling that stores must have. Also, the unique program technique in radio makes advertising economical when a store is promoting a single line or department, he explained.

Mr. Abrahams added that in recent years retailers are realizing radio can do a fine merchandising and promotional job for them and are utilizing it for those purposes rather than using radio for strictly institutional purposes. The flexibility of radio and the fact it can create quick acceptance are valuable to the retailers, he pointed out. Along with these advantages is the important fact that radio creates store traffic and word of mouth publicity cheaply, which is an effective booster.

Mr. Abrahams added that many years ago the medium was not being used by TV because of the error of using it only for institutional purposes, as they had with radio, when actually TV has proved itself to be an excellent merchandising medium. He stated experience to date indicates retailers using TV are setting up additional budgets for it rather than cutting down on other media.

Kendall Foster, television director of William Esty Co., in a discussion of "Effective Television Advertising" emphasized that while the actual dollar expenditure for television advertising is extremely high, the cost per thousand impressions is remarkably low, and is becoming lower every month.

In tests of his client's television programs, Mr. Foster reported that a boxing show in New York had a cost of $1,15 per 1,000 impressions per minute of commercial, while a Los Angeles program had a cost of 90 cents per 1,000 impressions per minute of commercial. However, the actual dollar outlay for TV advertising may appeal certain advertisers when an economical weekly program on a network of 25 stations cost $75,000 a year, or three spot announcements per week cost $1,000 per year.

To illustrate the decreasing cost per 1,000 impressions of TV, Mr. Foster related how a program in a poor adjacent city, $60 per 1,000 in 1948, but in 1949 the same program had dropped to $6 per 1,000. Mr. Foster emphasized that the effectiveness of television advertising does not depend on the time or station, but on the program and the ingenuity put into it by the advertiser.

Co-Sponsor Benefits

He warned all concerned with television that to maintain the effectiveness of the medium and the double, triple and quadruple placement competitive position, it must be eliminated. He said experience has shown that the sponsorship of sporting events, for example, where one company takes the first half, results in high sponsor identification and an economy for many limited budget advertisers.

Dr. Kenneth Baker, of BMI, reminded the advertising men not to lose sight of the great record of radio advertising, the fact that there are more sets, more listeners and more stations than ever before. This, combined with the fact that money is spent locally for radio advertising than nationally, indicates the wide fields open to the medium and the untapped business resources that are not yet radio users.

The director of research for the Biow Co., L. E. Deckinger, told the conference television viewing and the much publicized visiting of TV owners' homes by TV enthusiasts will settle down to normal activities as TV ownership becomes more widespread.

An survey conducted by his company and various universities, Mr. Deckinger found that TV owners of several years standing have virtually the same viewing habits as those who have had sets but a few months. This, he said, rules out the novelty aspect of TV and places it definitely into the scheme of American home life for years to come.

The surveys indicated that virtually no TV viewers have complaints on the commercials, while 66% feel TV programs are good 33% feel they are fair and only 1% believe TV shows are poor. On the question of whether TV programs are improving 90% answered yes, only 1% said no. Mr. Deckinger believes this indicates an excellent acceptance of the medium and an indication of future satisfaction with it.

Most surveys show that among TV-owning families, 23% less time is spent reading magazines, 29% less time reading books and 72% less time attending movies. Newspaper reading time was down 5% in these homes. The upsurge of interest in drama is indicated that 17% of those questioned viewed drama programs again 11% in 1948.

The keynote speaker of the conference, Donald Hobart, director of research for Curtis Publication told the advertisers that constant research is necessary in our fluctuating, competitive economy in order to make our advertising and sales efforts more effective. Many advertisers must keep an ever constant watch on product use, advertising appeals, on who buy, where they buy, and how much the can buy.

While selling and advertising the key to our high standard of living and dynamic economy. Mr. Hobart emphasized that sales problems deal more with outlets and distributions, while advertising problems concern selling in the home—where people live.

Mr. Hobart believes advertisers should be the enthusiastic for the manufacturer for his product or service can be carried to salesmen, retailers, clerks and consumers.

**Network Business**

(Continued from page 15)

$5,286,179, total, $15,425,427. July: ABC, $2,783,151; CBS, $5,779,469; MBS, $1,133,315; NB, $4,354,305, total, $12,058,240. August: ABC, $2,544,086; CB, $3,877,203; MBS, $1,119,364; NB, $4,523,117, total, $12,159,635.


December: ABC, $3,658,49; CBS, $5,774,395; MBS, $1,345,81; NB, $5,631,645, total, $16,409,824.

**Broadcasting • Telecasting**
THE NEW ERA IN Thesaurus BRINGS YOU A SENSATIONAL NEW SHOW

starring

8 of the biggest names in jazz!

JIMMY LYTELL
and the "DELTA EIGHT"

OLD New Orleans

HAPPY DIXIELAND JAZZ AND BLUES!

Rockin' Dixie rhythm, hot solo breaks, low-down blues and solid delta bounce are served up by eight top jazzmen in the new era Thesaurus show "Old New Orleans."

Fronted by Jimmy Lytell, "Old New Orleans" is a showcase for the happiest Dixieland jazz and blues that ever captured an audience.

"Old New Orleans" is just one of your many big sales-builders in the new Thesaurus. New Thesaurus gives you more practical help than ever before. You get more big-name stars, comprehensive programming and promotion, a steady flow of current material. Scripts by network-experienced writers...lots of production "extras."

Wire or write today for full details.

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N.Y.
Chicago • Hollywood

February 27, 1950 • Page 25
HAYES FILE SUIT
Seek $25,000 From Crash
TOTAL of $25,000 damages is demanded by Sam Hayes, NBC Hollywood newscaster, and his wife, Sally, in suits filed in Los Angeles Superior Court as an aftermath of a plane crash last Oct. 1 in which they were injured and Buddy Clark, network singer, was killed [BROADCASTING, Oct. 10, 1949].
Mr. Hayes asked $10,000 and his wife $15,000. Defendants are James L. Hayter, plane owner, and D. W. Maree, pilot. Seriously injured also were Frank (Bud) Berend, NBC Western Division sales manager, and Jennings Pierce, NBC Western Division manager of public affairs, station and guest relations. The party was returning from the Stanford-Michigan football game at Palo Alto, Calif., when the plane crashed in a Los Angeles residential district.

WJR, WWJ
LICENSE RENEWAL hearings for both WJR and WWJ Detroit were requested last week by Emil Mazey, international secretary-treasurer of UAW-CIO, in a formal complaint filed with FCC. He charged the stations with refusing to sell or otherwise make available time for discussion of the issues in the strike at Chrysler Corp.
Harry Bannister, general manager of WWJ, denied the complaint and recited his earlier statement that in all disputes involving the public interest free time would be given provided both parties to the dispute mutually participated. He had outlined this policy earlier in the month in a letter to Luckoff, Wayburn & Frankel, advertising agency for UAW-CIO which sought commercial time [BROADCASTING, Feb. 6].
Similarly, WJR termed the complaint “groundless” and said it first heard of the request for time when newsmen called to get WJR’s reaction to the union’s complaint to FCC.
Mr. Mazey, addressing his petition to FCC Chairman Wayne Coy, requested renewal hearings immediately so that “this matter can be gone into in detail.” He said the actions of WJR and WWJ “in preventing the residents of Detroit from becoming informed on the issues in the Chrysler strike are in direct violation of the Commission’s decision” revising its policy on broadcast editorializing, issued last summer [BROADCASTING, June 6, 1949].
Mr. Mazey related the union, through its agency, on Jan. 31 asked to purchase a daily 15-minute period on WJR but was advised only a single half-hour weekly was available. He said WWJ was queried the same day with 6:15-6:30 p.m. Tuesdays and Thursdays and 7:45-8 p.m. Mondays, Wednesdays and Fridays being offered. But before arrangements could be completed the time was refused since Chrysler would not participate, the union spokesman said.
He observed that WWJ refused time only because Chrysler declined and termed this a violation of FCC policy because “the Commission has never allowed one party to a controversy to veto public discussion of that controversy.” Mr. Mazey said “fairness ... might require no more than that the licensees make a reasonable effort to secure responsible representation of the particular position” and if it fails, to continue to make its facilities available for reply if so requested after the original broadcasts.
WJR explained that upon learning of the complaint it checked its sales traffic department “and found that a routine request by telephone had been made by the union’s advertising agency.” WJR said the specific time sought was not available and alternate times were turned down. The station said it “did not receive any other correspondence from the agency or the union requesting time or pressing the issue further.”
WJR said its policy on controversial issues is clearly defined. “It provides equal opportunity for opposing sides to present their views ... whether the time is on a commercial or sustaining public service basis,” the station explained.
Mr. Bannister, in his earlier policy statement to the agency, guaranteed a minimum of one hour of Class A time weekly without charge for “joint-use of both parties in the controversy.” He said additional use of WWJ’s facilities would not be available to either party during the duration of the strike.

UAW Files Complaint With FCC

"It's this sort of thing that makes it hard to do a Man-on-the-Street broadcast."

RTDG PACT
ABC, NBC, CBS, WOR To Sign
AGREEMENT on a new contract covering members of the Radio and Television Directors Guild (AFL-CIO) employed by ABC, NBC, CBS and WOR-AM-TV New York was reached in New York last week following a meeting of network officials and union representatives with the New York State Mediation Board.
According to terms of the new contract, to be signed sometime this week, radio and television directors will receive a top weekly minimum of $145 [BROADCASTING, Feb. 6] and associate directors a $100 top minimum. The contract, retroactive to Jan. 1, 1950, expires June 30, 1951. About 380 directors are involved.
Directors working on commercial shows will receive 80% of the prevailing free lance rate schedule governing AM network productions. No schedule of commercial fees was set up for TV directors, sum to remain subject to individual negotiation.
It was learned, however, that the contract contains a clause which provides for reopening of negotiations for assistant TV directors Nov. 30, 1951, six months before expiration of the new contract.

Fees Point of Dispute
According to a guild spokesman, the question of commercial fees involving agencies and advertisers directly, had been a primary point of dispute.
The agreement followed a number of negotiation sessions during which it had appeared that the directors’ guild would strike the networks before the latter submitted counter-proposals finally agreed upon.
The strike tentatively had been set for midnight Jan. 31, a month after expiration of the old contract (which was extended), but was forestalled at the request of the State Mediation Board.
The guild originally demanded a $70 increase from $130 per week to $200 for radio directors and a $170 boost from $130 to $300 for television directors.

Hearing Designated
APPLICATION of A. D. Ring & Co., Washington consulting engineering firm, for radio facilities to aid in the adjustment of directional antennas for standard stations, was designated for hearing by FCC last week to determine whether such authorization falls within the eligibility requirements of the Commission’s special industrial radio service. FCC indicated it wished to determine if such use could be considered regarding production and construction of directional arrays.

FOR THE FACTS ON THE CINCINNATI MARKET
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
S.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Page 26 • February 27, 1950

BROADCASTING • Telecasting
The

PAUL H. RAYMER COMPANY

proudly announces

the appointment of

REYNOLD R. KRAFT

as Vice President and Manager of Television

For over 18 years Ren Kraft has been a leader in the sales and advertising field—13 of these years being spent as a specialist in Radio and Television.

During the past 5 years—as Sales Manager of NBC's network and local television sales—Mr. Kraft played a pioneering role in the development of the basic sales policies, rate structures, program approaches and other problems during Television's tender, formative years.

Today the Paul H. Raymer Company is proud to make his services...and his outstanding experience freely available to television stations...advertising agencies...and television advertisers.

We are happy to welcome Mr. Kraft to our organization. And we pledge that our Television Department will give to Television the same practical, efficient service that, for the past 17 years, has made the Paul H. Raymer Company a leader in radio station representation.
Price incentives have been arranged for quantity purchases of the book by libraries, educational institutions, etc. The revised edition is being prepared editorially by E. P. J. Shurick, formerly promotion director of KMBC, who prepared the original edition. Since leaving KMBC, Mr. Shurick has been promotion and research director of Free & Peters Inc. He joins CBS on March 1 as market research counsel.

Mr. Church has invited broadcasters to submit new material for publication consideration by addressing it in care of KMBC. “It is our earnest desire,” he explained, “that this book come as close as possible to recording the true and complete story of broadcasting development to now.”

The book was first introduced to the industry before the 1946 NAB convention in Chicago and presented in recognition of National Radio Week to President Truman at the White House. In compiling the first edition, Mr. Church pointed out, the entire broadcasting industry participated, milestone events were classified in chronological order and “firsts” established through challenge sheets issued to all American broadcasters.

AFRS Chief Engineer
JOHN E. DUNN, of the engineering staff of WJNR Newark, N. J., resigned last week to accept a post as chief engineer of the Armed Forces Radio Service in Germany, France and England. Mr. Dunn departs for Europe today (Feb. 27).

ATTENDING the finals in the third series of Phillips 66 Talent Parade, which were broadcast over WCCO Minneapolis are (1 to r) Carl Bur-land, general sales manager, Radio Sales, New York; Floyd Nordstrom, Phillips division sales manager, and Gene Wilkey, general manager WCCO. Mr. Nordstrom presented the winner of the series a $1,000 scholarship award during the show.

WFMJ CHANGES
Ups Power to 5 kw on 1390 kc
WFMJ Youngstown, Ohio, on Sunday, Feb. 19, began operating on a new frequency with increased power. Formerly on 1450 kc with 250 w, WFMJ now is assigned 1390 kc with power of 5 kw. The change took place two days after approval was received from FCC.

The move received heavy publicity in the Youngstown Vindi- cator and in papers in towns throughout the WFMJ coverage area, according to Leonard E. Nas- man, sales manager.

Studies and offices will remain downtown in the three-story WFMJ Bldg. at 101 W. Boardman St. Mr. Nasman stated. By arrangement with WHHH War- ren, Ohio, formerly operating with 250 w, both stations will be enabled to broadcast with increased power. WHHH having given up its present frequency—1400 kc—to permit WFMJ to go to 1390 kc. Simultaneously, WFMJ, by giving up its 1450 kc frequency, enables WHHH to go to 1440 kc with 5 kw power.

Mr. Nasman said WFMJ had been trying to get 5 kw since 1941. WFMJ and its FM affiliate are owned and operated by The WFMJ Broadcasting Co.

ASSOCIATED SIGNS 18
SIGNALING of 18 new radio and television station clients for its transcribed library and program service has been announced by Associated Program Service, New York. Additional stations are:

WEWS and WBRB Boston; WOR Hudson, N. Y.; WBAL-AM-TV Balti-more; WQW Washington; KLMA Lon- don; NWBM New York; KJBC Kansas City; WMCA Memphis; KGO San Francisco; WHJ Radio San Francisco; WOR New York; KOOL Orange, Conn.; KFYO Clason, Mo.; WBBM Chicago; WIBA Milwaukee; WHAS Louisville; WMRS Columbus; WBBF Fort Worth; WHIS Asheville; WBBM Chicago; WWHO Minneapolis; WATL Atlanta; WING Atlanta; WBBM Chicago; WOR New York; KOOL Orange; KFYO Clason, Mo.; KSNN Mason City, Iowa.

Page 28 * February 27, 1950
64 $500,000 SALES...in ONE WEEK!

and

204 MORE LIVE PROSPECTS!

An Amazing Vote of Confidence in WOW!

Here's The Story...

WOW'S "Third Annual Farm Study Trip" was announced on January 11 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).*

Farm Director Mal Hansen simply said that the tour would be to the "New South"; would last 15 days, and would cost about $500.00 per person.

On that information ALONE, within one week 64 farmers responded—WITH CASH! 204 others in the same period wrote for information and application blanks.

So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the WORLD'S FINEST CUSTOMERS for any goods or services.

For availabilities call the nearest John Blair Office or telephone Johnny Gillin at Webster 3400, Omaha.

*Co-sponsored by:
Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handled by the Compton Agency; and the Walnut Grove Products Company of Atlantic, Iowa; Ross Wallace Agency.

John J. Gillin, Jr., President & General Manager
John Blair & Company, Representatives
THE PERSISTENCE of a telegraph operator at the Alaska Railroad depot and the coverage of KFAR Fairbanks, were important factors in saving the life of an Alaskan trapper who had severed an artery in his leg. A phone call notified the telegraph operator of the trapper's plight, and the help of a bush-pilot was enlisted in bringing the wounded man to medical aid. The pilot was unable to land in darkness, so KFAR aired messages to citizens to place lanterns on a smooth place and mark out a landing strip. Enough lanterns were set out to enable the pilot to reach the patient and bring him to safety.

Shirley Krieger Day

THROUGH an announcement by Wynn Hubler Speece on her Neighbor Lady show over WNAX Yankton, S. D., an 11-year-old victim of tubercular meningitis has a radio-phonograph, records and a bank account. After the announcement was read by Mrs. Speece, 703 letters were received, plus $207.75 in cash. All local programs on WNAX, a few days after the initial announcement, were dedicated to the little girl, and the day was designated "Shirley Mae Krieger Day."

** * 

Forum For Living

AN OPPORTUNITY for all high school seniors to win valuable scholarships to schools of their choice is given by a state-wide public service campaign entitled "Forum for Living." Forum is aimed at safety in the home, on the highway and at work. Students enter essays on safety topics in the contest and compete in a series of 14 weekly radio quiz shows concerning safety. Shows are being aired over WE2I Boston, WSAR Fall River, WLLH Lawrence, WOCB West Yarmouth, WMAS Springfield, WHAI Greenfield, WTAG Worcester and WBBK Pittsfield, all Massachusetts. Final winners will receive scholarships varying from $500 to $2,000.

** * 

Radio Rescues Mink

WHEN a forgetful motorist in Edinburgh, Tex., placed a $2,000 mink coat on the top of his car and took off for San Antonio, he discovered his loss a mile later and called KURV Edinburg. The station aired an announcement asking the finder of the coat to return it. A taxi driver had seen it along the highway and picked it up. After hearing the announcement, he returned it to the motorist and received a reward.

News From Children

KSYC Yreka, Calif., was able to bring comfort to listeners who suffered from the effects of a snowstorm which isolated communities, school busses and tied up transportation on highways in the area. Children who had been stranded in buses were sent to nearby farm houses, and KSYC relayed information of their whereabouts to worried parents. In one case, the special events crew of the station broadcast an interview with a group of stranded students.

Record Reported

WCCO Minneapolis claims a record during a recent blizzard in that area. Between 5:30 and 8:30 a.m. one morning, the station aired 180 announcements from different schools which would not be open. The station's news department maintains contact with more than 250 school officials in the Northwest each winter for this and similar purposes.

Juice Coming Up!

WATERMELOON juice is considered out of season at this time of year in Philadelphia, but WIP in that city aired with success a request for the liquid to aid a 17-year-old boy who was suffering from a kidney ailment. John Facenda broadcast the appeal upon request from the hospital. Within six minutes, a listener in Salem, N. J., called the station and offered two quarts of the juice which he had bottled and frozen the preceding summer. Next morning three more watermelon juice fan-ciers called WIP.

** * 

Radio Aids Scientists

VITAL experiments and other work in laboratories of Massachusetts Institute of Technology, Cambridge, Mass., were in grave peril when a power failure occurred there early this month. It was imperative that researchers get to their projects before damage was done by lack of light, heat and timing devices. Officials immediately called upon Boston stations to air appeals to workers at the institute to return there. Within half an hour, 150 researchers had responded. Most of the damage done can be remedied due to the prompt action.

Philco Dividend

PHILCO Corp. board of directors has announced a regular quarterly dividend of 50¢ per share on the firm's common stock, payable March 11 to holders of record Feb. 27. Board also declared a quarterly dividend of 50¢ per share on preferred. 2 3%FIRST A payable April 1 to holders of record March 15.
When a city has 300 sawmills harvesting in an adjacent timber supply of 2 1/2 million acres (larger than the State of Delaware) then it can call itself the World's Lumber Capital ... as Eugene does. And in a capital there's a market ... in this case a rich expanding market YOU can tap through KGW's COMPREHENSIVE COVERAGE.

Lumber isn't the only prop to Eugene's economy. Agriculture alone yields 16 million dollars annually. Eugene's population has increased 35 per cent since 1940, helping Oregon during his period attain the greatest population growth in the nation. THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS EUGENE ... as it delivers the rest of the fastest-growing market in the nation.
THE LATEST WCKY STORY

HIGH RATINGS and LOW CARD RATE MAKE WCKY THE OUTSTANDING BUY IN CINCINNATI.

Look at some typical ratings* produced by WCKY programs of news and music throughout the day:

11.30-11.45 AM SEGMENT OF MAKEBELIEVE BALLROOM:

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NET STA A</th>
<th>NET STA B</th>
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<tr>
<td>6.9</td>
<td>4.3</td>
<td>6.3</td>
<td>5.1</td>
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1.15-1.30 PM SEGMENT OF WALTZ TIME:

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<td>5.6</td>
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4.15-4.30 PM SEGMENT OF MAKEBELIEVE BALLROOM:

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<td>6.3</td>
<td>4.3</td>
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5.30-5.45 PM SEGMENT OF SUPPER SURPRISE:

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<td>6.1</td>
<td>4.3</td>
<td>6.8</td>
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WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

* - Nov.-Dec. Pulse 8AM-8PM Mon.-Fri.
** - Standard Rate & Data Jan. 1950

INVEST YOUR AD DOLLAR WCKY'S-LY
IN CINCINNATI

YOUR BEST BUY

IS WCKY

6.00-6.15 PM WCKY NEWS:

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<td>6.0</td>
<td>6.7</td>
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6.30-6.45 PM SEGMENT OF DAILY HIT PARADE:

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WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

Open 1/4 Hr. | WCKY | NET STA A | NET STA B | NET STA C | NET STA D |
-------------|------|-----------|-----------|-----------|-----------|
            | 60.00| 70.00     | 68.00     | 239.50    | 60.00     |

WCKY IS AS POWERFUL AS ANY STATION IN THE UNITED STATES.

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<tr>
<td>50,000 W</td>
<td>250 W</td>
<td>5,000/1,000 W</td>
<td>50,000 W</td>
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AND WCKY, WITH 50,000 WATTS, GIVES YOU A PLUS AUDIENCE OUTSIDE CINCINNATI EVEN GREATER THAN CINCINNATI.

MAKE WCKY YOUR FIRST CHOICE IN THE CINCINNATI MARKET

L.B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

NAB's Future

WHAT SHOULD a broadcaster expect of his trade association?

There is no pat answer. It depends upon the class of broadcaster. Or maybe he is a telesetter or a FM as distinguished from AM. He may be network-affiliated or independent. He may be clear, or regional or local. His desires will vary with his walk in radio life.

There are fundamentals, however, on which there can be little disagreement. A trade association there must be, to serve as the advocate of Radio by the American Plan. To be effective, it must represent a majority of those in radio. It should embody every segment of radio and TV.

The NAB is and has been that trade association since 1923. Periodically, there have been ramp movements to set up. The NAB, although several times reorganized in tempo with the prevailing times, has survived.

There's controversy about the efficacy of the present NAB. As always, it depends upon whose ox is gored. Those who feel their dues should not be spent for services to newcomers or to stations which might become competitors. Those who feel the NAB should be devoted not in its appeal that it is one of the principal subjects of conversation in the United States. Everyone listens. And that very popularity makes the media a constant subject for debate.

There are a lot of intramural NAB talk. There must be fire behind that talk. In recent years, however, not a single piece of legislation adverse to radio has passed Congress. Radio really hasn't been hurt to any greater extent than any other art most prominent media. The extreme New Deal and now Fair Deal economy. Whether the NAB is responsible for this isn't necessarily the point. The NAB works to prevent firing.

The NAB board has found it expedient to order significant changes and to raise membership dues. This has been done to meet criticisms and the budgetary requirements demanded by the membership as reflected by their elected board members. To drop out of the NAB now or to remain out of it could seriously threaten its survival. There is no substitute for a successor organization even in the talking stage.

An NAB convention is coming up next April. There will be an opportunity then to debate and appraise. If the NAB order should be changed, the membership can so decree.

Broadcasters are articulate. They can and should speak their minds. While radio operates in a gold-fish bowl to a greater degree than most lines of endeavor, there nevertheless are important and delicate aspects of trade activity that cannot be covered by press release.

Before passing judgment, it behooves those who criticize NAB's action in America's political life to consider all yardsticks the most effective and successful extant— to listen to the evidence at the NAB convention in Chicago next April.

Democracy's Spokesmen

FOUR young Americans with very definite views on the operation of radio in a democracy are winding up a week's visit in Washington and Colonial Williamsburg as guests of broadcasters, set makers and the U.S. Junior Chamber of Commerce. They go back to their homes with a new knowledge of government and of broadcasting.

In the third annual Voice of Democracy contest these four young people competed with a million other high school students in the industry's annual radio script contest. They won the four national awards by clear thinking and clear speaking on a subject close to the commission's heart. Throughout the nation, young folk studied the basic elements of freedom and stated the facts in 28,000 high schools as they competed for the contest scholarships.

High praise goes to all who have taken part in this important force for freedom. To the million alert students who competed. To the associations that worked together in a cause close to their very existence. To the U. S. applicant and deny his competitors had been reversed in court last May. Last week, over Comr. Jones' dissent, four of his colleagues voted to reopen the case, which is already some four years old.

Comr. Jones protested that the court's decision "did not even suggest that more evidence be taken," much less require such procedure. The majority's decision, he continued, "may indicate a lack of facts to support a grant of the facilities to the earlier successful applicant, but that is not a sufficient ground for a de novo proceeding in this case."

So now, three years and nine months after the hearing, the applicants find themselves back where they started—facing a hearing. Their task is not a time consuming. The unpredictability of the Commission's action is the more difficult to justify because it came a full nine months after the court's decision in the case.

Comr. Jones' dissent suggests the delay may be attributed at least partially to the law bureau. He speaks of the "grave responsibility" of "the Commission or its general counsel" in such matters. We quite agree.

This journal has long opposed the power which the law bureau seems to exert over the Commission and the dispatch of its business. Whether it is exerted consciously or unconsciously does not affect the fact that such power exists. And so long as it does exist, it will be impossible to say whether the Commission speaks with its own voice or that of vetricinhoquists in its law bureau.

Our Respects To—

ELIAS ISIDOR GODOFSKY

THE VOICE OF LONG ISLAND is not only WHLI Hempstead, N. Y., it is the voice of Elias Isidor Godofsky. Mr. Godofsky at 38 is president, general manager and major stockholder of his second radio station, WHLI and its companion FM outlet.

He was formerly president and general manager of WLDB New York.

When Elias Godofsky threw the switch that put WHLI on the air less than three years ago, veteran radio men were convinced that he was faced with almost insurmountable barriers. Only 20 miles from New York, Hempstead was well covered by the big city's major networks and independent outlets. A local station could never hope to compete against such odds, and would never secure more than a nominal audience and very few commercial accounts, they thought. The past few years have proved them wrong.

In his early radio years at WLDB, Mr. Godofsky developed a theory that an independent station competing in a great metropolitan market can only be successful if it gives its listeners something they want and are unable to get from the networks. Adhering to this theory, WHLI concentrates on the "local angle," not only in news broadcasts, but in all of its program format.

Mr. Godofsky's policies have paid off. WHLI has attained an enviable position in the strongly competitive Long Island market. It provides stirring documentaries with editorial point of view, but never deals with political matters on any level except in straight newscasts, or when political parties on their own allocated fund campaign issues. Ever attuned to the undercurrent of public opinion, Mr. Godofsky insists that his newsmen devote 60% of all news broadcasts to Long Island stories.

Elias Godofsky is no stranger to what the public wants. He had his first taste in New York's "Newspaper Row." Between the years of 1930 and 1933 he worked as a reporter for the New York Evening Graphic, the New York Journal and the Standard News. He worked up from a reporter's beat to owner of several weekly newspapers in Brooklyn.

It was the spoken word rather than the printed that eventually captured the imagination of Mr. Godofsky. In 1939 he sold the Brooklyn newspapers and began his radio career.

In association with Arthur Faske, a pioneer in commercial broadcasting, Mr. Godofsky devoted fulltime to WCNW (now WLDB). Until 1944 he acted as president and general manager of the station, at which time he and his (Continued on page 42)

Who Said That?

IT IS HARD to beat the FCC, even when you win.

Thinking back, we can recall no occasion when, in a competitive proceeding, an applicant appealed to the courts and won, and still got a grant when the case was remanded to the Commission. Applicants who are able to have an FCC decision set aside in court just haven't seemed to pull as well qualified as their rivals, in FCC's eyes.

Comr. Jones must have had something of this sort in mind in writing his dissent in the current Easton-Allentown case (story page 49), FCC's decision to grant an Allentown applicant and deny his competitors had been reversed in court last May. Last week, over Comr. Jones' dissent, four of his colleagues voted to reopen the case, which is already some four years old.

Comr. Jones protested that the court's decision "did not even suggest that more evidence be taken," much less require such procedure. The majority's decision, he continued, "may indicate a lack of facts to support a grant of the facilities to the earlier successful applicant, but that is not a sufficient ground for a de novo proceeding in this case."

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NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone who loves Irish music and folksongs

DISTINGUISHED by its genuine and traditional Irish atmosphere, "A Ramble in Erin" is a brand new WOV program written, produced and broadcast by Pat Stanton, beloved sponsor of Irish activities in America. Born in County Cork, Stanton makes frequent visits to Ireland. He owns one of the finest Irish record libraries in America, personally selected and brought here. These recordings of old world Irish songs, and new tunes equally charming, are the basis of this new Irish program. In addition, Stanton's show will feature celebrated Irish personalities as guest stars. Here is a great new audience available for smart sponsorship. Write, phone or wire for details.

Ralph N. Weil, General Manager

MONDAY thru FRIDAY ....
11:00 P.M. TO MIDNIGHT

WOV
NEW YORK
Many Inquiries

EDITOR, Broadcasting:
I thought you might be interested to know that already we have received many inquiries on the nature of our teaser ad in Broadcasting.

Mary Moran
Wellman Advertising Co.
Lansing, Mich.

* * *

Cites Readership

EDITOR, Broadcasting:
This is a belated note of appreciation for Broadcasting’s flattering article about yours truly which Bill Thompson... wrote for the Jan. 23 issue.

... Much fine reaction to the article emanated from my friends in the various agencies. This reaction immediately followed the issue and... denotes... Broadcasting’s readership list is well represented among high-ranking agency personnel.

George R. Gajan
Western Sales Manager
WGN Chicago

* * *

Urges Excise Repeal

EDITOR, Broadcasting:
Regarding... your editorial in the Feb. 13 issue...

... Is it not true that there is at present a 10% excise tax on radio sets and that until now television had been excluded simply because nobody had thought of television when the tax was first inaugurated?

This 10% radio excise tax has been somewhat of a handicap to FM... inasmuch as sets incorporating only television and FM... subject to the 10% tax while television only sets were not.

I think everybody would be much better off if we would all exert a little effort toward eliminating the 10% excise on any radio or television equipment...

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

[EDITOR'S NOTE: Broadcasting certainly favors the elimination of excise on all radio or television equipment.]

* * *

Teletype ‘Thing’

EDITOR, Broadcasting:
In... Broadcasting... (page 50, Feb. 13) you had a picture of... Bob Daniels (KDAL Duluth, Minn.) and his great invention of a “thing”... to counter teletype... static electricity...

Believe it or not, that little item... saved one of our men's lives and his name is Bill Bohack and we had all been seeing him rather suspiciously ever since he blurted out one day: "Look, the paper is climbing the walls."

Actually it was by the Canadian Broadcasting Corp., the CBC will pay more fees this year—a total of $147,747, which includes fee for sets in Newfoundland, now part of the wall and marched neatly along in the usual bulletin fashion...

... Mr. Bohack's “secret” is nothing more or less than a nice piece of Christmas TINSEL—

CANADA’S ASCAP
Board Sets Copyright Fees

CANADIAN COPYRIGHT fees payable for 1950 by Canadian broadcasters to Composers, Authors and Publishers Association of Canada (CAPAC), Canada’s ASCAP, were set at Ottawa by the Canadian Copyright Appeal Board at $292,618. Instead of paying less a... Actually it was by the Canadian Broadcasting Corp., the CBC will pay more fees this year—a total of $147,747, which includes fee for sets in Newfoundland, now part of the wall and marched neatly along in the usual bulletin fashion...

... Mr. Bohack's “secret” is nothing more or less than a nice piece of Christmas TINSEL—

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ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

WPAT at 93
Servicing America’s #1 Market!

NOW 24 HOURS A DAY
(5000 WATTS)

Stars galore

☆ EMERY DEUTCH
☆ DAVE MILLER
☆ MILO BOULTON

*dials are swinging to 93 WPAT*

WPAT at 93
PATERSON, N. J.
Owned and operated by the
Herald-News, Passaic-Clifton, N. J.
how are your station coverage figures being filed?

...this way?

...or that?

The way your station coverage information arrives on a time buyer's desk makes a big difference in the way it is used... and if it is used at all. No matter how impressive your story might be, a poor presentation of these important facts can often mean a lost sale.

The correct interpretation and presentation of station coverage figures is just one of the reasons more and more stations of all sizes are turning to O'Brien & Dorrance. With a staff of experienced radio and TV promotion experts, O'Brien & Dorrance, Inc. is equipped to handle all phases of station promotion and advertising... from the design and production of direct mail folders, rate cards and trade magazine ads... to the dramatic, salesmanlike presentation of BMB, half-millivolt or mail-count coverage figures.

When you're ready for searchlight promotion at candlelight costs, think of... write to...

O'BRIEN & DORRANCE, inc.

ADVERTISING - SALES PROMOTION

160 East 56th Street, New York 22, N.Y.,
Plaza 9-5120
ARRIVAL of survivors of crashed B-36 at McChord Field, Seattle, Wash., covered by KOMO that city. Interviews, lasting 30 seconds with each survivor, were tape recorded by station's news editor, Millard Ire-land. Recordings were fed via NBC closed circuit to its World News Round-up next morning.

Spillway Opening
OPENING of Bonnet Carre Spillway, 35 miles from New Orleans, covered by WWL that city. Local celebrities, including Army engineer officers and deLesseps S. Morrison, mayor of New Orleans, were interviewed on remote broadcast by WWL. Spillway was opened to divert excess flood waters of Mississippi. It had been opened only twice before.

Series With Troopers
STATE Police of Maryland send representa-tive trooper every Wednesday to WAAM Sportroom, aired daily over WAAM (TV) Baltimore, 3-5 p.m. Trooper is interviewed concerning accident case histories drawn from police files. Hints concerning traffic safety, theme of the show, are demonstrated by policeman. Station is donating time signal daily to State Police's "Slogan of the Month" campaign. Announcer emphasizes safety theme while screen shows special slide made up by station's art staff.

Trial Coverage
TRIAL of Dr. Herman Sander, mercy-killing physician in Manchester, N. H., given on-the-scene coverage by WBC Boston. Fulltime telephone line between courthouse and WBC provides station with three reports daily from news director Ron Cochran, who is in Manchester for trial. Three shows daily used to air material, with station interrupting any shows for important bulletins.

Canham Speaks
SPEECH titled "The Right of the People to Know," delivered by Erwin D. Canham, editor of Christian Science Monitor, aired by WSSR Cleveland. Speech was given at Cleveland Adver-tising Club luncheon. Among those attend-ing were Nat Howard, editor of Cleveland News; Paul Bellamy, editor of Cleveland Plain Dealer, and Louis Seltzer, editor of the Cleveland Press.

Long-Range Telecast
FIRST six daily races at Hialeah Park, Miami, Fla., including feature event, are telecast nightly by WABD (TV) New York. Films are developed in truck which carries them to Interna-tional Airport, Miami, and flown in four hour non-stop flight to New York where they are mailed and spooled to station's studios. Races are described by Glenn McCarthy, who does the voice live from studio. Features, human interest coverage and interviews with prominent track personalities are provided in films by Bill Corum, sports columnist for Hearst Publications.

TV Tests
AUDIENCE reactions to its current weekly telecasts on CBS-TV, Tuesday, 8 to 9 p.m., solicited by the Dept. of Defense in connection with its eight-week series designed to instruct its Organized Reserve Corps personnel. CBS is donating time for series, launched Feb. 14, which Army is using to test television as training medium for reserve components looking toward its use on regular basis. Series is supervised by Gen. Mark W. Clark, chief, Army Field Forces. Conti-nuants of ORC personnel are estab-lished within 40-mile radius of each city to which programs are beamed and each group is given set of ques-tions relating to value of television as a training vehicle.

Cancer Series
THIRTEEN-week series of programs titled For the Living, made available to stations by American Cancer Society which is using broadcasts as part of its nationwide education program in fight against the disease. Series dramatizes known facts about cancer, its dangers, and methods used to combat it. Shows are 15-minute long and feature Edward G. Robinson as narrator, and other Hollywood radio personalities, all of whom have volunteered their talents.

Looking Back and Ahead
TWO forum type programs, one con-cerning last 50 years, and other speculat-ing on possible developments during next 50, aired by WYBC Yale U., New Haven, Conn. Both forums were on hour long and moderated by Cleve-Brooks, English professor at univer-sity. Panels for forums made up of members of Yale faculty.

Canadian Purchase
ENO's Fruit Salts Co. has pur-chased the half-hour transcribable mystery series, The Sealed Book for a 21 station coast-to-coast schedule across Canada, Charlie Michelson Inc., New York, pro-ducer of the show, announced last week. Agency is Atherton & Currier. Canadian stations are:


WEEKLY schedule of Cisco Kid Frederic W. Ziv package, will be ex- tended to Mon., Tues., Thurs., 8:30 p.m. on WOR New York.

If ole Mac farmed or ranched in Montana, he made money. $256 million to be exact for Jan.-Sept. 1948. Farming is just one of 4 major industries which together tooted retail sale of over $100 million in 1948. A good portion of Montana's rich areas sit in the KGVO-CBS signal. And the best portion of sales in the area are KGVO-made sales, yours?
AM-FM-TELEVISION
BROADCAST EQUIPMENT

1950 Edition!
OVER 400 PAGES
New Broadcast Catalog
Twice as big as 1948-49

The most complete data book in broadcasting

• Over 400 concise pages of up-to-the-minute specifications and application data.
• 1,068 clear illustrations, easy-to-read curves, and valuable diagrams.
• 1,060 different equipment items covering every broadcast service—audio, AM, FM and TV.

Just off the press—the most complete and authoritative equipment reference ever published for station men.

Containing more than 400 large-size pages of descriptive material, application data, and performance specifications in a single volume, the RCA 1950 Broadcast Equipment Catalog covers the entire line of RCA Broadcast Equipment—from Audio, AM, FM and TV equipment to test units.

Each item is described clearly and concisely. Each description includes easy-to-find features, equipment uses, and complete specifications. There are over 40 equipment groupings in all—indexed for quick reference.

If you work with broadcast equipment, here is the book you can put to work the minute you get it.

EQUIPMENT DESCRIBED

Audio Equipment, AM-FM-TV
- Microphones
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- Consoles & Switching
- Audio Amplifiers
- Remote Equipment
- Racks & Rack Equipment
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- Turntables
- Recorders
- Loudspeakers

Video Equipment
- Field Equipment
- Relay Equipment
- Mobile Unit
- Studio Cameras
- Film Equipment
- Studio Control Equipment
- Monoscope
- Sync Generator
- Amplifiers
- Power Supplies
- Studio Lighting
- TV Accessories

Transmitters, AM-FM-TV
- AM Transmitters

Antennas, AM-FM-TV
- FM Antennas
- TV Antennas
- Transmission Line Equipment
- AM Antenna Tuners
- Antenna Towers & Equipment

Test & Measuring Equipment
- Measuring Equipment
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Other RCA Products
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- 16mm Projectors
- Theatre Equipment
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RCA Broadcast Equipment
RCA Corporation of America
Engineering Products Department, Camden, N.J.

In Canada: RCA Victor Company Limited, Montreal

STATION OWNERS, MANAGERS, CHIEF ENGINEERS!
If you have not yet received your complimentary copy, write us on station letterhead.

Dept. 19-A, RCA Engineering Products
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Send me ___ new RCA 1950 Broadcast Equipment Catalog(s). I enclose $______ (check or money order).
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For additional copies, mail a coupon with your check or money order for $2.00.

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Address________________________
City__________________________State________________________
Management

PAT FLANAGAN, formerly with WJLK (FM) and WCAP Ashbury Park, N. J., WWBZ Vineland, N. J., and WIXX Washington, appointed manager of WOXY Oxford, N. C.

VERL BRATTON, vice president and general manager of WKTY La Crosse, Wis., received into Radio Pioneers organization. He will complete his 24th consecutive year in radio this spring.

KENNETH B. CARNEY, former executive for XB on West Coast, elected vice president of KHON Honolulu.

J. W. KIRKPATRICK appointed general manager of WORD and WDXY (FM) Spartanburg, S. C., effective March 1. He entered radio in late '30s and was manager of WGTC Greenville, N. C., until 1941 when he joined Spartan Adv. Co., which then owned both WSPA and WORD. He was named station manager of WORD in 1947 when it was purchased by Spartan Radiocasting Co., headed by WALTER J. BROWN. Mr. Kirkpatrick resigned as manager of WORD and WDXY a year ago to become manager of WCOV Montgomery, Ala.

JOHN CARRINGTON continues as WORD-WDXY station manager.

RICHARD L. PYLES, formerly manager of WWNI Wabash, Ind., and before that commercial manager of WCMU Ashland, Ky., appointed manager of WCSI (FM) Columbus, Ind., succeeding GRAEME ZIMMER, resigned (Broadcasting, Feb. 13).

AL MAFFIE, program director for WLNH Laconia, N. H., appointed assistant manager of station. He will continue as program manager.

MAURICE E. PURNELL, member of Locke, Locke & Purnell, Dallas law firm, elected a director and general counsel of A. H. Belo Corp., publisher of Dallas Morning News and owner of WFAA Dallas.

FIELD ENTERPRISES Inc., Chicago, moves its general offices to 11400, 211 W. Wacker Dr. Telephone: Randolph 6-5554. C. Howard Lane is director of broadcasting, and Carl J. Weitzel vice president and treasurer.

DAVID ADAMS, manager of KGSA San Bernardino, Calif., is the father of a boy, Richard Vance.

TED MILLS, program manager at XBC-TV Chicago, is the father of a girl, Hillary.

UN Documentary

ONE-HOUR documentary, produced by the United Nations Radio Division after nearly two years of preparation, will pay tributes to the International Refugee Organization in a broadcast to be aired on MBS, Friday, 8 p.m. EST. Titled Eleven Memory Street, the documentary is based on 18 hours of tape-recorded interviews in Europe with 30 people of 17 nationalities. Program will describe functions of the IRC's child-search bureau.

1930-1950
20th Anniversary Year

46.0

"HOOPER"

*(average 5 periods winter, 1950)

proves the best buy in DAVENILLE, VA.

is WBTV

5kw (d) A BC 1kw (n)

Rep: HOLINGBERRY

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Rep: HOLINGBERRY

Allen C. abundantly, to represent the ABA. Among matters still before
the house of delegates of interest radio will be reports by the ABA section on Taxation and the Committee on Patent, Copyright and trademark. The tax section will consider a revision of Sec. 102 of the Internal Revenue Code which imposes additional taxes upon corporations declared to be unreasonably withholding distribution of earnings for the purpose of evading payment of surtaxes by their stockholders.

Mr. Jameson, member of the Sec. 102 committee, explained that on the December 1949 decision of the U. S. Tax Court in the KOMA Oklahoma City-KTUL Tulsa case, where the stations had withheld distribution of earnings on the grounds that additional funds would be needed for FM and TV expansion, the court upheld the additional assessment levied by the tax commissioner. The latter had ruled that the stations failed to sustain the burden of proof imposed upon them to establish an immediate need for the use of additional funds.

The Sec. 102 committee, Mr. ameson said, is to recommend that he statute be amended so as to lift the burden of proof to the tax commissioner, except in the most flagrant cases, and that additional taxes shall not apply if the corporation can show the funds are needed in connection with long-term planning, as distinguished from immediate needs.

Open Mike

(Continued from page 36)

et-home impression?

Wouldn't the readership cost be per reader impression—not 1,000 impressions?

Gary Boyd

WPAT Portmouth, Ohio.

* * *

Applauds P. I. Stand

EDITOR, Broadcasting:

We have been silently applauding your comments regarding P.I. deals. Your latest editorial "P.I. Plunder" [Broadcasting, Feb. 20, page 40] merits a loud "Amens" from us as well as a cheer for KRNT . . .

Morris H. Blum

Pres. & Gen. Mgr.

WANN Annapolis, Md.
ARROWHEAD MEET
On Sales, Merchandising

RADIO merchandising headlined the first annual Arrowhead Network Clinic held in Duluth, Minn., with sales and management personnel from all six Arrowhead Network stations taking part. Discussions on sales and merchandising were led by D. A. Baker, regional sales manager, and Jack Cosgrove, WECB Duluth sales manager.

Entertainment was provided on the evening of the first day at the home of Morgan J. Murphy, Arrowhead Network president. At the concluding session, General Manager Walter C. Bridges termed the clinic an "unqualified success" and said it would be carried on as an annual affair. In addition to the personnel present from WECB, Arrowhead's key station, other network stations were represented by Managers Ralph O'Connor, WISC Madison, Wis.; Harry Hyett, WEAU Eau Claire, Wis.; Greg Rousseau, WJMC Rice Lake, Wis.; Oscar Peterson, WMFG Hibbing, Minn., and Art Nelson, WHK Virginia, Minn. Also present were Vivian Bulmer, Ella May Johnson and Norma Bos, who represent Arrowhead regionally. The two day sessions were held in late January.

MORE than 70 broadcasts from England were carried by CBS preceding and during national elections there.
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<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
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<td>26 Years’ Experience in Radio Engineering</td>
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Respects

(Continued from page 34)

associates sold their holdings to Mrs. Dorothy Schiff of the New York Post. He continued for awhile as president of the station under the new ownership, but the desire to develop more of his own ideas prompted him to leave in 1945. Shortly thereafter he began the preliminary work leading to the founding of WHLI in 1947.

Ever apparent at WHLI is Mr. Godofsky's early training as a newspaper man—the time honored editor's advice to "Get it first, but first get it right." He followed the letter. WHLI is among the first to air any significant local development—both pro and con. Mr. Godofsky is keenly aware of the workings of public opinion and the public service nature of broadcasting. During the "big snows" of December 1947, the station aired information and warnings to listeners cut off from transportation and communication, while police and municipal and school authorities used the facilities to keep in touch with their communities.

In Commuters' Behalf

After the storm the station aired a pre-program documentary, Operation Snow, which pointed out the weaknesses of the Long Island Railroad which had become completely stalled during the storm, marooning thousands of commuters for as long as 24 hours. Constructive suggestions were made for correcting the situation—ideas later adopted by state, county and railroad officials. Mr. Godofsky took a personal part in the planning of these broadcasts and went on the air himself with the station's recommendations.

A great part of the successful operation of WHLI is family teamwork. Paul Godofsky, brother of Elias, is executive vice president of the station. Together they make top policy decisions. Detailed supervision is administered by Paul Godofsky, who formerly was program manager of WJMA New York and station manager of WLIE.

A native of Brooklyn, Elias Godofsky was born March 1, 1912. The only part of his early life which stands out clearly, Mr. Godofsky says, was his great reliance to practice the piano. Regret my many youthful efforts avoid practicing because now he would really enjoy being able to play his favorite things well, and course can't," he says.

Radio is a few steps removed from his original intent to become a lawyer. He attended New York U. pre-medical school in 1929, but later decided to give up the scales for the gavel, and entered St. John's U. Law School in 193. When his sideline newspaper work began to interfere with his college studies, he quit law school and started on a full-time newspaper career which eventually led him to radio.

Photography Hobby

Elias Godofsky and Miriam H. Newman of Brooklyn were married in 1937. They have two daughters—Laura, 7 and Marylin, 4. Mr. Godofsky's hobbies are photography, with emphasis on motion pictures, and golfing and boating. All three hobbies are beautifully served by working in Long Island.

Looking to the future, when the FCC gives the go-ahead sign, Eli Godofsky plans to boost the power of WHLI from its present 50,000 watts to 1,000 w and expand into television and facsimile broadcasting. These increased operations are part of a plan for a large scale building program that will result in "Radio City" for Long Island.

KWBW Hutchison

Wyse Widow To Operate

MRS. BESS MARSH WYSE, widow of William Wyse, owner and operator of KWBW-AM-FM Hutchinson, Kan., will continue to operate the NBC outlet with R. J. Rives as general manager, it was announced last week.

Mr. Wyse, operator of KWBW for the past 10 years, died last month in Hutchinson. A native of Austin, Tex., Mr. Wyse had been associated with radio and newspapers for many years. He was well known in NAB circles. He leaves, in addition to hiswid two children.

Edgar H. Calder

FUnERAL services were held last Tuesday for Edgar H. Calder, 41, advertising-script writer, who died following a heart attack. Services were held at Dunway Funeral Home in Hawthorne, Calif. Mr. Calder was found dead in a Hawthorne hotel on Feb. 17.

Edgar H. Calder

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### FCC Orders Rehearing; WHOL Set Aside

**THREE-YEAR-old grant which established WHOL Allentown, Pa. (1230 kc, 250 w), was technically set aside by FCC last week and further hearing was ordered in the lengthy Allentown-Easton case to meet requirements of a ruling by the U.S. Court Appeals for the District of Columbia. **The action drew sharp rebuke from Comr. Robert F. Jones in his dissenting opinion.

Effectiveness of FCC's order was stated to be related to WHOL, however. The Commission indicated the station may continue operation pending the further hearing and release of a final decision. Other stations involved in the proceeding are WEST Easton and Eastern Publishing Co., licensee of WEEX (FM) Easton.

The Court of Appeals remanded the case to the Commission for further consideration upon complaint of Eastern Publishing, losing bidder for a new outlet on 1230 kc at Easton [BROADCASTING, May 9, 1949]. The court stated it could not determine from the record how FCC concluded the needs of Allentown for a fourth outlet (third full-timer) were greater than Easton's for a second station.

The Commission majority, in calling for further hearing, declared the existing record is insufficient to allow the extent of comparison required by the court between the two communities as to relative service needs, existing programs, proposals of the applicants and their ability to carry out the proposals. Major changes in ownership and officers of Eastern Publishing and WHOL also were cited by FCC as requiring further hearing to establish their qualifications.

### Denied Motions

The Commission denied motions of the parties to stipulate to the accuracy of the various changes from the time of the 1947 decision to date and that no changes in original policies and proposals have occurred, or would occur, FCC said the facts were too substantial to allow mere stipulation, even though it recognized the proceeding has been long and it was "desirable to bring it to an end."

FCC allowed 20 days for the applicants to amend their applications to bring them up to date. The Commission indicated it must reconsider the situation as it exists today through further hearing in view of the policy set by the 1940 Pottsville Broadcasting Co. decision.

In its dissent, Comr. Jones charged the Commission is unnecessarily calling for a further de novo hearing. He particularly attacked the majority's call for extreme detail of the program proposals of the applicants and the program services now available.

"For the first time in its history," Comr. Jones said, "the Commission, in a 307(b) case, is upon the parties to furnish evidence not only of their own programs (which is in the record) but also evidence of the programs of others. . . ."

The Commission reported that Chester Snyder, formerly president and 46.66% owner of Easton Publishing, is now deceased and that Anna M. Snyder and Daniel W. Snyder, "stangers to this proceeding, in their individual capacities and as trustees under the will of Chester Snyder, now own the stock formerly owned by him."

Concerning ownership of Allentown Broadcasting Corp., WHOL licensee, FCC noted that Lewis and Cora G. Windmuller, who formerly held 74% interest, have transferred part of their shares and other stockholder changes have occurred with the result that 51.21% of the station "is now owned by strangers to this proceeding."

### Dameron Honored

**INSTALLATION of a new chapter of Alpha Delta Sigma, professional advertising fraternity, named for: Dr. Kenneth Dameron of Ohio State U., took place last Wednesday in Columbus. James W. Egan Jr., former vice president and advertising manager of the Toledo Blade, was in charge of the ceremonies. The chapter, with more than 100 charter members, is claimed to be the largest in Alpha Delta Sigma's 37-year history, Dr. Dameron, Ohio State faculty member for 18 years, served as sponsor of Gamma Alpha Chi, which preceded Alpha Delta Sigma at Ohio State.**


**William Burnham** named vice president in charge of sales of Transfilm Inc. He has been with Transfilm since last year, and formerly was with RKO Pathé and Cascade Pictures of California.

**GILFORD-SCHLICHTER PROD. Inc.,** new Hollywood firm, at 7546 Sunset Blvd., re-formed under name of Pegasus Inc. to produce TV programs and motion pictures. CARL SCHLICHTER is president, with LOU HOLZER vice president. MAX GILFORD is secretary and general counsel. Initial production is *Marshal of Gunsight Pass,* sponsored by Kern Foods Products on KECA-TV Los Angeles.

**Harry Bluestone,** production manager of Standard Radio Transcription Services Inc., Hollywood, transfers his headquarters to 665 Fifth Ave., New York. Facilities will also be maintained in Chicago and Hollywood.

**Norman Skier,** for three years assistant sales manager of Pilot Radio Co., named administrative assistant to Ernest A. Marx, general manager of receiver sales, Allen B. DuMont Labs. He will be charged with duties concerning administration of expanding receiver sales division, having extensive background in television sales, merchandising, retailing and business administration.

**Ralph T. Reed,** president of American Express Co., and **William D. Gailard Jr.,** member of Milbank, Tweed, Hope & Hadley law firm, elected to board of directors of Western Union Telegraph Co.

**Feature of the Week**

**Cole To Erwin, Wasey**

APPOINTMENT of M. John Cole as radio director for the Minneapolis office of Erwin, Wasey & Co., was announced last week by Ray C. Jenkins, executive vice president in Minneapolis. Mr. Cole’s duties will include supervision of radio and television planning for clients of that office, Mr. Jenkins said, A native of Connecticut, Mr. Cole was formerly with WBRW Waterbury, Conn., and KWD Des Moines.

**Pointed up by radio and television, Dallas’ first Advertising Week, Feb. 10-17, proved an unqualified success, according to reports from the Texas metropolis.**

**Theme of the campaign was centered on selling the public on the thought: “If it weren’t for advertising, you’d pay more for most things. Advertising creates mass markets.”**

**Keynote for Seattle Radio-TV Meet**

AUTHORITIES in the fields of public service and educational radio will participate in the third annual Western Radio-Television Conference, scheduled for this weekend (March 3-4) in Seattle. Program details were released last week by the 1950 conference chairman, Prof. Edwin H. Adams, director of radio for the U. of Washington [Broadcasting, Feb. 13].

The opening general session Friday morning, to be chaired by James M. Morris, program manager of KOAC Corvallis and executive secretary of the Oregon State Broadcasters Assn., will start with a welcoming address by John C. Crabbe, chairman of the executive committee of the Western Radio-Television Conference.

Morning Session

The morning panel, entitled “Let the Public Know About Your Programs,” will include Robert S. Nichols, head of his own agency in Seattle; Donald K. Anderson, director of public information for the U. of Washington, and Milo Ryan, associate professor of radio journalism at the university.

George Jennings, director of the Chicago Radio Council and president of the Assn. for Education by Radio, will address the afternoon general session. Chairman will be Marjorie J. McGilvrey of Mountain View High School, Mountain View, Calif. Following Mr. Jennings’ address there will be a panel discussion on “Helping Teachers Utilize Radio and Television.” Participants will include Don S. Somerville, school specialist in radio at Oregon State College, and Frances Gilbert, program director of KVM Eugene, Ore.

Group meetings of the Intercollegiate Broadcasting System and AER will follow.

The evening program, to be presided over by William Sener, head of the radio department at the U. of Southern California, will start with a film, “Four Ways to Drama,” with comment by Walter K. Kingsley, head of the radio division at UCLA. This will be followed by a panel on “The Art of Listening,” with the following participants: Patricia L. Green, assistant supervisor of radio for KBPS Portola Ore.; Carroll Foster, public affairs director of KIRO Seattle; Mrs. Kingsley, and Mrs. Raymond J. Allen, radio chairman for Seattle Junior Programs.

**Hanssen Chairman**

On Saturday the program will start with a general session under the chairmanship of Dr. John F. Hanssen, consultant on instructional materials service of the Washington State Dept. of Public Instruction. Panel participants on the subject of “Creating the Successful Public Service Program” will be William H. Ewing of the U. of Oregon; Allen Miller, manager of KWSC Pullman, Wash., and Toi Herbert, public relations manager for the Seattle Chamber of Commerce.

“What Gives a Program Interest” will be the topic of a Saturday afternoon general session, with Archie Morton, manager of KJZ Seattle, serving as chairman. Panel participants will include Lee Schuman, program director of KINC TV Seattle; Gloria Chandler, of Gloria Chandler Productions, New York, and Lake Roberts, director of education for KOIN Portland Ore.

At 4 p.m. Saturday a business meeting is scheduled for the Intercollegiate Broadcasting System.

**RESULTS? THAT’S US CHNS HALIFAX NOVA SCOTIA Maritimes Busiest Station 5000 WATTS—NOW!**

INTERESTED? Ask JOS. WEED & CO. 350 Madison Ave., New York
On All Accounts

WHEN Ruthrauff & Ryan's St. Louis office notices a client acting curious about radio, a few heads' exposure to Mars usually wins him over. Dave, who formerly headed up the promotion departments at both KXOK and KMOX St. Louis, is one of broadcasting's best salesmen in the Missouri metropolis.

The R&R account executive had radio forced on him—but that didn't make him mad. He was promoted manager of the St. Louis Star-Telegram when that newspaper put KXOK on the air. So happy was he that henceforth he would be in charge of promotion for both paper and station. Soon Merle Jones, then general manager of KMOX, hired him to the Columbia station, and for a while Dave was parachuted out into business for himself. The Mars Advertising Agency, which had been headed for seven years, at one time had 38 strong radio accounts in the good, automobile, and industrial field.

A native of Kirkwood, Mo., David Richardson Mars is one of two sons of a local banker. His brother pursued a banking career, but Dave took up commercial art at Washington U. His first contract with advertising people came shortly after he left school to open his own art studio. Within a few months he had landed contracts to handle the advertising campaigns for two chains of ice cream stores (385 shops in all), and he eventually wound up as advertising manager for both concerns.

Equally as good a salesman as he is an advertising man, Dave prospered as sales manager of St. Louis' biggest firm. He now holds the Star-Times. One of his present clients at R&R thinks so much of his sales ability that he often imposes on Dave's good nature by asking him to coach new members of his sales staff.

Dave's accounts include the St. Louis Dodge Dealers Assn. (AM and TV); Sidney Webster Inc. (also Dodge); Krey Packing Co.; Dempsey-Tegler & Co. (investments); Tower Grove Bank & Trust Co.; and American Mothproofing Co. He also keeps a finger on advertising promotion for Will St. Louis and KIMO Hannibal, Mo.

Dave married Eleanor Seifert of Webster Grove, Mo., in 1933. They have two sons—David Jr., 12, who is showing promise as an ice skater, and Jon, 8. The family lives in Richmond Heights, a St. Louis suburb.

A collector and refinisher of old firearms, Dave also likes working as a hobby. He must like it, because several years ago—on a dare—he walked from St. Louis to Los Angeles. (Research discloses, however, that Dave didn't walk all the way. He holds some of a record for hitch-hiking between the two cities, negotiating the distance in five days.)

Dave is a Mason and is active in the Advertising Club of St. Louis.

The Pudding's Proof

COPY WRITERS often take pride in their product, but Nell Masarin, copy chief at KURV Edinburg, Tex., knows hers is good because she has visible proof. One of KURV's advertisers, a taxi cab company, thought so much of Nell's copy that the cab company owner requested a piece of copy for each of his cabs to pin to the dashboard as required reading for each driver. With the copy was this message from the owner to each driver: "Now lookie here, Miss Nell has written all this fine stuff about us and we can't let her down."

INTERNSHIP

CRJ-NAB Continue Program

RADIO internship program sponsored by the Council on Radio Journalism and the NAB will be continued in 1950, according to Arthur C. Stringer, NAB special services director and secretary-treasurer of the council.

The summer's program will be the sixth of the internship series, started by the two organizations in 1945. Under the plan, selected teachers of journalism serve in radio station newsrooms during the summer. Financial aid is provided by participating stations. Taking part in the 1949 internships were KCMO Kansas City; WMZM Macon, Ga.; WJLS Cincinnati; WDUZ Green Bay, Wis., and WJOB Hammond, Ind. NAB has just published a report covering the fifth series.

Chris Lykke

CHRIS LYKKE, 48, San Francisco public relations and advertising man, died of a heart attack Feb. 16. Since 1946 Mr. Lykke had his own agency, Chris Lykke & Assoc. The agency will be continued by his widow, Fawn Lykke, who is a partner in the business.

WEBSTER ELECTRIC Co., Racine, Wis., announces price reduction of $25.50 on its standard Ekotope, model 101-4.

NAB SPOT FORM

Bratton Urges Change

CHANGE in NAB's standard spot contract form to give a better break to long-time radio advertisers is advocated by Verl Bratton, executive vice president and general manager of WKTY La Crosse, Wis.

Mr. Bratton points out that radio's most extended advertisers are those who buy on a "full-year basis" but the standard contract gives them no additional advantage. He suggests that renewal discounts be given to advertisers who buy for 13 weeks and then renew in 13-week cycles should not be retroactive to cycles already concluded.

To bring about the change, he proposes that Paragraph C, under license rates be amended by dropping the phrase "and then such lower license rate shall apply to the whole contract."

"I want advertisers to sign long-term contracts and I think they should be given some rate consideration for so doing," Mr. Bratton said.

WQ special broadcasts were dedicated to National Future Farmers of America Week, Feb. 20-27, by KDKA Pittsburgh.

WVAM-WARD

First

First For Complete Coverage in Central Pennsylvania with top-rated CBS shows. 1000-WATT Fulltime.

Represented by Weed & Company

BO EDELL, formerly with WKEZ Muskegon, Mich., WDLP Panama City, Fla., and WJBC Bloomington, Ill., joins WSDE Sterling, Ill., as director of news.

FRED RAWLINGS, formerly sports-caster at WKVL Blenheim, Va., joins news staff of WJOL Hagerstown, Md.


CONNIE O'DEA, news and special events chief at ABC's Central Div., is the father of a boy.

BOB OTTO, WCPO Cincinnati news director, listed in current American Catholic Who's Who.

JACK CHASE, morning news editor for WCOP Boston, is the father of a boy, Marc Alan.

ROBERT WHITAKER, newsman and announcer for WPAY-AM-FM Portsmouth, Ohio, is the father of a girl, Lindsey.

LISTING of all Canadian stations and networks carrying programs of British Broadcasting Corp., now given monthly in British government's Monthly News Letter sent to Canadian publications.
BRITISH ELECTIONS

IN EXCESS of $50,000 in time, talent and facilities was spent by the major radio and television networks last week in comprehensive reports on the British elections held Thursday.

While the British Conservative, Labor and Liberal parties last week abstained by mutual agreement, from using the airwaves to reach the people, U. S. radio and television went all out to apprise the American people of pertinent issues, airing actual campaign addresses, and informing John Q. Public of the election returns—all as a public service and, for the most part, without direct sponsor-ship.

The $50,000 figure is not all-embracing since the networks actually began their election coverage in some cases, as early as late January. Television’s role necessarily was limited to film and live commentary pending that international dream—the translation possible. Even so, the costs of film editing, commentators, etc., presumably made the venture a relatively expensive one.

Following is a summary of network coverage, before and after the election, but not necessarily in the order of time allotted or expenses sustained:

Churchill Talk

NBC’s coverage, which actually got underway last Jan. 21 with portions of a Winston Churchill speech dealt with by London correspondents, was accorded with a variety of subject. On three successive Saturday, beginning Feb. 4, from 5:30 to 5:45 p.m., the network quoted additional special speech excerpts, reported on British political attitudes and on press reactions. NBC also aired half a dozen interviews with England’s “Man-in-the-Pub.”

In addition, its week’s “Event of Events” included election material. With election fever reaching its peak last Wednesday and Thursday, NBC blanketed its various news shows (Morgan Beatty’s World News of the World, World News Roundup, H. V. Kaltenborn’s program) with reports. On Thursday morning Beatty and Bob Trout gave Washington and New York reactions, respectively, with primary pickups from London, Manchester and Edinburgh. Friday pickups were aired Friday after results became conclusive.

NBC overseas coverage was handled by Merrill Mueller, Ed Hasker and Henry Cassidy. Network radio costs reportedly approximated between $15,000 and $20,000, according to NBC’s Anthony man. Expenses for NBC television activities were between $1,000 and $1,500, covering purchase of extra film, editing, use of shortwave circuits, etc.

NBC-TV Thursday telecast a special program, 10:30-11 p.m., featuring Mr. Cassidy and Mr. Mueller overseas and Ben Grauer and John Cameron Howard from New York. Program comprised live commentaries, films and background charts.

ABC stressed radio coverage almost to the exclusion of television, with costs running between $7,500 and $10,000. Total of 30 air spots (each less than 10 minutes) from England accounted for roughly $4,000 alone, according to Thomas Velotta, ABC vice-president. Event was handled by ABC’s London Chief Frederick Opper, Paris Chief Richard J. Post and commentator Paul Harvey and William Hetherington.

ABC carried election data on its Feb. 19 Foreign Reporter, 11-11:15 a.m., and from News (5:30 p.m.) to World Around the World and Headline Edition. Excerpts from speeches by Clement Attlee and Mr. Churchill were included.

Last Wednesday, Robert Montgomery, ABC commentator, coordinated a special show, 9:30-10 p.m., calling in ABC political experts. On Thursday, the network’s top news analysts—Martin Agronsky, Bakhage, Edwin C. Hill—reviewed the British election on the various news programs. Again, a night Mr. Montgomery touched on the subject. Friday special bulletins were aired.

No CBS Figure

CBS gave no figure for its radio-TV outlay but it was believed to be appreciable—as much as for any of the other networks—in view of its extensive election coverage Feb. 1 with pickups from London. Mr. Murrow spoke directly from London last week. Network also aired two tape shows Feb. 19.

Television-wise, CBS-TV conducted a special show Thursday, 10-10:30 p.m., with the English Speaking Union taking part. Program featured interviews with British-Americans in the U. S., election returns, and utilized visual background.

Highlight of MBS’ radio coverage was Thursday’s two-circuit roundtable program featuring Cedric Foster, William Stringer and David Wills from London; Cecil Brown and John Bosman from New York; and William Hillman, Fulton, C., and Dick Edwards from Bill Henry from Washington. Mr. Bosman was coordinator.

Other coverage was included of the Mutual Newsreel, Mr. Foster’s commentary from London (Mon-day through Friday) and on Mutual’s Wednesday three-hour preview prior to the elections.

MBS declined to give any figures as it is not in a position to cover special events, but the cost figure was said to be “as much as is practicable with such coverage,” according to a network spokesman.

While British politicians took to the air in the week preceding the election in increasing numbers compared to previous campaigns, it was believed that American listeners generally were accorded greater coverage of the political event than Britons themselves.

Absent last week from the British airwaves were any political reports during newscasts—the result of a ban by the BBC. Only 17 broadcasts including statements by any supporters of the political parties were scheduled by BBC.

PORT AUTHORITY

Aids Fisherman With Spots

OPERATING on a limited advertising budget, the tax-supported Port of Seattle is concentrating virtually all its radio efforts on The Old Boat-Puller, a participating sponsor of KOMO Seattle (6:30 a.m. daily).

Instead of airing out-and-out commercials on the show, however, the Port, through the Wallace Mackay Co., Seattle, is using its year-long series of spots to pass on news of importance to fishermen.

During the recent Seattle blizzards, the Port used its air time to warn the fishermen to take certain safety precautions with their boats in winter moorage to prevent damage, sinkings and fire. Reaching the message twice weekly over “Doc” Heil’s early morning program, the Port Commission alerted owners of boats tied up at the publicly-operated Seattle Basin to maintain the emergency conditions.

In Altona, Pa.,
It’s ROY F. THOMPSON

and

WVTA

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

Represented by ROBERT MEIKER ASSOCIATES

BROADCASTING • Telecasting

Page 46 • February 27, 1950

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INFRINGEMENT OF PRIVACY

Arising from Editorializing, Speeches, Newsletters, Ad libros, Financial Comment, Mystery Plots, Gossip 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.

EMPLOYEES REINSURANCE CORPORATION

Insurance Exchange Bldg. Kansas City, Mo.
RICHARDS CASE

OUNSEL for G. A. (Dick) Richards told FCC last week that "law requires it to provide him detailed notice" of the laws or rules he has allegedly violated and to give him an opportunity "to demonstrate and achieve compliance with all lawful requirements." Their petition asked FCC to provide such notice and opportunity as required by the Administrative Procedure Act before proceeding with its investigation of his news policies, which currently are slated or hearing starting March 13 in Los Angeles.

Mr. Richards, accused of instructing KMPC Los Angeles staff members to slant news against members of the late President Roosevelt's family and against certain minority groups, owns KMPC, VJR Detroit and WGAN Cleveland. The scheduled hearing is on the three stations' license renewal applications and on Mr. Richards' proposal to transfer control of the outlets to a voting trust [Broadcasting, Aug. 1, 1949]. FCC Examiner J. Fred Johnson Jr. has been named to preside.

The petition was accompanied by a series of alternative requests which would be withdrawn if the basic petition is granted. These ask FCC to issue a bill of particulars including dates, names, places and other details involved in the charges against Mr. Richards; to specify that the Commission will present its case first at the hearing, and to call a pre-hearing conference to discuss procedures.

One of the subjects suggested for discussion at a pre-hearing conference is "the possibility of stipulating with respect to facts."

The petitions were filed by the Washington law firm of Fulton, Walter & Halley, which has been retained by Mr. Richards in addition to his regular counsel [Closed Circuit, Feb. 20]. Hugh Fulton of that firm is slated to handle the Richards presentation at the hearing. He was chief counsel of the former Senate War Investigating Committee headed by then-Sen. Harry S. Truman. Other counsel include Louis G. Caldwell for WJR and WGAN, Horace L. Lobes for KMPC, and former Sen. Burton K. Wheeler, overall consulting counsel.

Expresses Confidence

Announcing his appointment of Fulton, Walter & Halley as trial counsel, Mr. Richards said:

"I am confident that a review of the facts will demonstrate beyond question that these stations have operated consistently in the public interest in the three cities which they have served for many years. Their record of constructive performance and community service in all broadcasts will speak for itself. I also expect to show that I have zealously advocated the principles of Americanism and of the Constitution, including the basic principle of tolerance."

The petition for an opportunity to show that the stations do or will comply "with all lawful requirements" said that FCC has not provided any statement or details of the charges other than a copy of the accusations filed by the Radio News Club of Hollywood, which launched the inquiry.

Although FCC made an investigation of its own, the petition continued, the stations have not been apprised of the "facts obtained from such examinations and documents upon which the Commission is relying."

"It is clear from Sec. 9(b) of the Administrative Procedure Act, however, that the applicants are entitled to have such facts or conduct called to their attention prior to any hearing," the petition asserted. It continued:

Applicants are aware that the Commission has in the past held Sec. 9(b) of the Administrative Procedure Act to be inapplicable to a proceeding involving renewal of license. Applicants respectfully except to such a ruling and maintain that in this case of this type where the procedure is tantamount to a proceeding for revocation, Sec. 9(b) of the Administrative Procedure Act is clearly applicable.

The licensees also allege that they have at all times complied with all lawful requirements of the Communications Act of 1934, other applicable statutes, and the rules and regulations of the FCC.

"Herald-Tribune" Spots

DONAHUE & COE, New York, is planning a spot campaign on eight or nine New York stations for its client the New York Herald Tribune to introduce the newspaper's "Early Bird Edition." Schedule will start about March 1.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

What station, please?

What station, please?

Get the entire story from FREE & PETERS

CBS - 5000 WATTS - 960 KC

Owned and Operated by the TIMES WORLD CORPORATION

ROANOKE, VA

FREE & PETERS, INC., National Representatives

February 27, 1950 • Page 47

1950 February 27

Call Frazier & Peter

re: Superbinting Our News

Plant Construction

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173
### National Nielsen-Ratings Top Programs

| Time of Day | Program | Previous Rank | Current Rank | Points Change | Ratings
|-------------|---------|---------------|--------------|---------------|--------
| EVENING, ONCE-A-WEEK |         |               |              |               | Homes (000) | %
| 1 | Lux Radio Theatre (CBS) | 1 | 1 | 0.00 | 10,056 | 25.6 | +3.6 |
| 2 | Jack Benny (CBS) | 2 | 2 | 0.00 | 9,121 | 23.3 | +0.8 |
| 3 | Godfrey's Talent Scouts (CBS) | 3 | 4 | 0.00 | 8,465 | 21.3 | -1.2 |
| 4 | Fibber McGee and Molly (NBC) | 4 | 6 | 0.00 | 7,974 | 20.3 | -0.7 |
| 5 | Charlie McCarthy (CBS) | 5 | 3 | 0.00 | 7,778 | 19.8 | -2.0 |
| 6 | Mr. Keen, Chicago Detective (CBS) | 6 | 13 | 0.00 | 7,748 | 19.5 | -2.5 |
| 7 | My Friend Irma (CBS) | 7 | 8 | 0.00 | 7,182 | 18.0 | -1.5 |
| 8 | Crime Photographer (CBS) | 8 | 11 | 0.00 | 6,634 | 17.0 | -1.2 |
| 9 | F.B.I. in Peace and War (CBS) | 9 | 12 | 0.00 | 6,521 | 16.6 | -0.3 |
| 10 | Suspense (CBS) | 10 | 15 | 0.00 | 6,267 | 16.3 | -2.6 |
| 11 | Mr. District Attorney (CBS) | 11 | 3 | 0.00 | 6,074 | 16.0 | 0.7 |
| 12 | Fibber McGee & Molly (NBC) | 12 | 7 | 0.00 | 6,913 | 17.6 | 0.9 |
| 13 | Red Skelton (CBS) | 13 | 27 | 0.00 | 6,539 | 16.8 | +1.7 |
| 14 | Hallmark Hall of Fame (CBS) | 14 | 14 | 0.00 | 6,521 | 16.6 | 0.5 |
| 15 | Roy Campanella (CBS) | 15 | 19 | 0.00 | 6,495 | 16.5 | -0.5 |
| 16 | Day in the Life of Danny Day (CBS) | 16 | 21 | 0.00 | 5,334 | 14.4 | -1.8 |
| 17 | My Favorite Husband | 17 | 13 | 0.00 | 5,416 | 14.7 | 1.2 |
| 18 |25 You Bet Your Life (CBS) | 18 | 25 | 0.00 | 6,246 | 15.9 | +0.8 |
| 19 | Big Town (NBC) | 19 | 21 | 0.00 | 5,295 | 14.5 | -1.3 |
| 20 | Mr. Chameleon (CBS) | 20 | 10 | 0.00 | 6,128 | 15.6 | -1.4 |

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 39,081,000—
the 1949 estimate of Total United States Radio Homes.

Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

### HEADLEY-REED Staff Additions Set

ADDITIONS to the New York and Chicago sales staffs of HEADLEY-Reed Co., New York, were announced last Tuesday by Sterling Beeson, vice president in charge of AM sales for the radio-television station representative firm.

New appointments to HEADLEY-Reed Co.'s AM staff include William K. Reilly, formerly with Young & Rubicam and Kenyon & Eckhardt, has joined the Headley-Reed television division.

The company also announced the appointment of IRA Morton and Frank Rice, who have a wide background in Chicago spot sales, to work under John Wrath, Chicago office manager.

Headley-Reed Co. now has Eight New York AM salesmen and four in its Chicago office. Frank W. Miller Sr., president of the firm, following formation earlier of H-I-Re Inc., new station representative, comprising Frank M. Headley as president and a dtreasurer and Dwight S. Reed, executive vice president. [Broadcasting, Feb. 20].

### KMED TRANSFER

Alfred Carpenter Buys KMED Medford, Ore., center of one of the most bitterly contested and drawn out transfer cases before FCC under the now defunct Aveco policy, has been sold by Mrs. W. J. Miller to Alfred Carpenter, retired local orchidist, and associates.

The deal was to be consummated over the weekend, subject to Commission approval. KMED, an NBC affiliate, is on the air 5 day 8 k kw, 1 kw night on 1440 kc.

Buyers in addition to Mr. Carpenter are his son, Harlow Carpenter, a Harvard student, and Garland Jones, his son-in-law and local lumberman. It was further announced that Pete Watts, general manager of KYJC Medford, has resigned that post to head KMED in similar capacity.

Mrs. Virginia originally had sold KMED to Luther Gibson, licensee of KHUB Watsonville, Calif., and KSL (FM) Salinas, Calif., for $250,000-plus. Under the Commission's Aveco policy the transfer was thrown open to public bidding and FCC subsequently approved assignment not to Gibson Broadcasting Co. but to Medford Radio Corp., a local firm which had filed a competitive bid [Broadcasting, Nov. 3, 1947]. Mrs. Virginia and Medford Radio were unable to agree on terms and the latter withdrew.

Gibson Broadcasting and Mrs. Virginia then asked FCC to reinstate and grant their original application. FCC reinstated it but ruled it was a new bid and would be subject to Aveco again. KMED was then taken off the "for sale" market [Broadcasting, Jan. 31, 1949].

### DISCUSSION forum concerning proposed Mississippi Valley International Exposition in 1953 was heard over WWL New Orleans recently.

Burger Beer .

DOUBLES SALES in 3 weeks with "directed" advertising on...

WRGD

Grand Rapids, Michigan
KPAB CASE
FCC Court Injunction Denied; Outlet Seeks Stay Order

WHAT is believed to be FCC's first attempt to put a station off the air by court injunction pending completion of revocation proceedings was denied last week. KPAB Laredo, Tex., the station involved, meanwhile has filed an injunction to halt the

revocation hearing itself on grounds it is premature and violates the Administrative Procedure Act.

The last-minute and unannounced move came to light through full-page advertisements run in the Washington (D. C.) News by William Prescott Allen, publisher of the Laredo Times and a defendant in the proceeding, who charged FCC with seeking “to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats.” The ad stated certain Congressmen had been asked “to look into this rotten situation.”

FCC ordered the revocation of KPAB in early January on grounds that Mark Perkins, sole owner of Laredo Broadcasting Co., licensee, “has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen, and without Commission approval, and that KPAB is now operated by these persons without a license” [Broadcasting, Jan. 9, 1949].

The Commission's request for interlocutory injunction to suspend KPAB was denied on Monday in the U.S. District Court for the Southern District of Texas, Laredo Division, by Judge James V. Allred, former Governor of Texas. Judge Allred stated that since KPAB alleged that Mr. Perkins had re- sumed operating control of the station the Commission's request was in effect moot. FCC held KPAB had not been operating under the control of theparty authorized in the license.

FCC told the court that Messrs. Allen and Tish, K. H. Smith, James Kazan, J. G. Hornerberger and William Prescott Allen Jr., whom it cited as defendants along with Mr. Perkins and Laredo Broadcasting Co., were “financially interested in or actually engaged in the control and operation of” KPAB “contrary to the provisions of the Communications Act.”

Affidavit Filed

An affidavit dated Jan. 14 was filed with the Commission last month which affirmed that Mr. Perkins has an interest in Laredo Broadcasting Co. and is conducting the station therewith at this time, but that the affairs of such company require reorganization.

KPAB's request for injunction to stay the revocation hearing, designated to commence March 6, in Laredo before Comr. Paul A. Walker, was filed Thursday with the U.S. District Court in Washington and argument is scheduled Tuesday.

KPAB contended that the Administrative Procedure Act as the law of Congress has precedence over FCC's rules and regulations and this act prescribes that the accused be fully apprised of alleged error and given an opportunity to correct the error before such drastic action as revocation be taken.

Publisher Allen's advertisement in the Washington News indicated that complaint about the proceeding had been directed to Sen. Tom Connally (D-Tex.), Rep. Lloyd M. Bentsen Jr. (D-Tex.), Sen. Eugene

Millikin (R-Col.), Sen. Edwin C. Johnson (D-Col.), Rep. Wayne N. Aspinall (D-Col.) and Sen. Robert A. Taft (R-Ohio). spokesman for former groups who received correspondence or telegrams but no action was taken other than routine acknowledgement or securing factual details.

Mr. Allen's advertisement in the News went on:

The Federal Communications Commission is heading towards turning this U.S. into a country ruled by a bureaucracy dictatorship.

This agency seeks to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats.

The only radio station in Laredo, Webb County, Texas, with a population of 75,000 today has seven FCC Washington bureaucracy lawyers asking the Federal courts to close this only station. This case is being heard today in Laredo, Texas.

Early in January 1949, we asked Sen. Tom Connally, Congressman Lloyd Bentson (sion), Sen. Eugene Milli- kin (sion), Sen. Edwin C. Johnson, and Rep. Wayne N. Aspinall (sion) and Sen. Taft to look into this rotten situation for the sake of saving the U.S. from the same fate which was brought about in Argentina by Pernon (sion), in Russia by Stalin, in Germany by Hitler.

We are asking the Congress of these United States to investigate this bureaucracy which threatens the freedom of our U.S.

Yes, if we would bow or get on our knees we could get along with the FCC. But we chose to lose the $50,000 which is invested in this only radio station, and continue to see America live as a free democracy.

Now who makes these charges against the FCC asking you to watch this attempt to destroy the only radio station which serves 75,000 people? One of President Harry S. Truman's electors of 1948.

Wake up America! When Ambassador Patrick Hurley was trying to save China from the Communists, the bureaucrats in Washington were helping Joe Stalin to China and some of the same bureaucrats are yet serving the U.S. in Washington unfaithfully.

It is time to act. We can destroy what was intended to be a free radio, can next destroy the free press.

WILLIAM PRESCOTT ALLEN,
Publisher, Laredo Times,
Laredo, Tex.
mas show, and only about five a year can be classed as actual commercials, in the opinion of Mr. Seaman. Even then, the exceptions, it is not a direct sales pitch, but announcement of new equipment. The Tractor Division has never used a hard sell, and probably never will," Mr. Seaman writes all commercials. Firm also drops one or both mentions during the 4-H Club Congress, an annual feature, or during long pickups.

Copy must be clear and simple. Remotes are lined up from one to four months in advance, depending on dates set for important farm events. Eight to 10 meetings in 1950 had been scheduled as early as last November.

The first commercial often is devoted to public service projects, including campaigns sanctioned by the Advertising Council. The second is frequently localized for the repeats with a western angle.

An example of a first commercial:

For those whose legs are too weak to run—whose arms may be handicapped—we wish to make this March of Dimes plea. Polio still remains one of the nation's most vicious scourges. The need for funds to fight this disease grows as increasing numbers of boys and girls—and as men and women—become victims of this dreaded affliction. By contributing to the March of Dimes Jan. 16 through 31, you are not only aiding those already stricken, but you are also helping the efforts to stamp out future epidemics. The dimes you give today will help build a brighter, safer future for our children. Allis-Chalmers urges you to give generously to help make some little child well and happy and to help find a way to stamp out one of our worst enemies—infantile paralysis.

A sample second, or product, commercial:

Have you visited the service shop of your local Allis-Chalmers dealer? If you have, you probably noticed many specialized tools—valve refacers, rod aligners, compression testers and other hand and power tools for work requiring expertise. You may have been interested in the way the mechanics used compressed air and special fluids to clean intricate machinery. You may have seen the engine block holders and heavy-duty cranes which hoist and place even the heaviest equipment in safe, working positions.

Day after day, mechanics in the shop of your Allis-Chalmers dealer use these tools to check and overhaul tractors, All-Crop harvesters, Roto-Harvester—every conceivable type of farm equipment in the community. The experience of these men, their knowledge of tools, their ability to ferret out trouble you might have with your equipment during the 1950 crop season can be of great value to you. We urge you to take advantage of the specialized service your dealer offers.

Although it is impossible to determine the exact number of listeners because there are no national ratings taken among farm families, it is believed that most farm families with radios (estimated 80% of six million farm homes) listen frequently to the National Farm and Home Hour. In addition, there is a growing city audience.

Varius independent surveys show the program is popular in both urban and rural areas. In an Oklahoma study, farm people almost ranked the show first or second. A survey of programs broadcast by WBAP New York showed the program was favored by half the farm people surveyed.

Audience response is always good on special offers. In June 1946, for example, A-C received 1,300 requests for a bulletin on fence posts; 5,600 for a pamphlet on how to build with logs, and 3,900 for instructions on home freezing of fruits and vegetables, all after only one mention. That farm women are loyal listeners was proved last fall when 8,600 wrote in for a baking bulletin mentioned once.

Client agency and network promotion staffs work closely together. New seminars are weekly farm radio news bulletins to between 150 and 200 stations.

Aids Dealers

Allis-Chalmers dealers show an increasing interest in radio. The Tractor Division pays for the National Farm and Home Hour, and the individual dealers throughout the country are advised to allocate 1½% of their gross to local advertising. In 1949, a radio kit issued by the A-C sales promotion department included 45 commercials. In 1950, the kit contains 105, "suitable for every selling job, all types of equipment.

One-show promotion is devised by Mr. Seaman, who, like Messrs. Roberta, Visser and Gittins, was born and reared on a farm. Mr. Seaman and Mr. Visser handle A-C field promotion dealers and their friends when on the road. This is more than often not.

Hires Seaman

Jerry Seaman was hired especially for the job after working as publicity director in the office of the U.S. Soil Conservation Service in Milwaukee. For seven years he was journalism instructor, publicity director and radio editor at North Dakota Agricultural College in Fargo. A graduate of Iowa State College, with bachelor and master degrees in agricultural journalism, he worked as a newspaperman in New Jersey, Minnesota, Iowa and Illinois.

Mr. Visser is also a graduate of Iowa State, with a degree in animal husbandry. He represented the institutes for Everett Mitchell on occasion, and handles commentary on many pick-ups.

The Tractor Division, with the help of these men and Bert S. Gittins, has prospered since it first appointed the Gittins agency. Speaking of his relationship with Allis-Chalmers, which originated with a 90-day trial period, Mr. Gittins claims "I'm still on trial. Sometimes agencies make a point of how clients have grown during their tenure. Roughly, the Tractor Division has increased its volume some 30 times from its low point, but I am forced to admit the business would have grown even though there were no additional news."

"As in so many things, Allis-Chalmers did most of the pioneering in radio for the farm equipment industry. Through our experience, I feel we have done as much in agricultural radio as anybody in the business. I refer to the solic type of agricultural radio designed to influence people in major deci-
sions representing a substantial investment, such as the purchase of a tractor."

Allis-Chalmers, which manufactured millstones in 1847, now offers a range of different agricul-
tural, industrial and electrical items. For the Tractor Division, the National Farm and Home Hour has been especially important, the efforts of Mr. Roberta. The recognition of the existing need for mechanization on family-operated farms, and those of A-C engineers who originated new designs that placed the tractor within the reach of all farmers.

DON LEE CASE

Firm Won’t File Exceptions

DON LEE Broadcasting System notified FCC last week that it will not file exceptions to the Commission’s proposed decision which, while anticipating renewal of the station’s own licenses, concluded the network had violated FCC’s network rules [BROADCASTING, Jan. 2].

William J. Dempsey of the Washington offices of Dempsey & Kopolovitz, Don Lee counsel, wrote FCC that an “exhaustive investigation into the relevant facts” has shown that a further hearing will be necessary if the decision is to be based on complete evidence on many points.

Cities Delay

“Reopening the record for complete evidence on such points,” the letter noted, “would inevitably in-volve many months of delay. It is clear, moreover, that the evaluation of whether these subordinate findings [that violations had occurred] should be revised in a manner more favorable to Don Lee is essentially tied to these proceedings.”

The letter continued:

For these reasons, and particularly since further determination of the issuance of the license renewals would multiply the hardships already expe-
rienced by Don Lee because of the time involved in these proceedings, it has been concluded that the filing of exceptions and a request for the record in the record are not justi-
fied at the expense of a prolonged de-
lay in the issuance of the license re-
newals. It is, therefore, requested that the Commission forfeiture issue these license renewals.

Don Lee is licensee of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KJH-AM-FM Los Angeles.

Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

Low time costs!
Low talent costs!
Big sales results!

America’s Window on the World
515 Madison Avenue, New York 22, N.Y.
Whirligig...
a bright new TV program
for the young in spirit!

Originally a feature on WPTZ’s Wednesday Matinee, “The Whirligig Show” now is a bright spot in the Philadelphia television spectrum every afternoon, Monday through Friday at 4:30. George Skinner is still the easy-going emcee; Bob Courtleigh is still vice president in charge of nonsense, and the special effect that translates music into visual patterns still plays the title role.

At first, we thought “Whirligig” was a teen-age show, probably because it featured guest appearances and informal chats with the up-and-coming as well as the great in pop music...a gallery of teen-age cheer leaders...and music with a beat.

Looking over the mail, however, turns up such fans as a Greek Orthodox priest, fireman, housewives by the thousands—and teen-agers! Here in the office, for instance, secretarial work seems to come to a grinding halt every day at 4:30 while the girls find reason to “check up” on the Skinner show.

All in all, we have come to the conclusion that “The Whirligig Show” is strictly for the young in spirit, regardless of age. And, contrary to some opinion, that includes most everybody in the Philadelphia area.

“The Whirligig Show” is now available for sponsorship by days or time segments. For details on the program and how you can use it to reach the second largest television audience in the country, drop us a line or call your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
THE COLOR TRIANGLE

By J. FRANK BEATTY

THREE tri-color television systems met in a battle royal Thursday morning, with government and top industry executives serving as judges and observers.

The long-awaited showing of all three color systems in one room was staged at the FCC's laboratory, 823 miles northeast of Washington near Laurel, Md. In the bare confines of a barn-like building RCA, CBS and Color Television Inc. submitted the fruit of their costly experiments to the probing gaze of a hundred critical observers.

And who won?

- RCA emerged smiling, satisfied it had successfully demonstrated a superior all-electronic system having complete color stability, with one-tube system in the offing.

- CBS contended the tests clearly demonstrated superiority of its system and removed any doubts that it is better than the others.

- CTI suffered equipment breakdowns ascribed to line-voltage changes and asked for another demonstration.

The interested viewers who watched this history-making battle included some members of the Con- don Committee, formed under Bureau of Standards auspices to report to Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee, on color's progress.

Sen. Johnson attended, accompanied by Sen. Ernest W. McFarland (D-Arizona) of the committee and Edward Cooper, committee communications adviser, Kurt Borchard, of the House Interstate

& Foreign Commerce Committee staff, represented the group.

Banks of receivers were placed in the laboratory so viewers could observe all three systems in operation simultaneously. The room was crowded, and most viewers who remained seated found it difficult to see three sets at a time because they were too close. Soon they started milling around from one set to another as the tests progressed.

Simultaneous Operation

All receivers were operated simultaneously from antenna systems provided by the three exhibitors. RCA received signals from the NBC Washington TV outlet, WNBW, operating on Channel 4. CBS picked up from its Washington TV affiliate, WOIC, on Channel 9. CTI was fed on Channel 7 by WMAL-TV Washington.

Programs originated in separate studios, with sample materials available for purposes of comparison. Monochrome receivers permitted comparison with the color pictures.

RCA engineers made readings of picture definition. These figures are to be inserted in the television hearing record for this morning.

The demonstration opened with wedge test patterns moving horizontally and vertically, simulating usual camera movements. In comparison with the sample pattern in the room, CBS appeared to show more faithful color reproduction, though a blurish hue was noted in the wedges of some receivers.

On some of the RCA sets a blackish hue was apparent to observers in portions of the green and yellow segments, with the yellow veering toward orange. RCA showed uniformity across the pictures, and colors appeared to remain constant. The lack of uniformity as between receivers, and across individual pictures, that marred RCA's pictures last autumn appeared to have been corrected as a result of recent progress.

CTI Results

Several CTI sets were in operation, with best results apparent on a set in the balcony. The pictures lacked the brightness of CBS and RCA receivers, and were difficult to watch even in the half-darkened surroundings. Registration of the three separate images on the CTI projection screens was lacking much of the time when test patterns were shown.

Technical observers were keenly interested in a moving test pattern with rotating paddles of various colors, operating at varying speeds. As the speed increased there were stroboscopic effects. Some observers declared they saw color breakup in the CBS black-and-white as well as color pictures.

Keyboard color and black-and-white test patterns were shown, followed by a pattern in which fairly fine lines of different hue and uniform thickness were shown. Here many viewers felt CBS was superior with some of the RCA colors appearing to differ from the sample chart.

Both systems were impressive in depicting canned goods, cigarettes, cereal boxes, toweling and other familiar articles of a type that would be used by color TV sponsors.

A quarter-hour of live programming included Jeanne Warner, of WNBW, and Gloria Muddell, of the Fred Warin organization, in simultaneous songs. The color effects were pleasing, but the muffled sounds from adjoining sets were disconcerting. Dancers and models appeared before the cameras in bright costumes.

COLOR HEARINGS

Three-Day Week Set For Resumption

FCC's color television hearings which resume today (Feb. 27) after a recess since Nov. 22, will be held on a three-week-day basis through March, according to a schedule released by the Commission last Thursday.

The schedule:
Feb. 27, 28, March 1; March 15, 16, 17; March 22, 23, 24; March 29, 30, 31.

Sessions scheduled for March 8-10 were canceled in order to avoid conflict with the Institute of Radio Engineers' 1950 convention and radio engineering show in New York March 6-9.

FCC, meanwhile, notified Theodore A. Wetzel of Milwaukee, who had petitioned for consideration of a color system which he said he had developed [TELECASTING, Jan. 9], that he could not be permitted to participate in the hearings on the basis of the information he had submitted.

The Commission said it felt that “a prima facie showing has not been made that your proposed system can be used as a basis for the promulgation of color television standards.” FCC left the way open for Mr. Wetzel to submit additional support of his petition or to offer a demonstration of his system, but held:

- ... it appears from your petition that your proposed system has not progressed beyond the theoretical stage; that the amount of research and development which your system has undergone does not appear to be sufficient to permit you to determine its fundamentals and to explore basic problems; and that no transmitting or receiving apparatus has been constructed by you which would be suitable for either laboratory or field testing.

Mr. Wetzel claimed to have developed a color TV system which is completely compatible with existing black-and-white standards and which would permit conversion of existing receivers and camera equipment “at very low cost.”
Some day when industrial historians sit down to trace the development of television, chances are that they will salute WABD (TV) New York, flagship for the DuMont Television Network, for its earnest endeavor to destroy the shibboleth that "big city television is strictly for the million-dollar advertiser." WABD's goal has not been to produce the most lavish video entertainment but rather to develop the most effective TV advertising at a cost within reach of all as well as high-budget accounts.

"And that," says Commr. Mortimer W. Loewi, its chief and director of the DuMont Television Network, "is just what we intend that WABD shall continue doing.

"Here, during the last year or two, with a small, hardworking, knowledgeable staff, we have pioneered daytime and Saturday night programming as well as low-cost program production and techniques which we believe are, in part, responsible for the encouraging turn that experts are noting in the industry's affairs and prospects.

"WABD's direction is in the hands of the DuMont Television Network executives, but its well-being stems to a large degree from the fact that each and every one is as zealous for the station's welfare as for any responsibility that he carries. Chris J. Witting, our new network general manager, for example, while leading the organization in consolidating and solidifying our position nationally during the year, likewise has so operated WABD that, if it were disassociated from network origination and such service, the station itself would be in the black.

"So, too, James J. Caddigan, network program production director, created several shows for WABD which proved so attractive that, at affiliate request, we moved them on the network. At the same time his production crews achieved such efficiency that from Studio D alone we telecast 16 or 18 programs back-to-back every day. Several station operators have told us that they utilized WABD as an object lesson for their production staffs who are faced with the necessity of doing a good job economically. At the same time the sales staff under Tom Gallery and his assistant, Trevor Adams, in tripling network billing for the year, has placed WABD in the forefront among stations utilized by TV sponsors."
1940, under special authority granted by the FCC, a DuMont crew set up a field TV transmitter at Canton, N. Y., and put a remote camera chain and a group of receivers into the field. This provided the first video coverage of the First Army war games in northern New York, largest peaceducation air show that time.

Another ambitious W2XWV program attempt during its experimental first year was to reconstruct a professional football game between the Chicago Bears and the Washington Redskins. By moving figures on a magnetic board set up in front of a camera, Mr. Baltin and his staff followed the progress of the game from play-by-play reports received by wire from Chicago. A valiant attempt to reproduce 1940 election telegraph bulletins via Trans-Lux projectors fell short of success due to lack of sensitivity of the camera tubes of that era.

Installation of permanent equipment was started early in 1941, and by the fall of that year extensive testing of the transmitter and field strength measurements were underway. By the spring of 1942 the young DuMont organization was deep in plans for instituting a regular series of planned programs. Robert Jamieson, new traffic manager for the network, had joined the station staff as stage manager; Dorothy Wootten as program announcer, and Walter Swenson as chief engineer, with Salvatore Patremo, new network maintenance engineer, as his assistant.

About that time Dr. DuMont decided to launch a full-bodied weekly series of variety programs and shows supporting the war effort. A formal production schedule was inaugurated on Sunday, June 23, 1942. Within six months the station went on a twice-a-week schedule, and early in 1943 added a third day to its operating week.

During this period, Samuel Cuff, WABD’s general manager, introduced top advertising agencies to television, making air time and studio facilities available at no charge to far-sighted and imaginative executives who wanted to experiment with the new medium. Among those early pioneers courageous enough to get their feet in the door were Benton & Bowles, who conceived a series of 10-minute dramatic sketches for Post Tens, a variety of General Foods breakfast cereals packaged in a multiple container, Canada Dry came up with one-minute spot films on behalf of Spur Cola, and Chesterfield sent over Fred Waring with his vocal group (instrumentalists not yet being allowed to play in the new medium).

Durez Plastics regularly and currently placed Jessica Dragonette before the WABD cameras; Press on Mending Tape offered The Hobby Hall of Fame, on which enthusiastic hobbyists arrived at the studio to talk about and demonstrate their hobbies on television. Also among the early uncharged-commercial users were Lever Bros. Co., with a show called Wednesday at Nine is Lever Time for Rinso, and later Spry. The program featured a pre-war vaudeville song and played the piano and was known as Roberta Hollywood, more famous now as Roberta Quinlan.

About that time Commdr. Loewi, who had been keeping his eye on telecasting operations in his capacity as executive vice president of the parent organization, donned a naval uniform and went off to war. Leonard P. Cramer, new vice president of the corporation, moved over from Passaic and started to lay the groundwork for network operations.

Mr. Cramer immediately set about expanding WABD’s facilities, on line in Wanamaker’s New York Department Store what was then the world’s largest and finest television studios. Utilizing more than half a million cubic feet of space, the new facilities included three studios, a balcony which could seat an audience of 500 persons, and many other features. Thither Mr. Cuff moved all of WABD’s production and all of DuMont’s telecasting was done from those studios until daytime programming was launched in the fall of 1948, utilizing Studio D at 515 Madison Ave. for most operations.

With the step-up in national interest in television that marked 1947, Mr. Cramer was called back to Passaic to take executive direction of the entire corporation and Lawrence Phillips joined DuMont to develop the Cramer-initiated network. With Leonard Hole, now with NBC-TV, in charge of operations at WABD, Mr. Phillips served as network director until the spring of 1949 when Commdr. Loewi assumed that position.

Mr. Witting joined DuMont in June 1947 and, working closely with Commdr. Loewi, built up a “team” that has pioneered in the development of low-cost TV programs for low-budget advertisers. The same era also saw the arrival at Du Mont of Mr. Caddigan. Under his direction DuMont can boast more “house” programs, created and produced by its own staff, than any other network. The record shows that the DuMont production staff has come up with better than one new program a month since he has headed the operation. The DuMont programming department operates what amounts to a continuous production research laboratory in devising and seeking new technical advances, cameras and exposition effects, lighting and other improvements in technique.

Sensing a need for a new type of adventure serial for modern-minded youngsters, Mr. Caddigan created Captain Video, which integrates into a live studio program of futuristic and scientific developments film sequences of cowboy adventure, providing a story within a story. This combination has paid off in audience, Captain Video outranking with New York moppets the (Continued on Telecasting 13)

A TOP LEVEL consultation on WABD problems brings together (l to r) Commdr. Loewi, Mr. Caddigan and Mr. Witting.

* * *

WHEN this country went to war all of the DuMont manufacturing facilities were turned over to the production of radar, but in 1945, he obtained a license to form a defense organization for the armed forces. But WABD remained on the air thanks to a rule that DuMont had laid down. Anyone wishing to be associated with telecasting experiments must first work eight hours a day producing war equipment in the Passaic plant. Then, on their own time, those who wished to do so might go over to Manhattan and put the station on the air during the evening—so long as they were back at the factory in time for their next eight-hour shift on the production line. (Frank Bunetta, the director whose work is doing so much to free TV of the inhibitions imposed by movie approaches, was one of those who took advantage of the opportunity to get into TV early.)

WABD in this manner supported the war effort—bond drives, the Red Cross, air raid warden service, and recruiting campaigns. It made time available to all branches of the civilian and military effort.

In 1942, the station was granted a full commercial license, W2XWV, became officially, WABD.

* * *

Almost all of the young engineers who began work with DuMont in 1945, have been able to make a career in television, with a fair number of them remaining with DuMont for years. The company has always been a training ground for the engineering profession.
THE DESIRE of television set owners to see the top comedy stars of radio on TV is revealed in a report released last week by Advertizing Research.

When respondents were asked to name the radio programs they were looking forward to seeing on television, six of the 10 programs named most often were either comedy or situation comedy. Lux Radio Theatre is the only dramatic show which appears on the list. In the field of musical offerings Bing Crosby and The Hit Parade were named most often.

Only one daytime show, Breakfast Club, appears in the top 10. Adventists, who have no soap opera listed, Adventist points out that the total for all the various programs named in this classification was 4.6%, "showing a desire by set owners for this type of daytime entertainment."

The survey covered over 500 television homes in the New York-New Jersey area.

The Advertisers list of the first 10 programs, and the percentage of set owners listing each, follows:

1. Jack Benny 19.9%
2. Jack Benny 17.1%
3. Bob Hope 11.5%
4. Bing Crosby Theatre 9.5%
5. Fred Allen 6.6%
6. Jack Benny & Andy 6.4%
7. Gracie Allen 5.7%
8. Breakfast Club 5.1%
9. Hit Parade 3.4%
10. Burns & Allen 2.0%

WGN-TV Chicago Issues Rate Card No. 5

WGN-TV Chicago rates will jump $1 per hour for live and film shows in Class A one time starting March 1. Sales Manager George Harkey announced last week. Station’s basic hourly rate for live shows was $700, $600 for film. This is the fifth rate card WGN-TV has issued since it took the air in April 1948.

Saturday and Sunday time, previous all Class A, has been reclassified. Mornings until 1 p.m., each day is now Class C; Saturday afternoon from 1 to 6 p.m., Class B and Sunday afternoon from 1 to 6 Class A.

American Research February TV Ratings

LATEST American Research Bureau report on television in New York and Philadelphia, released last week, shows Milton Berle’s The Texaco Star Theatre in first place for both cities.

Toast of the Town continued its hold on second place and the Arthur Godfrey Talent Scouts show remained third. In New York The Children’s Hour, an hour-long program telecast at 10:30 a.m. Sunday, barely missed the top 10 with a rating of 35.1, according to ARB. The survey covers the week of Feb. 1-7. Information is secured from “viewer diaries” placed in a cross-section of 500 homes in each city.

American Research Bureau February ratings for New York and Philadelphia, with January ratings shown in parentheses for comparison, are as follows:

NEW YORK

1. Star Theatre 48.9 (48.9)
2. Toast of Town 54.7 (52.6)
3. Talent Scouts 52.3 (53.3)
4. Godfrey & Friends 44.4 (44.9)
5. The Goldenbergs 42.0 (41.7)
6. Philco Phileas 41.7 (36.4)
7. Suspense 37.3 (32.8)
8. Lights Out 33.5 (36.4)
9. Amateur Hour 37.5 (39.6)
10. Studio One 33.5 (35.0)

PHILADELPHIA

1. Star Theatre 73.7 (72.7)
2. Toast of Town 59.2 (65.4)
3. Talent Scouts 50.9 (57.9)
4. TV Teen Club 58.9 (57.9)
5. Cavalcade of Stars 49.6 (49.7)
6. Godfrey & Friends 56.9 (57.9)
7. Toast of Town 49.1 (63.1)
8. Kraft 5 Television 49.8 (51.6)
9. Harlem Globetrotters 41.6 (53.1)
10. Children’s Hour 46.0 (53.3)

Survey Source Changed For S. F. Count

THERE WERE 38,517 television sets in the San Francisco coverage area as of Feb. 1, according to the city’s Television Sets Committee. The increase of approximately 5,000 sets from the figure previously reported in TELECASTING’s Weekly Television Survey is said to reflect ownership in areas not covered before.

The San Francisco TV Stations Committee, comprising general managers of the city’s three stations, surveys not only dealers in the entire video coverage area, but distributors for an estimate for the sets released by them to wholesalers.

U. of Miami Surveys Local TV Preferences

ED SULLIVAN’s weekly variety show, Toast of the Town, is the most popular TV program broadcast in WTVJ’s (TV) Miami, according to a survey conducted last month by the radio and television department of the U. of Miami.

A thousand pairs of postcards were sent to local radio programs, the other toine or motion picture film shows, were included in WTVJ’s weekly program log mailing for the week of Jan. 9. Respondents were asked to rate programs as very good, good, fair or poor or very good, with replies rated according to a scale that assigned the index of 100 to the top, 75 to good, 50 to fair, 25 to poor and 0 to very poor.

Results showed the kinescope of network TV shows and the motion picture films far more popular than the station’s local live programs. Only one local telecast, U. of Miami basketball game, go into the 10 most popular programs only one non-local program, Kabel 2.

(Continued on Telecasting 16)
WSB-TV is not broadcasting color television

BUT WE CAN!

as a matter of record—we have!

We are interested and concerned with promoting the art of television in all its aspects — both present and eventual.

Within a few short months this station has become known as an accurate testing ground for new ideas, and for a reliable reflection of audience attitudes.

The production and technical personnel of WSB-TV is capable of handling any program idea. These capacities, the television public recognizes — and rewards.

And that is another reason why WSB-TV can and does sell MORE merchandise for sponsors in the great Atlanta market.

Owned and operated by The Atlanta Journal Co.
Represented by Edward Petry & Company, Inc.
Competitors Unite

In A New Form

Of Video Advertising

By FLORENCE SMALL

"WE SIMPLY took a problem and turned it into a profit."

With that deceptive simplicity, Ely Landau, director of television for Moss Assoc., New York, defined what is one of the most interesting and successful local television ventures in the New York area.

The problem was actually duofold. Two separate automobile firms, the Jackson Motor Co., Jackson Heights, L. I., and Nat Paterson Motors Inc., Ozone Park, L. I., both DeSoto-Plymouth dealers, sought individual service from the agency on their respective accounts. Both were considering television.

The medium, however, proved too expensive for each of the firms to tackle at great length individually. Moreover, even if the agency had been able to accede to its clients' desires, it would have placed Moss Assoc. in the untenable position of selling competitive services at the same time in a somewhat similar area.

Mr. Landau answered the first part of the problem by joining the two in a common campaign, splitting the costs between them. But that left yet a greater problem to solve. How could the agency direct sales exclusively to Jackson and Paterson without diffusing the benefits of their advertising among DeSoto-Plymouth dealers who were not participating in the campaign? And what about the business of competitive services?

Moss Assoc. answered both problems in one stroke. The firm struck on the idea of creating a "theme" to be used by both clients, but by them alone. To do this the agency coined and copyrighted a word, "Road-erizing," and built the campaign around that word. Aware that automobile sales grow out of automobile servicing, they defined "Road-erizing" in the commercials as a complete servicing job by highly skilled, factory-trained mechanics, including complete lubrication, check of battery, steering post and lights, etc.; front-end check, adjustment of brakes, setting and adjusting ignition timing and carburetor, tightening of body bolts and a road test on which the car is critically tested for noises, handling ease, smooth riding, performance and response.

Price of the service was set at $7.55.

On the Monday following the first Saturday evening on which the "Road-erizing" commercial broke, one of the dealers got 19 calls for this service. The other received 26 such calls during the week. Inasmuch as "Road-erizing" was not advertised elsewhere, all of these could be attributed directly and solely to the TV advertising.

Growing Response

Since the inception of the theme and TV campaign, both dealers report a steadily mounting number of "Road-erizing" jobs sold and a sharp upturn in their servicing business in relation to the corresponding period of the previous year. The number of cars sold has increased proportionally. The Nat Paterson Co.—as a result of this and a previous brief solo invasion of TV with Moss Assoc.—has risen from one of the smallest DeSoto distributors to the second largest dealer in Long Island, Nassau and Suffolk Counties.

The show which the two firms sponsor—at a joint annual cost of $50,000—is an hour long presentation of the wrestling matches on WABD (TV) New York, 10 p.m., Saturday. The matches originate in Chicago. The program has the second highest rating of any Saturday night TV program in the New York Metropolitan area.

The cost is extremely low in relation to the size of audience reached, Mr. Landau told TELECASTING. He estimates it about 20 cents per 1,000 messages delivered.

The commercials consist of four one-minute silent animated cartoons that cost less than $1,500 and promote both clients. Commercial costs were kept down by using only eight basic pieces of art work with moving panoramic backgrounds for all four commercials, intermixing them and reversing the direction of the action for variety.

The program is introduced by a one-minute jingle with cartoon pieturization utilizing stop motion animation and other visual effects.

A portion of the jingle goes as follows:

When your car is limping badly
When your motor's on the blink
Call on Jackson Motor Company
Or Nat Paterson Motors Inc.

If it's new with fluid drive
Or it's old and has a klaxon, etc.

Call on Jackson Motor Company
Or Nat Paterson Motors Inc.

When your car is limping badly
When your motor's on the blink
Of the Jackson Motor Company And Nat Paterson Motors Inc.

To support the television campaign, Mr. Landau and Mr. Manfred have prepared a coordinated program of direct-mail and point-of-sale material tying in with the "Road-erizing" theme of the TV commercials. Bulletins were issued to employees of both dealers defining "Road-erizing" and explaining its significance as a business builder. Large signs identify both dealers as "Handpickers for Road-erizing." Rubber stamps were made of a specially designed seal bearing the words "Have Your Car Road-erized" and are used to relay the message with all outgoing bills of the two companies.

"No opportunity is overlooked to reinforce the impact of the television program in making the public 'Road-erizing' conscious," Mr. Landau said.

In discussing the agency's approach to automotive advertising generally, Mr. Landau observed, "We here at Mos, as exponents of the theory that low-cost television can and does pay off, feel we can justifiably say that this use of the medium of television by individual automotive dealers has and is proving very conclusively that TV can pay off as handsomely at the local level as it has done for some of the big national advertisers in the automotive field."

WAR against Hollywood "talent sharks" assumed greater proportions last week as Federal authorities joined state, county and city officials in the investigation. The racketeers, posing as legitimate television or movie producers, have been extracting up to $20,000 weekly from ambitious victims by holding out the offer of a television or screen career for them or their children [TELECASTING, Feb. 20].

The Federal Grand Jury opened its investigation yesterday, Tuesday, seeking to indict offenders on charges of mail fraud. Cited in as a witness by Assistant U. S. Attorney Ray Kinnison was James Cagney, actor and former president of the Screen Actors Guild, who told jurors of the workings of legitimate talent agencies as opposed to recently formed "phony" guilds.

Other Witnesses

Other witnesses were Buck Harris, public relations director of SAG, and Ken Thomson, assistant executive secretary of the guild, who turned over hundreds of letters received by SAG from people complaining of unfulfilled promises made by so-called guilds.

Meanwhile, the state was continuing action against the groups on grounds of accused violation of the Corporate Securities Act. To date, seven of the alleged "talent sharks" have been ordered closed and officials of another "school" are scheduled for a March 15 hearing by the State Division of Corporations. The charge is that "schools" promised clients a share of the profits in contracts with them, thus placing the contract under the heading of security, permission for which must be obtained from the state. Such permission had been acquired by the groups.

Ordered to suspend operations

CBS Signs Lahr

CBS last week signed Bert Lahr, comedian, to an exclusive three-year television contract. A half-hour weekly comedy program built around him is planned but starting date has not been selected. Mr. Lahr has appeared frequently as guest on TV programs. His CBS series will be produced by Irving Mansfield, CBS executive producer. Closed circuit tryout is planned within a month.

WJBK-TV Detroit's new quiz, "So You Know Sports," is set by (1 to r): Seated—Louis DeHayes Jr., Sterling Cool; Jack Rose, Louis Rose Co., DeSoto-Plymouth, co-sponsors; standing—Dick Jones, WJBK-TV; Bob Murphy, Detroit Times; Van Patrick, moderator; Edgard Hayes, Detroit Times; Bob Powell, Powell-Grant Inc.


ARRANGING for the Blind Date TV show on ABC, starting March 16, are (1 to r): Slocum Chapin, ABC's eastern TV sales mgr.; Charles L. Rothschild, v. p., Emil Mogul Co., agency; Sam and Albert Abrams, pres. and sec.-treas., respectively, Knomark Mfg. Co., sponsor; Arlene Francis, star of show.

SILENT film star Buster Keaton (l) produces "heavy artillery" to make sure Dana Jones (seated), pres. Dana Jones Co., completes contract that will make Los Angeles Studebaker dealers sponsors of Mr. Keaton's show on KTTV (TV) Los Angeles. Watching transaction is Frank King, KTTV sales mgr.

PLANS for the Flagstaff Foods sponsored John Reed King Show on WCBS-TV New York, which began Feb. 11, are completed by (1 to r): George Dunham, CBS Radio Sales-Television; John Reed King, star of show; Isadore Greenspan, treasurer, Flagstaff Foods, and Max Geller, Weiss & Geller Agency.

'TALENT SHARKS' PROBE

FEDERAL OFFICERS JOIN HOLLYWOOD PROBE

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He's got to like what he sees, or he'll turn you off.

With advertisers, too, programs come first.

In the seven cities where more than half the television audience is, CBS programs are first*... with 6 of the 10 most popular shows—all CBS-created—winning for advertisers television's largest average audiences.

Turn first to CBS...
because CBS has most of the programs most of your customers want.

CBS-TV
—first in programs

*January 1960, 7-City Pulse Ratings:
‘SAT. REVUE’ STARTS

NBC-TV LAST WEEK launched its Saturday Night Revue after altering the program’s original concept to overcome objections of the FCC [TELECASTING, Feb. 20]. The first presentation of the program was scheduled for last Saturday, Feb. 25, and as of the time TELECASTING went to press there seemed little doubt that the schedule would be kept.

Meanwhile, however, the National Assn. of Radio Station Representatives Inc. sent a letter to all television stations not owned by networks, charging that networks were encroaching on spot business and pointedly advising stations that their best revenue could be derived from spots.

The NARS letter was the first direct action taken by the association with regard to the NBC Saturday night plan, but individual members were known to have urged their stations to shun the program since the plan was first announced.

As modified last week, the NBC plan was believed by network executives to be within FCC regulations.

Originally the network placed an order with stations for the two-and-a-half hour time, with the qualifying suggestion that stations could take only parts of it if they chose. The network did not identify advertisers in its order to the stations, for the good reason that at the time the program was planned, no sponsors had been acquired.

Under the original plan, the program would be sold to 15 different products, whose one-minute commercials would be rotated in the 13-week cycle throughout the full two-and-a-half hour show.

In revising its plan last week, NBC withdrew its order for commercial time from stations and announced it would sell the program in a different way. Although 15 different products will be sought, the program will be sold in half-hour segments, in each of which can be put three one-minute commercials. As soon as a half hour (or three commercials) is sold, the network will place a commercial order for that with its stations.

Stations were asked to carry unsponsored portions of the program as sustaining network time.

The first presentation last Saturday was entirely sustaining. Three advertisers were reported to have signed for sponsorship of the show, but it could not be learned when their schedules will begin. The advertisers reportedly were United Fruit Co., which had been announced as a sponsor before the FCC threw a monkey wrench into the original plan, Swift & Co. and RCA.

The premiere telecast of the Saturday Night Revue last Saturday was to feature Jack Carter as star in a Chicago origination 8-9 p.m. and Sid Avery in New York origination 9-10:30 p.m. Appearing also in the Chicago portion of the program were to be George Raft and Cass Daley. And in the New York portion, Burgess Meredith, Imogene Coca and Gertrude Lawrence were to perform.

In an official statement, Joseph H. McConnell, NBC president, said:

While we are making this show available to all television stations on a sustaining basis, it is our plan to make it so good that it will be quickly sold to sponsors. This two-and-one-half-hour show is available for the advertising of 15 different products.

Advertisers will be offered the opportunity to purchase one-minute announcements. A maximum of three announcements will be placed in a half-hour portion of the program. As three announcements are sold, the stations will be informed of the identity of the advertisers and will be offered a half hour of commercial time. The announcements will be rotated within that half-hour period. As additional announcements are sold, offers will be made to the stations for the time required for the additional announcements adjacent to time sold, and all the announcements will then be rotated within the time sold. Thus, when 15 announcements have been sold, the announcements will be rotated throughout the two-and-one-half hour period.

NBC is gratified by the considerable interest which advertisers have already shown in this new approach which makes big-time network television available at a price which can be afforded by a greater number of advertisers.

Flanagan’s Letter

The letter sent to independently owned television stations by T. F. Flanagan, managing director of NARS, read in part:

The DuMont complaint against monopolistic practices by networks in television broadcasting brings to a focus the whole question of national spot advertising in television.

The networks are founded and have remained in business on the basis of their ability to provide programs which would attract audiences and be salable to advertisers.

The FCC has repeatedly stated its determination to see to it that the independently owned station must keep in position to compete with the network for the business of the national advertiser.

It is only in this way in which the independently owned station can compete for national business is through the sale of time on station breaks, or minute announcements, and other short time units, on the sale of time to national advertisers in participation shows, on the sale of local news programs, on the program time and service, and the sale of station produced programs to national advertisers, and the sale or otherwise produced programs to national advertisers in station time.

The above conditions are part of the basic bargain of network broadcasting. We have in television some conditions that are parallel to AM, and some that intensify the need for direct sale of station time.

(Continued on Telecasting 14)

EXCISE TAX

Industry Delivers Strong Protest

STRONG case for the TV manufacturer, distributor, retailer and the telecaster was presented Tuesday to the House Ways and Means Committee. The Congressional group is considering the administration’s proposed excise tax on television receivers at the manufacturing level [TELECASTING, Feb. 20, 13].

At the hearing’s close, it was indicated that at least a number of the committee members had been made cognizant of the industry’s problems. Some committee members said the protest was effective.

A decision as to whether the committee’s recommendation on the administration’s proposal is not expected until at least, the Congressional group has heard detailed phases on the entire question of tax revision. Hearings may continue into April.

BUFFALO—‘FEDERAL SYSTEMS’?

IT brought back memories for Eugene S. Thomas (r), general manager of WOC (TV) Washington, when he glanced in the window of the Star Radio Co. in downtown Washington and saw on display a 1929 TV set, manufactured by the Jenkins Television Co. Mr. Thomas thought went back to 1926 when, on a similar set, he saw his first TV demonstration at the Jenkins Laboratories in Washington. He points out some of the features of the 21-year-old receiver to Max Montague, owner of Star Radio Co.

February 27, 1950

BROADCASTING  •  Page 6

[Continued on Telecasting 18]
Telefile
(Continued from Telecasting 5)

Competing Kibla, Fran and Ollie. High ratings for a TV news show have also been achieved by a news-and-talk show, begun by Mr. Caddigan for Headline Chews.

Meanwhile, in the Wanamaker studio, DuMont production crews were developing techniques which permitted the station to telecast from a single studio a complete evening of programs seven nights a week—a technique that was adapted to meet Commr. Lowry's call for a full daytime schedule of 15 programs, telecast back-to-back from Studio D at 515 Madison Ave.

On the air approximately 76 hours a week, of which about 35 are taken with local origination, including 12 hours of test programs, WABD airs 20 hours of women's programs, 8 of children's shows, 8 of sports, 7 of variety, 6 of film, 4 of news, 3% of drama and 6 of discussion in the major programming classifications. Approximately 41 hours per week of the station's air time are given to network transmission and 5 hours to network receiving (from Chicago). Approximately 16 hours a week are commercial and 48 sustaining.

High on the WABD public service program roster is Court of Current Issues, hailed for five awards and the oldest program in the number of consecutive telecasts in television. The station's sports coverage this year will include telecasting all home games of the New York Yankees under the sponsorship of P. Ballantine & Sons (beer and ale). Last fall WABD moved from its coverage of baseball to its gridiron equivalent by covering (via the DuMont TV Network) the major games of Notre Dame, with Chevrolet dealers as sponsors. Mr. Stagg, former head manager of the Yankees, left that organization to join DuMont in January 1949.

Steady development of WABD's facilities has been under the direction of Scott Helt, Rodney D. Chipp and Julian Armstrong. Mr. Helt supervised the expansion from mid-1946 to September 1948, when Mr. Chipp, now director of network engineering, succeeded him as chief engineer at WABD.

Mr. Chipp supervised work involved in the re-activation of Studio D to provide daytime programming, as well as a conversion of the Adelphi Theatre into a television studio to accommodate Cavalcade of Stars, Cavalcade of Bands, The Morey Amsterdam Show and a number of other productions. He also supervised the complete construction of a new ramp and control booth which have made the Adelphi a thoroughly modern theater-type studio. At the same time, Mr. Armstrong, director of planning, has supervised development of headquarters offices, notably the research divisions on the 20th floor of 515 Madison Ave.

Currently the organization that started in March at $50 a month room, with 200 sq. feet of space, occupies 21,000 sq. feet on nine floors. Concurrently, from its original 50 kw experimental days, WABD's equipment has expanded to the three studio locations equipped with 20 DuMont cameras, 14 mounted on pedestal dollies, one on a crane dolly, and five on tripod mountings; 19 microphone channels, 8 turntable channels, 7 microphone booms, 2 Dynabeam spotlights, 5 video circuits, 6 audio circuits, 3 iconoscope film chains, 2 35mm and 1 16mm channels, 2 16mm and 2 16mm film projectors, 3 slide projectors, a Baloptican, a sound truck equipped with dual turntables and 4 microphone channels, a jeep monitor, 2 off-the-air receivers, 2 microwave transmitters and receivers, and one video and one audio channel line out, among its mobile equipment. Of course, facility of the full DuMont manufacturing organization are at WABD's disposal all time, enabling the station to add to its equipment whenever that seems desirable. The station now operates on Channel 5 (76-82 mc) with 9.4 kw aural, 14.5 kw visual.

Details of operations at WABD's three studio locations at 515 Madison Ave, the Adelphi Theatre and the Wanamaker studio are supervised by Roy Passman, New York operations manager.

Base rate of WABD for an hour of Class A time (6:30 p.m. to sign-off, Monday through Friday) is $1,500. For Class B time (2:00-5:30 p.m. Monday through Friday) the base rate is $750 per hour, dropping to $500 per hour for all other time. A one-minute or less announcement is $200 in Class A time, $100 in Class B time, and $75 in Class C time. Frequency discounts run from 25% for 13 times a year to 25% for 25 or more times a year.

Studio facilities for camera rehearsals of live programs are available at $200 per hour. Charges for film studio usage are $25 per hour, with a $75 minimum, and charges for film, when combined with live studio or mobile unit, are $75 per hour or any portion thereof.

CANADIAN TV
CBC Building First Unit

CONSTRUCTION of the first Canadian television studios and transmitter has started at the Canadian Broadcasting Corp.'s national program and commercial center in Toronto, according to Donald Manner, acting general manager of CBC.

It was also announced that S. W. Griffiths, from CBC International service, Montreal, will be program director at Toronto; Reg Horton, technical director, and Charles Harris, assistant supervisor.
'Howdy Doody' Does It

NEARLY a quarter million responses have been received from two premium offers on the Howdy Doody Pack feature on NBC-TV, the network has announced. Youthful viewers were asked in announcements tertanit on Jan. 23 and 30, to send 10c and a wrapper from a bar of Three Musketeers candy to receive a cardboard model of Howdy Doody. As of Feb. 6, Grant Advertising, which has the account of Mars Inc., maker of the candy bar, reported it had received 240,000 requests.

Sat. Revue

(Continued from Telecasting 12) to advertisers through the station representatives.

The first place, no television station can live on the few pennies out of the advertisers' dollar that it nets from a network sale of time. It must have the station time for local advertisers and national spot advertisers. It must have the station break time for its own sales staff, must, to exist, get a considerable revenue after all expenses on local business, and it will depend in great measure upon national spot business with its high net return.

When the networks begin to encroach on spot business through any of the many current devices that they are trying, they are starting a practice which knows no end. It is a short step from sales of national spot advertising, through network origination, with low income to the station, to the time when the networks will begin to solicit and offer all spot advertising. It is a long step from national advertising in network participation shows to network chain breaks instead of the logical and proper station break.

The network can claim a much larger proportion of your broadcasting time for television than it could for AM. Yet it is well recognized by the leading authorities that advertising business that for many reasons national spot advertising is likely to be a much larger proportion of television time sales than it is in AM this is fortunate for the station because the larger its proportion of national spot income, the better its financial health.

NARSt members represent 63 television stations now operating. Our members are organizing their sales and service to develop spot television business in the soundest and largest way. Our members have exacted the same financial problem that you have. Currently they are uniformly losing money on their television, but they are expanding their efforts just as you are, with the confident knowledge that television is going to become a respectable new medium, more serviceable to the advertiser in selling his goods in large volume at low cost.

The danger to what is obviously a healthy future for spot television is in these attempts of the network to encroach upon spot business. The services of a network are understood by all and need no defense. It is this moving in on national spot business to which we object.

We are writing to you on behalf of our members to state these facts in the clearest possible way, and to suggest that the economics of this business call for a clear understanding and definition of what is network and what is national spot.

QUIZ SHOW

ABC-TV Takes 20 Questions

ABC-TV and 12 affiliated stations will carry Twenty Questions, radio quiz, as a feature beginning March 31 as the result of a 26-week contract signed last week by the network and Ronson Art Works Inc., through Grey Advertising Agency Inc., New York.

The program, to be telecast from 8 to 8:30 p.m., EST, on behalf of Ronson lighters, will be carried by four of ABC-TV's owned and operated outlets—WENR-TV Chicago, WXYZ-TV Detroit, KCAG-TV Los Angeles, and KGO-TV San Francisco—and eight affiliated stations.

In New York, Twenty Questions, which features Bill Slater as m.c. and a regular panel, as well as guest stars, will be over WOR-TV, but will move to the Friday evening spot. Show currently is heard and seen as a simulcast on WOR-WOR-TV on Saturday.

Coincident with Ronson's sponsorship on ABC-TV next month, the MBS radio version will be aired from the sound track of the ABC-TV network feed the preceding night, ABC reported.

WOI-TV BEGINS

Is Nation's 100th TV Outlet

THE 100TH television station in the nation, and the first licensed college television station, WOI, of Iowa State College, Ames, took the air Feb. 21. Stores in cities of central Iowa held open house last week, with line-ups of television sets demonstrating the station's programs to many persons who had never before witnessed the new medium.

WOI-TV is the outgrowth of a decision by officials at Iowa State to modernize the equipment of WOI and include provision for both FM and TV while doing so. The transmitter building and antenna, completed last spring, are located three and one-half miles southwest of Ames. The building is of brick and constructed in ranch house style, containing a transmitter workshop, power plant, garage and emergency studio.

The FM and TV transmitters are located at the new site, and eventually the AM transmitter also will be moved there.

WOI-TV, on Channel 4, is affiliated with ABC-TV, CBS-TV DuMont and NBC-TV. It has a library of 5,000 films and operates Monday through Friday with effective radiated power of 13,000 w. Transmitter was built by General Electric Co.

ATS Discussions

AMERICAN Television Society will begin a series of luncheon discussion meetings March 5, Robert Montgomery, NBC producer, will be first speaker at the Hotel Roosevelt, New York.

TV RENEWALS

Previous Order Set Aside

WTMJ-TV Milwaukee was given a regular license by FCC last week after Walter Dammm, vice president and general manager, reported the station did not accept NBC's order which FCC found objectionable, for the NBC-TV 6½-hour Saturday night series (See Telecasting 19). WTMJ-TV and WPTZ Philadelphia had their recently issued regular license renewals set aside and had been given temporary licenses instead, as result of FCC's belief that they accepted the time order.

Rescinding this action with respect to WTMJ-TV and issuing a regular renewal for the period extending to next Feb. 1, FCC said it has received from Mr. Dammm an affidavit "which contains a full statement with respect to the order for broadcast time and advises the Commission that the Journal Co., [WTMJ-TV licensees] did not accept the offer made by NBC."

Ernest B. Loveman, vice president and general manager of Philip Co.'s WPTZ, meanwhile, sued a statement saying FCC's action putting WPTZ on temporary license was unrelated to "anything that has happened on WPTZ." His statement:

This change in our license result solely from a program scheduling policy established by the National Broadcasting Co., with which our station is affiliated and which has nothing whatever to do with anything that has happened on WPTZ. Nor do we know it will not change or affect in any way the right of the station to broadcast its schedule as it has been doing since June 28, 1948, when it was one of the first television stations on the air in U. S.

'Shopper' To Move

DAYTIME FEATURE, Your Televi

sion Shopper With Kathi Norton on WABD (TV) New York for more than a year, will move to WNBTV (TV) New York in early May, the latter station announced last week. The program will be telecast on WNBTV Mon.-Fri., an hour a day, as it has been on WABD. It will be offered to sponsors on a participating basis.

For a limited time, this 550-page, $5-volume comes FREE with a subscription to BROADCASTING • TELECASTING

Analysis 1949 radio-tv adv.

Media costs

Radio-tv billings

Program Trends

Audience Analysis

AM FM TV stations, executive personnel

55 directories—550 p. complete radio-tv index

MAIL Coupon TODAY!

BROADCASTING • Telecasting

870 national press bldg.

Washington 4, D. C.

Yes, send me 52 weekly issues of

BROADCASTING and the 1950 Yearbook (55 val) free as part of this order. (Offer expires Mar. 31)

[ ] I enclose $7.00

[ ] Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

YEARBOOK Special

February 27, 1950
McConnell To Keynote Annual Conference

NBC President Joseph H. McConnell and John McLaughlin, advertising manager of Kraft Foods Corp., will deliver keynote addresses at the opening luncheon of the Chicago Television Council's second annual National Television Conference, Monday, March 6.

H. O'Brien, secretary-treasurer of United Paramount Theatres, New York. Future trends of films in video will be described by a representative from Jerry Fairbanks studio.

Comdr. Mortimer Loewi, director of the DuMont TV Network, will be featured speaker at the Wednesday luncheon.

Wednesday afternoon, Arthur Holland, owner of Malcolm-Howard Agency, Chicago, will moderate a panel on "Stations, Agencies and Production Companies Solve Programming Problems."

Among the 19 persons appearing on the panel will be Monte Fassnacht, production supervisor at WENR-TV Chicago; Norman Heyne, Ruthrauff & Ryan; Joseph Betzer, director of film planning, Sarris Inc.; Norman Lindquist, TV director, Atlas Film Corp.; Jerry Campbell, president, Campbell-Cahill Studio; Robert Knapp, Schwimmer & Scott; Don Cook, remote director, WGN-TV, all Chicago, and an executive from Campbell-Kraft Agency, Detroit. Others will be Carl Haverlin of Broadcast Music Inc. and Wesley I. Nunn, advertising manager, Standard Oil of Indiana.

Telestatus

(Continued from Telecasting 6) Frank & Ollie, was included in the 10 least popular shows.

Table of the top 10 WTVJ programs follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Total Resp</th>
<th>Index</th>
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<tbody>
<tr>
<td>1. Toast of Town</td>
<td>295</td>
<td>94.11</td>
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<tr>
<td>2. Arthur Godfrey</td>
<td>293</td>
<td>93.5</td>
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<tr>
<td>3. Big Story</td>
<td>280</td>
<td>86.57</td>
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<tr>
<td>4. Lone Ranger</td>
<td>278</td>
<td>86.02</td>
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<tr>
<td>5. Philo Playhouse</td>
<td>273</td>
<td>85.52</td>
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<tr>
<td>6. This is Show Business</td>
<td>272</td>
<td>85.48</td>
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<tr>
<td>7. NBC Salesman</td>
<td>271</td>
<td>85.36</td>
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<tr>
<td>8. Telegrams</td>
<td>265</td>
<td>84.45</td>
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<tr>
<td>9. Nop_listing Cassidy</td>
<td>262</td>
<td>84.05</td>
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<tr>
<td>10. Fred Wagner</td>
<td>251</td>
<td>79.55</td>
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Indicates local live program

Floating Action!

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Write for further particulars

Frank C. Fried

Cameray Equipment Co.

February 27, 1950

TELECASTING • Page 15

KRAFT NAMED

Heads Raymer Co. TV

REYNOLD R. KRAFT, former sales manager of the NBC-TV network for the past five years and pioneer in formulating NBC-TV engineering production and sales techniques, has been appointed vice president of Paul H. Raymer Co., station representative. He will be in charge of the firm's TV department.

Mr. Kraft, who started with NBC in 1937, is credited with selling the first commercial TV show in 1941 and the first network video program in 1946. Mr. Kraft also has conducted surveys at various television stations for development, modernization and efficiency of operations.
COMMUNICATION MEASUREMENT Lab., New York engineering and development of the FCC's new television transmission system which it proposes for operation in the 560 megacycle frequency band on 8-mc channels.

Although admitting the system has not yet been produced, CML indicated its proposal is technically practical and would:

- Operate on continuous dot sequential basis, incorporating certain features of the existing basic color system, with each portion included with picture portion by use of time division transmission for the sound—eliminating need for separate audio transmitter.
- Provide simultaneous broadcasting with TV program on single channel, and through literally hundreds of auxiliary signals—such as music, X-RAY, facsimile, newpaper, poller, taxi, fire, point-to-point services etc.—because of high sampling rate permitted by CML?
- Provide fully competitive national color TV system in UHF, including inter-city TV facilities and problems.

CML revealed its proposal in a petition for consent to participate in FCC's color TV hearing. Through D. A. Griffin, its president, CML recommended RCA's compatible dot-sequential color system including VHF channels, "in order to provide an interrupted service to the millions of VHF set owners." CML specifically asked FCC to:

1. Select as the only compatible system in VHF channels.
2. Abandon the compatibility requirement for color TV on UHF.
3. Withdraw the proposed FCC allocation plan for July 11.
4. Proceed at once with examination of basic UHF allocation questions to determine maximum channel width that can be used in UHF, and that depends on total width of band and number of channels needed to maintain national television systems.
5. Request all interested parties in hearing to bring equipment for test UHF operation in that maximum bandwidth, so that comparison of performance of various systems practical in the "artificial limits of monochrome standard."

CML told the Commission that about March 1 it would file an abstract of pertinent information on its patent applications together with an authorization to inspect its patent bids on a confidential basis. The firm said the number and volume of these applications it kept from filing the patent applications as soon as possible. The "public disclosure of the several color television systems now being examined by the Commission has provided CML and other persons and organizations with the opportunity to investigate these systems," the firm said, "making it possible to create further developments in these systems and to develop new systems that will correct many of the faults which have been brought to light during the hearing.

"Our proposal," CML said, "envisions a new approach to the problem of compatibility. We believe this approach is in the public interest in that it will require a smaller investment by the public for color or black and white television service. It will provide a nationwide television service with picture, picture quality and greater freedom from interference than it is possible to obtain within the limitations of the present monochrome standards using a hybrid VHF-UHF nationwide allocation plan."

High Quality Necessary

CML emphasized that FCC and industry must insist on a high quality color system that will last for years and pointed out that none of the three principally proposed color systems can now produce a large, direct view picture from a single-gun kinescope by electronic means. CML advised delaying color until such reception can be produced commercially.

Outlining the major defects of the three systems and pointing out RCA's difficulty in obtaining perfect registration in its dot-sequential system, CML told FCC, "wished to announce at this time that we have discovered means whereby the position of the moving dot can be accurately maintained in the millions of discrete positions per second necessary to achieve accurate color registry."

CML further explained this achievement "will lead to greater interconnection in the design of cameras and receivers using dot sequential techniques. Single gun camera tubes and single gun direct view picture tubes in conjunction with strip phosphors in the case of the kinescope become entirely practical with precise registry control."

Overall costs of such a system would be greatly reduced, it was said. The CML brief criticized the RCA system's use of four fields with two of them dot interlaced, a situation forced by the bandwidth limitations of the old monochrome standard. This use of four fields requires reduction of the picture rate to 15 from the present standard of 30 pictures per second and thus causes jerky movement in action scenes, it was explained. This also limits the amount of intelligence that is transmitted within a given time interval which the picture, CML claimed.

"By the simple process of doubling the video bandwidth and sampling rate and transmitting the picture on a continuous dot sequential basis, these faults are eliminated at once," CML asserted. Claiming this to be the basis of its proposed system CML explained the present 525 line, two field line-interlaced standard is retained, producing 30 pictures per second. CML said twice as much intelligence results in this transmission and improves picture reproduction.

CML stressed savings in transmitter and receiver costs that would result with its system and explained that both RCA color (for VHF) and CML color (for UHF) could originate in the same studio camera.

In the CML use of the time multiplex system to transmit the sound portion of the TV program, it was explained that the sound would be transmitted during the "blacker than black intervals between the color elements" of the dot sequential visual transmission. Major advantage of this is the elimination of costly sound transmitter and antenna duplexing unit at the transmitter. In addition, receiver tuning would be made easier and requirement for frequency stability of the high frequency oscillator is greatly relaxed.

"Here at last is the opportunity of providing a single radio frequency receiver that will deliver an enormous program selection via a single radio frequency channel," the brief said. Only additional cost would be that for getting equipment and additional terminal equipment.

Peter Hand Signs

PETER HAND BREWERY Co., Chicago (Meinert Bruar beer), has bought one-third of the Chicago White Sox baseball games on WGN-TV for the 1950 season for $15,820 through BBDO, also Chicago. Package includes preproduction and follow spots to games, so that each of the three sponsors will have some portion of a daily telecast and a full game every third day.

CELEBRATING its second anniversary, WLWT (TV) Cincinnati had as guest stars Puppeteer Burr Tillstrom (wear a cap) and his famed troupe of Kukla, Fran and Ollie, who starred on the station's special hour of the FCC's 50th anniversary show early this month. Greeting them at the train are Robert Dunville (l), president of the Crosley Broadcasting Corp., and John Murphy, Crosley director of TV operations.

Color Triangle

(Continued from Telecasting 3)

CML has its own antennas with live programs. The problems used in the comparative tests, and the programming material, had been selected at meetings of industry and FCC representatives.

Chairman Wayne Coventer and Comrs. Hennoek, Webster, Sterling and Jones took an active part in the tests, along with members of the FCC staff, E. W. Chapin, chief of the FCC Laboratories Division, directed the technical aspects of the tests though he was unable to be present. V. K. Roberts, assistant chief, took charge of the program, aided by F. D. Crane engineer.

Difficulties Cited

Arthur S. Matthews, president of CTI, said his company had no apologies but explained his firm's had assumed line voltages would be constant and did not have voltage regulators. He requested another demonstration and pointed to the difficulty of "working out a suitcase" with basic laboratory equipment in San Francisco.

The Washington showings of CTI color did not compare with the Coast showings, he said. The best CTI set at Laurel blew a transformer and went out of action. "Predictions that we will work and crawl were completely disproved," Mr. Matthews said adding that CTI had no chance to rehearse prior to the demonstration.

Frank Stanton, CBS president, said the tests showed clearly the superiority of the CBS system in color fidelity, definition, as well as in black-and-white." He claimed superiority, also, in resistance to interference effects.

Mr. Stanton agreed CTI should have another chance if it does not unduly delay arrival of color as a public service. "Our system can accommodate and improve it," said he. "It will work better with a single tube than..."
PUBLIC LIKES COLOR

CBS Survey Shows 97% Favor It Over B&W

ALMOST unreserved public preference for color television over black-and-white highlighted findings in CBS' survey of reactions to its Washington Color Demonstration which ended last Tuesday. Public reactions and other information will be submitted to FCC.

According to first overall tabulations released by CBS last Tuesday, 97% of the people who saw CBS color TV thought it "much more enjoyable" and "somewhat better" than black-and-white; described the overall quality of pictures as "excellent," "very good," and "good," and rated clearness of detail in similar terms.

Percentages were based on 9,424 completed questionnaires turned in after the observers had last afternoon caught their first glimpse of color TV during public showings which began in Washington Jan. 1. Demonstrations were part of extensive color television operations which CBS began last Jan. 1. Test telecasts also were aired in New York and Philadelphia.

Breakdown of CBS survey tabulations: 84% thought color "much more enjoyable" and 13% "somewhat more enjoyable" than monochrome pictures. About 1% thought it worked the same. Nobody preferred black-and-white as more enjoyable, CBS said. On quality of picture, 42% thought it "very good," 41% "excellent," and 14% "good."

On clearness of detail, 44% marked "excellent" and 40% "very good," while 2% thought it "only fair." Ninety-four percent found the picture "just right" and a "little too bright"—accounting for 54 and 41% respectively. Only 4% considered the pictures "much too bright."

Additionally, 62% reported no "defects" to mar their enjoyment of the color pictures, while 34% answered "yes." With the latter, the interference was adjudged to be minor.

Tabulations did not go into details on defects, or age, sex or education of viewers as well as other questions. This information is now being processed, and will be included in complete data to be turned over to FCC.

EDUCATIONAL TV

Illinois U. Okays Funds

ACTION by the U. of Illinois' board of trustees has been taken to include television in its future plans. The board has approved the appropriation of funds for a new 400-ft. steel tower to replace one of two towers now used by its AM FACILITY, WILL Urbana-Champaign, Ill. It will have sufficient strength to support a TV antenna, according to the university.

As an arm of the broadcasting field, Prof. Wilbur Schramm, director, Institute for Research, said television will be a leader in extending teaching and demonstration in educational programming. Prof. Schramm added that audio-broadcasting is not to be discounted as "sound transmissions will continue to provide general program service."

Toward that end, the university also authorized funds for a new 10 kw FM transmitter for its WIUC (FM) (now 100,000 w) in view of increasing that service from local rundown to nighttime broadcasting. The university said WIUC will be a key for statewide network of commercial FM stations and also link programs on the campus with Chicago broadcasts.

P&G TV Tests

PROCTER & GAMBLE Productions has retained Television Film Research Institute to run a series of consumer jury tests on films being produced for its Fireside Theatre television series by Bing Crosby Enterprises, Hollywood. Purpose of the research is to study techniques currently being used in producing motion pictures for television. Consumer jury audiences will be selected from various radio shows.

...where

462,700 people

spend

5,091,000

hours

weekly

TEL-ECASTING • Page 17

Page 67 • BROADCASTING

February 27, 1950
Excise Tax
(Continued from Telecasting 12)
Industry and Television Broadcasters Agree
Mort Farr, of Mort Farr Inc., Phila-
delphia, for the TV dealer; Elmer R. Crane, of Mort Farr Inc., for the TV manufacturer; and David E. Kahn, chairman of the board, Thomastown Furniture Corp., Thomasville, N. C., for the TV equipment distributor. Each of these employers was represented by James B. Carey, secretary treasurer, CIO, CWA, and Lawson Wimbler, assistant to the international presi-
dent, IBEW-AFL.

The NAB was represented by G. Emerson Wilson, Jr., director, RMAs legislative coor-
dinator. RMA's legislative coor-
dinator was Joseph E. Casey, an at-
torney and former Massachusetts
Congressman.

Viewing the proposed tax as an
"added burden on an infant
industry," Mr. Markham pointed to a loss of $14,900,000 in 1948 to televi-
sion broadcasters. He told the Com-
mittee:

"When the first excise tax was levied on radio receivers . . . there were over 700 stations then on the air . . . 17 million sets then in use. Radio now has been in service 55 years after its introduction—a go-
ing business. . . . However much it
may have retarded the speedy de-
velopment of the radio broadcast-
ing art, we feel it was not im-
posed at so crucial a moment in
the development of this older form
of air-borne communication."

As did other witnesses, Mr. Markham emphasized the war and the FCC "freeze," as well as the immense cost of broadcasting equipment to operators and TV re-
cipients. Contributing factors re-
tarding "rapid development of the video
art in this country." He also
noted that advertising revenue for
improvement and expansion of TV
would be forthcoming only in pro-
portion to the size of a potential
audience. Any tax imposed, he
added, would serve to slow up the
sale of receivers and consequently put a crimp on the industry's de-
velopment.

Against Tax
Six major arguments against im-
position of the tax were advanced by Mr. Smith of Philco:
(1) It is inequitable and would
place a regressive burden on the
industry; (2) television, a new indu-
stry, would be jeopardized; (3) it
would retard TV's public service;
(4) it would hurt manufacturers,
the public, the broadcasters, studio work-
ners, suppliers, distributors and deal-
ers, and (6) its application to radio
and TV was unfair.

Including a map with his testi-
mony showing areas which cur-
rently are served by television and
those that will be served by the FCC, Mr. Smith outlined growth of the industry in the post-war period. The industry, he said, despite in-
creasing labor costs, has made great strides. Lower prices on receivers with the result that "today's prices are little less than one-half" what they were in 1947.

Mr. Carey told the committee that the CIO workers employed in
the industry have considerable
"stake" in the situation. The union's position has been general op-
position to all wartime excess taxes and it feels a proposed tax on TV sets "would be objectionable from the point of view of sound economics."

In fact, he said, "the excise tax
should be removed from radio and
not placed on TV."

With the annual production of a 4 million set production mark this year means the employment of many workers
—an excise levy would lift prices and thus slow mass production hopes for the industry. He said he
was surprised the administration could not find a better basis to raise revenues than to impose a tax
on consumers.

Expansion Handicap
The IBEW's Wimbler also point-
outed production hopes of the
industry. He said an excise tax
would handicap such expansion, adding to that already imposed by the "freeze" and by equipment costs. Still lower prices to the consumer were forecast by Mr. Wimbler. He said establishment of sales tax sets can continue and production is planned in mass quantities.

Any tax would fall hardest on the middle and low income groups and contribute to the problem of the consumer, Mr. Durst declared. He said the loss of revenue to the government, "because of reduced personal
and corporate income taxes and reduced payroll taxes," would be greater than the estimate of additional
revenue to be derived from a levy. The small manufacturers' spokes-
man saw higher prices for sets and few
ser revenues should the tax be im-
posed.

Mr. Wailes, speaking for TBA, plen-
ded that "artificial restrictions
placed on the expansion of
the American television audi-
ence" as the very life of television
is dependent upon the number of
receivers in the homes of American
families. He pointed out that "circu-
lation" of television (number of sets in a given coverage area) is not large enough to justify rates at which the station can realize suf-

ficient revenues to defray its costs
of operation. The tax, he said, "as far as the television broadcaster is concerned," means "less 'circula-
tion', fewer advertisers using TV as a sales medium and less turnover of goods and less employment in production."

Mr. Hines added to the telecast-
ers' case by showing the small sta-
tions and old sets and urged the committee not to handi-
cap the infant's growth by wielding the 10% tax on receiver sales. . . . (The tax) would be in the national interest, he added, that would leave this child stunted and perhaps crippled for life," he said.

Another North Carolinian, David E. Kahn, cabinet maker, estimated the proposed tax would curtail the industry's market from 20 to 30% in TV, he said, has meant a stimu-
lant to the carpeting, upholster-
ery and furniture business.

Admiral Corp.'s spokesman M. Graver, said "the nature of the manufacturers' excise tax is such that it is pyramided through the use of TV receivers. The increase in cost to the consumer is much greater than the 10% tax . . . ."

National defense application bid
the TV dealer's point. Rapid
turnover is necessary, he said, to
the dealer to maintain his business and increase its position in the
market. "Any tax," he declared,
"that would slow up mass buying
would slow down my turnover, and
could conceivably make it impos-
sible for the man any where in
the country to stay in the television busi-
ness. . . . Television is not just for
the rich. Today the real volume
TV sales comes from the mass mar-
kets—those earning as little as
$4,000 a year . . . ." He urged his com-
mittee: . . . "Just look over those
toproofs along the railroads or the
street corner."

Before the hearing got under way, widespread publicity to the industry's protest was given by greater Washington TV and distrib-
utors. They purchase-
ads in local papers applauding the "members of Congress and the
public" to give heed to the propose
"extra tax burden" on the industry. They also tried their persuasive power.

"This proposed new excise tax of
the tax might well make
revenue than the government now
is getting from the TV industry."

The committee's reaction before
the House committee was delivered is about an hour and a half with in-
traductions of the witnesses and the
industry's reasons for appearance
an aner. They were answered fully by the Mr. Carey, in clerkish
work precision, witnesses took the
stand and presented their argu-
ments.

Questioning by committee mem-
bers was brief. Reference was
made by one Congressmen to TV's
effect on sports events' gate re-
cepts and upon movie attendance. There were no further full by Chief
Smith who pointed out these ef-
fects were felt "only in certain iso-
lated cases."

Other witnesses showed the amusement excise tax of the proposed tax would be twofold: The movie tax make the "markup" negligible in dollar
and cents as compared to TV re-
ciever prices; the theatre industry
grew up many years ago.

Film Report

DUDLEY PICTURES CORP., Los Angeles, has completed first two of series of 13 quarter-hour Class-
room Quiz television films to be re-
leased by NBC-TV. Carl Dudley, head of firm, will go to Hawaii in April and following that to se-
veral countries around the world to shoo additional footage for The United States Countries scheduled for film shoot-
ing include Greece, Italy, Switzer-
land, Israel, Egypt and Iran.

Film Graphics Inc., New York, has contracted with Ruthrauff & Ryan, Chicago, to produce six one-
minute animated cartoons for Ken-
L-Ration (dog food), division of Quaker Oats Co. Series is being done in color, for use on color TV.

Spots, to be released in about two
months, are being keyed by Sam Cohane, New Yorker cartoonist. . . .

Telofilm Inc., Hollywood, quarter-hour film for Pontiac ad-
vertising Catalina model. Agency: Taggart & Young, Beverly Hills, Calif. . . .

Kling Studios, Chicago, produc-
ing five one-minute TV spots for Reddi-Wip, St. Louis. Live-action series, featuring stirring and jingles, expected to be released to national distributors in March . . .

Theodore Chang, former artist
with Walt Disney Studios, Holly-
wood, has joined animation depart-
ment of Pictosound Productions, St. Louis. . . . Over 20,000 feet of film have been shot during last four months by Erskine Johnson and Cor Watson for their Hollywood Reel on KECA-TV Hollywood.

CBS has purchased TV rights to
IMPRO Inc.'s (Hollywood) "Cases of Eddie Drake," half-hour film series, set for release to 150 nationally paid firm $97,000 to produce series of 13 films, with arrange-
ment to share TV rights with film company. Present package includes new films as firm unable to com-
plete remaining four because of commitments of Pat Morrison, feminine lead, with New York show "Kiss Me Kate." CBS will pay IMPRO $60,000 for all TV
rights with latter retaining original $97,000 outlay and relieved of responsibility of completing last four films. Film firm retains the-
other foreign distribution rights.

Alexander Film Co., Colorado
Springs, has completed series of TV films for Gruen Watch Co., Cin-
ematograph, Chicago. Series consists of 9 films, and will be mailed available to
9,000 dealers throughout country.

Film has just completed year of full scale television film production. The company also has made films for such natio-
ional manufacturers as Frigidaire
Division of General Motors, Hudson
Motor Car Co., Mullins Manu-
facturing Corp., Hotpoint Inc. and
others.
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SUBSIDIARY OF UNIVERSAL PICTURES
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FOR TV SPOTS—PROGRAMS
All Production Steps
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6039 HOLLYWOOD BLVD.
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SAVE TIME! SAVE MONEY!
LOW COST HIGH POWERED

Tomm LeBlanc

Broadcasting-Telecasting

Page 69 • Broadcasting February 27, 1950
With more and still more telecasters it's Du Mont TV camera equipment because of outstanding DEPENDABILITY

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pickups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

Consult us on your TV plans and requirements. Literature on request.
Help Wanted

Manager

North Carolina fulltime 250 watt FM station seeks experienced manager. Opportunity to own station when ready. Call 103E, BROADCASTING.

Sales manager-salesman. 25-35 years old with three years experience for 250 watt Michigan network station. Must own car, personal interview at expense, salary good, commission. Write full story first letter. Box 12E, BROADCASTING.

Sales

Wanted for 5 kw Mutual out- in midwest. A real producer can act manly with liberal commission set up. Do not apply unless you can prove you now have heavy weekly billings and that you know how to produce contacts for yourself. Reply. Box 242E, BROADCASTING.

Salesman, high caliber, aggressive young man who knows radio. Eastern network affiliation, nice city standard attractive to family man thinking of future. Preference given to college, college senior. Send info to treatment, salary, State full information, sales experience references. Box 355E, BROADCASTING.

A leading station in one of the larger markets in the country is immediately opening for a top morning news, weather, sports man. Must be experienced, in particular to Box 309E, BROADCASTING.

Announcer

Newspaper—Distinctive voice, plus excellent educational, newspaper, radio experience. Appl. only to: Disc-engineer—newscaster network affiliation experienced. Reply. Box 244E, BROADCASTING.

Experienced radio time salesman, disc jockey, program director. Box 246E, BROADCASTING.

Announcers

Sports announcer—Four years of play-by-play work. Very well-known in her territory. Reply. Box 188E, BROADCASTING.

Spanish announcer and/or continuity writer, pleasing radio personality, clear diction. Must have experience and be available for radio, film dubbing or advertisement reading. Reply. Box 186E, BROADCASTING.

Looking for a personality? Well, I'm a flu! Two years announcing-copy writer. Interested in a better job? Just hear my dice! Box 255E, BROADCASTING.

Sports announcer, Experience football, baseball, basketball. Looking for progressive station in Michigan, nearby stations. Box 257E, BROADCASTING.

Announcer, now has first phone. Reply, take offer. Box 260E, BROADCASTING.

Manager, morning, hillbilly-pop specialist. Reply. Box 261E, BROADCASTING. All letters answered, corn is selling. Box 261E, BROAD-CASTING.

High caliber announcer, Proficient in disc jockey work, voice selected for the right kind of work. 3 years in 4 1/2 kw too long, need a break now. Reply. Box 272E, BROADCASTING.

Not an arbitrary character. Box 272E, BROADCASTING.

Graduate leading announcing school Radio City, New York, seeking initial top position. Needs experience in news, music, sports, D.J., writing ability. Stage and voice training, preference given to Compensation salary, will carefully consider all engagements. Reply. Box 273E, BROADCASTING.

Sports announcer with knowhow. Accurate knowledge of sport, has created baseball. Excellent football, basketball knowhow. Reply. Box 289E, BROADCASTING.
Situations Wanted (Cont’d)

Baseball my specialty—now employed as sports director Washington, D. C. station, prefers University of Illinois or Northwestern. High Pulse rating, excellent references, $75. Box 298E, BROADCASTING.

Announcer wants incentive for ideas, initiative. Able, amiable, reliable sports. Warmly interested in broadcasting. Also ad at sports, jockeying. Box 298E, BROADCASTING.

Stations west of the Mississippi, available March 30. Play-by-play sports, broadcast national, college, professional. Staff announcer, staff announcer at present in broadcasting, would prefer progressive station heavy in sports. Can do anything. Box 298E, BROADCASTING.

Announcer, one-year college, all round background in School of Radio Technique, Radio City, New York, N. Y. Will travel, and start immediately. Box 298E, BROADCASTING.

Situations Wanted (Cont’d)

Good voice, knowledge sports. TV programming, direct audio. Available. Box 298E, BROADCASTING.

Who will take a chance on an ex-GL? 9 months radio school, one year commercial announcer at present. Good voice, dependable, solid years of work. Prefer mid-South but go anywhere worth $25. Box 298E, BROADCASTING.

Baseball play-by-play man. Experience desirable. Good for football, basketball, baseball. Available for season or permanently on notice to employer who can prove he is a baseball man. Box 298E, BROADCASTING.

Sports engineer. Excellent play-by-play all sports, other types announcing. Dependable, experienced announcer. Family, 39. Box 298E, BROADCASTING.

Baseball problems? Available. 7 years live and reconstruction play-by-play. Has copy. Available for manager and promoter M. A. Also, news editor, rewrite, enunciate, special copy and direct sound. Has a home. Presently employed St. Louis area, but no sports opportunity. Audition, please. Box 298E, BROADCASTING.

Wanted, station interested in a man who, though short on experience, is adept in all phases of announcing. Excellent talent. Box 298E, BROADCASTING.

Technical

Chief engineer seeking better boss. Always on lookout for new opportunity. Experienced in AM and FM including any directional system and any position. Has been with same, write, wire, phone for discs, etc.

Ambitious, ambitious, experienced, all phases involved on many radio stations. Continuity, sports, remote, veteran, single, will travel any part of U. S. References: Robert E. Porter, 205 N. Third St., Indianapolis, Ind.

Ambitious announcer, Graduate radio advertising school. Good voice, sports broadcast. Has held important position with a progressive station. Will build new station or rebuild existing one. Excellent references. Permanent position desired. Kenneth, Salt Lake City, Utah.

Holder 1st radio telephone desires experience. Available immediately. Edward Chaves, 4141 70 Street, Woodside, N. Y. C.

Production-Programming, others

Program director, proven record. Hyspo, Top voice. Sports, etc. 27 years old. College grad. Box 808D, BROADCASTING.

Exchange: Well written, salesable local newscast for permanent position with progressive, stable radio station. Now in northeast. Married. 1st ex-

Program director, proven record. Hyspo, Top voice. Sports, etc. 27 years old. College grad. Box 808D, BROADCASTING.

Exchange: Well written, salesable local newscast for permanent position with progressive, stable radio station. Now in northeast. Married. 1st ex-

Production-Programming, others

Program director, proven record. Hyspo, Top voice. Sports, etc. 27 years old. College grad. Box 808D, BROADCASTING.

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Production-Programming, others

Program director, proven record. Hyspo, Top voice. Sports, etc. 27 years old. College grad. Box 808D, BROADCASTING.

Exchange: Well written, salesable local newscast for permanent position with progressive, stable radio station. Now in northeast. Married. 1st ex-

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Television

Technical

First phone license. Class "A" ham, some station experience; should prove asset to TV station. Box 217E, BROADCASTING.

Telephoto camera, hand many switchers, booms. Graduate SRT Television Production School. Marries permanent position, any local Payroll to 2 Greenridge Ave, W Plains, N. Y.

Production-Programming, others

Programmed experience and program director. Recently helped establish small metropolitan station. Desires opportunities metropolitan in size, nation-wide, or education TV. Top TV station. Highest references. Successful leaders. Box 298E, BROADCASTING.

Fast pastimes adaptations. Experience interesting tovertising. Emphas- izeman. Specialize color and light Box 298E, BROADCASTING.

What am I best suited for? Box 298E, BROADCASTING.

Radio, stage managing and acting experience in New York theatre, television production training in cl. writing, editing, scriptwriting, and boom operation. Seeks television production post. Excellent staff man, 25, Box 298E, BROADCASTING.

TV producer, director, on top-cl. firmly established radio or TV agency or station. Best commer reference. Please write Box 298E, BROADCASTING.

For Sale

For sale, flourishing mucasco frank in resort area and manufacturing. Box 298E, BROADCASTING.

Stations

radio station — regional in far growing eastern market. Owners continue to control if full charge taken. Box 298E, BROADCASTING.

Equipment, etc.

5 kw transmitter, RCA-710-A available immediately. Equipment includes factory built around all or 8 plate vhf broadcast and 2 w. tube: filaments, $7200 worth of opera- tions. Several units made at 24 parts, 1504, BROADCASTING.

For sale: Hewlett Packard model 2250B. New in original shipping case. Price can be used with frequency with special crystal that be used with 5 kw, $500. Write Box 159E, BROADCASTING.

(Continued on next page)


**For Sale (Cont'd)**

<table>
<thead>
<tr>
<th>Radio</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter, 3 kW</td>
<td>$87,500.00</td>
</tr>
<tr>
<td>Receiver, 4 kW</td>
<td>$125,000.00</td>
</tr>
<tr>
<td>Antenna, 2 kW</td>
<td>$35,000.00</td>
</tr>
</tbody>
</table>


**Help Wanted (Cont'd)**

**MAJOR PRODUCER OF TRANSMITTED SHOWS WANTS SALESMAN FOR BOSTON AREA**

Man who formerly covered territory has been approved to bring in $5,000 per year. Ample drawing account against commissions furnished. Write complete sales and personal background. Attach photograph if possible.

**BOX 171E, BROADCASTING**

**Situation Wanted**

**Manager**

- **30-60 explanatory sequences**
- **sale**
- **February**
- **SAN**
- **Coleman**

**WANTED**

**ANNOUNCER**

- **One of New England’s leading advertisers seeks the services of an outstanding baseball sportscaster**

**Employment Service**

- **WANTED NOW**
  - **COMMERICAL MGR. (Va.)**
    - **Sal. & Comm.**
    - **Time Salesmen (Mich. Miss. Pa.)**
    - **Comm. or Sal. & Comm.**
    - **ANNCR-ENGINEERS (south-east)**
    - **ANNCR-WRITERS (Va. Pa.)**
- **Write AIR MAIL for Registration Forms**
- **PLACEMENT DIVISION**
  - **Edward C. Kennedy (Associates)**
  - **17 East 44th St. New York 17, N.Y.**

**Help Wanted**

**Salesmen**

- **ATTENTION EXPERIENCED SALESMEN**

**Situations Wanted**

**Manager**

- **... is your agency?**
  - **troubled with RADIO BASH or TELEVISION TENSION?**
  - **One with excellent experience and capable of handling the most creative work in radio and/or TV.**
  - **3 years experience and able to handle a large audience.**

**BOX 252E, BROADCASTING**

**Disclosure**

- **Equipment, etc.**
- **Complete—3 kW FM transmitter & allied equipment. List make of firm, age, and price. Box 252E, BROADCASTING.**

- **Price**
- **Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKKV-A, Racine, P. R.**

- **Miscellaneous**

  - **Revision: motion pictures.**
  - **Government**
  - **Photograph**
  - **Legalize background, research, promotion.**

**Miscellaneous**

- **Leading Transcription Library Company is opening immediately for sales minded men with well rounded sales experience.**

**Help Wanted**

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>311 S. Michigan Ave.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>255 Montgomery St.</td>
</tr>
<tr>
<td>Boston</td>
<td>10 State Street</td>
</tr>
</tbody>
</table>

---

**Public Auction Sale**

**Public Auction Sale**

**Complete Phonograph Record MFG. Plant**

**Vogue Recordings, Inc.**

**4919 E. 8-Mile Road, Corner Dequindre**

**Detroit (Center Line), Michigan**

**Thursday, March 9, at 1:00 A.M. (E.S.T.)**

**Including**

- **$150,000 Motion Picture Equipment**
- **$50,000 Exportable Equipment**
- **$50,000 Live Broadcasting Equipment**
- **$50,000 Speech-Making Equipment**
- **$50,000 Tape Recording Equipment**
- **$50,000 Recording Equipment**
- **$50,000 Amplification Equipment**
- **$50,000 Studio Equipment**
- **$50,000 Sound Effects Equipment**

**For further information contact**

**WIRE: Write or Phone**

**INDUSTRIAL PLANTS CORPORATION**

**Michigan Avenue Building, Detroit**

**316 S. La Salle Street, Chicago 4, Illinois**

**Telephones:**

- **Chicago 2-7315**
- **New York**
THEREIN is a lucky number," is heading on second bulletin in series of promotion pieces being sent to trade by WKY Oklahoma City. Letter reproduced in bulletin is from Local Federal Savings and Loan Assn., a WKY advertiser for 18 years. Letter lauds station’s service to sponsor and concludes, “The fact that we have just renewed our contract with you for another year is proof of the confidence we place in WKY and the belief we have in consistent advertising.” Facts concerning station’s news coverage conclude bulletin.

Beauties and Balloons

BATHING beauties stood on downtown street in Washington Feb. 20 holding 100 balloons which they surrendered to the icy blasts. Four balloons contained certificates good for $13.30, representing dial position (1300 kc) of WEAM Arlington, Va. Beauties were part of promotion used by WEAM Arlington, Va., to announce its new MBS affiliate for Washington, D. C. area.

Card Distribution

TO PROMOTE Sports for All which it sponsors on DuMont TV Network for Kentucky Club pipe tobacco, Mail Pouch Tobacco Co. is distributing showcards to all TV-equipped bars in New York metropolitan area. Bartenders, given small tins of product, give cards good display, company reports.

That’s No Lie!

LATEST in promotion series from KYW Philadelphia is bulletin featuring picture of young George Washington, axe in hand, standing beside toppling cherry tree. In branches of tree is written, “I cannot tell a lie...” and station continues, ‘Truthfulness with others is a virtue...” have you faced this fact?” Inclusion of KYW in sales campaigns in Philadelphia area is pointed out to be essential.

Market Picture

ADVERTISERS and agencies are being sent copies of promotional book¬
tled titled “Six Billion Dollar Picture” by WQAR Cleveland. Booklet follows film format and material used in it is taken from color film presentation which WQAR has been showing since November. Information on Cleveland and Northeastern Ohio market, results of numerous studies and surveys, and radio and WQAR’s place in successful sales campaigns are included.

Flying Discs

AS PART of promotion for its move to 1260 kc, WWDC Washington sent airplane over city Monday (Feb. 26) when move became effective. Plane dropped 10,000 discs over capital, any of which were redeemable at station for $12.60. Additional promotions for frequency move were movie trailers prepared for 16 local theaters, car cards, transit radio spots and posters in sponsor establishments and government buildings.

Roundout promotion for its switch to 1260 kc, WWDC Wash¬
ington used “sandwich” girls carrying portable radios. Cards worn by girls read, “I’m listening to WWDC now 1260 on your dial.”

Square Dancing

FACILITIES of ballroom in nearby Clear Lake, Iowa, were made available to KGLO Mason City, Iowa, for its square dance. Dance was invitation affair used to promote KGLO among members of Rural Young People’s clubs in that area. Representatives from 11 counties in Minnesota as well as Iowa attended. Caller for evening was KGLO Farm Director Chet Randol¬ph, and contests to determine best “square” and best couple were conducted.

Dog Tale

WOEBOGONE dog, hanging by elong¬
ted tail is featured on cover of promotion folder sent to trade by WIOU Kokomo, Ind. Written beside dog is, “No dogs in Kokomo—and hereby hangs a tale.” Inside of beige and brown folder explains that “Dogs” are “programs and announce availability that short-

change advertisers who are denied the choice franchise by prior sale.” Data concerning WIOU’s percentage of total listener pull in its area and its cost-per-thousand are illustrated with graphs. Back of folder claims that “IOU’s” distributed to radio industry on occasion of station’s taking the air in 1948 have been redeemed. “IOU’s” were pledges of high stand¬

dards of operation.

Kit Reminds

FULLER BRUSH cosmetic kit sent to press by Bureau of Industrial Serv¬
ice of Young & Rubicam, New York, to remind them that Lucille Ball in My Favorite Husband was moving to new day and new time (Sunday 6 p.m.) on CBS. Promotion ties in with the fact that Miss Ball will star in forth¬
coming Columbia picture The Fuller Brush Girl. Radio program is spon¬
sored by General Foods, New York.

Personnel

DAVE MOORE promoted from assistant to publicity director at WBBM Chicago. He succeeds DON KELLEY.

LEONARD WEINLES, former assistant editor of Sunday Men’s Page on WJZ New York, joins WSTC-AM-FM Stamford, Conn., as press representa¬

tive.

ROBERT BEST joins WASH (FM) Washington, promotion and publicity department.

Mrs. DOROTHY GRACE, with WW1 New Orleans for past several years in various capacities, appointed to promotion and merchandising department of station.

TOM ALVAY, formerly sales promo¬
tion manager of KOMA Oklahoma City, joins Glenn Agency, that city, as sales promotion manager.

CHARLES L. RUMILL & Co., Roch¬

ter, N. Y., appointed to handle adver¬
sition of WHAM-AM-TV that city.

JOHN KEYS, assistant manager of NBC Chicago press division, initiated into Headline Club, Chicago profes¬

sional chapter of Sigma Delta Chi,

Biow Speaks

MILTON H. BIOW, president Biow Co., New York, addressed Advertising Club of Washington last Tuesday in connection with observance of American Broth¬
hood Week. Mr. Biow has been active in promoting the brotherhood movement. Among club gue¬
tes were Maurice J. Tobin, Secretary of Labor, and representatives of religious organizations.

DEFENDS RADIO

Lancaster Hits Rep. Go

REP. ALBERT GORE (D-Tenn.) last week was on the receiving end of some sharp criticism from radio o¬
sicals and legislators who try to regulate radio programming. A minister of the criticism was H. Lancaster, president of WJQ Johnson City, Tenn., who objected to comments by Rep. Gore during House appropriations subcom¬
tee hearings on the FCC’s R budget [Broadcasting, Feb. 20].

“Putrid, awful giveaway show and hired laughing participants on comedy shows were criticized Rep. Gore. Mr. Lancaster told him as follows:

“Perhaps you don’t know it but a few of the people in Tennessee enjoy those shows. Some of them enjoy hillbilly shows and some of them enjoy opera. You as just one list... should not try to program shows without first getting opinion of the people of Tennessee.

“As you know, the BBC is owned by the government and run by government in England and from what I hear their programming from standpoint of education and enj¬
ment is far inferior to ours. Pile up the try and get not in the is shape England is. If you Congr¬
men would pay a little more atten¬
tion to the economy of our country it would help the situation throw out the United States far more. You know, too, you don’t have to listen to any show that is aired by any radio in the United States easily to cut it off.”

FOR THE FACTS ON THE CINCINNATI MARKET

→ See Centerspread This Issue →

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasti
FCC Actions (Continued from page 40)

brary 23 Decisions . . . .

BY COMMISSION EN BANC

License Renewal

7NZ Hollywood, Calif.—Granted re-
tended license of record for license period ending May 31, 1951.

POA Honolulu, T. H.—Granted re-
tended license of record for license period ending May 31, 1951.

KEU Griffin, Ga.—Granted petition for re-
tended license of record, and further ordered filing of renewal application as amended.

Petition Denied

DL Joliet, Ill.—Denied petition for renewal of license of record for license period ending June 30, 1951.

License Renewal

XJL Helena, Mont.—Granted petition for reconsideration and grant of license for renewal, and application was removed from having decker renewal of license granted for license period ending Aug. 1, 1951.

RS San Juan, P. R.—Granted re-
tended license of record for regular period of license granted for license period ending May 31, 1951.

Temporary Extension

Station KQMW, Seattle, Wash.—Granted temporary extension of license for period of time as follows: Feb. 1—March 31, 1951, and March 1—June 30, 1951.

License Renewal

KJH-FM Don Lee Best, System, Los Angeles, Calif.—Granted license for station further extended on temp. basis to June 30, 1951.

Don Lee Best, System, Los Angeles, Calif.—Approved applications of license for station further extended on temp. basis to June 30, 1951.

Albuquerque Best, Co., Albuquerque,

N. M.—Present external TV station license for KM-347 further extended on temp. basis to June 30, 1951.

Sarkes Tarzian, Bloomington, Ind.—Present external TV station license for KSZKAP further extended on temp. basis to June 30, 1951.

License Renewal

License Renewal of following FM stations were granted for the period ending July 1, 1951:

KWQ Farmington, Conn.; WMCA-WMCA-FM Farmington, Conn.


Temporary Extension

Station WBCN, Boston, Mass.—Approved extension of time of license to file to exemptions to proposed FM station for time as follows: July 2—Aug. 2, 1951.

Station KLRD-FM, Los Angeles, Calif.—Approved extension of time to file to exemptions to proposed FM station for time as follows: Aug. 3—Aug. 17, 1951.

Station KXAL-FM, Dallas, Tex.—Approved extension of time to file to exemptions to proposed FM station for time as follows: Aug. 18—Aug. 31, 1951.

Station KFST-FM, Los Angeles, Calif.—Approved extension of time to file to exemptions to proposed FM station for time as follows: Aug. 31—Sept. 15, 1951.

Station KGBU-FM, Trenton, N. J.—Approved extension of time to file to exemptions to proposed FM station for time as follows: Aug. 31—Sept. 15, 1951.

Station KEMQ-FM, Kansas City, Mo.—Granted license for station further extended on temp. basis to June 30, 1951.

Petition Denied

Sarkes Tarzian, Bloomington, Ind.—Denied petition for renewal of license of record for license period ending June 1, 1951.

ALL-EXPENSE trip to New York goes to T. Harold Vosburgh (r), of Bells Falls, Vt., winner for December of Theseus’ “memor” contest pro-

duced by Todd & Prichard Pollin. For a Holiday, Award is presented by R. Gale Bouth, promotion manager, WKNE Keene, N. H. Mr. Vosburgh

acted as the trip for two, tendered by RCA Recorded Program Services, when he submitted a title for an original Thornhill tune to WKNE.

ALFRED ROBINSON, KXJX Grand Junction, Colo.—Request for license renewal AM station.

License Renewal

License Renewal of following AM stations were granted for the period ending July 1, 1951:

WFAB Batesville, Ark.—Granted license for station further extended on temp. basis to June 30, 1951.

WAFB Baton Rouge, La.—Denied for license for AM station increase power etc.

License Renewal of following AM stations were granted for the period ending July 1, 1951:

KFCX Wichita Falls, Tex.—Granted license for station for time as follows: Annual license granted for operating period ending July 1, 1951.

KWIG-EWIG, San Francisco, Calif.—Granted license for station for time as follows: Annual license granted for operating period ending July 1, 1951.

KFSX Fort Smith, Ark.—Granted license for station for time as follows: Annual license granted for operating period ending July 1, 1951.

License Renewal

EXAMINATIONS

Mr. Pat: First of all, we’re in Charleston, West Virginia, burned over everybody 1 1 2 4 3 5 6 7 8 9 0.

Mr. Pat: That’s your four big boys at WCHS, right? Yes, yes, yes. Yes, they’ve seen it that big boys at WCHS are quite a talent right now. They’re not just walking in an ordinary manner at the station as the big B S cable guys down here, no sir, not just sitting in a West Virginia, cause they think they’re a WCHS when they think they’re radio. Other cities, too. It’s a whole different world out there.

Frank A. Wellman

Frank A. WELLMAN, 51, a pioneer in radio and the originator of the Lucky Dollar Club a number of years ago on WCAM Camp- bell, a former broadcast attack on Feb. 17 in the Bryn Mawr Hospi-
tal, Philadelphia. Mr. Wellman, who maintained an advertising agency in Philadelphia since 1927, is survived by his wife, a son and a daughter.

February 23 Applications . . . .

ACCEPTED FOR FILING

AM—1440 kc

WVPJ Green Bay, Wis.—CP AM station to change from 810 AM to 1440 kc 1 kW-D 500 w-NA to 500 w-DA—N

KIRC Galveston, Tex.—CP AM station to change from 1450 kc 250 w-NA to 1250 kc 300 w-NA—N

KFSM Fort Smith, Ark.—CP AM station to change from 970 kc 1 kw-D 500 w-NA to 950 w-DA—N to 970 kc 1 kw-D 500 w-NA—N

AM—1350 kc

WCAW Charleston, W. Va.—CP AM station to change from 1400 to 250 w-unl. to 750 kc 2 kw—N

AM—1290 kc

KFRB Fairbanks, Alaska—CP AM station to change from 1450 kc 1 kw-D to 1520 kc 1 kw-D

Mr. Patrick

License to cover new AM station.

WITAS Rochester, Ohio—KENV Portales, N. M.

License for CP AM station increase frequency, increase power etc.

WAFB Baton Rouge, La.—License for CP AM station increase power etc.

License to cover new AM station.

WITAS Rochester, Ohio—KENV Portales, N. M.

License to cover new AM station.

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License to cover new AM station.

WITAS Rochester, Ohio—KENV Portales, N. M.

License to cover new AM station.
**FCC Roundup**

**New Grants, Transfers, Changes, Applications**

**Box Score**

**Summary of Authorizations, Stations on the Air, Applications, and Pending Hearings**

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air</th>
<th>Licensed</th>
<th>Conditional</th>
<th>Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM: Stations</td>
<td>747</td>
<td>490</td>
<td>278</td>
<td>55</td>
</tr>
<tr>
<td>FM: Stations</td>
<td>236</td>
<td>180</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td>TV Stations</td>
<td>100</td>
<td>74</td>
<td>26</td>
<td></td>
</tr>
</tbody>
</table>

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**FCC Actions**

**Applications Cont.:**

**Tendered for Filing**

- Modification of CP
  - KDSD San Diego, Calif., Cape Air, Inc., 1,130 kw, DA-2 to 1,130 kw, $150,000

- Modification of License
  - KCKO Levant, Kan., 1,130 kw, DA-2 to 1,130 kw, $15,000

- NKWK Cleoquet, Minn., 2,000 kw, 1,230 kw, 250 kw, DA-2 to 1,130 kw, 250 kw, 150 kw

**Returned**

- Westform, Wis., filed 250 kw, 250 kw

**Pending**

- Retirement of License
  - WWYF Alton, Ill., 2,000 kw, 1,230 kw
  - WJMM-MC Madison, Wis., 250 kw, 150 kw

**Applications Made**

- KKDI Green Bay, Wis., 1,500 kw, 1,230 kw

**Notice of Acceptance**

- WAAM Austin, Minn., 1,500 kw, 1,230 kw

**Pending**

- Retirement of License
  - KBBQ Marshfield, Mass., 1,500 kw, 1,000 kw

**Applications Made**

- KDND Cheyenne, Wyo., 1,230 kw, 900 kw

**Notice of Acceptance**

- WIBB Green Bay, Wis., 1,000 kw, 900 kw

**Pending**

- Retirement of License
  - WTVN Elkhorn, Wis., 900 kw, 600 kw

---

**New Applications**

**AM Applications**

- Attalla, Ala., Carl Lee Graham t/a Attalla Best, Co., 930 kw, 1 kw, 19 kw, 1 kw, 1 kw
- Grants license to... (continued on page 75)

---

**Cassie, vice president and chief

---

**Carrington Award**

**MRS. ELAINE CARRING**

- Awarded to Peabody Young's F
- Other daytime stations... (continued on page 75)

---

**Detroit's Most Effective Selling Team!**

**WEYL**

- 1340 KC
  - 250 Watts

**WEYL-FM**

- 104.3 MC
  - 18,000 Watts

**Royal Oak, Michigan**

**Primary Coverage**

- 900,620 Radio Homes
  - More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $2 billion

**Operating 24 Hours Daily**

- Member N.A.B.—M.A.B.
Frequency Study (Continued from page 17)

accomplishments of the potential of governmental and non-governmental agencies to make and present to the president evaluations and recommendations in the national interest concerning policies which would have the effect of prejudicing the outcome of a presidential election.

Mr. Laffont in 1927 to become a member of the original Federal Radio Commission at the time it was formed. In 1934 he joined Arde Bulova, chairman of the board of Bulova Watch Co., in setting up a group of successful stations on the Atlantic Coast.

Recently Messrs. Bulova and Laffont have disposed of all their radio interests, the last sale being that of WNEW New York.

Upcoming

Feb. 27: Mid-year meeting, House of Delegates, American Bar Assn., Chicago.
March 14: Western Radio-Television Conference, Seattle.
March 21: Radio Show and Television Award Dinner, New York.
March 30-11: Alabama Broadcasters Association meeting, Auburn Erskin Hotel, Huntsville, Ala.

Voice of Democracy (Continued from page 21)

endorsement of the Office of Education.

Mr. Cooper said that so long as idealism exists and so long as there are men of light and courage, the voice of democracy, an ancient art of living, will be forever new. He spoke on the eve of his departure on a 24-day world tour in which he will visit 12 nations participating in a number of international conferences.

From 1940 to 1945 Dr. Stewart served as executive secretary of the Naval Defense Radio Conference, and, for the period 1941-45, of Office of Scientific Research and Development and the Commission on Medical Research. He became deputy director of the Office of Scientific Research and Development in 1946, before taking the U. of West Virginia presidency in 1917.

President Truman's letter to Dr. Stewart quoted communications services as representing "a vital resource in our modern society."
At Deadline...

COLOR HEARING TO COVER PATENT APPLICATIONS

FCC SERVED NOTICE Friday that information on pending television patent applications of the 215 companies making application will be used in public session of TV proceeding, under subpoena if necessary (see hearing story page 53).

This was disclosed in FCC order which limited type of TV patent application data required of participants. Several participants had left the Commission's laboratories announced last September [TELECASTING, Sept. 5, 1949].

Before using any TV patent application data already filed, FCC said, Commission will notify participant involved and give him opportunity to withdraw it. If material is withdrawn, FCC will issue subpoena for details on it and make exhibit for hearing record. March 15 set as deadline for filing such information or withdrawing such information already filed.

Earlier proposal called for data on pending applications for patents on "inventions relating to television transmitters or receivers for either monochrome or color transmissions." Revised call is for data on applications covering inventions directly connected to acceptance of Commission standards proposed by the Commission or parties to this proceeding can be based." Change makes order for application data conform more closely with early order for information on patents already issued.

To safeguard information, FCC stipulated that it shall be kept in separate file by acting chief engineer; not examined before March 15; withheld from examination by non-FCC personnel, with access to it to be restricted when TV proceeding is completed. Any copies made for FCC use during hearings will then be destroyed.

MERGER, TWO TRANSFERS RECEIVE FCC APPROVAL

MERGER of WGLN Glens Falls, N. Y., into WWSC, same city, approved by FCC Friday along with applications for WIRI-FM and WKOP Bridgeport, N. J., and WCBS Bristol, Va. Earlier FCC actions are in FCC Roundup on page 75. Details of transfers:

WWSC, Glens Falls, N. Y.—Granted transfer of WGLN from R. A. Fendler to Charles J. Martin, for $50,000. Martin, owner of WWSC, will retain control of the station.

Wisconsin City, Wis.—Granted transfer of control of WASH, Burlington, from Martin Karg, 51% owner, and Alexander P. Robertson, 49% owner, to Glens Falls Post Co. Latter owns WGLN (1250 kc, 100 w) there which will be dropped, Messrs. Karg and Robertson will sell one-half of their holdings to Post Co. for $10,000 which is applied to indebtedness of Great Northern Post Co. also owns Great Northern (340,000, matching total loans to firm by Messrs. Karg and Robertson. Great Northern buys physical plant of WGLN for $20,000. WASH assigned 250 w on 1240 kc and holds permit for 1 kw, 500 kw.

WIRI-AM-FM Bridgeport, N. J.—Granted transfer of control of WIRI-FM from Great Northern Broadcasting Co., Inc., headed by Elmer H. Wenz, sole owner, for $50,000. WIRI-AM is assigned 250 w on 1420 kc.

WCBS Bristol, Va.—Granted involuntary relinquishment of control by James Mahoney, desiring to sell station to Horace H. and Charles M. Gore. Latter acquires Mr. Mahoney's 80% share of controlling interest, retaining 20% control through proxy voting of 20 sh. for Majority X-15 and 1 sh. for Majority X-13. WCBS assigned 10 kw day on 690 kc.

JAMESTOWN SWITCH

INITIAL DECISION reported by FCC Friday to grant WJOC Jamestown, N. Y., switch from 1 kw on 1470 kc to 250 w full time on 1340 kc. Examiner Leo Resnick found WJOC proposal would interfere only slightly with CHOX Woodstock, Canada, but in area where it already suffers interference.

WLAP GETS FINAL GRANT FOR REGIONAL FACILITY

NEW FINAL decision issued by FCC Friday to grant WLAP Lexington, Ky., switch from 20 kw day, 15 kw night on 550 kc to 1 kw, 500 kw on 630 kc directional second and deny competitive bids of Queen City Bestg, Inc. and WCRO, both Cincinnati, for same assignment. Comm, Rachel P. Jones, discounting, favored WLAP on grounds WLAP authorization violates FCC standards.

Commission majority ruled Queen City bid engineeringwise insufficient and favored WLAP over WCPO on Communications Act's Sec. 307 (b) equitable distribution clause despite fact WLAP proposal not fully within standards. FCC further noted WLAP proposal would protect CHMQ Santa Clara, Cuba, Goar Mestre outlet, under domestic 50% exclusion rule while WCPO would not. Commission noted WCPO would not cause interference within CHMQ's 2.5 mv/p protected night contour but "we feel that as a matter of international agreement between the United States and Cuba, and in the interest of this type, to recognize that CHMQ is a special Class II station and to give preference to the applicant providing the highest degree of protection to such a station."

FOUR NEW AM OUTLETS AUTHORIZED BY FCC

FOUR NEW AM stations granted by FCC Friday and improved facilities for seven existing stations approved. New station grants:

Galipolis, Ohio—390 kc, 250 w, daytime, Ohio Valley; 250 w, nighttime. WOGB, owned by Frank Meeker, 51%; John J. Fiala, 49%.

KTBK, Topeka, Kansas—390 kc, 250 w, daytime, Kansas; 250 w, nighttime. KUOM, owned by Kansas University.

KUGN, Kennewick, Wash.—1500 kc, 5 kw, daytime, Washington; 5 kw, nighttime. KUGC, owned by Westinghouse Electric.

KPGN, Pocatello, Idaho—1150 kc, 5 kw, daytime, Idaho; 5 kw, nighttime. Pocahontas Broadcast Co., headed by Howard R. King, chief engineer WBRB Welch.

Improved facilities granted following:

KBRC Mt. Vernon, Wash., change from 500 kw day to 500 kw full time on 1430 kc, directional night. KYOL, Lafayette, La., switch from 250 w on 1500 kc to 1 kw on 1530 kc, directional night. KUCN, Eugene, Oregon—Switch from 2 kw full time on 1590 kc to 5 kw, directional night. WKMI, Dearborn, Mich., change from 250 w, full time on 1590 kc, directional night, 1 kw, directional day, Kai Fox, Inc., to 1 kw, directional night, 5 kw, directional day, with 10 kw, full time on 1430 kc. WAMR, Chicago, Ill., change from 2 kw day, 1 kw night to 5 kw full time on 610 kc directional. WJSL, Atlanta, Ga., switch from 2 kw full time on 1450 kc, directional night, 5 kw, directional day, to 2 kw full time on 1450 kc, directional night, 5 kw, directional day.

FOUR MARCONI AWARDS

VETERAN WIRELESS OPERATORS Assn. Saturday night awarded four Marconi Memorial Awards at Hotel Astor in New York. Recipients were Comdr. E. M. Webster, FCC Commissioner, who received medal of honor; George C. Lohnes, president; R. W. Kemmerer, vice president; and veteran member of association, who was given award of service. Wireless pioneer medals given Hugo Gernsback, editor and publisher of Radio Electronics, and E. N. Pickreller, technical editor, 100 and 50 kn B. C. Communications.

PIB NETWORK BILLINGS

TOTAL GROSS billings of four television networks in 1949 were $12,304,512, Publishers Information Bureau reported Friday. By network and program: WJOC, $13,600; WJSO, $3,446,828; DuMont, $955,526; NBC, $6,500.

Billings for month of December, 1949, were $9,211,166, divided among networks as follows: ABC, $215,357; CBS, $656,713; DuMont, $106,750; NBC, $1,056,566.

NAB BOARD ELECTIONS DRAWING HEAVY VOTE

HEAVY balloting for 14 posts on NAB board indicated Friday as Saturday midnight deadline approached. Membership voting on directors in Districts 2, 4, 8 and 14 and directors-at-large for large, medium, and small, FM and TV stations. Results of balloting to be announced tomorrow (Tuesday).

Automatically elected to board for lack of opposition were Harold Wheelahan, WNTZ, and I. J. Williams, WMT, Cedar Rapids, Ia., District 10; Todd, KAKE Wichita, Kan., District Calvin J. Smith, KFAC Los Angeles, District 12, and a TV directors-at-large will be incumbents, Robert D. Swezy, WDSU-TV Orleans, and Eugene S. Thomas, WOIC (Washington, who are unopposed for two terms.

WMCA—NEW YORK SOLD TO JOSELOFF GROUP

PURCHASE of WMCA-FM New York $7,500 by new corporation named by Joseph Lohnes, president, and Israel S. Lowe, treasurer. They are: Mr. Joseloff, Barbara Joseloff, 25% of Storecast Corp.; Paul F. Harron, Joseph Lohnes, and Israel S. Lowe, each own 14½% of corporation. Headquarters: Ben Gordon, 25% owner of Store Corp. Manager: Howard Goar. Directors: Douglas Lohnes,帐ia; Patrick J. McCann, identified with Store Broadcast Inc. in Philadelphia and National Wireless, will handle the Washington and Philadelphia offices, among other things.

Mr. Lang is first vice president; Mr. H. secretaries-treasurer; John Gordon, Kaufmann, CPA, and a director of Store Broadcast Inc. and George Hennessy, identified with Storecast Corp., are second and third vice presidents respectively.

Mr. Straus at one time planned to close WJOC, New York, but has continued operations pending completion of negotiations. Application for FCC approval being prepared by storecast Corp. of New York, stemming from Dow, Lohnes & Associates.

FREY APPOINTED


WPX POST TO DUNCAN

WALTER DUNCAN, for past two years chief sales of charge of sales at WSNY nctady, N. Y., appointed sales manager WPX (TV) New York. He succeeds Donahue, acting sales manager, who res last week.
Kansas City's rectangular Primary Trade Area, as shown on the maps, has been established by the Chamber of Commerce of Kansas City. The natural flow of trade to and from this area is dependent on Kansas City, the Trade capital. As a result, The KMBC-KFRM team has been custom-built to provide complete, effective and economical radio coverage of the Primary Trade area, without waste circulation! That's why The KMBC-KFRM Team is your best buy in the Heart of America! Contact KMBC-KFRM or any Free & Peters 'Colonel' for full details.

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE  PROGRAMMED BY KMBC
There is no better way to sell - or tell - the prosperous people of this "LAND OF THE BIG RICH"
WOR -- one of America's great stations

is first in gross billings
first in number of accounts
first in total audience
first in market coverage
first in news listening
first in mail results
first in sales results

may we dazzle you with details? Our address is

WOR — that power-full station at 1440 Broadway, in New York
Facts and Facilities
on that bright new picture
in Louisville

General
Frequency: Channel 9—Power: 9.6 kw video
GE 12-bay high gain antenna, 529 feet above average terrain

Studio Facilities
Two studios, 40' by 62' and 30' by 50'
Two cameras
Complete studio kitchen
Complete film camera chain
Two 16 mm film projectors
Standard 3½” x 4” slide projector
Opaque projector

Programming
CBS network and local live programming
in the WHAS tradition

Movie Production Facilities
(silent)
Bell & Howell model 70H 16 mm movie camera
with allied equipment
Bell & Howell model 153 movie camera
with allied equipment
Facilities for cutting and editing 16 mm movie film

Remote Facilities
Mobile unit
Two cameras
Microwave equipment
Zoomar lens

Coming March 20: Television in the WHAS Tradition

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. • PRIMARY AFFILIATE CBS TELEVISION NETWORK
ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Strong regional network coverage is a necessity in order to reach the full sales potential in New England's many good markets.

The Yankee Network is ready made for this purpose. It provides direct access to 27 top markets in six states, the most complete New England radio coverage available.

At the same time Yankee offers you the greatest flexibility in spot coverage. You can tailor your radio advertising to fit present distribution, and open new territory city by city.

Every one of Yankee's home-town stations has the local impact that only a local station can give — complete neighborhood penetration throughout the entire trading zone, with complete dealer and consumer acceptance.

You can command attention for your product everywhere in New England, reaching more people more often, with Yankee's 27 home-town stations.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
WHILE IT'S PREMATURE to speculate on prospective new general manager of NAB, names are being bandied about. Foremost is William B. Ryan, vice president and general manager of KFI Los Angeles, elected only last week to new term on NAB Board (story, page 20). Committee to advise President Miller was to meet last week-end in Chicago at call of Chairman Clair R. McCollough, WGAL Lancaster, Pa.

REPORTS WHISPERED last week that FCC finally had broken 3-3 tie on Drew Pearson-Allen-Bob Allen application for facilities of Hearst-owned WBAL Baltimore [CLOSED CIRCUIT, Jan. 90] were denied by Commissioner reported to have switched vote in favor of Pearson-Allen. Lineup was, Coy, Walker and Webster for Pearson-Allen versus Hyde, Sterling and Hennock for WBAL renewal. Comr. Jones, whose appointment to FCC was unsuccessfully attacked by Mr. Pearson, abstained from voting. Fact that FCC has renewed WBAL-TV license believed to augur in favor of renewal of AM too.

ON RETURN from month's Arizona vacation, expected C. E. Hooper will announce reorganization of his firm with Fred H. Konkel, present executive vice president and treasurer, and W. Ward Dorrell, vice president, participating in ownership.

WTAR-TV, which gets under way April 2 in Norfolk, Va., has primary affiliation with its regular NBC network but last week arranged for secondary affiliation with CBS-TV. Transaction was worked out by Campbell, A. S. North and A. B. Schuett, president and general manager, with William D. Schutt, CBS director of station relations.

ANOTHER BASEBALL network sprouting in Washington, D. C., over weekend with WWDC there feeding its Senators games for Chesterfields to some 12 cities in Maryland, Virginia and West Virginia, according to tentative telephone plans. Final details this week, with possibility of expansion to other southern states. Chesterfields would be partial sponsor in cities outside Capital with remaining time open on co-op basis. Cigarette agency is Cunningham & Walsh, New York.


DISCLOSURE of FCC letter to House Radio Subcommitte Chairman Sadowski (see page 25, editorial page 36) which would torpedo McGarland Bill and allegedly evade administrative Procedure Act, expected to result in resolution to investigate FCC and directed at influence of its lawyers upon FCC actions.

ZENITH'S industrial film on Phonevision, Eugene F. McDonald Jr.'s project for dollar-in (Continued on page 90)
"Results" in Texas is spelled K-R-L-D.

This is why KRLD is your best buy!

More than half of the radio homes in 201 cities and towns in the Great Southwest Market are tuned to KRLD at least once a week or more.

With average population of 8,726.

Exclusive CBS station for Dallas and Fort Worth.

AM FM TV

KRLD

The Times Herald Station

50,000 watts

Represented by the Branham Co.
Example 

WIP Produces!

Example 

WIP Philadelphia Basic Mutual

Represented Nationally by

EDWARD PETRY & CO.

Cox and Tanz—Advertising, writes us “...our client, after sponsoring only four 12:30 (noon) news periods on WIP, brought its cost-per-inquiry down from over $7.00* to less than $1.25!”

*In another medium—name on request.
Broadcasters' Courtesy

to our Executive Representatives will be highly beneficial for you and deeply appreciated by us. We proudly introduce...

JIM EELLS. Hard-hitting counterpart of Bruce, Iowa-born Jim is highly experienced in all phases of radio station operation. Knows and satisfies station needs—lucratively.

BRUCE EELLS. No swivel-chair general, our top executive is happy only in the field. Says helps him survive Hollywood artificiality.

JEAN ARMAND. For many years management counsellor to station operators throughout the U. S. and Canada, Jean says the Program Library Service is the first big price and quality break operators have ever been furnished in transcriptions.

WADE CROSBY. Reared in top advertising agencies, versatile Wade has appeared in many Bob Hope pictures, starred in the famous "Frontier Town" western radio series, aspired to represent over-all Bruce Eells interests in the field.

PARKER STOUGH. Marshalltown-bred and WLW-trained, Parker enthusiastically quit an important mercantile post to carry the new Program Library information to broadcasters; dispell the natural "too good to be true" reaction of the cynical ones.

**BRUCE EELLS**

**Program Library Service**

**Produced by Bruce Eells & Associates, Inc.**

2217 Maravilla Drive Hollywood 28, Calif.

First and only transcribed

Library Service of Adventure, Drama, Mystery, Romance, Comedy, Juvenile and Music Programs
at the top of the top
Radio’s top attraction is news.

Facts show it again and again.

News has led all other kinds of programs in Kansas, for instance, for five years... Columbia and Chicago University analysts report news ahead country-wide... Broadcasting’s yearbook reveals that news out-averaged all sponsored network rivals in 1948 and 1949 tests — even in the peak evening hours.

At the top of this top type of program stands United Press news. More stations take it than any other.

Because U.P. delivers more: complete world and national news... more regional and state and local news... expert sports coverage... sparkling news features... an average in all of 40 regular news and news-feature programs a day... sponsored by more than 200 different businesses.

Your nearest United Press bureau has further information ready for you. Just write, wire or phone.
First Take a GUESS — then Look at the FACTS!

In Cumulative Ratings...

7 Nights A Week

6 PM to Sign Off

More Sets Are Tuned to

WMAL-TV

than any other Washington Station

TOTAL RATINGS - 6 PM to Sign-off

from American Research Bureau

TV Audience Survey - January 1950

WMAL-TV Station X Station Y Station Z
MONDAY 0541.0 202.1 212.0 249.5
TUESDAY 291.6 0666.5 95.7 93.4
WEDNESDAY 0533.4 268.0 102.7 266.4
THURSDAY 0555.1 310.1 205.3 56.4
FRIDAY 271.1 0330.3 110.4 204.5
SATURDAY 0464.2 242.2 182.0 102.2
SUNDAY 157.0 0629.4 91.3 326.0
TOTAL 02813.4 2748.6 999.4 1298.4

Surprised? The Moral:

Network Programs Alone Are Not Enough.
Strong LOCAL Programming Is Important
in Building LOCAL Viewing HABITS!

(Note MONDAY Night when ALL
WMAL-TV Programs are LOCAL)

This is important — to YOU!

Represented Nationally by ABC Spot Sales

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.
KXEL
HAS CHANGED LISTENING HABITS IN IOWA

- Conlan’s on-the-spot study—NOT A MEMORY TEST—proves the bulk of listeners in 22 Iowa Counties prefer KXEL—prefer its fine programs—its warm personalities—its strong signal that assures easy, relaxed listening. Sales of smart KXEL advertisers show that KXEL-endorsed products out-sell in this rich Iowa market.

No other radio station delivers as many listeners in this great rural area for SO FEW DOLLARS.

The truth that hurts is brought out in Iowa’s largest, most complete, most recent listener study...that without KXEL you pay a high price for “listeners” who aren’t there! Ask your Avery-Knodel man to see the NEW CONLAN.

Radio Time Buyers—aren’t fooled by a SIMPLE SIMON MEMORY TEST! Get the Simon-pure facts on Listening Habits in Iowa and you too will buy KXEL.

Distribution of Listening Homes. Figures taken from November 1949 Conlan Study of Listening Habits—in Metropolitan Waterloo and 22-county area.
EMBRACING 52,033 INTERVIEWS

KXEL 50,000 WATTS ABC
JOSH HIGGINS BROADCASTING COMPANY • WATERLOO, IOWA
Represented by Avery-Knodel, Inc. • ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, Iowa

March 6, 1950 • Page 11
A well-managed radio station is one whose policies attract good personnel—whose programming and promotion attract a good audience—whose rate structure and service attract good advertisers. On all those scores, the best-managed stations in America are listed at the right.

Free & Peters, Inc.

Pioneer Radio and Television Station Representatives
Since 1932
### EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<td>CBS</td>
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<td>Raleigh</td>
<td>NBC</td>
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<tr>
<td>WDBJ</td>
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### MIDWEST, SOUTHWEST

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<td>Duluth-Superior</td>
<td>ABC</td>
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<td>Fargo</td>
<td>NBC</td>
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<td>Houston</td>
<td>ABC</td>
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<tr>
<td>KTSA</td>
<td>San Antonio</td>
<td>CBS</td>
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### MOUNTAIN AND WEST

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<td>CBS</td>
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<td>Denver</td>
<td>ABC</td>
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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
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<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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*CP
Feature of the Week

Mr. Wihebrink (2nd r) is congratulated on his appointment by (l to r) Polly Pickens, WSAI correspondent for greater Cincinnati grocery trade journals; Robert M. Sampson, WSAI general manager, and Harold Hand, director of merchandising.

* * *

He is Andrew Wihebrink, who has helped swell to capacity classes in the WSAI school which was started a little over a year ago as part of the station's merchandising.

(Continued on page 18)

On All Accounts

ROBERT J. DAVIS Jr. may have cause to doubt his 25-year education in Portuguese when his translation of Brazilian newspaper headlines told him that Harry Truman was ahead in the 1948 United States presidential election, but he has no doubt when it comes to reading contracts as time and space buyer for Davis & Co., Los Angeles.

It was in Recife, Brazil, sailing back from Argentina to the U.S., that Bob had occasion to test his faltering Brazilian. Since then, he has replaced foreign newspaper headline reading for the most part with efforts involving space and time.

The Davis in both Bob's name and that of the agency is of no coincidence. Robert J. Davis Sr., owner and chief account executive of Davis & Co., has been an agency executive for the past 20 years.

As timebuyer, Bob Jr. handles buying for American Fruit Growers, Los Angeles (Blue Goose Products), currently carrying participations on women's service programs on over 20 stations in major markets across the country; Scudder Food Products Inc., Monterey Park, Calif. (Laura Scudder's Potato Chips, Peanut Butter and Mayonnaise), who now has weekly participations on two Los Angeles television stations, KECA-TV and KLAC-TV, and spots on KNX same city, and associated firm Bluebird Potato Chips, Oakland, Calif., currently carrying five-minute weekly spots on 16 Northern California stations; Wilson & Co., Los Angeles (meat packer), who has a weekly participation on KECA-TV and plans further radio campaigns for Ideal Dog Food.

Strictly a West Coast man, Bob was born April 11, 1928, while the family was living in San Francisco. Shortly thereafter they went south to Los Angeles where Bob received his early education. In 1942 he entered the U. of Southern California, taking up advertising and marketing for the next three years. While there he joined the Navy V-12 program. This sheer act of joining the Navy seems to have had its effect on Bob, for not too many months after he took off for foreign shores, albeit by plane. His next year was spent studying advertising and marketing at U. of Chile, Santiago.

Following that, he spent the next 10 months as foreman with a meat packing firm in the province of (Continued on page 20)
RESULTS

AT LOW COST!

because the riding audience

is a buying audience...

These leading national advertisers have found Transit Radio Fast, Efficient, Economical

* A leading food manufacturer, using transit radio exclusively in a test market for an established packaged product, increased his sales by 51% in only seven months (while his leading competitor, using other media, showed a 2% increase).

* A leading drug manufacturer, also testing transit radio for an old established product, increased sales by 75.51% at the end of six weeks, 124.3% at the end of twelve weeks!

* A leading dentifrice, using transit radio exclusively in an isolated test market, increased its share of dentifrice sales by 47% in 10 weeks! (All three leading competitors went down during the period.)

These are documented case histories. Names, dates and full details are available on request.

KXOK FM

transit radio

12TH AND DELMAR

CHICAGO: 35 E. WACKER DR., FIN. 6-4281

Roadcasting • Telecasting

March 6, 1950 • Page 15
STERLING BREWERS, Evansville, Ind., appoints Smith, Benson & McClure to handle its account effective April 1. George Endinger is a new executive. Spot radio will be used in all principal markets with firm's distribution area—Indiana, Kentucky and southern states east of the Mississippi. TV will continue to be used.

ACOUSTICON Div. of Dictograph Products, New York (Acousticon hearing aids), through Atherton Adv., Los Angeles, planning to supplement its press and radio campaign with television spot campaign on Los Angeles stations in Apr. Firm currently carrying intensive radio spot schedule on approximately 20 stations all over country.

GIPPS BREWING Corp., Peoria, Ill. (Premium extra dry beer), will sponsor station breaks, one-minute spots, newscasts and programs on 15 central Illinois stations starting March 22, to continue through Oct. 31. Agency: Kaufman, Assoc., Chicago. ROBERT E. JACKSON is account executive.

LOCAL LOAN Co., Los Angeles, adds quarter-hour program strips on 30 Pacific Coast stations supplementing current programming on 15 other West Coast stations. Firm Feb. 27 started five weekly recorded Freddie Martin Show - KXXR San Jose, and three-weekly Bud Hokes Show on KCRA Sacramento Feb. 22, five-weekly Bill Leyden Show on KFWB Los Angeles; Feb. 20, five-weekly Elmer Davis on KFLW Klamath Falls, Ore. All contracts for 52 week term.


HELENE CURTIS Industries Inc., Chicago, names Gordon Best Agency, agency, to handle advertising for its Suave hair dressing and other new products. Radio and TV being considered.

GOEBEL BREWING Co., through Russell, Harris & Wood, San Francisco, a REMAR BAKING Co., through Elliott, Goetz & Boone, same city, signs five joint sponsorship of 1500 baseball games of Oakland A's on KGO-TV S Francisco. Goebels also will sponsor the games on KLO Oakland. Sponsorial support opening of campaigns by both agencies for the newly acquired account.

SUPERTEST PETROLEUM Corp. Ltd., Toronto (oil and gasoline), starts five times weekly, five-minute newscast Headliners on CKOY Ottawa, and number of other Canadian stations. Agency: Harry E. Foster Adv., Ltd., Toronto.

TOWN & COUNTRY MARKET, Los Angeles, appoints Irwin Co., Beverly Hills, to handle advertising and publicity. Firm now using KLAC and KPAC in Angeles and plans extensive use of radio and TV in spring. Tom Ross and Dal Williams are account executives.

UNION SUPPLY & ELECTRIC Co., Charlotte, N. C., signs for series of well spots on WBTV (TV) Charlotte.

P. LORILLARD Co. (Old Gold cigarettes) purchases $25,000 in time on WPI Philadelphia, including five-minute news period spots and spots for 46 weeks.

FRUIT INDUSTRIES Ltd., San Francisco (California vintners' cooperative) appoints Merchandising Factors Inc., same city. Radio and television will be used. Joe McNeil is account executive.

PEDRO PINTO GUATEMALAN Coffee Co. appoints Pavia Adv., San Francisco. Radio will be used.

MOHAWK PETROLEUM Corp., San Francisco, appoints Russell, Harris & Wood, same city. Royce Russell is account executive. Radio will be used.

FRANK FEHR BREWING Co., Louisville, names Levally Inc., Chicago, handle its advertising. JAMES G. COMINOS is account executive. Radio and television will continue to be used.

LINTON'S FRIENDLY Restaurants, Philadelphia, appoints W. Wallace & Co., Philadelphia, handle advertising. Radio and TV will be used.

CENTLIVRE BREWING Co., Fort Wayne, Ind. (Old Crown ale), current sponsor, sponsoring transcribed five-weekly, 15-minute Lonesome Gal on WOWO P.

(Continued on page 20)
We've always known that KDKA ranked high with Pittsburgh women... but we didn't realize how high until we were invited to view the results of an independent survey made by Guide-Post Research.

More than 40 percent of the home makers interviewed reported that they would be most likely to hear about new food and drug products on KDKA.

KDKA's score, in fact, exceeded the combined score of the two next best' stations! And this speaks only for Allegheny County; the survey didn't even touch the other counties... more than 100 (BMB) in number... reached regularly by KDKA's 50,000-watt voice.

To keep people thinking of your product in this rich, tri-state market... keep spreading the word on KDKA. For availabilities, check KDKA or Free & Peters.
ADULT EDUCATION BY RADIO
Boston’s Lowell Council Series Now in 4th Year

RESPECT for the adult listener and his intelligence, whether he has finished the first grade or has a Ph.D., is the basis on which Boston’s Lowell Institute Cooperative Broadcasting Council rests its informational and educational programs.

Now in its fourth year of broadcasting, the council, according to Pulse figures, has maintained an average of approximately three hours of broadcasting a week. Audiences for all programs have averaged just over 200,000 a week in the five-county area of metropolitan Boston alone, the council reports. For last November and December, Pulse reported the estimated average aggregate weekly audience was 227,500.

Year-Round Project
Made up of higher institutions of learning in the area, the council claims it is the only such organization of private institutions which conducts a year-round program of adult education by radio and television over commercial broadcasting stations.

The council is comprised of Boston College, Boston U., Harvard, M. I. T., Northeastern, Tufts and the Lowell Institute, the latter a philanthropic institution. The broadcasts have been presented over Boston outlets WCOF WHDH WMEX WBZ WEEI WBMS-FM WNAC WMAC-TV.

Participating Schools
Over the three-year period, faculty and staff members, alumni and students have taken part in the broadcasts for their respective institutions, in numbers of programs and hours of broadcasting, as follows:

Boston College, 204 programs, 564 hours; Boston U., 440 programs, 197 hours; Harvard, 828 programs, 1584 hours; M. I. T., 163 programs, 524 hours; Northeastern, 189 programs, 546 hours; Tufts, 222 programs, 63 hours. In addition, the total was swelled by broadcasts by six non-affiliated educational institutions and 19 community organizations.

Special Awards

When the program’s third anniversary was observed Feb. 3, Boston stations joined in citing Ralph Lowell, institute trustee, for his achievements in furthering adult education by radio. A certificate of appreciation was presented to Mr. Lowell by Fred H. Garrigus, WEEI director of public affairs.

Furthering its TV programming plans, the council on Feb. 23 presented on WBZ-TV Prof. Donald Born of Boston U. in Here’s a Story for You, telling the “Lady or the Tiger?” selected from his general college course in the American short story. Also, educational broadcasters outside New England have given the council recognition in its plan to broadcast recordings of seven We Human Beings programs, originally presented over WCOF, on a National Assn. of Educational Broadcasters circuit. The series began Feb. 26 on WNYC New York. From there the programs will be sent to schools in the south, mid-west and far west.

Nesbitt To Europe
T. H. E. (Buck) NESBITT, assistant chief, telecommunications policy staff, State Dept., left Friday for London where he will spend four days before going to Paris for a day and then to Frankfort, Germany. He will serve in Germany as advisor on broadcasting matters to High Commissioner McCloy during the Copenhagen conference. The conference begins March 15.

The finest instruments give lasting satisfaction
**Daytimers' Plan**

EDITOR, Broadcasting:

For four years I have been trying to get night... on my day-only radio station (WMGY) ... I have done everything legitimate ... to arouse the FCC to some activity. ... They have been holding conferences but... the United States has never done much at conferences. ... If you remember Will Rogers made the statement ... "The United States never won a conference or lost a war." Our representatives from Washington are in Cuba now, probably having a good time. They have been bluffed and rebuffed over four years to my certain knowledge while 1,200 daytime only stations are losing money every month trying to hold on until such time as our representatives in the FCC decide that they will tell Mexico and Cuba where to get off. ...

I have talked to some of these daytime operators and a plan has been suggested that an agreement be reached between all daytime only operators in the United States that if the FCC cannot arrange for them to have nighttime through a different agreement with Mexico in the case of clear channels, and a different agreement with the 50,000 w operators in this country, that all daytime only operators set a specific date and close their stations until such time as the FCC will arrange for them to have nighttime on their daytime stations. They certainly would not lose anything, because I happen to know that they are not making anything. If the daytime stations close, that would automatically throw all the employers of these 1,200 stations back to drawing their unemployment compensation insurance. It will stop the government from collecting all these high taxes and will at least open the eyes of the public, including the Senators and Congressmen in Washington and bring to the lethargy now going on in the FCC.

S. D. Suggs
President
Dizzie Broadcasting Co.
Montgomery, Ala.

---

**Open Mike**

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

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**Videodex Listing**

EDITOR, Broadcasting:

On page 79 of your Feb, 20 issue... there was an error in the title of your 9th place Videodex listing.

This should have read: "TV Digest Film Theatre."

As sponsors of this program, we hope to enjoy a continued high rating...

Arthur Borowsky
Editor TV Digest
153 N. 13th St.
Philadelphia

---

**'Opry' in Alaska**

ARCTIC clothing and equipment will be issued at Great Falls, Mont., this month to a group of WSM Nashville's Grand Ole Opry entertainers.

That will be the only stop for the Opry cast on their scheduled flight March 19 for Alaska where they will entertain Air Force men at seven bases: Elmendorf, Marks, Ladd, Davis Thombrough, Elison and Fort Richardson.

This is the second trip outside the States for the WSM talent who made a pre-Christmas tour to Europe for the Air Force.

An Army ground force base at Big Delta also will be visited by 14 of Roy Acuff's Smoky Mountain Boys and Hank Williams' entertainers.

---

**Musician's Opinions**

Musicians are notoriously discriminating in their selection of instruments. Their skilled senses detect fine craftsmanship immediately. And, fine craftsmanship means the ultimate in performance.

Similarly, in selecting a recording instrument, the care with which it was planned, the skill with which it is built, the consistent performance it will render, are the important considerations. Every detail of a precision PRESTO recorder is engineered for one purpose... the most perfect reproduction of sound.

From the tinkle of a triangle to the boom of a tuba... PRESTO
Plane Fact:
He Makes Furniture Sales Too

Amateur cabinetmaker, professional commentator, he's as skillful in producing business as he is in working wood. Says Mr. Ralph C. Bromwell of Bromwell Furniture, Summerland, Calif., to Station KDB, Santa Barbara:

"Campaign featuring Mutual's Fulton Lewis, Jr. has been amazingly successful. On his first broadcast I gained $630.00; on the second I again had unusually good results with sale items.

"So many new faces have come into our store, actually mentioning the program, that it has certainly kept us busy. It has proved to us that radio reaches into homes. . ."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Collins has the Right Remote Amplifier for any job

Whatever the type of remote program may be that you are going to pick up, there is a Collins amplifier that will do it just right. Most popular of all is the four-channel type 12Z, famed for its instantaneous changeover to batteries when the a-c power fails; a feature that makes it ideal for pickups where there is no a-c power or it is inconvenient to obtain. Popularity for single mike pickups goes to the 212Y remote amplifier. Its zip-on canvas case permits fast setups. All receptacles and jacks are on the front, right where you can get at them easily. 212Y's can be easily turned into two-mike units (model 212U) by adding the 60H mixer. Both units slip into a metal housing and are easily carried in a zip-on canvas case. You have the advantage of separate gain control for each microphone and a vu meter with this combination.

All models are stocked in 30/50 or 200/250 ohms input impedance and 600 ohms output. A complete catalog is available: or write, wire or phone your order for immediate delivery.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. 2700 W. Olive Ave. M & W Tower Dogwood Rd., Fountain City
NEW YORK 18 BURBANK DALLAS 1 KNOXVILLE

417 Rosalyn Ave.
DAYTONA BEACH

ROADCASTING • Telecasting

March 6, 1950 • Page 21
Recently a Richmond meat packer started a schedule on WLEE. In just seven weeks, so many direct results were traced to WLEE that he sharply reduced all other advertising. He increased his budget on WLEE by 72%!

This is the kind of quick, profitable action that Richmond advertisers get all the time from WLEE. More and more national advertisers are following their lead. Get WLEE on your list! Call in your Forjoe man and get the whole WLEE story today!
U.S.-CUBA PACT NEAR

AN AGREEMENT on U. S.-Cuban channel allocations giving Cuba special rights on 10 regional and three 1-A clear channels plus additional privileges reportedly was reached "in principle" in Havana negotiations between the two nations last week.

Authorities said the terms also would provide that Cuba cease operations on channels not allocated or her use under the expired ARBA, and that she abandon ARBA rights to one clear channel which she has not used.

The agreement was expected to end wide repercussions, first of which came with NAB's recall of a representative from the conference.

Though the "agreement" could not be assured until signed and de- clared, the task of working out agreement details was under way the past week looking toward special Cuban use of the following frequencies: 1-A clear channels—440 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis).

Regional frequencies—550 kc plus 10 kw; 750 kc with 10 kw; 590 with 25 kw; 630 kc with 25 kw; 760 kc with 10 kw, directionallv, reducing power. Most of these stations would be in Havana.

Authorities pointed out that the number of these regional channels which Cuba would have "highest" rights is the same as provided in the expired ARBA, though there would be three changes in specific frequencies. These involve substitution of 550, 0 and 1150 kc for 600, 960 and 70 kc.

Other Channels Involved

Other channels in which Cuba might get new or changed assignments affecting U. S. stations were to include the following (U. S. stations reportedly affected are shown in parentheses): 1080 kc (KLX Dallas); 1170 kc (WWV Atlanta); 1000 kc (WCPL Chicago); 1190 kc (WOWF Miami); 1090 kc (KTHS Hot Springs). On most of these Cuba would operate 250-kw stations.

She might also be authorized to use a 1-kw station on 1-A 1160 kc with operation limited to KSL Salt Lake City, and a 1-kw outlet on 1340 kc, local channel.

U. S. delegates reportedly indicated they would consider granting "realistic" additional protection to Cuban stations in making future U. S. assignments on 550, 570, 590, 630, 340, 690, 740, 860, 920 and 980 kc. This country also would provide that future U. S. assignments give 5-million volt protection to Cuban 250-watt stations on regional frequencies.

The delegation was said to have rejected Cuban requests for alterations in nighttime directional operations of WDBO Orlando (580 kc), WSUN St. Petersburg (620 kc), WFBF Greenville, S. C. (1330 kc), and KNOE Monroe, La. (1390 kc).

In addition, the U. S. group requested Cuban 1-B protection for 1500 kc (WXQZ New York and KPMC Bakersfield, Calif.), and in return would recognize 1-B status of this channel in Cuba.

Additionally Cuba would relinquish rights granted her under the old ARBA for operation on the 1-A 860 kc channel (WENR-WLS Chicago), which she has never used. Her unauthorized operations on 660 kc (WNBC New York) and 760 kc (WJR Detroit), both 1-A clear channels, would be among those to be given up for noncompliance with the ARBA treaty which expired last March.

She would retain her ARBA rights with respect to local channels and to the use of U. S. 1-B frequencies on a non-interference basis.

To Offer for ARBA

The agreement when reached, would be offered for incorporation in the new ARBA treaty, for which negotiations among all signatory nations are slated to resume between April 1 and Aug. 1.

In event no agreement is reached as to the overall ARBA, observers thought it likely the U. S.-Cuban document would be the subject of a separate agreement between the two nations. On this point, it was felt the views of the Senate Interstate and Foreign Commerce Committee as well as those of the FCC and State Dept. would be canvassed before a final decision is reached.

The exact form in which the U. S.-Cuban agreement would be cast was still undecided late last week. Joseph Kittner, assistant to the FCC general counsel, flew to Havana Thursday night, presumably to help draft the document.

Several industry advisors attending the conference reportedly were pushing for immediate signature by representatives of both countries, while some State Dept. authorities suggested the instrument should take the form of "an intention of agreement" with final approval to come later.

In any event authorities felt repercussions were sure to come from broadcasters affected by the agreement, particularly since details were not divulged in advance.

Recalls Representative

The first formal overall protest came late Thursday when NAB announced the recall of its Engineering Director, Neal McNaughten, from the Havana sessions, denouncing any concessions to Cuba "over and beyond that condition which existed" when NARBA expired last March.

Earlier, Sen. J. Allen Frazier Jr. (D-Del.) was reported to have pro-

(Continued on page 39)

P&G TOPS ON NETWORKS

PROCTOR & GAMBLE Co. remained the undisputed leader in network radio in 1949. The firm had gross time expenditures of $17,155,929 during the year, according to network figures released last week to Publishers Information Bureau. Gross time costs in 1948 were $15,232,121.

P&G was the only firm with network gross expenditures of over $10 million.

These figures are for network time only and do not include money spent by the advertisers for talent and production or any other radio business, such as spot, which may have been placed during the year.

Sterling Drug Inc., which had the second largest gross purchases in 1948, continued its hold on this position for 1949 with $8,107,359. This was a decrease of $5,097 from the $9,204,856 spent in 1948 for time. In 1949 General Foods Corp. had gross network time purchases of $7,456,943, putting it in third place. In 1948 it spent $8,774,803.

Lever Bros. Co., which added time purchases of $1,824,855 to its 1948 budget of $5,837,036, was the fourth largest user of network time, expending $7,141,391. In fifth place was General Mills with gross network time purchases of $6,742,004.

Largest increase in network time purchases was made by Lever Bros. Three other firms also increased their gross expenditures by over a million dollars: American Tobacco Co., $1,718,085; Pillsbury Mills Inc., $1,551,794, and National Biscuit Co., $1,416,818.

Although only P&G spent over $10 million in 1949, there were seven firms in Class II, $5 to $10 million (Table I), one more than in 1948. Class III, $2.5 to $5 million, also gained one for 10 in 1949. In all there were 241 accounts active in network radio during the year.

Agree 'In Principle'

Sterling Next

Radio advertising for Procter & Gamble was handled by five agencies during 1949. Compton Advertising placed time on behalf of Crisco, Drene, Duz, Ivory Soap and P&G. Active for Oxydol, Drift, Drene and Spic & Span was Dancer-Fitzgerald-Sample. Pedlar & Ryan was the P&G agency for Camay. Biow Co. was active in behalf of Lava Soap, Spic & Span and Tide. P&G had Benton & Bowles placing time for Duz, Ivory Snow, Prell Shampoo, Tide, Crisco and Spic & Span.

All network business for Sterling Drug Inc. was placed by Dancer-Fitzgerald-Sample.

General Foods Corp.'s network business was placed through Young & Rubicam and Benton & Bowles. Products handled by Y&R included: Jell-O, Jell-O Puddings, Jell-O Rice Pudding, Swansdown, Minute Rice, Certo, Grape Nuts, Sanka and Instant Sanka. B&B was ac-

(Continued on page 24)
JANUARY BUSINESS

GROSS billings of $17,084,200 for the four national radio networks in January 1946 were reported last week by Publishers Information Bureau.

A fortnight before, BROADCASTING estimated that January billings would total $17,100,000 [BROADCASTING, Feb. 27].

The network gross was more than $600,000 below the figure for January, 1949.

Billings by networks were:

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>$2,136,810,204</td>
<td>$5,774,923</td>
<td>$3,631,643</td>
<td>$10,543,379</td>
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<tr>
<td>1949 (Gross)</td>
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<td>8.6%</td>
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</table>

1. Procter & Gamble: $1,133,206
2. General Foods: $750,000,000
3. General Mills: $659,614
4. Sterling Drug: $656,147
5. Lever Brothers: $580,000
6. Miles Labs: $569,969
7. Campbell Soup Co.: $551,299
8. American Tobacco Co.: $517,477
9. R. J. Reynolds Co.: $493,853
10. Liggett & Myers Co.: $344,833

TABLE II

<table>
<thead>
<tr>
<th>NETWORK Advertiser</th>
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<td>Liggett &amp; Myers Co.</td>
<td>$344,833</td>
</tr>
</tbody>
</table>

Advertiser Expenditures

For Swan Soap until the account moved to BBDO. J. Walter Thompson was active for Lux Toilet Soap, Lux Flakes and Rayve Home Permanent Wave. Pepsodent Tooth Paste and Powder was handled by Neeleum, Louis & Brorby as well as part of the Rayve Cream Shampoo and Rayve Home Permanent Wave account. FCCB was also active in behalf of Pepsodent Tooth Paste. Rin and Spry were handled by Roven and Rayve during the life of the account which was handled by SCSA.

Through 1949 Lever Bros had seven agencies active on its various products. Y&R placed business for Lipton's Tea and Soap Mixtures throughout the year and for Swan Soap until the account moved to BBDO. J. Walter Thompson was active for Lux Toilet Soap, Lux Flakes and Rayve Home Permanent Wave. Pepsodent Tooth Paste and Powder was handled by Neeleum, Louis & Brorby as well as part of the Rayve Cream Shampoo and Rayve Home Permanent Wave account. FCCB was also active in behalf of Pepsodent Tooth Paste. Rin and Spry were handled by Roven and Rayve during the life of the account which was handled by SCSA.

The fifth ranking General M Inc had three agencies active on its accounts. Knox-Reeves plume time for Wheaties, Cheerios, J. Wheathearts, Bissquick, Crustqui Tyquick, Gold Medal and Drift Snow flower, Betty Crocker Suo Ginger Cake Mix, Speedy Pie and Waffle flour. Tatham-Ln. also was active in behalf of Kix, Wheaties and Gold Me Flour. The accounts handled D.P.S. included Gold Medal Fl Crepe of 1949 grosses of $869,679,900 in 1948. It ranked second with a 1949 gross of $3,403,583. This figure was 1.8

(Continued on page 23)
Intra-Commission Rift Over Staff's Role Grows

By RUFUS CRATER

A SHARP BREACH among FCC members over the staff's proper role in Commission affairs was revealed last week in a "secret" document sent to the House radio subcommittee as a guide for future legislation [CLOSED CIRCUIT, Feb. 20].

The cleavage was disclosed in extensive comments submitted by the Commission accompanying a model bill which presented FCC's own version of how it should conduct its operations.

The controversy, aimed at multiple Commission offices, one in a sharply worded dispute over the majority's insistence on access to staff expertise in any case at least until the hearing is held.

Chairman Cox and Comrs. Walker, Webster, Sterling and Hennock contended public interest would suffer if Commissioners were not allowed to consult free with staff members about pending cases up to the point of hearings. Comr. Jones retorted that in contested cases such advice should be given on the record, not behind closed doors, by the parties to the cases. Those not to the point of hearings. Comr. Jones retorted that in contested cases such advice should be given on the record, not behind closed doors, by the parties to the cases. Those not to the point of hearings. Comr. Jones retorted that in contested cases such advice should be given on the record, not behind closed doors, by the parties to the cases.

The majority held that "no person engaged directly or indirectly in any prosecutory or investigatory function in any adjudicatory proceeding or subject to the supervision or direction of such a person"

FCC MODEL BILL

By J. FRANK BEATTY

WEEK-LONG NAB convention lineup in which national and world affairs will provide the theme for broadcast management is planned for the April 12-19 series of meetings to be held at the Stevens Hotel, Chicago.

The new look in industry conventions will carry the theme, "The American Broadcaster's Responsibility in the World Today." Well-known speakers are to discuss world affairs, industry, advertising, government, world economy, agriculture and the border's obligations to coming generations.

Definitely billed for the Management Conference April 17-19 are Herman W. Steinakraus, president of the U.S. Chamber of Commerce, and Paul G. Hoffman, administrator, Economic Cooperation Administration. Mr. Steinakraus will speak on industry problems with Adm. Hoffman discussing the nation's defense posture.

Other speakers of equal prominence are being contacted by NAB for the industry's 26th annual convention.

Annual business meeting of the NAB membership will be held Tuesday the 18th, from 10 a.m. to 12 noon. The final management session Wednesday morning will be devoted to television, as was the case last year.

As now programmed, the convention lines up like this:

April 12—Wednesday—Annual Exposition opens; Engineering Conference registration; Engineering Committee meeting; inspection trips; evening reception.

April 13—Morning luncheon and afternoon meetings of Engineering Conference.

April 14—Same as Thursday.

April 15—FCC-Industry Roundtable in morning; meeting of NAB Recording & Reproducing Standards Committee; inspection trips; informal satellite meetings.

April 16—Independents' Day Sunday morning meeting for independent stations; roundtable discussion over breakfast and lunches.

April 17—FCC meetings in morning; foreign language station meeting in morning; Management Conference formally opens at luncheon followed by afternoon meeting.

April 18—Annual membership business meeting in morning; formal luncheon and afternoon meetings for management; annual no-speech banquet in evening, with BMI providing entertainment.

Management Conference sessions will be the high points, allowing plenty of time to visit exhibits and take part in unofficial activities.

Stress on World Affairs

The schedule avoids duplication of shirt-sleeve station operating problems discussed at the autumn NAB district meetings. Programs are designed to provide a broad picture of the world today and an insight into their role in the industrial, agricultural and social life of the nation and world. Understanding of these problems, NAB says, is related to the individual broadcaster's prosperity.

Supervising arrangements is the NAB board's Convention Site & Policy Committee chairman Howard Lane, WWJD Chicago, chairman: Charles C. Carly, WMWD Peoria, Ill.; James D. Shouse, WLW Cincinnati, C. E. Arney, Jr., NAB secretary-represen-
NAB BOARD ELECTION

RUNOFF ballots to determine a tie in the 1950 NAB FM directorate elections were mailed last week to FM station members by C. E. Arney Jr., NAB secretary-treasurer. The tie developed between Ben Strouse, WWDC-FM Washington, and Craig Lawrence, WCOP-FM Boston. Runoff ballots must be returned to NAB Washington headquarters by March 15.

Eight district directors were elected along with nine of the ten directors-at-large, bringing 12 new faces to the board when it is reorganized at the April convention. In the FM category, Frank U. Fletcher, WARL-FM Arlington, Va., led the ticket with 93 votes out of 324 cast. He will serve a two-year term. Winner of the Strouse-Lawrence runoff will serve a one-year term.

District directors now serve two-year terms. Under NAB's election system, even-numbered districts elect directors in even-numbered years, and odd-numbered districts elect in odd-numbered years.

Since this is a transition year in setting up a new election schedule for directors-at-large, those with the most votes will serve two-year terms and runners-up will serve one-year terms.

Large Vote Received

The total vote was "tremendous," according to Mr. Arney. He said all directors elected received over half the votes in each category. In all 2,487 ballots were mailed, with 1,743 returned, a 70% response. This set an all-time record in NAB voting.

Four district directors were nominated in January without opposition but election ballots were sent to the stations in the areas. Those unopposed were Harold Wheelahan, WSMB New Orleans, District 6; William B. Quarton, WMJ Cedar Rapids, Iowa, re-elected, District 10; Jack Todd, KAKE Wichita, District 12; Calvin J. Smith, KFAC Los Angeles, re-elected, District 16.

Re-elected in addition toMessrs. Quarton and Smith were James D. Shouse, WVL Cincinnati, large stations; Mr. Fletcher, for FM; Robert D. Sweezy, WDSU-TV New Orleans and Eugene S. Thomas, WQIC (TV) Washington, for television stations.

New board members, besides Messrs. Wheelahan and Todd, will be William A. Fay, WHAM Rochester, N. Y., District 2; Harold Essex, WJJS Winston-Salem, N. C., District 4; George J. Higgins, WISH Indianapolis, District 8; William C. Grove, KBFC, Cheyenne, Wyo., District 14; William B. Ryan, KFI Los Angeles, large stations; A. D. Willard Jr. WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonal, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations.

Messrs. Ryan and Kobak have served on the board in the current decade. Mr. Willard sat at board meetings during the 1945-49 period when he was NAB executive vice-president.

Retiring from the board during the NAB convention in April will be Michael R. Hanna, WHCU Ithaca, N. Y., District 2; Campbell Arnoux, WTAR Norfolk, Va., District 4; Henry W. Story, WMC Memphis, District 6; Harry M. Bienes Jr., WBAM Indianapolis, District 8; Robert Enoch, District 12 Hugh B. Terry, KLZ Denver, District 14; Howard Lane, WJJD Chicago, large stations; G. Richard Shawto, WIS Columbia, S. C., and Kenyon Brown, KWFT Wichita Falls, Tex., medium stations; Clair R. McColough, WGL Lancaster Pa., and Merrill Lindsay, WSO Decatur, Ill., small stations; Everett D. Dillard, WASH (FM) Washington, FM stations.

Many of those retiring were no candidates for re-election because they had served two terms, though in several cases one of these terms was only a one-year service. NAB by-laws have been amended to forbid more than two consecutive terms on the board.

The board elections were conducted under Mr. Arney's direction. In recent years the mail ballot has in charge of the accounting firm of Ernst & Ernst but the board decided last year to turn over

(Continued on page 42)

WOIC (TV) Washington, for television stations.

Quick reaction to a memo on NAB’s dues increase, sent stations last week by President Justin Miller, came from WQWW Washington in the form of a critical letter of resignation.

Writing to Judge Miller, Mr. Robert Rogers, WQWW vice president and general manager, charged that the recent increase in dues to be paid, starting April 1, by stations in the less-than-$100,000 classes is a step to aid big broadcasters at the expense of smaller stations.

WQWW is not affected by the new dues schedule, adopted by NAB’s board last month at its Arizona meeting, according to Mr. Rogers. Judge Miller’s memo to member stations explained the board had abandoned the 12 1/2% dues discount and stepped up dues of the four lower classes to raise income from $64,000 to $308,000 for the fiscal year starting April 1 [Broadcasting, Feb. 20]. He said members of the four groups, a large part of the total membership, will pay 20.15% of the cost instead of 20.12% as heretofore.

Mr. Rogers wrote Judge Miller that the station considered its NAB status some months ago when several important independents resigned. The dues action, however, “tips the scales quite the other way as far as we are concerned,” he wrote. “It almost smacks of taxation without representation, a particularly loathsome concept for Americans; and, therefore, we have no choice but to resign our membership.

“This principle of taxing your smaller members for the benefit of your larger ones has already been apparent in other ways, such as the assessment plan for the regrettably unsuccessful All-Radio film presentation. At that time we raised our objections to a sliding tax scale, peculiarly un-American, in that the surtax principle is applied to the poor and the tax reduction features to the rich.”

Mr. Rogers said WQWW was not resigning from NAB “only over a matter of principle.” He listed six NAB operations, asserting a “pretty careful assessment” showed no dollar-and-cents value from program, technical and FM services (Continued on page 42)
NATIONAL HOOPER RATINGS SOLD

Nielsen Buys 3 Services

Mr. Hooper

TO STRESS LOCAL RATINGS

THE local rating field has provided two-thirds of his income, C. E. Hooper, head of C. E. Hooper Inc., told Broadcasting last week in discussing plans to continue his organization after transfer of network and Pacific network audience ratings to A. C. Nielsen Co.

Noting that the number of sponsored network radio programs on the air today has dropped some 40% from its level three years ago, with network radio rating service revenue dropping accordingly, Mr. Hooper said that without competition his organization would have continued the network Hooperatings, "riding the radio curve down and the TV curve up."

Decreased Revenue

But with the decreasing network radio revenue split between his firm and the Nielsen organization, he said his network (TV) rating business did not bring the total network ratings to a profitable operating level, so he sold out. Revenue from the National Hooperatings dropped $40,000 in January 1949 to $25,000 in January 1950, he reported.

From now on he will concentrate on the local rating field, Mr. Hooper said. He averred that television has so changed the radio listening habits in cities with TV service that it is no longer possible to average reports of listening in cities with TV and cities without it into a significant national rating.

Taking New York as an example of the effect of TV on audience behavior, Mr. Hooper reported that the January-February 1949 average evening audience in that city was divided 19.7% for televiewing and 80.3% for radio listening. Eleven months later, the December (Continued on page 41)

Networks' Reaction to Hooper Sale

COMMENTING on the Hooper sale, Richard Puff, MBS director of research, told Broadcasting:

"It is good news, but not unexpected, to know that there is to be only one national measurement for radio program audiences. Being the first network to accept the false theory that two national rating services were better than one, we at Mutual are more pleased.

"It is good news for two reasons—the duplication of cost is eliminated for advertisers and agencies and networks, and programming is more correct with two figures for each program.

"One of the new fields open to more intensive exploration is the small town—a large part of the national picture. Nielsen's 97% sample of the United States obviously points the way toward fuller recognition of these important marketing areas."

Theodore I. Oberfelder, ABC director of advertising promotion and research, had this to say:

"Many years ago, C. E. Hooper took the first forward step in establishing a system of program ratings which became a standard of radio broadcasting. With the advent of the Nielsen Radio Index, there were two completely different systems of program measurement with two standards of rating.

"The move of the Nielsen Co., in purchasing the network Hooperatings now leaves one standard of program rating—which, in my opinion, can only be good for the radio broadcasting industry."

"The monies thus released for purchasing a duplication of service can now be used for other forms of broadcasts."

The American Broadcasting Co. salutes C. E. Hooper and wishes him well in his new venture.

From CBS came this statement (Continued on page 42)

Mr. Nielsen

SEES CLEAR PATH AHEAD

"WE HAVE a clear path ahead," said Arthur C. Nielsen, president of the A. C. Nielsen Co., Thursday in commenting on his company's acquisition of C. E. Hooper's national rating service.

Mr. Nielsen disclosed that Mr. Hooper "initiated the discussions" relative to the recent deal "by a telephone call to me early last November."

Kobak Survey

He recalled that an "elaborate survey" made by Edgar Kobak when he was president of Mutual established that "the majority of leading people in the broadcasting industry thought a better job (of national rating) could be done by a single service."

"This survey further disclosed that the industry was overwhelmingly in favor of our company—almost unanimously," he said.

Mr. Nielsen released a telegram from Frank K. White, present head of Mutual. The message reads in part:

"Being the first network to break away from the false theory that two national rating services were better than one, we at Mutual are more pleased to receive your announcement. We know we can count on you to expand and improve your service during the coming months and for our part you can be sure of continued interest and cooperation which we believe will lead to even greater confidence in the accuracy, reliability and usefulness of the Nielsen services."

Price Not Disclosed

The NRI head would not discuss the price involved in the purchase of the Hooper network services. He denied that published reports of a $800,000 figure were correct.

"We feel, and our attorneys feel, (Continued on page 40)

March 6, 1950 • Page 27
ARMY and Air Force officials assured the radio industry last week that they are not bickering over funds earmarked for radio-TV spending. A meeting, held with Maj. Gen. T. J. Hadley Jr., chief of military personnel, procurement and service division (USA, USAF), reviewed the budget situation (Broadcasting, Feb. 27, 13) in Washington Thursday afternoon.

As a long-range aftermath of the latest conference, it is understood that the military has promised to consider dividing production costs from actual time purchases in its future overall budget estimates. The major part of these production costs are for free-time material.

Both Maj. Gen. Hadley and Will C. Grant, owner of Grant Advertising, Chicago, Army Air Force agency, assured the broadcast community that “radio has been and always will be given a fair share of recruitment advertising.” They said the Army-Air Force has budgeted equal radio time on TV from its advertising program and would give the media equal opportunity with the others.

Representing radio at the conference were Judge Justin Miller, NAB president; Charles A. Batson and Robert M. McGreedy, assistant directors, BAB, and Mr. Grant. Maj. Gen. Hadley, members of his staff, and other defense officers represented the military.

The newest talks, underway for several weeks, were instigated as a result of NAB and BAB action in response to stations’ protests against the use of free time by the services (Broadcasting, Feb. 6). The Army-Air Force operations subcommittee has shown that the Army-Air Force recruiting program for next year calls for a nearly 40% outlay for radio and television. This gives for both free-time material production and time purchases.

Col. N. F. McCurdy, Hadley’s deputy, had told Congressmen that the expenditure by the Army Air Force for fiscal year 1951 would be $636,400 for radio-TV out of a total $1,591,600 outlay. Army officials estimate that the budget would allow stations to buy time on broadcast and reduction costs and actual time purchase. For the time being, no change in this procedure is contemplated, spokesmen said.

The further parley came as a climax to a swelling chorus of stations’ protests against donations of free time to organizations which either are engaged in radio campaigns in other media. Many stations protested to the Grant agency and to their Congressmen. Army officials said they were miffed because “irresponsible statements have been circulated that the services do not plan to buy any time on stations.”

Labeling these assertions untrue, Army-Air Force spokesmen underlined that the “Maj. Gen. Hadley figure for 1951 was ‘tentative’ and that it must wait upon action by the Congress and the President’s signature before becoming a reality.

Col. William G. Downs, one of the Army-Air Force advertising staff, told Broadcasting last week that with a limited budget the stations were obliged to “compromise” in arriving at the best method of advertising which also would give them “the most coverage.”

On this best-for-the-most theory, Col. McCurdy said independent stations have indicated their enthusiasm for the packaged programs and have asked for them. He said, stations, he said, can sell time based on the basis that if the Army-Air Force spokesmen said it would be folly to spread the budget allowance for a given year among the stations that are independent, because not any one of them would get a fair return.

Meanwhile, the high advertising command of the military confirmed a spending of $100,000 out of the

**TAX VICTORY**

Va. Bill Forbids Levy on Radio-TV

LEGISLATION forbidding cities, towns and counties in the state of Virginia from levying license or privilege taxes on broadcast and television stations was passed last week by the Virginia General Assembly, according to Philip P. Allen, of WLVA Lynchingburg, president of the Virginia Assn. of Broadcasters.

The bill passed by overwhelming pluralities and was sent to Gov. John S. Battle.

Broadcasting and television are placed on the same level as newspapers in receiving exemption from municipal and county license and business taxes, under terms of the bill (House Bill 2241), introduced Feb. 1.

The bill was passed by the House with a 90-2 vote. The Senate Finance Committee approved it, as the House committee had done, without hearing. After the Senate committee had reported it favorably by a 10-0 vote, it was resubmitted and a hearing was held Feb. 22.

Mr. Allen appeared at the hearing along with C. T. Lucy, WRVA Richmond, chairman of the VAB Legislative Committee; Frank U. Fletcher, WARL Arlington, and a number of broadcasters. Mr. Fletcher pointed out that about half of broadcast stations have operated at a loss all last television year. He described station services and added that stations might be forced into local politics if they are assessed local taxes.

Last Monday the measure came up in the Senate. Sen. Edward L. Breeden of Norfolk, attacked the concept that radio and TV stations resemble newspapers in their public and educational services and therefore should have the exemption.

“Radio and television newspapers have enjoyed for a half-century.”

Cites TV’s Future

Sen. Breeden contended TV “is on the way to becoming one of the largest businesses in Virginia.” He compared TV to theatres and added, “I can see no reason for the life of me to tax a theatre and not a television station.”

Sen. A. E. B. Stephens, Isle of Wight, argued the bill did not concern itself with whether the radio and TV stations make money. He said they offer the same news and entertainment service as newspapers. The bill, he went on, “safeguards a situation whereby a locality by license fee could tax a radio station so severely as to bring it into politics.”

Sen. Robert O. Norris, of Lively, urged passage of the bill as a “refreshing piece of news” because one industry at least “knows it is not going to be taxed.” Sen. Charles Fenwick, of Arlington, said the bill follows the same principle as the newspaper exemption and prevents punitive action against stations by a locality.

The Senate passed the bill 30-5. Among communities understood to have levied taxes on radio and TV stations are Norfolk, Roanoke, Blacksburg and Alexandria County. In Alexandria WPIK was placed under a business tax of 30¢ per $100 on gross income above $750.

WPIK protested the levy. Arlington County assessed an 11¢ tax on stations but it has been protested.

Move to place these taxes of stations was instigated two years ago by the Municipal League of Virginia.

Several cities in Arkansas have taken steps to tax broadcasting stations following action of the U. S. Supreme Court in refusing to hear an appeal from a state court ruling in which the Little Rock radio tax was upheld after a local court had ruled it invalid.

Passed with the understanding that the law has drafted a tax ordinance since the Supreme Court’s action.

Stations in Aniston, Ala., als have received tax bills from the city as a result of the Supreme Court’s decision. A code approved Dec. 20, 1947, levied 10¢ on each station soliciting advertising. The tax had not previously been enforced.

**MILLER BREWING**

Mullen Heads Adv. Dept. for Miller's Advertisements in the November apostle...
HOUSE HEARINGS DELAYED  No Date Set


Meanwhile Rep. Charles A. Wolvertom (R-NJ), ranking minority member and former chairman of the House committee, told BROADCASTING he has been assured that Dr. Allen B. DuMont, president of Allen B. DuMont Labs., will be given a chance to present his appeal for lifting of the television freeze before the Sadowski group since hearings get underway [TELECASTING, Feb. 13].

The feeling on Capitol Hill was that the new delay by the Sadowski subcommittee would put into effect a slow-down of the radio legislation because of the naming by President Truman of a new Communications Policy Board [BROADCASTING, Feb. 27]. The House group was scheduled to look into the pending Sadowski Bill (HR 6949) which would set up an overall frequency allocations board on a permanent basis with functions similar to that of Mr. Truman's temporary board.

Also on the Congressional group's schedule was consideration of the Senate-passed McFarland Bill (see story, page 25) to reorganize FCC procedures ($5,795) and probably the new Sheppard Bill (HR 7310) to require licensing of networks.

Rep. Sadowski, who is recuperating from a heart attack, returned to Washington early last week from Detroit, where he had been hospitalized. However, his close associates indicated that the Congressman may be unable to resume his full legislative responsibilities.

An alternative to an indefinite delay in hearings, a spokesman said, would be the appointment of a temporary chairman to wield the gavel in place of Rep. Sadowski.

General Foods

GENERAL FOODS, New York, will realign its products, effective Sept. 1, 1950 among its three agencies and will increase its advertising budget, the company announced last Tuesday at a news conference in New York.

General Foods spent $30,000,000 last year in charge of marketing, said, and the company plans to boost that during 1950. Radio and television will be included in the increased budget.

Under the switch in products, Foote, Cone & Belding will double its present GF billing, while the two major GF agencies, Young & Rubicam and Benton & Bowles, will gain in billings through new products. The four new products which Foote, Cone & Belding will get are: Calumet Baking Powder, La France and Satina (all formerly serviced by Young & Rubicam) and Post Toasties (previously with Benton & Bowles).

Young & Rubicam, which last year celebrated its 25th anniversary working with GF (its oldest and largest client), will increase its GF billing in 1950 through new additions to the Jell-O line of package desserts. Other additions will come from Birds Eye and Birds Eye frozen orange concentrate, from the General Foods Corporation's new Swans Down mixes and Minute rice, another new product.

Young & Rubicam will have the following new products: G. F. Consumer Service, Minute Gelatin; G. F. Sales Division (trade) Minute tapioca; G. F. Corporate, Grape-Nuts; Sanka; Ice-Molded Frozen Fruit; Jell-O puddings; Jell-O tapioca puddings, Jell-O rice puddings, Jell-O pie fillings, Jell-O Rope Products, Minute rice, Birds Eye frozen concentrated orange juice, Bireley's bottled beverages, Grape Nuts flakes, Post's wheat meal, Swans Down cake flour, Swans Down self rising cake flour, Swans Down mixes, Swans Downfamily Store Brands and Crisp, Coconut, Baker's Southern Style coconut, Baker's bulk coconut products, Birds Eye frozen foods, Bakers' Ruby King, Porterhouse Brand cod and seafoods, Jack and Jill cat food.

Benton & Bowles, GF agency since 1929, will have higher billings in 1950 through established brands and, also through two new products, Post's Sugar Crisp and Walter Baker's 4 In 1 cocoa mix.

General Foods is also Benton & Bowles' oldest and largest client.

Benton & Bowles will service the following products:

Maxwell House Coffee; Certo, Sugar, ribbons and canned foods; Post's 40 per cent bran flakes, Post-Tens, Post's Puffed Products, Walter Baker chocolate, Walter Baker 4 In 1 sweet cocoa mix, Walter Baker's cocoa-chocolate chips, Dot and Herman's Diamond Crystal salt products, Yankee coffee and tea, Galaxia dog foods, Instant Maxwell House coffee, Sure-Jell, Post's raisin bran, Post's 40 per cent bran, Seafood, Colonial Salt Products, Bliss coffee, Maxwell House tea.

Foote, Cone & Belding Inc., newest GF agency, appointed in 1946, will handle Post's, Post Tчатeling, Rice Krinkles from Chicago, and Calumet baking powder, La France and Satina from New York.

March 6, 1950 — Page 29
<table>
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<tr>
<th>Class</th>
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<th>1948 Exp.</th>
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(Continued on page 88)
URGES TAX REPEAL
C of C Hits Wartime Levies

REPEAL of all wartime excise taxes was urged last week by the U. S. Chamber of Commerce because "business again is faced with a buyers market." The plea was placed before the House Ways and Means Committee.

A Chamber spokesman cited a Commerce Dept. survey which lists 17 items as "highly sensitive to demand factors" and subject to federal excise taxes. Among the items are radios, phonographs and records. The survey indicated that lowered excises on these articles would mean an increase in sales volume of from one to three times the amount of tax reduction. The Chamber asked for tax elimination on long distance telephone and telegraph (and wire service) and the 15% levy on local telephones.

SENATE HEARINGS
FCC 1950 Funds on Agenda

A SENATE Appropriations subcommittee is expected to begin hearings today (Monday) on fiscal 1951 funds for FCC and other independent offices, with testimony from the Commission slated to be taken this week or next. All hearings are due to be completed by March 16.

A House Appropriations subcommittee already has concluded similar sessions on 1950-51 funds. FCC Chairman Wayne Coy, other Commissioners and FCC staff members were heard on President Truman's budget request for roughly a 2 1/2% increase in FCC appropriations [Broadcasting, Feb. 6].

WIBC Indianapolis has become Indiana's first all-night station. Station runs around the clock five days a week Monday through Friday.
16 to 1

WG Y

is the BIG audience coverage station of the Great Northeast in YOUR favor, for with WGY an advertiser can actually cover sixteen metropolitan markets with ONE station!

and only WGY can deliver audiences to so many individual markets!

WHERE? ...

IN NEW YORK

Albany Hudson Rome
Amsterdam Johnstown Saratoga Springs
Glens Falls Norwich Schenectady
Gloversville Olean Troy

IN MASSACHUSETTS

North Adams Pittsfield

IN VERMONT

 Rutland

... And all the territory in between

HOW? ...

COVERAGE - 50,000 power full watts serving 16 cities with a metropolitan population of 1 million, 247 thousand. This 16 city area alone can claim retail sales of 1 billion, 162 million, 225 thousand dollars. A Hooper Survey just completed proves that WGY reaches 55% more evening listeners in the 16 markets than the next best station.

WHY? ...

WGY is the only clear channel station serving the area...50,000 watts power on a low frequency!

WGY has been a listening habit since 1922!

WGY is the only NFC station in the area. Other network audiences are divided among: 3 stations for CBS, 5 stations for ABC, 6 stations for MBS.

WGY is owned and operated by the General Electric Company, thus assuring finest station operation in the area.

WHEN? ...

RIGHT NOW if your product is distributed in upstate New York and Western New York. Your message on WGY will assure you of domination of the listening audience in the area, because WGY provides:

More Markets than any other upstate New York station.

Larger Audiences than any other station in the area.

Wider Coverage than any other station in the area.

Lower Cost than any combination of stations in the area to reach the 16 markets.

Represented Nationally by NBC Spot Sales

-810 in your dial

50,000 Powerful Watts

affiliated with NBC

A GENERAL ELECTRIC STATION

UN NETWORK PROGRAMS

1950 Schedule Includes 6 Documentaries On MBS

UNITED NATIONS network program schedule for the remainder of 1950, including a series of six one-hour documentaries to begin over the coast-to-coast MBS March 26, was announced by UN information officials in New York last Wednesday.

The Mutual series, The Pursuit of Peace, will be under the supervision of Norman Corwin, UN's special projects radio director, and will emanate from New York, Hollywood, Canada and India. A one-time program, Eleven Memory Street, was aired this past Friday. The six-week stint will comprise such topics as UNESCO, human rights and the technical assistance program.

A similar schedule of documentaries currently is being broadcast once a month over NBC, in addition to the CBS-TV Ford Motor Co. daily UN sessions feature, CBS Memo From Lake Success, and the weekly UN Story, heard over 400 stations coast-to-coast. First two programs also are heard over Canada's dominion network.

Another Series Planned

Simultaneously, it was revealed that another series, to be aired by ABC, is in stage of preparation for use sometime next spring. Additionally, discussion is underway with major television networks for program to start this fall.

The MBS package, which also was announced by William H. Fine, shirbner Jr., Mutual vice president in charge of programs, will call on an all-star Hollywood cast for the opening program. Noted writers will contribute their services throughout the series.

UN does not plan to set up its own TV station in the future, according to UN information officials, though it could well do so within the framework of charter provisions of the International Telecommunications Union, Geneva, of which UN is a member and probably with little more than nodding acquiescence to a requested channel by FCO.

During the Wednesday luncheon session, held at the Waldorf Astoria Hotel for UN and radio press representatives, UN was criticized for lack of liaison with press channels and failure to acquaint editors with UN objectives. Benjamin Cohen, assistant secretary-general UN Dept. of Information, readily conceded the present relationship was inadequate but said that UN radio operation had been "experimental" until this year.

SOUTHERN BELL

Ga. Group Urges Radio Use

SOUTHERN Bell Telephone Co has been urged to use radio advertising as well as newspapers, by Ed Mullinax, WLGT LaGrange, making the contention on behalf of the Georgia Assn. of Broadcasters. Mr. Mullinax, president of the Georgia association, met with Lane Hubbard, general manager of Southern Bell Telephone Co.

Complaint has been made by southeastern broadcasters that Southern Bell has been buying newspaper space but submitting free material to stations [BROADCASTING, Feb. 20].

Mr. Hubbard told Mr. Mullinax Southern Bell recently started buying time when emergencies develop. He added that "Southern Bell feels that newspapers can do a better job on the type of advertising we do." Mr. Mullinax contends Georgia stations can do as effective a job in emergencies as emergency job for Southern Bell.

If the company started radio it would have requests for schedule from stations in all its states, Mr. Hubbard said. Mr. Mullinax replied that this, too, is proper since radio "does a good job everywhere.

Mr. Hubbard wrote Mr. Mullinax after the interview that the company would consider use of radio.

The Georgia association is exploring ways of selling radio utilities and manufacturers in the area.

HIGHLIGHTS of weekly Washington Touchdown Club meeting aired 26th day, 6 p.m., by WWDC Washington.
LACK of experienced sales management, "wise in the ways of advertising," may well be the softest spot in America's economy, Fairfax M. Cone, board chairman of Foote, Cone & Belding, asserted Tuesday at a luncheon meeting of the Chicago Junior Assn. of Commerce and Industry.

Answering his own question—"Is advertising keeping pace?"—Mr. Cone concluded that "either advertising has been tried and found wanting or it isn't being properly and sufficiently used. I think the latter is the case."

Stressing that the miracle of America is one of mass distribution and not of mass production—and that advertising is the backbone and strength of distribution—Mr. Cone explained why it is important to know if advertising is keeping pace.

Competitive Factors

He traced the history of the past eight years, "a unique period when experience died and many came of age without being told the competitive facts of life. We are just beginning to learn that you can't sell a $2.50 white shirt for $5.50 in 1949 and for $4.50 in 1950, because someone will always come along to make a better shirt and sell it for $2.95. This is the history of success, and history will repeat itself. Although advertising was a luxury for eight years, circumstances are different now, he asserted.

SESAC EXPANDS

NAB Meet To See Unveiling

STAGE will be set at NAB's Chicago convention next month for the first industry unveiling of SESAC Inc.'s expanded transcription library service for 1950, the New York firm disclosed last week.

Announcement at the convention will herald the firm's doubling of transcriptions available to stations, SESAC said. A number of features have been added, K. A. Jadasooh, general manager, pointed out. SESAC now will offer as many as 3,500 recorded musical numbers in comparison to 1,500 offered last year.

In addition, the service will make available a "script service" of salable programs. These will feature folk music, military band music and concert series. This package will be made up of three blocks of 13 shows for a total of 39 programs. Stations can sell these programs in 19 segments and can make use of program notes provided. Another innovation is a catalog of bridges, moods and themes to meet particular demands of TV stations and also applicable to AM-FM stations. These can be used as background music for dramatic and film shows. SESAC's basic rate will remain unchanged. Mr. Jadasooh said.
the difference is MUTUAL!
Radio's versatile voice, on any network, is bravo'd from family circle to parterre box (and office box) as man's best means of reaching folks and selling goods. And Mutual is the network which raises this voice in more markets than any other.

Like the others, we sing it out fortissimo in all the larger centers, wherever the score calls for lung-top volume. But sellouts at the Met are not enough: how do you do on the road?

Your sales overtures today can succeed or fail on performance in the rest of the nation. And here a significant Mutual "difference" can mean a vital plus for you in your present sales arrangements.

Mutual offers a selection of over 300 markets, coast to coast, where no other network has a station; 300 extraordinarily response-able markets (56% above the U.S. average in sales per capita) where your voice dominates and audience ratings soar 2 to 6 times above their big-city levels.

In these markets Mutual literally steals the scene for you, enabling you to win customers and dealerships where other networks are remote.

Finally, to the steady obbligato of the greatest homes-per-dollar values in network radio, you can sing it solo in more markets on Mutual than on all other networks combined. The stage is yours.

The Difference is MUTUAL!

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Lowest Costs, Hookup by Hookup, of All Networks.
Largest Audiences per Dollar in All Network Radio.
Maximum Flexibility for Custom-Tailored Hookups.
'Where-to-Buy-It' Cut-Ins Available at No Extra Cost.

the mutual broadcasting system
Editorial

Rating Armistice

The NATIONAL Hooper rating, after a 15-year reign, goes by the boards. Henceforth it will be the Nielsen—exclusive in the national AM and TV network fields and in Pacific Coast network radio.

The sale of these Hooper units—at a reported figure of under half-million—to Nielsen should help clear up what had been an increasingly confused rating situation. Whether it is the millennium, of course, is not now predictable but it should have a salutary effect.

Nielsen has an enviable reputation in the marketing research field. The networks are subscribers. Its audimeter method of reporting has had its detractors, but there have been constant improvements. A more accurate reporting system now has been devised with higher speed units, and ratings should be available on a two-week basis within a few weeks.

The fusion is logical. Neither service could make money. And Hooper had gone into new fields. Hooper, which has had its bumps lately, now concentrates on city ratings for AM and TV as well as areas.

There always has been a latent demand in radio (and it is likely in TV too) for what would amount to a radio-controlled rating service, a counterpart of Broadcast Music Inc. Hooper, until it hit the formidable Nielsen competition, wielded more influence on the economics of radio than any other entity.

Whether the move to set up an audience rating service which would be cooperatively owned gains impetus will depend upon the manner in which Nielsen handles its new and highly sensitive responsibilities, as well as the equity and impartiality of the new localized Hooper network.

So far, from where we sit, the new order looks wholesome and healthy.

All A-Board

MOST hopeful sign on the NAB horizon comes with results of the election of directors.

Last month, on the present board met, there were dire forebodings because at least nine and perhaps a dozen of the 27-man board were slated to leave, either because of disqualification under the revised by-laws limiting continuous service, or of refusal to run again. Among these men were some of radio’s youthful “elder statesmen.” There was fear that their replacements would have tough going in this critical period in NAB affairs.

The results are refreshing and encouraging. The dozen newcomers are formidable broad-casters—several of them in station ownership. NAB members, despite the dark clouds, have taken this election seriously. They have voted their convictions.

We are constrained to single out two new directors for special—and honorable—mention. A. D. (Jess) Willard, for nearly five years second-in-command at NAB, returns to the councils but in this new capacity as regional station representative from WGAC Augusta, Ga., and Edgar Kobak, former Mutual president, snaps back on the NAB board as co-owner of the booming little WTWA Thomson, Ga. This is not to minimize the importance of those elected or reelected.

It must be the pixey in us.

FCC’s Own Ripper Bill

WONDERS NEVER cease at the FCC. A majority, speaking as nearly always through its omnipotent Law Bureau, now essays to write the very legislation to govern its affairs.

You have one guess where the applicant or licensee would stand.

Despite usual secrecy shrouds, we report in this issue the substance of a letter sent by the FCC to Chairman Sadow of the House Radio subcommittee. It is an astounding document, and as its purpose demolition of the McFarland Bill (S-1973) passed by the Senate last session to invoke desperately needed reforms in FCC processes. It would make a mockery of the Administrative Procedure Act, intended to give litigants a fair break.

Indeed, there are passages which the Senate, having unanimously approved the McFarland Bill, could regard as impudent and arrogant. It is a mental assault, designed to retain for the FCC’s lawyers the power to influence Commission policies.

There was a lone dissent. Comr. Robert F. Jones, who for a decade served in Congress, laments the purposes of the ambitious FCC legal missions. He wants Commissioners to act like judges in quasi-judicial proceedings—a prime purpose of the McFarland Bill. He wants no ex parte proceedings wherein the law is made and the law is unjustly applied. He wants the FCC staffers to plead their cases in “open court” rather than in star chamber.

The FCC, of course, will trot out that business of being duty-bound to give Chairman Sanford “due process of law.” The information be sought, so the request had been made in writing. That is only part of the story—and an entirely different story than was told the Senate on the identical legislation. FCC members previously had assured the Senate committee they favored McFarland’s Bill in most particulars.

How the FCC majority will justify its about-face will be a neat trick. What has transpired since to induce the majority to renounce its previous position? Our guess is that the Cottones and the Plotkins and the Solomons can chalk up another “mission accomplished.”

For example, the majority insists it must have staff advice at almost all times (which the McFarland Bill limited). If that is so, then the FCC’s decisions are not the decisions of seven men but of 10 or 12 or 20. We string along with Comr. Jones’ view that if that is the case, then the Senate’s “is not confirming enough emblems of the Commission.”

The FCC would delete the McFarland Bill provision which says that when a court hands down a decision reversing the Commission then it shall be the duty of the Commission to follow the court’s mandate and, unless otherwise ordered, to do so upon the basis of the original record. That’s about as opaque as a freshly polished wind-shield.

The lawyers do not want disturbed the unbroken record of court decisions wherein, by reopening hearings, they have trumped up enough evidence to justify the original action. But they have to reckon with Congress and with Sens. McFarland and (D-Ariz.). There are those in Congress who will see in the measure, which we will call the “Plotkin Bill” for short, an effort not only to justify past FCC actions but to lay the ground-work for actions they have not to take through a Charlie McCarthy FCC.

Frame of the Administrative Procedure Act won’t stand by idly as the FCC lawyers seek to flaunt that hard-won statute. Nor will Sen. McFarland take it lying down. He has the confidence and respect of Congress and the White House.

This time the FCC lawyers may have overreached. They may have played footsy-footsy with the wrong side.

Our Respects To

Norman Boggs

IT IS a matter of record that WMCA New York, a 5 kw independent, has in the past 12 months gone from “red” to “black,” and that the station currently is realizing a 40 to 50% increase in quarterly gross billing over comparable periods preceding February 1949.

It is more than coincidence that this enviable record has been achieved during the comparatively brief tenure of Norman Boggs as general manager of the station.

To Mr. Boggs, who once toured the Orient as a piano-player in a hastily organized college dance band, the results must seem “sweet music” indeed. In fact, WMCA’s sales’ till began jingling just 60 days after Mr. Boggs assumed the managerial helm; furthermore, the station’s revenue has continued to lea and bound.

Norman Boggs had been schooled in sale success, having freshly arrived in February 1949 from WLOL Minneapolis-St. Paul, a 5 kw outlet owned primarily by Ralph Atlas, general manager of WIND Chicago, who served as consultant to WMCA. WLOL also pro- pered under Mr. Boggs’ leadership.

The WMCA resurgence under “Red” Boggs is neither coincidental nor a lucky-inspiring—view of the credo which motivates this stative-native Hoosier.

In a word it is basically, strict adherence to a “realistic rate structure”; a re-stress on personnel duties, particularly with respect to sales; and the belief that radio should never be “sold short.”

A staunch contention of Mr. Boggs is that radio need never slash rates indiscriminately nor offer free time as a come-on to prospect-local advertisers. Rather hesitantly, he points out that, in his opinion, local business New York is “far under” what it should be for a market of its size, and that Chicago stations gross more revenue on that level.

“We are convinced that the lack of a realistic rate structure, as far as the market and competitive situation are concerned, is one reason for that comparison of figures between Chicago and New York,” Mr. Boggs says, “it must restore the confidence of the local advertiser in radio; he has been weaned for years on black-and-white and he still is not sold radio. But the situation is improving.”

He cited the case of a 27-year-old advi- sory who has stuck pretty steadily with WMCA but who thought radio should carry contracts (terminations by the station or short-term contracts) not usually demanded of printed media. The advertiser still is

(Continued on page 77)

Broadcasting • Telecast
This is the story of SPRY, and how it was sold by the copyrighted WSAI "Shelf Level" SELLING plan. (59 other products have been sold the same way!) "Shelf Level" means exactly what it says... Radio advertising backed by merchandising... right down to the shelf... yes, right down to the customer in the store and supermarket.

We know it works... and so do our satisfied sponsors. (And evidently others do, too, 'cause we just capped the Billboard Merchandising Award on a national level!)
KPHO STAFF
8 Resignations Announced

RESIGNATIONS effective Feb. 22 of Commercial Manager J. R. (Dick) Heath and the entire sales staff of KPHO Phoenix, including Frank Orth, Charles Stauffer, J. E. Heath Jr. and John Nelson, have been announced by the station.

Gil Lee, formerly with KOOL Phoenix and more recently with Montano-Alsua Agency of Phoenix, has been appointed commercial manager. Agnes McGilvara, formerly owner of KWRZ Flagstaff, Ariz., joins KPHO as saleswoman. Names of other salesmen have not been announced.

Three other resignations also were announced. Leonard Burkland, announcer, resigned Feb. 15 to join KYUM Yuma, Ariz., as announcer. He is succeeded by John Harrington, formerly with KSJP St. Paul-Minneapolis and KYCA Prescott, Ariz. Robert Vache, production director-announcer, left March 1 to become program director-assistant manager at KCLF Clifton, Ariz. Ann Licklider, secretary to Rex Schep, KPHO president, resigned Feb. 15. Her future plans have not been announced.

ENSIGN FRANK J. ROEHRENBECK Jr., son of general manager of WMGM New York, last week won his wings as a Naval flyer.

NEIL HESTER, former front page editor of Raleigh (N. C.) News & Observer, appointed manager of WNAO Raleigh, News & Observer station. He has been with News & Observer for 30 years. He succeeds DUDLEY TICHERNO, now commercial manager at WKBW Buffalo, N. Y. GEORGE T. CASE, WNAO program director, has been acting manager since Mr. Tichener's resignation.

ROLAND LOOPER, commercial manager of WLBH Mattoon, Ill., since September 1946, resigns to become general manager of WHOW Clinton, Ill. He assumed his new duties March 1.


WALTER E. BENoit, vice president, Westinghouse Radio Stations Inc., and Mrs. Benoist are in Havana where Mr. Benoit is conferring with U. S. and Cuba NRBA representatives.

HUGH B. TERRY, KLZ Denver vice president and general manager, named one of four Denver business leaders to head committee to explore possibilities of Denver Safety Council.

JAMES V. MELICK, for past two years executive assistant to J. Kelly Smith, CBS vice president in charge of station administration, named executive assistant to management for CBS Hollywood. He will work directly with CBS West Coast administration set up headed by Howard Meighan. CBS vice president and chief executive officer on West Coast.

In addition he will be in charge of fiscal affairs in Hollywood. He has been with CBS for past 10 years.

JAMES M. LEGATE, general manager of WIOD Miami, recipient of distinguished service citation from National Conference of Christians and Jews. He was cited for his "steady support of community activities that benefit all groups, for his vigorous efforts toward international understanding and for long and loyal cooperation with the Miami Round Table of the Air."

DONALD W. THORNBURGH, president of WCAU Inc., Philadelphia, named chairman of public relations committee of 1950 Cancer Crusade, to be conducted in April by Philadelphia Division of the American Cancer Society.

WILLIAM R. TEDRICK, general manager of KNEM Nevada, Mo., announces opening of station's new studios and offices in Fort Scott, Kan. ROBERT MOREY, KNEM sportscaster will be in charge of Fort Scott operations.

WALTER HAASE, station manager of WDBC Hartford, is author of article, "Talking on Tape," in magazine section of Hartford Courant, Feb. 26.

WALTER M. WINDSOR, general manager of WBAM-AM-FM Columbus, Ga., is the father of a boy, Anthony Beck.

F. W. Geisler
F. W. GEISLER, 65, account executive at Ruthrauff & Ryan, Chicago for 15 years until his retirement three years ago, cancer victim, died Feb. 23, in Chicago. Funeral was conducted Feb. 24. He entered advertising in 1911 and worked for N. W. Ayer & Son, Charles H. Fuller Co.; Thomas F. Logan and Lord & Thomas.

5,000 WATTS

MIDCONTINENT BROADCASTING CO., INC.
SIoux FALLS, SOUTH DAKOTA

WHETHER YOU'RE TESTING THE ACCEPTANCE OF A NEW PRODUCT OR INTERESTED IN INCREASING THE SALES OF AN ESTABLISHED ONE 5,000 SIoux FALLS RESIDENTS ARE READY, ABLE AND AVAILABLE IN THE KELO PACKAGE

Plus THE WEALTH AND BUSINESS STABILITY OF THE NATION'S TOP FARM MARKET

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.
N.Y. BASEBALL

Plans were being blueprinted on further expand regional radio coverage of New York area's three major league baseball teams to a host of stations in various parts of the country, as the fancy-of sports fans began to turn lighty to thoughts of baseball.

It was learned that negotiations are nearly set for a proposed New York Giants baseball network to include stations in New York, Pennsylvania, and through New England, and which would serve to augment the 35-station midwest baseball network.

Arrangements covering identity and number of stations comprising the hookup had not been completed, but it was revealed that the Giants and midwest network would have a maximum of from 50 to 60 outlets, to be linked for broadcasts of Giants or Chicago Cubs contests.

Liggett & Myers Tobacoo Co. (Chesterfield cigarettes) reportedly is set to add the Giants network to its schedule of major league broadcasts. Cunningham & Walsh is the agency.

The new Giants network, while sponsored by Chesterfield, would, however, provide for local participating parts on stations throughout the network structure on a kind of co-op basis. As key to the network WMCA would feed a full schedule of all daytime games, including Sundays, to stations in the eastern zones, and additionally those on the midwest network.

Reports of similar plans on other fronts peak up this activity. The Dodgers last week were reported to be interested in baseball

U. S.-Cuba Pact

(Continued from page 23)

Tested to the State Dept. against the proposal to grant Cuba rights on 1100 kc. He contended the service of WDEL Wilmington on that frequency would be seriously curtailed by the proposed operation.

On the recall of the NAB representative from Havana, NAB President Justin Miller issued a statement protesting the failure to give advance notice to all U.S. stations which would be affected by the proposed agreement.

He pointed out that stations involved in the proposals considered at Montreal last fall were advised of the arrangements being contemplated, and added:

"In the present instances, there is equal reason for notifying affected stations before negotiations have ripened into agreement. Accordingly NAB is, today, notifying all member stations whose frequencies are involved."

FCC Comr. Rosel H. Hyde, chairman of the U.S. NARBA delegation, was advised of Judge Miller's recall of Mr. McNauchten in a letter transmitted by the engineering director before he left Havana.

The terms tentatively agreed upon were submitted by the U.S. delegation as the maximum this country could sanction, and were given initial approval by a 5-2 vote of the Cuban industry advisory delegation, authorities reported. Subsequently, Cuban communications officials were reported to have signed "agreement in principle."

The Cubans, however, were understood to have reserved the right to make further demands if the full NARBA conference results in additional assignments to other signatory nations via any breakdown of U.S. clear channels or realignment of regional facilities.

Whether this might mean renegotiation of the U.S.-Cuban settlement is in event of a pre-NARBA decision in the clear-channel case was not known. The Commission has indicated, however, that it is deliberately delaying its clear-channel decision until NARBA is an accomplished fact.

Increases in the limitations on at least seven other U.S. regions were said to be under discussion, but it was pointed out none of these increases would amount to more than about 0.6 millivolts as compared to the last NARBA agreement. These seven reportedly were:

WDBO Orlando (580 kc); WSVN St. Petersburg (620 kc); WJAX Jacksonville (930 kc); WDSU New Orleans (1280 kc); WCSC Charleston, S.C. (1580 kc); WALA Mobile (1410 kc); and WCOA Pensacola (1370 kc).

...and getting better all the time

Latest Hooper reports show KLZ Audience increases in every time bracket—the only Denver station to do so.

MORE THAN EVER

...Your Best Buy in the Rocky Mountain Market

ABC PROGRAMS

Two Below Cost Shows Offered

American Broadcasting Co. is offering two network programs below production costs to advertising agencies in an attempt to build network time billings. Broadcasting learned last week.

The two programs, "Blondie" and "Date With Judy," were offered for $2,000 production price each, for the first 13 weeks, $2,500 for the next 13 and $4,500 for the third 13-week cycle.

Both programs have been on ABC since Oct. 30, 1949, but before that they were CBS shows.

Network salesmen were understood to be explaining the unusually low production price on both programs to agency executives by saying "we're losing money on the show, but the sale of time would allow us to break even."
National Hoopers Sold

(Continued from page 27)

possibly as early as September. Meanwhile, the telephone-based TV reports will be prepared by the Hooper organization under an operating contract with the Nielsen company, which now owns and will henceforth sell and service these ratings.

Smooth Transition

"Arrangements have been made with utmost care . . . to insure for all Hooper network customers a smooth and satisfactory transition to Nielsen network services," a joint release stated. Amplifying this statement on his Wednesday news conference, Mr. Hooper explained that in connection with the preparation of the City Hooper ratings reports for more than 100 cities, Hooper interviewers will continue to collect the information on which the 36-city national network programs reports were based. During the first half of March these data will be compiled as usual, he said, so that any advertisers or agency subscriber to the Hooper network program service can get his March report just as if there had been no sale.

After March 15, Hooperatings for his own program and the direct competition will be made available, on order through the Nielsen organization, at "a reasonable charge" which he said would be lower than was formerly charged for the complete pocket piece. This arrangement can be terminated at any time by either Hooper or Nielsen, Mr. Hooper said, adding that it probably will be continued for those clients who want seven-day reporting service until such time as Nielsen introduces a more speedy delivery of the Nielsen pocket pieces, which now are issued six weeks after the measured period. But the overall rating service will henceforth be issued only by Nielsen from its audimeter records, he said.

COWBOYS ALL were these broadcasters who visited Tucson with their spouses following mid-February NAB board meeting at nearby Chandler and were greeted by Tucson Sunshine Climate Club. L to r: James D. House, Avco-Crosley executive, being 10-gallon-hatted by Mrs. House; Clair R. McCollough, Steinman Stations president, getting similar treatment from Mrs. Mc, and Glenn "Sunshine" Snyder, receiving orthodox protection from Old Sol via Mrs. Snyder.

Nielsen

(Continued from page 27)

that this is a private matter," he said.

In Mr. Nielsen's opinion, the "steady cancellations" of Hooper network accounts were due to the "big impetus" of television. Noting that the Hooper network service covered only the larger urban areas with telephone homes, he observed:

"This is only 20% of the country. Television has hit radio in urban telephone homes very hard. Radio is going to pieces in the areas formerly measured by the Hooper network services. But it is not going to pieces in 80% of the nation's homes. It was an utterly unrealistic measurement when the Hooper company a few months ago began ignoring TV homes in its network radio surveys. They have fooled a few people for a few months, but their steady cancellations have caught up with them."

$7 Million Investment

Mr. Nielsen pointed to an investment by his company of $7 million in the creation of NRI, "the largest single investment ever made in the business of audience ratings." This amount included research on not only Audimeters but also on decoders which tabulate Audimeter records onto cards. He traced the history of the Nielsen Co's interest in audience measurement dating from 1936.

At the outset, three years were given over to laboratory work and subsequently four years in a pilot operation in 200 homes. During the war, "we took it on the chin" because of the shortage of researchers, but after V-J Day the company recruited a large research staff of electronic experts to develop the Audimeter of today.

The first actual installations of this exclusive Nielsen device were in 1942 in 800 homes in the eastern and central states covering an area comprising 25% of the country. In 1947 the service was expanded coast to coast with 1,100 homes spotted over 63% of the nation.

By 1948 1,500 homes had blanketed 97%, or all but the mountain states.

Mr. Nielsen calls his service "not merely a rating facility but a completer of analytical and diagnostic data as well." He says it measures turn-up and audience and minute-by-minute audience curves. His company's inventory of "goods on the shelf" in Audimeter homes is a service augmenting the audience research far beyond.

Mr. Nielsen received a flood of wires Wednesday and Thursday from not only all branches of the broadcasting industry but from advertisers and agencies as well. Message from Samuel C. Gale, vice president in charge of advertising of General Mills, said:

Hope this will represent major forward step in evaluation of radio and television. The consolidation should minimize costly duplication and confusion and provide greater efficiency in development of improved audience measurements of network radio and network television. We are confident that Nielsen's service will be capably staffed and well qualified to meet the challenge of this expanded responsibility.

Stanton Comments

From Frank Stanton, president of CBS, came the "certainty of this step will be welcomed by advertisers, advertising agencies and the broadcasting industry because it will eliminate duplication and confusion and should result in a reduction in cost to all concerned." Mr. Stanton continued:

I am sure you know how solidly the entire Columbia organization has supported and advocated the use of the Nielsen Radio Index over a period of years. This was based upon independent analysis of the validity of your technique. I have also watched and followed your development with special personal interest because I feel the automatic recording device 15 years ago . . . Advertisers, agencies and the industry need badly the best possible measurement service at the lowest possible price because it is imperative that unit costs of advertising and distribution be reduced. I am glad to give you my vote of confidence and support.

Leonard T. Bush, vice president and secretary of Compton Advertising Inc., said:

We believe that the Audimeter method of measurement, when properly done, gives a truer picture of the actual facts than any other method yet devised, and that this material so gathered represents more useful tool to all segments of the industry than was possible through previous measuring service. We hope that the industry will recognize this as a great step forward through the elimination of the confusion resulting from two different yardsticks, and we further hope a belief in the Nielsen organization with the support of the industry will enable us to provide even better yardsticks at a lower cost to its subscribers.

NEW program series of Dixieland Jr. has been announced by Thesaur. RCA Victor's transcribed library service. Series, called Old New Orleans, features Jimmy Lytell and Delta Ego.

WORD of Spartanburg

takes pleasure in announcing the appointment of George P. Hollingbery Company as national representative

The Spartan Radiocasting Company

WORD and WDXY-FM

Walter J. Brown
President
J. W. Kirkpatrick
Gen. Mgr.

SPARTANBURG, S. C.
Hooper

(Continued from page 27)

1950-January 1950 average showed TV's share of the New York evening audience had grown to 44.7% with radio's share down to 55.3%. In the same time the weekday afternoon use of TV in New York grew from 86.6% of all broadcast reception to 22.5%—higher than TV share of the evening audience a year before.

In Los Angeles, which he described as running about five months behind New York in TV reception, Mr. Hooper reported the average evening TV audience was accounting for 36.4% of all sets in-use from 10.5% 11 months earlier. The Los Angeles weekday afternoon TV audience has meanwhile grown from 28.8% to 14.5% of the city's total broadcast audience, he said.

"No good statistician would attempt to average New York and Los Angeles radio and TV audiences with those of Portland or Denver, where there is no TV and radio listening gets 100% of the broadcast audience," he said. The fundamental assumption of the "national" network Hooperatings has been, he said, that the conditions under which the measurement is taken remain relatively constant and that the change in size of the index or rank order of the 'rating' is, therefore, a valid indication of change of popularity. That assumption is no longer valid.

Local Emphasis

With the single national index now "comparatively meaningless," the important thing for the national advertiser and his agency to watch is the analysis of individual tastes and the variation between them, Mr. Hooper said. "Our new plan calls for interviewing in all cities in continuous uninterrupted," he explained in a letter to all subscribers to his program Hooperatings.

"The real change is in packaging the information to shift the accent away from emphasis on information in one average index toward analytical reporting of differences between markets," he said.

Details of the new national "packaging" process have not been announced, but they may be expected to follow to some extent the plan proposed to subscribers to Pacific Hooperatings. This plan calls for local audience ratings on TV and radio reported 12 times a year (each report based on a two-month moving average) on Los Angeles, San Francisco-Oakland and the Northwest (Portland-Seattle-Spokane).

The combined reporting of the three Northwest cities is valid currently because Portland and Spokane are without TV and in Seattle TV's audience is fractional," Mr. Hooper's letter explained.

The three reports will be issued in pocket piece form, with radio and TV audiences reported on three different bases: Random homes to furnish directly comparable ratings between radio and TV, "radio only" homes to compare radio with radio; TV homes to compare TV with TV. Chartbooks of radio-TV comparisons will be issued monthly for Los Angeles, San Francisco-Oakland and San Diego.

The new West Coast service will start with a February-March report, to be published April 20. It is being offered to Pacific Coast advertisers agencies and networks at the same price as the former Pacific Hooperatings.

**Upcoming**

March 27-30: Canadian Assn. of Broadcasters annual meeting, Brocks Hotel, Niagara Falls, Ont.

**CBS SESSION**

Coast Group Sees Good Business Year

BUSINESS optimism keyed the CBS 9th District affiliates meeting held Feb. 27 at the Beverly Hills Hotel, Beverly Hills, Calif. Some 35 station owners and managers attended.

In sales, programming and promotion, 1950 will be a "high year" for West Coast radio, they agreed. Attitude of those present was decidedly aggressive and hopeful, said Clyde Coombs, general manager of KROY Sacramento and director of CBS 9th District Affiliates Advisory Board.

Frank Stanton, CBS president and key guest speaker, at the open session told attending affiliate broadcasters of "things to come" during 1950.

Attending the meeting were:

**The Branham Network**

- **Chicago**
- **St. Louis**
- **San Francisco**
- **Los Angeles**
- **Dallas**
- **Atlanta**
- **New York**
- **Charlotte**
- **Memphis**

**The Branham Company**

March 6, 1950 * Page 41
higher than the $62,355,105 gross CBS time sales for 1948, making CBS the only network whose 1949 time sales exceeded those of the year before.

ABC ranked third in 1949 with gross time sales of $42,342,854, a drop of 4.4% from the ABC gross of $44,304,245 during 1948. MBS had gross time sales of $18,040,596 in 1949, down 20.6% from its time sale gross of $22,728,802 in 1948.

For the month of December, the combined network gross time sales totaled $16,408,884, a decrease of 8.6% from the December 1948 gross of $17,050,032.

The December billings for the month, topping second-place NBC by $143,296, with ABC third and MBS fourth. December billings for all networks were lower than those of December 1948. (See Table I for gross billings of all networks for December and the full year of 1949 compared with the same month and full year of 1948.

Combined network total of $187,809,329 was 5.6% below the 1948 network gross time sales of $196,957,424.

**January Business**

(Continued from page 24)

<table>
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| TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN DECEMBER 1949 | AND FOR JAN.-DEC. 1949 |
| --- |
| **Dec. 1949** | **JAN.-DEC. 1949** |
| **Allis Chalmers** | $541,378 |
| **Coca Cola Co.** | $43,425 |
| **Electric Auto Co.** | $93,600 |
| **Phelps Sales Co.** | $120,918 |
| **Johns-Manville** | $163,290 |
| **Longines-Wittnauer** | $797,594 |
| **Paramount Pat. Co.** | $2,904 |
| **General Foods Corp.** | $723,409 |
| **Sun Oil Co.** | $88,832 |
| **Philco Corp.** | $136,412 |
| **Armstrong Cork Co.** | $43,276 |
| **Linden Co.** | $105,070 |
| **Prudential Ped. Co.** | $116,790 |
| **Brunner-Ritter** | $62,736 |
| **Hall Bros.** | $84,135 |
| **Christian Science Monitor** | $25,008 |
| **Int'l Tel. & Tel.** | $11,112 |
| **Dun & Bradstreet** | $2,160 |
| **American Tab. Co.** | $551,477 |
| **Procter & Gamble** | $999,216 |
| **Wilson Co.** | $427,800 |
| **Procter & Gamble** | $453,563 |
| **Asst. American Railroads** | $66,036 |
| **Lutheran Church, Mo.** | $71,487 |
| **Christian Science Monitor** | $324,448 |
| **Philco Corp.** | $372,054 |
| **First Nat'l Stores** | $38,472 |
| **Lippert & Myers** | $32,190 |
| **Procter & Gamble** | $11,042,027 |
| **Wilson Co.** | $41,450,673 |
| **Lever Bros. Co.** | $4,760,991 |
| **Asst. American Railroads** | $990,991 |
| **Lutheran Church, Mo.** | $354,074 |

**Networks’ Reactions**

(Continued from page 27)

by Oscar R. Katz, director of research:

The absorption by Nielsen of Hooper’s national AM and TV services will do more than eliminate costly, duplicate cation. Such a step, by reducing the confusion stemming from quarrals on points of methodology, should result in increased industry acceptance of rating research.

As Nielsen’s first network subscriber, CBS has had many years of close contact with the Nielsen company. We are confident that the Nielsen organization will continue to improve its service, so that the industry might have the benefit of the best possible rating service at the lowest possible cost.

Niles Trammell, NBC board chairman, wrote to Mr. Nielsen:

Congratulations on your purchase of the Hooper national services. I am confident that the Nielsen company will give you to the broadcasting industry and to the advertisers the radio measurement service that will be beneficial to all concerned. Now that you have a clear field I am confident that the broadcasting industry will benefit from the elimination of wasteful duplication and be the recipient of the many improvements in NRI which have been discussed from time to time. Best wishes.

**RICHARDS HEARING**

**FCC Refuses Preimbursement**

AN FCC hearing examiner refused last week to grant a motion for a six-week postponement of the hearing scheduled to start in Los Angeles next Monday (March 13) on the nation’s largest advertiser. Mr. R. E. Richards, owner of KMPM Los Angeles, WJR Detroit, and WGAR Cleveland.

In his ruling, however, Examiner J. Fred Johnson Jr., who is slated to preside, left the way open for a recess of the proceeding after the Commission has completed presentation of its case in the KMPM hearing.

The ruling came in a pre-hearing conference of FCC counsel and attorneys for Mr. Richards last Wednesday, after the Commission denied a Richards bid for a bill of particulars spelling out the charges against him [Broadcasting, Feb. 22].

Hugh Fulton, of New York and Washington, Mr. Richards’ newly appointed trial counsel, protested FCC’s refusal to divulge the documents it intends to rely upon, and claimed he needed at least six weeks to prepare for the hearing.

FIPST celebrity to salute WEAM Arlington, Va., as new MBS affiliate, was Kate Smith, who is a native of Arlington.

**WQQW**

(Continued from page 26)

and “less than 0” benefits from sales activities.

Labor relations benefits, he said were “excellent” and legal benefit “miscellaneous,” but added that these services could be obtained for WQQW’s own counsel.

As to Broadcasting Advertising Bureau, he said, “Your sales organization, BAN, sends us a lot of material promoting BAN, but the on specific time when we asked to help with a problem our query was brushed off by a functionary.”

Mr. Rogers concluded, “We regret to observe NAB rapidly moving toward becoming the NABB—The National Assn. of Big Broadcasters. Certainly there is room and a need in the United States for a trade organization in the broadcasting industry that treaties all its members on a democratic basis. "If NAB revises its thinking along these lines, WQQW would be the first station to reapply for membership. Otherwise, we can only hope that some other group will be formed.”

**Murine on Don Lee**

MURINE Co. Inc., Chicago (67 location), March 7 starts five-week sponsorship of Breakfast Gang on full Don Lee network (45 stations) Tuesdays through Saturdays (7:15-7:30 a.m. PST) for 13 weeks. Agency is BBDO, Chicago.
NAB Election
(Continued from page 26)

the job to the secretary-treasurer as an economy device.

New directors will assume their duties at a special meeting to be held during the convention. Main announced purpose of this meeting is to ratify the selection of an NAB general manager to serve under President Justin Miller, relieving him of administrative duties. A special board committee is to study candidates for the general manager’s post.

Running against Mr. Fay in District 2 was Gunnar Wig, WHEC Rochester. In District 4 Mr. Esser won over E. J. Gluck, WSOV Charlotte, N. C., and Ray P. Jordan, WDBJ Roanoke, Va. Mr. Bitter was the only candidate running against Mr. Higgins in District 8. J. P. Wilkins, KFBB Great Falls, Mont., ran against Mr. Grove in District 14.

In the large station category, Messrs. Shouse and Eymon won over Paul W. Morency, WTIC Hartford; John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville, and Lloyd E. Yoder, KOA Denver.

Medium Group Nominees

Nominees in the medium station group running against Messrs. Willard and Eysau were Mr. Brown; H. Quainton Cox, KGW Portland, Ore.; Rex Howell, KFJX Grand Junction, Colo.; Leonard Kapner, WCAE Pittsburgh; James H. Moore, WSLS Roanoke, Va.; J. W. Rich Morton, KEX Seattle; Robert Tincher, WNAX Yankton, S. D.; O. F. Uridge, WQAM Miami; F. Van Ronynenburg, WTCN Minneapolis.

In the small station group candidates who ran against Messers. McDonald and Kobak were Burton Bishop, KTEM Temple, Tex.; Edward Breen, KFVD Fort Dodge, Iowa; Simon Goldman, WJTN Jamestown, N. Y.; M. L. Greenbaum, WSAM Saginaw, Mich.; Hugh M. P. Higgins, WMOA Maritetta, Ohio; Harry McTigue, WINN Louisville; Marshall Pengra, WATO Oakland, Calif.; Merrill Lindsay, WSOY Decatur, Ill.; Frank Logan, KBNB Bend, Ore.; R. T. Mason, WMRN Marion, Ohio.


Messrs. Sweeney and Thomas were opposed for the two TV directorates, with Mr. Sweeney elected to two-year term and Mr. Thomas to a one-year term.

Votes received by winning candidates for directorships, with percentage of members voting in each group and number of ballots returned, follow:

District 2—William A. Fay, WHAM Rochester, received 81 votes of 85 cast and 113 ballots mailed; 75.2% of members voted.

District 4—Harold Essen, WSJS Winston-Salem, N. C., received 89 votes of 166 cast and 206 ballots mailed; 53.8% of members voted.

District 6—Harold Wheelahan, WSM New Orleans, unopposed, received 75 votes of 130 ballot mailed; 58.1% of members voted.

District 8—George J. Higgins, WISH Indianapolis, received 27 votes of 48 cast and 74 ballots mailed; 64.8% of members voted.

District 10—William B. Quarton, WMT Cedar Rapids, Iowa, unopposed and re-elected, received 20 votes of 104 ballots mailed; 65.4% of members voted.

District 12—Jack Todd, KAKE Wichita, Kan., unopposed, received 40 votes of 57 cast and 70 ballots mailed; 72% of members voted.

District 14—William C. Grove, KFBC Cheyenne, Wyo., received 33 votes of 57 cast and 70 ballots mailed; 58.4% of members voted.

District 15—William C. Grove, KFBC Cheyenne, Wyo., received 33 votes of 57 cast and 70 ballots mailed; 58.4% of members voted.

District 16—Calvin J. Smith, KFAC Los Angeles, unopposed and re-elected, received 89 votes of 55 ballots mailed; 75.9% of members voted.

Large Stations—James D. Shouse, WLW Cincinnati, re-elected, received 36 votes, two-year term; William B. Ryan, KIP Los Angeles, received 129 votes, one-year term; 78 ballots mailed, 60 returned, 77% of members voted.

Medium Stations—A. D. Willard Jr., WGAC Augusta, Ga., received 129 votes, two-year term; John Ensor, KTUL Tulsa, Okla., received 88 votes, one-year term; 550 ballots mailed, 373 returned, 68% of members voted.

Small Stations—Patt McDonald, WHN Memphis, received 10 votes, two-year term; Edgar Kobak, WTWA Thomson, Ga., received 85 votes, one-year term; 504 ballots mailed, 572 returned, 73.6% of members voted.

FM Stations—Frank U. Fletcher, WABL-FM Arlington, Va., re-elected, received 83 votes, two-year term; tied for one-year term with 59 votes each, Craig Lawrence, WCPF-FM Boston, and Ed Strouse, WWTI-FM Washington, 502 ballots mailed, 324 returned, 65.4% of members voted.

TV Stations—Robert D. Sweazy, WINSU-TV New Orleans, re-elected, received 32 votes, two-year term; Eugene R. Thomas, WOIC (TV) Washington, re-elected, received 26 votes, one-year term; 38 ballots mailed, 32 returned, 84.2% of members voted.

TED MacMURRAY
Is Pacific’s Sales Head

TED MacMURRAY, formerly manager of Radio Features Inc., has been named sales manager for the newly-organized Pacific Regional Network by Cliff Gill, general manager, KPMV (FM) Hollywood and head of the new network [Broadcasting, Feb. 27]. Coincident with the appointment, Mr. Gill announced that five additional stations had requested affiliation with the network, bringing the total to 16.

No date is yet available as to when the network will start operations. The chain will be fed by KPMV, 88 kw FM station.

"Peaches," said the Musical Clock...

In 1948 three carloads of Colorado peaches consigned to ME TOO Supermarkets were delayed en route to Cedar Rapids; the fruit arrived ripe. It had to be sold in one day.

It was — by noon.

Announcements on a single WMT program — the Morning Musical Clock — did it.

The story of ME TOO, a regular WMT advertiser since the first show opened in 1937, is told in Lightning That Talks, the All-Radio documentary film which depicts radio’s impact on the U.S.A. The peach sale is no fluke; ME TOO’s daily radio specials sell from 1,000 to 5,000 units. Last May 8,400 sales resulted from a three-for-a-dime soap offer; last November Jello-O at 5c brought 7,000 sales. No attempt is ever made to trade on the established worth of ME TOO specials by trying to slip over a mediocre buy. Each special is an outstanding value.

The ME TOO marketing philosophy is simple: buying and selling food at the right prices—plus smart radio.

In Eastern Iowa smart radio means WMT. Ask the Katz man for full details.

WMT CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

ROADCASTING • Telecasting

BASIC COLUMBIA NETWORK

March 6, 1950 • Page 43
shall advise or consult with the Commission with respect to decisions by the staff, or by any adjudication within the meaning of the Administrative Procedure Act.

They felt the Commission should be permitted to consult such staff members on questions relating to "whether applications, complaints, petitions or other matters should be designated for hearing, the issues to be considered, the form of a hearing, requests for changes in hearing issues, petitions for reconsideration and grant without hearing, and similar matters not involving any determination of the merits of the hearing record."

The majority contended that the position taken by Comr. Jones advocates a ban on "behind-the-door staff assistance" is tantamount to a charge that Commissioners are "incapable of carrying out their oaths of office and of fairly administering the duties assigned to them." Such a charge, they said, "is a canard upon both the members of the Commission and its staff which has no basis in fact."

Staff Advice Public

To this Jones replied that in contested cases he wanted the Commissioners to "act like judges," and that under his proposal the Commission could get all the staff advice it wants so long as it gets all the advice on the record, where it can be subject to cross-examination or challenge by the applicants involved.

At present, the Commission operates in open session, that is, by what some term "completed staff action," and "there is a tendency to delegate more and more of the Commission's discretionary work to the staff so that the discretion exercised by the Commission is more of form than of substance."

There was no claim by the majority that the proposed system would deprive the Commission of any necessary knowledge, but merely that the principle of non-consultation should apply in rule-making or quasi-legislative proceedings.

But under the procedures advocated by Comr. Jones and provided in the McFarland Bill for adjudicating cases, the majority held, the Commissioners would be "cut off from any substantial assistance by members of their staff, even where such staff members might have no functions whatever of a pro- duc tory or investigative nature in respect to such proceedings."

Chairman Coy's letter said:

The majority of the Commission holds that the principle that is embodied in the McFarland Bill and in Commissioner Jones' separate views is fraught with inherent defects, and is at variance with the basic purpose underlying the establishment of administrative agencies. The function of the functions, powers, duties and responsibilities of an administrative agency are such that it is completely unrealistic to suppose that the Commissioner, in the exercise of the discretion of that of a judge. Indeed, the courts themselves have consistently recognized the fundamental differences.

It is obvious, moreover, that the fields of radio and wire regulations committed to the care of the FCC are highly technical in nature, involving substantial technical, legal and engineering problems, and to write a law establishing an administrative agency dealing with these problems as they can be attempted be disposed of only by bringing to bear the expert knowledge of a large number of persons experienced in the various fields related to the Commission's legislation and skilled in the handling of the problems coming to the Commission's attention.

No one or seven Commissioners, with or without the advice of a professional assistant, can hope to achieve such a result as to skill in all the aspects of radio and wire regulations subject to the Commission's jurisdiction. The Commissioners, off from all of its expert staff by denying the Commission the right to consult with its staff could not solve what skill may be an essential function based on insufficient knowledge of the complex factors which should determine any of the decisions in this field.

No Reason Cited

The majority's "principal objection to complete isolation of the Commission from its staff," in the McFarland Bill, Chairman Coy's letter said, "derives from the complete lack of any demonstrated necessity for any such separation."

"Both in its rules and regulations and in the proposal submitted herewith," the letter said, "the Commission has gone beyond the terms of the Administrative Procedure Act to extend to initial licensing or other cases the separation of the Commission's quasi-judicial activities from its prosecutory and investigatory activities."

"But when the separation of functions is achieved there would appear to be no reason whatsoever for taking further steps to cut off the Commission from the members of its staff who are not engaged in prosecutory or investigatory activities."

The letter continued:

"It cannot be seriously contended that members of the staff having no functions whatever of a procedural nature in such proceedings would be inclined to color their recommendations or advice or that they would necessarily be predisposed to an unobjective approach to the problems of public interest which concern the Commission. It must be assumed that the evil which it is believed might ensue is that the Commissioners cannot be trusted to make their own independent judgments on matters concerning which they would receive advice and assistance . . .

In protesting against a proposal in which such an assertion is implicit we are refusing to proceed on the assumption that judgments would be any less the product of our own thinking and conscience, merely because we would receive the expert advice and assistance of individuals employed by us.

In the light of the position taken by Comr. Jones and the McCracken supplemental statement of his views, we believe this point needs more emphasis. To the contrary, his views suggest that staff members who have had no connection with the investigatory or prosecutory aspects of adjudication and who are able to influence the Commission by means of colored or biased views, we believe that they do not present a fair picture of the manner in which the Commission exercises its function of making decisions.

Special Staff Operating

On the McFarland Bill's proposal to create a special staff to aid in consideration of intermediate reports and preparation of final decisions, the majority contended that the Commission has set up a similar staff and that originally the Commission had approved the McFarland plan. Withdrawing this approval, the majority said:

"Experience with the Commission's present review section . . . convinces us that any such narrow limitations on functions of such a staff with which the Commission might consult would be unfortunate."

It would seem particularly unfortunate if the Commission, by reason of the opportunity to consult with the general counsel, the chief engineer or the chief accountant or by reason of the staff who, under the plan contemplated by both the McFarland Bill and the Commission's draft, as well as by plans of staff reorganization now being developed in the Commission, would be given over to the prosecutory and investigatory activities of the functional bureaus.

The fact that these members of the staff might have other duties such as the participation in rule-making, international conferences and litigation, or the making of recommendations to the Commission's jurisdiction and legislation, would appear to be additional reasons why they should not be prevented from helping the individual assistants who, under the plan contemplated by both Bills, participate in the many bureaus of the Commission.

For it is the sum total of their knowledge, experience and expertise in exercising these functions which will render them most useful to the Commission in the making of decisions in contested cases.

Opposing the majority's stand, Comr. Jones asserted that the "basic change made by the McFarland Bill would be to require the Commissioners to act like judges."

He added: "No one doubts that (the assistance of the staff but does require them to exercise their quasi-judicial functions personally."

He contended the selection of li- censees is a function that deserves "more judicial treatment than even civil cases that are tried before judges."

The majority held that administrative tribunals when they are sitting in quasi-judicial proceedings cannot act with the same dignity and make up their own minds in the same way as judges in their courts of law."

Courts Decide Problems

The Circuit Courts of Appeal at the Supreme Court, he pointed out, "frequently decide complicated and technical questions involving all the administrative agencies without the aid of ex parte advice from the experts. The theory that is followed is that the litigants will be more likely to receive the information as their own."

"No reason why courts or administrative tribunals when they are sitting in quasi-judicial proceedings cannot act with the same dignity and make up their own minds in the same way as judges in their courts of law."

Mr. Mooney (right) interview Maj. Wright (center) and Lt. Royal "Doh" Knoy, flight instructor.

LEOPARD HUNT

KTOK Records Air Chase

OKLAHOMA CITY's wild chase for the leopard who escaped his cage last week found local station on the job telling the dramatic story to listeners. As a few seconds of its animal-hunt coverage, KTOK wire recorded the chase from a Air Force helicopter.

The Air Force would not permit a civilian to ride in a service plane with the aid of Maj. David Wright, public relations officer a Tinker Air Force Base, was obtained. The major sat in the plane with the wire recorder on his lap because of space limitations."

Dow Mooney, of KTOK's new staff, took notes from Maj Wright upon the plane's landing to fill out the station's report leopard-hunt "scoop" via birdseye coverage. The leopard was returned to its cage Wednesday morning after devouring an 8 lb. piece of beef dosed heavily with dope.
solving answer another adjudicatory field March 1950 limited MESACYCL.es at a firm staff

opportunity of sion door rather the Commissioners that viewed discretion. McFarland bill's requirement that transfer applications be approved if the transferee meets the minimum requirements of an applicant.

NCF also would decide a McFarland bill provision requiring FCC, before setting an application down for hearing, to notify the applicant and give him a pre-hearing opportunity to answer whatever objections the Commission might have raised.

I was FCC satisfied with the McFarland Bill's requirement that transfer applications be approved if the transferee meets the minimum requirements of an applicant.

Majority, which opposed this provision from the outset, claimed it "would cast grave doubts upon the right of the Commission to prevent tracking common carrier licenses" or other violations.

The FCC bill also would leave intact the present law's provision, deleted by the McFarland Bill, permitting FCC to revoke licenses of persons found guilty of violating anti-trust laws in the radio field. FCC's opposition to removal of this section of the existing law figured in the heated debate in Senate hearings on the McFarland Bill.

The question of providing additional administrative sanctions to the Commission—the power to suspend licenses, issue cease-and-desist orders, etc.—was not touched in the Commission's comments. The majority felt the subject was treated "in a more comprehensive manner" in the pending Sadowski Bill, upon which the Commission had previously offered its views.

The majority said that "with certain exceptions" its bill's provisions with respect to appeals are identical with those in the McFarland measure. One exception is deletion of the McFarland Bill's requirement that, when the courts have set aside an FCC decision, FCC shall give effect to the court ruling without further hearings unless otherwise ordered by the court.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Ralph W. Hardy, director of the recently eradicated Radio Division of NAB, has been named director of the Division of Government Relations, NAB President Justin M. Miller announced Thursday.

The action is the first staff change since the NAB board meeting last month in Arizona, revamped its 1949 structural setup. Radio and TV divisions were created last summer by the board with Mr. Hardy heading the former and G. Emerson Markham, formerly of WGY Schenectady, heading the TV unit. The divisions were inserted in the structure between the departments and the president.

As reorganized, the TV Division is on the same level as the departmenst's Directors were hired at $17,500 a year. NAB is engaged in drawing up details of a new $786,000 budget.

A number of changes are pending in the NAB board room operation. A special board committee is considering candidates for the new post of general manager, who will handle administrative work and report to President Miller. The general manager will be ratified by the board, an action slated during the Chicago convention in mid-April.

Donald S. Farver, NAB auditor for several years, has accepted a position as business manager of the American Forestry Assn. and has submitted his resignation.

Appointed to fill Farver's field director in the office of general manager was directed by the board last month. He will concentrate on new memberships.

Mr. Hardy, who came to NAB last September from KSL Salt Lake City, succeeds Forney A. Rankin as government relations director. Mr. Rankin resigned in February to return to the State Dept.
NAB Meet Agenda

(continued from page 25)

er, is handling detailed arrangements with the Stevens Hotel.

The hotel, with 2,675-room capacity, has reserved 1,400 sleeping rooms, 60 suites and 100 display rooms as well as the basement of Exposition Hall for NAB’s use. Reservation forms have been mailed to mem-

ber stations and associates, with the hotel holding its block of rooms until April 1. Mr. Arney has asked members desiring space at the Stevens to make early reservations.

Broadcast Music Inc., headed by President Carl Haverlin, is making plans for a 10th anniversary celebra-

tion, BMI will use increased space in Exposition Hall and plans a special entertainment program at the annual banquet.

Registration for the Management Conference will be $30. Engineering Conference fee is $17.50, with a $5 fee for the Sunday Independent’s Day meeting. No fees will be charged for the FM and foreign language sessions the morning of April 17.

Under present plans, Management Conference meetings will be held in the Eighth St. Theatre, con-

ference-to-conference sessions on the third floor.

Basic theme of the Monday management meetings will be the responsibility of broadcasters in world affairs, industry and adver-

tising. After the business session Tuesday morning, the topics will be responsibility in government, world radio and television, and duty to coming generations.

A new feature this year, author-

ized by the board at its February meeting, will be the appearance of some of the Voice of Democracy contest winners during the three years the contest has been in opera-

tion.

The Wednesday morning tele-

vision program is being arranged by G. Emerson Markham, director of the NAB TV Division, working with Robert S. D. Stone, Special New Orleans and Eugene S. Thomas, WOIC (TV) Washing-

ton, the two board members for television.

This program, it is understood, will interest both TV and non-TV station operators. Industry leaders will take part and down-to-earth discussions are planned. TV receiving and transmitting equipment will be demonstrated.

The annual exhibit will occupy over 25,000 feet in the Stevens Exposition Hall, under the boards, with a special entrance along the service building wall so exhibitors can back up 34-foot trailers into the basement, using vertical unload-

ing and reloading in Chicago. This entrance being provided at NAB’s request.

Exhibits Open April 12

In charge of exhibit arrange-

ments, as in past years, is Arthur C. Stringer, NAB director of special services. Exhibit opening arrangements are to open April 12. Conven-

tion registration takes place in the basement.

Light equipment and all other transcription and program services will be displayed on the fifth floor, which is called the “Magic Fifth Floor.” Station managers are being urged by NAB to bring program directors and sales managers.

Exhibits will run for seven days—Wednesday April 12 through Tuesday, April 18—and exhibit rooms will be open Wednesday. Exhibitors will be billed for nine days.

Exhibitors in the Exposition Hall will be:

Andrew Corp., Broadcast Adver-

tising Bureau, Broadcast Music Inc., Collins Radio Co., Daven Co., Allen B. DuMONT Labs., Federal Telecom-

munication Co., General Electric Co., General Precision Lab., and RCA.

Light equipment and other ex-

hibitors on the fifth floor will be:

Altec Lansing Corp., Amerex Elec-

tronic Corp., Ampex Electric Corp., Capital Records Broadcasting Sys-


dem, Columbia Transcriptions, Bruce Eells & Assoc., Federal Telephone & Radio Corp., Harry S. Goodman Radio Tele-

phone Productions, Gray Re-

search & Development Co., Graybar Electric Co., International News Service, Keystone Broadcasting Sys-

dem, Lang-Worth Feature Programs, London Library Service, C. F. Mac-

Grew Company, Magnaprobe, Mac/Chlett Labs., Magneco Inc., Mc-

tiosh Engineering Labs., Charles Michelson Inc., Presto Recording Corp., RCA, RCA Recorded Program Services, Raytheon Mfg. Co., SESAC, Standard Radio Transcription Serv-


Programming of the Engineer-

ing Conference will be 60% tele-

vision. This formula is based on a survey conducted among stations by Neal McNaughten, director of the NAB Engineering Dept. Mr. McNaughten will preside over conference sessions along with mem-

bers of the NAB Engineering Committee headed by A. James Ebel, WMBD, Peoria, Ill., committee chairman.

Among papers already on the agenda is one covering an engineering history of the broadcast-

ing industry. It will be read by Raymond F. Curley, NBC man-

ager of radio and allocation engi-

neering.

RCA and NBC engineers will discuss in detail their UHF television experimental station at Bridgeport, Conn. NBC will go into objectives of the tests, with RCA engineers handling antenna and transmitter.

Six FCC and six industry represen-

tatives will meet in the annual FCC-Industry Roundtable to be held Saturday morning as the final session of the Conference. Prior to the formal Thursday opening, a Wednesday evening reception will be held.

The NAB Recording & Repro-

ducing Standards Committee, meet-

ing Saturday afternoon, will dis-


cuss new standards covering fac-

tor (reproducing), turntable and tone arm, electrical and sonic spe-
cifics of center hole, all in connec-
tion with mechanical recording; magnetic tape reel and primary standard range, accommodating 30 minutes of tape.

The second annual Independent’s Day is being programmed by Lee W. Jacobs, KBKR Baker, Ore., pro-

gram chairman, and Mrs. Erma New York, who recently retired as chairman of the NAB Unaffiliated Stations Committee. Mr. Cott has agreed to serve as program consultant on the Sunday all-day meeting, which he directed last year. Two recently elected

TAYLOR ADDITIONS

Halsey, Feibel Join Sales

Mr. Halsey

Mr. Feibel

BATES HALSEY and Robert Feibel have joined the New York sales staff of The Taylor Co., sta-

tion consultant, it was announced last Friday by Lloyd George Venard, vice president and eastern sales manager.

Mr. Halsey has been with the New York office of Weed & Co. for the past four years, and Mr. Feibel was with Edward Petry & Co.

Why buy 2 or more... 

do 1 big sales job

on "RADIO BALTImore"

Contact

Edward 
Petry Co.
Avoid Mediamyopia*!

Keep SALES In SIGHT With

SPOT TV
...the advertising medium that sells direct

EDWARD PETRY & CO., INC.

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

REPRESENTING
WSB-TV (Atlanta) KFI-TV (Los Angeles) WTEM-TV (Temple) WOR-TV (New York)
WBAL-TV (Baltimore) WHAS-TV (Louisville) KPHO-TV (Phoenix) WTAR-TV (Norfolk)
WNAC-TV (Boston) KSTP-TV (Minneapolis-St. Paul) KPHO-TV (Phoenix) WOAI-TV (San Antonio)

*shortsightedness in selection of advertising media.
For all the favorite NBC network television programs...and really good local productions...everybody's watching KRON-TV...exciting new "Clear Sweep" television station that...

**MAKES THE SAN FRANCISCO BAY AREA A "HOT" TELEVISION MARKET**

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

*Represented nationally by FREE & PETERS, INC. New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco*
THE FOUR TELEVISION networks' gross time sales for the year 1949 totaled $12,294,513, according to data compiled by Publishers Information Bureau and released to Broadcasting last week.

Analysis of the billings by networks shows NBC first in TV network time sales by a wide margin, with slightly more than half of the combined total accounted for in the NBC gross of $6,500,104. CBS ranked second with gross time sales of $3,146,893 for the year, followed by ABC with a gross of $1,391,591 and DuMont with $985,556.

Month-by-month data show TV network business following the normal network curve, rising to a peak in the spring, falling off to a midsummer low point, which was still well above the starting level, and climbing again at a higher level in the fall and winter.

**Combined Gross Up**

Combined network TV gross time sales rose from $423,285 in January to $897,221 in May, dropped to $828,684 in July (between the February and March levels) and hit a new high each month from September on, winding up the year with December time sales of $1,921,166.

RCA was the leading user of video network time during the year, purchasing $900,405 worth to advertise its radios, TV sets and 45 rpm records and turntables. RCA also led the field in December, when its gross purchases of TV network time amounted to $113,430.

RCA's advertising agency, J. Walter Thompson Co., was leading agency in video network time purchases during the year, spending $1,542,513 for this company and other clients. The other TV network advertisers under the JWT aegis in 1949 were Ballantine & Sons, Ford Motor Co., Lever Bros. Co., Libby, McNeill & Libby, National Dairy Products Co., Scott Paper Co., Textron and Wire Advisory Board.

**COLOR HEARING RESUMES**

By LARRY CHRISTOPHER

FCC’s CONTROVERSIAL color television hearing, recessed since last Nov. 22, resumed last week for a three-day session to collect further direct testimony on progress since that time. This included:

- Announcement by RCA that its direct-view tri-color tube developments would be ready for demonstration this month and would lead to a comparatively inexpensive color receiver.
- Statement by both RCA and CTL that their systems were at stage now where they felt ready to sit down with FCC and draw up color standards.
- New demands by CBS for prompt adoption of color, based on six weekends’ intensive testing as requested by FCC and which it was claimed failed to reveal a single deficiency fundamental to the CBS system.
- Indication by Color Television Inc. that in a couple of days it would have ironed out technical kinks which plagued earlier showing of its system to FCC and would be ready to redemonstrate, if FCC wished.

Last week’s sessions were held Monday, Tuesday and Wednesday and took a substantial bite out of the direct presentation still to be heard. The hearing was recessed again until March 15 following the Institute of Radio Engineers’ 1950 convention in New York. It will be heard in three-day segments until conclusion [TELECASTING, Feb. 27].

End of Testimony

The average guess last week indicated the direct testimony may be completed within another three or four days. Then cross-examination would begin. FCC reported applications pending for cross-examination call for the return of practically every witness who has given direct evidence so far. Time estimates for the cross-examination total in excess of 50 hours, but it was explained this figure can range widely either way. With this intensive cross examining, it was believed an underdetermined number of additional days might be taken up in rebuttal testimony.

When such rebuttal might be concluded and the way cleared for FCC to call for resumption of its general TV reallocation proceeding is still open to speculation in all quarters [TELECASTING, Feb. 6].

Dr. Elmer W. Engstrom, vice president in charge of research for RCA Labs, Division, on Monday detailed technical developments in RCA’s “compatible, all-electronic” color TV system since last November and reviewed results of test projects requested by the Commission. Of new achievements he particularly cited automatic sampling synchronization and early phasing to stop color and registration “wandering” [TELECASTING, Jan. 23, Feb. 13]; high level receiver sampling, which cuts video amplifier channels from three to four (Continued on Telecasting 18).
MORE THAN 10 years of planning preceded the inaugural of KSD-TV, St. Louis, Mo., on Feb. 8, 1947, as the first completely postwar-equipped television station in the United States.

The idea of a sister station for KSD, 5 kw AM outlet operated by the St. Louis Post-Dispatch, was conceived by George M. Burbach, KSD's general manager. On November 4, 1939, Mr. Burbach wrote a letter to the Radio Corp. of America expressing the station's interest in television and its desire to be the first in St. Louis with a TV outlet.

Three years old last month, KSD-TV still is the only television station in America's ninth largest market.

Even during the early war years, discussions and correspondence between Mr. Burbach and RCA officials continued, and by November 1945, KSD boldly requested RCA to assign precedence ratings for TV equipment to be ordered by the station. Six months later the Pulitzer Publishing Co. board of directors approved KSD’s television plans and within two weeks an application for a TV construction permit was filed with the FCC.

KSD-TV had to wait two years to order its equipment, but, once it was ready, lost no time in getting delivery. Part of the equipment was flown to St. Louis by the Post-Dispatch-KSD plane in time to telecast the city's famous Veiled Prophet Parade and Ball, Oct. 8 and 9, 1946. These events, carried over a closed circuit, were viewed by 100 special guests of the station in a viewing room set up in the newspaper building. By Feb. 3, 1947, KSD-TV was ready with its first test program, using temporary studios and a portable transmitter located in the old KSD plant on the roof of the Post-Dispatch Building. A group of RCA dealers watched the program at Hotel Statler, six blocks away. It included a man-on-the-street program, a sportscast, interviews with RCA executives, and films.

Five days later station was on the air with News and Views.

INAUGURATION of NBC Midwest Television Network in St. Louis' Kiel Auditorium Sept. 20, 1948 was featured by an entire program originated through the facilities of KSD-TV.

Ball Room Dancing, and man-on-the-street and sportscast shows similar to those telecast on the test program. Within two days KSD-TV had signed 13 sponsors: Union Electric, Trimfoot Shoes, American Packing, Elgin Watch, Monsanto Chemical, Bulova Watch, Duroy Manufacturing, Botany Inc., Hyde Park Brewery, Johnson Shoe, Shell Oil, Remis Bag, the Missouri, Kansas, and Texas Railroad.

By July 1947 a new transmitter and tower were placed in service and in September 1948 KSD-TV had an opportunity to demonstrate the excellence of its facilities by originating, in conjunction with NBC, a pre-Midwestern Television Network show from the city's big Kiel Auditorium. And if this were not enough to convince St. Louisans that television was there to stay, KSD-TV carried the Cleveland end of the 1948 World Series games via Midwestern Network.

SINCE the linking of the eastern and midwestern TV networks in January 1949 the station not only has picked up such headline events as the inauguration of President Truman but has originated nationally important programs of its own. Last November, KSD-TV covered both the wedding and subsequent reception of Vice President Alben W. Barkley and the former Mrs. Hadley. It was the first time the station had handled two events remotely.

KSD-TV fed the Barkley-Hadley events to the NBC television network, with which it is affiliated. However, the station has agreements with CBS, ABC, and the DuMont TV networks as well.

The station's investment in equipment is approximately $800,000. Its main studio, in the Post-Dispatch Building, is 20 x 24 feet, with a 22-foot ceiling. The wall and ceiling treatment is of rock wool blanket and perforated tiles, and the floor is isolated from the rest of the structure to eliminate unwanted sounds. A lighting grid is suspended two feet below the ceiling to facilitate the mounting of lights, microphones, props, etc. One of the permanent sets in the studio is a complete kitchen. A second smaller studio also is available.

The control room is elevated slightly above the studio floor giving the director a commanding view of the studio and the various monitors. The projection screening and film storage facilities are located on a mezzanine floor convenient to the television studio and general offices.

Two image orthicon cameras are normal, and remote cameras can be transferred there easily when needed. Audio facilities consist of a six-channel consolette with the necessary auxiliary amplifiers for feeding outgoing lines. Facilities of the KSD master control room are available when required.

KSD-TV's projection room is equipped with an iconoscope film camera, a 10mm projector, two automatic slide projectors and a custom-built balistocrat. The layout of equipment lends itself to smooth transition when the picture is changed from one device to the other.

The station's 5 kw transmitter and tower are located on the Post-Dispatch Annex Building, adjacent to the studios. Antenna is an RCA Supertelevision and is 544 feet above street level. KSD-TV operates with 16 kw ERP. Mobile unit, also RCA, is equipped with two image orthicon camera chains. A voltage regulator and the usual remote audio and lighting equipment also are included. The studio master switcher is a custom-built job.

Directly above KSD-TV's control room, a clients' observation room has seats for 20 persons who may watch a program on the screen of a TV set or look down into the studio through a glass panel. Another observation room extends 40 feet across an entire side of the main studio, with seats for an audience of 40. Window areas of this room are unglazed so that laughter and applause can be picked up by microphones on the stage below.

The visitor to this balcony notes that the station's studio facilities, and the flexibility of portable equipment make it possible to have as many as four stage settings in use at the same time, with each set properly lighted and "dressed" for its part in a video show. There are complete facilities for producing virtually every type of studio telecast, from an informal interview between two persons over a tea table to elaborate musical and dramatic productions requiring large casts and many changes of scene.

THE entire St. Louis metropolitan area of 1,500,000 is blanket by KSD-TV's transmission. Although the theoretical range of reception is about 50 miles, regular program service reaches out 65 to 90 miles, and good reception has been reported from places many miles farther away.

Six months after the station took the air, there were less than 2,000 TV sets in the area. Today there are approximately 90,000, and research analysts report a number of times greater. Manufacturers and dealers of set (Continued on Telecasting)

KITCHEN set north and of KSD-TV's main studio, shows clients' observation room above control room and audience observation balcony at upper left.
This brand can pull audience for your brand in Washington, D. C. Just a few short weeks ago, (five, to be exact) WNBW began the "Circle Four Roundup," providing an organized vehicle for Western movies at four o'clock each afternoon, Monday through Friday. To prove audience and measure reaction, WNBW offered the "Circle Four Roundup Rangers" membership card to youthful viewers.

The results have been literally overwhelming. Over 20,000 members have written in to date. The one-hour-and-fifteen-minute period holds a 24 rating, ten times the highest rated competition on three other stations at the time.* These loyal WNBW fans are waiting for your message. Participation in regular meetings of the "Circle Four Rangers" is available. Call WNBW salesmen, or NBC Spot Sales.

Reasons for the sensational audience acceptance of "Circle Four" promotion and programming hint of other choice locations. A hard-hitting threesome is yours on WNBW . . . . habit viewing, strong promotion and choice programming. In a recently concluded survey,* it was not by chance that WNBW, with at least two other stations on the air, held 76% of the 1949 quarter-hour periods rated as either first or second in popularity.

*American Research Bureau

NBC TELEVISION IN WASHINGTON
Estimates 1950 Set Production at 51-3 Million

(Report 101)

**NEW HIGH estimate for 1950 TV set production—51.3 million—was made last week by Television Shares Management Corp., Chicago TV investment firm, after extensive research with manufacturers of receivers and components. This figure is three-quarters of a million more than the previous top estimate, made informally by board members of the Radio Mfrs. Assn. at their quarterly meeting in Chicago three weeks ago.

New statistics were gathered by Edgar N. Greenbaum Jr., of TV Shares, who interviewed executives of the top 20 manufacturing firms, checking their projected figures with that of component suppliers.

Possible factors which could reduce demand and production drastically, however, according to Mr. Greenbaum, are (1) impairment of the general economic health, (2) critical shortages of component parts, such as cabinets, condensers, receiving tubes and resistors, (3) imposition of the proposed excise tax, and (4) prolongation of the freeze.

**Expected set production for the top 20 manufacturers follows:**

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Units</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admiral</td>
<td>800,000</td>
<td>$145.00</td>
</tr>
<tr>
<td>Philco</td>
<td>700,000</td>
<td>150.00</td>
</tr>
<tr>
<td>Zenith</td>
<td>625,000</td>
<td>150.00</td>
</tr>
<tr>
<td>Electrohome</td>
<td>330,000</td>
<td>110.00</td>
</tr>
<tr>
<td>Emerson</td>
<td>225,000</td>
<td>145.00</td>
</tr>
<tr>
<td>General</td>
<td>150,000</td>
<td>145.00</td>
</tr>
<tr>
<td>DuMont</td>
<td>125,000</td>
<td>150.00</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>175,000</td>
<td>125.00</td>
</tr>
<tr>
<td>Avesta</td>
<td>175,000</td>
<td>140.00</td>
</tr>
<tr>
<td>Americom</td>
<td>170,000</td>
<td>140.00</td>
</tr>
<tr>
<td>Marathorn</td>
<td>120,000</td>
<td>150.00</td>
</tr>
<tr>
<td>Raytheon</td>
<td>150,000</td>
<td>115.00</td>
</tr>
<tr>
<td>Sylvania</td>
<td>160,000</td>
<td>135.00</td>
</tr>
<tr>
<td>Wards</td>
<td>150,000</td>
<td>140.00</td>
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<tr>
<td>Carpenters</td>
<td>100,000</td>
<td>150.00</td>
</tr>
<tr>
<td>Gerst</td>
<td>100,000</td>
<td>145.00</td>
</tr>
<tr>
<td>Rytron</td>
<td>100,000</td>
<td>145.00</td>
</tr>
<tr>
<td>TOTALS</td>
<td>5,305,000</td>
<td>$499.78</td>
</tr>
</tbody>
</table>

The next 12 manufacturers in order of expected production are Bendix, Fada, Hofman, Muntz, Noblitt-Sparks (Arvin), Sentinel, Sparks-Withington (Sparton), Stewart-Warner, Stromberg-Carlson, Tele King, Trav-Ler, Wells-Gardner.

**New Across-the-Board Rate for WPTZ (TV)**

NEW rate policy for across-the-board advertisers on WPTZ (TV) and three other stations was announced by Alexander W. Dannenbaum, the station's commercial manager. Mr. Dannenbaum disclosed that all local programs of five minutes or more in length which are televised on five consecutive days per week will be available at the new rate of four-fifths of the regular cardinal rate for the five programs per week. Under the new structure, he explained using a Monday through Friday program now receives across-the-board coverage for the former Monday through Thursday coverage in specific market areas.

Frequency discounts on WPTZ are accrued at the rate of $50 for 26 consecutive weeks and 10% for 52 consecutive weeks of telecasting.

**Woodbury College Starts TV Survey**

WOODBURY COLLEGE, Los Angeles, March 1, started two-week survey in Los Angeles area on television audience habits. Among information being sought is program choice; sports attendance, reading and viewing habits; television's impact on viewers' home life; social and economic influences of television. In addition to Los Angeles study, the college will conduct special "fringe area" study in counties of San Diego, Riverside and Santa Barbara.

Professor Hal Evry is conducting the survey, the college's third. Students are assisting in the door-to-door operation.

**WMCT Promotion Increases Set Sales**

HEAVY promotion by WMCT (TV) Memphis of interconnection to coaxial cable (see TELECASTING 15) has resulted in a large increase in television set sales in station's coverage area. During February 4,675 sets were sold, the station reports, with many dealers reporting large back orders on hand.

Station also has completed a survey of set sales by factories direct to dealers. WMCT previously had reported only sets which passed through the hands of distributors.

**AM-TV RATING**

Texaco TV Show Tops in N. Y.

A TELEVISION show, Texaco Star Theatre, had the largest New York audience of any program, either radio or TV, broadcast in that city in the first week in December, C. E. Cooper Inc. reported Wednesday. Coincidental telephone interviews with New York families showed six TV programs among the December first 15, which were:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Texaco Star Theatre (TV)</td>
<td>21.0</td>
</tr>
<tr>
<td>2. Dick G's Radio (radio)</td>
<td>17.0</td>
</tr>
<tr>
<td>3. Radio Theatre (radio)</td>
<td>16.0</td>
</tr>
<tr>
<td>4. Godfrey's Talent Scouts (TV)</td>
<td>16.0</td>
</tr>
<tr>
<td>5. Godfrey's Talent Scouts (radio)</td>
<td>16.0</td>
</tr>
<tr>
<td>6. Goldberg's Show (radio)</td>
<td>15.0</td>
</tr>
<tr>
<td>7. Ford's Combined (radio)</td>
<td>15.0</td>
</tr>
<tr>
<td>8. Godfrey's Talent Scouts (TV)</td>
<td>15.0</td>
</tr>
<tr>
<td>9. Walter Winchell (radio)</td>
<td>15.0</td>
</tr>
<tr>
<td>10. Bing Crosby (radio)</td>
<td>15.0</td>
</tr>
<tr>
<td>11. This Is Your FBI (radio)</td>
<td>15.0</td>
</tr>
<tr>
<td>12. My Friend Irma (radio)</td>
<td>15.0</td>
</tr>
<tr>
<td>13. Amos 'n Andy (radio)</td>
<td>15.0</td>
</tr>
<tr>
<td>14. Suspense (radio)</td>
<td>15.0</td>
</tr>
<tr>
<td>15. Texaco Star Theatre (TV)</td>
<td>15.0</td>
</tr>
</tbody>
</table>

If the combined TV and radio audience for Godfrey's Talent Scouts, a simulcast, are taken as a single audience, that program was rated No. 1 with a total rating of 27.7.

**Booklet for Doctors**

BOOKLET titled "Color Television at Medical Conventions" has been mailed to more than 125,000 physicians throughout the country by French Labs, manufacturer of pharmaceuticals, announced last week. Purpose of the booklet, the firm says, is to give schedule of the lab's color television demonstrations at medical conventions.
Yes, if it’s sales success you want—it’s WGN-TV in Chicago.

This testimonial to WGN-TV’s effectiveness came from a Chicago automobile dealer. The amazing record of 15 cars sold, plus the one hundred prospective buyers, resulted from the firm’s first program on WGN-TV.

Add this to WGN-TV’s growing list of result stories, and you’ll see why more and more advertisers recognize WGN-TV as the top television station in Chicago.

In Chicago... Channel 9 is more than a number... it's a habit.
on. bowling. Pevely. KSD-Crosley.


gi-nightly. 5.6%.

in WBAL-TV education. Dunham, education, WFMY-TV. North. tor, Education. L. LOS Dunn, Scheduled plant throughout for public education. Dunham, a... Angeles.

WASHINGTON, Washington, has been with the organization 12 years, starting as an announcer. Guy Yeldell, a 25-year man, has been sales manager four years. Edward Hamlin is commercial manager. Ed Risk is chief engineer and Dave Pasternak, promotion manager. KSD-TV's roster of 37 employees includes 20 on the technical staff and 17 in administrative and production work.

A definite vote of confidence in KSD-TV's future is voiced by Mr. Burbach who declares: "KSD-TV is operated in the red for two and one-half years, however operating profit is now increasing each week. In two or three years profit will be coming from the network, and we will have the best radio year. Profits from audio should gradually increase the low earning level of 1949. The combined earnings from radio and television should far exceed any former record profit of audio only.

KSD-TV's appeal to advertisers and effectiveness of the television medium in St. Louis are revealed by the following letter, which was a recent press bulletin, issued to all sponsors, five days a week: In 1948, 57 sponsors, five days a week; in 1949 75 sponsors, five days a week, but a total of 125 sponsors at various periods in the year.

Numerous examples could be cited from the files of KSD-TV's 125 advertisers to show the effectiveness of the medium, ranging from local to national and in increase in dealerships. However, these few reports show the trend:

Bryan David Entertainers, sponsored by RCA. Distributed to two one night weekly, started more than two years ago and is still very popular. It features a pianist playing request tunes, and a vocal soloist. During the show four phone calls are made to the TV audience for answers to a musical quiz. Mail has been coming in good. For a test, a small mechanical pencil was offered to anyone requesting a new one to play on. A total of 1,280 were awarded in one week.

Fur-Favorite Cakes. One announcement on a local show of records and chatter (4 to 4:15 p.m.) brought more than 500 requests for cards entitling viewer to a free cake.

PDo Company. Nine one-minute announcements at 5 p.m. each week, 1,900 requests for free samples of company's products, PDo, BiaDo, and a plastic apron. No box tops or evidence of purchase was needed only a postcard with viewer's name and address.

Garland's. In a series of programs during which furs were modeled, three sales of mink coats, each costing $3,000 resulted from the one program devoted to mink coats.

Parity Bakers. Sponsorship of Cardinals baseball games during a three-month period stimulated sales, and campaign considered highly successful.

Breweries have sponsored various sporting events on KSD-TV with outstanding success. Griesedieck, Falstaff, and Stag are continuing sponsorships of baseball, hockey, wrestling, bowling, Golden Gloves fights, harness racing, and mid-day radio programs.

The station's local rates are $350 an hour for "A" time and $210 for "B" time. Network "A" time is $425 an hour.

KSD-TV is promoting itself outside the columns of the Post-Dispatch. Last fall a large display ad in the Advertising Club of St. Louis Weekly pointed to the large number of "readily-recognized brands being advertised to the station's audience. The advertisement stated:

"For the advertiser who is still uncertain whether television should be given any consideration when preparing his next promotion budget, KSD-TV submits a list of some of the recognized brand names of products which are being advertised to the purchasing-sponsored KSD-TV audience."


L. Academy Day

LOS ANGELES Advertising Club will hold "Academy Day" at its regular meeting March 28 in honor of the Academy of Television Arts and Sciences, Los Angeles. Lloyd Dunn, vice president of Abbott-Kimbals Co. of California, will be chairman of the day.

IN WASHINGTON, D. C.

WHO'S TOPS IN TV?

See PAGE 10

You May Be Surprised!

Page 8 • TELECASTING

March 6, 1950

Telefile: KSD-TV

(Continued from Telecasting 4)

administrators who have managed KSD since it took the air in 1922. Working close under Mr. Burbach is Program Director Harold O. Grams, who has been with the organization 12 years, starting as an announcer. Guy Yeldell, a 25-year man, has been sales manager four years. Edward Hamlin is commercial manager. Ed Risk is chief engineer and Dave Pasternak, promotion manager. KSD-TV's roster of 37 employees includes 20 on the technical staff and 17 in administrative and production work.

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AD COUNCIL ISSUE

Plans Bi-Monthly TV Bulletin

THE ADVERTISING COUNCIL has begun to issue a bi-monthly television bulletin to keep the industry posted on major public service campaigns. The bulletin will provide advertisers, agencies, networks, stations and program producers with information on material available from the Council for use in campaigns.

Stuart Peabody, assistant vice president of the Borden Co. and chairman of the radio and television committee of the Council, said that the bulletins are to be issued because the Council had received numerous inquiries regarding availability of television material.
WMAR-TV

Delivers

the largest evening audience of any
radio or television station in Baltimore*

Average 6 p.m. to 10:30 p.m. Sunday through Saturday audience.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

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
AGENDA
Monday, March 6
10 a.m.-12 noon—Registration.
12-3 p.m.—Luncheon, welcome address by George Harvey, president of Chicago Television Council; Double keynote address, Joseph H. McConnell, president, NBC; John McLaughlin, advertising manager, Kraft Foods, Chicago.
General panel meeting, "Three Viewpoints." James Stirton, general manager, ABC Chicago, moderator. Speakers: Robert Sweezey, general manager, WSB-TV New Orleans; Harry Bannister, general manager, WJW-TV Detroit; Alexander Stronach, national director of television program operation, ABC, representing the broadcasters who sell television; Seymour Mintz, advertising manager, Admiral Corp., Chicago, representing client who pays for television.
7 a.m.—Breakfast dinner, featuring satiré on TV. Herb Graffis, Chicago Sun-Times columnist, host, with talent: Burr Tillstrom and Fran Allison of Kukla Fran and Ollie; Dave Garroway and stars from Garraway at Large; Claude Kirchner with members of the Super Circle cast; Al Morgan and Ernie Simon.
Tuesday, March 7
9-10 a.m.—Panel meeting, "New Slants on Creating, Writing, Directing." Fred Killian, director of TV programming, ABC Chicago, moderator. Speakers: Agency viewpoint, Beulah Zachary, producer, Kukla, Fran and Ollie; station viewpoint, Ted Mills, T. program manager, NBC Chicago; agencies, stressing art problems, Fred Bolton, art director, J. Walter Thompson, Chicago.
12:30-12:30 p.m.—Luncheon, "Color Now or Later." Clifton Utley, NBC-TV news commentator, moderator. Speakers: Richard Graver, vice president, Admiral Corp., Chicago; John Mitchell, general manager, WBBK (TV) Chicago; Earl Meyers, chief engineer, WGN-TV Chicago.
Wednesday, March 8
MacCormack McEndree, Standard Rate & Data; W. J. McNally, WTN, Chicago, with Frank O'Brien, O'Brien & Foley; Stephen A. Machowicz, Jr., Adam Young & Company, Inc.; Frank W. Marts, MBS Chicago; J. Marty Jr., Adver- tising Corp., Howie, May, Mils, Chicago; Charles P. Michels, Gardner Advertising, Chicago; Melvin E. Hooper, Sun- day Morning, Chicago; Belding; Mary Kinnear, Moore American Institute of Baking, John Moser, Chicago attorney; Richard S. Mulberg, Roche, Williams & Cleary; Merle K. Myers, Russel M. Seeds Inc. N—0—P—Q
ADVANCE REGISTRATION
Ed Abbott, Footo, Cone & Belding; Frank Baker, Belding; Russell Mathes, WOW Omaha; Kenneth C. Barnes, Wade Advertising; James Betzer, Atlantic Films Corp.; Robert J. Burton, Broadcast Music Inc.
Clair Callihan, Leo Burnett; Peter A. Caron, Footo, Cone & Belding; William B. Condon, Wade Advertising; Kenneth Crewe, Chicago; Gene Levine, Chicago; Eston Dalby, Earl Ludin Co.; Lyle DeMoss, WOW Omaha; Horace Echols, Footo, Cone & Belding; Sun Cook Dieges, Chicago, WTTV-TV Chicago; Television: Milred R. Dudley, LeVally Inc.
Monte Fasenacht, WENR-TV Chicago; George Arlfield, Campbell- Callah; Dale Fisher, Footo, Cone & Belding; John Scott, Footo, Cone & Belding; Ed Ford, Hines Lumber Co.; Television: Michael A. Darch, WTTV (TV) Bloomington, Ind.
WSSR-TV means Bright, Clear, Consistent PICTURES
From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSSR-TV's full radiating power of 23,500 watts on Channel 13 assures Central New York clear, steady reception of the outstanding TV shows — on NBC — exclusively.

the only COMPLETE Broadcast Institution in Central New York

WSSR-TV means Bright, Clear, Consistent PICTURES
From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSSR-TV's full radiating power of 23,500 watts on Channel 13 assures Central New York clear, steady reception of the outstanding TV shows — on NBC — exclusively.

WGN-TV Drops Sox
WGN-TV Chicago last week dropped its option on exclusive televising rights to Chicago White Sox baseball games because the "ask- ing price was too high" and the station did not sell the entire series. Although Peter and Bakery Corp. to Chicago, for Meister Brau Beer had signed for a third of the games including some pre and post pro- grams, income would not have been enough to justify the expense, station officials said. Charles Comiskey, Sox vice president, is reported to have asked $125,000 for TV rights alone.

IN WASHINGTON, D.C.
WHO'S TOPS IN TV?

SEE PAGE 10 !

YOU MAY BE SURPRISED!
MAMA
sponsored by
Maxwell House Coffee, a
CBS Package Program
hailed by the press
as TV's "best regular
on the airways".
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
<th>Guest</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td></td>
<td>Canada Dry Co., Super Circus</td>
<td>L (E-M)</td>
</tr>
<tr>
<td>3:30</td>
<td></td>
<td>Kellogg Co., Singing Lady</td>
<td>L (E-M)</td>
</tr>
<tr>
<td>4:00</td>
<td></td>
<td>Hollywood House</td>
<td>F (E-M)</td>
</tr>
<tr>
<td>4:30</td>
<td></td>
<td>Goodyear</td>
<td>Paul Whiteman</td>
</tr>
<tr>
<td>5:00</td>
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<td>Goodyear</td>
<td>Paul Whiteman</td>
</tr>
<tr>
<td>5:15</td>
<td></td>
<td>Carolyn Gilbert</td>
<td>Show L (E-M)</td>
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<tr>
<td>5:30</td>
<td></td>
<td>Dr. Fix</td>
<td>L (E-M)</td>
</tr>
<tr>
<td>5:45</td>
<td></td>
<td>Thad Paul</td>
<td>Tonight</td>
</tr>
<tr>
<td>6:00</td>
<td></td>
<td>Overseas Press Club</td>
<td>Chuck Wagon</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td>Armed Forces Hour</td>
<td>L</td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td>ceremonies</td>
<td></td>
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<tr>
<td>7:30</td>
<td></td>
<td>Ted Stein Show</td>
<td>Chuck Wagon</td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td>Ted Stein Show</td>
<td>Lucky Pup</td>
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<tr>
<td>8:30</td>
<td></td>
<td>Ted Stein Show</td>
<td>Bob Howard</td>
</tr>
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<td>9:00</td>
<td></td>
<td>Ted Stein Show</td>
<td>Strictly for Laughs</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Paul Arnold</td>
</tr>
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<td>9:30</td>
<td></td>
<td>Ted Stein Show</td>
<td>Oldsmobile-CBS-TV News</td>
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<td>Life with Smoky Parker</td>
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<td>International Silver Theatre</td>
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<td>11:00</td>
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</tr>
<tr>
<td>11:30</td>
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<td>Ted Stein Show</td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td>Ted Stein Show</td>
<td></td>
</tr>
</tbody>
</table>

Programs in italics are sustaining.

L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Noninterconnected stations.

CBS Daytime Monday-through-Friday, 4:30-9:00 p.m., Homebuilders Exchange, L (E-M); 4:30-2:00 p.m., Vanity Fair, L (E).

CBS Nighttime Monday, 11:15-1:35 P.M., Blues by Borp, 11:15-2:30 p.m., News, AHE.

* Lone Ranger Thurs. 7:30-8:00 p.m. sponsored on 5 stations in Southeast by American Dairies Co. General Mills an remainder of network.
### Mysteries of Chinatown

**Year Witness**
- L (E-M)

**Mysteries of Chinatown**
- F (E-M)

**B. F. Goodrich**
- Celebrity Time

**Yamaha People's Church of the Air**
- L (E-M)

**One Week In Review**

**General Electric**
- Fred Waring Show

**Panorama Out**

**They Stand Accused**
- L (E-M)

**Boating Headliners**
- L (E-M)

**Theatre**
- Philco Television Playhouse

**Congoleum-Nairn Garvanoy at Large**
- L (E-M)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00</td>
<td>Stage Door L (E)</td>
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<tr>
<td>1:30</td>
<td>Auto-Lite Suspense</td>
</tr>
</tbody>
</table>

---

**Tomorrow's Champions**

**Stage Door**
- L (E)

**Co-op Wrestling**
- L (E-M)

**Auto-Lite**
- Suspense

**Fireside Co-op Wrestling**
- L (E-M)

**Blues by Borgy**
- L (E)

**Theatrical Almanac**
- L (E-M)

**The Beginning of Riley F (E-M)**

**Pabst National**
- The Life of Riley F

**P. Lorillard Original Amateur Hour**
- L (E-M)

**Double-Day Ben Grauer Show**
- L (E-M)

**That Wonderful Guy**
- L (E-M)

**Ab Beunno's Almanac**
- L (E-M)

**The Pickle, Chisholm**
- L (E-M)

**Kraft Foods Co. TV Theatre**
- L (E-M)

**Escape**
- L (E-M)

**Bristol-Myers Break the Bank**
- L (E-M)

**Mickey Mouse**
- L (E-M)

**Escape**
- L (E-M)

**Morey Amsterdam Show**
- L (E-M)

**Brewing Co-op Wrestling**
- L (E-M)

**Cheesemonger Mfg. Co.**
- L (E-M)

**Roller Derby**
- L (E-M)

**Majority Rules**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Theatrical Almanac**
- L (E-M)

**Cheesemonger Mfg. Co.**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

**Roller Derby**
- L (E-M)

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**THE PULSE of ST. LOUIS**

Available March 7, 1950, the first Pulse report for the St. Louis metropolitan area will cover radio listening for January-February.

The Pulse of St. Louis will be issued bi-monthly, and will utilize the same interviewing technique employed in other Pulse radio reports.

Other Pulse Radio Cities are:

- NEW YORK
- PHILADELPHIA
- LOS ANGELES
- CHICAGO
- CINCINNATI
- WASHINGTON, D.C.
- BOSTON
- SAN FRANCISCO
- NORTHERN NEW JERSEY

Monthly Telepulse Reports are issued in:

- NEW YORK
- BOSTON
- CINCINNATI
- PHILADELPHIA
- CLEVELAND
- CHICAGO
- LOS ANGELES
- WASHINGTON, D.C.

For Radio and Telefacts in These Markets

**Ask The PULSE**

---

**THE PULSE INCORPORATED**

**ONE TEN FULTON STREET**

**NEW YORK SEVEN**
STAGE DOOR
is a warm-hearted, audience-holding CBS Package Program custom-tailored to the needs of an alert advertiser.

Louise Allbritton and Scott McKay co-starred in a vivid and suspenseful saga of the ups and downs of American show business.
WITH heavy emphasis on the fashion theme but also pointed up with features aimed at the family audience, Wolff & Marx Co., San Antonio department store, has launched what is claimed to be the first complete, live teletcast devoted to style advertising in the Southwest.

Titled Fashions In Your Living Room, the program is scheduled Monday nights on WOAI-TV San Antonio. According to Norman C. Netter, Wolff & Marx president, the series is designed to take advantage of the intimacy, informality and timeliness offered by the TV medium adapted to the particular requirements of fashion presentation. Local interest features are introduced to appeal to the family audience.

Invitations to view the premiere presentation in the television homes of San Antonio and vicinity were mailed to the thousands of Wolff & Marx charge account customers in the area. Newspapers also figured in the heavy promotion. Produced and placed by Bernard M. Brooks Advertising, San Antonio, the teletcasts are supervised by Carl Proll, Wolff & Marx publicity director. Leon Bender, the store’s fashion coordinator and stylist, handles commentaries and presentation of merchandise and models. Also instrumental in arranging the series were Fred Vance of WOAI-TV and Paul Forchheimer of the Brooks agency.

WBAP-TV Ft. Worth, Tex., has reduced its use of film by one-half in past year, station reports.

MEMPHIS TV

AT&T Announces Network Interconnection

AT&T last week announced extension of Bell System’s network television facilities to Memphis, Tenn.—the first addition in 1950—with completion of coaxial cable by Southern Bell and AT & T’s Long Lines Dept.

Memphis became the 26th city capable of receiving direct network teletcasts through Bell facilities, which now extend about 9,000 channel miles. Additionally, Memphis now is the southernmost point served by network television. The new link was made possible by adding special equipment to an existing section of cable running south of St. Louis, according to AT & T’s Long Lines Dept.

Network service should be available by the end of this year to more than 40 cities, stretching north to Minneapolis, south to Jacksonville, Fla., and west to Omaha, the Long Lines Dept. said. Network will cover roughly some 15,000 channel miles.

Other plans

Other cities slated to be hooked up in 1950 include Norfolk, Va., by April and Greensboro and Charlotte, N. C., Atlanta, Birmingham and Jacksonville by September. They will receive video network programs by cable running south from New York via Philadelphia, Washington and Richmond.

Programs from New York reach St. Louis via Chicago. Enroute to Memphis the cable crosses the Mississippi from east to west at St. Louis and again, from west to east, at the Tennessee metropolis.

Network television service also is being provided in some areas of the nation by radio relay. Construction is underway between New York and Chicago, Chicago and

‘CENSOR’ CHARGE

GETSCHAL Accuses Paramount

BUDD GETSCHAL, head of Getchal & Richard, New York advertising agency, has sent a letter to Barney Balaban, president of Paramount Pictures, accusing Paramount of “bullying and intimidation.” He charges the firm with seeking to “censor” a series of radio commercials and newspaper advertisements placed in behalf of Frost Television stores which have been broadcast over New York radio and television stations and published in newspapers recently.

The advertising executive said the Frost stores had been employing a sales message which included the fact that it was possible to buy a television set on a credit plan at the rate of “less than the cost of two movie tickets per week” and get “much more entertainment.”

Mr. Getschal said that a Paramount official wrote to radio stations threatening that the company would stop all motion picture advertising on the air unless the copy were altered to exclude the phrase.

WDL

WDL-Wilmington, Del.

WKBO

Harrisburg, Pa.

WORK

York, Pa.

WRAW

Reading, Pa.

WGAL

Lancaster, Pa.

WGAL-TV

Lancaster, Pa.

Clair R. McCollough, Gen. Mgr.
Represented by ROBERT MEEKER ASSOCIATES
New York Chicago
San Francisco Los Angeles

Page 61 • BROADCASTING

March 6, 1950

TELECasting • Page 15
FILM fills an important place in television station operation. On stations not interconnected by coaxial cable or microwave relay this place is often vital. Because of that importance TELECASTING presents this up-to-date list of film buyers and, where available, the number of hours of film used by each station. Although conditions vary widely from station to station, an average of 10.28 hours of film a week was used by those outlets where figures are available. The average for noninterconnected stations is slightly above the average for all stations—12.46 hours per week—while interconnected stations showed an increase of 8.58 hours per week devoted to film programming.

### Directory of Film Buyers At U. S. Television Stations

As Compiled in Special Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercon-Hrs. of nectd Film per Yes-No Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIRMINGHAM</td>
<td>WAFA-TV</td>
<td>2029 First Ave., N.</td>
<td>C. Glett</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>WBRC-TV</td>
<td>WBRC Bldg.</td>
<td>V. P. charge of TV</td>
<td></td>
</tr>
<tr>
<td>PHOENIX</td>
<td>KPHO-TV</td>
<td>KPHO Bldg.</td>
<td>J. O'Brien</td>
<td>Yes</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>KECA-TV</td>
<td>Prospect &amp; Talmadge</td>
<td>J. Alsheid</td>
<td>Yes</td>
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<tr>
<td></td>
<td>KFI-TV</td>
<td>141 N. Vermont Ave.</td>
<td>J. A. W. Wright</td>
<td>Yes</td>
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<tr>
<td></td>
<td>KLAC-TV</td>
<td>1000 N. Cahuenga Blvd.</td>
<td>J. Huber</td>
<td>Yes</td>
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<tr>
<td></td>
<td>KNBH</td>
<td>1500 N. S.</td>
<td>J. Petranoff</td>
<td>Yes</td>
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<tr>
<td></td>
<td>KTLA</td>
<td>5451 Marathon St.</td>
<td>J. Kibbey</td>
<td>Yes</td>
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<tr>
<td>CALIFORNIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>WASHINGTON</td>
<td>WMAL-TV</td>
<td>724 14th St.</td>
<td>C. Bloomquist</td>
<td>Yes</td>
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<tr>
<td>ME</td>
<td>WBNB</td>
<td>Trans-Lux Bldg.</td>
<td>G. Dorsey</td>
<td>Yes</td>
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<tr>
<td>MIAMI</td>
<td>WTVJ</td>
<td>17 N. W. Third St.</td>
<td>C. N. Lucas</td>
<td>No</td>
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<tr>
<td>ATLANTA</td>
<td>WAGA-TV</td>
<td>1032 W. Peachtree St.</td>
<td>W. R. Terry</td>
<td>No</td>
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<tr>
<td>GEORGIA</td>
<td>WCON-TV</td>
<td>1 Forstyth St., S.W.</td>
<td>J. Hendrix</td>
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<tr>
<td>CHICAGO</td>
<td>WBBB</td>
<td>190 N. State</td>
<td>A. Rhone</td>
<td>Yes</td>
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<tr>
<td>WENR-TV</td>
<td>20 N. Wacker Dr.</td>
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<td>J. D. Berg</td>
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<tr>
<td>WGN-TV</td>
<td>435 N. Michi- gan Ave.</td>
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<td>Eliza. Bain</td>
<td>Yes</td>
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<td>WNBQ</td>
<td>Merchandise Mart</td>
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<td>Film Dir</td>
<td>Isabelle Coony</td>
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<td>ROCK ISLAND</td>
<td>WHBF-TV</td>
<td>18th St. at Third</td>
<td>F. W. Cook</td>
<td>No</td>
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<td>INDIANA</td>
<td>WTVV</td>
<td>535 S. Walnut St.</td>
<td>R. Petranoff</td>
<td>No</td>
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<td>BLOOMINGTON</td>
<td>WFVB-TV</td>
<td>48 Monument Circle</td>
<td>R. H. Kibbey</td>
<td>No</td>
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</tbody>
</table>

**KPHO-TV Names Petry**

APPOINTMENT of Edward Petry & Co. Inc., as exclusive national sales representative for KPHO-TV Phoenix, Ariz., was announced by the station representative last Wednesday. Petry informed agencies and advertisers that KPHO-TV carries "top programs" of the four major TV networks, and choice spot adjacencies are available.

**IN WASHINGTON, D. C.**

**WHO'S TOPS IN TV?**

**You May Be Surprised!**

**BROADCASTING • Page 6**
<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercon-Hrs. of needed Film per Year-End Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMES</td>
<td>WOI-TV</td>
<td>Service Bldg., ISC Campus</td>
<td>E. Wegener Film Prod. Dir.</td>
<td>No 20</td>
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<tr>
<td>DAVENPORT</td>
<td>WOC-TV</td>
<td>805 Brady St.</td>
<td>C. Freburg Prog. Dir.</td>
<td>No</td>
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<tr>
<td>LOUISVILLE</td>
<td>WAVE-TV</td>
<td>334 E. Broadway</td>
<td>J. H. Boyle Dir. of TV</td>
<td>No 4</td>
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<tr>
<td>WHAS-TV</td>
<td></td>
<td>6th &amp; Broadway</td>
<td>Ed Driscoll Film Dir.</td>
<td>No Not on Air</td>
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<tr>
<td>NEW ORLEANS</td>
<td>WDSU-TV</td>
<td>520 Royal St.</td>
<td>Rose Wetzel Film Ed.</td>
<td>No 24</td>
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<tr>
<td>BOSTON</td>
<td>WBZ-TV</td>
<td>1170 Soldiers Field Rd.</td>
<td>W. G. Swan Prog. Mgr.</td>
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<tr>
<td>WNAC-TV</td>
<td>21 Brookline Ave.</td>
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<td>G. W. Steffy Prog. Dir.</td>
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<tr>
<td>DETROIT</td>
<td>WJBK-TV</td>
<td>500 Temple Ave.</td>
<td>L. Pike Prog. Dir.</td>
<td>Yes</td>
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<tr>
<td>WXYZ-TV</td>
<td>ABC Television Center</td>
<td></td>
<td>Aune Batson Film Dir.</td>
<td>Yes 4½</td>
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<tr>
<td>GRAND RAPIDS</td>
<td>WLAV-TV</td>
<td>6 Fountain St., N.E.</td>
<td>H. Kauffman Prog. Dir.</td>
<td>No Not on Air</td>
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<tr>
<td>KALAMAZOO</td>
<td>WKZO-TV</td>
<td>124 W. Michigan Ave.</td>
<td>E. E. McKean Prog. Dir.</td>
<td>No</td>
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<tr>
<td>LANSING</td>
<td>WJIM-TV</td>
<td>1500 Bank of Lansing Bldg.</td>
<td></td>
<td>No Not on Air</td>
</tr>
<tr>
<td>MINNEAPOLIS-P. ST. PAUL</td>
<td>KSTP-TV</td>
<td>3415 University Ave.</td>
<td>D. Franklin Prog. Dir.</td>
<td>No</td>
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<tr>
<td>WTCN-TV</td>
<td>50 S. Ninth St.</td>
<td></td>
<td>Judy Bryson Prog. Dir.</td>
<td>No</td>
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<tr>
<td>KANSAS CITY</td>
<td>WDAF-TV</td>
<td>1729 Grand Ave.</td>
<td>Bill Bates Prog. Dir.</td>
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<tr>
<td>ST. LOUIS</td>
<td>KSD-TV</td>
<td>1111 Olive St.</td>
<td>H. Grams Prog. Dir.</td>
<td>Yes</td>
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<tr>
<td>OMAHA</td>
<td>KMTV</td>
<td>2615 Farnam St.</td>
<td>G. E. Harris Prog. Mgr.</td>
<td>No 12</td>
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<tr>
<td>NEWARK</td>
<td>WATV</td>
<td>1020 Broad St.</td>
<td>R. M. Paskow Film Dir.</td>
<td>Yes 40+</td>
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<tr>
<td>ALBUQUERQUE</td>
<td>KOB-TV</td>
<td>Fifth &amp; Silver</td>
<td>G. S. Johnson Mgr.</td>
<td>No 12</td>
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<tr>
<td>INGHAMTON</td>
<td>WNBF-TV</td>
<td>P.O. Box 48</td>
<td>L. L. Rogers Oper. Mgr.</td>
<td>No 4</td>
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<tr>
<td>BUFFALO</td>
<td>WBEN-TV</td>
<td>Hotel Statler</td>
<td>E. J. Wegman Asst. Prog. Dir.</td>
<td>Yes 5</td>
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<td>NEW YORK</td>
<td>WABD</td>
<td>515 Madison Ave.</td>
<td>A. J. Jaeger Dir. Film Dept.</td>
<td>Yes 7¾</td>
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<tr>
<td>ROCHESTER</td>
<td>WHAM-TV</td>
<td>Rochester Radio City</td>
<td></td>
<td></td>
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<tr>
<td>SCHENECTADY</td>
<td>WRGB</td>
<td>60 Washington Ave.</td>
<td></td>
<td></td>
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<tr>
<td>SYRACUSE</td>
<td>WHEN</td>
<td>101 Court St.</td>
<td></td>
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<tr>
<td>WSYR-TV</td>
<td>224 Harrison St.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>UTICA</td>
<td>WKTV</td>
<td>Smith Hill Rd.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>WBTV</td>
<td>Wilder Bldg.</td>
<td></td>
<td>No</td>
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<tr>
<td>GREENSBORO</td>
<td>WMFY-TV</td>
<td>212 N. Davie St.</td>
<td></td>
<td>No 4</td>
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<tr>
<td>CINCINNATI</td>
<td>WCPO-TV</td>
<td>2345 Symmes St.</td>
<td>H. LeBrun TV Sta. Dir.</td>
<td>Yes</td>
</tr>
</tbody>
</table>

(Continued on Telecasting 20)

**nothing but smiles under our umbrella!**

**Leonard A. Versluis Stations**
HY M. Steed, Manager

**WLAV**
AM-FM-TV
Represented by John E. Pearson Co.

**The only Michigan TV Station outside Detroit**
Color Hearing Resumes (Continued from Telecasting 3) one, and portable field pick-up equipment, as well as the tri-color tube work.

Dr. Engstrom, stating the direct-view tri-color tube work was “on schedule” as promised last fall, testified that several types of tubes are in varying stages of progress.

“Two of these types are undergoing tests in research model receivers and both show an attractive picture with good resolution and good color,” he said. “The other types... show considerable promise, although they are not as far advanced in development as the two types which we shall demonstrate. Within the next few weeks we expect to make this demonstration.” This meant during March, he said.

The RCA witness explained that this single tri-color picture tube development would mean RCA could produce “in the not too distant future a fully-electronic color television receiver with but 10 to 15 tubes more than for a comparable black-and-white receiver.” The RCA 16-inch monochrome tube model set now has 27 tubes, he said, and the simplified three-tube color set now at the labs has 64 tubes.

Upon questioning, Dr. Engstrom estimated this meant that a direct view color set will cost only 1½ times a comparable black-and-white set, not counting the tri-color tube itself which no production cost estimates are available at this early period. He explained that increasing the size of the tri-color tube made its production problem simpler.

He also said the tri-color tube could be used in the CTI and CBS systems and would eliminate the mechanical features of the latter. Here Comr. Frieda B. Hennock asked what objections of his concern then remain to the CBS system and he replied CBS lack of compatibility and performance. He said RCA’s system still has better resolution, flicker-freedom, brightness and clarity.

Chairman Wayne Coy pointed out that the Chapin-Roberts automatic adapter, which allows monochrome sets to reproduce both the CBS and RCA color signals in black-and-white, solves the compatibility problem. He indicated that with 4,000,000 sets now on the market and annual production running at the same figure, two-thirds compatibility would be achieved in only two years.

Standards Issue

Regarding standards for color TV, Dr. Engstrom reminded the Commission he had testified last September that within six months RCA could “talk standards” and that it was now ready to do so in view of the great progress realized since that time. He conceded in some respects not all necessary information was available yet, but that these few details would not require further delay.

In receiving considerable detail of RCA field tests and system developments, Dr. Engstrom also informed FCC that “we shall probably have a group of receivers available for use by persons other than members of the RCA technical staff” which would permit public participation in testing of color equipment.

Adrian Murphy, CBS general executive vice president, on Monday afternoon outlined extensive equipment and public reaction tests which CBS has conducted in the field since last November. Of these tests were carried out substantially as planned,” he said, “without the assistance of any major equipment manufacturer, and without even the offer of such assistance.”

Stressing that CBS has made every effort to supply facts called for by FCC last November upon receiving the hearing, Mr. Murphy reviewed the objectives of the CBS efforts with those of RCA and Radio Mfrs. Assn. “in providing concrete information to assist the Commission in reaching a constructive decision.

He charged that the “delinquency of RCA and CBS in providing their respective shares of the data concerning the CBS efforts not be permitted to frustrate the public interest in the prompt adoption of color.”

This charge drew immediate request from Comr. Hennock for specific details. Mr. Murphy said RCA has installed no sets in homes, has given no public showings and not supplied needed cost estimates.

Mr. Murphy outlined the public tests made at the Walker Bldg., in Washington, where 18,000 people saw 60 shows during Jan. 12, Feb. 1 and Feb. 13-21. These were related to Philadelphia and New York where additional public showing was possible. He also reviewed color TV medical demonstrations held in Washington, Chicago and Atlanta in conjunction with Smith, Kline & French Labs., technical tests made by others and equipment refinements. In summary he said: “CBS color television tests we conducted here revealed no specific problems or difficulties as to transmission system, color apparatus, color station operation, or color network operation. Such problems as we did encounter were identical with those met by RCA in their black-and-white television operations.”

Back on the stand Tuesday morning, Mr. Murphy was questioned closely by Edward K. Wheeler, RCA counsel, on CBS refusal thus far to be represented on RCA’s new National Television System Committee, which will work on color standards.

Mr. Murphy said CBS could not join until the network was advised of the FCC objectives, but would participate if assured the committee would consider “compatible” as well as compatible color systems and would not be used a delay color.

In response to Comr. Hennock, Mr. Murphy said he felt FCC could adopt either rigid one-system standards for color, or broad standards which would permit the use of more than one system.

He said he would prefer the RCA color system if it were proved to be no more expensive than, and at the same time it would out-perform the CBS system.

Murphy's Stand

Mr. Murphy contended, however, that the RCA system, although “compatible” with present black-and-white standards, could not provide color TV on a network basis at the present time since existing coaxial cables turn RCA color into monochrome. He was reminded that a radio relay now being completed between New York and Chicago will permit transmission of RCA color in color.

Jay W. Wright, CBS chief radio engineer, presented data on color TV interference tests he which he said showed that the differences between interferences of the color, CBS 405-line black-and-white, and standard 525-line black-and-white systems to both color and monochrome “are so small that they should permit adoption of the same general allocation standards and the same assignment of channels, regards of which type of transmission is employed.”

In answer to FCC questioning, Mr. Wright said he felt FCC proposed to separate co-channel stations by about 220 miles should be “modified downward.”

Dr. Jack W. Dunlap of Dunlap & Assoc., New York, reported on a survey of doctors' reaction to CBS color TV at the American Medical Assn. meeting in Washington last September.

He said 74% of those interviewed considered overall quality of the color pictures to be very
DuMONT’S COLOR SYSTEM
To Introduce Unit for Closed-Circuit Use

ALLEN B. DU MONT Labs Inc. today announced a new color television system, designed for closed-circuit broadcasting and of use in medical, industrial and merchandising fields.

The system was to be introduced at the annual convention of the Institute of Radio Engineers in New York (see story page 28).

The DuMont system consists of a camera head including the DuMont electric viewerfinder; a revolving lens turret with position for four lenses and focusing control in the camera panhandle; camera control equipment, including facilities for monitoring in operation of the camera up to 1,000 feet from the monitoring equipment; color mixing equipment providing facilities for individual adjustment of each of the system’s three basic colors; power supplies in an individual high intensity 13-inch cathode tube color receiver monitor. The monitors may be installed in quantity.

The system is described by Dr. Peter C. Goldmark, inventor of the CBS system, as “the most serious threat to color TV systems could be similarly kinescoped.”

Dr. Peter C. Goldmark, inventor of the CBS system, said the Navy achievement meant film networking of color TV has become practicable.

Because of repeated concern during the hearing over the CBS system’s use of a mechanical color wheel, Dr. Goldmark highlighted the history of color development for non-broadcast applications. It is called model TA-164-A Industrial Color Television System, operates on a broadcast bandwidth of 6 mc, and includes a video modulator.

The new system is available commercially, and Dr. Allen B. DuMont, president, DuMont Labs, said its uses would be numerous. “Wherever immediate and accurate sight is necessary for control,” he said, “television can help cut time, cut costs and improve efficiency. . . . This system has been designed specifically for the best possible pictorial service and operating efficiency.”

Asked why his survey did not include a question on whether the public would pay for a set requiring a color wheel, he said he had not been asked by CBS to study this phase. He also said CBS drafted the questions which his firm checked and modified where necessary.

Col. Donald K. Lippencott, San Francisco attorney and engineer, testified at length on CTI technical improvements and equipment, indicating that the experimental test setup showing was superior to the Washington showing which suffered technical kinks. “Given another year,” he said, “we could astonish everyone.” CTI’s system will not be ready for commercialization until that time, he indicated.

Ready for Standards Talks

Col. Lippencott said CTI was ready for standards talks now, but personally he preferred to wait another year. He contended the CTI system essentially is the simplest, most compact system and has the most possibility of improvement. The witness believed none of the three systems have shown all they can do, but considered CBS’ method as complete as it ever will be and hence ready for standards now. He specifically disliked CBS’ lower resolution potential.

The CTI witness commended DuMont’s color tubes for the CTI system and cited the extensive cooperation of RCA in supplying equipment and scarce materials. He said Philco supplied two engineers for a month to help develop a color correction control and other components. In all other contacts both in Washington and San Francisco, CTI received willing aid, Col. Lippencott repeated.

Commdr. Walter Frazer of the Navy’s Washington Photographic Center, Research and Development Dept., appeared to relate successes in filming the CBS colorcasts in standard 16 mm-color. He felt all color TV systems could be similarly kinescoped.

THE SECOND EDITION of NBC-TV’s Saturday Night Revue, two-and-a-half hour variety show, was to be telecast Saturday March 4, with one of its five half-hour periods sold.

The first three sponsors were RCA, United Fruit Co. and Swift & Co. Each bought a single one-minute spot in the 9:30-10 p.m. segment. At week’s end NBC-TV believed other sales were near.

NBC-TV salesmen were reinforced on their rounds last week by a healthy Hoopster scored by the program on its first presentation Feb. 25. The average rating of the show in a special Hoopster survey in Washington, New York, Chicago and Cleveland was 58.4 for the entire 8-10:30 p.m. spread. By half hours, beginning at 8 p.m., the ratings were 35.5, 37, 39.6, 40.2, and 39.8.

The program stars Jack Carter in the first hour, originating in Chicago, and Burgess Meredith, Sid Caesar and Imogene Coca in the second hour and a half from New York. Guest stars scheduled for last Saturday were Don Ameche and Gertrude Nielsen in the Chicago portion and Mischa Elman from New York.

fast-growing market!

The San Antonio TV market (less than three months old) already has over 10,269 sets and is growing by leaps and bounds. WOAI-TV presents country music and locally produced programs which are combined with top shows from three great TV networks, NBC, CBS, ABC. We’re building and holding an enthusiastic audience. To entertain and sell South Texas there’s no substitute for San Antonio’s FIRST television outlet, WOAI-TV.
### Directory of Film Buyers

*(Continued from Telecasting 12)*

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercon- Nrs. of nested Film per Yes-No Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEVELAND</td>
<td>WKRC-TV 800 Broadway</td>
<td>R. Ostrander</td>
<td>Film Dir.</td>
<td>Yes 20</td>
</tr>
<tr>
<td></td>
<td>WLWT 2222 Chickasaw St.</td>
<td>R. Landers</td>
<td>Film Buyer</td>
<td>Yes *</td>
</tr>
<tr>
<td></td>
<td>WENS 1816 E. 13th St.</td>
<td>D. E. Pierce</td>
<td>Prog. Mgr.</td>
<td>Yes 4</td>
</tr>
<tr>
<td></td>
<td>WNBK 815 Superior Ave.</td>
<td>P. Worchester</td>
<td>Prog. Mgr.</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>WXEL 4501 Pleasant Valley Rd.</td>
<td>R. Speirs</td>
<td>Prog. Dir.</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>COLUMBUS WBN-S-TV 33 N. High St.</td>
<td>E. Bronson</td>
<td>Prog. Dir.</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>WL WC 3165 Olentangy River Rd.</td>
<td>R. Landers</td>
<td>Film Buyer</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>WTVN 3720 LaVaque Lincoln Tower</td>
<td>C. Male</td>
<td>Prog. Dir.</td>
<td>Yes</td>
</tr>
</tbody>
</table>

* Crosley stations use a combined total of 21 hours of film a week.

## WMAR-TV

**Baltimore Station's Evening Hooper Outstrips Radio**

WMAR-TV Baltimore, CBS affiliate owned and operated by the Sunpapers, reported last week that it is the first television station in a major American market to outstrip standard radio and emerge with the greatest evening audience in its market.

The Baltimore outlet's claim is based on the TV Station Audience Index published by C. E. Hooper Inc. for the two-month period of December 1949, and January 1950. WMAR-TV reported that its Sunday-through-Saturday average for the 6-10:30 p.m. period was 20.2% of the broadcast—radio and television—audience, and 43.7% of the television audience.

In addition, WMAR-TV said Baltimore, ranked as the greatest city in population, also increased its lead as the country's number one television city. Video viewers in Baltimore for the same two-month period—during the 6-10 p.m. Sunday-through-Saturday averages—amounted to 46.1% of the evening broadcast audience, the station claimed. WMAR-TV also pointed out that this Hooper report is the fifth consecutive one which has put Baltimore at the top of the TV list.

### TV'S CHALLENGE

Grabhorn Predicts Trends

RADIO's approach to television is one of "cautious reserve" because TV is AM broadcasting's major challenge, in the opinion of Murray Grabhorn, ABC's vice president in charge of O & O stations. He addressed the Chicago Radio Management Club Wednesday, Radio, however, is "facing TV without fear; it has its thoughts on the future and isn't looking back. It will have vast new opportunities ahead," he said.

Mr. Grabhorn thinks television will bring about trends including:

1. New concepts of show frequency because of high expense, for example, of a 15-minute strip, with advertisers taking a more realistic view of cost in relation to impact, (2) purchase of a dozen or so TV shows per year, similar to ordering magazine color pages; (3) emergence of new advertisers who will provide a large percentage of television's revenue; (4) revision of advertising budgets, with a smoother path for video to walk down, and (5) inclusion of television as both a sales and an advertising budget item, with a resultant release of additional appropriations. Durable goods would come under jurisdiction of the advertising department, with consumer goods relegated to sales, Mr. Grabhorn believes.
MADEMOISELLE magazine to launch series of one-minute television films based on fashions from each issue, according to Betsy Talbot Blackwell, editor-in-chief. Program involves unusual four-way production and distribution tie-up which includes magazine, fashion manufacturers, department stores and Vista Productions, New York, which will produce films. Manufacturers whose merchandise is featured will pay production cost. First series of three will be based on bridal fashions from April issue. Edward P. Rothenbaum of Vista Productions will supervise film production and distribution.


PHONEVISION FILM

McDonal Hits RKO Refusal

COMMNDR. E. F. McDONALD Jr., president of Zenith Radio Corp., Feb. 27 chided RKO Radio Pictures for being the first to refuse to rent film to Zenith for use on its 90-day commercial test of Phonevision.

In a letter to Gordon E. Youngman of the film concern, Commdr. McDonald noted that "television is hammering on the doors of the movie, radio, theatrical and a number of other allied industries. ... It's a shame that some of the executives in these industries don't seem to be home."

The Zenith president said it was his opinion that both his company and the film company should "do everything we can to welcome the advent of television and cooperate mutually to make the most and the wisest use of its promise. If we don't there are plenty of other people standing in line who will," he stated.

Observing that the movie industry's distribution system "has been traveling in the same old sailing ship for more than 40 years," he said the structure was "never completely sound." He continued:

"The sails (exhibitors) have always been too heavy for the hull, but the ship did all right because your industry has, for the most part, enjoyed smooth sailing in the trade winds. Now television has come along and begun shaking the sails full of holes. Moreover the old hull is beginning to show some leaks, and the sails are too far gone for repair. Your industry had better try out the new lifeboat, Phonovision, before your ship sinks any further and leaves you floating.

Commdr. McDonald said the fundamental question about Phonovision is "how much movie entertainment will people pay for in their homes?"

"If that answer to that question is worth a half million dollars to me," he continued, "it's certainly worth a half billion to you. But this test is on me."

TV FILM ISSUE

THE TELEVISION AUTHORITY, an amalgam of talent unions, last week charged the Screen Actors Guild with impeding peaceful settlement of the jurisdictional dispute over television film.

George Heller, national executive secretary of TVA, in a letter to the SAFG board of directors, accused the guild of taking "a backward step on the road to peace."

A month ago SAFG advised TVA that "further exploration of partnership would appear to be a waste of time" if the guild was not granted the right to decide rates and conditions for film television and for the re-use of film on TV stations.

In his letter, Mr. Heller wrote:

"TVA is convinced that the principle of re-use of film or kinescope is one of the most important objectives to be obtained in any collective bargaining agreement to be negotiated on behalf of television performers. SAFG's proposal would mean that many thousands of performers who are not members of the Screen Actors Guild must submit to a decision in this vital matter without having their own wishes recognized and without permitting those members a part in determination of this most important single objective desired by television performers (namely, the reuse of film principle). TVA in good conscience cannot accept such a proposal."

Separate Meetings Proposed

The SAFG also had proposed that separate membership meetings of TVA and SAFG be held, in contradiction to the TVA stand for joint membership meetings.

Mr. Heller objected to this rejection of the proposal for joint membership meetings. Separate meetings he said, "would continue a deadlock and thus not afford the performers working in television their democratic rights of self-expression and determination."

Mr. Heller told the SAFG board that TVA regretfully concludes that the latest Screen Actors Guild proposals make extremely difficult the resolution of our present differences, and we most earnestly urge that the circumstances warrant that the Screen Actors Guild reconsider its position so that together we can go forward in the interests of our joint membership."

CBS FILM PLANS

Will Explore, Says Stanton

ALTHOUGH CBS does not intend to branch out into motion picture production, it will explore the fullest potentials of filming programs for TV in Hollywood.

So declared Frank Stanton, CBS president at a Hollywood news conference last Tuesday. Such assignments, under CBS supervision, would be farmed out to motion picture units set up for that purpose, he advised. Considerable experimenting will be done on 35mm.

Films are better quality than kinescope, he conceded, but the cost factor makes them prohibitive at present because the medium's circulation is relatively small for high priced shows. Music also is a deterring factor in films for TV at this time, he reminded.

Dr. Stanton stated that a better job can be done by live telecasting, but filming of shows will open up the vast reservoir of talent available in Hollywood.

Spiking contrary reports, Dr. Stanton declared that there are no negotiations under way at this time for the network to acquire its own Hollywood television station.

"We are happy with our present Los Angeles Times partnership," he said, adding, "however, we might find it advantageous to own our own station due to importance of this originating point."

He was in Hollywood to participate in a CBS affiliates meeting last Monday (see story, page 41).

---

TELEVISION SHORTS

are being made...

to advertise and sell products.

Vogue-Wright Studios

257 EAST ONTARIO STREET

CHICAGO 11, ILLINOIS

---

Page 77 • BROADCASTING  March 6, 1950
TV Network Gross
(Continued from Telecasting 3)

purchases of $600,120 for Liggett & Myers Tobacco Co. and National Biscuit Co.

Smoking materials—cigarettes, tobacco, lighters—were the leading class of goods advertised on network TV during the year, with automotive advertising second and food advertising third. Advertising of radios and TV sets ranked fourth, with toilet goods advertising fifth. For the month of December the same five product groups led in amount of time used on the TV networks, but their order was different than for the full year: Automotive advertising was first, smoking materials second, radios and TV sets third, foods fourth and toiletries fifth. (See Table IV for product group breakdowns for December and the year.)

Table V lists the leading TV network advertisers in each product group. A full list of TV network users during 1949, with the amount spent by each, follows:

AMRAD CORP.
AMERICAN BAKERY CO.
AMERICAN HOME PRODUCTS CORP.
AMERICAN JEWISH CONGRESS
AMERICAN TOBACCO CO.
BALLANTINE, P. & SONS
BATES MAG. CO.
BELL & HOWELL CO.
BIGELOW-SANFORD CARPET CO.
BLOC BROS. TOBACCO CO.
BONAFIDE MILLS INC.
BOND STORES INC.
BRISTOL-Myers CO.
BRUSSELS-LEISTER CO-LONDONER
BOWLING Equipment

Page 22 • TELECASTING

PICTOSOUND PRODUCTIONS

Complete Facilities for TV Spots - Programs Live and Animated Photography

3010 LINDELL BLVD., St. Louis 8, Mo. LUCAS 5903

March 6, 1950
When is a dot not a dot?

Look carefully at the pictures on this page, to see how television creates an image.

No. 2 in a series outlining high points in television history

Photos from the historical collection of RCA

As parlor magicians say: “The hand is quicker than the eye!” But modernize the statement so that it becomes: Television magic is quicker than the eye—and that’s why you see a photographic image in motion... where actually there is only a series of moving dots!

To explain this to laymen, ask them to examine a newspaper picture through a magnifying glass.

Surprisingly, few people know that newspaper pictures are masses of tiny dots “mixed” by the eye to make an image. Even fewer know that the same principle creates a television picture... and, when picture after picture comes in rapid succession—30 a minute—the eye sees motion.

Devising a successful way to “scan” an image—to break it into dots which could be transmitted as electrical impulses—was one of television’s first basic problems. Most of the methods dreamed up were mechanical, since electronics was then a baby science. You may remember some of the crude results transmitted mechanically over experimental television stations.

Television as we now know it, brilliant images on home receivers, begins with the invention of the iconoscope tube by Dr. V. K. Zworykin of RCA Laboratories. First all-electronic “eye” of the television camera, this amazing tube scans an image—“sees” it in very dim light—translates it into thousands of electrical impulses which are telecast, received, and re-created as sharp, clear pictures in black-and-white—on the phosphorescent screens of today’s home television receivers.

And, just as the first flickering “30-line” pictures produced mechanically—eventually became our present sharp 525-line images, so the iconoscope itself was improved until it became today’s supersensitive RCA image orthicon television camera. All-electronic, the image orthicon peers deep into shadows, needs only the light of a candle to see and transmit dramatic action.

But every single television development made by scientists at RCA Laboratories depends, in the end, on a basic physiological fact: When the human eye sees a series of swift-moving dots racing in sequence across a television screen, it automatically “mixes” them into a moving photographic image!

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

Felix the Cat was the “stand-in” when this 60-line image was made mechanically in tests at NBC's first experimental television station.

By increasing the number of scanning lines to 441 lines in each picture frame, RCA scientists gave us a sharper, clearer television image.

Improved definition is obvious to anyone in this all-electronic 120-line image of Felix—transmitted in the early days of NBC television.

And here you see the deep blacks, clear whites, and subtle half-tones as transmitted by NBC with our present 525-line scanning system.

Page 69 • BROADCASTING March 6, 1950
FIRST... ...with a SLIM TRIM DYNAMIC for TV

- New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response - More Rugged, More Versatile - Individually Laboratory Calibrated

Here, for the first time, you have a slim, trim microphone with all the advantages of dynamic performance and utility! Only because of the ingenious Acoustalloy diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

You can use the TV 655 on a stand, in the hand, or on a boom...or you can easily conceal it in studio props. No additional closely-associated auxiliary equipment is required! Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy.

Fully field tested and proved...the TV 655 gives you custom-built quality, plus complete, rugged versatility. It’s your answer to complex microphone problems in studio and remote telecasting and broadcasting, indoors and outdoors. Ideal, too, for special events announcing, sportscasting, audience participation, street interviews, recording and high quality sound amplification.

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone. Choice of durable, gleaming Alumilite or brown baked enamel finish. Model 655. List Price.............................. $200

Model 655A. Similar, but with acoustically-treated, pop-proof strong wire-mesh grille head. Stops wind and breath blasts. Eliminates wind rumble in outdoor pickup. List Price ................. $200

Model 655 with the TV 655. Note how swivel permits aiming at sound source without hiding face.

Shows TV 655 in hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.

Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

ElectroVoice INC.
402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab
SPORTS RIGHTS
Court Dismisses WMAN Suit
WMAN Mansfield, Ohio's writ of mandamus and an injunction sought against the Mansfield Board of Education, so that the station might broadcast local high school basketball games live [BROADCASTING, Feb. 13], has been dismissed by Richland County Common Pleas Judge G. E. Kalbfleisch.

In handing down his opinion, Judge Kalbfleisch stated that the record evidence in the case did not disclose that the board of education controls, promotes or supervises the events set forth in the WMAN action. "The law in Ohio does not authorize the board of education to promote, finance, conduct, control or supervise said events," the judge said.

After the court ruling Feb. 17, J. Martin O'Hara, WMAN president and general manager, said the question will be taken before the Mansfield High School athletic board.

Prior to the court hearing, the school board expressed willingness to permit WMAN to broadcast the games live on a four year contract. Station hereafter has had to tape record games for broadcast later. However, the two stipulations—to which WMAN would not comply—were that the game broadcasts be unsponsored and that WMAN would have to carry every game for the four-year period, barring mechanical failure, or the contract would be null and void. Seeking to enlist public support, WMAN reported receiving over 6,000 letters supporting its stand.

Will Examine CBC
PARLIAMENT is to appoint a radio committee soon, it was announced at Ottawa last week. The committee will examine operations of the Canadian Broadcasting Corp.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism—Copyright—Privacy INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations
write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

---

From where I sit by Joe Marsh

How to Get That Homework Done

Miss Gilbert, our grammar school principal, spoke the other night at the regular Parent-Teachers' meeting, on getting children to do their homework when they want to sit and listen to the radio.

"We mustn't give them a flat 'no'," Miss Gilbert said. "If we adults really believe in tolerance and moderation, we should instill these qualities in our children. Listening to the radio is fine—in moderation—as long as homework gets done, too."

From where I sit, the lady was dead-right. This radio vs. homework problem is a wonderful way to see to it that our youngsters acquire the good, sensible moderate habits they'll need later on in life.

I've never believed in hard and fast rules—except where absolutely necessary. Let the other fellow do as he likes, as long as he's temperate and tolerant. Guess that's why I've never felt we should quarrel with the fellow who is partial to a glass of beer—the "Beverage of Moderation."

Joe Marsh

---

Copyright, 1950, United States Brewers Foundation

March 6, 1950 ~ Page 71
Press breaks down — but $2.88 keeps editions rolling

Press broke down at 5 P.M., at end of evening edition’s run. But publisher got replacement parts in a hurry just as he gets electors, mat, news photos — by Air Express, 18-lb. carton traveled 500 miles; delivered by 11 P.M. Shipping charge $2.88. Morning edition published as usual.

Air Express is the best air shipping buy to keep any business rolling, since low rates always include door-to-door delivery service. Air Express answers your problems because it’s fastest and most convenient.

Only Air Express gives you all these advantages

World’s fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air, air-rail to 22,000 off-airline offices.
 Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It’s your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

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1150 cities served direct by air, air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It’s your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)
Mr. Brice

DOUGLAS ARNOLD, announcer, signs from WPTA, Paterson, N. J., to do freelance and promotion work.

OBERT SUTTON, of WCCO Minneapolis production staff, appointed program director succeeding LEE BLAND, who will join radio department of Leo Burnett Co., Chicago. Mr. Sutton lived WCCO in 1939 as staff writer.

ORGE A. CRUMP JUNGS WASHINGTON, Va., as announcer. He was formerly with WCRO in St. Paula.

DE SPINA joins announcing staff at CPO-AM-FM Cincinnati.

ACK RAYEL, formerly with DuMont Division Network as daytime program manager and assistant network program director, joins NBC-TV as supervisor of program procurement, a post he originally worked for NBC guest lectures in 1939, and later in NBC's central and information departments as a senior staff announcer.

ROY KOPP, KCBS San Francisco off-air announcer, is father of a girl, Cynthia Jane.

DIE DIMOND and TOM LAUER have been added to TV program staff at NBC Chicago. Mr. Dimond named age manager for the Jack Carter network of Saturday night shows, which has had more than 20 years of theatrical and stage work. Mr. Laufer, assistant producer on the Carter show, former stage manager of Inside 24 on video.

ARVIN MILLER takes over lead in RCA-TV Hollywood half-hour weekly series of Chinatown. Other recent changes in program-include naming of K. VOLLERT as producer-writer; D. B. FINKEL as director, and DICK TOWN, assistant director.

BRY LESTER named m.c. of Don television series Carnivale of Stag-ative March 27. He replaces CKIE CARTER.

CTOR FERGIE, music director at KWW New Westminster, B. C., won "Best Actor Award" at British Columbia Drama Festival. He won it on his performance in production of "Papa Is All."

ED STUDEY formerly with WOL Washington; SHERMAN BUTLER, formerly with "FAM" FM Washington, and WILLIAM H. MILLER, formerly with WMAL Washington, join announcing staff at WDDC Washington.

LESLESPURGEON, formerly continuity writer on Queen for a Day, joins KRON-TV San Francisco program department.

FRANK HENNESSY, formerly with WJSY Syracuse, and FRED JESKE, previously with WAGN Syracuse, join announcing staff of WNDR Syracuse.

JAMES J. FERGUSON appointed program director at KRTV-Augusta, W. Va. He formerly was with WZFP Covington, Ky., and recently with WLT-TV (TV) Cincinnati. He has been with WSAZ-TV as producer for past three months.

WD SCHAUGENCY, m.c., at KDKA Pittsburgh, received Certificate of Merit from Disabled American Veterans for his work helping disabled veterans.

JACK CLEVERLY, WKY Oklahoma City announcer, is father of a boy, Phillip Thomas.

TED BOOTH joins announcing staff at WAXJ Jacksonville, Fla. He formerly was with WGGG Brunswick, Ga.

BOB HAWK, radio quiz m.c., and Mary Rechner will be married April 11.


L. W. O’CONNELL, TV production lighting supervisor, and DARRELL E. ROSS, stage supervisor, join KECA-TV Hollywood.

SALTY MALLANTS, fishing and outdoor commentator on WIOD Miami, received 1950 citation from Sportman’s Research Institute, Encino, Calif., Award is for writing and editing outstanding outdoor column.

JERRY FLYNN, formerly of WBTA Batavia, N. Y., starts new program at WRNY-AM-FM Rochester, N. Y. He recently left Naval Academy where he was Athletic publicity director.

TEXAS JIM ROBERTSON, western movie star and RCA recording artist, signs to do program over WATV Newark, N. J.

FLETCHER MARKE, Hollywood radio producer-director, signed to MGM term producer-contract.

LEE WILDER, girl record m.c., starts thrice-weekly midnight show, Lee Wilder Presents the Jazz Tempo, on KFWB Hollywood.

PAT BREENE, feminine disc jockey at KTUL Tulsa, has written her first song, "Shattered Dreams," which has been recorded by Bullet Recording Co.

DON PHILLIPS, announcer at KKKO St. Louis, awarded "Best in Speech" citation by Morre School of Expression. He previously was with Office of War Information and NBC.

TED TOLL, ABC Hollywood producer, is father of a girl, Elizabeth Patton.

AL JARVIS, disc m.c., named "Mr. Los Angeles" by Los Angeles County Supervisor Raymond V. Darby in recognition of "many services on behalf of community welfare."

WILLARD WATERMAN of CBS Leave It To Joan, starts role in forthcoming Universal-International film "Louisia."

WALTER PHILLIPS takes over morning disc jockey show at WCGO Cincinnati. He succeeds MALCOLM RICHARD, resigned. Mr. Phillips also has another show at night.

GORDON ATKINSON leaves CFRB Toronto to become staff librarian at CHUM Toronto. CRUD COOK, former disc jockey at WEIR Buffalo, joins CHUM in same capacity.

MARGARET KERRY, co-m.c. (with Al Burton) on Teen-Teen Reporter on KECA-TV Los Angeles, is assistant choreographer on the new Dan Dailey picture "I'll Get By," being produced by 20th Century-Fox.

W. VA. GROUP MEET

Annual Election Is March 18

ANNUAL election of the West Virginia Broadcasters Assn. will be held at the Chancellor Hotel in Parkersburg on Saturday, March 18, according to John S. Phillips, co-manager of WCAW Charleston and association president.

Other business will include a discussion of the realignment of West Virginia with a different NAB district. A new president will be named to succeed Mr. Phillips who, under the constitution, cannot succeed himself.
P R I N C I P L E of “audience” flow has undergone drastic yet highly successful metamorphoses at WBCO Waterbury, Conn., station reports. Called “audience jump,” departure calls for identity of mystery tune played on morning Twelve-16 Club, to be revealed on afternoon Melody Mat- tinee by Bob Crager, m.c. of latter. Not until word of apparent double-cross by his fellow announcer, Jim Logan, m.c. of morning show, urges his listeners to tune in p.m., show to taper off, winners answer. Jackpot increases $1 each day until mystery tune is cor- rectly identified.

Book Promotion

PROMOTION of Fulton Oursler’s “The Greatest Story Ever Told” by The Charlotte News is getting assistance from Grady Cole of WBT Charlotte on his morning programs. Listeners are awarded $25 Savings Bond and 10 copies of book, autographed by Mr. Oursler, for best letters telling what has impressed them most about series as read daily in The Charlotte News. Members of Charlotte Ministerial Assoc. serve as judges. Prizes are given at end of each 10 installments of story, which will run through Easter Sunday.

Seafood Gift

BELIEF in publicizing West Coast product led CKNW New Westminster, B.C., this year to send sponsors cases of select seafoods. Last year, CKNW sent to clients copper repousse’s framed in Princess Victoria. Copper was from interior of British Columbia.

WCAE Dial Cards

RADIO dial cards for distribution to over 2,000 rooms in three of city’s top hotels is latest promotion work by WCAE Pittsburgh. Cards contain information on outstanding WCAE programming and complete listings of news broadcast times. Cards have been distributed to William Penn, Pittsburgher and Webster Hall hotels. WCAE keeps cards current by supplying hotels with new printings periodically.

Headley-Reed News

NEWS LETTER and brochures de- signed to keep timebuyers informed on stations represented by Headley- Reed Co. Inc. have been distributed by station representative firm. First brochure, one of four dealing with programming, gives listings and pro- gram profiles for women’s shows, and other releases will follow on dale jockeys, farm programs, and sports and news broadcasts. Emphasis is placed on program information, cover- age, cost and rating comparisons, merchandising and promotion aids.

WOR’s ‘First’

WITH teaser line, “It’s the first,” on cover, four-page folder in pink is being offered to trade by WOR New York. Over teaser is drawing of stork carry- ing baby. Center fold, emphasizing pink and white color scheme, tells of overall WOR standing and, as reason, states: “WOR sells more more often for more people to more people ... than any other station in the United States!”

Headless Wrestler

MORE than 21,671 entries have been counted so far as result of unique television contest called “Put-A-Headless Wrestler On-It” on WRGB (TV) Schenectady, N.Y. Contest is being promoted as a part of two-hour television show sponsored by Beverwyck Breweries. Show, originating in Chicago, features big-time wrestling. Contest entrants are required to bring in headless wrestler depicted on entry blanks obtained from taverns, grocery stores, restaurants, etc., in areas covered by station.

Selling That Shines

FOLDER, appropriately decorated with Kansas sunflowers and accompanied by tool for window cleaning, is latest promotion directed at prospective sponsors by WIBW Topeka, Kan. Titled “Make Your Kansas Sales Shine,” brochure says: “It’s quicker and easier to make windows or windshield shine, with the help of this brand new window cleaner. Used with the help of WIBW, it’s quicker and easier to make your Kansas selling record the best it ever was, too.”

Christmas in February

CHRISTMAS card, sent to trade last week by WOV New York with notation that card was “mailed late on purpose to provide a complete sales listing of 10 Christmas cards for 25¢ and Torino Brand label, which resulted in complete exhaustion within 16 days of 3,000 packages. Directed at local-plan listeners, promotion also was shared by WHOM New York, WHOD Pitts- burgh and WHAT Philadelphia. Vini Advertising Agency, in behalf of client, J. Ossola & Co., manufacturer of Torino, printed, distributed at WOV amount to 2,121, not counting 867 letters that arrived after listeners were asked not to send in any more requests.

WBBC Birthday

CELEBRATING its third anniversary last week, WBBC Bethesda, Md., and advertisers gave away, on hour and every hour, a radio, and on Saturday, a television set. Merchandise value totaled nearly $1,600. Each sponsor of WBBC third anniversary gave radio away at own place of business. TV set was gift of all to lucky ticket holder. Promotion of event highlighted by bright red fluorescent posters proclaiming WBBC’s third year, as well as wedding cards and store displays.

Spot Results

AS result of three-one-minute spots on show presented by WDNY, Pitts- burgh, station reports over 1,500 poten- tial customers were garnered for local sponsors in eight-day period. Commercials appeared on Home Is Happiness program and were used to demonstrate “Sea Breeze,” antidepressive skin aid. After each announcement, free sample offer of product was made. Requests are still coming, station reports.

Battle’s Pajamas

DESCRIBING it as one good way to get to seat of government, Governor John S. Battle of Virginia presented seat of his pajamas, in special cere- mony, to Don Haynes, “The Man in the Sealed Car.” Ceremony was arranged by WMGB Richmond. Haynes has been seated in his car for 12 months and is accepting challenges. Art Linkletter of NBC’s People Are Funny to stay for 14 months or collect pajama seats from all 48 go- vernors.

Persons

FREDERICK N. LOVE, appointed manager for WTAR-FM - TV Nor- th Carolina, has been named promotion mana- ger of Norfolk Ne- papers Inc., president of Inter-Industry High- way Safety Committee and National Auto mobile Dealers Assn. Maxwell How- Coffee sponsors Father.

Commandments for Safety

FOR best TV - Commandments "Traffic Safety" sent in by student $3000 in merchandise is being offered as prizes by Joe Adams, record m. of traffic safety campaign. Adams will send off his midday 3/4 hour Joe Adams Sh ow on KOWL Santa Monica, Calif. Pri- are donated with no air credit. Committee to judge best entry is co- posed of outstanding civic and govern- ment persons.

Personnel

CHARLES BALTIMORE named to new sales promotion and public rela- tions program department at New York.

BROADCASTING • Telecasti

1930 - 1950

20th Anniversary Year

46.0

"HOOPER"

* (average 5 periods winter, 1950) proves the best buy in

DANVILLE, VA

WBDM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY
EMPHASIS will be placed on regional as well as national problems related to the radio industry by the West Texas-New Mexico Broadcasters Assn., newly-formed broadcasters' trade organization, announced in Big Spring, Tex., last week.

Membership is open to all station operators in the area, the announcement said. Jack Wallace, KBST Big Spring, is president and J. M. McDonald, KCRS Midland, Tex., secretary-treasurer. Directors are Jack Hawkins, KHRG Odessa; Harley Hubbard, KXXO Sweetwater; Lewis Seibert, KGKL San Angelo; W. D. Dixon, KVWC Vernon; R. E. Bruce, KRUN Bal-brook, all of Texas, and W. E. Whitmore, KGFL Roswell, N. M.

 Stations currently affiliated with the association are: KRRG KGKL KCRS KGFL KVWC KXXO KBST KRUN; KOSA Odessa; KTXC Big Spring; KIUN Pecos; KTXL San Angelo; KVLF Alpine.

EXPANDED cooperative benefit plan covering group life, accidental death and dismemberment and hospital and surgical expense benefits for its employees and their dependents went into effect at KTTV (TV) Hollywood March 1. Prudential Insurance Co. of America is underwriter.

A. C. NIELSEN CO.
Research Firm Promotes Two

A. C. NIELSEN Jr. has been named administrative vice president of the A. C. Nielsen Co., Chicago marketing research firm, by the board of directors. Also appointed was J. F. Naipier as executive vice president.

Mr. Nielsen, son of the firm's founder, has served his father as assistant to the president. In his new position, he works as administrative head and coordinator of all Nielsen Food and Drug Index activities in the U. S. He is a director of the company and of its British and Australian subsidiaries. Mr. Naipier, a director of A. C. Nielsen Co. of Canada Ltd., of which he is founder and president, also has worked as vice president and assistant to the president of the parent company. He is now directing Drug and Food Index sales and client service activities in the Western division, from Buffalo to California.

FOR sixth consecutive year ABC will broadcast coast to coast annual awards presentations of Academy of Motion Picture Arts and Sciences being made this year on March 23 from Pantages Theatre, Hollywood. Broadcast will be aired on ABC West Coast network at 10:15 p.m. (PST) and East Coast network 11:00 p.m. (EST). In addition it will be carried by Armed Forces Radio Service to army posts overseas.

The stars of today and tomorrow are yours for more sales...

...with the new era in Thesaurus

Heres June Christy with the Johnny Guarneri Quintet

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists! You get comprehensive programming, promotion, publicity...a steady flow of current tunes and material...network-quality production. Wire or write today for full details!

Radio Corporation of America
RCA Victor Division

March 6, 1950 • Page 75
WILL Yolen, president of Yolen, Ross & Salzman, public relations firm, New York, resigns and sells his interest in company to HAL A. SALZMAN. He will continue as general consultant for YRS, however, as well as for other publicity and public relations organizations. YRS offers the following accounts: Ronson, Topps Chewing Gum, Lee Hat Co., Posses, a division of Textron and other industrial clients.

DUANE McKinney, former NBC producer-director, joins Official Film and Television Inc., New York, as executive producer. He also will head talent department and will screen all new material for company.

SCREEN PUBLICISTS GUILD preparing package series of 39 half-hour radio programs built around outstanding names in Hollywood history. Writing original scripts are LOU VITTES and BOB JOSEPH.

GEORGE G. GUYAN, Western sales manager of WGN Chicago, joined Radio Features Inc., Chicago, syndicated transcription firm March 1 as salesman. He is former operations manager of WWJ-M in Chicago.


WUB (FM) STAFF Students To Man B. U. Outlet

WUB (FM) Boston, new non-commercial educational outlet owned and operated by Boston U., will be staffed entirely by students from the radio division of the university's school of public relations, according to Dean Howard M. Le-Sourd of the college, and Prof. Samuel B. Gould, radio division director.

The following students will handle the station's administrative functions:

Program manager, John C. Raleigh, Boston; chief engineer, Richard S. Barber, Boston; chief announcer, James F. Hinckley, Boston; promotion and publicity, John F. Kinsman, Lancaster, Pa.; production supervisor, Margaret L. Lund, Nashua, N. H.; service, named three-weeks visit to Hanover, Pa.; special events, Kenneth Slodder, Stoneham, Mass.; continuity supervisor, Donald M. Anderson, Dorchester, Mass. and talent bureau supervisor, John B. Lancaster, Philadelphia.

WUB (FM) is licensed to operate on Channel 215 (90.9 mc) with power of 400 w.

and National Americal Wholesale Lumber Assn., to handle advertising.

HENRY S. WHITE, re-elected as president of World Video Inc., New York. Also re-elected were JOHN STEINBECK and RICHARD H. GORDON Jr., as vice presidents; IVING G. OPPENHEIMER, secretary-treasurer; RICHARD STROUT PRODUCTIONS, Hollywood, specialist in custom radio, television, and motion picture productions, has completed four five-minute syndicated radio shows. Productions described in booklet which may be obtained by writing 505 Fifth Ave., New York.

CLIFFORD GREENLAND, commercial manager, Associated Program Service, named manager of Industrial Equipment section of company succeeding GEORGE McKENNA, whose promotion to assistant to W. W. Cunningham, vice president in charge department was announced recently.

W. M. ANDERSON, appointed southwestern district sales manager, Westinghouse Home Radio Div. He will supervise sales and distribution of television and radio receivers in Texas, Colorado and New Mexico. He will headquarters in Houston.


RARRY S. SEELEN, appointed manager of Laurence C. Poston, RCA Tube Dept. He succeeds DR. DUTTON ULREY, retired, and now consultant to company.

WTNB CASE

Johnston Appeals Again

NEW COMPLAINT against FCC has been filed with the U. S. Court of Appeals for the District of Columbia by Johnston Broadcasting Co., charging that the Commission's latest action in the WTNB Birmingham, Ala., case is illegal [Broadcasting, Jan. 30].

Johnston has given four-weeks notice of WJLD Bessemer, Ala., and losing applicant for limited station at Birmingham on 850 kc, told the court that FCC had erred as a matter of law in allowing a station at Gulfport, Miss. and N. Beach, original licensee of WTNB, to correct by amendment the defective verification of his application to switch WTNB from 220 w on 1450 kc to 1 kw, 5 kw day on 850 kc.

It was this grant of the switch to WTNB which Johnston Broad-casting appealed last year and which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [Broadcasting, May 9, 1949].

Attacks Acceptance

Johnston also attacked as illegal FCC's acceptance of the Beach amendment when he is no longer a party to the proceedings. Further criticism was made of FCC's conclusion that Pilot Broad-casting's application to WTNB, may file a substitute amendment to show it as applic-ant for the change in dispute. Pilot Broadcasting is owned 61% by Mr. and Mrs. Frank Tate, of WOSU Colon-dale, widow of Frank Tate, of WOSU Columbus, and Gene Bag wclt Newark program director.

The OARNE directors, at a recent meeting, voted to set the annual dues at $2.50 instead of $5, and also voted a dormenon and support of the sec ond annual Radio News Edic Conference on June 17 at Ko State U.

AS PART of training of students at Ottawa High School of Commerce, students from that institution have been studying operation of CN Ottawa, The are writing essays and business correspondence of student, which are checked for accuracy by sta officials.

Page 76 • March 6, 1950

WHBC ANNIVERSARY

25th Birthday This Week

ALL-INDUSTRY film "Lightning That Talks" will be shown at luncheon meeting in the Onset Hotel on Thursday, March 9 in commemoration of the 25th anniversary observance of WHBC Canton. One hundred and twenty advertisers, retailers, wholesale and agency men have been invited to the event.

In observance of WHBC's anniversary a variety of activities have been planned. Also on Thursday, a one-hour dedicatory program will highlight the development of WHBC during 25 years. Featured will be congratulatory messages from local citizens and organizations, ABC officials and other personalities.

This week WHBC is presenting a series of special broadcasts dedicated to Canton and surrounding cities. Mayors of the cities will voice salutes to the station. In addition, the Lawrence Weik Memorial ABC feature will originate from Canton Wednesday. On Thursday, WHBC will be saluted by Don McNeil on his Breakfast Club.

A number of antiquated radio sets, obtained by WHBC from RC, Camden, N. J., are being display in store windows in the downtown area and special window card calling attention to the anniversary have been placed throughout area.

OHIO NEWSMEN OARNE Meet Set for May

ANNUAL meeting of the O. Asn. of Radio News Editors will be held in Columbus on May 7, according to Charles Day, OARNE president and news director, WGBI Cleveland.

Meeting plans include a luncheon featuring a name speaker, electi of new officers and discussion critical problems facing radio news men, including an Ohio plege to protect the sources news reporters. Head ing committee in charge of the meet is Frank Tate, of WOSU Col- dale, aided by Paul Wagner, former OARNE president, and Gene Bag WCLT Newark program director.

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Respects

(Continued from page 36)

sold" on radio, Mr. Boggs remarks.

Mr. Boggs should know whereof he speaks, with respect to inter-
media competition, because he was
grounded early in magazine line-
age, having sold black-and-white
in 1925.

He began his radio career in
January 1932 when he joined
WAAF Chicago. He later became
commercial manager and remained
there until 1937 when he was lured
to WGN Chicago, as sales

man.

In 1940 Mr. Boggs was appointed
manager of WGN Chicago's New
York office, remaining for five
years before returning to the com-

clear channel outlet as sales

manager. He moved to WLOL as
president and general manager in
January 1946 and handled national
accounts for the Twin Cities out-

His reign there was a successful
one—with emphasis on sports and

shows. Within two years the
station showed a 25% boost in

billings.

Moves to WMCA

In March 1949 Mr. Atlas, as
WMCA consultant, called on Mr.

Boggs to take over a shaky WMCA
operation that reportedly was los-
ing in excess of $30,000 annually.

The Twin Cities market, with its
divided loyalty, and friendly

competitive spirit, gave "Red"

Boggs an insight that was to prove
valuable in his present New York

situation.

Under Mr. Boggs' guidance, and
in alert sales staff, WMCA has

erived a host of commercial bill-
ings from such accounts as Colgate-

Palatine—Peet (which alone ac-

counted for a $100,000 profit), Sea-

son Bros., Purity Bakers, and

others.

Currently in negotiation is a deal

whereby WMCA will feed New

York Giants' baseball games to a

regional network similar to the
Midwest Baseball Network under
the aegis of WIND Chicago. Ac-

tual effect will be on local station

sponsors—a sure-fire formula for

successful independent operation.

Norman Boggs was born in

Connersville, Ind., on Sept. 21,
1903. Nothing "eventful" happened
in his early years, he reports,
except that he met a girl on a
blind date—the former Miss Claire

Henderson—whom he married in
October 1928.

Before that, however, Mr. Boggs
cut short his college career at the
U. of Illinois, one year before gradu-
ation, to embark with a dance
band that played engagements in

such far-away places as Manila,
Shanghai, and Hong Kong. Mr.

Boggs qualifies as an acceptable
pianist in his own right.

Today Mr. and Mrs. Boggs live on
New York's Sutton Place. Mr.

Boggs spends spare time reading,
watching television, and contempl-
ating the turn of events that will
lead him into the select 20-year
radio circle come January 1952.

He holds membership in the Radio
Executives Club of New York.

IRE Honor Award

Stanford U. Dean Is Cited

FREDERICK E. TERM AN, dean of
Stanford U. School of Engineer-
ing, has been awarded the 1950
honor medal of the Institute of
Radio Engineers, for distinguished
service in the field of radio
engineering. Award will be presented
March 1 during IRE annual con-
vention in New York.

Dean Term an, one of the fore-
mest figures in radio research and
engineering, during World War II
worked on methods for counteract-
ing enemy radar and in recogni-
tion received high honors.

Robert M. Dooley
Dooley Appointed To National Sales
For WOW, WOW-TV
And KODY.

John J. Gillin, Jr., recently
announced the appointment of
Robert M. Dooley, formerly with KFAB, as
National Sales Manager for
WOW and WOW-TV,
Omaha; and KODY, North
Platte, all owned and
operated by Radio Station
WOW, Inc.

"Bob" is well-known to
the advertising fraternity
from coast to coast.

for a better-than-ever BUY
IN O H I O ' S T H I R D M A R K E T
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1290 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

ROADCASTING • Telecasting

March 6, 1950 • Page 77
NEED for more money or curtailment of its services, is emphasized in the 1948-49 annual report released by the Canadian Broadcasting Corp. last week in the House of Commons at Ottawa. During the fiscal year ending March 31, 1949, CBC had an operating deficit of approximately $44,000.

The report, almost a year late in being issued, is a 64-page book, replete with photos illustrating CBC operations, and is the most voluminous yet issued by the CBC since it began operations in 1936. In the foreword, CBC Chairman David Dunton tells Parliament that "unless its revenue basis is changed, the CBC will be unable to carry out extension of service recommended by the Parliamentary Committee, to fill gaps in network coverage in outlying areas now getting service, or to make badly needed improvements to programs and in the use of Canadian talent." "Because of higher cost levels, the CBC will be faced with considerably increased expenditures just to maintain existing and committed services and present standards of broadcasting. Corresponding increases in revenue are not in sight on the present basis. The CBC has to maintain the national system on the basis of its regular income and there is no provision for meeting any deficits except out of its own reserves. Commercial revenues which are about 30% of the total cannot be increased appreciably because of the present heavy loading of commercial programs on the networks. The main revenue of the CBC is from license fees, the rate of which has been unchanged since 1938."

Financial statement shows license fees (listener licenses at $2.50 per radio home per year plus privately-owned station license fees) for the year at $5,136,704. Commercial revenue for the year was $2,217,130. Miscellaneous revenue amounted to $200,809, for a total of $7,553,215. Expenditure was a total of $7,399,820, of which programs amounted to $3,817,995, engineering $1,682,339, wire line $1,050,840, administration $368,699, publicity $245,353, commercial department $195,804, and miscellaneous expenses, Depreciation amounted to $196,843.

Staff Increase
The staff for the year totalled 1,238, which was an increase of 163, and the report includes data on pension plan and group life insurance plans in operation by the CBC. Addition to the staff was in part due to absorption of the CK Winnipeg, now CBW, staff.

Regarding commercial program, the report shows an increase in commercial shows on the Dominion and French networks. About 19% of combined time of Trans-Canadian Dominion and French networks was used by commercial programs with 60% of these originating in Canada, and the remainder being piped in from the United States. Major portion of the report is detailed analysis and recording programs carried and the development of Canadian talent on OB programs.

REYNOLDS NAMED
Heads FSR Radio, TV, Films

APPOINTMENT of Richard F. Reynolds as director of films, radio and television at Fuller & Smith & Ross Inc., Cleveland, national advertising agency, has been announced by William A. Wright, vice president and general manager of the Cleveland office. John James, formerly of the radio division, was named associate director of radio in the new organizational setup.

Mr. Reynolds, with the agency for 13 years, has been a member of the film department since his return from the Navy in 1946, and its director since 1948. "The establishment of a central department to represent these three media indicates their increased importance and use in the advertising and sales promotion programs of our clients," Mr. Wright said.

KVAK Now KARE
CALL letters of KVAK Atchison, Kan., have been changed to KARE, effective last Wednesday, March 1. Authorized by the FCC, the change is in line with new ownership of Paul H. Buennings and James M. Griffith, who purchased the station from S. H. Patterson. KARE is licensed for 1 kw fulltime on 1470 kc and maintains studios in Atchison and St. Joseph, Mo.
PROBLEMS for the homemaker, such as what to do after spilling catsup on one’s rug, are solved by Ernie Kovacs on WTMJ, and in bulletins from the Michigan State University Extension Service. Kovacs’ bulletins are broadcast by WTMJ and other stations throughout the state.

**Sewing Schools**

Several sewing schools are being held by the Detroit chapter of the American Sewing Guild. Classes are being conducted in sewing, dressmaking and household sewing. The schools are held at the Michigan State University Extension Service building in Detroit.

**Basketball Coverage**

The Detroit Free Press is covering the Big Ten basketball tournament in Chicago. The tournament is being held at the Chicago Auditorium. The Detroit Free Press is a member of the Associated Press basketball network.

**Sports Jackpot**

Jackpot of nearly $2,000 in prizes is offered by the Detroit Free Press in a contest. The contest is open to all readers of the newspaper. The prizes include a trip to New York City, a $500 spending money, and a $250 gift card.

**WLS Change**

WLS, the afternoon commercial radio station in Chicago, has announced a change in its format. The station will now be known as the “WLS Network.” The change is effective immediately.

**Programs**

Heart Fund Telecast

HEART fund’s pulse was raised to a successful beat during association’s annual drive in Baltimore recently by special WAMC-TV Telecast. Station reports Earl Wrightson, Baltimore-born baritone, and WAMC’s own news and music talent, and talents to WAAJ’s All-Star show. Mr. Wrightson acted as M.C. for wealth of local talent while Mr. White, his son Josh Jr., and daughter, Beverly, gave special showing professional polish. The Whites, WAAJ says, rushed to studios between local theatre appearances. Mr. Wrightson made special trip from New York for program. Amateurs were recruited from Baltimore’s International Center, Peabody Institute and other local organizations.

**STUDENT Forum Technique**

The Forum Technique involves the students in the preparation of the program. Students are responsible for the selection of the topic, the formulation of the questions, and the preparation of the materials. The program is a forum for discussion on the topic of the day. Students are encouraged to present their own ideas and to challenge the ideas of others.

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**Programs**

Heart Fund Telecast

HEART fund’s pulse was raised to a successful beat during association’s annual drive in Baltimore recently by special WAMC-TV Telecast. Station reports Earl Wrightson, Baltimore-born baritone, and WAMC’s own news and music talent, and talents to WAAJ’s All-Star show. Mr. Wrightson acted as M.C. for wealth of local talent while Mr. White, his son Josh Jr., and daughter, Beverly, gave special showing professional polish. The Whites, WAAJ says, rushed to studios between local theatre appearances. Mr. Wrightson made special trip from New York for program. Amateurs were recruited from Baltimore’s International Center, Peabody Institute and other local organizations.

**STUDENT Forum Technique**

The Forum Technique involves the students in the preparation of the program. Students are responsible for the selection of the topic, the formulation of the questions, and the preparation of the materials. The program is a forum for discussion on the topic of the day. Students are encouraged to present their own ideas and to challenge the ideas of others.

**Sports Jackpot**

Jackpot of nearly $2,000 in prizes is offered by the Detroit Free Press in a contest. The contest is open to all readers of the newspaper. The prizes include a trip to New York City, a $500 spending money, and a $250 gift card.

**WLS Change**

WLS, the afternoon commercial radio station in Chicago, has announced a change in its format. The station will now be known as the “WLS Network.” The change is effective immediately.

**Programs**

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**WLS Change**

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Jack F. Pond appointed chief engineer of CKOY Ottawa. For seven years he was assistant chief engineer of CKEX Toronto, and was named assistant chief engineer on being transferred to CKOY.

William C. Ellsworth, of Westinghouse Radio Stations, Washington engineering staff, is the father of a girl, Nancy Linda.

Allen B. DuMont Labs Inc., Television Transmitter Div., announces new television waveform monitor, DuMont Type 5034-A. Equipment is designed for use in TV broadcast installations to monitor unspecified radio-frequency signals at the transmitted signal level in production at Allwood, N.J., plant. Picture tube will provide manufacturers of initial equipment with tube employing new DuMont 12-figure design, featuring gray filter face plate.

C. W. Shaw, general sales manager of Radio Tube Division, Syrathia Electric Products Inc., New York, announces new miniature high voltage half wave rectifier designed for television receiver pulse rectifying system and voltage doubler circuits for magnetically deflected 10" and 12" viewing tubes. Tube Type IV2 has peak inverse plate voltage of 7,500, peak plate current of 10 milliamperes, and average plate current of .5 milliamperes.

Atomic Instrument Co., Boston, Mass., has available special high voltage pre-amplifiers operating at moderately high voltages as used for nuclear research and laboratory purposes. Pre-amplifiers can be supplied with either high voltage or high altitude applications. Detailed specification may be had from firm at 160 Charles St., Boston.

Mel Kaiser, WMGM New York engineer, is the father of a girl, Shelley Ava.

The UNIT is complete and the DuMont Splicer will soon be in use. The new equipment has been ordered and will be delivered in the near future.

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COMMUNISTS
Radio Activity Charged

CHARGES that the Communist party organized radio programs on behalf of the American Slava Congress and obtained time on WLOA Braod, Illinois, after being turned down by KQV Pittsburgh, were leveled before a House Un-American Activities subcommittee within the past fortnight.

Matthew Cvetic, former FBI undercover agent who held membership in the party, told the subcommittee, headed by Rep. Morgan R. Moiler (D-Mo.), that when he was a member of the congress' executive committee he met with district CP organizers to initiate the series of programs.

The program, Keep America Free, went off the air over six months ago after having been carried for a year and a half, and other foreign language programs, following the CP line also have been discontinued by WLOA, Mr. Cvetic said. He cited Croatian, Ukrainian, Polish and Slovak language shows.

Mr. Cvetic said he and two other CP card-holders, originally approached KQV to take the series but that when the station refused the programs, one of his partners suggested WLOA "because he said he had some contacts there." Requiring a question, he said that, to the best of his knowledge, neither William G. Matta, president and general manager of WLOA, nor George Matta, chief financial manager, was a Communist.

Case Suggestion

Rep. Francis Case (R-S.D.) suggested that a transcript of Mr. Cvetic's testimony, with respect to the alleged Communist broadcasts, be sent along to FCC.

The Commission also has before it a demand by Sen. Herbert O'Conor (D-Md.), chairman of a Senate Judiciary Immigration subcommittee, that FCC "take appropriate steps" to indicate that Communist propaganda is not aired on American stations. His group has been studying Polish program activities of the Polish-owned, Communist-tainted Gdynia—America Steamship Lines (broadcasting February 20).

FCC has denied knowledge of the programs and has asked Sen. O'Conor for "any facts which you believe would be of interest to the Commission."

Earlier testimony had indicated concern among Polish diplomatic officials, prior to launching the series, that such broadcasts would have to be cleared with FCC. Two stations carrying the programs have discontinued them.

LOBBY REPORT
$8 Million Spent in 1949

AN UNOFFICIAL lobby report shows a total spending in 1949 of registered lobbyists of nearly $8 million, it was revealed last week. Of this amount, the all-inclusive field of power and communication showed an expenditure of $555,400.

Included in this category were publications, electric companies, an electric co-ops, and International Telephone & Telegraph Co., American Cable & Radio Corp., an IT&T subsidiary (owner of Commercial Cable Co., All America Cables, and other communications). Rights would first have to be filed with the Telegraph Co., and Clear Channel Broadcasting Service (CCBS).

Harold Hough, WBAP Fo Worth, listed as CCBS treasurer reported that CCBS received $56,149 is allocable to lobby the report said. American Cab, which seeks legislation permitting merger of its firms and the cable of Western Union Telegraph Co., reported James A. Kennedy, vice president, as having received salary of $22,500 "no part of which is allocable." IT&T showed a rentals but listed Kenneth L. Stockton, president of America Cable, plus having received salary of $45,000.

The lobby report, as prepared by the staff of the Congressional Quarterly News Features, Washington, was entered in the Congressional Record Monday by Rep. Frank Buchanan (D-Pa.).

STORECAST CORP.
List New Accounts, Renewals

STORECAST Corp., of America, New York, has signed 11 new advertisers and 17 renewals during the month of February. This makes a total of 25 new advertisers since the first of the year.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county... 1948 retail sales $129,364,000.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate day and night.

Weich

FEBRUARY 25 to MARCH 3

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

Renewsals

Following FM stations granted renewal...

AM—1470 kc
West Bend Bstg. Co., West Bend, Wis.—CP new AM station 1420 kc 590 w December 1947 for renewal.
Modification of CP
WHMB Washington, D. C.—Mod. CP new AM station for extension of completion date.

License for CP
WTVN Columbus, Ohio.—License to cover CP new commercial TV station.

License Renewal
Applications for licenses, renewal filed by following AM stations: WBBB Birmingham, Ala.; WJZ Baltimore, Md.; WMCI-Milwaukee, Wisc., for new FM station at 92.1 mc.

February 24 Decisions

BY COMMISSION EN BANC

Renewals Granted

Renewals for following experimental stations for license period ending March 31, 1949...

February 25 Applications

ACCEPTED FOR FILING

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FCC Actions
(Continued from page 81)

Applications Cont.,

WPMP Pascoagula, Miss.—Mod. CP new AM station; CKIR Forest City, Ark.; WTVF Nashville, Tenn.; KBOF Newport, Ky.; WQAO-AM Marion, Ill.; WQCO-WM Rochester, Minn.; XERJ-MG Metairie, La.; WQRT Portland, Ore.; KAFF-CM Abilene, Tex.; WQRT Dallas, Tex.; WQGQ-SF San Francisco, Calif.; KQGR-LA Los Angeles, Calif.; KHOE-AM Green Bay, Wis.

Applications Filed;

Help Wanted

Manager

Successful sales manager—Texas A&M station. Good territory, requiring good man to take over a profitable station. Send full sales resume. Box 251E, BROADCASTING.

Sales manager—32-year-old man with 3 years experience in radio and TV. Must own car, personal interview at own expense. Must have ability to hold sales account. Give full story first letter. Box 251E, BROADCASTING.

Manager with good selling background and record for sale of hit records will be considered. Opportunity is excellent. Candidate must be standing in the top 24. Background of similar station in Washington, D.C. or equivalent will be considered. Must be interested in a long-term position. Send full resume to Mr. David W. Smith, General Manager, WHAM, Rochester, N.Y.

Excellent sales manager available for top position in medium-size market. Has held responsible positions in other medium-size markets. Interested in position at WAMU, Washington, D.C. Write Box 251E, BROADCASTING.

Help Wanted (Cont’d)

Technical

Experienced transmitter operator familiar with 3 or 10 kw A.M. operation, should have direction in engineering, must have car. New York station currently looking. Box 251E, BROADCASTING.

Two engineers (transmitter and studio) needed for finest University FM station in state. Must have 3 years A.M. and B.S. in electrical or radio engineering. Must be interested in full-time work. Box 251E, BROADCASTING.

Excellent sales background, producer fast selling shows, programmer. Ample year to graduate. Offers golden opportunity to advance. Proven track record of high pressure methods. Can produce your needs and promote your interests. Reliable, responsible. Box 251E, BROADCASTING.

Salesmen

Long established station with excellent record and market has opening for aggressive salesman who has had 5 years experience in the business. Must be available immediately. Excellent conditions. Box 251E, BROADCASTING.

Experienced radio time salesman for small southwestern station. Must have 3 years experience. Position with excellent growth possibilities. Box 251E, BROADCASTING.

Immediate opening experienced salesmen. Aggressive, no pressure, 24 hour day. Must be interested in full-time work. Excellent commission on all business. One man sales position in metropolitan community. Send complete story recent sales and references. Box 251E, BROADCASTING.

Experienced salesmen wanted for full-time 24-hour independent station in town of 18,000. State full information in first letter. WMDN, Midland, Michigan.

Announcers

Immediate opening, good opportunity for announcer who plays reggae, folk, rock, country, R&B, or any other style of music. Must be able to handle a variety of music styles. Must be an experienced, professional, high-energy performer. Must be able to work nights and weekends. Send resume and references to Box 251E, BROADCASTING.

Wanted—Play-by-play sports announcer. Must have baseball and cover regular accounts. Must have sales and announce experience. Box 251E, BROADCASTING.

Announcer, Straight staff with network affiliation. Must be experienced with solid market rating, have sales and travel background. Box 251E, BROADCASTING.

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Salaries

Sales manager or salesmen, can write, produce and announce. Young, aggressive. Has 2 years experience selling. $5000 in business. Box 310E, BROADCASTING.

Are you looking for a salesmen that can develop new business both local and regional for your station? Reply to this ad. Send resume and references from earned commissions. Presently employed. Send resume: Box 310E, BROADCASTING.

Well experienced and seasoned salesmen seeks work while connection. No salary, but must be interested in full-time work. A pension on silver pintard. Hard worker, sober, intelligent, will supervise station or sales, but not too good to handle transmitter or engineering duties. Previous sales, references and high sales record, Available immediately. Box 310E, BROADCASTING.

Executive type, sales success, college, available for play-by-play. Box 310E, BROADCASTING.

Excellent background, producer fast selling shows, programmer. Amendment to graduate seeks golden opportunity to advance. Proven track record of high pressure methods. Can produce your needs and promote your interests. Reliable, responsible. Box 310E, BROADCASTING.

Immediate opening for chief engineer. Must be experienced in electronic, mechanical, and electrical equipment. New York City. Write Box 310E, BROADCASTING.

WCCM, Gulfport, Mississippi has opening for chief engineer.

Immediate opening—Engineer-announcer. Good voice necessary. Permanent position. Send full information, experience, salary requirements and photo. First letter, WMAT, Duluth, Minnesota.

Production-Programming, others

Wanted—Girl for continuity and traffic. Will accept girl in later years. Network affiliated station in midwest. Box 251E, BROADCASTING.

Continuity writer, experience necessary. WCRC, Gary, Indiana. Starting salary $150 per month.

Situations Wanted

Manager

Solid radio manager available. 22 years experience with large companies. Basic program specialist, former network producer-director, executive, Good salesman, able to hire pro, engineer, to lead the station. Must be interested in operating a station. Send full story, experience, references and rates to Box 251E, BROADCASTING.

Experienced morning team. Hillbilly Jockey mall-pull personality teams with local news man. Excellent opportunity to play by play. Disc photos and references. Box 270E, BROADCASTING.

Stations west of the Mississippi, midwest, southeast, hillbilly-wild west, or country music stations. Please write Box 270E, BROADCASTING.

Attention New England and Florida station managers. R.C. college grad, 25, seeking experience as station manager of 2 college stations and work in post afffiliate situation. Box as station manager or copywriter. Top references. Box 270E, BROADCASTING.

Family man, 31, with well received, rich mature voice and 14 years announcing. Desires affiliation with active, progressive station in large market. Presently in management position. Box 270E, BROADCASTING.

Situations Wanted (Cont’d)

Salesmen

Thoroughly experienced producer, unequaled knowledge of all aspects of the business, hard worker, single, aggressive, independent. Has desire for better opportunity, no high-pressure, announcer-control over engineering, denies any offers, don’t write. Box 301E, BROADCASTING.

Announcers

Attention Florida stations! Veteran play-by-play experience since 1940. Excellent voice, employable full time. Send photo, details on request. Box 310E, BROADCASTING.

Attention baseball sports stations! Top-notch play-by-play man looking for advance or graduate position. Has years experience at baseball. Presently employed. Station not interested. This position desired. Box 310E, BROADCASTING.

Excellent sportscaster, desires bio or play-by-play and full-time or part-time work in professional or college leagues. Send photo. Box 310E, BROADCASTING.

Want to carry a rich hillbilly market? I can do it because I’ve been proven for a fairly sizeable portion of the market at present that’s solid gold. Can’t have too many. Excellent rate, 60% of ability, 60% of take my word. Experience? I’ve had plenty of that. Age? Anybody. Solos. Just interested in changing—interested in opportunities. Box 310E, BROADCASTING.

Here’s the man to take over your station and special events, 4 or solid experience with top play-by-play all sports. Also participation and championship program with your station with forward-looking, stay-it-out verses. Box 310E, BROADCASTING.

Announcer—dj; completely experienced combi man with ideas. Available now. Box 201E, BROADCASTING.

Professional announcer desires work or teaching job. 10 years radio sales and production. Own business. Box 201E, BROADCASTING.

Brand new, never before used voice. Professionally trained, with 5 years experience in network and local sales. Excellent voice. Impeccable delivery. Box 201E, BROADCASTING.


Announcer with 1½ years experience, independent, five killowatts, is seeking a change of scene. I’ve handled and can handle sales work perfectly. If you can get a lot out of a voice, join me. Maybe you can learn with you. Your letter will be met with immediate and prompt response. Please write Box 201E, BROADCASTING.

Versatile announcer, dj, Ambitious, young, commercial. New York based network. Excellent opportunity to work with intelligent salesmanship, program and production. Outstanding salary and steady selling national accounts personal disc shows. Disc stations 1950 and afterwards. Interested in station northeast area. Box 201E, BROADCASTING.

Combination office man, announcer, play-by-play. Full experience. Sixty dollar bank notes. Box 201E, BROADSTCINT.

Combination engineer-announcer, to work on independent station. Desires affiliation in all call station operation. Presently employed sire sales. Own office, district good references. Box 201E, BROADSTCINT.

Announcer, graduate oldest broadcasting school in country. Produced, engineer, sales and air all positions. In professional colleges. Formerly at station $2500 and up. Excellent voice, play-by-play. Box 201E, BROADSTCINT.

Friendly voice, experienced announcer, disc jockey with novel dj ideas. Likes you. Twenty years in business. Sincere References Travel, Disc, photo. Box 201E, BROADSTCINT.

Let’s be truthful. You could use other voices. I’ve had 15 years of experience, 2 years radio school, all phases, very small market. Need better job. Do you? Disc, photo on request. Box 201E, BROADSTCINT.
Situated Wanted (Cont'd)


Wanted. Graduate of one of the schools of the National Radio Institute. Desires job in radio, television, or telecommunications. Will accept any position. Box 3387, BROADCASTING.

Wanted. Experienced in the installation and service of radio and television equipment. Will travel. 275 E. 117th St., Chicago, IL.

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For Sale

**Stations**

For immediate sale. Complete broadcast station, complete Blaw-Knox radio tower, 179 feet, self-supporting. This complete equipment can be shipped immediately and can be sold on terms. $30,000.00 total price. A. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

**Equipment, etc.**

50 kw transmitter, RCA101-B, available about March 1. Modifications indicate factory built around all or complete voltage feedback and A.C. on all tube filaments. $2750 worth of operating and spare tubes and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett-Packard model 335B FM frequency and modulation monitor. New, original shipping crate. Set up for 107.9 MC. Can be used on any frequency. Cost originally $500.00. Write Box 150E, BROADCASTING.

Used AM and FM equipment: General Electric 2 kw FM amplifier, model BT 3A-1, used approximately two years. Excellent condition. Also, 250 watt AM/Stereo transmitter, converted to broadcast specifications approved for broadcast by FCC during war. Complete except tubes and crystals. Make offer and our offer to Box 312E, BROADCASTING.

Andrews coaxial conductor. Have 16 20-foot lengths of 3½" coax never unpacked for original owner. Cost 25¢ off list price if you take the lot. FOE Northern Indiana, Box 323E, BROADCASTING.

PT-800 Presto tape recorder. Will accept used tape or wire recorder in trade on brand new Presto tape recorder. Give complete details your equipment. Box 330E, BROADCASTING.

For sale—Western Electric 25B speech input equipment complete with spare tubes and relay relter supply. Slightly used. In box. $200. Box 10 Dillard, Station KYSO, Ardenode, Arkansas.

WE 505B-2, 1 kw transmitter, 5A4 4 bay cloverleaf antenna. Hewlett-Packard 335B FM monitor, RCA 766-2 console. All half price or less. WAG, Chief Engineer, Lowe Bldg., Syracuse, N. Y.

For sale—165 foot Wincharger tower with lights and guys and 250 watt transmitter. Both in perfect condition and available now. WDRC, Escanaba, Michigan.

$8,750 FM WE 505B-2 complete, spares, 10 kw transmitter. Never, new or uncrated. We offer sale to John Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

**Stations**

Interested buying local: regional station, midwest, east. Supply prices, confidential information—experienced broadcaster. Box 215E, BROADCASTING.

**Equipment, etc.**

New or used Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKVM-A-retchedo, P. R.

**Miscellaneous**

We offer, frequency measuring service, commercial quartz crystals, new, repairing or repairs. Frequency monitor service, “It years experience.” Edison Electronics Co., Box 31, Temple, Texas. Phone 3901.

“Through Government Lenses” ($7.50 postpaid), the new, pres-acclimated, manual of the gallery, facilitating use of government photographic reservoir. Importantly, emphasis on photographic materials, background, research, special motion picture sequences, etc. Write for information concerning paper and special search services. Washington Commercial Co., Dept. D, 5th St. N.W., Washington 5, D. C.

Help Wanted

**Managerial**

WANTED—Manager for local southern station in town of 20,000. Newark, newspaper affiliation with F.M. Salary and percentage of profits guaranteed. Need man strong on sales. Prefers native southerner or person with several years experience in sales. Send a resume, references, experience in first letter. Box 333E, BROADCASTING.

**Salesmen**

ATTENTION EXPERIENCED SALESMEN

Lending—Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here’s a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid. Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interview will be arranged at convenient time. Full applications and full information to BOX 333D, BROADCASTING.

Baseball TV—Midwest station has immediate openings for experienced producers-directors able to do own switching. Also need baseball cameramen. Major League pickup with 3 RCA cameras and Zoom-24 lens. Send resume of experience. Box 330E, BROADCASTING.

**Television**

Production-Programming, others

Wanted—Combination research and promotion manager for metropolitan southern station. Need man to head promotion department and work directly with station director. Send pictures, references, experience in first letter. Box 333E, BROADCASTING.

—

D I S C  J O C K E Y S  p l a i n  o r  f a n a y ?

We’ve got them all—nights, nights—delightful. Find the right man for you. If you have a time-slot that’s all, we can provide a complete D. J. package—an experienced man plus a format we’ve developed and station looks just like yours. Just tell us what you need. We’ll do the rest. No ads for you to run, no preliminary interviews, no letters to dictate. Just a simple telephone call and a false alarm to answer: We can do everything—at no cost to you.

Kaye-Deutschman, Inc.

1440 B’way, N. Y. 18, N. Y.

—EVERYTHING IN DISC JOCKEYS—

**New York State**

$75,000.00

One of the best radio opportunities in the east. This station has always operated profitably under absentee ownership. Located in an important and growing market. Due to very favorable circumstances we can arrange sound financing for at least 60% of the purchase price.

CONTACT THE NeAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

**MEDIA BROKERS**

WASHINGTON, D. C.

J. B. McFarland, 321 W. Blackman
Washington Bldg.
Sterling 4361-2
Randolph 6-4556

CHICAGO

Harold R. Murphy
235 Montgomery St.

SAN FRANCISCO

Frederick V. Hasbrouck
1245 Market St.
San Francisco 4
**FCC Actions**

(Continued from page 82)

**FCC ROUNDUP**

Summary of Authorizations, Stations On the Air, Applications

**Box Score**

<table>
<thead>
<tr>
<th>Total</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
<th>Cond</th>
<th>Grants Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,110</td>
<td>2,083</td>
<td>27</td>
<td>198</td>
<td>126</td>
</tr>
<tr>
<td>TV Stations</td>
<td>700</td>
<td>674</td>
<td>26</td>
<td>120</td>
<td>60</td>
</tr>
<tr>
<td>Three on the air</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Docket Actions**

**FINAL DECISIONS**

WLP Lexington, Ky.; Queen City Best, Inc. and WCPO, both Cincinnati—Announced decision grants. WLP switch from 250 w on 1490 kHz to 1 kW w on 1490 kHz and directional, and bidding notice of Queen City Best, Inc. applications [BROADCASTING, 27 Dec.].

**OPINIONS AND ORDERS**

ANDREW—AM—KBVW, Springfield, Mo.—Order granting of license to KBVW Co., Inc., granted 150 kW, 550 w on 1450 kHz, directional.

JS&B—AM—KANS, Kansas City, Mo.—Order establishing right to use of WJTL, granted 150 kW, 550 w on 1450 kHz, directional.

TENDERED FOR FILING

AM—1370 kHz

KZP Ponce, P.R.—Order tended to change to 1370 kHz and to change to 1 kW w on 1490 kHz.

TENDERED FOR FILING RETAINED

AM—1370 kHz

KZP Ponce, P.R.—Order tended to change to 1370 kHz and to change to 1 kW w on 1490 kHz.

APPLICATION RETURNED

KZD Los Angeles—Radio Bests, RETURNED application for license renewal.

**ARCH 2 Applications**

**ACCEPTED FOR FILING**

KABB Mobile, Ala.—Mod. license to WBMB, granted 1250 kHz to 250 w to 1250 kHz w on 1250 kHz.

NELV Canton, Ohio.—Order to change from 1410 kHz to 1400 kHz.

AM—1230 kHz

**LICENSE REVIVE**

**FCC**

**SUMMARY TO MARCH 2**

**AM Grants**

Welch, W. Va.—Pocahontas Best, Inc., granted 1500 kW on 1450 kHz.

ATLANTIC CITY HOTEL OF DISTINCTION

**Deletions**

ONE AM AUTHORIZATION and one AM construction permit deleted by FCC. To date this year: AM deletions 9, construction permits 13. Reasons and for renewal follow:

ROJO Glenwood Springs, Colo.—Glenwood Springs Best, Inc. to change to 2000 kHz w on 2000 kHz.

KBMA(FM) Newark, Del.—KBMA(FM) to change to 1500 kHz and to change to 1050 kHz.

**Applications**

AM APPLICATIONS

Hartford, Wis.—Kettle Moraine Best, Inc., granted 1500 kHz, 500 w on 2000 kHz.

**Atlantic City**

Rened for Fine Food

**FAMOUS FIESTA LOUNGE**

OPEN ALL YEAR

Under Ownership Management
Exclusive Penno, Ave. and Boardwalk

MAR. 6, 1950 • Page 87

**ATLANTIC CITY HOTEL OF DISTINCTION**

Devoted to the wishes of a discriminating clientele to eat and drink every want and embracing all the styles of food served.


WHEN IN ATLANTIC CITY VISIT THE

**FAMOUS FIESTA LOUNGE**

RENEWED FOR FINE FOOD
<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1949 Exp.</th>
<th>1948 Exp.</th>
<th>$ Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>VII</td>
<td>SCHENLEY INDUSTRIES</td>
<td>221,124</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>SEALEY INC.</td>
<td>25,602</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IX</td>
<td>SEEMAN BROTHERS INC.</td>
<td>675,195</td>
<td>636,551</td>
<td>+38,644</td>
</tr>
<tr>
<td>X</td>
<td>SEMLER, R. B., INC.</td>
<td>467,766</td>
<td>920,455</td>
<td>-452,689</td>
</tr>
<tr>
<td>XI</td>
<td>Kremel &amp; Kremel Hair Tonic, Kremel Shampoo</td>
<td>748,877</td>
<td>1,148,266</td>
<td>-399,389</td>
</tr>
<tr>
<td>XII</td>
<td>SERutan</td>
<td>130,544</td>
<td></td>
<td></td>
</tr>
<tr>
<td>XIII</td>
<td>SEVILL INC.</td>
<td>5,340</td>
<td>5,215</td>
<td>+125</td>
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<tr>
<td>XIV</td>
<td>SHIPSTAD &amp; JOHNSON</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>XV</td>
<td>SHOTWELL MANUFACTURING CO.</td>
<td>143,200</td>
<td>381,022</td>
<td>-237,822</td>
</tr>
<tr>
<td>XVI</td>
<td>Puritan Marshmallows, Candy Bars</td>
<td>68,190</td>
<td>305,462</td>
<td>-237,272</td>
</tr>
<tr>
<td>XVII</td>
<td>SILVER, CHARLES B., &amp; SONS</td>
<td>4,096</td>
<td>12,278</td>
<td>-8,182</td>
</tr>
<tr>
<td>XVIII</td>
<td>Red Cross Brand Foods &amp; Silver Cross Brand Food</td>
<td>360,464</td>
<td>405,464</td>
<td>-45,000</td>
</tr>
<tr>
<td>XIX</td>
<td>SINCLAIR OIL CO.</td>
<td>41,015</td>
<td></td>
<td></td>
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<tr>
<td>XX</td>
<td>Smith Brothers Cough Drops</td>
<td>27,672</td>
<td>128,086</td>
<td>-100,414</td>
</tr>
<tr>
<td>XXI</td>
<td>SOCONY-VACUUM OIL CO.</td>
<td>1,050</td>
<td></td>
<td></td>
</tr>
<tr>
<td>XXII</td>
<td>S.O.S. CO.</td>
<td>37,028</td>
<td>55,101</td>
<td>-18,073</td>
</tr>
<tr>
<td>XXIII</td>
<td>SOUTHERN BAPTIST CONVENTION</td>
<td>59,544</td>
<td></td>
<td></td>
</tr>
<tr>
<td>XXIV</td>
<td>S.P. FIELD CORP.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>XXV</td>
<td>WRIGLEY, JR.</td>
<td>51,469</td>
<td>262,269</td>
<td>-210,799</td>
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<tr>
<td>XXVI</td>
<td>W.S. BACHRACH &amp; CO.</td>
<td>391,475</td>
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<tr>
<td>XXVII</td>
<td>WALTERS, INC.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>XXVIII</td>
<td>Wesson</td>
<td>262,269</td>
<td>1,049,768</td>
<td>-787,499</td>
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<tr>
<td>XXIX</td>
<td>Wesson</td>
<td>262,269</td>
<td>1,049,768</td>
<td>-787,499</td>
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<tr>
<td>XXX</td>
<td>Western Electric Co.</td>
<td>51,469</td>
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<td></td>
</tr>
<tr>
<td>XXXI</td>
<td>XEROX CORP.</td>
<td></td>
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<tr>
<td>XXXII</td>
<td>XEROX CORP.</td>
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<tr>
<td>XXXIII</td>
<td>XXXIV</td>
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<td>XXXIV</td>
<td>XXXIV</td>
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</tbody>
</table>

**Note**: The table above lists sponsors and products with their respective expenditures in 1949 and 1948, along with the change in their advertising budgets. The data includes a variety of categories such as dairy products, pharmaceuticals, consumer goods, and more. The changes in spending range from increases and decreases depending on the product and category.
At Deadline...

THREE RIO GRANDE OUTLETS ARE REPORTED SOLD

NEGOTIATIONS for acquisition of control of three Rio Grande Broadcasting Co. stations—KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos—by Herbert Wimberly, H. W. Bumpas, and Albert Cadwell reported Friday to have been completed. Sales price understood to be about $140,000.

Mr. Bumpas, manager of WIBR Baton Rouge, reportedly slated to manage three stations under new ownership. Mr. Tucker is currently manager of Rio Grande, including KGAK. Sale is subject to customary FCC approval. Buyers represented by P. W. Seward, Washington, D.C.; sellers by Washington firm of Dow, Lohnes & Albertson.

KOAT, KTRC, and KRSN are affiliated with ABC and Zia networks. All are 250 kw outlets, KOAT on 1440 kc, KTRC on 1400 kc, and KRSN on 1290 kc. Gallup station is on 1230 kc with 250 w.

BETTER BUSINESS BUREAU ATTACKS FOR CAMPAIGN

NEW YORK Better Business Bureau condemned radio advertising campaign conducted by Ben Tucker’s Hudson Bay Fur Co., heavy radio user, as “misleading and exaggerated.” Campaign featured “ contests,” involving award of $25 gift certificate to each of first 25 listeners who submitted correct titles to song being played.

Bureau representatives sent more than 25 entries and received more than 25 gift certificates, bureau charged. Some of entries deliberately contained wrong answers. Bureau alleged company had advertised on air 50% price reduction on $15 furs but by letters found that furs were actually being offered at reductions of less than half-price, bureau asserted.

STEWART BOARD TO MEET

PRESIDENT TRUMAN’S Communications Policy Board called to first session March 10 in Washington: new FCC Commr. Irvin L. Stewart, president of U. of West Virginia and chairman of new five-man group [Broadcasting, Feb. 27]. First order of business to concern objectives, staff and procedures. Meeting coincides with eastern trip of Dr. Lee A. DuBridge, president of California Institute of Technology and board member.

CENSUS HEAD CONFIRMED

ROY VICTOR PEEL, director of Institute of Politics at Indiana U., was confirmed by the Senate Thursday as Director of the Census. He succeeds Philip M. Hauser, acting director, who returns to the U. of Chicago.

ED NORTON RECUPERATING

ED NORTON, chairman of the board of the WAPI stations in Birmingham and the WMBR stations in Jacksonville, Fla., is recuperating from an operation performed Thursday at South Highlands Infirmary, Birmingham. His condition was described as good.

HOMER MCKEE

FUNERAL services for Homer McKee, 69, vice president at Roche, Williams & Cleary, Chicago, conducted Friday afternoon in Evanston, Ill.

NEW RATING SERVICES PLANNED BY HOOPER

TO SATISFY demand for substitute for 36-city ratings, C. E. Hooper on Saturday wrote subscribers to his national network program Hooperatings reports, sold last week to A. C. Nielsen Co. (early story, page 27), he will publish monthly Hooperatings pocketpieces for Network (beginning March 15), Chicago (May 15), Los Angeles and Northwest (beginning April 15), plus summary pocketpiece containing rank order of all network programs for all four reports showing radio vs. TV, radio vs. radio, TV vs TV, and graphic radio-TV comparisons for all reported TV cities.

Radio network programs will be reported on two bases: Random homes and radio-only homes. TV network programs will be reported on random homes and TV homes.

In addition, Hooper will also publish city Hooperatings on up to 100 cities, typically three times a year; network program analysis of city-by-city ratings for 100 cities, October 1949-February 1950. Hooperatings chart of network TV comparisons starting in March with New York, Chicago, Los Angeles, San Francisco, San Diego; adding Philadelphia, Baltimore, Washington, Boston, Detroit in April, five more cities in May; May in June, with a 35-city total promised by October.

RADIO, TV SALES UP

RADIO receiving tube sales up in January same month in 1948, totaling 22,772,242 compared to 15,508,906 year ago, according to Radio Mfrs. Assn. January figure slightly below 23,807,281 units in December. TV picture tube sales continued at high level in January and showed further trend toward larger screens. Total of 455,279 receiver type cathode ray tubes shipped in January, with value of $11,454,186, compared to 418,491 tubes valued at $13,083,962 in December. TV tubes 12 inches or larger constituted 90% of January shipments.

BENNY HAS TOP RATING

JACK BENNY led first 15 program Hooperratings in Feb. 28 report, with 25.9 rating. Radio Theatre second with 24.5, and Arthur Godfrey’s Talent Scouts third with 21.6. In order, others in first 15 were: My Friend Irma, 21; Groucho Marx Show, 19.9; Fibber McGee & Molly, 19.8; Walter Winchell, 19.6; Charlie McCarthy, 17.4; Bing Crosby, 17.3; Bob Hope, 17; Mr. Chameleon, 16.5; Fat Man, 16.4; Mystery Theatre, 16 (in both December); Bob Hope, 16; and Mr. Keen, 16. Of first 15, nine were CBS shows, three were NBC and two ABC.

WEBER TRANSFERRED

FRED A. WEBER transfers from Branham Co., Chicago station representative, to Detroit office to supervise all radio-TV activity. With firm 2½ years, he was salesman for WGNB and Burn-Smith, both Chicago. He will handle Pittsburgh, Cincinnati and Cleveland.

CHICAGO COUNCIL PLAN

RESOLUTION to permit Chicago radio and TV newsmen to record and photograph City Council proceedings in hands of Rules Committee after introduction by Ald. Nicholas Bohling. Move for special consideration and immediate vote turned down.

the-slot TV, cost cool $33,000 to produce. Co. deMille, who may possibly tie-up with Zenith on film production for Phonervision, reportedly commented that Mr. McDonald’s film was best commercial reel he ever saw. Among others who have seen it are Chairman Cox and Commr. Sterling of FCC, Dr. Lee E. Forest, radio inventor who has always opposed commercial radio, Gen. Sarrold of RCA & William S. Paley of CBS.

NEXT sponsor for NBC’s Richard Diamo Private Detectives, dropped by Helbrots Wall expected to be Rexall, ready to sign on week basis. Helbrots planned spring-fall 12 week sponsorship but walked out when NI sold summer hiatus period to Rexall. D. S. fuse detective show signed for 13 weeks Rexall, which drops Phil Harris-Alice Faye this spring. BDD0 is Rexall agent.

LATEST CLIENTS of Functional Music in Chicago, Marshall Field, Field Enterprise service are WPEN-FM Philadelphia and WACE of Chipee-Holyoke Mass., with initial orders 50 installations each. Corporation already serves Chicago where it is headquartered.

N. W. AYER & SON, New York, looking TV spot announcement availability in Philadelphia and Chicago for its client, Uni Airlines.

WHEN FCC last week asked WLIB N. York, headed by M. L. Novik, to explain “editorializing” in program, PEPC, it readily answered. Mr. Novik, one of leading proponents of editorializing before his acquisition of WLIB several months ago, said he believed in “fairness” precept of FCC, but no one had asked for time in which to announce. If they had asked they would be received it, he avers.

GENERAL MILLS ‘GLOVES’

GENERAL MILLS, through Knox agency, will sponsor finals of Chicago Gold Gloves amateur boxing on ABC-TV network out of 25 interconnected stations, March 29, 9 p.m. to conclusion and on network of six major cities stations April 1, 9:30 p.m. to conclusion.

TV CODE DISCUSSION

MEETING of all sales managers of TV manufacturers called March 23 at Drake Hotel, Chicago, by W. L. Stickel, Allen B. Duly Labs., chairman of Sales Managers Committee of Radio Mfrs. Assn. Proposed standard code of advertising for TV sets to be considered.

Subject was discussed at RMA’s recent Chicago meeting.

WDAF-TV JOINS ABC

WDAF-TV Kansas City, owned by Kan City Star, Friday joined ABC-TV network. Station also affiliated with CBS-TV NBC-TV.

O’BRIEN AWARDED DAMAGE

DAMAGES of $7,500 awarded to Lt. Frank O’Brien in libel suit against CBS Walter Thompson Co. and William Wringley Co. (early story page 79).

LEWIS JOINS AGENCY

STEPHEN P. LEWIS, formerly with Deo & Sheo, New York, has joined Moore & Hyatt New York, as account executive.

BROADCASTING • Telecast
No city can experience a fifty percent population increase in the short span of seven years without bursting at the seams with wants. Corvallis is such a city. What's more, it's still growing . . . and its wants provide a rich, expanding market for YOU to tap through KGW'S COMPREHENSIVE COVERAGE.

A farm center in the middle of the United States' most productive agricultural area, Corvallis is also a college town. Through research resulting in new techniques, Oregon State College gives incentive to new industry . . . provides new profits for agricultural, lumbering, and wood products operations already firmly established. KGW DELIVERS CORVALLIS . . . as through COMPREHENSIVE COVERAGE it delivers the rest of the fastest-growing market in the nation.
Pick of the field!

Pick a Radio Sales TV Account Executive to show you how to go places in television, and you’ll get the pick of the field. For he can brief you on picking up healthy profits in six of your fastest-growing TV markets. That's because each Radio Sales TV Account Executive is firmly grounded in television. He knows (from first-hand experience and down-to-earth research) all there is to know about the six TV stations Radio Sales represents—the cream of the crop in New York (WCBS-TV), Philadelphia (WCAU-TV), Los Angeles (KTTV), Charlotte (WBTV), Salt Lake City (KSL-TV), Birmingham (WAFM-TV). Together serving 1,744,000 homes... 43.8% of the nation's TV total. If you're getting ready to take-off in television, or even if you've already logged a lot of TV air-hours, use Radio Sales and you'll go far. At jet-propelled speed!

RADIO SALES
Radio and Television
Stations Representative... CBS
Representative WOR-TV New York City, WOR, WOR-TV
Philadelphia, KTTV Los Angeles, WBTV Charlotte, KIRO
Salt Lake City, KSL-TV Birmingham
Philadelphia, WOR, WOR TV, WOR, WOR, WOR
KIRO KIRO, WOR WOR WOR KSL
WBTV and the Columbia Pacific Network
Down here in Baltimore, we teach 'em pretty young about the BIG audience W-I-T-H supplies its advertisers. Of course, we have to let them grow up before we give them the whole story.

But sooner or later they all learn that W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town.

A survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H. That's a big plus!

That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.

"O-O-oh! What a station!"
Alice had a wonderful time.
But think how many more wonderful things could have happened to her in the age of radio and television.
In WMBG-WTVR-WCOD land new adventures happen daily.
And these First Stations of Virginia make them happen.
For instance, WMBG was the first station of Virginia to broadcast during the daylight hours.
First to own recording equipment.
WTVR (now entering its 23rd month of operation) was the South's first television station.
First in the country to sign for an NBC-TV hookup.
Yes, Alice had fun.
But she should have lived in WMBG-WTVR-WCOD land.
FOR SALE:
SPOTS IN ST. LOUIS
CARDINAL BASEBALL
BROADCASTS

For ten years we have handled the broadcast of the St. Louis Cardinal baseball games. These have been broadcast over a large network of mid-west radio stations which last year numbered 69 and will be greater during the 1950 season.

Heretofore our client, Griesedieck Bros. Brewery Company of St. Louis, who hold a three-year exclusive contract for these broadcasts, have shared commercial spots in a limited way. For 1950 a unique new plan in handling the advertising spots on these games has been adopted and five spots of 40 seconds each are being made available to advertisers who see the attractive buy this offers.

With Harry Caray and "Gabby" Street as the announcers, surveys have shown unbelievable high ratings with from 60% to 95% of audience. Figures are available for those interested.

Under this new arrangement you may buy one or more spots on one or all of the following stations at attractive rates for an outstanding live program. For rates, listening figures or further details, call or write the radio stations listed below, or their representatives. Other stations are being added before the season starts and interested advertisers and agencies will be kept advised of these additions.

<table>
<thead>
<tr>
<th>MISSOURI</th>
<th>ILLINOIS</th>
<th>ARKANSAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cape Girardeau KFVS</td>
<td>Bloomington WJBC-FM</td>
<td>Blytheville KLCN-FM</td>
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<tr>
<td>Carthage KDMO</td>
<td>Cairo WKGO</td>
<td>Forrest City KXJK</td>
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<tr>
<td>Columbia KFRO</td>
<td>Canton WBYS-FM</td>
<td>Fort Smith KFSA-FM</td>
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<td>Flat River KFMO</td>
<td>Decatur WSOY-FM</td>
<td>Little Rock KXLR</td>
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<td>Galesburg WGL</td>
<td>Newport KNBY</td>
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<td>Independence KIMO</td>
<td>Harrisburg WERQ-FM</td>
<td>Paragould KDUS</td>
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<td>Jefferson City KWOS-FM</td>
<td>Herrin WJPP-FM</td>
<td>Springdale KBR5</td>
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<tr>
<td>Joplin KFSB</td>
<td>Jacksonville WLD-FM</td>
<td>Jonesboro KBTM-FM</td>
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<tr>
<td>Kansas KBOA-FM</td>
<td>Macomb WKAI</td>
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<tr>
<td>Kirkville KIRK</td>
<td>Peoria KIRIL</td>
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<tr>
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<td>Quincy WQXI</td>
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Write or Call Radio Stations or Their Representatives

RUTHRAUFF & RYAN, Inc., Advertising
812 OLIVE ST., ST. LOUIS, MO.
THAT NEW "Sadowski Bill" salivating FCC procedure is reported ready in draft form but is being kept under lock pending review by Rep. Sadowski (D-Mich.), currently ill. It's supposed to be by mid-month when FCC submits as answer to pending McFarland Bill (S-1973). Disclosure of FCC proposal [BROADCASTING, March 6] led security-conscious Sadowski staff members to express promise of probe by FCC to determine source of leak.

FAST TALK about color TV problem being settled any day now, with wide open standards, can be regarded as over-zealous. While FCC thinking is crystallizing, it's obvious to close observers that considerable paper work will be involved even after FCC counts noses. Multiplicity of questions which must be answered before standards are evolved probably will be recounted by FCC Chairman Wayne Coy in scheduled March 14 speech before Oklahoma Radio Conference in Norman. Related issue of thawing VHF freeze also should come in for COY treatment.

GEYER, NEWELL & GANGER, New York, preparing radio and television spot announcement campaign for Nash Motors, Detroit, to start April 13 in more than 150 markets. Contract under stood to be for four weeks.

FCC STAFF's independent study of transit radio and its status as "broadcasting" service is still perking. Staff has now sent letters to some 45 FM stations asking for copies of their contracts for transdicting, storecasting, facoterycasting.

EDWARD B. MURROW, Mary Margaret McBride and George Denny Jr. reported in running for One World Radio Award. Final selection will be made at a membership meeting in the near future.

WNBT (TV) NEW YORK understood preparing one-hour morning show featuring Ed Herlihy, 10-11 a.m. five times weekly in Tom Brenman type format, as part of its daytime programming starting in May. Hour long program is Martin Stone production package.

NEWEST NAB convention idea still in discussion stage, is speechless lunches at Management Conference. Delegates would eat in Stevens auditorium, then move through ramp into adjoining theater to hear two scheduled mid-day speakers—FCC Chairman Wayne Coy and Carlos Romulo, UN General Assembly president.

NEGOTIATIONS to open up Dominion Network in afternoons now nearing completion. Several advertisers interested, General Foods planning two quarter-hour periods on 29 Dominion stations, would pipe in NBC shows When a Girl Marries and Portia Faces Life to Canadian network.

FURTHER CONSIDERATION of appointment of NAB general manager expected at

Upcoming

March 29-April 1: ANA Convention, Homestead, Hot Springs, Va.

(Other Upcomings on page 39)

Bulleted

STERLING DRUG Inc., through Dance-Fitzgerald-Sample, New York, begins sponsorship of Monday, Wednesday, Friday broadcast of My True Story ABC, Monday-Friday, 10-10:25 a.m., effective May 1. Libby, McNeill & Libby, through J. Walter Thompson, dropping these periods April 7. Sterling now sponsors Tuesday and Thursday broadcasts.


SID SILVERMAN

SID SILVERMAN, 51, publisher of Variety and Daily Variety, died early Friday morning after long illness at his home in Harrison. Surviving are his son Sid Silverman, 18, and his mother, Mrs. Sime (Hatty) Silverman, widow of founder of Variety. Mr. Silverman was one of the youngest theatrical critics when as a child of 7, he wrote reviews under pen name of Skige. He had been publisher of paper since death of his father in 1935.

Plummer Is FCC Chief Engineer

CURTIS B. PLUMMER, 37, chief of FCC Engineering Bureau's Television Division, was named FCC Chief Engineer Friday succeeding John A. Willoughby, who has held position on "acting" basis since January 1948. Mr. Willoughby was named assistant chief engineer, J. Fred Johnson Jr. of FCC hearing division was appointed Chief Hearing Examiner.

Appointments were among seven announced Friday in followup to staff-wide reorganization commenced by Commission proceeding day (story, page 25). Other appointees:

Chief Accountant William J. Norfleet will head new Office of Chief Accountant established in initial reorganization move.

General Counsel Benedict P. Cottone will head new Office of General Counsel.

Harold J. Cohen, assistant general counsel in charge of common carrier division, will head newly created Common Carrier Bureau.

William K. Holl, FCC's acting executive officer, was appointed on permanent basis.

Designation of new Chief Engineer came suddenly, though there has been frequent speculation Mr. Willoughby might be replaced.

Business Briefly

Wise Extends • William H. Wise Co., New York (publishers), extends two G More Out Of Life programs on CBS, adding 1 weeks for Sat. 2:30-3 p.m. series and four weeks for Sun 2:30-3 p.m. series, both effective March 26. Agney, Huber Hog & Son, N. TONI COMMENTARY • To sponsor Carol Douglas, and Bill Cullen in beauty-fashion commentary on ABC starting March 20, Mon. Fri., 11:22 11:30 a.m. (CST), originating in New York (see page 16). Agency, Foote, Cone & Belding Chicago.

WERE APPOINTS • WERE Cleaveland names William G. Rambeau Co. as national representative.

GEN. ROMULO TO ADDRESS NAB CHICAGO MEETING


Gen. Romulo, famed as orator, statesman soldier and Pulitzer Prize winning editor, considered one of world's most eloquent speakers. During World War II he served as Ge MacArthur's aide on Batson and Corregidor and in Australia. He went with Gen. MacArthur to Philippines for assault landing Leyte and took part in recapture of Manila.

This belief grew with his continued retention on "acting" basis.

Mr. Plummer, with FCC since 1940, will head new Office of Chief Engineer. He is native, 1935 graduate of U. of Maine with B. in electrical engineering, worked with WHE and WGAN Portland and Radio Receptor Co., New York, before joining FCC's Boston office. He was transferred to Washington headquarters in 1941, working in AM Division unit its creation in 1945. He attended 1947 Atlantic City 1948 Geneva, and 1949 Mexico City high frequency conferences.

Mr. Johnson, slated to preside in G. Richards stations hearings opening in L. Angeles today (Monday), joined FCC in 1925 has extensive experience in both broadcast and common carrier affairs. He is former first assistant to Attorney General of Alabama at one-time presiding circuit court judge in Alabama. He was named examiner in June when hearing division was created, is first chief.
in Detroit

Again its...

PLAY BALL!

WITH THE

DETROIT TIGERS

PLAY BY PLAY • NIGHT AND DAY • AT HOME AND AWAY

STARTING APRIL 18

AND STARTING SOON WKMH GOES...

5000 Watts

Yes!

as Michigan's Most Powerful Independent...

THE TIGER IS...

Soon

5000 WATTS

1310 KC

Fred A. Knorr
President and Gen. Mgr.

Watts

WKMH

Weed

and company

National Representatives
You can't lose with these 5 ACES!

• Time and again sales-conscious advertisers who move their goods and sell services in Flint's prosperous trading zone constantly use popular station WFDF to reach its dollar-loaded audience. They know WFDF's listeners prefer it morning, noon and night.

Proof is as near as Hooper's December, 1949-January, 1950 Station audience index which shows WFDF delivers an average of more than two and one-half times the audience, in total rated time periods, as the nearest runner-up station.

There are plenty of blue chips in the prosperous Flint market for the alert advertiser. Get your share with WFDF.

910 Kilocycles
WFDF FLINT
MICH.

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFMB Indianapolis—WEOA Evansville

Page 6 • March 13, 1950
the nation's 21ST market... Scranton-WILKES-BARRE... with 674,000 prosperous consumers.

Scranton-WILKES-BARRE... the nation's

HOW TO COVER A BIG MARKET...
AND GET RESULTS!

Pick a station the people listen to... morning, noon and night. Pick a station with Hoopers of 56.6 mornings, 59.0 afternoons, 72.0 evenings! Pick a station that has dominated the market for 25 years! Ask your John Blair man about

WGBI

JOHN
BLAIR
& COMPANY

Mrs. M. E. Megargee
President
CBS Affiliate 910 KC 1000 Watts day, 500 Watts night

George D. Coleman
General Manager

(National Representatives)

(Figures from Hooper Station Audience Index for Scranton—Jan., Feb., 1949)

...the nation's 21ST market... Scranton
GREATEST SALESMAN
THE HOOPERS!

Latest Hooper proves WWL outranks all New Orleans stations in share-of-audience. Evenings, WWL takes a greater share than next 2 stations combined!

...and South's Greatest Salesman delivers you a Great Multi-State Audience, too
Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

INTENSE PRIMARY
(50%+ to 90%+) ... 114 Counties

PRIMARY
(25%+ to 50%+) ... 128 Counties

PLUS
(10%+ to 25%+) ... 401 Counties

TOTAL 643 Counties

HE HELPS YOU MERCHANDISE, TOO
You get still another valuable plus from WWL — effective promotion for advertisers. Through personal calls on distributors and jobbers, widespread use of point-of-sale material, and other activities, WWL gets you plenty of action on the selling front — more by far than any other New Orleans station.

South's Greatest Salesman
WWL
NEW ORLEANS

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY
When you’re making out that schedule for the Southwest don’t overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies

ROGER L. WENSLEY, president of C. M. Basford Co., New York, since 1925, elected chairman of the board. Succeeding him as president is HENRY SILDDORFF, formerly vice president and director. E. SCOTT PATTON, vice president and director, named executive president; DONALD MURPHY, account manager, elected a vice president.

STROHMEIER Assoc. and DAVIS-PARSONS Inc., New York, merge into firm under latter name. WILLIAM D. STROHMEIER, head of former agency of that name, named a vice president of Davis-Persons Inc.

Mr. Silldorff

RALPH E. HESS, formerly account executive and public relations director of Joseph Adv., Cincinnati, joins Al Paul Lefton Co., Philadelphia, as account executive and technical counselor.

DONALD J. POWERS, previously manager in charge of Chicago office of Caples Co., appointed vice president in charge of that office.

JAMES A. AULL, formerly copy chief of Geare-Marston Inc., Philadelphia and before that public relations director of KYW that city, joins Martin Agency, Philadelphia.

JIM WELLS, formerly general manager of Buffalo Bills football team and previous to that sports director of Wiben Buffalo, N. Y., joins H. J. Weil Inc., that city, as vice president.

DOUGLAS H. MORRIS, formerly with Pedlar & Ryan, Campbell Soup Co. as Lever Brothers, joins Ted Bates & Co., New York, as account executive effective March 15.

CHARLES J. O’MALLEY, former sales manager of Paul F. Behr Co., Bloomington, III. (Walz and Pecan Pete candy bars), joins Ollan Adv., Chicago, vice president. He is in charge of packaged goods selling mainly through food, drug and tobacco outlets.

HUGO SCHEIBNER, operator of his own Los Angeles agency for past seven years, joins Robert F. Dennis Inc. as vice president. He will handle full apparel advertising. SID KAHN, formerly associated with Scheibner agency, production manager, also joins Dennis in same capacity. Another addition to staff is ALBERTA KALINA, TED BAILLIE resigns as secretary of agency to join C. B. Juneau Inc., Los Angeles.

ERNEST BAKER Jr. appointed to staff of Denman & Betteridge Inc., Detroit. He formerly was with Morris Tandy Co. as account executive.


JOHN SCHUMAN, with Peck Adv., New York, for 15 years, named vice president in charge of copy and service for agency.

SAWDON ADV. CO., New York, incorporates and changes name to FRANK SAWDON INC. Officers of new firm are FRANK B. SAWDON, president; JERRY BENN, vice president in charge of radio, and VIC TAYLOR, secretary. Agency services Robert Hall Clothes account, one country’s largest users of radio in the retail field. Other radio accounts include Abel’s Inc., New Jersey, jeweler; Bond Television and Oklahoma Oil Products Co., both in Chicago.

MARGERY JONES, formerly with copy staff of Hale Bros., San Francisco department stores, joins Avery & Bruggiere Adv., same city.

HERBERT GRUBER, former timebuyer with Biow Co., New York, joins manager of Cecil & Presbrey, New York, in similar capacity.

WALTER H. HAULICH, for past 12 years business manager of Ice Poll, joins Walker McCrory Inc., Beverly Hills, Calif., to handle promotion.

RICHARD G. MONTGOMERY & Assoc., formerly W. S. Kirkpatrick Adv. of ice, Portland, Ore., moves to 1126 S. 13th Ave. Phone remains BEacon 3-8550.

GLENALL TAYLOR, radio director of Hollywood office of N. W. Ayer & Inc., is the father of a girl, Adriane Elizabeth, born March 5.
WFBR daily newspaper advertising—placed on radio log pages exclusively—runs in 1 morning, 2 evening and 2 Sunday Baltimore papers! This hard-hitting promotion of your shows—and by the same token, your spots—is backed up by space in 6 weekly papers in Baltimore and surrounding counties to reach additional audience in WFBR territory, for an average of 1021 insertions a year!

To the best of our knowledge—no other Baltimore radio station can match this intensive promotion effort. It's another reason why, in Baltimore, you get the most for your money on . . .
WHEN fire swept Spokane's Ridpath Hotel late last month causing an estimated loss of over $1 million, CBS outlet KXLY played a leading role—one that evoked many words of praise and commendation. From the time the flames were discovered until it became necessary to vacate the studios because of danger of the wall between the two buildings falling, George McGowan, KXLY program director, gave a flame-by-flame story of the next-door fire. CBS programs were cancelled. Mr. McGowan, from a vantage point in the Symons Bldg., cooperated with the Spokane fire department by telling people to stay home and not come down town and get in the way.

After the fire chief closed the studios and control rooms because of collapse danger, KXLY tied into CBS lines at the transmitter for the rest of the night.

Another contribution by KXLY was use of its "fire door" which had been installed from its main studio into the Ridpath Hotel for the purpose of giving an escape to studio guests in case of fire in its Golden Concert Studio. Fire officials credited the door for saving many lives of Ridpath Hotel patrons as it gave them the opportunity to get out of the hotel after elevator servi-

(Continued on page 18)

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**PAUL WILLIAM COPELAND**

is his full name, but he prefers just plain Bill. Born in Columbus, Ohio, Aug. 12, 1917, Bill has by a circuitous route found his way back to Columbus and to Byer & Bowman, advertising agency, where he is presently radio-TV di-rector. This is Bill's fourth hitch at Byer & Bowman. His first was in 1936 when he came to B&B from The Duplex Printing Co., same city. Prior to that, in 1934, he graduated from East High School, Columbus. During his high school years Bill owned, edited and distributed house-to-house a Kluge-printed shopping news titled Oak Street Buyers' News.

He took a short fling at Ohio State U. right after he graduated from high school but discarded it in 1936 for a copy job at B&B. He returned to O. S. U. in '37, '38 and '40 for night school, mixing it with some classes at Frank-lin U. during the same period. He left B&B for a short time to become editor of The Military Review, a Fifth Corps area sheet which promptly folded, and so he returned to the B&B fold.

In 1942 young Copeland left the firm again, this time to beat the pavement for the Columbus Star—a tabloid weekly. Three months later he was drafted and spent nearly four years in the service. Two of the four years were spent at Lae, New Guinea, as radio operator and m. c. at the Red Cross Hut. While overseas, Bill wrote a column for the Columbus Dispatch, called "Hello Back There." In addition he wrote a weekly short story for The Columbus Star—this for three years without missing a week.

Discharged Jan. 13, 1946, Bill was back at B&B on Jan. 17 same year, with his present title. Among his accounts are The Franklin Brewing Co., with nightly sportscast on WCOL, weekly mystery half-hour on WBNV, film spots on WBNV-TV, and The Ohio Fuel Gas Co. which sponsors nightly news cast on WBNV-AM. Others include Buckeye Foods (Buckeye Potato Chips), film spots on WBNV-TV and WLAC (TV) Columbus; Central Bldg. Loan & Savings Co., spots on WCOL; Ashland Oil & Refining Co., basketball & football on a special network.

Bill got his TV experience by doing his own kid show as "Stony Craig," but bowed out to Howdy (Continued on page 18)
3,004 CLASS "A" QUARTER HOURS FOR CHAMPLIN

On July 15, 1940, the Champlin Refining Co. of Enid, Oklahoma, through the Ford Advertising Agency, contracted with WNAX for 312 Class "A" quarter-hours of news. Ten years later, March 1, 1950, marked the 3,004th consecutive Champlin-sponsored newscast on WNAX.

Champlin's is just one of the stories in WNAX's bulging file of advertisers who use WNAX year after year. More than 25 per cent of the national selective accounts now on WNAX were WNAX advertisers in 1940! These advertisers renew again and again because they get a consistent return on every advertising dollar invested with Big Aggie.

Big Aggie Land, a Major Market, served only by WNAX, embraces more than a million radio families in 308 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa.

In 1948, folks in Big Aggie Land with a buying income of nearly $5-billion—greater than Los Angeles, Washington, D.C., or St. Louis... accounted for $4-billion in retail sales—greater than San Francisco, Philadelphia or Detroit.*

Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1948 Sales Management Survey of Buying Power.
Mutual delivers “the game of the day”
By unprecedented arrangement with major league baseball, the Mutual Broadcasting System will bring "The Game of the Day" throughout the 1950 season, in live action, direct from the top ball parks to a coast-to-coast audience never before within play-by-play earshot of the nation's favorite sport.

Starting April 18 and continuing throughout the full season, Mutual will deliver "The Game of the Day," Monday through Saturday, in complete, play-by-play detail. A special network of 350 Mutual stations has been set up to carry these broadcasts to some 75,000,000 people in 31 states.

Al Heifer, Mutual sports ace, will call the action of each day's game, with between-inning color by Art Gleeson, outstanding West Coast sportscaster.

This "Game of the Day" coup widens still further the Mutual margin as Number One Network for sports—a title earned by its consistent, year-round schedule of championship sports coverage. And, following the regular 1950 baseball season, Mutual will again carry—exclusively for the 12th consecutive year—the World Series, play-by-play, as well as the mid-season All-Star Game.

Advertising opportunities in "The Game of the Day" are as broad in scope as the marketing areas it will reach: the 24-week series is available for cooperative sponsorship. For details, call or write the Cooperative Program Department, MBS, 1440 Broadway, New York 18, N. Y., or Tribune Tower, Chicago 11, Ill.
SHOP BY MAIL, New York, appropriates $200,000 for television and radio promotion throughout the country. Agency is Scheck Advertising, New
ark. Firm chiefly interested in women's participation shows.

PURITY BAKERIES, Chicago, for Taystee bread, to sponsor TV show, Hope long Cassidy, in several major markets. TV spots used now. Agency: Toyn & Rubican, Chicago.


PARK & TILFORD (All-fabric Tintex tints and dyes), through its agent, Storm & Klein, New York, started its annual spot announcement campaign March 6. Contracts are for 10 weeks.

REDDI-WIP Inc., Los Angeles, through William Kester & Co., same city, enters radio for first time with 30 weekly spot test campaign on KFWB Los Angeles through March. If successful, test will be followed in June with 13 week spot campaign on several Los Angeles stations. Firm currently running two TV spots weekly on KECA-TV Los Angeles, and KFMB-TV San Diego.

BESTE'S PROVISION Co., Wilmington, Del. (bacon, hams, etc.), appoints Kate-Haas Adv., same city, to prepare extensive state-wide campaign starting April 1. Radio will be used.

AXEL BROS., New York (Columbia Diamond Rings Div.), appoints Baya Adv. Service, New York, to handle its advertising campaign. Firm is considering both radio and television. Definite plans are expected to be announced within a month.

Network Accounts • • •

LIBBY, McNEILL & LIBBY, Chicago (food products), renews sponsorship for an additional 15-week period, of Auction-Aire ABC-TV, Fri., 9 p.m. Negotiations also underway to clear time on additional ABC stations. J. W. Thompson, New York, is agency.

TONI Co., Chicago, will sponsor half-hour video show on CBS and five-minute AM strip on ABC for its home permanent wave during peak seasons, spring and summer. Starting dates are April 5 and March 20. CBS slot is for alternate Wednesdays from 8 to 8:30 p.m. CST with ABC daytime from 12:15 to 12:30 p.m. CST. Neither format has been set. Agency: Foote, Cone & Belding, Chicago.

GENERAL MILLS, Minneapolis (Wheaties), will sponsor special, one-tie broadcast, Welcome Back Baseball, MBS, Sunday April 16, 7:30-8 p.m. ET and 8:30-9 p.m. PST. Bob Hope, Bing Crosby and prominent baseball personages will participate. Knox-Reeves Adv. Inc., Minneapolis, is agency for Wheaties.

CANADA DRY GINGER ALE Inc., Chicago, sponsor of 5-5:30 p.m. portion Super Circus, ABC-TV, Sun., 3 to 6 p.m., adds five stations to line-up in carrying show. Agency: J. M. Mathes Inc., New York.

EQUITABLE LIFE ASSURANCE SOCIETY, New York, renews sponsorship effective March 31, of This Is Your FBI, ABC, Fri. 8:30-9 p.m., for an additional 22-week period. Company has sponsored show since April 1945. Warwick Leger, New York, is agency for firm.

KAR SEAL Corp., Los Angeles (wax auto polish) April 1 starts weekly sponsorship of Newspaper of the Air on 12 Don Lee stations Saturday, 10-10 a.m. PST. Contract is for 26 weeks. Agency is Mogge-Privett Inc., Los Angeles.

FLORIDA GREYHOUND LINES, Jacksonville, Fla., renews for 13 weeks, cooperative sponsorship of ABC's quarter-hour news commentary featuring Zil-Davis, three times weekly over four Florida stations: WFTQ Jacksonville, WSUN St. Petersburg, WWHO Orlando and WMFY Daytona Beach. Agency: Beaumont & Hohman, Atlanta, Ga.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, which has sponsored 7 Malone Show for past five years, will cancel five time weekly, five-minute show on ABC, effective mid-March.
Only a combination of stations can cover Georgia's first three markets.

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc

THE Trio OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

- in Georgia's first three markets

THE KATZ AGENCY, INC.

Represented, individually and as a group, by
New York • Chicago • San Francisco • Dallas
Atlanta • Detroit • Kansas City • Los Angeles
Praises Editorial

EDITOR, BROADCASTING:
My thanks and my compliments go to you on account of the editorial in Monday’s (Feb. 27) BROADCASTING. It is something of a task to keep so many members of a large family reconciled to a uniform program where so many conflicting interests are involved. A little “assist” like this once in a while is really a big help.

Justin Miller
President
Nat. Assn. of Broadcasters
Washington

All-Sweet’s Plan

EDITOR, BROADCASTING:
I read with interest your article and editorial in BROADCASTING, Feb. 13, regarding free time. Here is a new twist on an old idea, to get free radio time. Our local hospital called this morning and wanted us to give a lot of free publicity to them, telling this story.

“For each empty carton of All-Sweet margarine that is turned in, the hospital will receive five cents.”

All-Sweet’s advertising executives must have stayed up all night working this out, saying to themselves: “How can local radio refuse? It is all for charity.” This is all very nice, and I know that five cents per package is a big budget for advertising, but where would the poor radio station (who gives and gives and gives) be if each company worked out a plan like this?

I assume there are many radio stations who will go along with this. WSKI did not! I think that radio’s record is very good, and all of us give free time to worthy causes, but think of the thousands and thousands spent each day to work out something that radio stations will take free. Everyone gets paid except radio!

Paul H. Martin
General Manager
WSKI Montpelier-Barre, Vt.

FM Needs Selling

EDITOR, BROADCASTING:
Our broadcasting industry makes great claims as to its terrific selling power. Some of us would have the advertising world believe that we could sell hot air heaters to the Zulus at high noon. Maybe we could if we’d try! But the shame of it all is that we can’t even sell a product in which our own industry has invested millions.

That product is FM and the reason we can’t sell it is because amateur ideas we once had concerning it, we have packed away like mothballs. A product must be advertised in order to be sold. WKNR has AM outlets that mean at least we claim we have.

Just turn to almost any page in BROADCASTING and glance at the large type. Let’s prove ourselves we have a market surrounding.

On All Accounts

(Continued from page 12)

Doody on a competing station. Actual experience he claims gave him more studio know-how than a dozen books.

In 1948 Bill Copeland and Annita Auteri were married. They now have one son, Bobby, eight months old.

Versatile Bill can literally and figuratively “change his tune.” He has a fledgling music publishing firm called “My- Bob Music,” named after the aforementioned son. With a BMI license the firm’s white-hot hopes are in four Copeland tunes, one of which is “If Summer Is Good To Me,” a BMI published tune recorded on an old label by the Bus Brown Combo, and backed up by another, “You Gotta Get Up Mighty Early To Be The Early Bird.”

Besides working for success in his job at Byer & Bowman, Bill Copeland hopes to build a weekly TV show that packs a wallop, with himself as m. c., “just to keep his hand in.”

Feature

(Continued from page 12)

ice stopped and stairways became blocked with flame and smoke floor in the KXLY studio was damaged.

Typical of the comments KXLY’s coverage of the fire letter received by E. B. Crane, president of Symond BROADCASTING Co., owner of KXLY, from R. V. Jones, vice president of The O National Bank.

If returning home, said Mr. Jones, “we listened to KXL until the announcer was obliged to evacuate his quarters. The description of events was given in a most interesting manner and under the circumstances in which the announcer was broadcasting he held the audience not nearly as excited as probably we would expect him to be. You are to be highly commended for giving the public this type of service.”

BROADCASTING • Telecastir
Play 45 RPM's on 70-series Turntables—
with RCA Kit MI-11883

NOW you can handle 45's, 78's or 33-1/3's—fine-groove or standard—with this kit, and a second tone arm (available extra).

Easy to install
You install the single-unit, ball-type speed reducer between the two flexible couplings in the main drive shaft of your turntable. You transfer the motor switch leads to the micro-switch—included with the kit. That's all there is.

Easy to operate
A motor-control knob on the deck of the turntable controls the speed. Position No. 1 stops the motor. No. 2 shifts the speed control to the 78-33 1/3 rpm speed-change lever (on turntable deck). No. 3 shifts to "45 rpm" position (speed lever set at 78 rpm). You can shift speeds instantly in either direction while turntable is running.

Same RCA broadcast dependability
Sturdy construction and accurate mechanical alignment assures you the same quiet, trouble-free service for which more than five thousand RCA turntables are famous.

Order your kit (s) today

RCA ENGINEERING PRODUCTS
DEPT. 19 CB, CAMDEN, N. J.

Send me 45 RPM Conversion Kit (s) MI-11883 at once. Price each, $70.00*.

Send me fine-groove tone arm and pick-up (s), MI-11884. Price each, $70.00*.

NAME ____________________________

ADDRESS ____________________________

CITY ___________________ STATE ________

STATION ____________________________

*Price applies only in continental U. S. A.
Let's not kid ourselves. No advertiser, no account executive, no agency timebuyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

If you're still flirting with the notion that you need several magazines to surround the men who control the choicest advertising budgets...well, you're just peddling uphill needlessly.

It doesn't take five...three...even two publications to woo the attention (and recognition) of the people who really count. You can commune with them through a single medium—through the well-thumbed, well-noted pages of BROADCASTING.

For almost 20 years now, BROADCASTING has been the solid, authoritative reporter of everything significant about its namesake industry. So much so that today virtually anybody who has anything worthwhile to do with radio and TV timebuying decisions is a close reader of BROADCASTING. The moral is obvious. While these often-unattainable people are studying the pages of BROADCASTING, you have a chance to speak up (through those same pages) about yourself.

You have a chance to speak up before a bigger, more important assemblage of bigger, more important people than any other radio or TV publication can gather together for you. They may not read the others. They always read BROADCASTING.

these facts on your adding machine:
- The largest and oldest publication in its field, with 3,300 weekly paid circulation.
- More paid circulation among radio advertisers and agencies than any competing publication.
- The highest survey-proven readership of all radio journals.
- Some subscriptions (in addition to office copies)
- Key advertiser and agency personnel controlling more than 85% of all national radio expenditures.
- More advertising lineage annually than all other radio journals combined.
- An advertising cost—to reach these decision-making advertiser and agency readers—of less than one cent per impression!

Broadcasting Telecasting
NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALES MAN
IS
WPTF
NBC
AFFILIATE
50,000
WATTS
680 Kc.
also WPTF-FM
RALEIGH, North Carolina
National Representative FREE & PETERS INC.
LICENSE FEES

A TWIN MOVEMENT was in progress on Capitol Hill last week which, if successful, would assess license fees on all commercial stations. Although not yet jelied, proposals have been forwarded along two separate paths:

- The Democratic leadership in the House has decided to sound out Treasury Dept. officials on the practicability of assessing license fees on stations and on civil airlines.
- A Senate committee staff is investigating services performed for radio and communications by the FCC with a view toward possibly assessing fees for licensing and other services rendered.

A meeting last Thursday of Administration leaders including Senate Leader Robert L. Doughton (D-N.C.), chairman of the House Ways and Means Committee; Jere Cooper, (D-Tenn), Walter A. Lynch, (D-N. Y.), all members of the Doughton committee; House Speaker Sam Rayburn (D-Tex.), and John W. McCormack (D-Mass), House Majority Leader, reviewed the revenue problems.

It was reported that the session resulted in the naming of Colin F. Stam, chief of staff of the Joint Committee on Internal Revenue, Taxation, to explore with Treasury officials the feasibility of levying fees on stations and also on civil aeronautics services.

Sen. Walter F. George (D-Ga.) is chairman of the joint group, Rep. Doughton is vice chairman.

Stems From White House

Unusual significance attaches to the House move, since it indirectly stems from the White House, President Truman's opposition to cancellation of the so-called luxury excise taxes, and the concerted Congressional drive to eliminate or reduce most of the war-time import duties, which resulted in efforts to develop new sources of revenue.

The high-level conferences of the House leadership followed a session with President Truman during which it is understood he emphasized the need of maintaining most of the excise taxes. He did not suggest the radio and aviation license fee or the balance tax approach, it was learned.

The tax suggestion came from Rep. Cecil R. King (D-Calif.), a Ways and Means Committee member, during the closed door discussions on Wednesday, and the study was authorized the following day. He pointed out that in California the state levies a flat fee for oil-drilling permits which must be paid even if the hole eventually proves dry. It is understood he talked about big profits made in radio and the high cost of administration. He also objected to the air lines aspects, with discussion centering around the "franchises" which was given by the government in both instances.

Whether this topic was broached to the President following the House leadership discussion was not ascertained. It is known, however, that FCC Chairman Wayne Coy conferred with the President last Wednesday, although he had no listed appointment. Later the same day, CBS President Frank Stanton and House Interstate Commerce Committee Chairman Robert C. Crosser (D-Ohio) made scheduled calls on the Chief Executive.

For more than a dozen years proposals intermittently have been made for franchise taxes or license fees for radio. These have ranged from "$1 per watt" proposals to charges for filing of papers with the Commission to defray its administrative expenses, much in the manner in which the courts charge filing fees. All died aborning, however, because of the obviously discriminatory aspects, and in recognition of the fact that farmers do not defray the cost of the Agricultural Department, nor industry the costs of the Department of Commerce or of other Government agencies which render them service.

Senate Group Probe

Meanwhile, a more long-range investigation, but with the same end in mind, is underway in the Senate by staff members of the Senate Committee on Expenditures in the Executive Departments. The probe, led by Chairman John L. McClellan (D-Ark.), already has resulted in a request that the FCC provide detailed material.

According to a committee spokesman, FCC has been asked to show what services it renders the radio and television industry. The committee seeks to sift out those services which go beyond public benefit. Although the probe has been progressing for some weeks, disclosure came early last week by Sen. McClellan, who stated:

"The FCC carries on extensive licensing and inspecting service without which wireless communications in the United States would be a bedlam of confusion. Further, through its inspection service the safety of shipping interests is safeguarded through issuance of adequate wireless transmitting and receiving equipment.

"The FCC now has outstanding over 90,000 authorizations for transmitters of all kinds and licenses for more than 600,000 radio operators of all classes. There is essentially no charge whatsoever for these invaluable services from which tremendous benefits accrue to the recipients thereof, and the Committee expects (Continued on page 76)

'LIGHTNING' IMPACT

INDUSTRY film, "Lightning That Talks," opened last week in Manhattan and in several other cities with mixed success. On the basis of a painstaking survey by Broadcasting, it is plain that the film failed to attain a sweeping endorsement among its audiences.

Among 300 representatives of agencies, advertisers, stations, networks and other elements of the industry who gave Broadcasting their reactions to the film after attending its showing on Thursday, more thought it was fair than thought it good, and more thought it poor than excellent. The great majority thought it neither good or fair.

Reports from other cities where the picture was displayed last week ranged from enthusiastic to cool.

At Canton, Ohio, the picture was reported to have made a "striking impression" on an audience of 63 industrialists, retailers, wholesalers and distributors Thursday.

At Oceola, Ark., 75 business leaders gave it a cool reception. At Lexington, Ky., 240 retailers and other business people viewed it with widely disparate opinions. Equally varied reactions were reported in Minneapolis and St. Paul. A private screening by WOV New York for a group of clients in the Italian foods field resulted in a "tremendously favorable" response.

At the biggest showing last week, before an audience of 500 at a luncheon meeting of the New York Radio Executives Club at New York's Roosevelt Hotel, Broadcasting distributed questionnairenaires to get reactions. A total of 309 was returned. Of the total, 78 were from persons associated with advertising agencies, 101 from station and network people, 85 from station representatives firms, 15 from advertisers and 30 from other categories. (Complete tabulation of survey on page 40.)

Majority Liked

Among all respondents, 71.5% thought the film was either good or fair; 11.5% thought it excellent, and 16.7% thought it poor—the least favorable choice given on the questionnaire.

Slightly more than half thought it made a good sales talk for radio. Slightly less than half thought it did not.

As to how "Lightning That Talks" compared with promotion films for other media, the audience had seen, 8.1% thought it was tops, 41.4% thought it was better than average, 40.5% thought it run-of-the-mill, and 10.5% thought it below average.

Among the New York Radio Executives Club audience, the film appeared to be the most critical of the picture were those from advertising agencies and advertisers.

Only 10.5% of the agency respondents thought the film excellent, while 25% of them thought it poor, and 94.2% of them regarded it as fair while 30.3% thought it good.

More than half (51.5%) of the agency respondents thought it did not make a good sales pitch for broadcasting.

Among advertisers who answered the questionnaire, 20% thought (Continued on page 40)

Debut Reactions Vary

March 13, 1950 • Page 23
duPont Honors Include TV Awards to WPIX and ABC

Mr. Beatty, Mr. Howard, Mr. Clarke, Mr. Kintner, Mr. Scripps

**duPont AWARDS**

Beatty, WNOX, WWJ Cited

NBC COMMENTATOR Morgan Beatty, WNOX Knoxville and WWJ Detroit received the 1949 Alfred I. duPont memorial awards at a dinner in New York last Saturday (March 11).

In addition to the three awards, made annually since 1942, two special citations were issued to ABC-TV and to WPIX (TV) New York, the first recognition of television by the duPont committee.

Each of the three principal awards includes a cash prize of $1,000.

The awards and citations were presented at a dinner held at New York's St. Regis Hotel, with ceremonies broadcast by ABC.

The commendations attached to each of the three main awards were like those which have been given since the founding of the prizes, a memorial to the late financier.

Mr. Beatty's commendation was "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

**Station Citations**

The commendations for both WNOX and WWJ were "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively."

The special citation to ABC-TV was for its telecasts of the film *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book. The citation was "in recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the communities served through the television presentation of the historical documentation, *Crusade in Europe*."

The citation to WPIX (TV) read similarly except that it was for the station's presentation of "current news and events."

The awards and citations were received by Mr. Beatty; Jack R. Howard, president of Scripps-Howard Radio Inc., owner of WNOX; W. E. Scripps, a director of the Evening News Assn., owner of WWJ; Robert E. Kintner, president of ABC, and Richard Clark, executive editor of the New York Daily News, owner of WPIX.

**Annual Awards**

The duPont awards to stations are made annually to one station of more than 5 kw and to another of 5 kw or less. WNOX is a 10 kw outlet. WWJ is 5 kw.

Mr. Beatty is featured Monday through Friday, 7:15-7:30 p.m., on NBC's News of the World, sponsored by Miles Labs.

Members of the awards committee are Mrs. Alfred I. duPont, widow of the financier; Dr. Francis P. Gaines, president of Washington and Lee U.; M. H. Aylesworth, radio consultant and first president of NBC; Mrs. J. L. Blair Buck, president, General Federation of Women's Clubs, and Mark Ethridge, publisher of the Louisville Courier-Journal and Louisville Times (WHAS). All committee members attended the dinner.

Others in attendance included Mark Woods, ABC vice chairman; Joseph H. McConnell, NBC president; Niles Trammell, NBC chairman of the board; William C. Gitterer, CBS vice president and assistant to the president; Frank White, MBS president; William H. Goodman, secretary of the Alfred I. duPont foundation, and Sol Taishoff, editor and publisher of Broadcasting-Telecasting.

Milton Cross announced the program, and music was provided by Paul Lavalle's orchestra.

Rheinstrom to JWT

CHARLES A. RHEINSTROM, former vice president of Erwin, Wasey & Co., New York, has joined J. Walter Thompson, New York, in an executive capacity.

**'GAME OF DAY'**

MBS Offers to Local Accounts

MBS' BASEBALL "Game of the Day" will be offered to local and regional advertisers over 350 network stations, with decision by the broadcasts available exclusively for local sponsors resulted following an "overwhelming" response by MBS.

Two types of cooperative sponsorships can be arranged—a complete game by one advertiser, or purchase by various advertisers of 30-second announcements after every half inning, and one 60-second spot at the end of the game, according to Mr. White.

The daily broadcasts, which will commence with the opening of the Major League baseball season April 18, will be aired in 31 states from Florida to Oregon, Monday through Saturday, with Al Helfer handling play-by-play.

**HENRY C. KLEIN**

BBDO Vice President Dies

FUNERAL services for Henry Clay Klein, 50, vice president of BBDO, New York, were held last Friday in New York. Mr. Klein died suddenly, March 7, enroute to Philadelphia.

Born in Muncie, Ind., Nov. 9, 1899, Mr. Klein joined the Chicago office of BBDO in 1931 as radio director, and in 1940 came to the New York office, where he assisted Arthur Pryor Jr., in the development of new program ideas and talent. He was made a vice president on Feb. 21, 1948 and for the past few years served as acccount head for the Curtis Publishing Co. account.

Mr. Klein is survived by his wife, Jean Sprinkel Klein, and a son, Henry C. Jr.

**Capitol Names Murray**

S. W. MURRAY, formerly vice president of RCA, in charge of RCA Victor record division, has been elected vice president of Capitol Records Inc. He will serve in an executive capacity in a new post to be created for him. In the record business since 1928, Mr. Murray has been associated with Oki Phonograph Co. Inc.; Nipponophone Co. Ltd., Japan; Victor Co. Of Japan Ltd., and Columbia Record Co., in addition to RCA.

**BAB Retail Folders**

BAB LAST WEEK issued two more retail information folders, a automotive industry folder for radio stations, and a TV folder banking. Each contains a comprehensive review of the industry and its advertising practices, particularly its use of radio and TV. Each folder also includes pertinent information reprinted from banking (or automotive) trade papers.

Drawn for BROADCASTING by Sid Hix

"One thing about Jones ... cable fever will never get him!"

Page 24 • March 13, 1950
**FCC REORGANIZATION**

FCC's Awaited Staff-wide Reorganization [Closed Circuit, Dec. 12, 1949; Broadcasting, Feb. 20] was initiated last week in a re-arrangement of the Commission's common carrier operations which set the pattern for wholesale changes to come in broadcasting and other FCC departments.

As the first step toward complete establishment of its staff on a functional basis, FCC Thursday:

- Created a Common Carrier Bureau which will handle accounting, engineering, and personnel;
- Abolished the existing Bureau of Law, Accounting and Engineering, which heretofore have comprised the major staff divisions; and
- Created separate offices of General Counsel, Chief Engineer, and Chief Accountant; new bureaus will serve as major staff units with broad authority and also, pending complete reorganization, assume the jurisdiction of the old, accounting and engineering bureaus with respect to broadcasting, safety and special services, and field engineering and monitoring.

The changes become effective April 3 and will be followed by the creation of three additional bureaus—Broadcast, Safety and Special Services, and Field Engineering and Monitoring—on a par with the new Common Carrier Bureau. The reorganization, bureau-by-bureau, may take several months.

No Appointments Made

The Commission's announcement and orders gave no hint of likely appointments as heads of the Common Carrier and subsequently established bureaus, except to say all positions “will be filled from within the present staff of the Commission.”

It was expected that the new offices of General Counsel, Chief Accountant, and possibly Chief Engineer would be headed by the men in those positions in the present organization—Benjamin P. Cottone, William J. Norfleet, and John A. Willoughby, respectively.

There has been recurrent speculation that a new chief engineer may be appointed, to succeed Mr. Willoughby, who has occupied the engineering post on an “acting” basis since George E. Sterling was advanced to Commissioner on Jan. 2, 1937;

Harold J. Cohen, assistant general counsel in charge of the Common Carrier Division of the present Law Bureau, was regarded as FCC's probable choice for chief of the new Common Carrier Bureau.

Plotkin Broadcast Chief?

Harry M. Plotkin, assistant general counsel in charge of broadcasting, was considered among the principal candidates for the same position in the forthcoming Broadcast Bureau.

George S. Turner, assistant chief engineer, was seen as one of the leading candidates for chief of the Field Engineering and Managing Bureau, while initial speculation on the ultimate Safety and Special Services post covered several prospects.

Each of the new bureaus will be “responsible to and subject only to the Commissioners themselves,” FCC's announcement said. Thus each bureau chief will have to answer only to the Commission for his conduct of the regulatory affairs in his particular field.

Under the realignment, the General Counsel, Chief Engineer, and Chief Accountant are slated to serve as the Commission's top-level technical advisors and representatives. For each the Commission has asked the Civil Service Commission for a $12,200 to $13,000 pay rating, as compared with the approximately $10,000 they now receive.

These three and their “principal assistants” will be disassociated from the usual prosecuting and investigatory activities of the functional bureaus. Their duties, FCC has indicated, will include a Field Coordination Unit and an Administrative Unit.

In abolishing the Bureau of Law and creating the Office of the General Counsel, FCC transferred to the latter the “positions and personnel in the immediate office of the general counsel and the positions and personnel in the Litigation and Administration Division of the Bureau of Law.”

The Litigation and Administration Division is headed by Assistant General Counsel Max Gold- man, with Richard A. Solomon as chief of the Litigation Branch and A. Harry Becker chief of the Administrative Branch. The “immediate office” of the general counsel includes Joseph M. Kittner, assistant to the general counsel.

The “positions and personnel” of the Law Bureau's Broadcast Division and Safety and Special Services Division were transferred to the Office of the General Counsel “until further order of the Commission.” They are slated for eventual inclusion in the new Common Carrier Bureau and Safety and Special Services Bureau. As units of (Continued on page 77)

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**NUMBER SHOW**

**Giveaway Stirs Wide Reaction**

By J. Frank Beatty

ANOTHER program idea with a giveaway gimmick ($100) has thrown 15 markets into varying stages of excitement and starting to assume national aspects. It’s a $100 number-reading program that is giving the humble social security card a significance never conceived by its government creators. Within the last fortnight the idea has started to accelerate.

- The Social Security Administration, not very happy about it, is investigating.
- FCC has heard, and is conducting a “routine inquiry.”
- Fifteen areas are going through hourly crises as listeners check up on the latest number.
- Stations in 35 other markets are clamoring for exclusive rights.
- Participating sponsors are delighted, stations report.
- Some stations not in on the plan are said to be having fits about its audience impact.

This attention-getting device, described by one broadcaster as the “biggest thing since the Man From Mars incident,” is the creation of H. E. Hudnins, copy chief of Azrael Adv. Agency, Baltimore. The plan was worked out by Mr. Hudnins and Maurice Azrael, head of the agency.

Since the first of the year, the Azrael agency has been working seriously on its brain-child and has taken out copyright protection. One of the first to try the idea was WBMD, Baltimore, daytime independent [Broadcasting, Feb. 6].

The basic format is simple. The Azrael agency solicits potential social security numbers for each station, guided by the area formula governing first digits on Social Security Administration cards. Every hour the station reads a number. If a listener has the number on his card, he can call at the station and pick up $100.

How about potential lottery aspects of the scheme? The Azrael agency says it has been advised the plan is legal. Moreover, one participating station has made a separate check and is convinced it’s legal.

While chance of winning might appear remote, winners are appearing at stations about once a week. Without winners the plan might fold quickly so the number of required digits can be cut from SSA's maximum of nine to five or six, for example, increasing the chance of finding a winner.

WBMD Baltimore had five winners in six weeks and WLEE Richmond, Va., had four winners in eight days, according to Herbert E. Harris, Azrael account executive who finds himself suddenly enmeshed in a full-rime—even overtime—assignment.

The Azrael agency bases its fee on population of the market and the number of programs sold by the station. Since the station pays only on sponsored programs, the plan can be introduced in a market at nominal cost.

And what happens when social (Continued on page 76)
PERPETUAL BANKS ON RADIO
Builds Goodwill With WRC

By DAVE BERLYN

FEW OTHER radio advertisers can meet the claim of Perpetual Building Assn., Washington, in placing its competitors on their collective backs with altruistic audacity twice a morning three times a week.

This is precisely what Perpetual, bearing a banner of "the nation's largest saving and loan institution," has dared to do on WRC's network newscast, "World News Roundup," which it sponsors Tuesday, Thursday and Saturday over WRC Washington.

Banking its ideas on a sound program, Perpetual is making its innovation pay off in goodwill dividends. Always traditional and filled with pride of its stability and promise of security to home owners, Perpetual believes in conveying through this spirit to radio listeners.

The sound was planted for the program's different-type commercial—commending the history and accomplishments of a competing bank or loan institution in the capital city area—a relatively short time ago.

Started in 1949

Perpetual first took to the morning show the beginning of 1949 when its president, Edward C. Balz, decided the type of institutional-avored advertising his firm favored should be extended from the printed page to depositors' radio sets. The news program was chosen, it was explained, because it was traditional morning radio fare for a wide audience in a long established time spot and because it was produced with network care.

In addition to being proud of its own record, Perpetual believes the entire field of savings, loans and such types of banking has a story to tell. Braving the stigma of spending dollars to advertise the names of competing institutions, the company proceeded to tell the

ELECTION OF Elected

THIRTEEN New AM stations approved by the FCC last week included two new outlets for Hawaii, one of which went to Royal V. Howard at Honolulu and the other at Honolulu. Seven existing AM stations won improved facilities. Four new Class B FM outlets approved for New York metropolitan area, three of which went to existing AM operators. KBTV (TV) Dallas granted transfer for $375,000 to WFAA-AM-FM Dallas.

Mr. Mortimer Jr. of General Foods Corp., was announced by the council last Thursday following the annual board of directors meeting.

Mr. Mortimer, vice president in charge of marketing for General Foods and council president for the past three years, was named to head the policy planning committee of the council board. Theodore S. Reppolte, council president since 1946, was re-elected.

Mr. Gales, vice president in charge of advertising, home service and public services for General Mills, was named a director in the council for two years. Last year he was chairman of the advertising subcommittee for the Citizens United Nations Committees. He is the first midwest executive to head the council.

Lee H. Bristol, president of Bristol-Myers, was re-elected vice
chairman. Louis N. Brockway, executive vice president of Young & Rubicam Inc., and Philip L. Graham, president of the Washington Post and WTO Inc., were elected new vice chairmen.

GALE Elected

To Be Ad Council Chairman

Other elections included Frederic R. Gamble, AAA president, and Paul B. West, ANA president, as secretary and treasurer, respectively. Allan M. Wilson and George P. Ludlam were re-elected vice presidents.

Annual Time Contribution

About a $100 million worth of advertising is devoted annually by radio and television stations, newspapers, magazines and outdoor billboards. Because time and space are frequently donated by various organizations it is necessary for the board to get the "fuller" cooperation, Mr. Gale said. He added that the council's progress to date has been "significant" in the east, but that he feels the same would be laid on western territories.

Any campaigns adopted by the council must have the approval of three-fourths of the policy planning committee. The newest campaign—the decennial census—opens this month on radio, television, and in other media.

1949, has been a simple but meticulous process. A competing institution is chosen, research rounded into shape by Mr. Hotze, copy turned out by Mrs. Dillon and the script checked by Mr. Panitz. After the careful selection of material and its assembly, the finished product is tailored to fit a smooth, deliberate delivery which preserves the tonal quality of Perpetual's prestige.

Listeners to the news round up on that summer's day wondered if their ears played them tricks. An announcement in a quiet, sincere voice described the history of a banking firm other than Perpetual, mentioning resources or assets and praising founders or present officers. No mention was made of Perpetual until the close of the announcement, e.g.: "Perpetual...is proud to be a neighbor of the...Bide Assn., and salute its officers, directors and employees for their faithful assistance in making Washington a city of homes. This message is sponsored by Perpetual, a Pebble association—11th and E Sts. N.W."

Emphasizes Name

As one of the officials concerned with the program puts it, Perpetual thinks of the program as public relations because "it does not sell anything, never asks people to deposit money, but emphasizes the name of Perpetual, influence.

The 60 seconds allotted to the announcement may be pared at times on the theory the listener is tuning to the program to get the news quickly. The opening and closing seldom vary in content and are altered only to fit continuity. Perpetual not only is making an
imprint on Washington radio but also is carrying its message to outlying areas where spot, twice daily, Mon.-Fri., is placed on the Brook Johns Show on WBCC Bethesda-Cherry Chase, Md. (Washington suburb). These announcements are the same as those on WRC.

Stacks of mail which fill the Perpetual letter box quite often ask "How am I doing?" To these questions are daily answered by Mr. Balz with an explanation of the program's intent. Letters from depositors have expressed warm thanks, warmly appreciative, are signed by officials of competing firms. One depositor said the program expounds the saying "a chain is no stronger than its weakest link" and that he was sure Perpetual was "doing much to sell the industry as a whole to radio listeners." He said: "I have been a depositor in Perpetual for the last 15 years and feel that my money could not be in a more desirable depository."

W. S. Pratt Jr., president of Equitable Building Assn., Washington, he said was "particularly impressed with the unselfishness of your thought and the fairness of its presentation. To me at the Equitable it represents the fine goodwill among our group, each striving to serve the community."

At least for 1950, as in 1949, it can be said Perpetual is allotting 20-25% for radio in a flexible advertising budget. Kal, Ehrlich & Merrick also vouches for this faith in radio—and TV seems to be in the not too distant future for Perpetual—"the nation's largest."
NARBA TURMOIL LESSENS
Cuba Pact Subject to Senate

WORK on the new U. S.-Cuban NARBA treaty [Broadcasting, March 6] reportedly was near completion in Havana late last week. Industry officials who attended the sessions said that the treaty is contained in seven regional agreements. Each of the regions—Madrid, London, Mexico City, Chicago, Los Angeles, and Havana—has its own agreement. The treaty will contain additional provisions to settle disputes that have arisen under NARBA.

Chairman Ed. C. Johnson of the Senate Interstate and Foreign Commerce Committee, spurred by protests from broadcasters and Senate colleagues alike, was scheduled to hold a full Senate hearing on NARBA this week.

When that time comes, Sen. Johnson continued, "we can judge the merits of the agreement on its merits.

Tentative terms reported unoffi- cially from Havana indicated Cuba was ready to meet the U. S. where it was on the 1946 conference. However, Sen. Johnson added, "I can say that I am satisfied with the U. S. and the NARBA delegation to protect the U. S. interests in the Western Hemisphere."

The meeting was held in New York last week.

The treaty will provide for a new channel-by-channel analysis of the agreements and will be subject to Senate scrutiny.

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IRE CONVENTION

Over 150 Technical Papers Read

OVER 16,000 visiting engineers from 23 states, Canada and England gathered in New York last week to hear technical papers and inspect over $7 million worth of equipment on exhibit for the 39th annual convention of the Institute of Radio Engineers.

Session's were held at the Hotel Commodore and Grand Central Palace Monday through Thursday, with 150-technical papers read during some 30 sessions. In addition, a total of 280 exhibits were on display. Seven symposiums, including one television, commanded the attention of IRE members and other visitors.

IRE 1950 Medal of Honor was awarded to Professor Frederick E. Terman, dean of the School of Engineering, Stanford U. Otto H. Schade, research engineer, RCA Victor Div., received the Morris Liebmann Memorial Prize.

Fellowship recipients included A. V. Bedford, research engineer, RCA Labs., and Jack R. Poppele, MBS-WOR New York.

Guy Honored
Raymond F. Guy, NBC engineer and new IRE president, was honored at a luncheon Tuesday. Speakers included Maj. Gen. F. L. Ankenbrandt, communications director, Air Force Dept., and Sir Robert Watson-Watt of England, new IRE vice president. Stuart L. Bailey, outgoing IRE president, was toastmaster.

The institute's annual awards for merit in radio-electronics and 30 fellowship awards were given at the annual banquet Wednesday evening. Speaker was Harold B. Richmond, chairman of the board, General Radio Co. Toastmaster was Donald G. Fink, editor of Electronics magazine.

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NEW developments revealed at the exhibit were:

A new circuit design which makes possible a new simplified three-tube receiver giving five-tube performance, and a radio set selling for as little as $5—by W. K. Volker's, consulting engineer.

An expanding tube which may improve TV reception, especially on the fringe of a TV station's area, and enable better receivers with fewer tubes—RCA Labs.

RCA high-vacuum tube (Type 5851) capable of a thousand of continuous output, with power four times that of any previous RCA tube.

Improved radio circuit techniques applicable to standard broadcast receivers, television and other radio receiving systems—Sylvania Electric Products Inc.

Test Equipment—oscillators, frequency meters, and noise generators—for the UHF television band—Polytechnic Research & Development Co.

A flying spot scanner picture generator, for television studio operations, which can carry the program load at certain critical periods, thus freeing an iconoscopic chain for previewing film or for rehearsals. Unit also can be used as a basic picture generator for color TV experiments, and as a compact television camera for industrial television—by Philco Corp.

New transmitting equipment designed for use in UHF channels proposed for use in commercial telecasting was described last Wednesday by two RCA engineers. They read papers on the RCA Type TTU-1, a UHF transmitter, and RCA Type TQ-90, a high-gain slot-type antenna and radiating system for TV transmission.

This equipment is being operated by NBC under an experimental authorization in the UHF installation at Bridgeport, Conn., in the 529 mc—535 mc band. The transmitter and antenna were described as helpful in the utilization of UHF frequencies for TV, thus relieving the limited channel situation in the present VHF band.

At a Monday session Ralph Bown, Bell Telephone Labs, urged radio and communications engineers to "lead the way" in finding out what the future holds for television.

He expressed hope that engineers would be impressed with the thought that television has a "wider destiny and a deeper obligation than merely to serve as mass amusement." He characterized video as a "servant" to each individual.

---

IRE session breaks finds Ray Quinn (r), of Fairchild Recording Co., explaining operation of a thermo-stylus recording kit to Frank H. McIntosh (center), of Frank H. McIntosh Co., and Blair Foulds, General Precision Corp.

---

DuMont Color System

DuMont Labs last Monday unveiled its new color television system for industrial use (TELECASTING, March 6). System may be installed in medical schools, clinics or hospitals, and now is available commercially. It is designed for 18 mc, 525 lines at 180 fields per second, and is described as affording picture resolution better than that obtained with black-and-white equipment with full color added.

TV broadcasting's problem of narrow bandwidth and compatibility which has restricted picture resolution and color fidelity in other color systems was ignored in the design of the closed circuit system, Dr. Allen B. DuMont, president of DuMont Labs, noted.

---

DuMont's industrial color television system gets attention from this group at IRE meet (1 to r): Seated, R. E. Kessler and Harry R. Smith; standing, Herbert E. Taylor, T. T. Goldsmith and G. R. Tingley, all of DuMont.

Cost of the color system for one camera chain from pickup tube to monitoring scope was set at $520—$950. The system was described as "wired" video rather than "air" television by DuMont engineers.

Among the exhibits at the convention were a 16 mm Telecasting projector, a large screen projector (36 inches by 27 inches), film processor and experimental TV camera chain developed in the laboratories of General Precision Equipment Corp., and manufactured by its member companies.

GPE has been eyeing the growing interest in theatre television as well as projection TV for restaurants, bars, and hotels, for which it is prepared to furnish projection equipment. GPE comprises 12 companies, among them the Theatre Equipment Contracts Corp., which handles installation contracts.

Additionally, GPE has a working agreement with Fye Ltd., the British TV firm, for pushing the latter's complete portable TV camera and experimental camera chain.

Also shown was the new tvlon TV antenna mast made by Wind Turbine Co. and designed for outdoor television support especially in fringe or non-urban areas. The 40-foot antenna mast also is adaptable to other communications uses.

A new type of transmission line, called the "G-String" and having commercial and military applications, also was described during the convention. The line may serve as (Continued on page 30)
National Safety Council
Honors WHO for Fourth Consecutive Year!

WHO's selection for the National Safety Council's Public Interest Award marks the fourth consecutive year in which this 50,000 watt Clear Channel Station has been cited "for distinguished service"... "for exceptional service" to safety on the farm.

Proud as we are of this Award, we are more proud of the people on our staff who helped us win it—the script writers, music arrangers and producers—the announcers, the guest speakers, the civic organizations who cooperated to make broadcasting realities from farm-safety ideas.

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.

WHO + for Iowa PLUS +
Des Moines ... 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
IRE Convention
(Continued from page 28)

a means for distributing TV programs on a wired basis, according to Dr. G. Goubua, Signal Corps Engineering Labs.

Principle involves an ordinary wire conductor with a specially treated surface. Where a single unit of the coaxial cable can carry only one TV program at a time, the "G-String" would enable transmission of a number of services, including television with facilities criss-crossing the country.

Additionally, the new transmission system could lead the way to a system of television distribution to homes with telephones enabling callers to see as well as hear themselves.

Standby station generating equipment provided power for hundreds of pieces of technical apparatus during the exhibit, because of the electric power shortage.

RIVERS GRANT
Savannah Outlets Oppose

In what is believed to be the first such action of its type, the existing stations of Savannah, Ga., last Wednesday filed a formal complaint with FCC against a new station-grantee there, E. D. Rivers Jr., FCC on Monday granted Mr. Rivers 1 kw daytime on 900 kc in Savannah.

The charge, filed by the Savannah Radio Council, is that Mr. Rivers has not operated WEAAS Decatur, Ga., in the way he told FCC he would, which raises "serious question as to Mr. Rivers' qualifications to conduct and operate the proposed station at Savannah."

The council asks that the non-hearing grant be set aside and the application cancelled for hearing.

The Savannah Radio Council is composed of WCCP WDAR-AM-FM WFEP WSAV-AM-FM and WTC-AM-FM, all Savannah.

FTC VACANCY
Truman Names Hutchinson

MARTIN A. HUTCHINSON, 57-year-old Richmond attorney, was named last week by President Truman to succeed the late Edwid L. Davis on the Federal Trade Commission. Mr. Hutchinson would fill out a term that expires in September 1963. Senate confirmation would make him fifth commissioner and fill out FTC's remaining vacancy.

Mr. Hutchinson's clients in Richmond have included WBMB and WTVR (TV).

Mr. Hutchinson, a Democrat who has described himself as "liberal" and "independent," ran unsuccessfully against Sen. Harry F. Byrd (D-Va.) for the Democratic nomination for the U. S. Senate in 1946. Sen. Byrd has not indicated whether he will take exception to Mr. Hutchinson's nomination. Chairman Edwin C. Johnson (D-Col.), of the Senate Interstate & Foreign Commerce Committee that will consider the nomination, said hearings have not yet been scheduled.

In recent years, Mr. Hutchinson directed political activities in opposition to the Democratic organization headed by Sen. Byrd in Virginia. Posts held in the state by Mr. Hutchinson included secretary to the Democratic Central Committee and secretary of the Commonwealth.

Upcoming

March 24: San Francisco Chapter, Academy of Television Arts and Sciences, first annual award banquet
March 28-31: National Premium Buyer Exposition, Stevens Hotel, Chicago
April 4: Radio Pioneers Club annual dinner, Rita Carlton Hotel, New York
April 12-15: NAB convention, Stevens Hotel, Chicago
February 8: Conference, April 12-14: Unaffiliated Stations Conference
April 16: FM Stations Conference, April 17: Management Conference

Page 30 * March 13, 1950
This year Vancouver observes the 125th anniversary of its founding. The first settlement in Washington, the "cradle of Northwest industry", is in 1950 heart of southwestern Washington's industry, agriculture, hydro-electric distribution. Separated from Portland's metropolitan area only by the width of the power-laden Columbia River, Vancouver shares with its sister city a new-found prosperity — through an influx of multi-million dollar industry and a new generation of modern pioneers that has given the KGW coverage area the nation's greatest population increase during the last decade.

Through Comprehensive Coverage KGW DELIVERS VANCOUVER . . . as it delivers the rest of the fastest-growing market in the nation.
These WMMN Announcers Capture the Sales

These Lang-Worth Artists Capture the April 17, 1953 WMMN Production Sheet
Says Allen (Dutch) Haid:

“Sunday afternoon, in many communities, is not too productive of commercial radio time. To combat this situation in Fairmont, West Virginia, WMMN came up with its ‘Sunday Showcase.’

“The enclosed log (Sunday, March 5, 1950) speaks for itself. Note that 17 of the 19 quarter-hour commercials are programmed from the Lang-Worth Library. We are now entering the second 26-week flight of the ‘Showcase’ with every quarter hour re-sold! This proves conclusively that both our idea and your talent are commercially solid.

“We take off our hats to Lang-Worth! The flexibility of the library, together with its personalized openings and closings, makes possible this very satisfying revenue, every Sunday afternoon.

“WMMN, with 5000 watts power, has been doing a big job in North-Central West Virginia for the past 22 years. With CBS, Lang-Worth, and a red hot staff with plenty of ‘savvy,’ WMMN keeps in the number one spot by a large margin.”

(Signed) Allen L. Haid,

Operating VP, WMMN, Fairmont, W. Va.
Editorial

...and There Was Light

A WEEK AGO there were portents of another conflagration in the inter-American ether waves. This time the torch is being carried by both the United States and Cuba for peace, justice and radio tranquility. These nations now have tacitly agreed to allocations which the experts say will result in a minimum up
setting of the waves in both nations. It is the fact that the agreement, in one fashion or another, entails ratification by the Senate and does not become operative until it receives full diplomatic treatment. Thus, it can be used as a model in devising the new NARBA treaty which would embrace Mexico, Canada, and other signatory Latin nations. It will be interpreted in NARBA if an accord is reached. If not, then through a bilateral arrangement, subject to Senate ratification, Cuba and the United States will make its terms effective.

In the interim, steps will be taken to eliminate existing make-shift allocations, outside the original treaty terms, whereby Cuban stations are operating on U. S. assignments without essential protective safeguards. Understandably, the seniors, who have secured the clearing of three and one-half Hawaiian stations, are not likely to modify their positions.

The situation was resolved last week when FCC Com. Rosel H. Hyde, chairman of the U. S. Delegation, returned from Havana for hurried sessions with the State Department, the FCC and Chairman Ed Johnson of the Senate Interstate Commerce Committee. It is an open secret that the Senator was primed to blast with more of his rhetorical T. N. T. because many of his colleagues had complained about the "secret" negotiations which would "sell out" constituent independent stations. When it was ascertained that there would be a full dress treaty and that the allocations would not become operative until Senate ratification, hostilities properly were called off.

Broadcasters who protested had learned of the agreement by radio's vaunted underground. They fought back, particularly against the secrecy element. Once they learned that there would be no agreement until ratified by the Senate, their main objections were withdrawn.

The new Cuban communications ministry is responsible, and generally felt it will live up to its commitments. Provisions for directional arrays would give strongest possible protection, our delegation reports. Because this has not been so in the past, those broadcasters who had not been apprised of the agreement, understandably sought more information. Chairman Johnson's interest, engendered by inquiries from his colleagues, has cleared the atmosphere.

The solution to one of radio's knottiest problems appears to have been achieved despite the momentary confusion which obviously stemmed from lack of information. The U. S. always has championed open covenants openly arrived at. The wisdom of this precept is reflected in this current incident. As soon as there was freedom of access to the information, the fire of unrest and confusion was snuffed out.

Merited Merits

THERE ARE few in radio—or outside of it—who will challenge the wisdom of the duPont Awards for 1949. Morgan Beatty, recipient of the commentator's citation, has long been distinguished in his field. He is more than a commentator; he's a foot-reporter with an insatiable thirst for the news behind the news.

WWJ Detroit and WNOX Knoxville are distinguished stations under distinguished ownership and management. Each has had more than a quarter-century of operation—WWJ since 1920 and WNOX since 1921.

The surprise came in special citations for television, marking duPont's recognition of that kaleidoscopic medium. It was with drum-beating or press-agentry, in the traditional duPont manner. The winners are ABC-TV for its challenging telecasts of Eisenhower's Crusade in Europe, and WPIX (TV) New York for its current news and events.

It is significant that neither of these TV ventures brought monetary profits to their telecasting entrepreneurs. The rewards come in recognition of jobs well done, and of building prestige that pays its dividends in public acceptance and eventual economic return, in the time-tested American way.

Budgeteering

IF APPROPRIATIONS determine the amount of work which will be done, President Truman's FCC budget proposal, now under House Committee scrutiny, leads us to expect a 2.7% increase in current FCC commitments in the coming year.

Although the FCC was bemoaned by some as being too powerful but not powerful enough, it was, nevertheless, given a "get out if you can" order by the Senate.

If appropriations are to be increased, which will be widely read among radio's ratifiers, the FCC is, indeed, an effective agency.

In the coming year, the FCC has made some changes in its procedures; revised its Mayflower Decision (14 months after hearings were completed); repealed the Avco Rule; adopted special rules relating to time-reservation conflicts (there were five proposals); and adopted anti-giveaway rules (now in suspension). To get the fiscal-year total, take the calendar-year list and subtract the giveaway rules.

To be sure, FCC did a lot of other things during the year, including a great deal of work on television. These are the major policy accomplishments. Many other policy questions were left unanswered—for the second year in a row, in the case of the vitally important clear-channel case. There are also the NARS-AM network fight (awaiting decision for a year); proposed new multiple-ownership rules (heard in January 1949); qualifications of anti-trust law violators; minimum hours for FM; and theatre TV. Meanwhile, new controversial "policy" proceedings have been instituted, multiplying the demands on time, talent and atmosphere.

Some of FCC's pending business was FCC-proposed, and some of it has been hanging fire so long that we begin to suspect the Commission regulates not only by the lifted eyebrow, but also by the proposed rule. It would be in the interests of good administration and orderly process, we submit, if the Commission would concentrate on the business already at hand. Thus will the public interest—and the budget dollar—be served most sensibly.

Our Regards To —

JOSPEH ALBERT MCDONALD

I F ABC ever has to call in haste for the services of an office boy, bowling alley pin boy, engine room wiper, coal passer, ship carpenter's helper, deckhand, dishwasher, elevator operator, an axeman or rodman or transitman in a surveying crew, a draftsman, naval architect or salesman of heavy machinery, it has but to summon Joseph Albert Mc

Donald.

Mr. McDonald is now fully occupied as vice president, general attorney and secretary of ABC, but in an emergency he could fall back on the wild assortment of jobs embraced in his diverse experience.

The network would be well advised, however, to refrain from adding duties to those already performed by Mr. McDonald; he has enough on his course.

In addition to coping with the routine intricacies of keeping the network legal—not an easy job with federal regulations as tricky as they are today—and of officering in the company, Mr. McDonald finds time to be an expert in labor relations and copyright law.

At the moment ABC has 48 different labor contracts with 11 different union groups. Mr. McDonald has negotiated all of them. When not embroiled in a labor negotiation, he is apt to be delving into the obscurities of copyright.

The wonder is that Mr. McDonald today is a broadcasting attorney and not a shipbuilder. His early schooling fitted him to be a naval architect. Between then and now he was blown off his course.

Born in New York City June 8, 1903, Mr. McDonald attended grade and high school in the Bronx. He received a scholarship at Webb Institute of Naval Architecture, graduating with honors.

Part of the Webb training obliged students to go to sea during summer vacations from classes. It was during those periods that Mr. McDonald ran through some of the less desirable stations he has held.

In the third summer at Webb, he took a lumber job with a marine insurance firm. In the course of his work he occasionally was assigned to accompany admiralty lawyers on inspections of ships the company insured.

The comparison between the lot of a deckhand, a function to which he had been inden
ured the summer before, and that of a lawyer skilled in admiralty law, roused in Mr. McDon
ald a desire to attend law school. After gradu
ating from Webb in 1924, he decided to enter Forham for legal training.

Mr. McDonald, whose ambition for har...
Business is always better in Washington, D.C.

Washington was the only major market in the U.S. to show an increase in retail sales in 1949.

This rich market established an all-time retail sales high. And WTOP delivers the largest audience in this rich market—36.4% greater than any other station.
Tentative NAB Agenda Set

Wednesday, April 12
9 a.m.-5 p.m., Registration, Exhibition Hall
9 a.m. Exhibits officially open
10 a.m. NAB Engineering Committee
6:30-8:30 p.m. Reception for delegates.

Thursday, April 13
9 a.m. Presiding: Jack E. Poppele, WOR New York, member NAB Engineering Committee
9:45 a.m. “Adjacent and Co-channel Television Interference,” J. W. Boczar, NAB
10:15-10:30 a.m. “Objectives of the NAB Bridgeport Conn. UHF Installation,” Raymond F. Gay, NAB.

DeWitt to Preside

The Friday morning meeting will open with John H. DeWitt, WSM Nashville, and other committee members in the chair. Topies will be synchronizing generators, UHF propagation, selection of site, theatre control, microphone selection, studio facilities, and antennas.

Mr. Ebel will preside at the Friday luncheon. Speaker will be G. Emerson Markham, NAB television director. Presiding Friday afternoon will be K. W. Pyle, KFBI Wichita, Kan., alternate member of the NAB committee. This meeting will cover transit radio, facsimile, 1 kw AM broadcast transmitters, progress in magnetic recording and FCC audio proof of performance tests.

Mr. McNaughten will preside Saturday morning. Prior to the FCC-Industry Roundtable the group will hear papers on a small FM transmitter and engineering employment problems.

The tentative agenda follows:

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 Transit radio is your most
ACCURATELY MEASURABLE
advertising medium with GUARANTEED Low Cost!

FOR EXAMPLE, YOU GET

* A counted audience, by half-hour periods. You know exactly how many people your advertising reaches. No "guesstimates," no surveys necessary.
* A selected audience. Breakdowns of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.
* Low cost. With this precise audience information and transit radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

TRANSLIT RADIO IS AVAILABLE IN ALL THESE MARKETS...

(And coming soon in scores of others):

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<th>Market</th>
<th>Call Letters</th>
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<td>Allentown, Pa.</td>
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<td>Baltimore, Md.</td>
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<td>WAJL-FM</td>
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<td>WGTR-FM</td>
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And remember, Transit radio Gets Results!

Why not call TODAY for the fact-full story from

TRANSLIT RADIO, INC. New York
Chicago

250 Park Ave.            35 E. Wacker
Mu.H. 8-3780            Fin. 6-4281

And in CINCINNATI, OHIO

Transit radio is WCTS-FM

Times-Star Bldg.—GA. 1331
Affiliated with WKRC—WKRC-TV and the Cincinnati
Times-Star

March 13, 1950 • Page 37
RADIO-TV COUNT

NATIONWIDE count of radio and television sets will get underway April 1 when 140,000 enumerators will begin the biggest statistical job in the world's history — collection of the 1950 decennial census figures.

Individual stations and networks are participating in pre-census activities by carrying program material and announcements dealing with the census and designed to prepare the occupants of the nation's homes for the arrival of the enumerator.

The data collected will provide a complete statistical picture of the nation's people, dwellings and farms. More than 450 field offices of the Census Bureau are completing preparations for the decennial count, according to Frank R. Wilson, information assistant to Roy Victor Peel, new bureau director, who was sworn in Thursday afternoon.

NAB sent a notice to stations Thursday advising them to avoid use of the word "census" in any private audience or set ownership studies. A suggested technique for FM set measurement, based on a formula suggested in 1948 by the FM Executive Committee, has been used in a number of cities. NAB asked stations to check up on any studies they are conducting to make certain there is no possible use of the term "census." This word, it was felt, could cause confusion in the minds of homeowners who naturally associate "census" with the government's decennial count.

Actual taking of the census is to be completed by the end of April. Population data are to be in the hands of the President by early June, and have priority in the long computation process. Radio and television set figures for the nation as a whole may be available before the year's end by the Census Bureau's sample technique but count break-downs may not become available until early next year.

Audience contacts through broadcast and TV stations on behalf of the census already are running far into multi-million figures. Top network programs have been built around the census, references have been placed in scripts of all types and the number of announcements has run into record figures.

Seay Joins Law Firm

TEMPLE W. SEAY has joined the Washington law firm of Dow, Lohnes & Albertson the firm has announced. A former attorney for the U. S. Board of Tax Appeals, now the Tax Court of the United States, Mr. Seay also served as vice chairman of the Processing Board of Review. Meredith M. Daubin will continue his association with the law firm as tax counsel.

WHAT Philadelphia increases power to 250 w on 1340 kc, and up programming to 18 hours daily. WHAT-FM now has continuous operation of 18 1/2 hours per day.

NETWORK BOXSCORE

February Additions

SPONSOR PROGRAM NETWORK TIME AGENCY
Bowey's Inc. Radié Harris MBS Sat., 3:30-5:45 Sorenson & Co.
Miles Labs. Ladies Fair MBS Mon.-Fri., 2-3:30 Wade Adv.
Miles Labs. One Man's Family NBC Sun., 3-3:30 p.m. Wade Adv.

February Deletions

General Mills Sam Hayes, Night Reporter NBC Tues., Thurs., 10-1:15 p.m. Knox Reeves
Freeway Trailer This Changing World ABC Sat., Sun., 2-3:15 p.m. Zimmer-Keller
Everelli Camera Co. Date With Judy ABC Thurs., 8-30-9 p.m. Reid, Williams & Chery

February One-Timers

Ford Dealers of America Affairs of Peter Selem MBS Mon., Feb. 6 8-30-8-35 p.m. J. Walter Thompson
Ford Dealers of America Official Detective MBS Tues., Feb. 7 8-30-8-35 p.m. J. Walter Thompson
Ford Dealers of America Can You Top This MBS Wed., Feb. 8 8-30-9 p.m. J. Walter Thompson
Ford Dealers of America I Love a Mystery MBS Fri., Feb. 10 7-50-7-55 p.m. J. Walter Thompson
Ford Dealers of America Crime Fighters MBS Mon., Feb. 13 9-30-10 p.m. J. Walter Thompson
Ford Dealers of America Mutual Newsreel MBS Fri., Feb. 17 10-15-10:30 p.m. J. Walter Thompson
Ford Motor Co. Blondie ABC Thurs., Feb. 9 & 16 8-45-8-50 p.m. J. Walter Thompson
Congress of Industrial Organizations Special by CIO ABC Thurs., Feb. 9 & 16, 9-30-9-45 p.m. Abner Loeb & Co.
Ford Motor Co. Escape CBS Tues., Feb. 14, 10-30-11 p.m. J. Walter Thompson
Ford Motor Co. Lurk and Abner CBS Wed., Feb. 15, 10-30-11 p.m. J. Walter Thompson

BROADCASTING • Telecasting
BIGGER COVERAGE IS ANOTHER FEATHER IN OUR CAP!

GET IN THE SWIM WITH WESTINGHOUSE STATIONS

KEEP YOUR EYE ON THIS GROWING MARKET

LOOKING FOR NEW FRONTIERS IN SALES?

GO WESTINGHOUSE, YOUNG MAN!

THAR'S GOLD IN THEM YANKEE HILLS

 Territory of
WEBCO
BOSTON
SPRINGFIELD
8MM FAMILIES
DAYTIME 1,234,800
NIGHTTIME 234,800

 Territory of
THE TERRITORY
OF
KEX
PORTLAND
8MM FAMILIES
DAYTIME 295,470
NIGHTTIME 307,970

 Territory of
THE TERRITORY
OF
WOWO
FORT WAYNE
8MM FAMILIES
DAYTIME 292,470
NIGHTTIME 255,310

 Territory of
THE TERRITORY
OF
KDFA
PITTSBURGH
8MM FAMILIES
DAYTIME 1,126,410
NIGHTTIME 1,468,790

 Territory of
THE TERRITORY
OF
KYW
PHILADELPHIA
8MM FAMILIES
DAYTIME 800,050
NIGHTTIME 897,070

MAP OF
Sales Exploration

showing ye fabulous Landes covered by Westinghouse stations, a riche demesne wherein dwelles One-Eighth of ye entire Population of ye Nation!

WESTINGHOUSE RADIO STATIONS INC
KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives: FICE & PARTHE, Except for WBZ-TV

KEEP THOSE SALES ALOFT, CAPITANO

HEAP BIG AUDIENCES!

SALES DRAGGIN'? USE WESTINGHOUSE!
‘Lightning’ Impact
(Continued from page 23)

“Lightning” was excellent, 13.4% said it was good, 33.4% fair, and 33.5% poor.

More than half (57.1%) of the advertisers said they did not think it was a good sales pitch.

Broadcasting’s questionnaire asked respondents to make general remarks about the film. One comment made repeatedly was that the sound and the quality of the film itself were poor. This attitude was confirmed by members of the All-Radio Presentation Committee and the production staff of the film. Whether because of inadequacies in the film projection system, or lack of time or quirks of acoustics in the ballroom of the hotel where it was shown, the “Lightning” presentation in New York was undeniably not up to professional cinema projection.

A similar report of poor sound quality came from Oceola, Ark., where the picture was shown in a local theater.

Other comments ranged widely.

One agency respondent said, “It’s charming.”

An agency said, “Write it off as a bad investment.”

A station representative who thought the film good said: “I believe the film will induce most skeptics to try a test broadcast schedule.”

Another station representative, however, summed up his reaction more succinctly: “Ugh.”

One advertiser said, “Wonderful job.”

An agency respondent said: “To have invited years ago this might have meant something to the prospective advertiser. Today it’s got nothing—says nothing.”

A comment made by respondents in several categories was of the singling out of newspapers for a competitive sales talk. One agency respondent, who was otherwise favorable to the film, said: “This anti-newspaper pitch—bitter. One had apple in a mighty appetizing barrel.”

A station representative, commenting on the question as to whether the film was a useful sales tool, said: “Lacked conviction and sell. The impression it leaves is too little, too late.”

Good to get New York reactions to “Lightning,” Broadcasting queried broadcasters in other cities where the film was shown last week.

Ted Woods, manager of KOSO, Oceola, Ark., said that the picture “received a cool reception in this Arkansas town of 5,000 population Wednesday, March 8.”

“KOSO was host to about 75 businessmen and women at a luncheon preceding the showing in a local theater,” Mr. Woods said. “The sound was not of the best quality, and the story was slow in getting started, dragging in spots. . . Too, many of those attending thought the newspaper angle might have been handled with a little more tact.”

F. E. Lackey, president and general manager of WHOP Hopkinsville, Ky., said that at the local showing, before 240 persons, “comments ran from ‘bad sales pitch’ to non-favorable toward the portion of the picture devoted to a comparison with newspapers.”

“On the whole,” said Mr. Lackey, “I would say the film was well re- ceived. We have secured two un- solicited contracts as a direct result of the showing. Personally I would have preferred omitting the portion portraying newspapers since ours is a small one-newspaper, one- station town. We attend the same clubs and church with the publisher and sell our time on the basis of positive results, not against the paper’s failures.”

‘Nice Party’

Mr. Lackey said he was favorably disposed toward the film “if after a second showing (that) the picture gave us an excuse for a nice party that most everyone enjoyed.”

Tony Moe, sales promotion manager of WOC Minneapolis, said that the film was shown before the St. Paul Advertising Club on Tuesday and before the Minneapolis Advertising Club the next day and that in both cases it attracted “almost the entire club membership.”

“Reactions to the film were mixed,” said Mr. Moore, “and ranged from ‘very good’ and ‘not strong enough’ to the other extreme of ‘unfair to newspapers.”

Julius Glass, promotion manager of WHBC Canton, Ohio, said that 03 industrialists, retailers, wholesale- salers and distributors were shown the film at a luncheon sponsored by the station in the Oneonta Hotel, March 9. “The audience made a striking impression in Canton, he said.

Provokes Thought

“Comments ranging from ‘a thought provoking vehicle’ to ‘a realization of what radio does not only as an advertising medium but what it does for and means to the consumer’ were among the opinions voiced,” Mr. Glass said.

He reported “the general consensus was favorable.”

“But some definite reactions are expected to be formulated when WHBC’s sales staff make personal follow-up calls on those invited,” Mr. Glass said.

Alphonse Well, general manager of WOV New York, said that at a showing of the film before a group of clients and prospects in the Italian food field the picture got a tremendously favorable reception.

“The film is right down our al-

Here’s The Reaction Following N. Y. Showing . . .

All Categories—Total 309 Responses

<table>
<thead>
<tr>
<th>What Was Your Over-all Reaction to “Lightning That Talks”?</th>
<th>Number</th>
<th>Total Answering</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>305</th>
<th>100%</th>
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<td>Do You Think It Makes a Convincing Pitch for Radio?</td>
<td></td>
<td></td>
<td>Yes</td>
<td>140</td>
<td>51.9</td>
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<td>No</td>
<td>130</td>
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<td>How Does It Compare With Presentation of Other Media?</td>
<td></td>
<td></td>
<td>Tops</td>
<td>23</td>
<td>8.1</td>
<td></td>
<td>Better Than Av.</td>
<td>119</td>
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<td></td>
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<td></td>
<td>Run of Mill</td>
<td>114</td>
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<td>Below Standard</td>
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<td>285</td>
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Broadcasting Stations or Networks—Total 101 Responses

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<th>What Was Your Over-all Reaction to “Lightning That Talks”?</th>
<th>Number</th>
<th>Total Answering</th>
<th>Outstanding</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>85</th>
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<td>Yes</td>
<td>8</td>
<td>52.2</td>
<td></td>
<td>No</td>
<td>29</td>
<td></td>
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<tr>
<td>How Does It Compare With Presentation of Other Media?</td>
<td></td>
<td></td>
<td>Tops</td>
<td>6</td>
<td>6.4</td>
<td></td>
<td>Better Than Av.</td>
<td>41</td>
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<td></td>
<td></td>
<td>Run of Mill</td>
<td>25</td>
<td>37.2</td>
<td></td>
<td>Below Standard</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>94</td>
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Station Representatives—Total 85 Responses

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<th>Number</th>
<th>Total Answering</th>
<th>Excellent</th>
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<th>85</th>
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<td>Do You Think It Makes a Convincing Pitch for Radio?</td>
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<td></td>
<td>Yes</td>
<td>48</td>
<td>52.2</td>
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<tr>
<td>How Does It Compare With Presentation of Other Media?</td>
<td></td>
<td></td>
<td>Tops</td>
<td>6</td>
<td>6.4</td>
<td></td>
<td>Better Than Av.</td>
<td>41</td>
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<tr>
<td></td>
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<td></td>
<td>Run of Mill</td>
<td>25</td>
<td>37.2</td>
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<td>Below Standard</td>
<td>12</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>94</td>
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Agencies—Total 78 Responses

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<th>Total Answering</th>
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<td>How Does It Compare With Presentation of Other Media?</td>
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<td></td>
<td>Tops</td>
<td>6</td>
<td>6.4</td>
<td></td>
<td>Better Than Av.</td>
<td>41</td>
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<td>Run of Mill</td>
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<td>37.2</td>
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<td>Below Standard</td>
<td>12</td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td>94</td>
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Advertisers—Total 15 Responses

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<th>Poor</th>
<th>14</th>
<th>100%</th>
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<td>Yes</td>
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<td>57.1</td>
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<td>6</td>
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<td></td>
<td>Tops</td>
<td>2</td>
<td>13.3</td>
<td></td>
<td>Better Than Av.</td>
<td>4</td>
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<td></td>
<td></td>
<td></td>
<td>Run of Mill</td>
<td>5</td>
<td>33.3</td>
<td></td>
<td>Below Standard</td>
<td>4</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15</td>
<td>100%</td>
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Others—30 Total Responses

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<tr>
<th>What Was Your Over-all Reaction to “Lightning That Talks”?</th>
<th>Number</th>
<th>Total Answering</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>29</th>
<th>100%</th>
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<tr>
<td>Do You Think It Makes a Convincing Pitch for Radio?</td>
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<td>Yes</td>
<td>9</td>
<td>36.6</td>
<td></td>
<td>No</td>
<td>16</td>
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<td>16.7</td>
<td></td>
<td>Better Than Av.</td>
<td>7</td>
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<td></td>
<td>Run of Mill</td>
<td>12</td>
<td>50.0</td>
<td></td>
<td>Below Standard</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24</td>
<td>100%</td>
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</table>

BROADCASTING • Telecasting

Page 40 • March 15, 1950
BUYS UNIVERSAL
Hogon Now Sole Owner

ARTHUR B. HOGAN, secretary-treasurer, has become sole owner of Universal Recorder Inc., Hollywood, having purchased 140,000 shares in that company from Wesley I. Dunn, his former partner. Purchase price was not revealed. Negotiations were handled by Blackburn-Hamilton Co., media broker, with the deal closed last Monday (March 6).

Capitalized at $500,000 with $250,000 issued in capital stock, Universal Recorders was established during World War II for Army work. Since that time it has greatly expanded. It is now one of the largest magnetic recording studios in the West.

With full control of the firm, Mr. Hogan plans active expansion into television, engaging in 16 and 35mm film as well as TV sound work, it was said. Mr. Hogan became financially interested in the firm in 1946, shortly after he went to California from Atlanta, Ga. In addition to owning Universal Re-

Mr. Hogan (seated) completes the contract in the Universal Recorders sale with approval of Mr. Dunn.

orders, he is also senior partner in Hogan, Price & Co., Beverly Hills, Calif., investment firm.

Mr. Dunn, pioneer in West Coast radio and television, will devote full time to his four San Francisco stations—KPIX (TV) and shortwave outlets KWID KWIX. He also holds the Muzak wired music franchise in that area. New officers of Universal Recorders will be elected shortly.

RICHARDS CASE
Postponement Again Denied

LAST-MINUTE petition of attorneys representing the G. A. Richards stations for postponement of the FCC hearing scheduled to open in Los Angeles today (Monday) was denied Thursday by FCC Examiner J. Fred Johnson, who will preside at the hearing. The proceedings will review news policies of Mr. Richards’ stations—KMPC Los Angeles, WJR Detroit and WGBV Cleveland.

Examiner Johnson had previously denied an informal request for postponement. [Broadcasting, March 6].

PULSE REPORT
Jack Benny Tops Ratings

JACK BENNY led the list of most popular nighttime programs in the Pulse Inc. radio report for the Jan. 30-Feb. 1 period in eight metropolitan areas released last week.

The report was for New York, Philadelphia, Boston, Chicago, Cincinnati, Washington, Los Angeles and San Francisco.

Ratings were:

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)</td>
<td>21.5</td>
<td>21.9</td>
<td>21.4</td>
<td></td>
</tr>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>17.3</td>
<td>18.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>14.9</td>
<td>13.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amos ’n Andy (CBS)</td>
<td>14.6</td>
<td>13.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>14.6</td>
<td>12.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daytime 3-a-week (CBS)</td>
<td>8.9</td>
<td>8.3</td>
<td></td>
<td></td>
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<tr>
<td>Grand Slam (CBS)</td>
<td>7.4</td>
<td>8.4</td>
<td></td>
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<tr>
<td>Our Gal Sunday (CBS)</td>
<td>7.0</td>
<td>7.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms Perkins (CBS)</td>
<td>7.8</td>
<td>7.6</td>
<td></td>
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</tr>
</tbody>
</table>

Out here in Kansas, herds of dairy and beef cattle mean big profits. The farmers who raise these herds prefer WIBW to any other station.

Dr. F. L. Whan’s statewide interviews analyzing the Kansas Radio Audience for 1949, show WIBW the outstanding favorite in farm homes. WIBW led its nearest competitor by a 3 to 1 margin.

It’s so easy to make your product first choice among these prosperous Kansas families. Just use the station that’s their first choice—WIBW.
Treaty Analyzed
(Continued from page 27)
time at Oriente. Some interference still involved.
1070 kc (KNX Los Angeles)—Not assigned under NARBA. Ha-
vana Agreement would provide for
5 kw directional at Pinar del Rio and
250 kw fulltime at Camaguey.
*1080 kc (KRLD Dallas and
WTIC Hartford)—Not assigned under NARBA. Agreement
would grant 250 w day and
100 w night at Havana, resulting in
slight interference to KRLD.
*1090 kc (WJSJ Spring-
scape and WBAL Baltimore)— Cuba has
had 250 w day at Oriente and 250
w day and 100 w night at Havana.
She would have 250 w fulltime at Oriente and
250 w day and 100 w night at Los Villas, both causing
some interference.
1110 kc (WBT Charlotte and
KFBF Omaha)—Cuba has had 5
kw at Havana (directional at night). This would become 250
daytime.
*1130 kc (KWKH Shreveport
and WWL New Orleans)—Cuba has
had 250 w fulltime at Oriente, causing some interference.
No change in assignment.
1170 kc (KVXO Tulsa and
WALL Wheeling)—Cuba has had
250 w at Pinar del Rio (directional at
night), with no interference in-
dicated. New agreement would
add 1 kw day and 250 w night at Oriente.
Cuban High Power on
Regional Channels
(These are the regional
channels on which Cuba would have
rights to use power in excess of
the normally permitted 5 kw.)
550 kc—Cuba had no high-power
rights under expired NARBA. Ha-
vana Agreement provides for sta-
tion at Havana using 10 kw direc-
tional or 2.5 kw non-directional.
570 kc—NARBA authorized 15
directional, at Las Villas, whereas Cuba reportedly used 10
kw. Havana Agreement would put
limit at 10 kw directional, also at Las Villas.
25 kw directional at Ha-
vana under NARBA. Unchanged
by new agreement.
600 kc—10 kw directional au-
thorized by NARBA, 1 k used.
Under new agreement Cuba would
have 10 kw directional, high-power rights on this
channel.
630 kc—25 kw directional au-
thorized by NARBA, 15 kw used.
New agreement retains 25 kw di-
rectional authorization, station to be
Havana instead of Las Villas.
790 kc—10 kw directional au-
thorized by NARBA, 5 kw used.
New agreement authorizes 10 kw
directional, station to be at Havana.
910 kc—Same as 790 kc above.
920 kc—10 kw directional au-
thorized by NARBA, 5 kw used.
New agreement provides 10 kw di-
rectional or 5 kw non-directional at
Camaguey, and 1 kw at Pinar del Rio.
950 kc—10 kw directional au-
thorized by NARBA, 5 kw used (later
notification indicated use of
5 kw day and 1 kw night). New agreement
provides for 10 kw di-
rectional or 2 kw non-directional, to be at Havana.
990 kc—10 kw directional au-
thorized by NARBA, 1 k used.
High-power rights on this channel
to be relinquished.
600 kc—High-power rights under
NARBA (permitted power of
5 kw was used). New agreement
provides for 10 kw directional at
Havana.
1150 kc—Same as 980 kc above.
1270 kc—10 kw directional au-
thorized by NARBA, but not used.
High-power rights to be rein-
quilished.
TOTALS — 10 channels under
NARBA; 9 used.
(Directional antennas would be
designed to avoid interference to
U. S. stations having priority.)
NEW INTERFERENCE TO
U. S. REGIONALS
(Work reportedly was still in
progress on this phase of negotia-
tions late last week. Information
shown below, therefore, is tentative.)
WIBO Orlando (580 kc)—Pre-
sent RSS 2.37; new limit 2.80; in-
crease 0.43.
WSUN St. Petersburg (620 kc)—
Present 2.13; new 2.70; increase
0.57.
WJAX Jacksonville (920 kc)—
Present 2.61; new 2.86; increase
0.25.
WDSU New Orleans (1280 kc)—
Present 2.54; new 3.10; increase
0.56.
WCOA Pensacola (1370 kc)—
Not definitely ascer-
tained.
WABC Charleston, S. C. (1390
kc)—Present 2.73; new 3.26; in-
crease 0.53.
WALA Mobile (1410 kc)—Pre-
sent 3.04; new 3.22; increase 0.18.

NAB NARBA Tabulation

| Mont. Hav. | 3-29-49 | List List |
| Channels involved | 68 | 79 | 78 |
| Stations | 91 | 111 | 114 |
| Cuban Stations by Province | | | |
| Pinar del Rio | 9 | 8 | 10 |
| Havana | 32 | 31 | 29 |
| Matanzas | 4 | 7 | 8 |
| Las Villas | 15 | 18 | 17 |
| Camaguey | 14 | 20 | 22 |
| Oriente | 21 | 27 | 28 |
| Number of U. S. | | | |
| Class I- channels involved | 4 | 6 | 3 |
| U. S. I-B involved | 8 | 14 | 10 |
| Regional Channels Involved | 35 | 38 | 38 |
| Regionals on which Cuba Permitted to use more than 3000 w. (All with DA) | 10 | 9 | 10 |
| Stations on Local Channels | 9 | 12 | 21 |
| 1-kw's on Local Channels | 0 | 3 | 1 |
| Do's involved | 11 | 25 | 29 |
| Maximum Power | 232.45 kw 403.5 kw 404.25 kw |
| Eight are shared-time stations. |
* According to 1946 NARBA Interim Agreement. |
* Does not include limited use of 1100 kc. |
* Includes 2 daytime only. |
* Six stations on three channels. |
* Includes highest power listed for all alternates. |

Open Mike
(Continued from page 18)
every one of us, just outside our
AM primary service areas, and
let's do it now—summer is coming when fading of the atmospherics
will add a source of grief to all us. In short let's plug our FM outlets and get
back a return on our investments.
Joseph W. Doherty
Engineer
WTRI-FM Troy, N. Y.

LEOPARD HUNT
WKY Reports Coverage

WHEN the Oklahoma City zoo's
leopard escaped from his pit a fort
ight ago [BROADCASTING, March 6],
WKY-AM-FM-TV reports
a story the most intensiv-
spot and the most complete
coverage. WKY said thousands of
called it's switchboard at the
time.
In addition, the station's new-
newfound national exposure inter-
twined in, thanks to NRC, three times at
KENT Des Moines, and once each to
KPO San Francisco, KDIA
Pittsburgh, WIOD Miami, KITI
San Antonio, and KRMG Tulsa.

BROADCASTING • Telecastini
Du Mont
Daytime
Television
sells!

Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

★ low time costs!
★ low talent costs!
★ big sales results!

TELEVISION
Network
America's Window on the World
515 Madison Avenue, New York 22, N.Y.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
TV'S RISING COSTS

By FLORENCE SMALL

ELEVEN advertising agencies in New York registered television network billings, including time, talent and production costs, of more than $1 million during 1949, with one agency tabulating as high as $8 million and three others exceeding $3 million.

These were the salient facts uncovered in a special survey by TELECASTING last week.

Basing its figures on both production (including talent) and time costs, TELECASTING learned that the lead agency by a wide margin is J. Walter Thompson Co. Its $8 million was followed by S. A. Rice, $6 million; E. McMillin, $5 million; McCann-Erickson, $4 million; Cheil & Bowles, $2 million; Benton & Bowles, $2,100,000; N. W. Ayer, $1,500,000; Campbell-Ewald, $1 million and Kenyon & Eckhart, $1 million.

William Esty ranks third in annual television expenditures with $3 million followed by Cunningham & Walsh (then Newell-Emmett) with $2,500,000 spent in 1949.

The New York agencies which spent more than $1 million but less than $3 million for television billing in 1949 are Lennen & Mitchell, $2 million; McCann-Erickson, $2 million; Benten & Bowles, $1,700,000; N. W. Ayer, $1,500,000; Campbell-Ewald, $1 million and Kenyon & Eckhart, $1 million.

J. Walter Thompson's production costs for 1949 were approximately $5 million for the following shows: Tournament of Champions, International Boxing Club, through the Columbia Broadcasting System, $1 million; Kelly's Coliseum, New York, $1,100,000; the Clock, Avenue-Aire, Kraft Televis-

A Service of Broadcasting Newsweekly

MARCH 13, 1950

BROADCASTING, Telecasting

$1 annually, 5c weekly

Muddled at Annual Chicago Council

Maintenance of quality programs is video's first need, in the opinion of three in one, with advertising and sales promotion manager of Kraft Foods Co., Chicago, a keynote speaker at the opening luncheon.

"More important in maintaining the industry," Mr. McLaughlin said, "is whether spot advertisers are to be allowed to coast along in the wake of large commercial sponsors and reap benefits they don't pay for. Often, because of his greatly lowered time cost, the spot buyer can spend more money on dramatic commercials than we can. He really gets a greater impact on
our audiences than we do. At the moment they are spending their money more wisely than we are. This problem is even more serious in TV than it ever was in radio, where it is no longer profitable to carry a one-hour show."

"Tracking Kraft's TV history, Mr. McLaughlin said his firm in 1948 spent $1 for every TV set in the U. S. Early in '49, that went down to 50c, and to 25c late in the year. His 1950 estimate—between 15 and 18c. "That represents real progress," he said.

**Denny for McConnell**

Charles R. Denny Jr., NBC executive vice president, substituted for President Joseph H. McConnell in delivering the second keynote speech. "Outlining TV's dimensions, Mr. Denny said the audience today which sees one dramatic TV performance outnumbered all those who see all of Broadway's. The modern Chicago TV circulation is double that of life magazine, he pointed out.

New concepts of programming, as in the "Chicago approach," were defined by Ted Mills, executive TV producer at NBC Chicago, and Beulah Zachary, producer of NBC's "Kukla, Fran & Ollie." The panel was conducted by Fred Killian, program director, ABC-TV Chicago, who introduced also Fred Bolton, art director, J. Walter Thompson Co., and Steve Katlos, manager of James L. Saphier Talent Agency, both Chicago.

Mr. Mills, producer of "Garroway at Large," said: "Whatever good things are coming out of Chicago are good because we are poor financially. This forces us into production and conception techniques which make our lack of money a blessing, and these things apply to stations anywhere outside New York and Hollywood."

Color came in for a hearing at the Tuesday luncheon, when NBC Chicago Commentator Clifton Utley sparked discussion by Martin Codel, editor of a Washington newsletter, "Television Digest and FM Reports," Richard Graver, vice president, Admiral Corp.; Carl Meyers, chief engineer, WGN-TV Chicago, and J. Hugh E. Davis, executive vice president, Foote, Cone & Belding.

**Color Question**

Mr. Utley read messages to confreres from color experts. President R. C. Cosgrove of the Radio Mfrs. Assn. reaffirmed the group's position that color is not ready. Sen. Edwin C. Johnson decried the "peasimistic approach and reluctance to push forward." Program-wise, color TV won't cost a nickel more, and the impact will be 10 to 1 over black-and-white. Color television is a commercial reality today, he charged.

RCA President Frank Folsom pointed out the "little or no effect" color talk has had on black-and-white set sales. CBS President Frank Stanton said color TV is an "accomplished fact, irrespective of FCC hearings." Dr. Allen B. DuMont of DuMont Labs, said that from the incompatibility of the CBS system, introduction would cause a turmoil. RCA and Color Television Inc., in his opinion, have promise for future developments.

"Color has been delayed because (1) almost no one can afford to broadcast color on a substantial scale, and (2) even if it were perfected and ready, it would come slowly because gadgets would be needed for reception and transmission, according to Mr. Codel. It will be a long time before advertisers think it worth while. Nobody's color is ready or even in early prospect, he said. "To promise color any time soon might stymie progress being made in black-and-white."

"Compatibility is the key, because you can't build a new audience from scratch. Colorcast must be received on the black-and-white sets."

**Admiral Position**

Admiral favors compatibility, Mr. Graver asserted. When asked about possible costs, he said it depends on the additional number of tubes needed, the picture tube and the expensive cabinet. Color sets may cost "several hundred dollars more" than black-and-white. "There is no evidence of color hampering in any way the keen desire for black-and-white sets today. The industry can't and isn't meeting current demand. Customers mention color but are not waiting for it," he said.

Mr. Meyers of WGN-TV charged CBS with making no progress in its color system since 1940, and said RCA and CTI have made great progress since October. He pointed out that there are 170 lines in the CBS picture, 230 CTI, and 250 RCA, with 275 lines now used in black-and-white transmission.

Film must get the quality of live shows, and will be under a stigma until then, George Harvey, president of the Chicago Television Council, said that the Wednesday luncheon when introducing Russ Johnston, vice president of Jerry Fairbanks Films, New York.

**Coverage vs. Costs**

Sooner or later we will have to measure TV as any other medium, Mr. Johnston said, referring to coverage, a sponsor identification and impressions, all of which will be related to cost.

Shows without an element of immediacy can be circulated on film to avoid high cable costs, he said.

He outlined the firm's new Multicam system, with motion pictures being shot by multiple cameras synchronized to a sound track and an optical system which follows the focus. "We have the flexibility of an electronic camera, can take long, medium and close shots at the same time, and can film a half hour show in a half hour."

Gil Berry, western sales manager for DuMont TV Network, read a progress report to CTC's gathering.

"Continued on Telecasting (12)"

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**ATTENTION Getter**

in this conference banquet group is Thomas L. Rowe (r), chief engineer, WLS Chicago. Others are (l to r) Chuck Gay, TV director, Kircher, Hetton & Colling Agency, Dayton, Ohio; J. Leonard Reinisch, managing director, WSB-TV Atlanta; Glenn Snyder, vice president, WLS Chicago.

AMONG guests at the head table at the TV conference banquet are (l to r): Judge Justin Miller, NAB president; Mayor Martin Kennelly of Chicago; George Harvey, WGN-TV Chicago sales manager and president of Chicago TV Council, and Herb Graffies, toastmaster and Chicago Sun-Times columnist.

AMONG those attending Monday night's TV conference banquet were (l to r): Raymond Kraft, Paul H. Raymer Co., New York; John McPartlin, WBQV (TV) Chicago sales manager; Robert D. Sweezy, WDST-TV New Orleans; John Shepard, WGN-TV Chicago; L. E. Showman, NBC vice president, Chicago; Jack Russell, Mutual Entertainment Agency; Jules Horebaux, WNBC manager; Earl Thomas, TV Inc., New York.

**THIS head table group at the Chicago Television Conference luncheon Tuesday includes (l to r) Richard Graver, vice president, Admiral Corp.; Carl J. Meyers, chief engineer, WGN Inc., Chicago; Robert J. Burton, vice president, BMI; Hugh Davis, executive vice president, Foote, Cone & Belding, Chicago; J. A. Frye, Stromberg Carlson, and E. Y. Flanagan, general manager of WSPD-TV Toledo.**

**GENERAL MANAGER** Harry Bannister (r) of WWJ Detroit discusses a point at Monday's banquet with (l to r) Benedict Gimbel Jr., president, WIP Philadelphia; William A. McGuiness, WGN-TV Chicago, commercial manager, and Kay Luckie, Chicago, Over 225 attended the CTC sessions.
Good Local Programming for New York, Plus Service
As the ABC-TV Key, Is the Dual Role of WJZ-TV

IN THE 18 months since New York's Mayor William O'Dwyer welcomed WJZ-TV to the air (for the benefit of TV historians, the date was Aug. 10, 1948), it has served a two-fold function. That of originating a general program service for the nationwide audience of the ABC video network which it serves as key station and of providing good local programming for its own viewers in the New York metropolitan area.

Actually, there has been little conflict between the two sides of this dual service, according to Murray B. Grabhorn, ABC vice president and general manager of WJZ-AM-TV. "If we create a program of network quality—and we have to if we're going to compete successfully for the New York television audience with the six other TV stations on the air here, it would make little sense to put it on the air here in New York but to withhold it from the rest of the network," he said.

WJZ-TV's local operation is completely integrated with that of the ABC-TV network. There is only one employee whose salary is charged exclusively to WJZ-TV, Harold Day, who serves as liaison between the program department and the spot and local salesmen. This sales staff serves not only the five TV stations owned by ABC but its AM stations as well, differing from network sales, where AM and TV are separated and a salesman handles one or the other but not both.

"The reason for different procedures for network sales and spot and local sales, is really very simple," Mr. Grabhorn explained. The network salesman is normally presenting a plan to a client, a particular program which fits into or can be made the basis of a complete advertising campaign for a particular product. That's creative selling, and if the salesman tried to work in two media at once, he'd be selling against himself.

"It's different in the spot and local level; here selling is competitive and creative. When an agency starts to buy spots the nature of the campaign is set; the salesman's job is to deliver information about rates and availabilities and to try to get his stations on the list. Since the same buyer usually buys both radio and TV, our experience has been that having the same salesman for both is more effective than assigning different men to AM and TV. We tried that, but it didn't work."

Although other sales executives may not agree with this theory, it's hard to quarrel with its results. ABC-TV's spot and local sales in the opening months of 1950 are running about three times the volume of the same months of 1949, with a substantial month-to-month increase, Mr. Grabhorn reported.

WJZ-TV's nighttime announcements are completely sold out, even the sign-on and sign-off, he stated. The station's daytime operation, which is entirely local in contrast to the evening hours which are largely devoted to network programming, is "away in the black," he reported, with revenue substantially higher than operating expenses and gaining every month.

The WJZ-TV daytime operation, which was launched last May, is made up of two programs, Market Melodies, a women's participation show, 2-4 p.m., and TV Telephone Game, a video bingo type show, 4-6:30 p.m. Both are telecast Wednesday through Saturday (WJZ-TV is not on the air Monday and Tuesday).

FOUR of the five advertisers who started with Market Melodies are still on its sponsor list, which has now expanded. They are Stahl-Meyer (meats), Hills Brothers (Dormedary Mix), Brooklyn Union Gas Co. (ranges, refrigerators), Snow Corp Marketers (frozen orange juice). The only original sponsor to drop out was Foremost Dairies (ice cream), a hot weather advertiser who contracted for a summer campaign only.

The fact that these accounts continue to sponsor Market Melodies at a cost of roughly $500 a week indicates that the program indicates that the program must be doing a satisfactory sales job. More specifically, WJZ-TV cites such direct sales results as 284 orders from one announcement of a $15 reconditioned vacuum cleaner; over 700 sales of a $2.95 set of Christmas tree ornaments from five announcements; over 300 sales of a $1 set of toy balloons from one announcement; an average of $60 worth of sales apiece from a series of announcements for a $29.5 Jiffy Stitcher.

Outstanding success of the Telephone Game, which averages 1,000 calls a day, is for Swift & Co., one of its four sponsors. Swift gives the program entire credit for opening up the New York market for its peanut butter, reporting that sales have mounted so steadily the company has had to appoint two additional brokers to handle the new retail accounts.

Last fall WJZ-TV experimented with a pre-Christmas Holiday Hints series, Friday evening half-hour telecast demonstrations of holiday gift or service ideas, presented by Anne Russell and Walter Heilbury, co-conductors of Market Melodies. This series of straight commercial demonstrations and sales talks, without any entertainment in the usual sense, was so successful that the station is planning to repeat it this year, possibly for other holidays as well as Christmas.

The Fitzgeralds, veteran radio husband-and-wife "breakfast table" team, do two half-hour shows a week on WJZ-TV in the early evening hours and are numbered among the station's "sold out" local programs. A similar happy fate is anticipated for the Bay Heathers Show, a sidewalk superintendent program filmed at various spots around New York, which recently has been added to the WJZ-TV early evening schedule.

These programs, plus most of the station's network originations--are telecast from the ABC Television Center, three connecting buildings on West 66th St., just...
FLORIDA FIRM
Pelican Productions Formed

ORGANIZATION of Pelican Productions, firm specializing in filmic sporting events in Florida for television use, has been announced. The firm's address is P. O. Box 839, St. Petersburg, Fla.

Officers are Phillip Dana Boone, president; Lyman E. Rogers, vice president; Raymond L. Whitely, secretary and treasurer. Mr. Boone has been in television and radio in Philadelphia and the New Jersey area. Prior to that, he was a sportscaster for WTSP St. Petersburg.

Tavern TV Ban

BAN on the use of television in city taverns and off-sale liquor establishments was voted by a split ballot of three to two by the Duluth City Council last Monday (March 6).

Page 47 • BROADCASTING

March 13, 1950
It's 'Super-Circus' For Canada Dry

By JANE PINKERTON

APPLY NAMED is Super Circus, for it begins with super audiences and ends with super sales. Such is the conviction of ABC television, the Canada Dry Ginger Ale Co., New York, and J. M. Mathes Agency, New York.

Sponsored by Canada Dry on the network from Chicago each Sunday since last April, Super Circus occupies a five-ring stage in the minds of network, agency and client personnel. The format lends itself to successful merchandising tie-ins with retailers, gives distributors a conversational subject with a universal, family appeal, and proves that video cameras are adept enough to catch the multifarious maneuvers of 40 dogs and three trained seals at one time.

The hour-long (4 to 5 p.m. CST) show, presenting only circus performers conditioned to big-top operations, is a blend of skillful direction, a sawdust and tent atmosphere, unpredictable animals, blatant band music and a beautiful girl. All these add up to entertainment popularity and more and more Canada Dry sales. Bubbling is the byword.

Although Super Circus originated at WENR-TV Chicago for the network Sept. 17, 1948, it remained unsponsored until April of last year, when the beverage firm decided to try a medium new to the soft drink industry. ABC signed Canada Dry for the first half hour and conducted in March what is believed to be the industry's first closed circuit TV meeting.

Canada Dry President Roy W. Moore; William M. Collings, vice president in charge of company-owned operations; William S. Brown, vice president and advertising manager; and Ralph O. Nims, manager of the sales and merchandising department, spoke directly to regional and district personnel in the eight cities originally comprising the ABC-TV network. Mr. Moore and Charles C. Barry, ABC vice president in charge of TV, outlined the firm's promotion and sales plans for the circus show.

That initial 13-week contract has been renewed three times, and J. M. Mathes officials hope to continue sponsorship indefinitely.

Phil Patton and Greg Garrison, producer and director, have worked together as a team in the circus epic since it went commercial. Mr. Patton began working for ABC Chicago on a freelance basis (he used to do Ladies Be Seated with Tom Moore, telecast as a sustainer on the network for 10 weeks early last year.

They coordinate duties of 34 persons, excluding talent, at ABC's Civic Studio, the former Chicago Civic Theatre, in the Civic Opera Bldg. It is on the western fringe of the loop at the Chicago River. The 34 men and women assigned include—on stage and in the control room—eight stage hands, two floor managers (Grover Allen and John Fitzpatrick), Assistant Director Dick Ortner, three cameramen, a dolly pusher, two microphone boom operators, an audio engineer, Technical Director Frank Koerner, two video control operators and a switcher.

Working in the Penthouse Studio atop the building are a man for slides, a girl giving slide cues, a technical director, switcher and video control operator. These are in addition to two girls for inside and outside props, a girl who selects children for special stunts, Scene Designer John Boyt, Artist Robert Moak, Makeup Artist Carol Castle and Dan Schiffman, author of children's stunts.

Mr. Patton supervises overall production and auditions most of the acts. Mr. Garrison takes over in the control room and handles rehearsals. Originator and owner of the package Stand by for Crime, formerly telecast via ABC, he was a motion picture producer and writer and studio production director at WFLD-TV Philadelphia. In 1947, Greg Garrison, then scarcely 24 years old, directed the ABC portion of both national political conventions for the Republicans and Democrats.

TELEVISION has proved such a happy medium for Canada Dry that the firm plans soon to expand its present 16-station network to include St. Louis and Milwaukee. Canada Dry's first year has been "a very exciting one, and a profitable one from the standpoint of experience and actual leadership. We are the only beverage sponsoring a network program, and we consider that important," said Read H. Wight, radio and television director for Mathes agency.

Canada Dry has used radio every year of the 16 it has been in business, buying shows such as Jack...
Syracuse horn tight-three property the me-bottle and Broadcasting fashion reported stuffed animals as merchandise the company.

Super Circus time charges are paid for by the parent company in company-owned distribution areas. In other non-company plant markets, the local bottler ships in on time costs. Talent and production fees are absorbed by the national company. Its weekly share of costs adds up to less than $5,000, including time charges.

The company is thus spending about $250,000 of a reported $3 million advertising budget on its network television show. Most of the media allocations go to local rather than national advertising, however, because of the need to merchandise locally to build mass market sales with direct deliveries. This is why stress is placed on the local franchise-holder, the distributor and the salesman. "Because Canada Dry salesmen go into retail outlets more than most other salesmen, we have a fine talking point with Super Circus," Mr. Wright explained.

Super Circus is bolstering the sponsor's three-way objectives to create and develop mass markets for ginger ale, sparkling water and its other products, Spur Cola and Hires. It reportedly now holds about 20% of the ginger ale business in the country. Working on a 50-50 arrangement with bottlers, Canada Dry gives them promotion packets at cost, including transcribed radio commercials. TV spots are aired occasionally, but usually only in areas out of Super Circus range.

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A CRASH of Clifty the Clown through a paper hoop announces the opening of Super Circus, as the 12-piece band bawls and Ringmaster Claude Kirchner steps to the center of the stage. From there, for an hour, he introduces the acts, smooths over gaps when donkeys balk at the camera, or shows the audience what he can do without free bottles of ginger ale. Up on stage, he delivers a casual but solid-cellar commercial.

To get a tighter and better camera closeup on the commercial, which is always live, Canada Dry redesigned a bottle label for video use only, removing small and extraneous printed matter to avoid fuzziness.

Acts are booked two or three weeks in advance, usually through two Chicago agents. Price ranges up to $500, which was paid for Tom Pack and his herd of four baby elephants. Most performers (there have been as many as 15 persons in one act) have never played night club dates, and all have been circus headliners. Many work the show between circuses and winter dates.

Along with magicians, trampolines artists, sword swallowers and tumblers have been a me-nagerie of animals—universally popular. At least one animal act is booked for each show. Animals, because of their inability to take coaching, often provide comic relief to an already funny show. Animal stories in Super Circus' private collection include gags about the chimpanzee that threw a bicycle at the bandleader, a four-minute hole filled with music because a jackass refused to come on stage, the seal that played "How Dry I Am" (not at the sponsor's request) on a horn combination, and the dog (in a troupe of 40 frantic bounds) who scattered up to a prop fire plug and was ready to sanction same when the screen blacked out and cameras switched.

Thousands of irate viewers wrote in after seeing Umbangi, the Hollywood "gorilla," race across stage, clamber up the back of a dolly pusher into the lens of the camera and tear off through the audience. In the excitement, they hadn't heard Umbangi identified as the best gorilla impersonator in Hollywood.

As a joke on a band man, Director Garrison rented a truck for $7.50, thinking this was a new low in expenses. In two days of rehearsal, the skunk (deodorized) bit Star Mary Hartline, a property girl and the assistant director. Doctor bills cost $25, and a stuffed skunk was finally used. Total cost — $32.50.

Three cameras are spotted in the studio, one on stage right, one in front of center stage on a platform extension into the audience (permitting dollying in and out), and a third at the back of the 860-seat house. For trapeze acts performing as high as 60 feet, the rear cameraman sits on the floor and shoots almost straight up with a wide angle lens. A Zoomar for extreme closeups was used for the first time in January and is used consistently now.

Elephants and camels are the largest in the circus ark to crowd through the stage doors. The camel was brought in for a quick walk-around when appearing in the Fashion Play at the Opera House. Elephants, which always get raves from fans, have stumped across the reinforced floors on several occasions.

Because of the scattered camera angles, the men have orders to stay low whatever is happening, even if it is not scheduled. As a result, all mikes are covered to blend with the backdrop, and flown by pin knives galore, winning such titles as Sweetest Television Star of the Year (1949), Chicago's Number 1 Career Girl (1948) and Miss Television of 1948 (from ardent Phi Delta Gama Deltas at the U. of Michigan."

Sharing the bandstand with Bruce Chase, Miss Hartline plays occasional trumpet solos and takes part in the children's portions. Working with her are Clifty the

(SCAMPY THE CLOWN, in non-Super Circus life 11-year-old Phillip Bardwell Patton, ogles a bottle of Canada Dry enthusiastically with TV Announcer Charlie Flynn, who hawked the soft drink since the show started. With them are William S. Brown (I), Canada Dry vice president and advertising manager, and Carl G. Suber, J. M. Mathes, account executive on company-owned plant and national advertising.)
It's Super Circus
(Continued from Telecasting 7)
Clown, veteran radio actor Cliff Soubier, and 11-year-old Scampy, Phillip Bardwell Patton, son of the producer. Scampy was called in at the last minute one day when a midget performer failed to appear.

Although all elements in the show are scheduled two or three weeks in advance, reheasal takes place on Saturday before and Sunday of the show. On Saturdays, kid stunts, clown gimmicks and commercials are given a thorough going-over. Opens and introductions are set, and one of two hours on the commercial is on camera. Musicians rehearse alone Sunday morning, when music is set with placement and setting of the acts. Dress rehearsal and a complete dry run take place until 3:30, half an hour before the show.

Then the 860-seat house is opened, timings are checked, additions and deletions made, the stage is closed and closed levels determined. Eight usheras line-up ticket-holders in front of the studio where, on balminy days, hawkers cover over from East Madison St. to sell balloons and popcorn. Children are admitted before adults, and long ago ABC set a precedent by insisting that all adults be accompanied by youngsters.

M & M Ltd., Newark, for its candy, and International Shoe Co.,

for MOBILE TV UNITS

ELECTRIC POWER

with ONAN ELECTRIC PLANTS

Quiet-running, vibration-free Onan Electric Plants are compact, lightweight, easy to install in TV, FM, and AM mobile units, supply power for recording, lights and audio equipment. Made for Electric, push-button or manual starting. Fully shielded to eliminate radio interference. Air-cooled A.C. models range from 400 to 3,000 watts. Water-cooled electric plants up to 75,000 watts.

ONAN STANDBY ELECTRIC PLANTS

Designated for industrial and education units, for use in events, emergencies or as a power supply for mobile TV units. Designed and engineered to provide 30% standby power. A.C. or D.C. Isolated or connected to the mains. The Standy 20 unit is rated for 20,000 watts. All models are listed by Underwriters Laboratories, Inc. (UL).

Write for literature

D. W. ONAN & SONS INC.

1155 Riverside Ave., Minneapolis 5, Minn.

March 13, 1950

INDUSTRIAL TV

RCA System Shown
At IRE Meet

A COMPACT TV system designed for industrial and educational use and specifically for the broadcast of television, was unveiled by RCA convention in Nashville (see page 28).

The new RCA system comprises two units—a TV camera similar in size to a 16mm movie camera and a suitcase-sized master control monitor. The RCA's Vidicon tube, which is described as less than one-tenth the size of the image orthicon, and simpler in application.

The system produces black-and-white images at normal light levels and can be adapted to produce pictures in natural colors, according to Dr. V. K. Zwyorkin, vice president and technical consultant of RCA Labs, who directed development of the system.

It also was revealed that RCA engineers are conducting research in development of tubes like the Vidicon for use in RCA's color, high-definition color TV system. Additionally, the Vidicon will be developed further to make it a valuable device in commercial monochrome transmitting, and in the future engineers will be able to serve to replace present studio equipment, it was explained.

Details of the industrial system were revealed in technical papers presented at the Dr. Paul K. Weimer, RCA research scientist, who helped demonstrate the system, and Richard C. Webb, of Southern California, as well as for the other than existing ones, it was said.

The entire system operates at 110-v, 60-cycle alternating current and consumes only 350 w, according to Mr. Webb. He said it is capable of transmitting a signal 500 feet over a coaxial cable circuit with "enormous flexibility" for a wide range of industrial, scientific and other applications.

The Vidicon measures one inch in diameter and is six inches long. The master control unit is 24 inches long, 15 inches high and 1/4 inches deep. Its weight is pounds. It contains its own seven-inch monitoring scope and 44 tubes—about 50% more than the average home TV receiver. Camera is 10 inches long, 3/4 inches wide and five inches high.

The RCA system was described as indicating "great promise" for closed circuit television, which Dr. Webb described as being "a powerful instrument of education."

WSYR-TV Dedicated

WSYR-TV Syracuse, N.Y., operating on Channel 5 (762-82 mc), was dedicated formally March 5 by Harry C. Wilder, president of WSYR-AM-FM-TV, Dedicated ceremonies, which followed a limited schedule operation for 17 days, included a film record of the station's construction and pictures of WSYR-TV's six television cameras. WSYR-TV reports its antenna is 1,666 feet above mean sea level.

BROADCASTING • Page 50
WXEL Excels in TV Service to the populous Western Reserve area

The northeast Ohio area established as the Western Reserve in 1785, is today a nation’s center of industrial, agricultural and intellectual advancement. The 17-county area now included in the original government grant has been served on Channel 9 since December 17, 1949, with a widely diversified program for all types of audiences.

For its visual power of 21 KW, and oral power of 13.5 KW, station WXEL uses a self-supporting Truscon Steel Radio Tower with an overall height of 437 feet to the top of a General Electric 6-bay television antenna. This is another example of the specialized services of Truscon engineers, long skilled in designing radio towers to meet specific conditions all over America.

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
CELOMAT UNIT To Participate in Color Hearing

CELOMAT Corp., New York plastics fabricator, has been given permission by FCC to participate in the color television proceeding, which resumes Wednesday, to tell about its $9.95 color converter for sets adapted to the CBS system. FCC denied participation to Wells-Gardner & Co., Chicago, and Communications Measurements Lab., New York.

The Commission's proceeding is expected to continue with further direct testimony by CBS. This week's session will run Wednesday through Friday, receiving results of field tests and other developments since the color hearing was recessed last Nov. 22.

The hearing resumed Feb. 27 for a three-day session with no meeting scheduled last week because of the 1956 convention and radio engineering show of the Institute of Radio Engineers in New York [TELECASTING, March 6]. The hearing is set also for March 22-24 and 26-27.

New bid to testify was filed last week by Packard-Bell Co., Los Angeles set manufacturer, which expressed concern over the potential "monopoly" situation in the color manufacturing field.

Celomat Corp. informed the Commission that it was ready to manufacture a color converter for use with TV sets adapted to receive the CBS color system and that the retail cost for the converter would be "about $9.95." The firm said the unit could be distributed nationally through the same channels which now handle Celomat's TV set magnifier. FCC said it granted the Celomat request to testify since the cost of making color converters was raised during the hearing before it recessed last November.

Wells-Gardner Request

Wells-Gardner requested permission to testify about its test with regard to the demand by the "public for large size pictures in home television receivers" with "probable public reaction to certain features of the three color television systems" and with "the effect of continuation of the VHF freeze and failure to proceed with the VHF-UHF allocation plan upon such small business enterprises as Wells-Gardner." However, the Commission considered this request as not within the scope of its request for field testing and data on new developments and hence denied it.

FCC rejected the CML request on the ground it proposes a color system not within the scope of the Commission's original issues in the proceeding. CML claims it has an 8-mc dot-sequential color system which will operate in the UHF band permitting simultaneous transmission and reception of multiple other broadcast and non-broadcast services on the same signal [TELECASTING, Feb. 27]. FCC specified 6-mc band for color, the same as monochrome.

The Commission also noted that the CML system admittedly still was a theoretical system and "has not undergone a program of research and development in the laboratory to demonstrate feasibility and to explore basic problems."

Packard-Bell Position

Packard-Bell indicated FCC in the public interest should hear the "views of a small, non-diversified manufacturer of television receivers from the West who is concerned about the concentration of monopoly power in the hands of a few manufacturers, who wishes to present facts concerning the television situation in the West, and who is particularly concerned that in the transition from black-and-white to a color system that has not been adequately field tested for commercial development there is a strong likelihood that companies like it might be forced out of business."

The firm indicated its vice president, Robert S. Bell, would be available for testimony. Packard-Bell had gross sales of about $5,500,000 in 1949, 80% of which was in TV sets, the firm said. Present sales are running at a $12,000,000 annual rate.

Meanwhile, two distinct viewpoints were evident last week among color hearing observers. One view—that FCC was considering allowing the double standard, both CBS and "compatible" RCA, at least in the VHF—was stimulated by comments of Comms. Wayne Coy and Frieda E. Hennock during examination of RCA and other witnesses a few days ago [TELECASTING, March 6].

Other View

The other view—that FCC, at least in majorly, will hold to its call for a color system "compatible" with monochrome—was claimed to be strengthened during the same session by the concern of Comr. George E. Sterling over any system which requires that the present such mechanical parts as a motor-driven color wheel.

CBS witnesses had emphasized that its system and all of the principal color methods fundamentally are all-electronic and that the CBS color wheel was only a device to make color TV practical and inexpensive now.

Conners. Robert F. Jones at one point had observed that all of the systems are "mechanical" in their basic electronic characteristics, at present utilize some form of "mechanical" operation to produce the color. He noted the CBS color wheel and its conversion system was not involved in the RCA and Color Television Inc. systems.


Hampton W. Howard, former president of Special Purpose Films, appointed sales manager for Archer Productions, New York industrial film firm.

Television Screen Productions, New York, producing five-minute animated cartoon TV advertising series for children. Title "Jim and Judy in Teleland" series can continue indefinitely, according to Charles J. Basch, president of company. TSP, Hollywood, producing one-minute animated television commercial for Nesbitt's Orange Drink through Arnold Marquis Productions, that city. Spot for local release.

Russell Day heads new television commercial department set up by Telemount Productions, Los Angeles, at its studios at 5255 Clinton St. Mr. Day was formerly independent TV film producer. Firm also has announced 13-week renewal of its Magic Lady and Boko series on KFIC (TV) in San Francisco, effective March 4. . . . Series of seven one-minute live action TV spots have been completed for General Controls Corp. by Caston Productions, Los Angeles. Agency: Hixson & Jorgensen Inc.

**Why FIlM EQUITIES**

Is the No. 1 Distributor of TV Film in the U. S. Today

- Film Equities acceptance and reputation is built on its superior service.
- When stations want film—and when they want it in a hurry—they know that they can pick up the telephone and that Film Equities will be able to deliver what they want when they want it.
- This service, built up over several years, is the fundamental reason for more Film Equities film being used in TV than by any other distributor.
- Television stations the nation over know that when they call on Film Equities, Film Equities delivers the film.

Let us show you what we mean.

FILM EQUITIES

1501 Broadway

LONGACRE 4-8234

Constance Lazar, Television Director

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**Film Report**

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Further Hearings Are Held

FURTHER hearing was held before FCC Examiner J. Fred Johnson Jr., last week to decide whether or not the Commission should require interconnection of the inter-city television relay facilities of American Telephone and Telegraph Co. and those of Western Union Telegraph Co.

AT&T has issued a loud "no" to WU's equally vigorous "yes" on the interconnection issue. The Bell System contends Western Union can't compete with it unless WU furnishes customers with Bell facilities to piece out its own channels, which amounts to a private subsidy by one competitor to another. Western Union stated television is growing rapidly and will need both AT&T and WU facilities, indicating WU can compete with the Bell System.

Held Monday through Wednesday, the FCC hearing last week was recessed until April 10 when it's expected another week will be required to close the case. FCC last December had ordered the common carriers to interconnect their facilities with those of private broadcasters for the present because the common carrier channels are inadequate.

In mid-February FCC requested AT&T to further amend its tariffs to allow broadcasters to feed programs picked up over the air into the Bell System network for further relaying [TELECASTING, Feb. 20]. AT&T last week, however, in a petition opposing this request, charged that the issues and evidence in the earlier interconnection hearing did not support FCC's conclusion to order AT&T to accept inbound traffic of this nature. The telephone company further contended that such "patchwork" networking would be technically and operatively inefficient and uneconomical in the long run.

A preliminary dispute at last week's proceeding was whether the case involved the question of general interconnection or interconnection only in a specific instance such as the WU-Philadelphia link, presently its only existing TV relay facility.

KTTV (TV) MOVES

Sets Nassour Studios For Film Making

UNDER a long term lease, with option to buy, KTTV (TV) Los Angeles within next 60 days will move from present quarters at Nassour Studios, 5746 Sunset Blvd., Hollywood.

Deal was worked out by Norman Lischer and president of KTTV Inc., with Edward and William Nassour, owners of Nassour Studios. Under the arrangement, KTTV will go into production of low budget television films, with national distribution to be handled by Television Sales, a subsidiary recently set up for syndicated programs.

Agreement in no way interferes with independent film production of Nassour Bros., it was said.

Under the 10-year lease with options, signed last Tuesday, KTTV will eventually take over the entire film lot consisting of executive offices, four soundstages, and workshops. Station will discontinue use of three sites from which it currently operates.

Station expects to start filming six to eight half-hour programs weekly with move to the new quarters, according to Harrison Dunnham, KTTV general manager. First will be the "Buster Keaton Show" and the "Stokey-Ebert Enterprises' Pantomime Quiz." KTTV also plans to bring in freelance producers, directors and talent to film its own packages.

Stockholders Approve

With CBS a 49% owner of KTTV, Frank Stanton, network president, participated in the stockholders' recent Los Angeles meeting that approved the deal with Nassour Bros.

CBS also will acquire a Hollywood film studio or its equivalent for its rapidly expanding television operations in that city. Several sites have been investigated, but as far as can be learned, no deal has been made.

Looking to the future, ample space, comparable to that occupied by the ABC Television Center in Los Angeles, will be necessary to accommodate the several live and filmed shows that CBS will originate from Hollywood. Adequate quarters acquired now will eliminate future farming out of shows to rental studios as was done in radio, it was pointed out.

Now! - the greatest First of all for Memphis and the Mid-South's First television station WMCT joins the Cable!

- the FIRST Television station in the South to bring television's greatest shows direct from New York!

*South of St. Louis and Richmond, from the Atlantic to the Pacific.

On March 1st, WMCT joins the Cable! This is big television news in the Memphis market area, and even greater significance to advertisers throughout the Nation.

Already television set sales in Memphis and the Mid-South have reached 20,000, according to information received from distributors.

With the coming of the Cable, there will come also, a tremendous new interest and a new and greater audience than ever before.

For program and spot availabilities, we suggest you contact your nearest Branham office, now.

WMCT television

March 13, 1950
**TV's Rising Cost**

(Continued from Telecasting 3)

DuMont has pioneered in low-cost production, opened new time periods and developed profitable shows for low-cost advertisers. Speaking of costs, he charged that prices must be about the same cost per thousand as in other media.

Because there are not enough hours to put TV on a sound and profit producing basis even if all hours are sold, DuMont has gone extensively into daytime programming.

TV in movie theatres was discussed by Robert H. O'Brien, secretary-treasurer of United Paramount Theaters, New York. It will not alter but replace theatregoing, because people will always want to leave their homes for entertainment, Mr. O'Brien said.

An opposing view, asserting that TV is moving the theatre into the home, was expressed by H. C. Bonfig, advertising manager of Zenith Radio Corp., who talked about film production. "Only with skill will broadcaster and talent make a living out of TV," he claimed.

Ralph Liddle of Commonwealth Edison, Chicago, was moderator of the theatre TV discussion.

**Research Important**

Research will play an important role in Chicago. Last week, Mr. Meville Jr., NBC's director of plans and research. Five leading fields in which research can help TV, he said, are improved set figures by making better use of studio, more ratings, better measurement of TV audience size among non-set owners, and, in general, how to build more effective commercials and documentation of TV's sales effectiveness.

He proposed that ratings be made every third rather than every four months because of shows aired bi-weekly. Reporting a large bonus for sponsors because of high non-owner viewing, he said a recent NBC New York survey showed the network has a total weekly audience of 20 million viewers five years old and over, 49% of which are outside TV homes.

Appearing with him were Dr. Charles F. Allen, director of research, Northwestern U.; A. C. Nielsen, president of the Chicago market research firm bearing his name; Lawrence Roslov, general manager, The Pulse Inc.; James Sepler, president, American Research Bureau; Charles Callard, vice president of Jay & Graham Organization; ( Videodrome) Mr. W., president, and vice president, C. E. Hooper Inc., Robert Salt of the Katz Agency, Chicago, was moderator.

Speakers on the opening panel were Robert Swezy, general manager, WDSU-TV New Orleans; Harry Bannister, general manager, WJ-J -TV Detroit; Alexander Schmidt, program operations, ABC New York; Seymour Mintz, advertising manager, Admiral Corp., Chicago, and Jeff Wade, vice president in charge of radio and television, Adwere, Inc., Chicago. James Stirling, general manager of ABC's Central Division, moderated.

"Video will support itself in any market because the impact is there," Mr. Swezy said. He had a transom business already, and have reached the point where some of our new advertisers are going into TV. We will have a budget radio before long," Youth and imagination are prime requisites, he said.

Mr. Bannister, terming TV a constant news story because it has captured the public imagination, said video gives priceless publicity to advertisers. Discussing the 58 TV stations in Chicago, he said TV will increase much in the next three years because of the "freeze" and time needed for allocation hearings, he anticipates between 14 and 15 million sets the first year will still be confined to 58 markets.

Mr. Stronach of ABC said "a tremendous educational job needs to be done before TV is economical. TV will never be cheap, but it will have to be cheaper if we are going to get the average budget client, the backbone of magazine and radio advertising."

Mr. Wade, whose major AM-TV account is Miles Labs, (Alka Seltzer, One-A-Day Vitamins, said TV is almost a last resort for radio advertiser. Advertisers, however, are looking for economy in programming and sales effectiveness "like they've never looked before," he stated.

Admiral Advertising Manager Mintz pointed out need for more accurate estimates in program costs. "We spent four times the original estimate on First Place, now we go back for good money, for example," he said.

An answer he recommended for profit both ways—inexpensive day time shows.

Problems of stations in various markets were outlined Tuesday morning by John Mitchell, manager, WBKB, (TV) Chicago, and his panel: manager, WTVT (TV) Bloomington, Ind.; E. Y. Flanagan, general manager, WSPD-TV Toledo; Roy McGaughan, manager, WENR-TV Chicago; Robert Beckerman, vice president, the president, WKY-TV Oklahoma City, and F. Van Konynenberg, general manager, WTCN-TV Minneapolis.

"TV pays off—or does it?" was answered by A. L. Johnson, advertising manager, International Shoe Co., St. Louis; Bud Gore, advertising manager, Marshall Field & Company, Chicago; Freeman, advertising manager, Edward Hines Lumber Co., Chicago; L. E. Waddington, radio director, Miles Labs, Elkhart, Ind.; Hal Rorke, radio director, J. Walter Thompson Co., Chicago, William Fisher, TV production director Young & Rubicam, Chicago, and Harry Goodman, president, Harry Goodman Productions, New York.

Holman Faust, account executive at Schwimmer & Scott, moderated.

Ten panelists appearing at the closing session were introduced by Arthur Holland, owner, Malcolm H. Holland Inc., New York. Among these were Monte Fassnacht, WENR-TV; Norman Heyne, Rubrauff & Ryan; Dick Liesenfeld, WGN-TV; Jo Better, Sarra Inc.; Jerry Campbell-Cahill, McCann-Erickson; George Bert Knapp, Schwimmer & Scott; Norman Lindquist, Atlas Film Corp., all Chicago; and Arthur Fielden, Campbell-Ewald, Detroit; Harry Hayden, Hayden & Robinson Inc., New York, and Gordon Kinney, Advertising Council, New York.
PREVIEWING WNQ-BNC (TV) Chicago show, "Grand Marquee" feature series, is the program's sponsor, Paul E. Hauser (r), president, Hauser Nash Sales, Chicago. With him at the station's studio are (l to r): Charles J. Zeller, radio-television director, Guenther-Bradford Agency; George Morris, WNQ account executive, and John McConnell, station manager. Show is telecast Saturday at 9:30 p.m. (CST).


Mr. Connolly joined CBS as a member of the sales promotion department in 1939 after long service in department store sales and advertising. In 1940 he became director of program promotion of the network. In February 1948, he became assistant manager of program sales and was elevated to the management the next July. He is a graduate of Harvard U.

CONOLLY NAMED
Heads CBS-TV Program Sales

THOMAS D. CONOLLY, manager of CBS radio program sales since July 1948, last week was appointed manager of CBS-TV program sales.

Mr. Connolly

WJMJ-PLANS
Equipment Tests Start

WJMJ-TV Lansing, Mich., commenced equipment tests on Thursday (March 9), Harold F. Gross, president and general manager, announced last week.

Owned by WJMJ Inc., the new outlet operates on Channel 6 (82-86 me) with power of 2.5 kw aural, 6 kw visual.

WHAS-TV Joins CBS-TV

WHAS-TV Louisville, Ky., affiliates with CBS-TV network as a full primary affiliate effective March 20. This brings to 57 the number of CBS-TV affiliates. The station replaces WAVES-TV Louisville, a secondary affiliate.

WHAS-TV Louisville, Ky., is the first primary CBS affiliate in the Commonwealth. The station was affiliated with WAVES-TV for the last half of 1955 but was dropped after the top of the afternoon newscast on March 20, 1956.

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Mr. Connolly

WHAS-TV

RADIO-TV

Results Show Viewing Habits—BY MARY WOOD—

Mary Wood's Cincinnati Post Survey confirms and confirms PULSE HOPPER—VIDEODEX that WCPOTV is Cincinnati's No. 1 TV Station.

We quote from Mary Wood's column of February 24th:

Best Shows on WCPOTV—

"two of top 3 shows are on WCPOTV!"

Most Popular Station!

"WCPOTV 1st — WLW 2nd — WKRC 3rd!"

Enthusiastic TV City!

"Viewers look 2 hours in afternoon and 4 hours 20 minutes at night in Cincinnati"
TELEVISION advertising in January dropped to 2,133 accounts from the 2,300 recorded in December 1949. The loss of advertisers was reflected in all three classifications: Network, spot, and local.

This is the first drop in total advertisers since the mid-summer slump of June-July.

Network advertisers dropped from 75 in December to 73 in January although the number of sponsored programs increased from 89 to 93. Spot accounts went from 427 to 393 and local business dropped from 1,800 to 1,687.

The information is based on the "Rorabach Report on Television Advertising" published by the N. C. Rorabach Co. December figures are from 89 reporting stations in 59 markets. January information is based on reports from 91 stations in 55 markets.

Network figures are obtained from the newscasts in New York and include all stations which were operating during the month. Spot and local figures are supplied by the stations. There were seven stations which did not report for the January 1-7 sample week. A like number were omitted from the December report.

ABC-TV lost two and gained two accounts between the months to retain its total of 15. Two accounts were added by CBS-TV to bring the January total to 35. DuMont, which had eight accounts in December, added one for a total of nine in January. One account also was added by NBC-TV for a January total of 36.

In point of stations used and time purchased, Goodyear Tire and Rubber Co. was the biggest ABC-TV advertiser. The firm placed its Paul Whiteman Goodyear Review on 40 stations from 17 to 51 hour Sunday night. Young & Rubicam is the agency. On CBS-TV, Crosby Div. of Aveo Mfg. Co. backed This Is Show Business on 53 outlets. The half-hour, weekly show was placed through Benton & Bowles. In amount of time purchased, Westinghouse Electric Corp. was the largest CBS-TV advertiser. Through McCann-Erickson, the firm placed Studio One on 41 stations for an hour Monday nights.

Allen B. DuMont Labs sponsored the Morey Amsterdam Show on 51 DuMont stations for a half-hour on Thursday night through Campbell-Ewald. In point of time purchased, Drug Store TV Productions backed Cavalcade of Stars for an hour Saturday night on 19 DuMont stations. S. B. Fisher is the agency. Sponsoring the largest number of NBC-TV stations was RCA Victor. The firm placed Kubel's Fr. Olle on 56 stations for a half-hour on Monday and Friday nights through J. Walter Thompson. The edge in time purchased went to another advertiser of radio and TV sets, Philco Corp. This sponsor backed Philco TV Playhouse for an hour on Sunday night on 54 NBC-TV stations, according to Rorabach. Hutchins placed the business.

49 Agencies Buy

There were 49 agencies that bought network television time in January.

The largest spot account to be added in January, in point of stations used, was the Buick Motor Div. of General Motors Corp. The motor company placed business on 54 stations through Kudner Agency, New York. A special 10 day schedule for Lincoln Motors was placed by Curtis Publishing Co. on 37 stations through BBD, New York.

Dodge Division of Chrysler Corp., which had placed business on NBC stations in December, promoted its new cars heavily in January by increasing the schedule to 52 stations, according to Rorabach. Ruthrauff & Ryan handled the account. Another automobile advertiser, Chevrolet Division of General Motors, upped its spot schedule from one station in December to 26 stations January through Campbell-Ewald, Detroit.

There were 283 agency offices which placed television spot accounts during January.

In the local field Los Angeles led all other cities with 17.3 different advertisers on its seven stations.

In a poor second, Rorabach reports 75 advertisers on the Philadelphia stations and 66 in Columbus. One Columbus station did not report local business.

Of the stations reported by Rorabach for January, KFI-TV Los Angeles led in the local field with 74 advertisers. WTJZ-TV Milwaukee had 52, Westinghouse and WSPD-TV Toledo showed 58.

In terms of total number of accounts WTMJ-TV led the January report with 137. WBEN-TV Buffalo was second with 129.

There were more advertisers of food and food products using television during January than any other product classification. A total of 567 different firms used the medium on the network, spot and local level (see table).

Weekly Television Summary

March 13, 1950 TELECASTING Survey

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<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Network Source of Sets Estimate</th>
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<td>Albuquerque</td>
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<td>Anaconda</td>
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<td>San Antonio</td>
<td>K dasl WOAI-TV</td>
<td></td>
</tr>
<tr>
<td>San Diego</td>
<td>KCCT, KTVU, KUET</td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>KPIX, KRON-TV</td>
<td></td>
</tr>
<tr>
<td>Schenectady</td>
<td>WRGB</td>
<td></td>
</tr>
<tr>
<td>Seattle</td>
<td>KING, KOLU</td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSDT-TV</td>
<td></td>
</tr>
<tr>
<td>Syracuse</td>
<td>WSYR, WSYR-TV</td>
<td></td>
</tr>
<tr>
<td>Toledo</td>
<td>WJTL, WALO-TA</td>
<td></td>
</tr>
<tr>
<td>Tulsa</td>
<td>KOTV</td>
<td></td>
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<tr>
<td>Utica-Rome</td>
<td>WNYT</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>WSM-B/wiki, WJW, WWIC, WTTG</td>
<td></td>
</tr>
<tr>
<td>West Palm Beach</td>
<td>WSB</td>
<td></td>
</tr>
<tr>
<td>Wilkes Barre</td>
<td>WNEA</td>
<td></td>
</tr>
</tbody>
</table>

Total Markets on Air 59 Stations on Air 101

Sets in Use 4,505,619

January advertisers are listed according to this format: City, Outlets On Air, Network Source of Sets Estimate. The Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To affect this there are many scattered sets in areas not included in the survey.
WHIO

FIRST in Radio
FIRST in Television

CHECK ANY SURVEY ANY DATE

WHIO | RATED FIRST IN DAYTON, O.
WHIO-TV

AFFILIATED WITH THE DAYTON DAILY NEWS AND THE JOURNAL-HERALD

WHIO REPRESENTED NATIONALLY BY G. P. HOLLINGBERY COMPANY
WHIO-TV REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Background/Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices: National Press Building</td>
<td>40 years of professional background</td>
</tr>
<tr>
<td>Mackey</td>
<td>Washington, D.C.</td>
<td>Paul Godley Co., Upper Montclair, N. J. (Member AFCCE*)</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N. W., D.C.</td>
<td>Glenn D. Gillett, MUNSEY BLDG., REPUBLIC 2547 WASHINGTON, D.C. (Member AFCCE*)</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W., Republic Bldg., Washington, D.C.</td>
<td>Craven, Lohnes &amp; Culver, Munsey Building District 8215 (Member AFCCE*)</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers, Bond Bldg., Executive 5670,</td>
<td>Dixie B. McKey &amp; Assoc., 1820 Jefferson Place, N. W. Washington, D.C. (Member AFCCE*)</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colten &amp; Foss, Inc., 927 15th St., N. W., Republic 3883</td>
<td>Kear &amp; Kennedy, 1703 K St., N. W., Sterling 7922 (Member AFCCE*)</td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>Consulting Radio Engineers, 4725 Monroe St., Toledo, Ohio</td>
<td>Philip Merryman &amp; Associates, 114 State St., Bridgeport 3, Conn. (Member AFCCE*)</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers, 40 East Ave., Laboratory: 114 Northgate Rd., Riverside, Ill. - Riverside 6652</td>
<td>Lynne C. Smeby, &quot;Registered Professional Engineer&quot; 820 13th St., N. W., EX. 8073 (Member AFCCE*)</td>
</tr>
<tr>
<td>ADLER ENGINEERING CO.</td>
<td>Television and Broadcast Facilities, Television and Broadcast Facilities</td>
<td>George C. Davis, 501-514 Munsey Bldg., Sterling 0111 Washington, D.C. (Member AFCCE*)</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Radio Engineers, 1052 Warner Bldg., Washington, D. C.</td>
<td>Gautney &amp; Inglis, 710 14th St., N. W., Metropolitan 4477 WASHINGTON, D. C. (Member AFCCE*)</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio Engineers, 1605 Connecticut Ave., MI. 4151</td>
<td>McIntosh &amp; Inglis, 1728 Weed St., Riverside 3611 (Member AFCCE*)</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineers, Highland Park Village, Dallas 5, Texas</td>
<td>A. Earl Cullum, Jr., Consulting Radio Engineers, Highland Park Village, Dallas 5, Texas</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant, Executive 5851 1833 M Street, N. W.</td>
<td>Guy G. Hutcheson, 1100 W. Abram St., AR 4-8721 Arlington, Texas</td>
</tr>
<tr>
<td>ADLER ENGINEERING CO.</td>
<td>Television and Broadcast Facilities, Television and Broadcast Facilities</td>
<td>George C. Davis, 501-514 Munsey Bldg., Sterling 0111 Washington, D.C. (Member AFCCE*)</td>
</tr>
</tbody>
</table>

**Note:** The above text is a list of consulting radio engineers and their contact information. Each entry includes the name, address, and background or experience details of the engineer.
March 3 Decisions

March 3 Decisions

ACTIONS ON MOTIONS
(By Commissioner Walker)
KPAJ-AM and KDFT, Perkins, La.—Granted motion for extension of time of March 3 to file exceptions to initial decision in matter of station KPAJ-AM.

(Commissioner James D. Cunningham)
KCL, Houma, La.—Granted motion for extension of time to March 31 within which all parties to the proceeding may submit statements 0r other applications for reclassification of KCL and Delta Beasts, Inc.

(Commissioner Sterling)
FCC General Counsel—Granted extension of time of March 3 to file exceptions to initial decision in re KWTO Springfield, Mo.

FCC Correction

KFRD, Rosenberg, Tex.—Action announced March 1 should read: Granted the petition to amend application to specify effective date of new frequency; objection to time order for consideration of

Negligence to new time and make order for addenda in light of the motion.

March 6 Applications

ACCEPTED FOR FILING

AM—910 kc

KIAN Best, Bakersfield, Calif.; Rogers, La.—CP—New AM station to 910 kc D for 30 days.

AM—1540 kc

KCSB—AM, C. B. Clark, Bakersfield, Calif.;—New AM station to 1540 kc D for 30 days.

AM—1250 kc

WKLO Cleo, Minn.—AM station to change from 1450 to 1250 kc.

AM—1260 kc

WWNR York, Pa.— AM station to change from 1250 kc D to 1250 kc D, 1260 kc D.

Modification of CP

WNCA Aiken, S. C. — CP—New station for extension of completion date.

WWMN Pullman, Wash.—CP—New AM station for extension of commencement date.

License Renewal


Modification of CP

Mod. CP—New AM station to change from 1250 kc D to 1250 kc D, 1260 kc D.

March 7 Decisions

EXTENSION OF FILING DATE

BY COMMISSION EN BANC

Extension Granted

WSMT-TV Nashville, Tenn.—New application submitted for hearing of extension of completion date to 9-1-50.

Hearing Designated

KLOF Lima, N. Y.—Designated for hearing, application for change of calling letters from WZM to KWLO, Lima, N. Y., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

Hearing Designated

WKKO Cleveland, Ohio—Designated for hearing, application for change of call letters from WMOH to WKOY, Columbus, Ohio, for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

Hearing Designated

WVWO Westover, W. Va.—Designated for hearing, application for change of call letters from WDKM to WOLY, Ohio, for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

WNYC-FM New York, N. Y.—Designated for hearing, application for change of call letters from W225CR to W214CR, New York, N. Y., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

WAVC-TV, Dearborn, Mich.—Designated for hearing, application for change of call letters from W225AM to W214AM, Dearborn, Mich., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

WLCX Nashville, Tenn.—Designated for hearing, application for change of call letters from W225AM to W214AM, Nashville, Tenn., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

WAKA Mobile, Ala.—Designated for hearing, application for change of call letters from W225AM to W214AM, Mobile, Ala., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

WORC-WT, Warner Robins, Ga.—Designated for hearing, application for change of call letters from W225AM to W214AM, Warner Robins, Ga., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

WAKA Mobile, Ala.—Designated for hearing, application for change of call letters from W225AM to W214AM, Mobile, Ala., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

WAKA Mobile, Ala.—Designated for hearing, application for change of call letters from W225AM to W214AM, Mobile, Ala., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.

WAKA Mobile, Ala.—Designated for hearing, application for change of call letters from W225AM to W214AM, Mobile, Ala., for the purpose of changing from Category II to Category III.

Time of hearing shall be 9-27-50.
ALAN FREED, former WAKR Akron, Ohio, disc jockey, has been ordered by Summit County Common Pleas Court not to broadcast in the Akron area.

Judge B. J. Roetzel, handing down a decision in favor of WAKR Akron, said Freed’s broadcast over or through any other radio station in Akron or within a radius of 75 miles of Akron, for a period of one year following his release, would violate the termination of his said employment, whether said employment terminates or is cancelled pursuant to the terms of this contract during or at the end of the first, or during or at the end of the second year covered by this contract.

It is the intention of the parties hereto that since the employer has expended large sums of money in training, directing, and publicizing the employee in order to increase his popularity among the listening audience, that the parties hereby agree that the employee is entitled to protection following and subsequent to the period of employment of the employee by this employer, and that the employer agrees to the restrictions provided for in this paragraph. The restriction referred to herein is to the extent that no other radio stations in Akron or within a radius of 75 miles of Akron shall have the right nor be entitled to capitalize upon any popularity or following acquired by the employee while in the employment of the employer.

March 8 Applications

March 8 Applications

March 8 Applications

March 8 Applications

March 8 Applications

March 8 Applications

March 8 Applications

March 8 Applications

March 8 Applications

March 8 Applications

March 8 Applications
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS
...THROUGHOUT THE WORLD!

Phasing Unit for 6 tower directional antenna system.

Special Antenna Tuning Unit for a directional system. Includes pattern switching and isolation coil for sampling cable.

Special 50KW Antenna Tuning Unit built for a South American station.

ANDREW phasing and tuning equipment has a long record of complete dependability and economy!

Whether your installation requires a single tower or a nine-tower directional array it will pay you, too, to specify ANDREW Equipment.
BUYING POWER

Each "listener that U. S. advertising reaches in 1950 will have on the average 39% more purchasing power than in the 'good' pre-war year 1945."

That was the statement made by Arno H. Johnson, vice president and director of media and research, J. Walter Thompson Co., as he summed up facts on the existing economy for the Advertising Club of Washington at a luncheon last Tuesday.

Pointing out that this means "real" purchasing power, after full correction for both higher taxes and higher prices, the agency executive cited as one important factor the impending maturity of U. S. Savings Bonds—bond maturity begins this year at the rate of $1 billion and increases steadily for three years to a peak of over $8 billion, then levels off to an average yearly redemption of over $5 billion.

Saying that many business men underestimated buying power during 1949, he cited as an example cut-backs on television set production by manufacturers and on their inventories by retailers. Before the end of 1949 television sets were in such great demand that one major New York retailer suspended advertising because he didn’t like to encourage buying when sets couldn’t be delivered, Mr. Johnson said.

Giving a quick run-down of the facts, Mr. Johnson said:

- Total real consumer purchasing power can be 6% above 1949 (which would be 60% over 1940).
- In 1950 real purchasing power per capita can be 3¾% above 1949 (which would be 39% increase over 1940).
- In 1950 surplus income over basic living standards can be 6% over the 1940 (or four times as large as 1940).
- In 1950 markets for "goods and services" can be $10 billion greater than 1949.
- Consumer debt is unusually low in relation to disposable income or individual savings.
- Consumer holdings of liquid assets are 3¾ times 1940, with double the purchasing power.

Mr. Johnson pointed out that "we need a recognition of the opportunity that exists for increasing markets." The delicate balance between recession and prosperity can be kept safely on the side of prosperity in 1950, he said.

OKLAHOMA MEET
Coy Scheduled To Speak
FCC CHAIRMAN WAYNE COY is scheduled to give the principal address at tomorrow night’s (March 14) closing session of the Fifth Annual U. of Oklahoma radio conference which opened Sunday. Dr. Norman, Richard P. Doherty, director of NAB’s Employee-Empl oyee Relations Dept., is set to address tonight’s meeting. His subject will be “Economic Trends and the Broadcasting Business.”

Theme of the Oklahoma meet is “Great Expectations,” according to Dr. Sherman P. Lawton, conference chairman and coordinator of radio instruction at Oklahoma.

Attendance is station managers and personnel, advertising agents and radio students from the south west.

Sessions are scheduled on salt and market problems, news tele vision, FM and problems of getting started in the industry. Open day of the conference was largely devoted to demonstration broadcasts by students from south west colleges and universities. Meetings are being held at nearby hotels and in the radio instruction labor atories on the main campus.

FIFTH Annual National Gag Write Convention will be held in New York March 31. The National Gag Write Foundation will present its seven “Comic World Awards” during convention.

RUSH

Preparing copy—auditioning dry runs for TV—split second timing—all along the line it’s RUSH RUSH RUSH Build up energy push and go for the RUSH with KEVETTS the candy like tablet that as a food supplement supplies energy to help put you over the top.

At your food dealer or drug store
or write to
Kevo and Kevetts E-2
Azusa, California

Page 62 • March 13, 1950
McANDREW NAMED

Heads Radio Correspondents

WILLIAM R. McANDREW, general manager of NBC's WRC and WNBW (TV) Washington, was elected president of the Radio Correspondents' Assn. at a meeting in Washington last Tuesday. Mr. McAndrew succeeds Elmer Davis of ABC who becomes executive member of the board.

Others named were: Vice president, Francis W. Tully Jr., Washington Reporters Inc.; secretary, Bill Shadel, CBS; treasurer, Hollis Seavey, MBS; members at large, George Marder of United Press Radio, George Reedy of Arrowhead Network, and Rex Gond of Transradio Press.

Mr. McAndrew is one of the 32 charter members of the Radio Correspondents' Assn. and is one of four members of the original executive board which activated the Senate Radio Gallery in 1940. He formerly served as Washington director of news and special events for the NBC network. Mr. McAndrew joined NBC in 1938 and was executive news editor of broadcasting from 1940 to 1942. He returned to NBC in 1944.

GUILD CITES TWO STATIONS

CITATIONS for outstanding achievement in radio were voted this evening by New York Newspaper Guild to two New York stations, WMGM for Books on Trial, and WQXR for outstanding music programs.

KRNT is the LEADER in Des Moines!

HOOPER SHARE-OF-AUDIENCE

DEC, 1949 -- JAN, 1950

TOPS IN MORNINGS — 8 A.M. TO 12 NOON

<table>
<thead>
<tr>
<th>Station</th>
<th>Hoosier</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRNT</td>
<td>40.1%</td>
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</table>

TOPS IN AFTERNOON — 12:00 TO 6:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
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<th>Rating</th>
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</thead>
<tbody>
<tr>
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<td>40.6%</td>
<td></td>
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TOPS IN TOTAL RATED TIME PERIODS

<table>
<thead>
<tr>
<th>Station</th>
<th>Hoosier</th>
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</thead>
<tbody>
<tr>
<td>KRNT</td>
<td>32.0%</td>
<td></td>
</tr>
</tbody>
</table>

KRNT DELIVERS THE AUDIENCE YOU MUST REACH TO SELL... OUR LONG LIST OF REPUTABLE ADVERTISERS — NATIONAL AND LOCAL — PROVES THE STATION'S ACCEPTANCE AND ABILITY. ASK A Katz MAN FOR DETAILS.

The station with the fabulous personalities and the astronomical Hoopers

March 13, 1950 • Page 63
WILLIAM D. SHAW, former assistant sales manager for CBS Pacific Network, and KNX Los Angeles, Columbia-owned station, will join CBS Radio Sales New York, effective April 1. He replaces MILTON F. ALLISON, now assistant sales manager of WBBM (Broadcasting, Feb. 20).

ARNOLD JACK GREGORY, formerly salesman with KOOL Phoenix, Ariz., appointed head of national sales for station. Before joining KOOL he was with KOF and KPHO that city.

WOV New York appoints John E. Pearson Co. as national representative.

JOHN P. ROHRS, Pearson Co. employed in Chicago, will concentrate exclusively on selling WOV business in the midwest. Appointment was effective March 4.

JOHN SCHMULBACH, formerly with sales staff of WABY Albany, N. Y., joins sales staff of WGY Schenectady as account executive.

CECIL RICHARDS appointed senior sales representative of WQW-AM-FM Washington. He formerly was commercial manager of WCBC Bethesda, Md.

TOM FRANDSEN, formerly account executive at KMPC Hollywood, named sales manager.

BERT LIBIN, formerly with WOL Washington and before that radio and TV director of Bert Sarazen Adv., New York, joins commercial staff of WWDG Washington, as account executive.

WBBM Chicago issues rate card 223, which was effective March 1.

JACQUELINE M. DODGE, formerly with NBC, ABC and Booth, Victory & Jackson, now joins media planning for WCar City, Pittsburgh, as account executive.

WALLACE BRAINTZ, formerly with KXL Radio Features Ltd., Toronto, appointed commercial manager of CKY Ottawa.

ROGER S. UNDERHILL, formerly general manager and sales manager of WICU (TV) Erie, Pa., appointed director of sales for WJIM-AM-TV Lansing, Mich.

DICK PARKER, former account executive and disc jockey with WBBM Miami Beach, Fla., appointed commercial manager of station.

DANIEL F. GREENHOUSE, formerly California factory representative for nationally advertised products, named director of Television Sales, subsidiary of KTTV (TV) Inc., Hollywood. He will direct TV program production and distribution nationally for firm. Subsidiary was formerly titled Television Recordings Ltd.

JOHN H. SLATTON joins staff of KXOK-FM, St. Louis Transit Radio station.

GUSTAVE NATHAN, former salesman at WWCS Waterbury, Conn., appointed commercial manager, succeeding PERRY BILLINGS, resigned.

SCOTT DONAHUE, acting sales manager of WPIX (TV) New York since last October, joins New York television sales staff of The Katz Agency Inc., station representatives.

THE KATZ AGENCY, national advertising representative, moves its San Francisco office from Monarch Bldg. to new quarters in Russ Bldg.

HENDERSON MOVES

WFBC Airs Dedication Show

LOCAL state and national dignitaries were heard in a broadcast originating from WFBC Greenville, S. C., when new quarters of the Henderson Advertising Agency in Greenville were dedicated.

The agency, established some three years ago by Jim Henderson, was congratulated by Gov. J. Strom Thurmond, Senators Burnet Maybank (D-S. C.), and Olin D. Johnston (D-S. C.), Rep. Joseph R. Bryan (D-S. C.) and Mayor J. Kenneth Cass of Greenville. The Feb. 26 broadcast was transcribed for delayed broadcast by WKIK Columbia, S. C.; WAYS Charlotte, N. C., and WCGO Greensboro, N. C.

LOCKE RETIRES

RAYMOND P. LOCKE, president of Tracy-Locke Co., Inc., Dallas advertising agency, last week announced his retirement from the firm which he founded in 1913. His stock interests in the company have been purchased by his Tracy-Locke associates, Mr. Locke said.

Morris L. Hite, executive vice president who has been with the company since 1937, succeeds Mr. Locke as president. Clay W. Stephenson, with the firm since 1948, has been elected to the board of directors and will serve as executive vice president. In another organizational change, John H. Wellenkamp, in addition to his duties as vice president and treasurer, becomes general manager of service operations, a newly created post.

Two additions to the staff also have been announced. Philip McCue, formerly with CBS in New York and Brown Radio Productions Inc., Nashville, was appointed head of the radio and television department. Herbert Lehman, formerly with the Bruce B. Brewer Advertising Agency's Minneapolis office, will serve as account executive.

In announcing his retirement Mr. Locke also stated: "My retirement is according to long-range plan, as projected in 1913 when I first entered the advertising agency business on my own. I have worked hard and conscientiously; always our clients have been first. For all these 37 years, we have subscribed to the philosophy that 'advertising must pay its way and pay a profit.'"
When you can get RCA "Know-How"... why take anything less?

**All types of PHONOGRAPH AND TRANSCRIPTION RECORDS**

**RECORDING**  **PROCESSING**  **PRESSING**

You get the kind of service you want and the quality you need at RCA! Records and transcriptions of every description... slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 3B:

- 120 East 23rd Street
  New York 10, New York
  MU 9-0000
- 445 North Lake Shore Drive
  Chicago 11, Illinois
  Whitehall 4-2900
- 1016 North Sycamore Avenue
  Hollywood 38, California
  Hillside 5171

You’ll find useful facts in our Custom Record Brochure. Send for it today!

---

**News**

**FCC BAR ASSN.**

**By-Passes Applicant Policy**

EXECUTIVE committee of the Federal Communications Bar Assn. has decided not to participate or file any comments in the FCC proceedings relating to a uniform policy for applicants who have violated U. S. laws other than the Communications Act [BROADCASTING, Jan. 30, Feb. 6, 20]. FCBA President Neville Miller last week said this action was because the case relates to substantive questions of law rather than procedural ones.

Percy H. Russell Jr., chairman of the FCBA’s committee on practices and procedure, which recommended the bar group not take part, observed that the Commission has not instituted a rule-making proceeding but proposes in lieu thereof to enunciate a policy statement which cannot have the same effect and force as a rule. FCC has postponed its hearing in the case until April 24, with comments accepted by April 10.

**WVSH Dedicated**

DEDICATION of WVSH Huntington, Ind., 10 w educational FM station, has been announced by the Huntington school system. Operating on 88.1 mc, WVSH now has a regular broadcast schedule of one hour each school day. Programs include participation by pupils from both grade schools and high school, transcribed shows containing material for classroom use, and broadcast of a sectional basketball tournament. M. McCabe Day is director of WVSH.
COMMUNITY COVERAGE

WTAG Wins Praise From Its City Government

WTAG-AM-FM Worcester, Mass., has been cited officially for its efforts to tell the public about the city’s new council-manager form of government. In passing a unanimous vote of thanks, the Worcester city council specifically cited the current Your City Government show, a weekly presentation Sunday at 12:30 p.m.

Giving city officials a chance to inform the public on what is going on at City Hall, the program each week features two councilmen who discuss problems being tackled under the recently established “Plan E” form of government. The last program each month is taken over by the city manager who reports on progress for that month.

WTAG-AM-FM has been providing this type of coverage since last fall when the city started to vote under a new form of city government. Instead of the old mayor-council system, the voters now faced rule under proportional representation, a system with which they were unfamiliar.

Hess Series

Realizing the necessity for public education, WTAG introduced a weekly series done by Clyde Hess, the station’s news analyst. Figuring that the best way to get information on the new government was to ask the cities that already had it, Mr. Hess questioned authorities in five cities already operating under council-manager government. General theme of his questions was, “How is this council-manager form of government working for you folks? Do you like it? Is it practical?”

The answers were recorded by respondents and air mailed back to WTAG. Then Mr. Hess took the disc, wove them into “interviews” which were filled out with his own comments and interpretations of the answers in terms of Worcester’s problems. This series ran for the five Sundays preceding the elections.

The show, A Plan of Two Cities, so impressed the Massachusetts Committee for the George Foster Peabody Radio Awards that it was given first award for public service in the Bay State.

Several other programs of this type were used, including the question-and-answer series, The ABC’s of Plan E, done by Newsman Dick Jacobs and also running up to election time.

The Your City Government Show, planned for a limited run, proved so popular that the program is now a permanent part of the WTAG-AM-FM schedule.

DECCA RECORDS Inc., New York, declared quarterly dividend of 12% cents per share on capital stock, payable March 28 to stockholders of record at close of business March 14.

TAB SESSION

All Officers Are re-elected

OFFICERS and directors of Tennessee Assn. of Broadcasters were re-elected Feb. 24 at the annual TAB meeting held in Nashville with 125 delegates attending an all-day session.

President F. C. Sowell, WLAC Nashville, said TAB now has 40 station members. He reported the “Let’s Sell Optimism” promotion campaign had proved successful, with stations in a dozen states now conducting drives based on the TAB format.

An agency panel stressed importance of setting rate and coverage policies and sticking to them.

Taking part were Hugh Murphy, Lake-Spiro-Shurman, Memphis; Albert Noble, Noble-Dury & Assoc., Nashville; John Fontaine, Nelson, Hess Co., Chattanooga.

Maurice B. Mitchell, director of Broadcast Advertising Bureau, took over the afternoon. Henry W. Slavick, WMCT (TV) Memphis and a retiring TAB director, reviewed the growth of TV in Memphis and said it has not reduced the volume of AM advertising.

Harry Stone, WSM Nashville, described his recent trip to Germany with a Grand Ole Opry troupe.

Officers of TAB are Mr. Sowell, president; Earl W. Winger, WODD-Chester, vice president; Jack M. Draughon, WSIX, Nashville, secretary-treasurer. Board members are T. B. Baker, WKDA Nashville; John P. Hart, WBT, Knoxville; Marshall H. Pengra, WATO Oak Ridge.

KOCS Shuffle

CARLTON R. APPELBRY, manager of Ontario (Calif.) Daily Reporter, in a reorganization has in addition assumed supervising management of the newspaper-owned KOCS. He takes over duties from Stanley Davies, assistant manager, who resigned. Active department heads are Floyd Hall, business manager and chief engineer; George Crofford, program director; and James Rennie, commercial manager.

When It's BMI It's Yours

Another BMI "Pin Up"—Published by Fairway

BROKEN DOWN MERRY-GO-ROUND

On Records: Margaret Whiting, Jimmy Wakely—Cap. 800; Rex Allen—Patti Page—Mer. 6231; Eileen Wilson—Dick Thomas—Dec. 24880; Jon and Sandra Steele—Coral 60162; Bobby Lee Four Star® *soon to be released.
SMOOTHLY running activities between station executives and school officials resulted in “High School Day” on KVOR Colorado Springs, Colo., between 6 a.m. and 11 p.m. Feb. 28, virtually every job on staff was taken over by 60 high school students, chosen from 100 who applied. Students had been practicing during previous week and were able to handle news writing and announcing chores with comparative ease. Staff members supervised all activities, but none of their work appeared on the air. Even selling activities were handled by students. Unprecedented number of calls were received commenting on day, station reports.

Pictured Promotion
SINGLE-page bulletin, with pictures if live studio shows featured on WAM (TV) Baltimore, illustrating station’s program line-up, sent to trade by WAM. In centerfold page, surrounded by pictures which bear short headlines describing show’s format, is statement concerning number of hours of live and network shows. Bottom of page carries caption noting station’s ABC-TV and DuMont affiliation.

‘Cool, Clear Water’
LAN originated on Great Gildersleeve show on NBC, calls for sending of water canteen to 16 different cities, where ounce of water is added by each local water commissioner. Canteen is sent to NBC affiliates in cities from Los Angeles to Washington, and bears large tag remarking that it will eventually be sent to water commissioner in New York City. Mr. Gildersleeve, show, is water commissioner of fictional town.

Descriptive Booklet
ROCHURE, which includes pertinent data concerning WDTV (TV) Pittsburgh’s growth in that area, sent to aide by station. Rate card, coverage map, line-ups of station equipment and other statistics are given on mimeographed sheets which have been added to folder. Excerpts from letters, in original handwriting also are given.

Bulletin Announces
LARGE white bulletin from WFMJ Youngstown, Ohio, sent to trade bearing announcement of station’s new facilities. WFMJ now broadcasts on 1390 ke with 5 kw. Brief text remarks that city is nation’s “fourth largest steel center and Ohio’s third market.” Fact sheets, information and other data conclude bulletin.

Shamrock Green
SHAMROCK GREEN ink on white paper make up latest promotion from WVV New York. Head reads, “The Irish Will Love It and So Will Everyone Else.” Announcement of show, A Ramble in Erin, hour of Irish music, folk songs and guest stars is made. Show is aired Mon.-Fri., 11 p.m.

Religious Spots
TAPPING a usually unsuspected classification of business, KSOM San Mateo, Calif., is making religious broadcasts pay off by selling spot announcements before and after its Sunday Catholic sermon, to church goods stores in two neighboring communities.

KRAM’s Neighbors
UNSUSPECTED revenue source in retailers of communities scattered 10 to 30 miles away uncovered by KRAM Las Vegas, Nev. Utilizing half-hour programming and commentary slanted to specific community, under title Know Your Neighbor, broadcast is sold in quarter hour segments to merchants in drug, general merchandise, grocery and gasoline categories.

Free Blotters
BLOTTERS sent to Canadian advertisers and agencies by CKAC Montreal bear message “The good things in life are free-enterprise.” Promotion bears call letters of CKAC, signing itself “a free enterprise station since 1922.”

Maps Mailed
AMONG first stations to put its new EBM study map into mail is KDAL Duluth, Minn. Maps were sent with additional data showing station’s increases to complete agency and client lists in station’s files.

Personnel
RAY C. HUFFER, formerly on public affairs staff of WFAA Dallas, appointed sales promotion manager for station. HARRY L. KOENIGSBERG, formerly with station’s continuity department, named publicity director.

RONNIE MANDERS, formerly publicity manager for Standard Radio Transcriptions and West Coast representative for Music Business magazine, joins KFI-AM-TV Los Angeles as assistant to promotion and publicity director.

SAM PARNAS, formerly news writer with WWRL Woodside, N. Y., for past three years, appointed to newly created post of sales promotion manager.

SELVIN DONNESON, with sales staff of WWRL Woodside, N. Y., for past three years, appointed to newly created post of sales promotion manager.

NEED MORE COVERAGE?
For a nice piece of business, aim at North Dakota’s multi-million dollar market, where cash and bond holdings of a billion dollars have consumers ready and willing to buy. To top this market, you’ll need KFyr’s coverage, based on 25 years of listener loyalty. Ask any John Blair man for the facts.
PRIZE of $1,000 scholarship awarded to Glen Holt, high school senior from Smithfield, N. C., as winner of statewide Student Forum for Safety quiz series. American Mutual Liability Insurance Co. of Boston sponsored contest on WBIG Greensboro, WPTF Raleigh and WBT Charlotte, latter as key station. Sixty students were chosen from area of each station to participate in series of 10 shows, in which they were quizzed, six each week, on safety problems. Eleventh show pitted winners of previous contests against one another to determine six finalists who were quizzed in final show on WBT, which was fed to state-wide network.

Weather Facts

TWO shows on KOF Phoenix, Ariz., utilize weather reports in different circumstances. At 6 a.m. daily, News Editor Paul Gribben airs his phone calls from police, sheriff and state patrol headquarters. Highway and road conditions, as well as weather reports are given in calls. Daily comparison of temperatures between Phoenix and Eastern U. S. areas is given by George Graham on his Record Matters show. Purpose of this feature is to heighten the enjoyment of eastern vacationers in Arizona.

'Alcoholism in Washington'

SERIES of eight broadcasts, Alcohol in Washington, aired over WMAL Washington will discuss new Washington Alcoholic Clinic, work of Alcoholics Anonymous, alcohol as problem to courts and penal institutions and one program devoted to advice to family of alcoholic. During another broadcast, new drug, Antabuse, will be commented upon. Alcohols of all kinds and circumstances will appear on shows via tape-recordings. Series was written, narrated and taped-recorded by Gunnar Back, and is sponsored by D. C. Health Dept., Alcoholic Clinic, Washington Committee for Education on Alcoholism, Washington Evening Star and its WMAL.

Fire Covered

NEAR million dollar fire which razed Halftown Military Academy, Chatham, Va., was covered by WVDA Danville, Va., via battery operated Mini-tape recorder. Announcer Dick Campbell described inferno and one incident, in which Mr. Campbell stood on steps of building while explosion occurred inside, necessitating a quick trip to safety, was forwarded to Mutual Newswearl and used as feature Feb. 22. Recordings of fire were aired on WVDA at 11 p.m. of day on which it took place.

Comedy Series

DOMESTIC comedy series, titled That Young Couple, reportedly first full-length dramatic series to be broadcast by New York video, debuts March 19 on WBZ-TV Boston. Show is live, half-hour production aired at 9:30 p.m. from station's studios and featuring members of Brattle Theatre Co. Program is sponsored by Boston Gas Co. Written by Rupert Payne and produced is handled by Al Hartigan of WBZ-TV and Albert Marre of Brattle.

Blowing Its Stack

SEVEN THOUSAND ton smaller stack in Denver, Col., was blown up because it constituted a hazard. Four spectacular dynamite blasts which reduced it to rubble were described to listeners by KOA Denver, Feb. 23. Three special broadcasts were required by Starr Yealdell, announcer, Special Events Director Bill Day and Al McClelland, engineer.

Production Event

WHEN first production model of XH-41, the biggest, moved down production line at Boeing Wichita plant, KANS Wichita was there to witness and relate spectacle to spectators. Special interview with J. Earl Schaffer, vice president and general manager of plant, was conducted by George Gow, news chief of KANS and Ted Heithecker, promotion manager. Interview, together with short story of event was also nation-wide on NBC's News of the World that evening.

Disc Panel

PANEL of three well-known personalities in music world comment on new releases and overall sales trends. On KHON-TV San Francisco. Experts vary from show to show and confer with Disc Jockey Arch Leboux about record's quality and chances of success before it is played. Program has participating sponsors.

Program Highlights

ONE-TIME show on WKTY-LaCrosse, Wis., featured George Grimes, U. of Wisconsin agronomist and weed control specialist, in interview concerning all phases of weed control. Also guest in show was Tom Burgers, LaCrosse Tribune farm editor. New series on WKTY is 13 school music broadcasts with bands, orchestras and glee clubs of 27 local, high junior high and grade schools featured. Weekly programs are sponsored by Consolidated Dairies of LaCrosse.

Drawing Fun

NEW addition to line-up of programs on WBAL-TV Baltimore is Fun With Freedy, audience participation feature. Show is conducted by Edward Freedman, artist, advertising executive and author. Mr. Freedman tells well-known story while viewers, drawn to his antics with him pictures illustrating narration. Prizes are given for best drawing in studio audience. Show is aired Saturday, 5:30-6 p.m.

Memorial Program

SPECIAL show was aired Feb. 27 at 9 p.m. on WCOP Boston commemorating the death of Harry Lauder, entertainer. Called Harry Lauder Memorial Show, program was made up of Lauder recordings from personal collection of Program Manager Gene King and script written by Ed Sullivan, continuity director. Another one-time show on WCOP, Junior Press Conference, in which four high school students quizzed their governor on matters of local and state government, proved so popular with audience and local civic and educational organizations, that it will become regular program feature of WCOP.

Polo Telecasts

WHAT is believed to be first telecasting of polo match was started recently with telecasting of first of series of 12 matches from Beverly Hills Polo Club on KXHH (TV) Hollywood. Competing in series from week to week will be top polo teams from U. S. and Mexico. Frank Roche, polo writer and authority, is announcing games; Frank Barton does color. Packard-Bell Co., Los Angeles is sponsoring series through Elwood J. Robinson, Adv., same city.

Spot Reports Aired

EXCLUSIVE news reports from cities all over world will be aired on WFIL Philadelphia in next few weeks. Reports are by Abraham B. Adam, president of Philadelphia Junior Chamber of Commerce, who has gone to the Philippines as delegate at annual J. C. C. of C. convention. From there he will visit cities in Asia and Europe where he will make tape and wire recordings of news developments of international interest and interview prominent persons. Shows will be presented on WFIL or programs of segments of regularly-scheduled newscasts, according to their length and significance.

Geared for Women

INTERVIEWS with industrial executives who are introducing products of special interest to women are feature of What's in Industry show on KFJ-TV Los Angeles. Demonstration of new products are made during hour-long teletcasts with Ted Meyers handling interviews and Paul Knight as producer.

ANTI-GAMBLING

Sen. Wiley Lauds ABC Show

A B C COMMENTATOR Robert Montgomery's radio campaign spotlighting Frank Costello's activities as top gambling underworld figure from Los Angeles has aired over many ABC daytime programs, in connection with a Capitol Hill movement to probe interstate crime and gambling activities. Sen. Wiley congratulated M. Montgomery, who also is an NBC TV producer, for bringing to listeners the whole question of Mr. Costello's citizenship rights, view of repeated denunciation of his alleged racketeering.

Mr. Montgomery for the past three months has devoted most of his radio broadcasts (ABC, Thurs., 8:45-9 p.m. EST) to phases of M. Costello's career, and urged investigation of interstate gambling. The congressional resolution was proposed by the Senate Judiciary Committee. Sen. Wiley's comments, urging Justice Dept. action were inserted in the Congression Record March 2 issue.
AFA CONVENTION
Cone To Address 1950 Meet

FAIRFAX M. CONE, chairman of Foote, Cone & Belding, will be one of several prominent advertising and industry figures who will address the 46th annual convention of Advertising Federation of America, to be held at the Statler Hotel in Detroit May 31-June 2.

Built around the general theme, "Advertising’s Responsibilities in a Dynamic Market," the three-day program will cover the field from the standpoint of advertisers, media, agencies and creators. Featured speaker at an opening general luncheon session May 31 will be Earl Johnston, president of the Motion Picture Assn. of America. He will discuss "Challenges in a World of Propaganda."

The program, being prepared by Detroit host clubs headed by Charles B. Lord, retail advertising manager of the Detroit Times, and Edythe Fern Melrose, radio personality and member of the Women’s Advertising Club of Detroit. Ted Little, vice president and general manager, Campbell-Ewald Co., is chairman of the convention’s steering committee.

Initial list of speakers was announced jointly by Elliott Shumaker, Detroit general chairman for the convention and advertising manager, Detroit Red Wings, and Elton G. Borton, president and general manager of the federation.

James A. Nassau

JAMES A. NASSAU, 51, radio pioneer, died Feb. 23 in the home of his daughter, Cone and Belding, in Glenside, Pa., owned by the company’s Glenside, Pa. station in the city. He entered radio in 1918 as a staff member of 3XJ, first licensed experimental station in the country, at Glenside. In 1923 he joined the former WLT Philaldephia, as an announcer, remaining there until going to WFL Philaldephia in 1935. He at one time owned WIBG Philadelphia and served as its program director until 1935. In 1949 he joined WAEB Allentown as program director, holding that position until his death. He is survived by a brother, Joseph M. Nassau, and an aunt, Sister S. Maurice, S.T.D., of Philadelphia.

Carrier Current

JOINT government-industry committee named by FCC last summer to obtain field intensity measurements of line radiating devices and systems is to meet June 6 at FCC’s Washington headquarters, the Commission announced last week. Meeting date earlier had been set for March 21. Six working groups are now obtaining field data, FCC said, and are expected to complete their reports by June 6. FCC has invited all interested persons to attend the meeting. Among the groups affected in the proceedings are college “wired-wireless” stations.

Technical

JACK MILLER, formerly with WMIB Miami Beach, Fla., rejoins station as chief engineer.

HARVEY FRITCH, formerly KAGH Pasadena, Calif., engineer, joins KALI same city, as chief engineer.

WILLIAM de DUFOUR, named chief engineer of WFUV (FM), New York, Fordham U.’s station. Recent graduate of the university, Mr. de Dufoir worked on WFLU staff while a student.

RCA VICTOR, Camden, N. J., announces Carfone station unit “15,” new portable transmitter-receiver, smaller than overhead case, for use as headquarters station equipment in mobile communications systems operating in 157-174 m.c. range.

BOB FISHER, formerly of KNOB Long Beach, Calif., and DONALD WILSON join KWWK Pasadena, Calif., as engineers.

HENRY NIELAND, formerly student at Television Workshop, New York, joins camera crew of WMM (TV) Baltimore.

HAROLD E. BEDDINGFIELD, JAMES W. EDWARDS, BYRON L. FRIEND and CHARLES M. RINING join engineering operations staff at WNBQ (TV) Chicago, under supervision of Howard Luttgens, chief engineer. Mr. Rining was transferred from KOA Denver.

ELECTRO-VOICE, Buchanan, Mich., announces new E-V Model 335 Blast Filter, designed for use with company’s Models 630, 635 and 660 moving-coil dynamic microphones. Filter effectively stops breath blasts, company reports.

ANDREW Corp., Chicago, announces production of ¾ inch rigid transmission line (Type 450) for AM and FM systems.

MARVIN DOERING, transmitter engineer at KWW St. Louis is the father of a boy, Dennis.

BOB STONE, KTSL (TV) Los Angeles cameraman, is the father of a girl, Shirla.

HUCK OSTLER, of WLS Chicago engineering staff, is the father of a girl, Colleen.

MAURICE J. WYNNE, engineer with WWL New Orleans, is the father of a girl.

CHARLES RILEY, NBC Chicago maintenance engineer, is the father of a girl.

Complete market data—in one volume

CONSUMER MARKETS makes easily accessible all the state, county, and city market indices that market and media men ordinarily use for market comparisons and selection.

IN ADDITION, the Service-Ads of many individual media contribute much helpful supplementary data that you will find useful in judging various market potentials.

Buy Coverage in Terms of Potential Sales—not square miles!

"This detailed map shows the relative power of radio stations in the NE-MN area as computed by Advertising's map service."

KRON KOLN

One of many Service-Ads that supplement and expand the voluminous listed data in CONSUMER MARKETS.

Send for Full Explanation Folder describing in detail the scope of the information the 1949-50 Edition of CONSUMER MARKETS makes available.

A Service of Standard Rate & Data Service

March 13, 1950 * Page 69

ROBASTING • Telecasting

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO’S WHO?
THEY want the BEST!
Ask
JOE WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS — NOW!
Mr. Joe Field

Cosmopolitan Advertising
New York City

Dear Joe:

Noticed swastika! Father day's that's real important ter folks. Did you know that WCHS local business was up what hit town in 1948? Yes, Joe. WCHS sold more time ter local merchants last year than the big boys w. Merchants here in Charleston, W. Va., is smart, am they know that this ain't no time ter pull yer advertisin' hand. 'bout' ter hit's mighty significant that when they look round for a way ter all their merchandise ter the public, they choose WCHS. Now we all feel feel that what the home folks thinks good is what really counts, am we know that you national fellers feels the same way. After all, you want ter use the station local folks turns ter for mistake, their business goes strong, 'cause that's bound ter be in' and we all listen ter, 'bout in Charleston hit's WCHS! Yrs. Alyn

WCHS

Charleston, W. Va.

Page 70 • March 13, 1950
AUDIENCE REPORTS

BMB Mails Sets to Stations

BMB LAST WEEK mailed complete sets of Station Audience Reports—130 individual reports, a bundle of some 50 pounds—to members of the American Assn. of Advertising Agencies and Assn. of Advertisers, requesting them, Dr. Kenneth H. Baker, BMB acting president, reported.

He noted that in addition to these reports on BMB subscribing advertisers, and others, may get reports on non-subscribers by requesting them through subscribers serving the same areas, provided that the subscribing stations are willing to pay the cost of tabulating these data. Dr. Baker added that BMB's millions of punch cards are available through Statistical Tabulating Co., which handles the study for any special tabulations which stations, advertisers and agencies want to order.

WHHH BARRIED

Broadcast of Hearing Denied

WHHH Warren, Ohio, Tribune station, was barred by the Civil Service Commission March 1 from recording Police Chief William Johnson's suspension hearing.

Transcribing equipment being installed in the court room was ordered removed by commission members after they had rejected WHHH's request to record the session.

Although no official vote was taken among the three commission members on the subject, all three objected to the broadcast, WHHH reported. H. R. Farrall, WHHH manager, was told by Commissioner Mark Williams that broadcasting the hearing would prevent a fair trial. Mr. Williams gave no specific reason as to how a fair trial would be prevented, Mr. Farrall said.

Robert Meermans, WHHH attorney, argued that there was precedent for recorded broadcasts from this type of session. "Congressional committee hearings customarily permit wire tape recordings and newsreel photographing during their sessions," he declared. "In the area, it is customary. Tape recordings are made of Youngstown City Council sessions and the same has been done in the past here at Warren City Council meetings."

Mr. Meermans told commission members that he contacted Chief Johnson's defense attorney and the Warren safety-service director before the hearing and that neither lodged any objections.

Allen Buckley, formerly KFI-TV Los Angeles producer, joins The Bogert's (merchandising and advertising consultant), as director of television department.

S. W. Caldwell Ltd., Toronto, distributor of U.S. transcribed programs, buys Guild Radio Features Ltd., Toronto, and plans expansion of its operations. C. W. Caldwell, now also a recognized radio advertising agency and program agent for 12 Canadian live radio programs.

Ruthrauff & Ryan signs two-year agreement for A. C. Nielsen's National Radio Index, Class A service, including non-network feature.

Maybelle Callaway, songstress for WMC Memphis, transcribes series of 13 weekly shows through Frederick W. Ziv, Co. for Hamilton Watch Co.

Edd Routt, formerly with KLIF Dallas, Tex., sets up publicity and public relations firm, Edd Routt Co., 6354 West Ave., Dallas. Phone: Victor 4-2225.

Morgan Rechner Inc., New York, merchandising and advertising consultant, moves its office to 366 Fifth Ave., New York. Phone number remains the same.

Marjorie B. Tahaney, with RCA-Victor record operation for past seven years, appointed sales representative for firm's Custom Record Sales Div.

Joseph P. Higgins, with Columbia Records Inc., New York, for over 10 years, appointed associate director of Popular Records Div. Concurrently, Percy Faith, orchestra conductor and composer, named musical director of division.

Equipment

Arthur Chapman, former junior engineer, became general manager of Colonial Radio & Television Div. of Sylvania Electric. Mr. Chapman has been with Sylvania since 1933 in various capacities.

John F. Herbst, former buyer and manager of radio, television and appliance division of W.

and J. Shanes Stores, West Coast branch, appointed western regional manager of receiver sales division of Allen B. DuMont Labs.

Polarad Electronics Corp. moves to new and larger quarters at 100 Metropolitan Ave., Brooklyn 11, New York.

Joshua Sieger elected vice president in charge of engineering by Freed Radio Corp., New York.

Yes, sir! we've got BINDERs

... and at reduced prices, too

MEXICO STATIONS

Two Outlets Change Location

MEXICO has announced change in location of two Class I-B stations, FCC reported upon notification, according to provisions of the North American Regional Broadcasting Agreement now being re-negotiated [Broadcasting, March 6]. XENT Nuevo Laredo, 50 kw on 1140 ke was reported moved to Veracruz and XEML Mexico City, 20 kw on 1550 kc, was reported switched to Nuevo Laredo.

Also announced were two new local 250-w outlets, one on 1450 kc at Ojinaga, Chihuahua, to commence operation about July 2, and one on 1470 kc at Los Mochis, Sinaloa, to begin about Aug. 1. Call of XEWB has been assigned new 100 w station on 1400 kc at Cuautla, Morelos.

VFW Honors WRCO

CITATION for the donation of its time and facilities in the interest of war veterans, community and national affairs was presented Feb. 20 to WRCO Richland Center, Wis., by the Richland Center VFW Post 2257 at a VFW fathers and sons banquet. Signed by Clyde A. Lewis, national commander of the VFW, the citation was accepted in behalf of the station by Robert Bodden, program director. Presentation was made by Bertell McDonald, junior vice state commander.

RWG CONTRACT

Set With CBS Hollywood

NEW contract between Radio Writers Guild and CBS Hollywood for staff continuity writers was "satisfactorily concluded" March 1, according to joint statement by the union and network.

Terms agreed upon provide for a 12½% increase for all staff writers and establishment of a new rate for newly-hired writers and those assigned to transcontinental sustaining programs. Changes were also made in clauses of previous contract pertaining to duties of staff writers, hours and grievances.

Increases are retroactive to date of expiration of old contract, May 1, 1949. New contract is for 2½ years from that date.

Negotiations between RWG and CBS started last April. During January Federal Mediation and Conciliation Service were called upon to break a deadlock which developed in late 1948.

C.kld Thetford Mines, Que., has begun operations with 320 w on 1300 kc, according to radio branch Dept. of Transport, Ottawa.

March 13, 1950 • Page 71
HELP WANTED

MANAGERIAL

Successful sales manager—Texas ABC station. Good territory, requiring good manager to take over control of station. Send full sales resume. Box 437E, BROADCASTING.

Sales manager for station in medium size market, less than 100 miles from Boston. Supervisory experience. Permanent. Give complete record, references, and sell yourself in person. If we think you have the stuff, an interview will be arranged. Box 437E, BROADCASTING.

Manager with good selling background and record of 600 watt daytime independent in Manhattan, Kansas. Starting operating experience. Must be thoroughly qualified in management and sales. Opportunity for advancement. Write, Mr. Bennett, 103 East Third Street, Manhattan, Kansas. Write complete details, please. Dear Mr. Bennett, General Manager, KHAS, Hastings, Nebraska.

SALESMEN

1000 watt network station in Eastern Michigan; excellent market; 15% commercial, all prime time. Salary and drawing account. Box 437E, BROADCASTING.

Wanted—Salesman, salary $50 per week plus commission. If you have a great voice, please apply. Box 437E, BROADCASTING.

Wanted—Experienced mailorder pitcher for 50 kw station inaugurating all night sports. Salary and drawing. Send full details and proof of your ability to pull mail. First reply—only sober, conscientious men need apply. Box 434E, BROADCASTING.

Wanted, Southern network station will pay $60 per week for a man with first class license. Box 439E, BROADCASTING.

5000 watt, full-time station in one of first 10 cities needs first rate announcer. Liberal commission on all advertisement. Will pay $300 monthly plus any talent you can pick up for the station. Send 45 RPM disc to Box 434E, BROADCASTING.

Announcer with first class license. $60 per week plus free room. Send full details. Box 438E, BROADCASTING.

Can place young man with first ticket as announcer-engineer. Very little annoucing. Prefer a man with English independent. Will consider inexperienced. Box 431E, BROADCASTING.

Combination man. Send disc, photo, and complete résumé. S. C.


TECHNICAL

W.G.C., Gulfport, Mississippi has opening for chief engineer.

Need engineer-announcer who can double as composer. Good salaried position. Good salary, send disc and sample commercials to WILF, South Boston, Virginia.

PRODUCTION-PROGRAMMING, OTHER

Program director who can announce, sell and do all of job for Arizona network station. Living and working conditions excellent. Box 432E, BROADCASTING.

Continuity writer, experience necessary. WWCA, Gary, Indiana. Starting salary $125 per month.

HELP WANTED

MANAGERIAL

Manager: Forget your management problems. Present manager of 5000 watt station report plans to relocate in California. He needs a manager to run station for year of management in both radio and television. Must have good knowledge of economical operation, sales, promotion, and programming. Must have outstanding record in employee relations. Must be diplomatic, calm, and cool. Your first concern is not size of station but handling sales and promotion opportunity. For myself and family, available anything. Will return call. Box 412E, BROADCASTING.

Top-flight station manager considering move to another city. Currently managing a midwestern network station. Prefer independent management. Experienced in all phases of operation and management. Will appreciate and consider all inquiries. Box 412E, BROADCASTING.

Successful network station manager, new construction. Sales, programming, engineering, and management experience; all highly desirable. Excellent opportunity. Box 393E, BROADCASTING.

Manager—commercial manager: Outstanding sales and general manager, in small and medium size markets. Excellent radio and network stations. Middle aged. Married. Applied: with salary qualifications. Box 393E, BROADCASTING. Salaries: Box 393E, BROADCASTING.

Now available, advertising and sales executive, station manager, sales and network program sales and station representative business. I am interested in a sales executive position in midwest or east where I could use the contacts in Chicago, Detroit and New York. Will provide references. Box 434E, BROADCASTING.

Announcer with first class license. $60 per week plus free room. Send full details. Box 438E, BROADCASTING.

Can place young man with first ticket as announcer-engineer. Very little announcing. Prefer a man with English independent. Will consider inexperienced. Box 431E, BROADCASTING.

Combination man, send disc, photo, and complete résumé. S. C.

SITUATIONS WANTED

EXEMPLARY, 50 watt station, college call. Available. Box 322E, BROADCASTING.

baseball play-by-play. Experienced. Will relocate. Box 332E, BROADCASTING.

Triple threat combo man offers five years staff, play-by-play and first class shop experience. Has voice on accent on sports. Salary commensurate with policy and experience. Box 328E, and sober. Write Box 328E, BROADCASTING.

sports director, play-by-play, basketball, football, boxing. College graduation in hand. Presently employed, seek security with TV future. Box 330E, BROADCASTING.

Versatile announcer, dj, ambitious, young and eager. Excellent background, 3 years experience. In¬ regal presence, and ad-lib ability. Outstanding suc¬ cess and ad-lib ability. Good delivery. Write Box 330E, BROADCASTING.

Manager, station in northeast market, seeking an announcer. Box 334E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. Produced, sang emceed amateur shows in Chicago nights. Two years college. Prefer staff radio, $5000 watt NBC affiliate; Consider all others. Box 351E, BROADCASTING.

Good man, two years experience in major market. Plays-by-play, 5000 watt station. Two years college. $150 per week. Where—have car, single. Disc or with WANTED application on request. Box 342E, BROADCASTING.

Announcer, experienced in newscast, sports, complete control of show. Ex¬ perience broadcasting, college graduate, clear and classic voice with a gimmick. Does it himself. Box 342E, BROADCASTING, upper New York, Ohio or New England. Reply Box 342E, BROADCASTING.

Triple threat! Announcer, disc jockey, sports, engineering. One year local job, full time. Two years school. Am anxious to move. Box 342E, BROADCASTING. Will write immediately, frank and un¬ ad-lib ability. Outstanding suc¬ successful. Will return request. Box 342E, BROADCASTING.

Announcer, experienced in newscast, sports, complete control of show. Ex¬ perience broadcasting, college graduate, clear and classic voice with a gimmick. Does it himself. Box 342E, BROADCASTING, upper New York, Ohio or New England. Reply Box 342E, BROADCASTING.

Announcer, two year experience local. Look for capable of doing part time. Work. 23 years old. Prefer mid¬ west. Box 438E, BROADCASTING. Available immediately. Box 439E, BROADCASTING.


Good all around an¬ouncer? New York experience. Open to reasonable salary. You won't be sorry. Box 439E, BROADCASTING.

Combination man. First phone, then written request, will consider any location. Box 439E, BROADCASTING.

EXEMPLARY, 50 watt station, college call. Available. Box 322E, BROADCASTING.


Announcer, Graduate of Radio School. Versatile, wants staff position. Night work, likes RCA control board, practical experience. Other than minimum, that is all. Ready to go anywhere 1st week in April. Young, no glamour boy. Box 434E, BROADCASTING.

Sportscaster, morning man. Five year general announcing and four years staff experience. Experience great in sports, news and morning disc shows throughout country. Box 400E, BROADCASTING.

Ten years experience as announcer, newsman. Seek change to another network. Good personality, perfect for P. M. job. Box 400E, BROADCASTING.

Good—Announcer. Good voice, good delivery. Salary secondary. Excellent opportunity. Box 402E, BROADCASTING.

PERSONALITY DISCO JOEY. Ten years e¬ xperience. Has appeared on Rock and Roll politian city. Specialty morning position. Excellent disc jockey. Has performed in KFWJ Chicago. Prefer metropolitan city, will perform for right money. Box 402E, BROADCASTING.

Sportscaster, delivers saleable baseball. Thorough experience. Excellent personality. BROADCASTING for negotiation. Four years experience. Box 404E, BROADCASTING.

Hey! Good. Good disc jockey staff announce, immediate (experienced) Have me. Box 416E, BROADCASTING.

Sportscaster—Four years experience.的话语, excellent voice. Would be good for winter season. Married, college, Reply Roo¬ 1002, Chicago, Ill.


Sportscaster—Has good copywriting. Prefer in news, disc shows, report on sports. Prefer 1500 to 1000. Mr. 500.00. May Filider, 3145 Wilson Ave., Chicago, Ill. Phone Irving 8-165.
Situations Wanted (Cont'd)

**Television**

**Technical**

Engineer, chief engineer. Thoroughly experienced AM-FM installation—maintenance—studios—transmitter. Directional system any power. Excellent references. Box 453E, BROADCASTING.

Chief engineer with 8 years experience, all phases AM and FM including diode,并于， readily available. CRIE graduate. F. W. Bacon, Burt, Iowa.

Engineer, experienced, console, transistor. Young, single, do not smoke or drink. Salary secondary. E. u e n e.

Engineer, 1st phone, graduate of FM and television, single, veteran, willing to relocate. References. Bud Butkiewicz, Kettle River, Minn.

Available immediately—Engineer, 1st phone, 10 months experience, veteran, excellent, willing to relocate. Box 3022, Chicago 30.

**Production-Programming, others**

Desire any position at TV station. Experience, direction, production, camera, remote studio, traffic. All phases TV, Veteran, married, 27, want permanence. Best references. Will travel. Box 404E, 25-foot length of 3/4" coax never used, shipped from original. Box 512E, BROADCASTING.


For Sale

**Stations**

For immediate sale. Complete broadcast AM 250 watt station with complete equipment. Phone for details. Will support. This complete equipment is available for immediate sale. Box 312E, BROADCASTING.

Andrew coaxial conductor. Have 16 feet of 4/0 solid copper. Will sell for less than $100. Box 212E, BROADCASTING.


For sale: One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Reasonable offer to be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.


For sale: An RCA type 69C30er radio used in past 5 years with excellent results. Price $200 F.O.B. Muncie, Indiana. Ross Miller, 1632 N. 11th St., Muncie, Ind.

For sale—Immediately available, 200 foot Winchmger 101 guyed tower complete for lighting and scanning. Price $500.00. 45 W. 5th St., Muncie, Indiana.

For sale—300 foot module tower, 300 foot boom, 300 foot pole, 1500 feet of wire. Price $200.00. 5th St., Muncie, Indiana.

For sale—250 watt Western Electric transmitting installation. Includes: 250 kW transformer, 250 kW F.O.B. Tulsa. Write KOME, Tulsa, Oklahoma.

For sale: One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Reasonable offer to be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.


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Docket Actions

OPINIONS AND ORDERS
WPIT Pittsburgh, WKYW Louisville, KY, WAGE Chicago, Mass., WIVY Dallas, Tex., for license. Recommended the issuance of a station license to WPIT and order denied applications of WKYW, WAGE, WIVY, WAWE, and WAUB. WPIT to operate 24-hour station in night time hours of 10 March.

WTEL Radio Corp., Bakersfield, Calif., Stanislaus County Bests, Mo.: WSTM Kinston, N.C., Preferred. Summary of opinion and order granted petition of FCC General Counsel to reopen proceedings of WTEL against Stanislaus County Bests, Inc. vacated order of December 12, 1952. Proceedings released Aug. 3, 1949 insofar as it pertains to these applications and same designated for further hearing in Washington, April 11. Final oral hearing insofar as it pertains to these matters will be held in New York, Apr. 14, 1953. Petition dismissed on motion of WTEL for lack of prosecution. Order March 7.

Non-Docket Actions

AM GRANTS
HLLO, Hawaii—Hawaii Bests, Co. Granted 500, 1 kw fulltime; extended construction costs $18,300. Conf.

FCC Actions (Continued from page 60)

March 9 Applications

ACCEPTED FOR FILING

KTBV Tyler, Tex.—CP AM station to change from 680 kc to 600 kc by 1953. Construction costs $3,500 to w-n. License for CP.

WTEL Philadelphia, Pa.—Second coase to move to CP to change frequency and hours of operation. License for CP.

WILS Lansing, Mich.—License to change power, hours of operation ete. License for AM—610 kc.

WJAV Kennedway, Wash.—CP AM station to change from 1230 kc to 250 kw in 1953. Application for license.

License Renewal


AM—Kansas City, Mo., License to cover CP new noncommercial educational station.

Modification of License

KWPN-WBPM Des Moines, Ia.—Mod. license for AM station to change name to Southern California Bests, Corp. Application 15052. License Renewal

WBA W. Lafayette, Ind.—Purdue U. Application for license.

HELP WANTED

Chief Engineer

Minimum 10 years experience AM and FM with technical curiosity about electronics and radio. Must have technical equipment transmitter control room to assume full responsibility technical operation. Stations作风: KFM, KJMW, WTCO, W怊on. Supervision 8 2WEW engineers. Do not telephone or wire to Wicho but first write letter application complete details education, experience, oge, with at least 10 people we can recommend. Enclose recent photograph. Salary commensurate with experience and ability. Frank V. Webb, General Manager

Beautiful California City

Profitable Independent—$50,000,000

This attractive independent station making some money is the city of Los Angeles most heavily watched. Sales approximately $50,000,000.00. Serves adjacent areas with income twice that amount. Beautiful stores, high income groups, ideally located, both climate and living conditions. Approximately one half cash balance over period of years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn Washington Bldg.
25 Montgomery St.

SAN FRANCISCO
Harold R. Murphy
Ray V. Hamilton
38th & Broadway

CHICAGO
Randolph 4-5550
RACE RESULTS
Restrictive Bill Underway

A bill designed to ban the dissemination of results for legal purposes is being drafted by the FCC in cooperation with the Justice Dept.

Authorities said it has not been decided whether the recommended legislation would affect broadcast operations directly or only through restrictions which might be imposed upon wire services. In any event, it was felt the wire services would be more directly concerned.

Benedict P. Cottone, FCC general counsel, said one of the speakers at the Attorney General’s Conference, has been named to the Conference Legislative Committee. The legislation currently being drafted is expected to be considered when the committee meets in Washington March 16-17.

In one of the most recent official rulings by the Commission itself on the operation of horse-race information via broadcast stations, FCC held that “the intent or design to assist the carrying on of illegal activities” would be tantamount to “aid and abet-ment.” That was the so-called “WWDC Washington decision” of January 1948.

The issuance of broadcast of race results was considered in pending cases, including one involving WTUX Wilmington, Del. [Broadcasting, Dec. 26, 1949.]

Page 76 * March 13, 1950

FCC Roundup (Continued from page 75)

License Fees (Continued from page 23)

to develop fully the facts in relation to the cost of these services and as to procedures that should be charged therefor.

Sen. McCellan emphasized, however, that it is not the intention of the committee to assess “any charge for ordinary or normal governmental services.” On the other hand, he said, costs “over and above services for which the government is essentially responsible (would be) charged to the recipients and beneficiaries thereof.”

A good many governmental departments will come under the committee’s search. Included are the National Bureau of Standards and the bureau of the Census. The latter’s activities which perform services for any “special interest” would come under Sen. McCollan’s category of services. The Bureau begins a nationwide count of radio and television sets on April 1 for the 1950 decennial census (see story page 38).

FCC Asked For Data

The FCC has been asked by the committee to provide data on service costs, present charges for any services rendered, the amount of services, how many stations would be affected should fees be recommended, and how large a fee would be applicable, the committee man said. Of particular importance to the committee are FCC inspection services dealing with transmitter devices and devices and receiving equipment.

The committee, at this point, the spokesman added, believes religious and educational-owned stations would be exempt from any such proposed fee.

Staff investigators have no time limit to their probing. However, it was indicated that complete information may be obtained from departments polled in about “several weeks.” It also was pointed out that an attempt to impose license fees on stations was made in 1932 when the House of Representatives introduced a bill embodying such proposals, subsequently killed in the Senate.

The committee said that when hearings are called “industry spokesmen” would be offered an opportunity to testify.

CKTB St. Catharines now operating with 1 kW directional antenna on 620 kW, having moved from 1550 kW.

FCC Grants

Coast Regions Set Aside

REGIONAL grants on 970 kc, recommended for Bakersfield and Modesto, Calif., last summer, were set aside by FCC last week upon grounds that new evidence shows they may interfere with one another [Broadcasting, Aug. 29, 1949]. Further hearing was ordered.

Marmat Radio Co., operator of KMAI (FM) Bakersfield, and Stanislaus “Troy” Broadcast Co., Modesto, are the applicants involved. In the initial decision of Hearing Examiner Leo Reinsick, Marmat received proposed grant for 1 kw night, 5 kw day, directional day and night on 970 kc, while Stanislaus received proposed grant on that channel with 1 kw fulltime, directional day and night. FCC had denied KMAI application.

Central Valley Broadcasters for 1 kw daytime on 980 kc at Merced, Calif.

The initial grants were set aside upon petition by FCC’s general counsel, who contended that new soil conductivity measurements in that area show “severe co-channel daytime interference would exist” if both stations were finally granted.

Number Show

(Continued from page 25)

security numbers enter broadcast programming? “Take Birmingham, for example,” Mr. Harris said.

“Glen V. Tingley, president of WKAQ, phoned the other day. He had 3,000 phone calls the first day. He phoned Jennings and the station couldn’t do business.”

“Then Mr. Tingley had an idea. The station went on the air with a request that listeners call their independent neighborhood chimney sweep if they wanted to check up on numbers that had been read on the air.”

Mr. Tingley told Broadcasting at the weekend that station salesmen had been unable to contact 100 stores that wanted in on the program, but never seen business roll in like this,” he added.

“We have signed 93 new accounts, approved and placed them on the books in the last two weeks. They are given brief, institutional copy, one sponsor before and one after each program.”

Three operators are assigned to telephone queries. They promise inquirers a list of “approved stores” and suggest the store owners be urged to contact the station, awarding the sponsor. Numbers are released in sets as after they are read on the air.” WKAQ’s charges $5 to $10 a spot, depending on size of sponsor’s store, Mr. Tingley.

Mr. Harris said that in Tulsa, employees of many firms insist the company auditors check the numbers off the air hourly and watch for violations. If a number-number is violated, one has started a number-listening service, charging $1 (see illustration page 25).

“The impact in one city is so terrific that a competing station manager has approached us to see if he could buy up the contract, Mr. Harris said. Officials of Social Security Administration in Washington said they had studied a similar idea once before at the request of large advertisers. They indicate they rather would not have such use made of account numbers since they try to impress holders on the need of keeping cards in safe place and don’t like the idea of people using cards around because of radio programs.

Chances Explained

It was explained that since cards are based on a nine-digit formula (999,999,999 possible numbers) an only 500,000 are out, the chance of someone representing another card is one in 11 if the full number is read. Then there is the danger of people getting several cards through s e p e c t i v e practice. Though SSA has a master index, check, deception is possible and phony names are used. The index has over a million Smiths, for example.

In Baltimore the Better Business Bureau looked into the plan after a Kentucky city had made an inquiry. The bureau indicated it was not interested since it could find no more cards around because of radio programs.

Stations listed by the AAZRA agency as present users of the plan are:

WIKY Evansville, Ind.; WBBM MCMG Chicago; WABC New York; KHRL, KCBX, WBKB KSHJ, KSFN, WORB Allentown, Pa.; WBSD Baltimore; WSNX Norfolk, Va.; WSHS Cleveland; WITI Milwaukee; WRRG Columbus, Ohio; WTKX Richmond, Va.; WSRX Bakersfield, Calif.; WCOS Jacksonville, Fla.; WFWB Providence, R. I.; WWDC Washington (modified version).

Leger Cities CJR

WJR Detroit was presented a distinguished service citation by Detroiter Frederick M. Alker Post 86, American Legion, last Wednesday at its monthly general meeting. The presentation was in recognition of Alker’s “outstanding support of patriots projects and Americanism programs.” The citation was accepted by William S. Kohn, WRJ’s director and secretaries. Alker also announced that he had passed a resolution recommending the station for national Legion award.

FCC Roundup (Continued from page 75)

Status of broadcast station authorizations and applications at FCC as of February 28 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>2,254</td>
<td>762</td>
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<td>2,110</td>
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<tr>
<td>285</td>
<td>793</td>
<td>14</td>
</tr>
</tbody>
</table>

License Fees (Continued from page 23)

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CKTB St. Catharines now operating with 1 kW directional antenna on 620 kW, having moved from 1550 kW.
Similarly, apparently Indiana, vision "^_^r" Chief; division lhere hd 11 'radio jons capability "trrier "Observers'spective ans broad cast anons personnel of the present counting Bureau's Broadcast Diision (headed by LeRoy Schaaf) of Economics and Statistics (headed by H. H. Goldin) were transferred "until further or- der" to the Office of the Chief Accountant.

Similarly, the new Office of Chief Accountant will take over non-common carrier functions and personnel of the present Engineering Bureau. These are positions and personnel of the old Office of the chief engineer and those of the Laboratory Division (headed by W. Chapin), Technical Research division (headed by Edward M. Novak), and Frequency Allocation and Treaty Division (headed by L. McIntosh).

Chief Engineer's Office

The present office of the chief engineer includes, in addition to acting Chief Willoughby, Virgil Simpson as assistant to the chief, Ralph J. Rolnick, member of the North American Regional Broadcasting Committee, at Braxton L. Peele, chief of the technical and drafting unit, and George K. Krebs, chief engineer and traffic chief.

Chief Engineer, Glen C. Krebs, will be charged with the charge of the common carrier division and slated for a key post in the new Common Carrier Bureau.

"Until further order" the posi-
tions and personnel of the following were transferred from the En-
engineering Bureau to the Office of Chief Engineer: Standard Broadcast-
Division (headed by James E. Err); Television Broadcast Di-
vision (Curtiss B. Plummer); FM Broadcast Division (Cyril M. Sum); Aviation Division (headed Edward L. White); Radio Op-
tator and Amateur Division (headed by George K. Rolnick); Radio and Safety Division (headed Mr. Krebs); Public Safety and Social Services Division (headed Glen E. Nielsen); and Field Operations and Training Division (headed by Mr. Turner).

Observers felt the functions and ties assigned to the Common Carrier Bureau may be taken to create the broad type of respon-
sibility and authority which will be anted the other bureaus in their respective fields when the reorganiza-
tion is completed.

The Common Carrier Bureau's functions will consist of "carrying out the common carrier regulatory program of the Commission under applicable statutes, international agreements, and rules and regulations, including the regulation of common carrier rates, services, and accounting, and the licensing of common carrier wire and radio services."

Its duties include "initiation of rules and regulations, except as otherwise specifically provided in the functions of the Offices of the Chief Accountant, Chief Engineer, General Counsel, and the Special Legal and Technical Group." The latter is a review unit composed of a half-dozen ex-members who serve as special assistants to the Commissioners, aside from each Commissioner's individual legal assistant.

Other Duties

Other duties of the bureau include participation on behalf of the Commission in international conferences; provision of assistance and recommendations to the Commission, and cooperation with representatives of state regulatory commissions and with the National Asn. of Railroad Utilities Commissioners in making cooperative studies of common carrier matters.

The bureau chief's functions will include, aside from administration of bureau affairs, the initiation of policy recommendations to the Commission, in their preparation and analysis of program and policy problems; coordination of bureau activities with those of the other bureaus; maintenance of liaison with state and local agencies on common carrier matters; representation of the Commission on Commission-wide and inter-departmental committees, dealing with members of the public and of the industries concerned.

Field offices of the Common Carrier Bureau will be located at New York City, Atlanta, St. Louis, San Francisco. A chief will be named for each.

The broad overall functions of the General Counsel, Chief Engineer, and Chief Accountant under the new organization will be delineated as the realignment progresses. With respect to common carrier matters their duties are similar in their respective fields. For the General Counsel, these

FRANK MCKINNEY

Mentioned as Army Secretary

ANOTHER broadcaster may become Secretary of the Army, it was reported last week, with mention of Frank E. McKinney, principal stockholder of WISH Indianapolis, as a prime contender for a place on the President's "little cabinet."

It named to the Army post, Mr. McKinney would succeed Gordon Gray, president and owner of WJSN Winston-Salem and WMIT (FM) Charlotte, N.C., who has resigned to accept the presidency of the University of Indiana (BROADCAST, Feb. 12). Secretary Gray plans to leave Washington in August or September.

Mr. McKinney's radio holding is one of many interests which inclu-
ded part ownership of the Pitts-
burgh Pirates baseball club (other owners are Bing Crosby and John Gilbreth of Columbus, Ohio), of which he is president, and also a presidency of an Indianapolis bank. A treasurer of the Democratic Party's organization in Indiana, Mr. McKinney had been beckoned to Washington previously to serve as treasurer of the Democratic National Committee, but he declined. He has served on a commission to study housing shortages at defense establishments, traveling to Alaska and reporting directly to Defense Secretary Louis Johnson.

According to news reports, Mr. McKinney conferred with Washing-
ton officials earlier this month, at which time the Army secretaryship offer reportedly was made.

WILLIAM ST. VENIR

Named KSTL President

WILLIAM E. WARE, former president of the now-defunct FM Association of KSTL St. Louis, it was reported last week. He succeeds Frank E. Pellegrin, who becomes vice presi-
dent. KSTL is assigned 1 kw daytime on 590 kc.

Mr. Ware formerly was general manager, vice president and part owner of KSWI and affiliated KFMX (FM) Council Bluffs, Iowa. It was reported he received option to purchase part interest in KSTL. Mr. Pellegrin, former director of broadcast advertising at NAB, is vice president in charge of sales for Transit Radio Inc., to which he de-
votes considerable time.

KOH Increases Power

KOH Reno, Nev., outlet of the Mc-
Clatchy Broadcasting Co., has

increase in daytime power from 1 kw to 5 kw tomorrow (March 14). Nighttime power of 1 kw will remain unchanged, the station reported in time to clear the mid-winter cold air in 1928 with 100 kw. Power was increased to 500 kw when it became a McClatchy station in 1931, and to 1 kw in 1946. KOH frequency is 650 kc.

March 13, 1950 • Page 77

First 15 Pacific Hooplaings—February 1950

<table>
<thead>
<tr>
<th>No. of</th>
<th>Program</th>
<th>Days and Spanser &amp; Agency</th>
<th>Hooper</th>
<th>YEAR AGO</th>
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<tr>
<td>1</td>
<td>Jack Benny (CBS)*</td>
<td>6</td>
<td>American Tobacco (BDDO)</td>
<td>40.9</td>
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<tr>
<td>2</td>
<td>Charlie McCarthy (CBS)*</td>
<td>26</td>
<td></td>
<td>23.7</td>
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<tr>
<td>3</td>
<td>Arthur Godfrey (CBS)</td>
<td>26</td>
<td></td>
<td>23.7</td>
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<tr>
<td>4</td>
<td>Walter Winchell (2-mos.)</td>
<td>26</td>
<td></td>
<td>23.7</td>
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<tr>
<td>5</td>
<td>Fibber McGee &amp; Molly</td>
<td>6</td>
<td>S. C. Johnson &amp; Sons (NLP)</td>
<td>23.4</td>
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<tr>
<td>6</td>
<td>Big Brother (CBS)</td>
<td>6</td>
<td>Liggett &amp; Myers (CSW)</td>
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<td>Red Skelton (CBS)</td>
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<td>Proctor &amp; Gamble (B&amp;B) (Seeds)</td>
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<tr>
<td>8</td>
<td>Roy Acuff (NRC)</td>
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<td>9</td>
<td>Radio Theatre (CBS)</td>
<td>26</td>
<td>Lever (Ayer-Surf) (JWB-Lux)</td>
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<td>People Are Funny (NRC)</td>
<td>6</td>
<td>B. &amp; W. Tobacco (Seeds)</td>
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<td>C-P-P (Roths)</td>
<td>19.6</td>
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<td>Gable &amp; Greer (CBS)</td>
<td>26</td>
<td>Kraft (NLP)</td>
<td>18.9</td>
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<td>George Burns &amp; Gracie</td>
<td>6</td>
<td>Block Drug (Cec. &amp; Pres.)</td>
<td>18.0</td>
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<tr>
<td>15</td>
<td>Allen (CBS)</td>
<td>26</td>
<td>DeSanto-Fly, Deal (BDLO)</td>
<td>17.7</td>
</tr>
</tbody>
</table>

* Second broadcast on same day provides more than one opportunity to hear program.
At Deadline...

MEXICO CITY SESSION ON NARBA PROPOSED

CONFERENCE in Mexico City between U. S. and Mexico to work out bi-lateral pact comparable to U. S. - Cuban treaty, in final stages at Havana last week (story page 27), under consideration at weekend.

Both Cuban and Mexican pacts would be intended for inclusion in new overall NARBA. Suggestions made that all NARBA nations be invited to Mexico City instead of U. S., as originally planned, in effort to draw up over-all treaty. It's speculative whether special delegation to Mexico City would be same as Havana delegation, headed by FCC Commissioner Edward Hyde, or some new group not identified with Havana sessions.

POLICY BOARD STUDIES FREQUENCY PROBLEMS

INITIAL PROBLEMS of organization canvassed Friday by President Truman's Commission on Radio, Inc.'s color TV system was reported Friday following private showing for FCC members and staff executives. Viewers said quality of pictures—particularly color reproduction—was much better than in two earlier demonstrations, for others. Whole frequency situation and board objectives were reviewed with emphasis on international communication problems.

IMPROVEMENT CLAIMED IN CTI COLOR SYSTEM

SUBSTANTIAL improvement in operations of Color Television, Inc.'s color TV system was reported Friday following private showing for FCC members and staff executives. Viewers said quality of pictures—particularly color reproduction—was much better than in two earlier demonstrations, for others. Whole frequency situation and board objectives were reviewed with emphasis on international communication problems.

WHOL REORGANIZATION OPPOSED BY EASTON

NEW REORGANIZATION proposed by WHOL Allentown, Pa., was opposed Friday by Easton Pub. Co., operator WEEX (FM) Easton, as being contrary to FCC's rules and unfair in further comparative hearing ordered by Commission on original 1947 grant to WHOL [BROADCASTING, Feb. 27]. Easton Pub. Co., loser in competition for 250 w assignment on 1230 ke, petitioned FCC to dismiss WHOL's transfer bid, filed in early Feb.,

FURTHER hearing was ordered by FCC upon request of both applicants in view of ownership changes for all seven licenses. In petition explaining WHOL ownership change to improve financial condition was approved by FCC while appeal was pending. New transfer of WHOL to group headed by Victor C. Diehm, it was said, also failed and to group's first hearing will be to unconditionally allow substitution of new applicant and improve competitive position of WHOL.

CHICAGO URGES UNFREEZING OF TV GRANTS TO CITY

ILLINOIS delegation in Congress and FCC notified by Chicago city officials that City Council has called for granting of full seven-station TV quota to which it is entitled under FCC's 1950 Action based on resolution first introduced by Alderman Pacini in January [CLOSED CIRCUIT, Jan. 23].

Council complained that city only has been granted four licenses though it has applications for all seven licenses permitted. FCC freeze would grievously injure Chicago industries and residents and impair city's ability to compete against New York and Los Angeles as TV center, resolution states.

INDUSTRY TV GROUP TO MEET WITH ASCAP

NEGOTIATIONS for per program licenses covering use of ASCAP music on television to be resumed March 15 when committee of TV broadcasters will meet with ASCAP group. This will be first meeting since Christmas as ASCAP officials have been fully occupied with working out details of consent decree to provide clearance at source on motion picture music, with license fees paid by picture producers rather than theatres.

Decree, expected to be filed in New York Federal Circuit this week, will modify previous consent decree which followed radio's revolt against ASCAP's demands and resulted in reorganization of society.

NAMED ERWIN WASEY V-P

THOMAS ERWIN named vice president and planning board director of Erwin, Wasey & Co.'s Chicago office.

DIAZ PROMOTED

RAY DIAZ, former traffic manager for ABC, promoted to Stations Dept. Friday, and Reginald Wilcock, former supervisor of New York transmissions, elected to Mr. Diaz's former job. Mr. Diaz will be in charge of New York, New England and Ohio territories.

session in New York this week of President Miller's advisory committee (Clair McCollough, WQAL Lancaster, chairman; Howard Langer, New York; Harold F. Perry, WRGB Albany; Robert D. Sweezy, WDSU-TV New Orleans; Cal Smith, KFAC Los Angeles). William B. Ryan, KFI Los Angeles, who is seen as foremost prospect, will be in New York for hearing of NAB's new advisory committee, and presumably will be interviewed as to availability.

WHILE NO ANNOUNCEMENT was forth coming from Chicago meeting of committee on March 4-5, it's understood there was substantial support for Mr. Ryan—if he's available. It wasn't unanimous, however, with indications of 4-1 split. President Miller understood to regard Mr. Ryan as acceptable as his second in command for $25,000 post.

ACTION OF FCC in WBAL Baltimore renewal case wherein Pearson-Allen seek to write 50,000-w facilities from Hearst-owned outlet may take unusual Commission turn, split 3-2 (Coombs, McFarland and Wilson for Pearson-Allen; McFarland and Hyde for WBAL renewal). Two separate opinions—one written after to if grant WBAL renewal, and other to grant Pearson-Allen—are being prepared. Decision, possibly, will await consent decree which will follow prior to "final" decision. Com'r Compton didn't participate because of Pearson vendetta against his confirmation two years ago, in which Mr. Pearson did ignominious prat-fall when Senate unanimously confirmed nomination.

O. L. Ted Barker of Taylor Co. has resigned effective April 1 as executive manager of KGN, Amarillo and KPYO Lubbock, Tex., but Taylor Co. will continue to represent stations in national spot. He will devote energies to Taylor company operations and to his owned-station KWTO (Katy, Tex.).

KTIV (TV) Dallas, acquired by Dallas News from Potter Television Co. for $575,000, approved last week by FCC, will become WFAA TV about May 1. Plan is to operate station with present call for 60 days, during which two organizations will be integrated and TV programming revamped, and then switch to new call. Overall operations under supervision of Martin B. Campbell, WFPA general manager.

NEW APPROACH indicated in renewal of license proceedings involving G. A. Richard stations (WJR Detroit, WGR Cleveland and KMPC Los Angeles) scheduled to begin today in Los Angeles. American Jewish Congress an other agencies which figured in pre-hearing interchange have elected to sit on sideline as observers, rather than file appearances, if proceedings warrant. It's assumed that hearings will be brief and no course considered.

ANOTHER "radio day" at White House in Wednesday session, President Truman had interviews with FCC Chairman Wayne Coy, CBS President Frank Stanton and House Interstate Commerce Committee Chairman Robert Crosser. Following court approval, when was not quoted, but was logically surmised that overall radio-TV pictures will be discussed, since Chief Executive has evidence in subjects of late.

CBS POST TO OMMERLE

HARRY G. OMMERLE, former package producer, appointed manager of program sales for CBS, effective March 20.
THANKS... TO The Billboard... and its distinguished panel of judges for the 12th Annual Radio and Television Promotion Competition.

WLW: FIRST IN SALES PROMOTION
Clear channel network affiliates

WLW-T: FIRST IN GENERAL PROMOTION (tie)
Television stations

WINS: FIRST IN PUBLIC SERVICE and AUDIENCE PROMOTION
50,000-Watt non-network stations

Crosley Broadcasting Corporation
You can't catch a mermaid with grubworms. And you can't land your full share of pretty profits in the booming Central South market unless WSM carries your advertising.

With radio stations everywhere WSM remains unique in its ability to reach—to sell an area. To do this the station operates on a 50,000 watt 1-A Clear Channel. But just as important as the interference free signal is the fact that for 24 years WSM has programmed to please an audience of highly specialized radio tastes. This takes smart local production with a staff of 200 entertainers that include some of America's biggest name stars.

Successful advertisers know—you land the Central South's most desirable sales-fish by using WSM.
Twelve-year-old Judith Anne Prelipp, of Seymour, Wisconsin, won a radio for herself, another for her classroom, and a trip to Chicago to be guest of honor on the WLS National Barn Dance.

49 other boys and girls, from big Chicago to the smallest rural community, from public, parochial and private schools in the Midwest, won radio sets for themselves and companion sets for their classrooms.

But much more important . . . 5,271 boys and girls who submitted essays to the WLS "School Time" contest, gave extra thought to what it means to be an American citizen . . . to our American way of life.

WLS "School Time," only daily classroom series broadcast by a commercial station in the Midwest, takes pride in this vigorous response to its continuing efforts to help build better citizens—true Americans—for tomorrow.
LOUISVILLE IS NOW ENJOYING

Television IN THE

WHAS Tradition

WHAS-TV
Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. • PRIMARY AFFILIATE CBS TELEVISION NETWORK
ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Prices Like These:

Population
Up to 25,000 $15.00 for both Ladd & Runyon
25,000 to 50,000 22.50 for both Ladd & Runyon
50,000 to 75,000 25.00 for both Ladd & Runyon
75,000 to 100,000 27.50 for both Ladd & Runyon
100,000 to 150,000 30.00 for both Ladd & Runyon
150,000 to 200,000 35.00 for both Ladd & Runyon

Larger Market Quotations Upon Request

You Get Free...

39 episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancellable basis.

Plus 25% Discount...

If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

Network Calibre Programming to Fit Local Sponsors' Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell") of "Life of Riley" and "Al" of "My Friend Irma"). Already being used in some 100 markets in a year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

8511 Sunset Boulevard
Los Angeles 46, California

Published every Monday, 33rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Closed Circuit

IS BOB HOPE going CBS? Transaction, similar to his pal Bing Crosby’s deal, on capital gains basis, has been offered by CBS. Conversations followed word of plan of Lever Bros. to cancel out Hope on his NBC show. Hitch might be TV rights, since there’s question whether Hope contract with Paramount permits kinescoping. Crosby has full TV rights.

WHETHER MUTUAL will tie-up with M-G-M may be settled within few weeks. After months of conversation, it’s now reliably reported that mid-April deadline has been set on acceptance of proposition to M-G-M board which entails Mutual shareholders receiving about $1,600,000, and with commitment that M-G-M will operate network for minimum of five years.

THERE WILL be no final determination of new general manager of NAB until full board of directors gets together in pre-convention huddle in Chicago about April 16. Board advisory committee met in New York last week and decided to explore matter further. Five-man committee conferred with William B. Ryan, general manager of KFI Los Angeles, regarded as formidable prospect for $25,000 post, but its function is simply recommendatory to President Miller and full board. Committee hopes to bring in unanimous choice.

IN LAST-DITCH effort to quell Cuban radio uprising against tentatively approved U. S.-Cuban NARBA treaty (story page 25), U. S. Ambassador Robert Butler may confer with Cuban President in Tokyo this week to urge agreement. Same high-level approach was made in attempt to unseat U. S.-Cuban differences at earlier Montreal sessions.

FRED ALLEN reportedly considering launching television show on NBC-TV from Chicago, probably next fall if plan materializes. Comedian understood to believe Chicago is more sympathetic to artistic enterprises than commercial hotbed of New York.

ALL-RADIO PRESENTATION COMMITTEE, at meeting this week, will consider offer of Schwerin Research Corp. to conduct audience reaction tests on “Lightning That Talks” preliminary to preparation of 20-minute version of promotion film for showing to general public.

WHO WILL HEAD FCC’s new Broadcast Bureau—key spot in regulation of radio and TV under realignment plan? Harry Plichtin, senior Assistant General Counsel, is avowed candidate and believed to have support of Chairman Wayne Coy. But another name mentioned is John A. Willoughby, who relinquishes acting chief engineer’s post effective April 3 when Curtis Plummer, present assistant chief in charge of TV, assumes newly created chief (Continued on page 90)

Upcoming

March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.
March 29-April 1: ANA Convention, Homestead, Hot Springs, Va.
April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
(Other Upcomings on page 89)

Bulletins

GENERAL FOODS lining up spot series to start April 1 in 20 markets for Baker’s 4-in-1 cocoa and East and West Coast spots for Yuban coffee to start April 3. Agency is Benton & Bowles, New York.


RADIO SET PRODUCTION MAINTAINS FAST PACE

OUTPUT of radio receivers in February (AM, FM, FM and auto sets) totaled 750,393 units, maintaining unexpectedly high level of last quarter of 1949, according to Radio Mfrs. Assn., representing about 85% of industry total. Total output of all types of receivers was 1,117,485 units.

TV production totaled 367,065 sets compared to 335,588 in January, up 9%. Weekly average output was 91,766 TV receivers. Of month’s TV sets, 42,940 were equipped to tune FM band. Production of FM and FM-AM sets totaled 66,455, bringing total number of February sets with FM tuners to 129,395.

RMA reported that 3,029,000 TV sets were produced by the entire industry in 1949 along with 7,550,000 home-type radios other than those in TV sets, and 3,964,000 auto radios.

SPEED RICHARDS HEARINGS

WEKEND and night sessions slated in FCC’s Los Angeles hearing on news-slanting charges against G. A. (Dick) Richards, to permit Examiner J. Fred Johnson Jr. to return to Washington by April 3, when he assumes duties as Chief Hearing Examiner and undertakes new hearing assignment. Meanwhile, in Friday’s session Clete Roberts, former public affairs director of Mr. Richards’ KMPC Los Angeles, complied with subpoena requiring him to produce papers which Richards’ counsel claimed were being withheld. Originally he had been expected to produce these at today’s (Monday) session (see early story page 28).

Business Briefly

P & G ACTIVITY • Procter & Gamble Co., Cincinnati (Dreft), planning early morning tests aimed at farm audiences in Des Moines and other mid-western markets. Company (for Oxydol) also mailing TV version of “Beaulah” radio series this fall on ABC. Agency, Dancer-Fitzgerald-Sample, New York.

JOE DiMAGGIO TO NBC • Joe DiMaggio Show moves April 15 from Sat., 11:30-12 noon on CBS to Sat., 7:30-8 p.m. on NBC. M&M Ltd., Newark (candy), is current sponsor but change in sponsors expected with move to NBC.

HEIDT TV SHOW • General Motors (Buick Div.) through Kuder Agency, and Phillip Morris (cigarettes) through Biow Co., New York, considering TV version of Horace Heidt show. Philip Morris sponsors radio series or CBS, Sunday, 9:30-10 p.m.

BERLE TAKES TOP RANK IN NEW YORK HOOPERATINGS

TOP THREE programs in New York Hooper ratings, based on all homes, for February were television. Highest ranking radio show was fourth in list of 15. Nine TV show and six radio shows composed first 15.

Leaders were Milton Berle (TV) 25.5, Arthur Godfrey’s Talent Scouts (TV) 17.6, Toast of the Town (TV) 16.2, Arthur Godfrey’s Talent Scouts (radio) 14.5. Among “radio only” homes leading programs were Arthur Godfrey Talent Scouts 21.3, Kate Smith 21.2, Bing Crosby 19.3. Among TV homes, leading put programs were Milton Berle 68.3, Arthur Godfrey’s Talent Scouts 45.3, Toast of the Town 42.4.

ELLIS A. GIMBEL

ELLIS A. GIMBEL, 84, chairman of the board Pennsylvania Broadcasting Co. (licensee of WIP Philadelphia), died late Thursday in Philadelphia following four-day illness. M. Gimbel, uncle of Benedict Gimbel Jr., W. president and general manager, also was chairman of board of Gimbel Bros., department store chain founded by his father, as well a philanthropist. Among survivors present his death were Ellis A. Gimbel Jr., son; Mrs. Frida Gimbel, daughter, and Mrs. Richard Gimbel, daughter-in-law.

JOIN COMPTON AGENCY

DONALD S. FROST, formerly with Bristol Myers Co. and Robert L. Nourse Jr., former with W. Earl Bothwell Inc., have joined Compton Adv. Mr. Frost will headquarter in New York office of agency as account executive; t. Dreene shampoo and Mr. Nourse will be based at Hollywood office as account executive.

LANTZ TO BRISTOL-MYERS

WALTER P. LANTZ, formerly with Lambe Pharmacal Co., New York, has joined Bristol Myers Co. as advertising manager.
WDEL-TV advertisers are certain of three important things. First, they are assured the clearest picture for their products. Second, they reach the entire Wilmington, Delaware market—the chemical capital of the world. Third, their advertising is seen and heard by an established, enthusiastic audience showing a consistent and phenomenal growth. NBC network shows and versatile local programming make WDEL-TV a necessity in this market. Write.

WDEL-TV is an advertising must in the large, prosperous Lancaster, Pennsylvania market. It is the first and only television station in the area, no other TV station reaches this important section. The number of its viewers is showing an amazing growth. Audience loyalty and appreciation are assured through skillful local programming and the top shows of all four television networks—NBC, CBS, ABC and DuMont.

No matter what your product—if you want to sell this extensive Pennsylvania area you need WGAL-TV. Write.

Represented by Robert Meeker Associates

STEINMAN STATIONS
Clair R. McCollough, General Manager

WGAL WGAL-TV WGAL-FM
Lancaster, Pa.

WKBO WRAW

WDEL WDEL-TV WDEL-FM
Wilmington, Del.

WORK WEST WEST-FM
because it proves, to every radio time buyer, something that's well worth knowing:

**WFBM has one of the nation's soundest, most sales-producing promotion programs—not just for Kroger's, but for ALL of its advertisers!**

We appreciate this fine acknowledgment of our efforts for promotion of Kroger's recent $65,000 Brand Name Treasure Hunt in a contest conducted among 31 of the nation's top stations. And, we're pleased to share top honors with WCHS, Charleston, and WAGA, Atlanta.

**First IN INDIANA ANY WAY YOU JUDGE!**

**WFBM**

**INDIANAPOLIS**

**BASIC AFFILIATE:** Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: **WFDF Flint — WOOD Grand Rapids — WEOA Evansville**

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**THE NEWSWEEKLY OF RADIO AND TELEVISION**

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

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**Telephone ME 1022**

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**Cox-Howell AM/TV**

10 West 40th St., New York City 36

**Radio's Needs Outlined by McLoughlin.**

25 Columbus Ave., New York City 24

**U. S.-Cuban Treaty Hits Snag.**

25 East 46th St., New York City 25

**Treasurer Study Seen on License Fees.**

25 East 46th St., New York City 26

**Plans Take Shape for NBC Convention.**

25 East 46th St., New York City 26

**AAAA, ANA Sessions Convene Next Week.**

25 East 46th St., New York City 26

**IF Opposition Seen to FCC Reorganization Bill.**

25 East 46th St., New York City 27

**Nations Prepared for Added Service.**

25 East 46th St., New York City 27

**Richards Hearing Opens.**

25 East 46th St., New York City 28

**LSB Sets Rate Policy.**

25 East 46th St., New York City 28

**Clean Up Programming, Cey Warne.**

29 East 46th St., New York City 29

**Oklahoma, U. Holds 9th Radio Meet.**

29 East 46th St., New York City 29

**BMB Compiling FM Data.**

30 East 46th St., New York City 30

**IBC Shifts Personnel in Program, Service Units.**

30 East 46th St., New York City 30

**65,000 Come to Gross' Dinner.**

30 East 46th St., New York City 32

**Telecasting Section Index, 57**

**DEPARTMENTS**

Annexes. 44 News. 46

Allied Arts. 72 On All Accounts. 36

Commercial. 44 On The Dotted Line. 34

Editorial. 40 Open Mike. 14

FCC Actions. 51 Our Reports to. 40

FCC Roundup. 57 Feature of Week. 76

In Addition. 70 Programs. 75

In Public Interest. 70 Radioama. 80

Management. 42 Radiorama. 80

Network Accounts. 72 Technical. 89

New Business. 12 Upcoming. 89

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230 Park Ave., Zone 17, PLaza 5-5355; EDITORIAL: Edwin H. James, New York Editor; Herman Brandeis, Asst. to the New York Editor; Florence Small, Gloria Berlind, Bruce Robertson, Senior Associate Editor.

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

**CHICAGO BUREAU**

380 N. Michigan Ave., Zone 1, Central 6-4175; William L. Thompson, Manager; Jane Pinkerton.

**HOLLYWOOD BUREAU**

Taft Building, Hollywood and Vine, Zone 25, BMIbroad 1411; David Gilkey, West Coast Manager; Ann August.

**TORONTO:** 417 Harbour Commission, ELgin 7753; James Montagnes.

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*Reg. U. S. Patent Office

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first

IN POWER

AND RESULTS

50,000 WATTS

Radio—America's Greatest Advertising Medium

WJR

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

C. B. S.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Chairman of the Board

Represented by
PETRY

HARRY WISMER
Vice President and General Manager

ROADCASTING • Telecasting

March 20, 1950 • Page 7
ANY ADVERTISER
Can...
MOST ADVERTISERS
Should...
USE
SPOT
RADIO
FEWER DOLLARS SPENT...
EACH DOLLAR WORKING HARDER

Shrewdly invested, your Spot Radio dollar works at peak advertising efficiency—only the markets you want—on the station that serves it best—with both program and time pointed at the very audience you want.

That means waste pared way, way down...effectiveness piled on thicker.

You harness radio's mighty power and drive it along the specific road you want to travel.

No better starting point than this potent station roster.

/ Represented Nationally by EDWARD PETRY & CO., INC. 

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

SPOT RADIO LIST

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THE YANKEE NETWORK
TEXAS QUALITY NETWORK
WILLIAM KOSTKA, formerly with United States Brewers Foundation, New York and NBC, assumes management of W. W. MacGruder Inc., Denver agency, as executive vice president and general manager. Firm name changed to MacGruder, Bakewell & Kostka Inc. ROBERT D. MACGRUDER is president of new firm and GEORGE BAKEWELL Jr. is secretary-treasurer. Mr. Kostka will continue his public relations firm, William Kostka & Assoc.

HERBERT L. STEINER, who joined Ben Sackheim Inc., New York, on Jan. 1, elected a vice president and director of company.

JOHN WILSON, formerly copy supervisor with Kenyon & Eckhardt, New York, joins Dancer-Fitzgerald-Sample Inc., New York, in its copy department.

FARQUHAR & Bair Adv. formed by JOHN T. FARQUHAR and EDWARD J. BAIR Jr. Offices in First National Bank Bldg., Utica, N. Y. Mr. Farquhar has been associated with agencies for past 12 years as radio and television director. Mr. Bair was art director at Devereux & Co., Utica. TED R. DARVOE joins firm as account executive and merchandising director. Mrs. VIRGINIA BAIR is space buyer and production manager.

JACK PETTERSON, formerly radio producer at CBS Chicago and more recently with Herbert H. Horn Inc., Los Angeles, joins Barns Chase Co., San Diego, as radio-television director.

E. JOHNNY GRAFF, program director of WBKB (TV) Chicago, named vice president in charge of radio and television for Kaufman & Assoc., Chicago agency.


FRANK BRUGUIERE, formerly with Avery & Bruguiere Adv., San Francisco, joins Blow Co., same city.

GILBERT McCLELLAND, former director of MBS Midwest operations, joins radio department of Leo Burnett Agency, Chicago.

RUTH JAROS CERRONE, formerly with Pedlar & Ryan, New York, joins creative staff of Sullivan, Stauffer, Colwell & Bayles, New York.


STUART B. SMITH, formerly manager of Canadian Adv. Agency Ltd., Toronto, joins James Lovick & Co., Toronto, as director and manager of Toronto office. He formerly was with Young & Rubicam, Toronto.


BUD HOLTZMAN joins Gnome Adv. Inc., St. Louis, as head of television department. He formerly wrote radio scripts for WENR, WGN and WCFL in Chicago, KMOX St. Louis and Playmakers Production Co.

W. H. LONG Co., York, Pa., advertising agency, elected to National Advertisin Agency Network.

YOUNG & RUBICAM, New York, commended by Greater New York Chapter of the Red Cross for "outstanding cooperation" for donations to volunteer blood program.

BILL JONG, formerly of Art Center, Los Angeles, joins Hal Stebbins Inc. in that city, as production manager.

MARION E. WELBORN, for past two years partner in Associated Adv., in Angeles, joins Walter McCready Inc., as business manager for three agency.

(Continued on page 79)

BROADCASTING • Telecastin
THE VOICE OF DIXIE
ALABAMA'S
MOST POWER-FULL STATION

690 KC
50,000 WATTS

appoints

RADIO REPRESENTATIVES INC.
as
National Sales Representatives

Offices in
NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

- WVOK serves Dixielanders with "their" kind of music
- WVOK carries more "live" hill billy music than any other Birmingham station
- WVOK pulls more mail than any other Alabama station (over 5,000 letters per week)

Cover Alabama's rich number one market ... and receive plus coverage of all Dixieland ...

BUY WVOK
BIRMINGHAM

Iralee Benns, Pres.
W. J. Brennan, Com'l Mgr.

* construction permit

March 20, 1950 • Page 11
we're finally settled
'n rarin' to go, at

OUR NEW AUDITORIUM STUDIO

1440 N. MERIDIAN STREET

PILLSBURY MILLS, Minneapolis, for Pillsbury's Best Flour, will sponsor Jack Hunt folk music, transcribed quarter-hour strip, on 40 stations from today (Monday) through May. Agency: Leo Burnett, Chicago.

BEST FOODS Inc., New York, for Rit dyes and Shimola shoe polish, begins one-minute and chainbreak schedules for both products in from 75 to 80 markets early in April, to continue through June. Markets increased on each about 15% since last spot campaigns. Agency: Earle Ludgin, Chicago.


CHEMICALS Inc., San Francisco (Vano products), signs for sponsorship of Frank Goss news broadcasts, three times weekly for 52 weeks on KCBS San Francisco and Columbia Pacific Network, starting April 3. Agency: Garfield & Guild, San Francisco.


HEWLETT Bros., Salt Lake City (jams, jellies, syrups, preserves), appoints Ross Jurney & Assoc., same city, for its start of summer campaign over KYVL Salt Lake City. Ralph Herbert is account executive.

SHOTWELL Mfg. Co., Chicago (marshmallows, candy), names Reincke, Meyer & Finn, same city, to handle its advertising. Media plans will be set within a month, with radio and TV being considered.


PURE OIL Co., Chicago, will sponsor one-minute and 20-second sound-on-film commercials in evening hours in 13 markets, five per week, for 13 weeks starting end of April. Agency: Leo Burnett, Chicago. Petroleum products and automotive accessories will be advertised.

ADLER Co., Cincinnati (socks), begins first TV test in Chicago on WNBQ (TV) with two 20-second spots weekly for six weeks. Agency: Ruthrauff & Ryan, Chicago.

MODGLIN Co., Los Angeles (Perma-Broom), appoints Compton Adv., Hollywood, to handle advertising, effective April 1. Media plans now being discussed.

ATCHISON, TOPEKA AND SANTA FE Railway, Chicago, through Leo Burnett Agency, same city, will sponsor one-minute sound-on-film TV spots in Chicago, Detroit, Los Angeles and New York from April 1 for six weeks. Each market will have 20 spots.

WESTCHESTER AQUARIUM appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used.

Network Accounts • • •

ARMSTRONG CORK Co., through RRDO, New York, buys Tuesday, 6:30-10 p.m. time on NBC-TV, beginning June 6, for new dramatic program being built by NBC-TV and as yet untitled.

BILTMORE TUNA, San Francisco, starts sponsorship of Cisco Kid, Frederic W. Ziv package, on 12 Don Lee stations, Wednesday, 7:30-8:00 p.m. PST, Contract for 26 weeks. Agency: Harrington-Richards, San Francisco. INTERSTATE BAKERIES Corp., Kansas City, Mo. (Weber's Bread) currently sponsoring program on 12 Don Lee stations through Dan B. Miner, Los Angeles.

HOTPOINT Inc. purchases one-shot on CBS radio network, 5-6 p.m. Sunday, May 14 for special Mother's Day show. Maxon Inc., New York, is agency. Show will be dramatic program.

GILLETTE SAFETY RAZOR Co., sponsoring three major basketball games from Madison Square Garden on 26-station ABC-TV Network March 18, March 25, April 1. Telecasts, starting at 10 p.m. and running to conclusion, include National Invitation Tournament and National Collegiate Athletic Assn. eastern finals, and annual East-West all-star game. Agency: Maxon Inc., New York.

(Continued on page 79)
This summer be sure your sales grow

Last Summer, sixty national spot and local advertisers (25% more than the year before) used WCCO all Summer long. Just as they did all year round. Many for the tenth straight year.

They have found that Summer campaigns on WCCO make their sales grow. Because during June, July and August their customers in WCCO territory spend more than $686,000,000 on all kinds of retail products.

Better still, WCCO produces big Summer profits at a low Summer cost-per-thousand. In fact, since 1946, WCCO’s average daytime Summer Hooper has jumped up 38.3%. And the cost-per-thousand has dropped 29.8%!

To be sure your sales grow all year round, join WCCO’s sixty year-round sponsors. Just ask us or Radio Sales about a hot sales-personality (like Bob DeHaven, for one). You’ll find WCCO sends sales UP with the temperature!

Minneapolis-St. Paul
50,000 watts

WCCO
Represented by Radio Sales
All source data available on request.
'Digest of News'

EDITOR, BROADCASTING:

... It seems I have been reading Broadcasting for most of the 20 years that I was in radio and I am quite certain I will be reading it for all the years I am in television, because it is the one publication that gives me a digest of the news and feature material pertinent to the industry.

Harry Wayne McMahan
Executive Producer
Five Star Productions
Hollywood

* * *

Offers Radio File

EDITOR, BROADCASTING:

In the “early days” of broadcasting, I started out to maintain a comprehensive file on all matters pertaining to the development of commercial radio, from specimen rate cards to promotion pieces of all kinds, including booklets, surveys, etc., dating back to 1926.

Someplace around 1940, I decided I would never complete my “lifework” and discontinued collecting samples.

For some earnest bibliographer, collector, or some school which would like to delve into early radio workings, this collection is available at no charge. I have the material stored at my home, and will be glad to hear from anyone interested in acquiring it.

Alex Sherwood
Standard Radio Transcription Services Inc.
665 Fifth Ave., New York

* * *

Why No A&P Time?

EDITOR, BROADCASTING:

... Several of the radio boys in this area were talking last week about the “A & P Case,” so highly publicized and advertised in the newspapers. ... I haven’t heard any radio time paid for by A&P nor have I had the slightest feeling for such advertising on this station. ... Our circulation is about seven times greater than that of our next competitor (a five a week paper) ... I am just wondering, Why? ... William Shepherd
Prom.-Com. Mgr.
WWGA Tifton, Ga.

* * *

‘Hear,’ Not ‘Read’

EDITOR, BROADCASTING:

... I heard a radio announcer on an early morning program say:

“Did you READ about the Leopard in Oklahoma City?” ... That after radio broke the story on all newscasts came limping in with headlines the next morning —after dailies carried front-page stories about the continuing hunt Tuesday morning, while radio listeners that same morning were hearing newscasters tell of the successful drugging and recapture of the leopard. ...

... This radio announcer should be sent by the program director to head of the class and forced to write “READ” on the blackboard 100 times, draw 100 lines through those same unspeakable words, and then write “HEAR ON THE NEWS” 100 times. It would do him good and it would do radio good.

Norman Lasseter
Program Director
WFGN Gaffney, S. C.

* * *

Rea’s ‘Roving Phone’

EDITOR, BROADCASTING:

... This 49-50 winter was the worst we have had on the Canadian Pacific Coast for the past 50 years—which brings me to our enterprising manager’s Roving Mike broadcast—and your cartoon [BROADCASTING, Feb. 22].

Bill Rea and his Roving Mike are very well known in Vancouver, New Westminster and this district. When the gales, snow and ice arrived this winter our versatile owner-manager changed his broadcast to the Roving Telephone for two months! Each day he opened his broadcast with a timely question—and listeners were asked to...

(Continued on page 20)

O’Butcher of KIST

SURE and the “wearing of the green” was worn all over America on St. Patrick’s Day—but nowhere more authentically than at KIST Santa Barbara, Calif. No one to let an observance down—on Christmas Day mistletoe was distributed so that everyone could be KIST—Harry C. Butcher, president of KIST, decided to do right by the March 17th observance. Through the Horace Lohnes law firm in Washington, Mr. Butcher got in touch with the Irish embassy and asked them for the loan of a flag of the Irish Free State. On St. Patrick’s Day the mast at KIST displayed an American flag, California flag, and the Irish banner.
a truly portable Field-Intensity Meter

- Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio . . . and operates almost as simply. You tune in a signal, adjust a built-in calibrating oscillator and receiver gain . . . and read signal intensity directly in microvolts-per-meter. No charts, curves, or correction factors to worry about. No computations to make.

   Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2C enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location "down-in-the noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

   Power supply; Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

   A lot easier now to get the facts on your coverage, service area, and antenna efficiency . . . with RCA's new portable WX-2C. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19-CC, RCA Engineering Products, Camden, New Jersey.
**Feature of the Week**

PROMOTIONAL play by KLER Rochester, Minn., on the hidden coin trick brought thousands of coin seekers milling about downtown streets in search for one of the payoff digits, according to General Manager Walt Bruzek.

The coin promotion, part of the “Golden Opportunity” campaign by KLER, utilized 16 teams of “coin droppers” who distributed 368 pieces between 7 and 8 p.m. on Feb. 29. Eighteen Rochester merchants cooperated in the drive which emphasized opportunities in America and acquainted people with call letters, frequency and program offerings of the station.

At deadline for the return of coins, 362 coins had been turned in, KLER, an ABC outlet, reports. Grand prize, consisting of a two-week vacation in Hawaii, was awarded to Mrs. W. C. Robinson, Rochester housewife, who brought in the first large coin. Other prizes ranged in value from electric blankets and toasters down to Zippo lighters. Contest was preceded by newspaper ads, station spots and merchant participation.

**On All Accounts**

WHEN he was in elementary school, Milton Joseph Stephan's favorite subject was composition. This subject was to lead him into radio and television and eventually to his present position as director of radio and television for Allen & Reynolds Advertising Agency in Omaha.

Today, the radio and television department of Allen & Reynolds, under Milt's direction, is producing, writing and creating shows and announcements for over 50 clients.

Milt was born in Omaha on Aug. 11, 1924. After discovering his bent for composition in his early school years, he augmented this by packing in more than the required amount of subjects for a college preparatory course, with journalism, advertising or law in mind.

When he left high school, however, Milt decided upon practical experience over attending a university. While vacationing in California, he decided to seek employment there. For better than a year, he was associated with a patent medicine firm and watched closely the methods used in its marketing and advertising.

His entry into the advertising world was interrupted by the war. Milt had three years' service in the Navy, two of which were continuous overseas duty.

Still planning to make radio advertising his career, the ex-sailor made his official entry into radio via an Omaha station and soon he came director of continuity and commercial production at Omaha's Mutual outlet, KBON. Although television had not yet reached Omaha, Milt put in every available moment preparing for the advent of the medium.

He joined A & R July 12, 1948. Milt considers every campaign his favorite one — while he's working on it. Looking back on several campaigns, however, he especially likes to recall the Peter Pa Bread “Strength and Energy” series or the transcribed spot with Jim Ameche as a narrator.

Lately he has written and produced transcribed spots designed to increase the sales of TV sets in Omaha. This series of spots is the backbone of an industry-wide campaign sponsored by the Nebraska-Iowa Electric Council, and designed to introduce television sets into 8,000 more homes within a 30-day period.

From the family standpoint, Milt has purchased a new home and is engaged to be married in May. He is a Master Mason, Nebraska BPOE Lodge #1, A.F. & A.M. He likes to hunt and fish and, in addition, hopes some day soon to start building and collecting scale model replicas of automobiles.
Daytime listeners prefer WGAR. Hooperatings (Dec. '49-Jan. '50) show that from 8 A.M. to 7 P.M. weekdays, WGAR has the first five top rated shows... and 12 of the top 15! WGAR programs are first in 28 out of the 44 quarter-hour periods!

Popularity goes hand in hand with promotion. WGAR paid for linage on station and program promotion appears regularly throughout the year in 15 leading northern Ohio newspapers. One copy of each of these newspapers with a WGAR ad, stacked together, would tower 18 feet! WGAR believes in advertising!

in Northern Ohio... WGAR the SPOT for SPOT RADIO

Don Hyde with "This Is Cleveland" is one example of a WGAR program available for sponsorship. "This Is Cleveland" features Clevelanders in the news and life in the city from an unusual angle. It includes such on-the-spot tape-recorded events as a jury-fix and the confessions of a dope addict.

Right: Mr. William E. Hunger, President and Treasurer of the Union Oil Company of Ohio, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association, Cleveland Rotary Club and Cleveland Chamber of Commerce. Left: Mr. L. L. Altman, Vice President and Secretary of the Union Oil Company, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association and National Paint, Lacquer and Varnish Association. Union Oil is a WGAR advertiser.

RADIO...America's Greatest Advertising Medium...WGAR...CBS...50,000 watts...Represented Nationally by Edward Petry & Company
Well, not intentionally. But Broadcasting-Telecasting will tell anyone who wants to know exactly how hundreds of national spot and network advertisers used radio and television in 1949. You'll find it all in the APRIL 17th ISSUE . . . which incidentally is the same issue covering the NAB convention.

from A to Z

Here you'll find the stuff that planning board sessions and leading time buyers consult all through the year . . . Broadcasting's copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries. On April 17th we'll tell . . .

* national spot expenditures in 1949 by 29 product groups
* network gross expenditures in 1949 by product groups
* who spent the most advertising dollars and where in 1949
* how competing products split their advertising budgets between radio and television
* active spot accounts in 1949
* individual product analysis showing leading network and spot advertisers

plus - - - advertisers analysis, the forecast by key people of business prospects for broadcast advertising during 1950.

Yes, sir, right here between the covers of Broadcasting you'll find this wealth of information. It's a really complete analysis of network and spot advertising by every major classification of industry, company and product divided according to radio and television.
WHAT EVERY TIME BUYER, EVERY RADIO DIRECTOR WILL WANT
... this treasure house of data with year 'round worth ... an exclusive source for fundamental facts on broadcast advertising.

WHAT EVERY STATION SHOULD DO (now)
In a word, advertise.
And we mean in the April 17th NAB Convention issue of BROADCASTING. Think what extra attention such an information-packed issue will command ... what extra circulation you'll get. Over 17,500 total circulation.
This is no one-shot venture, but something invaluable—where the very people (advertisers and their agencies) you want to reach can see your station's story for the rest of 1950.

WILL THEY SEE YOU REPRESENTED THERE?

DEADLINE IS APRIL 7th.
... so don't be an April 18th mourner who wishes he'd done what you can still do. Get in BROADCASTING's April 17th NAB issue for sure, right now. Regular rates prevail. On a one-time basis that's - - -

Page ........................................ $350
Half Page .................................... $200
Quarter page ................................ $120
Eighth page .................................. $70
Sixteenth page ............................... $45

Write or wire (collect) your reservation to BROADCASTING, National Press Building, Washington 4, D. C.

BROADCASTING - - more than ever "the" magazine preferred by the buyers of radio and TV time.
KCOM Storm Service

REGULAR commercial schedule was dropped by KCOM Sioux City, Iowa, from 2:30 p.m. to midnight when the March 7 blizzard swirled through the Midwest. During that time period, the station accepted 1,500 telephone calls from people stranded on farms and in cities within a 60 mile radius of Sioux City. Requests included aid for a youngster sick with polio, information for a separated family, night quarters for two homeless horses and messages of whereabouts for scores of isolated family members.

Clearing Service

WHEN an ice storm recently hit Michigan, Indiana, and Ohio and left rural communities without communication or electric power for periods up to 36 hours, WTVB Coldwater, Mich. served as a clearing house for messages and special announcements. Though crippled itself by repeated power failures, WTVB remained on the air until normal communication was re-established. WELL-AM-FM Battle Creek serviced WTVB with AP reports, placing copy on Coldwater-bound buses until service was restored. AP's Detroit bureau also helped, anticipating WTVB's news needs.

WNAX Feeds News

SOUTH DAKOTA stations and newspapers, isolated by a severe spring blizzard that tore down service wires, drew valuable news assistance fortuitously from WNAX Yankton-Sioux City. Reports were fed on regular WNAX newscasts at the request of Harl Anderson, chief of AP's state bureau in Sioux Falls. Station newsmen cued their broadcasts with these remarks: "Attention, American News, Aberdeen: Daily Planes!..." Huron, and all newspapers and radio stations cut off from news sources by the storm emergency. WNAX grants permission to copy or record this material for news purposes. WNAX is happy to cooperate with other agencies in the dissemination of the news. Please copy."

WNJMC Aids Indians

UNUSUALLY heavy snows in Northern Wisconsin laid the groundwork last month for some spirited action by WJMC Rice Lake, Wis. When word reached the station that some snow-bound Chippewa Indians were sick and starving, Manager Greg Rouleau and Harry Wills, WJMC program director, took a tape recorder to the reservation and interviewed Father Paulinus, a Franciscan friar stationed there. On their return they set up food depots and aired the Paulinus interview, adding their own plea for aid. Within four days, during which WJMC broadcast an "honor roll" of donors, the supplies were on their way to the post.

Kent Trains Moving

IN NORTH Dakota, where a similar spring blizzard played havoc with all communications—telephone service, telegraph, etc.—KFYR Bismarck used its auxiliary power system for two days while other stations remained off the air for lack of power. For second time in 20 years, station reports, KFYR furnished its facilities to the Northern Pacific Railway (for dispatching). Both KFYR and KSJB Jamestown, with dispatchers in their studios, monitored each other's signals and had passenger and freight trains moving on schedule—after notifying FCC of the emergency.

Air's Distress Messages

KVOX Moorhead, Minn., reports played a leading public service role March 7 and 8 when a sudden winter blizzard struck the Moorhead and Fargo, N. D., area. KVOX reports that two stations in Fargo were silenced when power lines were toppled by strong winds, with many persons marooned in Fargo and Moorhead because of the storm. KVOX broadcast hundreds of distress messages informing listeners that their relatives and friends were safe. KVOX's news and special events staff also worked overtime gathering news of the storm's progress when the station was deprived of teletype news service.

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Up here in the Red River Valley, every day is like a circus... Yessir, we all make big money—$1750 more per family than the national average—and we're able to buy doggone nearly anything we want!

WDAY, Fargo, keeps our wealthy hayseeds right up-to-date on brand names of all kinds.

Here are the Dec. '49-Jan. '50 Hooper comparisons:

<table>
<thead>
<tr>
<th></th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
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<tbody>
<tr>
<td>WDAY</td>
<td>63.9%</td>
<td>69.1%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Station “B”</td>
<td>20.6%</td>
<td>11.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Station “C”</td>
<td>6.3%</td>
<td>11.6%</td>
<td>9.6%</td>
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<tr>
<td>Station “D”</td>
<td>4.9%</td>
<td>1.7%</td>
<td>7.7%</td>
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<tr>
<td>Station “E”</td>
<td>4.8%</td>
<td>6.1%</td>
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</tbody>
</table>

Get all the facts about this remarkable station, today! Write to us or ask Free & Peters!
IT'S EASY, IF YOU KNOW HOW!

YOU don't have to jump to any hazardous conclusions to determine what station is really outstanding in the Shreveport area. KWKH's superior experience and programming Know-How produce statistical proof of leadership!

KWKH's Clear-Channel, CBS signal comes in strong and clear in hundreds of booming Mid-South counties. . . . New BMB and mail-pull figures prove that KWKH is an outstanding favorite throughout these rural areas!

Shreveport Hooperatings (Dec. '49-Jan. '50) tell the same story of KWKH's urban superiority:

KWKH got a 70.9% greater Share of Audience than Second Ranking Station, for Total Rated Periods!

KWKH was first, weekday mornings, by an overwhelming 118.9%!

Let us send you all the facts—today!

50,000 Watts • CBS •

The Branham Company Representatives
Henry Clay, General Manager
**FORMATION of Broadcast Audience Measurement Inc., an industry-wide successor to the soon-to-be-dissolved Broadcast Measurement Bureau, was begun in New York last week.**

The new corporation, first proposed at the NAB board meeting a month ago in Arizona [Broadcasting, Feb. 13], would acquire the assets and liabilities of BMB and perhaps eventually set in motion and conduct further audience measurement.

The decision to attempt the organization of the new corporation was made at a meeting of committees from NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers. A statement released after the meeting said incorporators of the new research organization would be chosen “from among those agencies, advertisers and broadcasters who have expressed their desire to be associated with the inauguration of the new corporation.”

It was learned that Don Petty, NAB general counsel, was preparing incorporation papers and hoped to acquire the signatures of 15 incorporators.

**Present Proposal**

At this stage of the plan, it is proposed that nine broadcasters and six agency and advertisers’ representatives become incorporators. The numerical representation on the board of directors of BAM would be also distributed in the same ratio.

The identities of those proposed as incorporators were not known.

Earlier it had been reported that among broadcasters who had volunteered to act in that capacity were J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roger Clipp, WPIL, Philadelphia; Robert T. Mason, WMRN, Marion, Ohio; Frank King, WMJR, Jacksonville, Fla., and Clair McCollough, Steinman stations.

The AAAA will not participate officially in the incorporation of BAM, it was learned. Agency representatives who sign as incorporators will do so independently of the association. A similar position will be taken by the ANA, it was believed.

The action of the three committees last week was described as preliminary. The intention was to start the formation of the new corporation, leaving details of its structure and functions for later discussion.

According to the present plans, Broadcast Audience Measurement Inc. would be financed by stock issues. Broadcasters would pay the bill, with agencies and advertisers refraining from financial participation.

It was reported that the committees hoped that Mr. Petty would complete the job of incorporation within the next 2 weeks—in advance of the NAB convention where the proposal would certainly be a subject of discussion.

NAB board approval of the launching of a successor organization to BMB, which will expire June 30, the end of its fiscal year, unless its life is unexpectedly prolonged by the NAB board, was given at the Chandler, Ariz., meeting a month ago.

The plan approved by the NAB board envisioned a research corporation of $1 million authorized capital, financed by an issue of $10 per common stock.

As outlined by the decision of the NAB, ANA and AAAA committees last week, the organization would seek the approval of the BMB board of directors to take over assets of BMB upon the latter’s dissolution. These assets would consist principally of BMB Study No. 2 reports on stations.

**Station Reports Released**

The station reports have already been released to the more than 600 BMB subscribers, and complete sets of reports have gone to about 250 agencies and advertiser members of the ANA radio and television group.

BMB is now busy servicing requests for additional information, and this service job would be another BMB function inherited by the proposed BAM.

It was emphasized that BAM, if organized to succeed BMB, would take over not only the assets but also whatever liabilities existed. Outstanding among the latter is $75,000 owed to NAB which advanced that sum to assist the production of THE WHIG.

It is regarded as probable that the debt can be repaid to NAB, assuming station subscribers pay outstanding obligations by the end of June.

The nature of future research projects to be undertaken by the newly proposed corporation was, of course, undecided. Agency and advertiser representatives attending last week’s meeting were understood to have vigorously urged the continuation of industry-wide research, but the kind of measurement

(Continued on page 80)

**ATLANTA’S TWO newspapers—the Journal (WSB-AM-FM-TV) and the Constitution (WCON-AM-FM and TV under construction)—have merged, it was learned authoritatively by BROADCASTING last Friday.**

The consolidation is destined to Atlanta radio-TV situation, since under the Federal duopoly regulations, the radio properties cannot be owned or operated jointly.

While no formal announcement was forthcoming, BROADCASTING learned the Journal Co., headed by former Gov. James M. Cox, acquires control of the combined operations, with Maj. Clark Howell, publisher of the Constitution, as the substantial minority stockholder. A new name may be formed, which becomes the licensee of the Journal radio properties.

Thus WCON, ABC outlet on 550 kc. with 5,000 w., would be sold to a third party or discontinued. The Constitution also has under construction WCON-TV, assigned to Channel 2. A problem would be involved in any effort to transfer or sell this construction permit, since the FCC regards construction permit transfers in the video field as constituting “trafficking.”

Because of the unique aspects, however, it was thought likely the FCC would be asked for time in which to permit the Constitution to present the radio-TV properties on the ground that the newspaper has diligently pursued construction of the TV station, slated to begin operation this summer.

The WCON radio properties are believed to entail an investment of close to $1,000,000.

While details were lacking, it is understood that no financial consideration is involved in the fusion of the newspapers. The merger presumably was effected through the exchange of stock, with Gov. Cox’ organization acquiring control of the Journal Co. owns the 50,000-w clear channel WSB, which is NBC-affiliated, and WSB-TV, which began operation last year, as well as the Class B FM outlet. Only other TV station in Atlanta is Fort Industry Co.’s WAGA-TV, on Channel 5.

Maj. Howell last Thursday notified Mark Woods, vice chairman of ABC, that the newspaper merger had been agreed upon. It was presumed that ABC would continue with WCON if the properties are sold to acceptable operators.

If WCON is discontinued, it is presumed ABC would move either to WGST, operating on 920 kc. with 5,000 w. day and 1,000 w. night, or to WOTU, using 5,000 w. on 1300 kc. WGST is now the Mutual affiliate.

WCON began in 1947, and is managed by David Carpenter.

The station is now on program tests, and under an FCC hearing order issued last week because of an application to modify its antenna array from six to four towers. It is understood the radio properties barely broke even in 1949.

WSB, one of the nation’s pioneer stations, began operation in 1922. The property was acquired by Gov. Cox and his son, James Jr., ten years ago in a transaction that included the Journal Co. and WAGA, which was subsequently sold to Fort Industry Co. J. Leonard Reinsch is managing director of the Cox stations (WSB, WIOD Miami and WHIO Dayton). WSB and its associated stations are managed by John W. Outler Jr.
RADIO'S NEEDS

Outlined By McLaughlin

RADIO NEEDS new, fresh programming, a cost structure in balance with that of television in major markets and creative personnel with "the kind of thinking that brought radio to its peak between 1930 and 1940."

Advertising and Sales Promotion Manager John B. McLaughlin of Kraft Foods, Chicago, asserted Wednesday. He spoke to members of the Chicago Radio Management Club.

Speaking from the advertiser's viewpoint, Mr. McLaughlin rapped time charges in metropolitan areas.

"Radio can no longer offer the same potential audience in major markets that it McLaughlin could a few years back, so it seems that your product (radio) can no longer demand and get a premium price. When are you going to recognize the situation and make cost adjustments? Unless something is done quickly, advertisers like Kraft who are in both radio and TV are going to be fewer and farther between.

"Our problem is to cover our markets properly. We must have AM and TV. Perhaps this will mean increased buying of regional sections of networks, or a combined TV-AM network package, or a simple rate adjustment to compensate for radio losses in TV markets."

For 25 years radio did an effective talking-of-ideas job for advertisers at the lowest cost, McLaughlin said. TV, however, has chopped out large segments of AM audiences. There is a place for both media and always will be, he said, but there must be "a realignment of thinking, some changes in concept and a determination of just where each will fit into an advertiser's picture and help him solve his marketing problem."

"Must Sell Use"

"Today the art of advertising, more than ever before, is that of fitting ourselves into people's lives on their terms and in their interests. We must sell more than just the product, we must sell uses of that product. Advertisers must study the vehicles we employ to carry our sales messages and also to try and improve the selling effectiveness of those messages."

Rafael to RFE

WILLIAM RAFAEL, with the script and production department of ABC, resigned last week to become program manager of Radio Free Europe, the voice of the National Committee for Free Europe which will soon begin channeling recorded shows to Europe in six languages.

Ben Strouse

BROADCASTING • March 20, 1950

Ben Strouse, WWDG-AM-FM Washington, was elected to the NAB board as a FM director-at-large last week in a run-off election following a tie with Craig Lawrence, WCOP-AM-FM Boston. The two were deadlocked last month in the mail balloting for 17 board posts [BROADCASTING, March 6].

The return on this initial ballot had brought 12 new faces to the reorganized board, leaving only the FM post undecided.

Strouse's Plurality

With over 70% of FM station-casting ballots in the run-off voting, Mr. Strouse is understood to have had a plurality of about 30 votes. Run-off ballots had been mailed to FM members March 3. Mr. Strouse has been active in NAB committee affairs and was director of FM Assn. before its merger with NAB. He will serve a one-year term. Frank U. Fletcher WARI-AM-FM Arlington, Va., was re-elected to the board as an FM director-at-large for a two year term, having the most votes in the February balloting.

NAB Secretary-Treasurer C. E. Arney Jr. last week mailed a ballot to members covering a proposed by-laws amendment which would allow contracts with star personnel for more than a year. The amendment would give President Justin Miller power, with board approval, to enter into employment contracts for periods in excess of a year.

March 31 Deadline

The amendment is designed to stabilize the NAB structure, Mr. Arney explained. Ballots must be returned by March 31.

At its February meeting in Arizona, the board approved the proposal to take a referendum on the matter. The board tabled it until June meeting a proposal to set up a retirement plan for NAB employees.
HOPES for a U. S.-Cuban NARBA treaty, which had been accepted as an accomplished fact a few days earlier, was virtually doomed last week by a last-minute Cuban revolt.

Instead of the agreement they had anticipated—and which they had reached "in principle" [BROADCASTING, March 6, 13]—two observers for the two countries seemed more likely to terminate discussions with an agreement to disagree now and for fruitful negotiations later. For the "radical" element of the Cuban broadcasting industry was blamed by U. S. observers for the reversal of the past few weeks’ trend toward an amicable settlement of U. S.-Cuban allocations differences.

The minority in the 5-2 Cuban industry vote for tentative acceptance of the U. S. allocations proposal was reported to have swung from U. S. radio officials who insisted upon much more far-reaching channel rights.

Either War Seen

Thus the chances of a U. S.-Cuban either war, which seemingly had been aborted, loomed again even though it was accepted that U. S. delegation to Havana and at least some of the Cuban representatives would come back with demands for rights exceeding those they advanced earlier in the Havana sessions or those made at the Montreal meetings.

These demands, which the U. S. refused to accept, led to the current recess of the overall conference so that efforts could be made to compromise the bilateral differences. [BROADCASTING, Dec. 5, 1949].

Cuba’s reversal of its attitude toward the "agreement" apparently began to develop while FCC Comm.Rosel H. Hyde, chairman of the U. S. delegation, was in Washington last week for hurried conference with FCC, State Dept., and Capitol Hill authorities.

He had been summoned home for discussion of details of the tentative agreement. The first indication of the FCC’s reaction came after his return to Havana.

Advisors Return

Reports that the situation had suddenly worsened sent several U. S. industry advisors hurrying back to Havana last week. These included Raymond Guy of NBC, Edmund A. Chester of CBS, and Louis G. Caldwell of the Clear Channel Broadcasting Service.

No further attempt at renegotiation now was expected in event the Cubans make far-reaching new demands. Comm. Hyde was expected to return to Washington this week regardless of the outcome.

Earlier, reports of an imminent agreement had aroused U. S. interest in anticipation of notifying the stations which would be affected by the proposed terms. NAB had recalled its representative, Engineering Director Neal McNaughten. The alarm seemingly subsided, however, with Comm. Hyde’s assurances that any agreement would be subject to Senate ratification and therefore open to public scrutiny before becoming effective.

In the meantime, supplementing its detailed analysis of Havana progress [BROADCASTING, March 13], NAB last week issued the text of the U. S.-Cuban agreement which had been proposed, along with references to the proposed terms respecting protection to and from U. S. stations.

The agreement text as reported by NAB traced the history of NARBA, which expired last March 29, and of the current negotiations. It specifically provided that nothing in this agreement shall be construed as an attempt by either Cuba or the U. S. to foreclose or prejudice any negotiations that may be necessary between Cuba or the U. S. and any other country as the result of any objection such other country may have to such provision.

The terms which had been tentatively agreed upon included provision for special Cuban use of three 20-kw bands and relinquishment of six 1-kw channels rights which it formerly held on a fourth; rights for Cuban use of more than 5 kw.

(Continued on page 87)

LICENSE FEE BILL

Would Set Treasury Study

FURTHER stimulus to legislators’ efforts to assess license fees on commercial stations [BROADCASTING, March 13] was added last week by developments which included:

① Rep. Cecil R. King (D-Calif.), member of the House Ways and Means Committee, introduced a bill (HR 7711) which would direct the Treasury Secretary to study ways of collecting fees and charges by government agencies as a revenue-raising measure.

② Sen. John L. McClellan (D-Ark.) indicated the FCC would be receptive to levying certain fees for certain of its special services which at the present time are “a burden of the taxpayers at large.”

③ Colin F. Stam, chief of staff of the Joint Committee on Internal Revenue, Taxation, was expected to launch into the license fee controversy of the House Democratic leadership when the present tax revision problem is cleared.

The King measure would call for a report by the Treasury to Congress on ways and means of placing fees and charges on services which are rendered by agencies of the government. Agencies of the government, the bill points out, mean “executive departments, commissions, boards, Government corporations, and other establishments in the executive branch of the Government.”

Details on how the licensing matters in Congress were to be closed to BROADCASTING in the meantime. A close associate of Rep. King said a California newspaper publisher had approached the Congressman with the suggestion that the House Ways and Means Committee look into the matter of charging fees for agencies’ services which fall outside the scope of public benefit. The idea then was transmitted to members of the House committee. Sen. McClellan, it was said, also had been informed of the proposal and he proceeded with his committee investigation.

FCC Activity

Sen. McClellan last Wednesday said the FCC was taking “a very active and seriously interested part in the discussion of the matter” in Congress. It was reported that the FCC was “searching for a solution of the problem.”

Sen. McClellan’s statement would appear to indicate that the FCC is attempting to formulate a policy that would be consistent with the conference procedure in the Senate Committee on Commerce.

On March 29, the committee approved the bill, as amended, after a hearing on the subject of the FCC’s policy regarding the use of radio frequencies and the extent of its obligations under the Communications Act to protect the public interest.

In a letter to the FCC, the committee said it was impossible to determine whether or not the FCC was acting in violation of the Communications Act.

The bill to be considered by the House committee, which would set up a licensing system, would provide for the payment of fees by licensees and the reimbursement of expenses incurred by the FCC in the administration of the act.

The FCC emphasized that the processing of applications for new licenses would be accelerated, and that the number of applications would be increased.

(Continued on page 52)
NAB CONVENTION

PROGRAM plans for the NAB convention week event to be held April 12-19 at the Stevens Hotel, Chicago, began to assume formal form last week. Two basic events for the second annual Independent’s Day, conducted for unaffiliated stations, were scheduled by Ted Cot, WNEW New York, who is serving as program consultant at the request of the NAB Unaffiliated Stations Committee, and Lee W. Jacobs, KBKR Baker, Ore., committee chairman.

Unlike the Management Conference opening at noon April 17, Independent’s Day will be conducted at the workshop level and stress basic sales and business problems. Theme of the management sessions is “The American Broadcaster’s Responsibility in the World Today.”

The Monday morning FM agenda is making progress. Detailed plans for this 2½-hour session, immediately preceding the formal management opening, were discussed last week by the FM Committee at a meeting in Washington (see FM story page 30).

Babcock to Speak
It was learned last week that Ed. Babcock, a widely known farmer, businessman, educator and author, will address the Management Conference the afternoon of April 18 on “The American Broadcaster’s Responsibility in Agriculture.” Mr. Babcock is a director of Avco Mfg. Corp. and other corporations. He is a former chairman of the Cornell U. board of trustees.

Mr. Babcock pioneered many modern farm techniques on his farm near Ithaca. He has talked and written extensively on his concept of a food and farm program based on a strong animal agriculture, soil building and better diet for the country as a whole. Last December he was awarded the Distinguished Service Award by the American Agricultural Editors Assn.

Other Management Conference speakers include FCC Chairman Wayne Coy; Paul G. Hoffman, ECA administrator; Herman W. Steinkraus, president, U.S. Chamber of Commerce; Carlos Romulo, UN General Assembly president. The complete agenda has not yet been announced.

Industry Panel Planned

Industry panel for the annual FCC-Industry Roundtable to be held April 15 in connection with the NAB Engineering Conference is being announced. Taking part for the industry will be E. K. Jett, vice president Baltimore Sun stations, WMAR-FM and WMAR-TV; Raymond F. Guy, manager of radio and allocations engineering, NBC; Frank Mars, ABC vice president; E. M. Johnson, MBS vice president; William B. Lodge, CBS vice president or J. W. Wright, CBS chief radio engineer. (FCC participants and engineering agenda appeared in the March 13 Broadcasting.)

Sunday Program
The Sunday Independent’s Day program, which will have no set speeches, will be opened by Mr. Baker, whose topic is “It Ain’t July 4 but It’s Independent’s Day.” Dr. Sydney Roslew, president of the Pulsa Inc., will discuss out-of-home listeners, described as radio’s unexplored audience. He will submit a research report on this audience, supplemented by color slides. A panel will follow, with Hugh M. Felds, KING Seattle, and Norman Glenn, Sponsor, among the participants.

Edgar Kobak, business consultant, newly elected NAB board member for small stations and former MBS president, will address the Sunday luncheon. He has been given an assignment “to tell everybody off.”

Unlike ABC’s NAB, the convention was held in New York, consultant conference was held in the Midwest. The Monday morning FM session is expected to attract heavy attendance, since most delegates will have no formal event on the calendar, other than equipment exhibits.

At its Monday meeting the NAF FM Committee recognized that many AM station operators attending the convention needed advice on facts to help them in deciding what to do with their FM service.

For this reason the committee decided to have four key speakers who will discuss four types of special FM service—FM networking, leasing of FM sets to business for music service; transit, airport, and store broadcasting, leasing an FM.
A REORGANIZATION PLAN concentrating FCC's executive and administrative functions in the Commission Chairman was sent to Congress by President Truman last week.

The breadth and seeming exclusivity of the powers which the Chairman would have as contrasted with those of his colleagues aroused concern among observers and seemed to destinie the plan for close scrutiny if not outright opposition on Capitol Hill.

The President's proposal, one of 21 affecting government agencies, came on the heels of Commission initiation of its own wide-scale reorganization of the FCC staff along functional lines [BROADCASTING, March 15].

Within the framework of the general policies, decisions and determinations made by the full Commission, the Chairman under the President's plan would have charge of administrative and executive functions including "(1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds."

Control of Chairman

Thus, observers pointed out, the Chairman would have substantial control over the Commission's purse strings, the selection of its personnel, and the assignment of its work.

The fact that the Chairman's actions in these respects would be subject to general policies of the Commission, and that his appointments of heads of "major administrative units" would be subject to full Commission approval, these observers felt, would not materially limit his authority or substantially enhance the controls of his colleagues.

Since the Chairman is always an Administration appointee, it was pointed out, he could generally count upon his colleagues—or at least a majority—to rubber-stamp his proposals.

Congressional authorities for the most part reserved judgment pending further study of the proposal, but indicated they may have serious questions to ask.

Under the Reorganization Act of 1949, the proposals with respect to each agency will be come effective in 60 days unless disapproved by one or both Houses of Congress.

Chairman Ed C. Johnson (D-Ohio) of the Senate Interstate and Foreign Commerce Committee, to which the FCC and four similar agency reorganization plans were referred, said the proposals represent "an extremely important regulatory step," involving "an entire new principle."

He pointed out that the plan would in effect place the Chairman directly under the Executive Branch of Government, whereas he and other Congressional leaders regard such agencies as arms of Congress.

Sen. Johnson did not, however, attempt to pass judgment on the proposal but said that and those affecting other agencies would be considered by his committee in a meeting Wednesday (March 22).

Rep. Robert Green (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, took the same position, saying he too wanted to study the proposals more fully. He observed that he welcomed efficiency in regulatory bodies so long as the efficiency does not go too far, but speculated on the dangers of giving men "too much power" and making "Frankenstein's" of them.

More critical observers felt the President's proposal could in effect transform the agencies into "one-man commissions," would reduce their standing as "judicial" agencies, and would violate the principle of "independent" regulatory bodies.

In submitting his proposals President Truman said they stemmed from the work of the Hoover Commission on Organization of the Executive Branch and should result in ultimate economies. With respect to the regulatory agencies, he said, the objective is "to establish clear and direct lines of authority and responsibility for the management of the Executive Branch."

The heads of departments and the chairmen of the regulatory bodies will be made clearly responsible for the effectiveness and economy of Governmental administration and will be given corresponding authority, so that the public, the Congress, and the President may hold them accountable for results in terms of both of accomplishments and of cost.

. . . In regard to the regulatory agencies, the plans distinguish between two groups of functions necessary to the conduct of these agencies.

(Continued on page 50)

OTHER top flight FCC appointments included (1 to r) Harold J. Cohen, assistant general counsel in charge of common carrier division, to be head of the new Common Carrier Bureau; John A. Willoughby, acting chief engineer, to be assistant chief engineer; William K. Holl, acting executive officer, to be executive officer in charge of the Office of Administration; Examiner J. Fred Johnson Jr., to be chief hearing examiner in charge of the Hearing Division.

NIELSEN PLANS

'Tooled Up' for Added Service

A. C. NIELSEN Co. is "tooled up" for bigger things than meet the eye following its recent deal with C. E. Hooper Inc. [BROADCASTING, March 6].

Last week President Arthur Nielsen told BROADCASTING that:

1. An "electronic digital computer" is being custom-built so that NRI reports can be produced with "ever increasing speed."

2. A stockpile of Nielsen Audimeters is ready for any emergency, including installations for local audience ratings—both AM and TV.

Apparent well prepared for his acquisition late last month of Hooper's National and Pacific Radio, and National TV Network services, Mr. Nielsen said his company is well-staffed with client service men so that the handling of former Hooper accounts as well as new NRI clients will be "no great burden."

He explained that these positions, equivalent to an account executive in an agency, usually are filled from a reservoir of field men and statisticians, with only a few qualifying direct from agencies and advertisers. Twenty to 30% of the cost of NRI he attributes to client servicing.

Mr. Nielsen disclosed that 200 stations from coast to coast, as well as many advertisers and agencies, soon will receive a pitch that NRI is equipped to be a "better BMB." (The stations selected account for about 67% of the nation's total home-hours of listening.)

NRI could perform most of the functions of BMB and do a "far more accurate and comprehensive job," he insisted.

The new electronic digital computer on order at the Nielsen Co. will perform 20,000 multiplications or divisions per second, accomplishing in a few minutes certain operations that now take days. In addition to speeding the delivery of reports, the new audimeters are able to record on a

BROADCASTING • Telecasting

March 20, 1950 • Page 27
FLATLY accusing FCC's star witness of withholding important papers, counsel for G. A. (Dick) Richards in the FCC hearing on his news policies late last week demanded and received a subpoena to compel delivery of every one of them.

The subpoena was issued near the end of the first week of the hearing on charges that Mr. Richards, principal owner of KMPC, the Los Angeles, WJR and WGAR Cleveland, had ordered KMPC staff members to "slant" news reports. The hearing opened in Los Angeles last Monday.

Clete Roberts, former KMPC director of public affairs, whose cross-examination was started Thursday after three days of testimony for FCC, was expected to produce the demanded papers when he returns to the stand today (Monday).

The papers were described as "letters, memoranda, notes, newscasts, commentaries, books, correspondence, MacArthur biographical folder, and other material."

Under cross-examination Mr. Cole testified that some material removed from KMPC files at the time of his discharge in February 1948 are now "under my daughter's bed." Counsel for Mr. Richards had earlier attempted to show that "we regard the papers as having been stolen from KMPC."

Mr. Roberts conceded claims that he had been "deceitful, disloyal and had used sly tactics behind Richards' back" in his presentation of newscasts.

He said that as long as violations of Mr. Richards' orders were done "with the knowledge of the management," the job was not felt to be "sly or deceitful."

He was frequently admonished by defense counsel against injection of remarks that his defiance of Mr. Richards' orders was known to the station manager.

He said a station owner "has a right to an opinion on the news if he labels it as such," and that he himself has approved personal opinions on his commentaries.

Recording Request Denied

A Richards request that the hearing be tape recorded was denied by Examiner J. Fred Johnson Jr. at the outset of the sessions.

Hugh Fulton, Washington and New York attorney appearing as Mr. Richards' chief trial lawyer, argued the hearing involves free speech and censorship and therefore would be of wide public interest. He said prior to the hearing FCC Chief Counsel Fred Ford's contention that recording should not be permitted.

Meanwhile the Commission late last week acted upon a defense petition, filed Monday, asking for a subpoena requiring FCC authorities to deliver all material the Commission has on the case.

On this Mr. Fulton stated:

"Because we believe that there may have been conferences between members of the Commission or its staff and persons outside the Commission having no official connection with these proceedings, and material relevant to, or material, and because it is probable that one or more of the Commissioners themselves have reviewed material, I include a request and demand that all such material be furnished me in order that I might have an opportunity to cross-examine and, if necessary, to present the true facts."

Any denial of this would necessarily mean that the Commission reserves to itself the right to receive and consider unidentified material from anonymous sources which might be false and inaccurate.

Richards' Counsel Petition

Richards' counsel also petitioned FCC to set aside its order designating an examiner to conduct the hearing. The procedure is an "investigation instituted upon the Commission's own motion" and therefore the hearing should be held before the full Commission.

Opening week's developments indicated the hearing may consume four to six weeks. It involves the renewal applications of Mr. Richards' stations and also his proposal to transfer control to a voting trustee consisting of Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klinger, vice president of General Motors and general manager of its Pontiac Division.

Outlining FCC's charges, Mr. Ford said "these proceedings will tend to prove that, beginning about 1940, Mr. Richards gave instructions to his employees regarding the content of news broadcasts and the manner in which they were to be presented."

"Suggested Voice Inflections:

"These instructions increased in detail, particularly at KMPC, to the point where he ordered news distorted to substantiate his personal dislikes and even suggested voice inflections."

Mr. Ford claimed that granting the applications would be against public interest. He charged "the facilities of these powerful stations were used in the interest of Mr. Richards, not in the interest of the public."

Mr. Fulton replied with a 28-page presentation, which he insisted was the first time the defense has had to go on record in the case.

Asserting repeatedly that Mr. Richards did not falsify his stations' news broadcasts or order deceit, Mr. Fulton said the licensee faces revocation because he privately expressed thoughts contrary to the philosophy of the present political administration.

Mr. Fulton charged the current hearing "was asked for by James Roosevelt on stationery of the Democratic party." He said the charges included assertions that Mr. Richards "in recent years was in league with Republicans and opposed to election of Democrats, and was opposed to Communists and proponents of extreme left wing views." He claimed the charges arose from "distrusted former employee of KMPC."

Calling attention to the three stations' public service records, he reminded Examiner Johnson that the FCC during the past 20 years has readily renewed Mr. Richards' licenses and granted him permits for FM operations.

"The Commission is not authorized," he said, "to persecute any person holding divergent views from the Commission, or the political administration appointing the Commission." He noted that Mr. Richards had no trouble with FCC during the first two terms of Franklin D. Roosevelt, during times when he was a supporter of the New Deal.

Portraying Mr. Richards as "Horatio Alger" type who rose from poverty to wealth, Mr. Fulton characterized him as "a rough diamond."

"(Continued on page 88)"

Network Underway; Rate Policy Set

LBS PLANS

WITH negotiations for a New York office nearly completed and April set as a tentative opening date, LBS now is scheduled to begin a daily five-hour program schedule over some 160 affiliated stations.

Site for LBS: New York operation was not disclosed by Gordon McLendon, network president, who said details would be announced shortly, along with a complete list of stations and markets already signed by Liberty.

The network hopes to sign between 250 and 300 stations... most of them independent... by mid-April, and plans to program 18 hours daily in all 48 states by next year [BROADCASTING, Feb. 27]. Queries on affiliation have been coming into Liberty steadily during the past week, Mr. McLendon said.

Programming got underway March 11 with broadcast coverage of exhibition baseball (New York Yankees vs. St. Louis Cards), two programs for veterans, musical scoreboard and musical bingo, and other entertainment.

Current programs, aired six days a week, will be expanded to nine fare, to be fed from other stations affiliated in such cities as Miami, St. Louis and from the West Coast, it was indicated. KLIF Dallas is the key originating outlet for Liberty programs. Mr. McLendon himself, is active in the current broadcasting phase.

Among the 160 stations, some 17 are spread throughout California, 16 over the Western states, 13 in the West Coast. Key markets include Portland, San Francisco, Los Angeles-Pasadena and Seattle. It is expected that independent affiliates in these cities will originate programs once the reciprocal-program operation is initiated.

Invades West Coast

Mr. McLendon acknowledged that Liberty is "attempting to gain a competitive position" on the West Coast, which Don Lee-MBS has heretofore considered its domain. He felt, however, that the competition would have a "salutary" effect on regional network competition.

Noting reports that Don Lee may drastically revise its daytime program to meet the Liberty thrust, Mr. McLendon said even if the former offered lower rates to its stations, particularly on base- balance, LBS will still re-
A WARNING for broadcasters to clean up their programming or risk public demands for "the more drastic measure of governmental action," was sounded by FCC Chairman Wayne Coy last Tuesday in a speech at the U. of Oklahoma's Annual Radio Conference (also see story below and ‘TELECASTING’ p. 14).

"Poor taste," he said, "is not in the public interest."

Citing "poor taste and crime programs on the air," he said the Commission has been getting an increasing amount of mail and an increasing amount of verbal comment, too, on both subjects. In complaints, he said, use words as "degrading antics," "vulgar double entendre," and "downright indecency."

He pointed out that the law forbids "obscene, indecent or profane language" on the air but contains no prohibition against poor taste, apparently on the assumption that "licensees would exercise good judgment concerning good taste."

But, he cautioned: "It seems to me that the question of just how bad poor taste can get before it becomes "downright obscenity" or "indecency" may be settled one of these days if the present drift in that direction is not checked."

Chairman Coy reiterated that he did not think the Commission competent to "determine the kinds of programs that we should see and hear," and that he felt "it would be highly dangerous for seven people to have such authority."

"The real control of American radio is in the hands of the public," he said.

Warning that "clearly there must be a day of reckoning," he said:

The Commission is rightly prohibited from censorship. On the other hand, it is required to see that the stations operate in the public interest. Violating the law regarding obscenity, indecency and profanity is not in the public interest. Poor taste is not in the public interest.

I think it would be better for the radio station licensees and the networks to clean house before public opinion demands the more drastic remedy of governmental action.

It is far better for the 3,000 licensees and the radio networks to do what they know is right for themselves—no proper thing to do than to have such delicate matters as good taste thrust into petition upon a commission of seven members in Washington, D. C.

‘Aware of Situation’

Mr. Coy said he was "fully aware" that any all-around network clean-up campaign would carry networks containing material which they would not allow in a local origination. Because it comes from a network "on an all-take-one basis," he said "they feel helpless and act that way except in a few cases."

When a comedian gets so big that his network can no longer handle him, then we have a case of the tail wagging the dog. The boy who used to stand on a wall is now provided with a television screen. The world has moved from his sacrifice-and-buggy days to the electronic age but this type of comedian is still peddling lively stable humor. The radio and the television company are in the same game without having taken the precaution to see that he is house-broken. Programs should be sacrificed for profits. The result is off-color television—taunted television.

Turning to "crime on the air," Mr. Coy said FCC is the recipient of mail protesting the murder of death and hawker's of horror on radio and television, "that our files of letters protesting crime programs are bulging," and that the "situation is rapidly worsening."

He quoted from a protest received by the Commission—some directly from listeners, others reprinted from newspapers—and from studies and reports on crime programs.

No Day-to-Day Judgment

He pointed out that FCC cannot pass upon a licensee's day-to-day judgment in matters of bad taste or in the handling of crime programs "except in gross instances," and that renewals are based upon considerations of "the overall operation of a station during its entire license period."

"The most effective day-to-day check on a licensee's program," he said, "is an immediate and intelligent reaction from the listening public."

He asked:

Is it possible that broadcasters who make such a fetish of surveys and audience reaction measurements are overlooking the most obvious, and most effective, finding technique of all—that of merely sitting down with representative listeners and discussing matters frankly and fully?

I think that that would be preferable to sitting cloistered in an ivory tower and trying to launch audience reaction from charts and graphs.

He called attention to a survey made by the Southern California Assn. for Better Radio and Television. The survey, he said, found no crime programs on KPI-FM Los Angeles between 6 and 9 p.m. but, on the other Los Angeles TV stations, founded the following during those hours in one week:

91 murders, 7 stage hold-ups, 3 kidnappings, 10 thefts, 4 burglaries, 2 cases of arson, 2 jailbreaks, 1 murder by explosion of 15 to 20 people, 2 suicides, 1 case of blackmail, 51 cases of assault and battery—too numerous to tabulate. Also cases of attempted murder. Much of action takes place in saloons. Brawls too numerous to mention, also drunkenness. Crooked judges, crooked sheriffs, crooked juries.

Coy Notified

Mr. Coy said the association notified him, three months after the survey by the California licensee and from the Los Angeles stations, "that not one of the stations that carried the crime programs had offered to talk over the survey, not one had indicated whether it was the correct situation, although an improvement has been noted in the early evening programs of the NBC station."

"This is certainly not a very encouraging situation," he told the membership of the industry that makes so much of its sensitivity to public opinion," he asserted.

The FCC chief conceded that "on the whole I think we have an excellent broadcast service." He felt there are "signs of deterioration of program service in the aural field due to the competitive impact of television and the larger markets," and "some indications of trend to inferior programming in the field of television because of the expense of programming and because of the desire of . . . operators to reduce their losses or to get larger profits."

Following the conference’s "Great Expectations" theme, Mr. Coy said "the broadcasters and the public have every right to expectations of a high order for the future of broadcasting." But he cautioned that "these expectations will not be realized unless we all work together to keep broadcasting's sights high, to avoid the shoddy and to keep improving the product."

American Radio’s Role

He continued:

American radio generally offers such a wealth of wholesome entertainment and cultural programs that it cannot afford to do itself a disservice by allowing a few thoughtless offenders to tarnish radio’s good name.

Radio’s general reputation as one of the most important forces in our society, a key leader in community betterment and as a preeminent factor in American homelife has been built up through the years by the dint of hard work, imagination, vision and public spirit on the part of thousands of people in the broadcasting industry. The constructive job of all of us is to protect the gains already made and to strive for an even greater future.

Mr. COY

9th Radio Conference Held

OKLAHOMA CITY

9th Radio Conference Held

The part played by the Voice of America in the battle for peace over the international airways is far from being a success story and it hardly can be claimed that the U. S. is winning the battle for the world's people. That is the opinion of Erich Noth, editor of Books Abroad and formerly with the Voice.

Addressing the ninth annual radio conference of the U. of Oklah-oma last week, Mr. Noth warned that today our world leadership, and tomorrow perhaps our survival, are at stake.

The three-day conference, attended by some 250 registrants, also was highlighted with addresses by FCC Chairman Wayne Coy (see story above), and a score of other figures prominent in television and radio broadcast-ing, including Roy Bacus, commercial manager of WBAP-FM-FM- TV Fort Worth; R. B. McAlister, general manager of KICA Clevis, N. M.; Jack Drake, news director of KSOW Lawton, Okla.; Dr. Forest H. McPeek, director of the University of Southern California, and Charles Tower, assistant director of NAB's Employee-Employer Relations Dept.

Tower on Economics

Mr. Tower, who discussed the economic characteristics of broadcast- ing, replaced Richard P. Do- ber, WABF-Director of employment employer relations, who, due to illness, was unable to attend.

Theme of the conference, which opened on Sunday with demonstr-a-tion of school broadcasting by eight colleges and universities, was "Great Expectations." Chairman of the sessions was Dr. Sherman P. Lavon, co-ordinator of radio at the U. of Oklahoma.

In his address Monday, Mr. Noth also pointed to the inadequacy of the Voice of America. He stated that to his knowledge no other government agency has had so much trouble in obtaining the most ele-mental funds for what he termed its "shoestring budget" if compared to other expenditures for the enforcement of our national policy and security.

Urging creativity, or perfection, of a bigger and better international broadcasting tool, Mr. Noth said: "We must in all instances convey that spirit of fearless freedom and fearless striving for peace which (Continued on page 54)"

March 20, 1950 • Page 29
FM COVERAGE

By J. FRANK BEATTY

REPORTS showing the FM circulation of AM stations subscribing to the National Broadcasting Measurement Bureau are being compiled by BMB and will be published in the near future, according to Dr. Kenneth H. Baker, acting president.

Failure of the original station reports released early this year to show FM circulation caused a stir at the Monday meeting of NAB's FM Executive Committee, held in Washington. The committee adopted a resolution voicing its feelings on the subject.

The resolution called on NAB to tell FM that the committee feels AM ratings should show the audience of FM duplicating stations. It expressed the committee's belief that the FM information obtained through March 1949 by BMB on its audience cards should be made available to subscribers.

AMA Data First

Dr. Baker told BROADCASTING that AM data had been made available first because of a change of policy. He reminded that the reports of individual AM stations carry an asterisk indicating they have FM affiliates; a suggestion originally made by the FM Committee.

He said the FM figures will be "roughly comparable" to AM reports but will be issued in memo form to the stations involved (AM subscribers also with FM outlets). While AM data do not reflect coverage where less than 10% of the audience is reached, Dr. Baker said the FM data may include FM coverage as low as 5%.

He added that BMB does not claim figures below 5% are accurate.

Raymond L. Fisher, WJMJ (FM) Evanston, Ill., and WOZK AM-FM Alton, Ill., said: "It is difficult to understand how BMB could 'unintentionally' be responsible for penalizing AM stations because of duplication on FM. Most of the audience of a duplicating FM station obviously was taken from the AM station and not the FM. Better use must be made of audience. BMB must publish its supplementary FM data immediately."

Would Change Rules

The FM Committee voted to ask NAB's Legal Dept. to file a petition with the FCC asking for an amendment to Section 316 of the Act to establish protection to the 50 uv/m contour for FM stations in Area 2 (entire nation but the Northeast). Present protection is granted only to the 1000 uv/m contour.

Approach of serious interference to FM outlets is foreseen if FCC doesn't grant this protection, according to Mr. Fisher. At its meeting, the NAB board voted last summer to ask FCC to grant this protection but no formal action was taken until last month. At that time a letter was sent to FCC Chairman Wayne Coy and the other Commissioners calling attention to the board's July resolution.

Chairman Coy said an action of the sort should be initiated outside the FCC and invited NAB to file a petition to amend the rules.

At its Monday meeting the FM Committee drew up an outline of the program for the special April session to be held Monday, March 26, beginning, April 17, prior to the formal opening of the NAB Management Conference at Chicago (see convention story page 26).

Attending the committee meeting were: S. Richard Mathew, Matthew H. Bonebrake, KOCY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Edward L. Sellers, director NAB FM Dept.; Ralph W. Hardy, director, NAB Radio Division; C. E. Arney Jr., NAB secretary-treasurer; Messrs. Dillard Fletcher and Wheeler.

WQUA MOLINE SALE

Le Masurier Buys Control

SALE of 85% of stock of Moline Broadcasting Corp., licensee of WQUA Moline Ill., was announced last week subject to FCC approval. Bruff W. Olin Jr., president of Moline Broadcasting, sells his 85% interest to Dalton Le Masurier for approximately $155,000. Mr. Le Masurier is owner of KDAL Duluth, Minn., and minority stockholder of WIRL Peoria, Ill.

Transaction was handled by Blackburn-Hamilton Co. WQUA operates with 250 on 1230 kc. Wrr Flame, manager of WQUA, will retain his 5% interest and his present connection with station as well as other stockholders owning the other 10% of the corporation.

NBCh CHANGES

Shifts in Program, Services Units

ROORGANIZATION and widespread reassigments in NBC's radio program and integrated services departments were announced last week.

In the radio program department, under Thomas C. McCray, director, the following changes were made, effective April 1.

Leslie Harris, assistant national program director, becomes production manager.

James E. Kovach, operations manager of the production division, becomes manager of program operations.

Russell Benson, administrative assistant and coordinator of new package programs, becomes package program and talent contact manager.

Hamlin, manager of literary rights, becomes program supervision supervisor.

Samuel Chotzinoff, general music director, and Sterling Fisher, manager of public affairs and education, continue in their present positions and will serve both in radio and television. Mr. Harris will be in charge of continuity acceptance, which is headed by Stockton Helfrich; script preparation supervisor, Van Woodward; supervisor of directors, Edwin Dunham, and producers Richard P. McDonagh, Wade Arnold, Ken MacGregor and Robert Walker.

Under Mr. Kovach, who has the responsibility for maintenance of the network program schedule, will be grouped the program business office supervised by Grace Sniffin; talent auditions supervised by Leonard Goldstein, and talent casting supervised by Claire Traylor.

Other Assignments

Reporting to Mr. Chotzinoff, general music director, new is Al La Prade, music research supervisor.

Reporting to Mr. Fisher, manager of public affairs and education, will be Margaret Cutlbert, supervisor of public affairs; Doris Corwith, supervisor of religious broadcasts and talks; Jane T. Wagner, supervisor of educational programs and the late Hilda Watson, office manager.

Realignment of program services functions under the integrated services department was announced by William S. Hedges, vice president in charge of integrated services.

William Burke Miller, now night program manager for television, is appointed night executive office for the company, reporting to Arch Robb, manager of television program services department, provided by the staff of associate directors, has been transferred from program to integrated services.

Alin Robinson, former night program manager for the radio network, is appointed supervisor of associate directors, reporting to Arch Robb, manager of television program services department.

Also transferred from the radio network program department and reporting to Mr. Robb will be the night literary rights and script readers with the appointment of T. W. Adams as assistant supervisor. Central bookings, supervised by Mary Cooper, will be handled by Robert Wogan, are also transferred, from network programs to program services, reporting to Mr. Robb, as will program sale under the supervision of Miriam Hoffmeier. Isabel Finnie will be the supervisor of the business office for program services.

SCOTUS HIT

By 'Yale Law Journal'

SUGGESTION that the U. S. Supreme Court outlaw completely the power of state and federal judges to punish broadcast stations and newspapers for reports on pending criminal cases was made last week by the Yale Law Journal.

Discussing the "Baltimore Gag" case, in which a city court had attempted to fine several stations for broadcasting news about an arrested murder suspect, the student editors suggested the Supreme Court's refusal to review a Maryland Court of Appeals decision had left the contempt rule "dangerously vague." The highest court had denied a petition by the state to hear the upholding of the city gag rule [BROADCASTING, Jan. 16].

The journal noted that the refusal to review was made in an "unusual opinion disavowing any implication that it approved the Maryland decision." Effect of this action is to leave courts free to decide how to enforce the law: that is, to decide how to enforce the "clear and present danger" concept rule, it was suggested.
PLUS ONE ELAND

Now that mama eland has a baby, there's plus one eland in the St. Louis Zoo.

There's a radio station in Baltimore with a great big plus for advertisers. It's W-I-T-H, the BIG independent with the BIG audience.

Here's how the PLUS comes in: first, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.
By BILL THOMPSON

LAST Aug. 28 about 65,000 devotees of the square dance converged on a large parking lot in the Hampton Village section of St. Louis. They came at the invitation of Grasso Bros. Fuel Co., which had an $8,000 stake in the affair.

Much of this amount was laid out for a 10-piece cowboy band, handsome trophies for the best costumes, and a multitude of other entertainment features. But about 20% of it went for promotion—exclusively via radio.

“I got off light at that,” says Frank Grasso, president of the firm. “Think what it would have cost to corral a mob like that by other advertising methods. Besides, it was worth it to find out just how potent radio can be.”

Early last July Mr. Grasso started dreaming up “the greatest of all outdoor folk dance festivals.” KXLW St. Louis made his dream come true. One of the station’s representatives, F. Lee Price, sold him a half-hour of square dance music six days weekly (7:30 to 8 p.m.), with the sixth session featuring live “callers.” Roy Queen, one of the most popular dispensers of folk music in the St. Louis area, turned the discs. Cost to Grasso Bros. was a little under $200 a week.

**Station-Client Team**

Almost at the outset, the show started promoting the proposed festival, and KXLW officials, notably General Manager S. E. (Art) Sloan, showed the new client what the word “cooperation” means. Mr. Sloan furnished sleek horses for a parade on the night of the fest, and he lined up the 5,000-car parking lot where the event was staged. He also arranged for choice spot adjacencies on KXLW. Toward the end of the promotion these totaled 15 a day.

Working hand in hand with him was Roy A. Shannon, president of the St. Louis advertising agency by that name which handles the Grasso account. Mr. Shannon persuaded the Greater St. Louis Folk & Square Dance Federation to cooperate and to encourage outstanding square dance callers of the area to participate. He also obtained help from the Missouri Folk Dance Supply Co. in nearby Kirkwood, Mo., which provided records and consulted with him on technical aspects of the show.

The results of all these preparations were best described the day after the festival by an official of Grasso Bros. In a letter to an insurance company executive who had inquired as to radio’s effectiveness as an advertising medium, C. F. Price, sales manager, wrote:

“I was amazed with the results of a check we have made as of the above date (Aug. 29) over the corresponding period of last year. This year’s new coal tonnage amounts to five times that of last year. At this writing we have not proven this to be all due to radio, but we are satisfied the greater part of the credit is due to this type of advertising. Last last week the results of our advertising through KXLW amounted to the staggering figure of approximately 65,000 people seeing or hearing the name of our firm in one concentrated area.”

**No Halt for Strike**

The company continued its sponsorship of the Roy Queen show throughout the coal strike last fall. Having wisely stored a superabundance of fuel in anticipation of the walkout, it was able to attract dozens of new customers. By November, with its telephones ringing an average of 40 times an hour, it reported an increase of 30% in the number of patrons. During the month, it sold a total of 150 carloads of coal.

This same month, The Black Diamond, a leading trade journal in the coal industry, paid tribute to Grasso Bros. “outstanding” record:

“How can this be?” it asked. “Retail coal is supposed to be a dying field. Many retail outlets report loss of 30% of their customers. The inroads of oil and gas heat are said to be restricting the coal business insofar as domestic use is concerned."

**10 New Clients Daily**

“The Grasso brothers wouldn’t know from that. They are much too busy finding new coal customers: far too involved in being of maximum service to their present 15,000 customers in the metropolitan St. Louis area to worry about losing business. On the contrary, they have consistently been gaining customers at the rate of 10 a day.”

The Black Diamond noted that “in the field of advertising, the operations of the brothers Grasso leave one a little dizzy and almost out of breath.”

“Librally borrowing techniques long employed in selling soap and cigarettes,” it continued, “they have treated their fuel products just like any other household commodity... and with such results. First of all, they sponsor a highly listenable 30-minute radio program six days a week.”

By Dec. 1, Grasso Bros. had in-

**65,000 Came to Dance**

... A St. Louis Fuel Dealer Profited by Radio’s Drawing Power

**At the head of the parade on the night of the festival is none other than**

Frank Grasso, company president.
creased its radio budget more than $100 weekly for spot announcements on the "Spider" Burks show, which has one of the highest Negro ratings in the Midwest. The firm aimed a spot a day at upping fuel oil sales among low-budget families. At mid-winter, gallonage had been increased 6,000 a day and the company found it necessary to buy two new 1,500-gallon fuel trucks.

"We got an added bonus from this type of business because the family with a space heater always pays cash," Mr. Grasso observed.

This month (March) Grasso Bros. starts Saturday night sponsorship of an hour-long "barn dance" type of show over WIL, known as St. Louis' leading sports station because it has an exclusive contract for the Cardinals baseball broadcasts. The program will originate at the Ideal Roller Rink, one of the largest and most modern roller skating emporiums in the country. Frank Grasso has $750 earmarked for special talent to be used on the "kickoff."

50% Allotted to Radio

Although 14 years old, the company never used radio until last July. Yet, in 1950, it will spend more than $15,000 in what Mr. Grasso describes as "the most effective medium of all." This is 50% of his advertising budget for the year. The remainder will be divided between neighborhood newspapers and direct-mail advertising. Only 34 years old, Frank Grasso decided in 1936 that his father's truck gardening business was not for him. The only thrill he got out of it was hauling 1,000-bushel loads of tomatoes to Chicago's South Water Street Market. With a few dollars supplied by his father, Tony Grasso Sr., he bought an old truck and with his brothers Joe, 16, and Tony Jr., 12, he began making coal deliveries to neighbors. As business (and his brothers) grew, Frank discarded his notebook-in-the-pocket type of bookkeeping. Young Tony, with the help of an accountant friend, set up a system, and Joe took over dispatching and trucking. This left Frank free for general administration and promotion.

Volume Grows

The accounting is still handled by Tony today, but he has a $5,000 bookkeeping machine and the advice of a firm of legal consultants. Before radio struck "like lightning" last year, three young ladies did the work of the new machine. Now only one of them operates the device, while the other two handle incoming orders for coal and oil.

Brother Joe, who commanded a fleet of seven coal trucks and seven oil tankers before the company entered radio, now has 30 carriers in all. They are brightly painted, and bear the company name in letters a foot high. Lacquered to make the finish shine, they are washed once a day, if necessary, to keep them attractive.

Following the successful square dance festival, Frank Grasso kept the cowboy band on his payroll. He hauls them around to civic functions in a $5,000 special Buick Riviera sedan, done up in purple and yellow with a miniature chrome-plated horse as radiator ornament. An over-sized set of longhorn steer horns is mounted about the windshield, and a plastic neon sign along the top reads: "Grasso Coal and Cowboys." This aggregation raised $3,000

The Day of the Festival ...

TOP—XXLW St. Louis, the station that first put Grasso Bros. Fuel Co. on the air, broadcasts part of the festival program. At lower right, in broad-brimmed hat, is Frank Grasso.

MIDDLE—The parade that preceded the festival also found several local merchants taking advantage of the event to promote their own products.

BOTTOM—This is just one small segment of the crowd of approximately 65,000 that attended the festival.

SALT RIVER SUIT CBS Reply Expected This Week

CBS is expected to file an answer or a motion of dismissal in Chicago's Federal District Court this week on Salt River Valley Broadcasting Co.'s suit for $225,000 damages. The original complaint, brought last November by Salt River Valley, on behalf of KTUC Tucson and KOIL Phoenix, sought specific performance of an affiliation contract between the network and the two stations.

It asked for relief Jan. 1, 1950, when CBS switched affiliation to KOPO Tucson and KOOL Phoenix, in which Gene Autry, CBS performer, has heavy financial interest. Numerous continuances carried the original complaint past the Jan. 1 date.

LOBBY ISSUE

Proposal to Exempt Radio

PROPOSAL that radio be exempted from the Lobby Registration Act will be made when the House Select Committee on Lobbying Activities begins its hearings March 27.

Rep. Frank Buchanan (D-Pa.) chairman of the committee, told BROADCAST he personally will ask the committee to place radio on equal footing with "newspapers and other publications" specifically exempted from the Act. Under section 308 of the Reorganization Act, which is part of the Reorganization Act of 1946, exemption is granted to "newspapers or other regularly published periodicals."

The Congressman also disclosed that he plans to ask Judge Justin Miller, president of NAB, "or some other industry representative," to appear before the committee to show why radio should be given exemption.

His disclosure came on the heels of an announcement March 6 that the committee will begin hearings March 27 "with an academic review of the lobbying problem. Scheduled to follow this review are studies of the role of governmental agencies in influencing legislation and efforts of lobbyists in seeking to influence departmental and agency actions.

Rep. Buchanan, who appeared before the House Administration Committee along with Rep. Charles Falkirk, has urged an additional appropriation of $45,000 for the committee, said he could not determine at this time how far, if at all, the committee would go into communications aspects of the departmental study.

The Buchanan committee is trying to determine whether certain organizations have failed to register as lobbyists and whether certain registrants have oaffiled with the Act [Broadcasting, Jan. 23].

NEWS SALEABILITY

L. A. Panel Airs Problems

MORE interesting news presentation and fewer newscasts were chief suggestions forwarded by a three-man panel representing network radio, local station and advertising agency on "How to Improve the Saleability of Radio News" at the Los Angeles Radio News Club meeting March 10.

Frank (Bud) Berend, NBC Western Division sales manager, spoke for network radio; Clyde Scott, manager of KECA Hollywood, represented local stations, and Thomas C. Dillon, vice president of BBDO, gave the agency slant. All panel members agreed that newscasts for the most part needed livening up and more emphasis on human interest and local angle. They further urged more up-to-the-minute reporting of the news. A discussion followed the talks.

March 20, 1950 • Page 33
GENERAL FOODS 

GENERAL FOODS will use more radio in 1950

The corporation's net sales reached a new high of $474,837,198 during 1949, compares with sales of $453,336,031 during 1948.

It was the 16th consecutive year in which net sales for the company surpassed any previous year. Net dollar earnings were also the best in company history with $27,550,941, equal, after preferred dividends, to $4.77 a common share. In 1948 net earnings were $24,555,752, or $4.25 a common share. There were 5,575,483 shares of common stock outstanding both years.

$13 million in dividends

Out of the $27 million in earnings, $13 million was paid in dividends to holders of common and preferred stock. The remaining $14 million was retained in the business.

"Although television made great strides in its development as an advertising medium in 1949, we continued to spend most of our advertising dollars in magazines, newspapers, and on radio. We invested more money in advertising last year than in 1948. The additional investment was necessary in order to produce higher sales and better earnings," Mr. Francis stated in the report.

As the commercial value of television grew in 1949, General Foods added to its television shows. In March, Sanka coffee began sponsoring The Dressed program telecast Monday, 9:50-10 p.m. EST. Maxwell House coffee

"Best Dressed"

TED CAMPEAU, president of CKLW Windsor-Detroit, was chosen one of the 10 best dressed men in Canada for 1950 at the Canadian Men's Apparel Fair held at Toronto March 9-10. List of 10 best dressed men was headed by Canada's governor-general, Viscount Alexander of Tunis. Ted Campeau was one of four business men in the group, and was chosen as an "immaculate exponent" of good grooming.

McDonald at Boston

JOSEPH A. MCDONALD, ABC vice president and general attorney, spoke on some of the legal aspects of the broadcasting business at the monthly luncheon meeting of the Boston Radio Executives Club March 8. Head table group also included President Craig Lawrence, WOCB Boston general manager, and the five-newly elected directors: Harold E. Fellows, WEEI Boston general manager; Gerald A. Harrison, president of WMSA Springfield and WLLH Lowell; Paul Provandie, Paul Provandie Inc. agency; Stacy Holmes, E. A. Fiene Sons, and Bert Georges of Transact Corp.

KFV's Los Angeles Harlem Matinee has added half-hour daily to its Monday through Saturday hour schedule.
WNOX

gratefully acknowledges the

ALFRED I. du PONT AWARD

• 1949 •

for outstanding and meritorious

SERVICE

in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community

Scripps-Howard Radio, Inc. WNOX

KNOXVILLE, TENN.

CBS  990 kc  10,000 watts

Represented by Branham
STATION TAX

TAXATION of radio and television stations in Virginia by cities, towns, counties and other local governmental units is forbidden under legislation signed by Gov. John S. Battle. The bill had passed both houses of the overwhelming margins [Broadcasting].

The Virginia action marks the first halting of the trend toward exacting of local taxes from broadcasting and television stations. With the industry serving as the latest victim of tax-hungry cities and counties, the Virginia legislation provides a means by which other states can stop local governments from assessing taxes.

Burden of the fight to obtain passage of the Virginia bill was carried by the Virginia Assn. of Broadcasters, of which Phillip P. Allen, WLVA Lynchburg, is president. Among those active, besides Mr. Allen, were C. T. Lucy, WRVA Richmond, chairman of the VAB Legislative Committee, and Frank U. Fletcher, WARL Arlington, an NAB board member.

The Virginia taxes had been instigated by the Municipal League of Virginia. In Arkansas the idea of municipal taxes was developed at Little Rock. Protest against the tax was made by Little Rock stations whose position was upheld by a lower court. On appeal, the state's highest court reversed the lower tribunal and the U. S. Supreme Court would not hear an appeal on the ground there was no federal question.

Text of Va. Law

Text of the Virginia bill, as passed by the House and Senate: A BILL to amend and reenact §§ 58-266.1, 58-266.2, and 58-266.3 of the Code of 1950, relating to city, town and county license taxes, so as to prohibit cities, towns and county levying such taxes for radio or television broadcasting.

Be it enacted by the General Assembly of Virginia:

That §§ 58-266.1, 58-266.2, and 58-266.3 of the Code of 1950 be amended and reenacted, as follows:

§ 58-266.1. City and town licenses; newspaper exempt. In addition to the State tax on any license, as hereinafter provided for in this chapter, the council of a city or town may, when anything for which a license is so required is to be done within the city or town, impose a tax for the privilege of doing the same and require a license to be obtained therefor; and in any case in which they so do the same, they may require from the person licensed a bond, with sureties in such penalty and with such condition as they may deem proper or make other regulations concerning the same.

No city or town shall impose upon or collect from any person any tax, fine or other penalty for selling farm or domestic products within the limits of any such town or city outside of the regular market houses and sheds of such city or town; provided, such products are grown or produced by such person.

No city or town shall require a license to be obtained for the privilege to print or publishing any newspaper, or for the privilege of right of operating or conducting any radio or television broadcasting station or service, any charter provisions to the contrary notwithstanding.

§ 58-266.2. Licenses in counties with county manager form of government. The governing body of any county which has adopted the county manager form of organization and government provided for by November 20, 1971, is hereby authorized to levy and provide for the assessment and collection of county license taxes upon businesses, trades, professions, occupations and callings and upon the persons, firms and corporations engaged therein within the county, whether any license tax be imposed thereon by the State or not, provided that no county license tax shall be levied in any case in which the levy of a local license tax is prohibited by any general laws of this State, and provided further that no such county shall require a license to be obtained for the privilege or right of operating or conducting any radio or television broadcasting station or service.

§ 58-266.3. Licenses in counties without county manager form of government. The governing body of any county which has not adopted the county manager form of organization and government is hereby authorized to levy and provide for the assessment and collection of county license taxes upon businesses, trades, professions, occupations and callings and upon the persons, firms and corporations engaged therein within the county, whether any license tax be imposed thereon by the State or not, provided that no county license tax shall be levied in any case in which the levy of a local license tax is prohibited by any general laws of this State, and provided further that no such county shall require a license to be obtained for the privilege or right of operating or conducting any radio or television broadcasting station or service.

FEDERAL Trade Commission has entered a complaint against Koke Cos., Inc., St. Louis, alleging the firm's product, Vanish, is not a cure or an effective treatment for dandruff contrary to its representations in radio and periodical advertising. The FTC maintained in its complaint that Vanish "does not have any beneficial therapeutic effect in the prevention, treatment, or cure of unhealthy scalp or hair conditions, and it will not promote the health of the scalp or hair." Firm was given the usual 30 days in which to answer the complaint.

FTC Charges Koken

Battle Okays Radio-TV Protection

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NBC Affiliate
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

SALES AIN'T POPPING LOUD IN CORK (Ky.!)!

If you think it will do you any good to put the advertising screws on Cork (Ky.), Mister, you're bubbling over with a case of Pollyanna-itis! Cork simply doesn't have the people or the dough to produce a sales-geyser!

But if Cork's crew can't help you, the Louisville Retail Trading Area certainly can! Its 27 Kentucky and Indiana counties are effervescent with high-proof people, business and money—almost as much business and money as in all the rest of the State combined. And WAVE pours out its soul to this one great market exclusively!

Shall we start pouring for you—now?

LOUISVILLE'S WAVE
5000 WATTS · 970 KC

Page 36 · March 20, 1950

BROADCASTING · Telecasts
ARE YOU MAKING YOUR BEST BUY IN CHICAGO?

If you’re on WGN in Chicago, your answer is “yes”. Because advertisers and agencies all over the country recognize WGN as the top power and prestige station in Chicago ... the station that gets results. When they have a choice of local stations, WGN is tops on the list.

Of the four network stations, WGN consistently carries more local business than any other.

This is strong evidence to consider when placing your clients’ advertising. Take your cue from other dollar-wise advertisers. Take advantage of WGN’s responsive listening audience.

Remember, too, for years WGN has reached more people each week than any other Chicago station.*

This is CBS... WHERE 99 MILLION

This is the biggest market place in the world... bigger than any other place where people go to find the things they want to buy.

Where else do so many people get together, week after week—from every part of the country?
Where else can you find 25 million people standing in front of the same counter at the same time focused on the same product? Only in Radio.

In all radio CBS draws the largest crowds—a million and a half more customers than any other network.

And every year these crowds of customers grow bigger.

That's why, when America's leading business men offer for sale the things most people want to buy, they showcase them in the biggest and busiest market place in the world...The Columbia Broadcasting System
Editorial

The Fee-Bite

IN THE QUEST for new money to meet expanding cost of Government, two separate moves are under way in Congress which would assess license fees, franchise taxes or other impositions upon users of Government service. Radio, as always, is singled out as a latent source to be tapped.

How far these projects will go we do not know. Every other attempt in the last dozen years has met with the obvious discrimination against radio. This year, however, the pressure is on — not necessarily against radio, but all new revenue sources.

It is significant that the FCC is the first to pop up with a written report to the Senate suggesting how its licensees can be tapped. The Senate Committee asked for comments on Feb 20 and got its report on March 8. That's about as fast a job as the FCC has ever done, and within the last fortnight, the FCC elapsed time in handling the simplest of applications.

We won't belabor the pros and cons of radio license fees or franchise taxes now since hearings obviously will be held before any definitive action occurs. A bit of simple arithmetic: The FCC uses a budget of about $7,000,000. Let's say that half goes to the mass radio media operations. These media did about $469,000,000 in net sales in 1949. They paid Federal taxes accordingly. They've already paid for their portion of the FCC's administration — and then some — but had no voice in the management of the FCC's affairs.

One more point. The payment of license fees or filling fees would be no hardship for the larger stations or the networks. No matter how slight, they would be burdensome to the smaller operators. Last year, according to the FCC's own statistics, 29% of the licensed stations lost money.

Take a Look, Congress!

WHEN THE Hoover Commission for reorganization of the executive branch of Government was functioning last year, both the official and private word was that it would have little or no effect upon the FCC.

That does not appear to be the case, now that President Truman has submitted his plan to Congress. It would vest in the Chairman of the FCC (and in those of other administrative agencies) almost absolute power with respect to appointment and supervision of personnel, and to the assignment of duties.

When viewed in juxtaposition with the FCC's own functional realignment announced within the last few months, the President's proposal becomes even more sweeping. Indeed, there would appear to be little need for a seven-man commission. The chairman, his new high-level advisory council (general counsel, chief engineer and chief account) and the provision for new major bureau chiefs would seem to preempt practically all the policy and executive functions that could possibly exist.

The complaint has been that the lawyers have run the FCC policy. The McFarland Bill (S-1973) which unanimously passed the Senate, and which now is being fought by the FCC staff tooth and nail in the House, would seek to correct that abuse and place responsibility where it belongs—with the seven-man Commission.

The combination of the FCC's functional realignment and the proposed plan of the President would seem to shovel new power precisely where the Senate unanimously said it should not reside when it passed the McFarland Bill.

FCC chairmen come and go. There have been eight in the 16 years of the FCC's tenure. There have been good and bad chairmen; strong and weak chairmen. Under a good chairman, the President's plan might work well. Under an unscrupulous one, dire things could happen.

The reorganization plan seems to ignore the fact that the FCC is a bi-partisan agency. Not more than four of its members can be of the same political faith. As we read the President's plan, the Chairman would control all personnel and all funds. He could hire and fire virtually as he sees fit. There might as well be a Commission of seven Democrats, or perhaps it would be just as effective to have just one member — an administrator — and thereby save the salaries and staffs of the six other commissioners.

The President's proposal premised upon direct lines of authority for the management of the "executive branch." We have never understood that the FCC is responsible to the Chief Executive alone. Congress has always maintained the institution which delegated its legislative authority because it had neither the time nor the expert knowledge to handle it.

There are aspects that need clarification. We hope Congress takes a good, hard look before permitting the plan to become effective. That happens automatically unless House or Senate or both act within 60 days.

Signs of Our Radio Times

A FEW WEEKS AGO the All-American Conference against Communism was held in New York. The Administration is sponsoring legislation to broaden and make permanent the loyalty program for Federal employees in so-called "sensitive" agencies. Communism has taken over China and its seething millions. The Soviet presses into non-Communist Asia and Europe. The Berlin blockade is on-again-off-again. Soviet delegates keep the UN doors revolving with their walk-out threats and there's the go-ahead on the hydrogen bomb.

All this means more to radio than news of this turbulent day. It is of the very essence of radio.

The All-American Conference at its Jan. 29 meeting expressed this vital point. There was specific mention of the "steady infiltration" of Communism into radio—as well as into the schools, colleges, press and screen.

We have called attention before to the tendency in radio to give short shrift to talk about Communist activity boring-in. Communists and Communist sympathizers have no place on our air or even behind the microphone.

Though most people have forgotten it, we are still in a state of national emergency. Therefore it is the duty of broadcasters to accept this fact that those actions contrary to our form of government be excluded.

The insistence of the labor unions that they will assume the burden is interesting but of little importance. It is not their responsibility. Look at the history of World War II and the Axis Sallys and the Lord Haw-Haws: of armed guards around stations and no admittance signs at studios; and of no audience-participations or man-on-the-streets.

Perhaps a microphone in the hand of an Orson Welles some years ago brought pandemonium when he depicted an illusory invasion from Mars. What might a Communist do with a story on a hydrogen bomb invasion even today?

(Continued on page 42)

Our Respects To —

WALTER CECIL BRIDGES

IN VIGOROUS Great Lakes country, sailing as a way of life calls for the skilled hand of a weathered seaman. A sailing addict, Walter Cecil Bridges, steel-eyed manager of the Arrowhead Network, directs his radio enterprise with a sure and sharp eye. He displays in maneuvering a lake-traveling boat.

That direction—the building of a sound regional group of stations—has never been allowed to swerve from a Bridges-chartered course. And affable but blunt-spoken Mr. Bridges will tell you that his future may someday materialize in the organization of a network double the size of Arrowhead's present six stations.

Mr. Bridges, 35, although a radio pioneer, has the appearance and energy of the seasoned youth who has only started a career of network building.

Walter Cecil Bridges was born Sept. 28, 1896, in Arcola, a typical medium sized southern Illinois town. Here Mr. Bridges spent his boyhood days, completing grammar and high school. His father, Walter Nelson Bridges, was in the poultry business. He now lives in Ohio. The art of broadcasting was then still an image in the minds of practical dreamers, of whom Walter Bridges was one.

A wizard at tracing circuits and putting things together on a workable basis, Mr. Bridges first tested his radio legs as an amateur operator in 1913. The first World War, marking stepped-up sound wave experimentation, found Mr. Bridges in Navy uniform, receiving his first sound instruction. His Navy stint took in the years from 1917 to 1922.

Upon discharge from the Navy, Walter Bridges plunged into the work which was to be his lifetime career. Business experience began in 1922 with the formation of the Superior Radio Co. in which he and a partner manufactured radio sets. While producing receivers, Mr. Bridges decided to have a look-in on the other end with the business—broadcasting.

This desire blossomed into his first enterprise on the air, WFAC with 100 w at the head of the Great Lakes. Later, when the Superior Radio Co. dissolved, Mr. Bridges in 1924 started WEBC Duluth, Minn., now the 5 kw key station known as All-Red and licensed to the Head of the Lakes Broadcasting Co. Mr. Bridges is general manager of the station.

Looking back on his long span of radio experience, Mr. Bridges finds the most satisfaction in the realization of his dream of many years—the creation and maintenance of a suc-
KOIN
the number one* radio station
of the OREGON MARKET

CELEBRATES

25 YEARS

OF SUCCESSFUL SERVICE AND SELLING

FOR 25 YEARS KOIN HAS BEEN AN INTEGRAL PART
OF OREGON—THE FASTEST GROWING STATE IN THE NATION

1st weekday mornings . . . 1st weekday afternoons
1st evenings (Sunday through Saturday) 1st total
rated-time periods. *(Hooper station audience index, Oct. '49 through Feb. '50)

KOIN and KOIN F.M.
PORTLAND OREGON

1949

AVERY-KNODEL, Inc. National Representatives

A Marshall Field Station

BROADCASTING • Telecasting

March 20, 1950 • Page 41
Respects
(Continued from page 49)

cessful regional network.

He is a believer in sound broadcasting. It is his opinion that AM broadcasting will long outlive those in the business who are gloomily predicting its demise. While an energetic preacher of AM radio, Mr. Bridges also is an unerring booster of FM. He says FM is technically sound and that it is only a matter of time before frequency modulation will be the system preferred for sound broadcasting.

In the same breath, he shuns the prediction of immediate radio-replacement by television. While he doesn't ignore its existence—a high possibility today—the Arrowhead keynoter sees TV as too costly, particularly to the advertiser who pays the bills. It is Mr. Bridges' opinion that the operating cost of video must be reduced and technical refinements advanced.

Having probed his way in broadcasting by acquiring an intimate knowledge of its engineering parts, he is uninhibited when it comes to radio planning and production. Instead of thinking in past radio terms, Walter Bridges sees a new avenue of approach opening up in commercial radio. His approach to radio is based upon the belief that productions must be improved and that the advertiser should get his deserved return on the dollar. Mr. Bridges brushes aside the term “announcers” and refers to the men at the microphone as “air salesmen.”

On this same theory he calls radio salesmen “merchandising salesmen in radio.” The latter, he says, must do something for the advertisers and not be just order takers.

In the Bridges office, the accent is not so much on getting contracts as it is on getting results from contracts and renewals. In this way, the follow-up on sales in the Bridges organization keeps the advertiser first in mind. And it is this philosophy which Mr. Bridges believes will make his network the strongest in regional merchandising and permit expansion.

‘Human Dynamo’

Walter Bridges is a constructive man. Short, weighing about 160 lbs., usually hatless, and bubbling with energy, he resembles in many ways the proverbial human dynamo. It is said about Arrowhead that Mr. Bridges gives drive to any man who works with him.

A devotee of good music such as opera, ballet and symphony Mr. Bridges also can be found listening to a hot jazz number. While he pours through countless volumes of classical literature for intellectual fare, he is equally at home with a detective yarn.

At Superior, Wisc., Mr. Bridges lives a modest life, maintaining a simple home that has housed his family for many years. His wife is the former Ella Gleason. They have one daughter, Mary Gleason Bridges.

He works constantly to improve his company’s station at White Pines Lake in Wisconsin. As an outdoor man, Mr. Bridges spends a good amount of his hobby time cultivating various types of shrubbery and trees. In addition to his forestry abilities, he raises pet animals and then releases them from their wired homes to return to the wilds of the woods surrounding the location.

A hard-working community man, Mr. Bridges is member of the American Legion and Kiwanis Club, among others. And, not content to leave radio “at the office,” he maintains a 1 kw amateur transmitter and radio tower at his summer home. Radio not only is his livelihood and first interest but also his perpetual study.

POLITICAL TIME

Young Answers Taft Charge

SEN. ROBERT TAFT’S charge that the President “commandeers at will” time on all four radio networks has been branded by Stephen M. Young (D-Ohio) as “an irresponsible statement, an insult to the free enterprise broadcasting industry, and an affront to the American people.”

Rep. Young, speaking on behalf of the Democratic Party, offered his rebuttal on Bert Andrews’ weekly ABC broadcast Feb. 26. A week earlier, on a similar broadcast, Sen. Taft (R-Ohio) had accused the party of operating the “biggest” propaganda machine in political history, and charged that President Truman could “commandeer” network time anytime he felt inclined. Sen. Taft referred specifically to the President’s Jefferson-Jackson Day address carried by all networks.

Rep. Young said that each network was notified of the speech and decided independently to carry the broadcast. “Senator Taft probably forgets... that radio is a private enterprise and that each network does its own programming,” he added.

Both Comment, official organ of the Democratic National Committee, in denying the Taft charges noted that “on virtually every occasion in the last three years when Republicans have asked for and received time to answer Presidential speeches, Taft has appeared on the Republican broadcast.”

ACWU PLANS
More Radio-TV Use Seen

WITH at least $14,000 of a new $500,000 advertising budget initially appropriated to radio, Amalgamated Clothing Workers Union (ACWU) is further eyeing radio and television to put across its institutional “buy a union-label suit” message.

ACWU invaded the radio field for the first time March 7 in New York with sponsorship of ABC’s “Town Meeting of the Air” over WJZ New York. The union previously had not used radio. Union and agency officials think it may well double its overall ad allocation (to an even $1 million) at the national conference in Cleveland May 16. Such a resolution now is in the mill.

While radio plans hinge on the outcome of the meeting, radio and television spot campaigns probably will be explored if additional funds are made available, according to George Pampell of Ben Sackheim Inc., New York, which handles the union account. He conceded that use of both media already has been mulled, and added that TV is a “natural” for the label campaign.

Pat Buford

WORD has been received of the death Feb. 12 of Pat Buford, 47, former owner and manager of KRGB Okmulgee, Okla., in a McAllen, Texas, hospital, following a brief illness. Mr. Buford operated KRGB from 1939 to 1949 when the station was sold to the Times Publishing Co. He moved to the Rio Grande Valley last October. He leaves his wife and three sons, all of McAllen.
No question about the really BIG voice in this rich Midwestern market! It's WOWO. In survey after survey, WOWO programs lead in listenership... morning, afternoon, and night.

And remember... when you buy WOWO, you're not buying just the prosperous area within Fort Wayne's city limits. You're buying an urban-and-rural market that covers 49 BMB counties! You're buying a loyal station-audience of nearly 300,000 Radio Families. That's as big as St. Louis! For availabilities, check Paul Mills at WOWO—or Free & Peters.
TRANSFER

FCC Dismisses Application

TRANSFER application of WHOL Allentown, Pa., filed in early Feb-

uary to reflect ownership changes, was dismissed by FCC last week on

the ground that no transfer can take place since the station authorization

technically has been set aside for further comparative hearing

[BROADCASTING, Feb. 27]. WHOL was allowed to continue operations

pending a new decision.

The Commission dismissed the transfer bid without prejudice to the

station's filing an amendment to its original application to bring

it up to date. Deadline for the amendment was extended to April

11. FCC's action in effect renders moot the petition filed by Easton

Pub. Co. March 10 requesting dis-

mission of the transfer on ground it

unjustly favored WHOL's competitive

position in the case since the changes

strengthened WHOL's financial

status, an issue in the proceeding

[BROADCASTING, March 13]. Easton Pub. Co., operator of WEX (FM) Easton, was loser in

original case for 1250 kc assign-

ment.

College Network

CLAIMED by its participants to be the first direct line intercollege

broadcasting network in the coun-

try, the Pioneer Broadcasting Sys-

tem will have its formal opening

and first official broadcast on

Wednesday evening (March 22) at

Smith College. The network is

conceived of student-operated sta-

tions WAMP Amherst College,

WMUA U. of Massachusetts and

WCSR Smith College. Student

heads of the college stations point

out that the joint programming

will enable each station to extend

its time on the air to 69 hours a

week and to reach about 9,000 lis-

teners.

LINEUP of newly elected officers and directors of the

Illinois Broadcasters Assn. [BROADCASTING, Feb. 27] in-

cudes (1 to r): Leslie C. Johnson, WHBF Rock Island,

vice president; J. Roy Livsey, WLBH Mattoon, secretary-

treasurer; Harold Safford, WLS Chicago, president; and

Directors Arthur Horre, WJJD Chicago; Charles Caley,

WMBD Peoria; Merrill Lindsay, WSOY Decatur, and

Charles Cook, WJFF Herrin. Election was held at the association's annual meeting at the Leland Hotel in

Springfield, Ill.

NAB DUES

Goldman, Shaffer Defend Rise

TWO NAB members have come to the association's defense in re-

sponse to criticism of the board's recent increase in dues paid for

the four lower income brackets.

Simson R. Goldón, WJTN Jamestown, N. Y., chairman of

NAB's Radio Committee, suggested M. Robert Rogers, vice president

and general manager of WQQW Washington, who protested the in-

crease [BROADCASTING, March 6], was in effect saying, "Dollar for

dollar, I didn't have a fire, so, therefore, I'll cancel my insur-

ance."

Mr. Goldman said newspapers, lawyers, doctors and other groups

have been allowed to pay for use by small broadcasters on the local level..."

He continued:

Secondly, BAB is selling radio throughout the country, which means

that every broadcaster, big or small, will benefit. The spearhead attack

in response to TV advertising is a good example. Perhaps WQQW will even

get some of that business, due to BAB's leadership. Mr. Rogers admits

that the employee-employer department of NAB has saved him and other broad-

casters thousands of dollars. But he doesn't appreciate the work being done

on the other fronts in behalf of the industry by NAB. Sometimes the

benefits are much bigger and broader, and include not only the individual

but his fellow broadcaster as well.

Shaffer Letter

Sales techniques developed by BAB "helped us at WJER [Dover, Ohio] get off to a flying

start," General Frank E. Shaffer last week wrote Mr. Rogers.

Mr. Shaffer added:

WJER is mighty small compared to WQQW but we have had wonderful cooperation from BAB. On one prob-

lem I picked up the phone and got an immediate answer from Mitch [Maur-

rice B. Mitchell, director]. On many occasions I have had my queries an-

swered by letter more promptly than one might imagine considering their

composition of small staff.

The increase in dues is going to hit us with a new operation (on the air

for 25), but we believe that we will receive many dollars for each one spent,

even though our dues were to go for no other purpose than to keep

BAB alive.

Thwing & Altman

IN AN item appearing in BROAD-

CASTING, March 13, agency for

William H. Wise, sponsor of Get

More Out of Life on CBS, was in-

correctly identified. Agency for the

publisher is Thwing & Altman,

New York.
In Detroit, WWJ is more than a great radio station ... more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit’s FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America’s leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ’s community acceptance, it receives added prestige, more attentive ears, less selling resistance ... resulting in increased sales in a market that did three billion dollars retail business last year!
Mr. and Mrs. faithful New.

1946 each headed SESAC. The flows favorites. "deteriorating" White House news conference, Ray Hanle, of Sunoco’s 3-Star Extra, NBC news feature, told the 20th Century Club at Buffalo, N. Y., on March 2. Mr. Henle suggested newsmen write out subjects for Presidential discussion hours in advance of each news conference, thus permitting the President ample time to look into a given subject.

The radio newsmen warned that the conference may become a thing of the past if exclusive interviews are granted by the President to “trained seals” and “personal favorites.” He said the news conference is the bridge over which flows information between the President and the general public.

If this system were destroyed, he said, the channel not only would be cut off but exclusive interviews could lead eventually to a reporting only of the news favorable to the President.

Deterioration, Mr. Henle said, has set in because of the wide range of questions—a good many of them insignificant—which are fired pell-mell for the President to answer. Current operation of the White House news meeting elicits information from the President in a “disordered, haphazard manner,” he said. The written question, requiring news conference preparation, Mr. Henle concluded, would avoid any trend toward the exclusive interview.

U. OF ARIZONA games in National Invitational basketball tournament at Madison Square Garden aired by KTUC Tucson and Arizona Network, via direct lines from Garden to Tucson.

Canadian Awards

SECOND ANNUAL Canadian Radio Awards under the sponsorship of the Canadian Assn. for Adult Education, Toronto, are to be announced in May. Three times as many entries have been received as last year, a total of 160, including many French-language programs. The largest group of entries are in the “community service” and “social and public issues” categories, with talks, music, drama and children’s programs following. Radio committee is headed by Wil McQuillen, radio director of Cockfield, Brown & Co., Toronto advertising agency, and includes T. J. Allard, Canadian Assn. of Broadcasters, Ottawa; Neil M. Morrison, CBC, Toronto; Frank Peddie; representing radio artists, Toronto; and J. R. Kidd, secretary of the sponsoring body.

CHARLES POWELL joins WCSI (FM) Columbus, Ind., as news editor and special events reporter. He previously was with WAOV Vincennes, Ind.

BOB NEAL, for past four years with WGAR Cleveland, as play-by-play announcer of Cleveland Browns football team and sports director, moves to WERE same city, as sports director.

Before joining WGAR, he was with WISM Lansing, Mich.

MacDONALD HOMES appointed director of farm service of CFRN Edmonton. He joined CFRN in 1946 after five years overseas with Canadian Army, is member of Agricultural Institute of Canada, secretary-treasurer of Edmonton and District Agricultural Society, and before war was advertising agency account executive at Toronto.

MRS. FRANCES JARMAN, women’s news editor of WDNC Durham, N. C., is winner of women’s commentator contest recently conducted by Wendy Warren and the News on CBS to select best local news story submitted by woman radio reporter.

PUBLICITY COPY

Oklahoma U. Publishes Guide

PATTERNS OF PUBLICITY COPY. By Steve Harmon, Oklahoma, U. of Oklahoma Press. 139 pp. $2.75.

TOP-FLIGHT publicists, the stories they prepare for newspaper publication and the devices they use in preparing their stories, are discussed in this volume, as a guide to writers in this field.

Book is aimed at publicists, students and teachers as a manual for the creation of copy—from the idea, through research, editing and the final draft. The book includes comments on publicity copy writing by George Crandall, CBS director of press information; Sidney H. Eiges, vice president in charge of the NBC press department, and Jim O’Bryan, MBS director of press relations.

RRN Baseball Off

PLANS for feeding New York Yankee baseball broadcasts to the 11-station Rural Radio (FM) Network have been abandoned, Michael Hanna, general manager of RRN and WHCU-AM-FM Ithaca, N. Y., said last week. The plan was shelved at the suggestion of the Yankee management, which questioned the last practicability of radio relay feeds by WHCU to other RRN stations. Weather conditions and other factors bearing on reception were involved in the decision, Mr. Hanna said.

LITTLE theatre production of "The Philadelphia Story" in Portsmouth Ohio, featured Bob Whittaker, newsman and announcer, John Michaels, announcer, and Ann Evans, promotion director, of WPAY-AM-FM that city.

The "Little White Chapel"—a SESAC Script acclaimed by listeners—one of many continuity shows included in the celebrated SESAC Transcribed Script Service with music from the SESAC Transcribed Library.

Hundreds of outstanding American Folk—Band—Concert—Hawaiian—Novelties—South American and Spanish renditions included in over 3500 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH!

SESAC, INC. . . . 475 Fifth Avenue . . New York 17, N. Y.
YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*

BUT . . .

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

If you’re shooting for real penetration in Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids, are the stations to use.

BMB and mail-pull figures prove that this CBS combination has an exceptionally large rural circulation.

And within their home cities of Kalamazoo and Grand Rapids, WKZO-WJEF get top Hooperatings year after year.

For Total Rated Periods (Dec. '49-Jan. '50) WKZO actually got a 59.8% Share of Audience and WJEF, 26.5%!

In addition to giving advertisers about 59.7% more listeners than the next-best two-station combination in these two cities, WKZO-WJEF cost 20% less!

Let us or Avery-Knodel give you all the truly amazing facts. You’ll really be impressed!

*J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.
Walter the Pacific Sawyer, Two Sons, preview Wolff, copy.

agency chairman New sound a story session

AAAA (Continued from page 26)

will be reviewed that morning in a session to be introduced by Fairfax M. Cone, Foote, Cone & Belding, AAAA vice chairman.

A program on the AAAA's agenda are George Reeves, J. Walter Thompson Co., who will view the Wheeler-Lea act governing advertising content, and Julian L. Watkins, H. B. Humphrey Co., agency copy.

Saturday sessions will include a preview of the new $40,000 sound and full-color animated motion picture that will review work of the American free enterprise system. A first draft of the film also will be shown at the ANA meet. Mr. Cone will preside.

Other sessions will cover developments of the advertising research foundation; the new BMB study (No 2) with Albert Dempe- wolff, Celenese Corp., and BMB director as speaker; the 1951 census, discussed by Dr. Verral Reed, J. Walter Thompson Co.; and advertising public relations. Mr. Broekway on the AAAA agenda of the Advertising Council Inc. He is chairman of the council's executive committee. In conclusion Mr. Pea- body will trace the attitude toward advertising as reflected in 1941 and the progress it has achieved.

Thursday Sessions
Closed circuit sessions Thursday will begin with an executive ses- sion and election of officers and di- rectors, and a proposal to incor- porate AAAA as well as an AAAA member group insurance plan. Other discussions will center on agency management problems. Of- ficer and director nominations will be submitted by the AAAA advisory council headed by Thomas D'A. Brophy, Kenyon & Eckhardt, New York.

A board of directors' organiza- tional meeting will be held Thursday at 5 p.m. when the board will elect an operations committee to meet monthly in intervals be- tween board meetings. 1950 associ- ation budget also will be up for approval.

Members of the board of gov- ernors of the six AAAA regional councils and 13 local chapters will meet Wednesday prior to opening of the convention.

A hospitality committee, headed by Mrs. Clarence Gosher, will handle arrangements to entertain the 150 ladies expected to attend. Miss Elaine Carrington, radio script writer, will address a ladies' luncheon affair Friday. A ladies' golf tournament for members and guests, with gross, net and four- some prizes, will be held that after- noon.

Opening session of the ANA Wednesday March 29 will go into the theme "What I Expect From Advertising Today." Participants include James J. Nance, Hotpoint Inc., on the top management view- point; Ben Wells, Seven-Up Co., on the sales viewpoint, and Philip Liebmann, Liebmann Breweries, on the advertising manager's view- point.

A "midget musical" will be en- titled "The ANA Hot Springtime Review," featuring the Satuki Marionsettes and words by Warwick & Legler.

Sandberg Presides


Problems of industrial adver- tisers will be taken up Thursday morning with L. Rohe Walter, Plum Boro Co., as keynoter. Taking part will be F. E. Gregory, A. O. Smith Corp.; M. Russell Kambach, J. M. Sharp, Aluminum Co. of America; Russell Applegate, Gil- bert Co., Detroit.

A. W. Lehman, managing direc- tor of the Advertising Research Foundation, will speak on business paper studies conducted by the foundation. William H. Collins, Dravo Corp., will review results of the TTI survey of industrial ad- vertising.

Thursday afternoon's agenda in- cludes a discussion of ABC by Thomas H. Young, U. S. Rubber Co. Marion Engle, president of McCann-Erickson, will speak on the topic "What Price Television," with a panel discussion following. Radio and Television Panel will be moderated by A. N. Halverst- Procter & Gamble Co. Taking part will be Mr. Harper; Niles Tram- mell, NBC board chairman; Frank Stanton, CBS president; LeRoy Bush, Compton Adv.; A. C. Nielsen, head of A. C. Nielsen Co. Two others will be named later. Panel topics range from TV impact on radio listening to the PCF "freeze" and the prospects for color.

Friday Agenda

Friday morning's program in- cludes a talk, "The Advertising Plan- ning by W. B. Potter, Eastman Kodak Co., AAAA board chairman. Guy Berghoff, Pittsburgh Plate Glass Co., and David Tibbott, New England Mutual Life Insurance Co., will speak on the public relations campaign to promote understanding of industry and advertising. Fred Willkie, Joseph E. Seagram & Sons, will discuss community relations.

A. O. Buckingham, directing an ANA study of advertising budgets, will discuss his findings. Stuart Peabody, Borden Co., will explain work of the Commerce Dept. Ad- vertising Advisory Committee. Cyrus Ching, U. S. Federal Media- tion Director, will review labor.

At the Friday luncheon Philip Graham, publisher of the Wash- ington Post (WTOP), will wind up the three-day meeting with an inter- pretation of national and world events and their impact on business and advertising. The delegates will leave Friday afternoon for the joint session with AAAA.

THAT honorary degree makes Bob Henderson (r), KOIN Portland, Ore., morning man, "doctor of diapers." The "OCC degree" bestowed on Mr. Henderson by John D. Gross, owner of Parkrose Work and Play Pre-School, Portland, in appreciation of the m. c.'s announcements on The KONI Knock which informed snowed-in kiddies as far away as 150 miles that their local schools were to be shut down during a Pacific Northwest blizzard.

NAB Convention

(Continued from page 26)

ton, Ill., is expected to discuss how all four of these services can be maintained profitably.

Matthew H. Bonerbrake, KOY- FM Oklahoma City, chairman of the FM Committee, is scheduled to preside at Chicago. The committee has asked him to discuss FM net- working since KOY-FM feeds a combined AM and FM hookup.

The morning's program is ex- pected to show FM stations how to make money, with supporting case histories to be cited. Speakers will be invited to present both sides of the AM-FM duplication argument. If time permits, a question-answer session will be held.

Among topics to be taken up at the session will be a proposal to hold a National FM Week during the summer. This event would not be directly sponsored by NAB but would be designed to bring togethers all groups and persons interested in development of FM broadcasting for an intensive pro- motional effort.

KCMM Farm Tour

KCMM Kansas City's 25 "touring farmers," now on a farm inspection swing through Europe [BROAD- CASTING, Feb. 6], received official welcome to Paris by Mayor George DeGaule of Paris. Charles DeGaule, station has reported. After the meeting, KCMM said, each member of the party studied first hand French farming and ag- riculture conditions and spent the night at a home of a French farmer. KCMM's Director of Agriculture C. W. Jackson is accom- panying the tour.

Radio's Duty

Catholic Meet Hits Shows

CHARGE that radio and television programs "are failing to meet their responsibility to the family" was voiced Wednesday in Detroit at the 18th annual conven- tion of the National Catholic Con- fere on Family Life. Business and radio television leaders were urged to present more programs with "principles of family life." Noting that the sponsor "has much to say as to what is put on the air," Michael Hobbs, radio chairman of the Detroit Archdio- cesan Council of Catholic Men, told the 500 delegates "radio and tele- vision fill the need for entertainment, recreation and relaxation for the family, but too often they miss the source of the principle of family life. He added that an increase in strict religious programs is not necessarily needed, but rather a much greater integration of re- ligious principles into every pro- gram.

SERIES of 13 broadcasts, For the Living, dramatizing known facts about cancer, currently being carried by WFAX Falls Church, Va. 

BROADCASTING • Telecasting
TWO OUT OF THREE

The 1949 Alfred I. duPont Radio Awards

ONE—to Morgan Beatty, NBC's ace newsman, heard daily at 7:15 p.m. (EST) on News of the World, sponsored by Miles Laboratories, Inc.
the 1949 Alfred I. duPont Radio Commentator Award for:
Accurate coverage of the day's biggest news stories.
Expert analysis of world and national affairs.
Reliable interpretation of significant events.
Aggressive reporting of the news as it happens.
Consistently excellent gathering and reporting of news by radio.

Just as Morgan Beatty has distinguished himself in 1949... So NBC newsmen and correspondents have always been the recognized leaders in gathering and reporting the news with traditional accuracy and timeliness.

TWO—to our longtime affiliate, WWJ, Detroit, one of the two 1949 Alfred I. duPont Radio Station Awards for:

"Outstanding and meritorious service in encouraging, fostering, promoting and developing American ideas of freedom... Loyal and devoted service to the nation and to the community served."

This honor is particularly timely in 1950 as pioneer station WWJ rounds out a quarter century of operation. From its first broadcast, WWJ has been a notable example of American radio at its best.

NBC... America's No. 1 Network

The National Broadcasting Company
A service of Radio Corporation of America
FCC Reorganization
(Continued from page 27)
ceeding John A. Willoughby, who has been acting chief since January 1948, while the incumbents in the other offices—General Counsel Benedict P. Cottone and Chief Accountant William J. Norfleet were appointed to the same positions in the realigned organization.

At the same time it was announced Mr. Willoughby will be assistant chief engineer; Harold J. Cohen, assistant general counsel in charge of common carrier division, will head the new Common Carrier Bureau; William K. Hall, acting executive officer, will get permanent status in that post, and Examiner J. Fred Johnson Jr. will be the Commission's Chief Hearing Examiner.

Plotkin Likely Candidate
Harry M. Plotkin, assistant general counsel in charge of broadcasting, who has figured in most FCC activity in the broadcast field over the past several years, is regarded as the most likely candidate for the important post of chief of the new Broadcast Bureau.

In the establishment of the Common Carrier Bureau, appointment of an assistant to Mr. Cohen and discussion heads is expected some time this week or early next. The entire bureau is tentatively slated to establish quarters in Temporary Bldg. "T", at 14th St. and Constitution Ave., NW, Washington.

BOND DRIVE
Planning Meeting Slated
THE TREASURY Dept.'s savings bond campaign and plans for its continued expansion are slated for discussion by Treasury officials and leading broadcasters and telecasters in conferences to be held in Washington this week.

Department officials said about 30 sound broadcasters had been asked to attend a meeting on Tuesday and that approximately the same number of telecasters had been invited to a similar meeting on Wednesday. An industry committee may be formed to help develop campaign policies.

EMPLOYE luncheon followed by a show featuring old-time entertainment, was part of the celebration occasioned by WSYR's 25th anniversary, March 2. James D. Shouse (i), board chairman of the Crosley Broadcasting Corp., cuts the cake for Rheiny Gau (center), enter-
tainer who made the first broadcast under the WLW call letters, and Robert Dunville, president of Crosley Broadcasting.

Nielsen
(Continued from page 27)
single film the minute-by-minute listening to four different receivers (either radio or TV or both). No special wiring is required as each receiver uses the electric light lines to transmit its signals to a single master recorder, which may be located in the basement or any other part of the house.

Many of the new mailable Audiometers have already been installed in radio homes throughout the country, and the New York Nielsen TV Index has relied largely on this new type since inauguration of the service in August 1949, thereby cutting report delivery time by 60%.

As his service grows, Mr. Niel-
son hopes to reveal to the industry more clearly the folly of percentage ratings. To comply with established custom, he shows percentages, but also the total number of radio families they represent.

"The only true circulation of a program is the number of families reached," he believes. "Radio is reaching and selling families, not abstract percentages. Unless a per-
centage rating can be projected to a number of families, it is nothing more than an arbitrary index of questionable value."

NRI Figures
He puts forth strong arguments for NRI's day-by-day and week-
by-week coverage, citing the fact that a certain program on WATV (TV) Newark is 57% higher during the second and fourth weeks than during the first and third weeks of each month. And during the latest four weeks Chevrolet Theatre received New York TV Nielsen-ratings which fluctuated in a range of more than 2 to 1, viz: 19%; 57%; 20%; 27%.

Another sponsor recently boasted of a weekly average of 18% of the television audience for his five-day schedule. A minute-by-minute report showed that he had 20% Monday, 33% Tuesday, 15% Wednesday, 4% Thursday and 17% Friday.

The big Tuesday increase was because the program preceded a "hot" show on the same network, and audiences tuned in early. Thurs-

day's low rating was because there was a good show opposite him and another trend was evidence in the closing months of last year, he noted.

A study of national radio-televi-
sion usage trends among all radio homes shows that in January, 24.8 p.m. (New York time), 26.5% of the homes were using radio as compared with 24.3% in December —1.8% were using TV as against 1.9% in December. Likely TV homes totaled 6% in January and 5% in December. From 5 to 6 p.m. radio usage in January was 32.5% vs. 30.2% in December—TV was only 2.3% in January and 3% in December. Total was 13% in January as compared to 12% in December. Radio usage from 8 to 11 p.m. was 56.4 in January, 34.2 in December —6.9% of homes used TV in January vs. 6.1% in December. TV's share of the total time was 16% vs. 15%.

During January, Mr. Nielsen said, combined hours of radio and television usage per total radio home per day totaled 5 hours, 11
minutes as compared with 4 hours, 5 minutes in December. In November, and 4.26 in October. Television, October to January inclusive, took 16, 18, 23 and 27% of the radio coverage ranged from 4 hours, 10 minutes in Octo-
ber to 4.20 in November, 4.31 in December and 4.44 in January.

BMB's Successor
(Continued from page 23)
ments that might be done by BAM were a subject for future discus-
sion.

Present at last Wednesday's meeting at BMB headquarters, New York, were: For NAB: Justin Miller, presi-
dent; Henry P. Johnson, WSGN Bir-
imingham; Charles Caley, WMDB Peoria; G. Richard Shaflto, WIS Co-
bram, S. C.; W. J. Smith, KFAC Los Angeles; Mr. King, Mr. Mason, Mr. Petty and Mr. McCollough.

For ANA: Paul West, president; M. L. McElyea, ANA; Lowry Crites, General Mills Inc., and Henry Schachte, The Borden Co.


GAMES of Birmingham Alabama- Barons baseball club will be aired this season exclusively by WSGN Birmingham, Mon.-Thurs. and Satur-
day. Friday and Sunday games will be broadcast by WAPI Birmingham.
WPIX First Television Station in America to win The du Pont Award

WPIX has received the Alfred I. du Pont Award for “outstanding public service … through the television presentation of current news and events.”

WPIX is pleased with the recognition and proud to serve the public interests of the largest city in the world.

“TelePIX Newsreel” 6:30 P.M. and station closing daily, except Saturdays.

“News on the Hour” 7 P.M. and station closing daily.

THE NEW YORK NEWS TELEVISION STATION
License Fee Bill  

(Continued from page 25)  

stations is the most costly function performed by the Commission.”

Following group of FCC activities were shown by the agency for which charges might be made:

(1) Radio application filings, (2) applications for authorizations under Title II of the Communications Act and Cable Landing License Act, (3) continuing regulatory or “service” activities, (4) inspections, (5) equipment tests and approvals and (6) miscellaneous filings — which would cover such items as petitions, motions, appearance and similar papers filed chiefly in connection with the conduct of hearings.

On radio regulatory functions, the FCC suggested that “charges might be assessed on a yearly basis or might be required in connection with applications for licenses and renewals of licenses.” In regard to equipment tests and approvals, the Senator said the Committee was interested particularly in the “advantage to a manufacturer.”

FCC Plans Survey  

The FCC told the committee that it plans to survey the matter of charging fees “in other instances of issuance of licenses and the rendition of other services” but that the current reorganization of the Commission has held up progress.

In its report to the committee, the FCC said a proposal had been advanced in Congress in 1932 in the form of an amendment of the Radio Act of 1927. That would have set a definite schedule of charges to be made by the then Federal Radio Commission. The bill never cleared the Senate committee which studied it, the FCC said.

Meanwhile, a spokesman for Rep. King emphasized that the congressman’s request studied by the Treasury Dept. would hinge on Congressional approval. Then would come the subsequent reporting of recommendations by the Treasury Secretary, hearings by the committee and a final draft of legislation. At that rate, the spokesman said, concrete proposals “are a long way off.”

Evidence that some radio-informed members of Congress were not over-excited or over-concerned about the license tax proposals was seen last week. Sen. Ed. C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, said: “That tax thing has been kicking around a long time.”

While the California newspaper publisher who suggested the license-tax plan was not identified it is known that John A. Kennedy, editor and publisher of the San Diego (Calif.) Journal, had proposed a charge for the issuance of FCC licenses and for other government services [Broadcasting, Jan. 9]. Mr. Kennedy wrote in his newspaper that there was no reason why the FCC could not charge for the license services it renders “to more than 2,000 broadcasters on the air.”

Mr. Kennedy, who is part owner of WSAZ Huntington, W. Va., and former operator of the West Virginia Network, had emphasized that broadcasters are in business “not only as a public service but obviously because radio appeals to them as a pleasant way of earning their bread and butter.” These sentiments have been echoed on Capitol Hill by proponents of station license fees.

WCFM (FM) ELECTS  

D. C. Outlet Lists Officers  

LOUIS H. BEAN, of the office of the Secretary, Dept. of Agriculture; Tilford Dudley, assistant director of the CIO Political Action Committee, and J. C. Turner, vice president of the Central Labor Union, AFL, have been elected to the board of directors of the Cooperative Broadcasting Assn., owner and operator of WCFM (FM), Washington, it was announced last week.

Re-elected to the board were: Wallace J. Campbell, C. Edward Behre, Mrs. Leon Henderson, Simon H. Newman, Paul R. Ashbrook, Leon Berkowitz, Gardner Jackson, Robert Morrow and Robert N. Nathan. New officers of the association elected by the board are Mr. Campbell, president; Mr. Behre, vice president; Mr. Newman, treasurer, and Mr. Dudley, secretary. Cooperatively owned, WCFM is now in its second year on the air.

CANADA RADIO  

New Review Includes CBC  

CANADIAN broadcasting, and especially the Canadian Broadcasting Corp., will be reviewed by the present Canadian Parliament at Ottawa, with announcement that a 25-man radio committee is being established.

Revenue Minister J. J. McCann announced in the House of Commons at Ottawa that the committee will report “observations and opinions” on the annual reports of the CBC, will review aims of CBC, and the import of its regulations, as well as its future developments, revenues and expenditures. Private broadcasting interests, who are governed by CBC regulations, are expected to be heard. The Parliamentary Radio Committee will consist of 17 Liberals, 5 Progressive-Conservatives, 2 CCF (socialists) and 1 Social Credit party member.

HCSE HEARINGS  

May Resume in Mid-April  

There is strong feeling on Capitol Hill that the House Interstate and Foreign Commerce radio subcommittee will come to life about mid-April, it was learned last week.

Rep. Robert Crosier (D-Ohio), the committee chairman, is anxious to see pending communications problems cleared away by the group as soon as possible. The subcommittee has indefinitely tabled hearings on proposed radio legislation [Broadcasting, March 6].

At the same time, it was indicated Rep. A. L. Bulwinke (D-N. C.), ranking Democrat on the House committee next to Rep. Crosier, plans to return to Washington to take an active part in committee proceedings following the Easter recess of the House slated for April 6-18.

Bulwinke originally headed the subcommittee before his illness about a year ago.

Chairman Crosier said that if Rep. George Sadowski (D-Mich.), who has been acting chairman, is unable to continue leadership of the subcommittee following the recess, Rep. Dwight L. Rogers (D-Fla.) in all probability would replace him. However, should Rep. Bulwinke wish to direct the group’s activities, it is presumed that Mr. Rogers would step aside.

Proceedings Delayed  

The delay in committee proceedings, accentuated by Sadowski’s prolonged illness, has put into effect a slow down in radio legislation that was expected to result from President Truman’s appointment of a new Communications Policy Board. The Michigan Congressman now is not expected to take up his office duties for at least another two weeks. Mr. Crosier emphasized that he has not heard from Mr. Sadowski pilot the subcommittee through the remainder of the session, but the latter’s illness has placed a damper on that hope.

The Congressional group’s schedule that lies dormant includes consideration of the pending Sadowski Bill (HR 6949) to set up an overall frequency allocations board; the Senate measure, McFarland Bill (S 717) to reorganize FCC procedures, and the new Sheppard Bill (HR 7310) to require licensing of networks. Also waiting upon Rep. Sadowski is the proposed bill realigning FCC procedure supposedly modeled after FCC’s answer to the pending McFarland Bill [Closed Circuit, March 13; Broadcasting, March 6].

Alfonso Johnson  

Alfonso Johnson, Jr., executive secretary of the Southwestern Assn. of Advertising Agencies and a former president of the Dallas Advertising League, died March 7 following a heart attack.
To the PRESS and RADIO:

Subject: COMPARING PRICES

Railroads get more now for moving freight and passengers than they did before the war, of course, but when compared with prices of other things railroad charges are relatively lower -- not higher. Here's the picture, comparing current prices, rates and revenues with those of 1939:

Railroad rates would have had to be higher today but for the way in which railroads have held down costs through more effective utilization of man-power, materials and machinery in producing transportation.

These gains in efficiency have resulted in cumulative savings running into the billions of dollars, which have been passed on to the public. Such savings are due partly to increases in traffic volume, and partly to improved methods made possible by heavy investment in better railroad plant and equipment. What has been done in those directions points the way -- the only way -- to still better service in the future, produced at the lowest possible cost and sold at the lowest possible rates.

Sincerely yours,

William T. Faricy
LIBEL ISSUE

Philadelphia Court Upholds Port Huron Decision

A RADIO broadcaster is not liable for libel in the broadcast of an uncensored political speech, a Philadelphia federal judge ruled last week. The case involved KYW Philadelphia (Westinghouse Radio Stations Inc.) against a libel suit brought against it and four other stations by Attorney David F. Kellogg of Philadelphia [Broadcasting, Feb. 20, 6].

Judge Kirkpatrick's ruling, dismissing the complaint lodged against KYW, in effect upheld the FCC's famous Port Huron decision which held a station may not censor a political broadcast even if it contains libel.

Mr. Felix had charged in his complaint filed with the Federal District Court in Philadelphia last November that all five stations on Oct. 4, 1940, and/or on Oct. 5, 1940, aired a political speech which allegedly was a "false and malicious publication by broadcast."

The other stations were WCAU, WFIL, WENY and WIRG. Viewpoint Upheld

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The judge upheld this viewpoint. He said:

"If in view of this Section (315), this defendant could not have censored Mr. Meade's speech in any way . . . without violating the law, then it follows that it was without fault in the matter of the broadcast."

In regard to the Port Huron decision, Judge Kirkpatrick said it gives "fair notice that any viola- tion of the Act in the matter of censorship of political addresses means, in all probability, loss of the station's license and the consequent extinguishment of its business."

Therefore, the judge said, the broadcaster could not censor the speeches without violating the law.

He continued:

"The plaintiff contends that the provision of the Act which with- holds the power to censor political addresses applies only to speeches made by the candidates. If this is so then the defendant would have been free . . . to blue-pencil it (the speech) or to refuse it altogether and would have been fairly chargeable with fault had it permitted defamatory matter to go out from its station."

In upholding the meaning of Section 315 of the Communications Act, Judge Kirkpatrick said: "If a candidate for office who authorizes another to make an address in the furtherance of his campaign for office does not thereby 'use' the station within the meaning of the law, the purpose of Section 315 fails. That Section manifestly was enacted in order to safeguard one of the most important features of the democratic process, namely, the opportunity of the people who are going to vote for candidates to hear a full and free discussion of both sides of the issues which affect their choice."

Mr. Felix had asked $50,000 in damages from each of the stations involved.

Okla. U. Meet

(Continued from page 29)

between that and giving hope and comfort to those friends abroad whose strength in opposing tyranny will be equal to our de- termination to uphold liberty, and this spirit which, at the same time, gives warning to the slavers who are eagerly watching for any sign of our lack of vigilance, for any of our false steps."

Opening sessions on Sunday in- cluded, in addition to the school broadcasting demonstration, ad- dresses by Dr. Whan, who discussed "10-Watt FM Transmitters for Schools," and Mr. Mrabey, who spoke on "University Telecasting on Commercial Stations."

Pointing to the important role the university can play in television, Mr. Mrabey expressed the opinion that the university can improve the relations between stations and audiences by having an adviser familiar with the stations' problems. He added that the uni- versity can also set forth to the number of the stations, particularly in regional plans, and help the public get acquainted with some of the possibilities of television work so that they will expect more when the national hookups come through.

Speaking of the threats of FM broadcasting passing out of the picture and of television wiping out AM and FM, Dr. Whan advised his audience of students and vis- itors to "look at the possibilities of the immediate present and what is there." The FCC, he stated, has changed and liberalized the rules and provided for the licensing of educational institutions for 10 w, although the main objection to schools using FM now seems to be that it costs too much. The only thing the FCC wants to know, ac- cording to Dr. Whan, is how much programming the station does, so if they are not using their time, the station can be given to other institution.

Theatres Push TV

Turning to television during the Tuesday afternoon session, Mr. Bacus said that in competing with the movies, video in his area has been pushed from the start by In- terstate Theatres of Texas. In his address on "Television Service and Showmanship," Mr. McAllister noted that "broadcasting is a business; the shining light in radio is business." He went on to say that the one thing that that "tie-up" with radio "is your ability to be human."

At Monday's news clinic, Mr. Drake suggested: "You can bring your listeners the voices of the peo- ple in the news, thank God to tape and wire and beeper. How about a re- corded interview with an eye-wit- ness of some event? How about a tape with the city engineer telling you listeners how soon they will start using that new stretch of paving? We've made a fetish of on-the-spot reporting."

Giving a solution to the economic problem that plagues small station man- agers in the local news business, James L. Todd, new director of KSIS Woodward, Okla., said: "Make every employee you have a news reporter 24 hours a day."

In his address on "What a Station Expects of Prospective Em- ployees," Paul Browner, program director of WYK Oklahoma City, cited health first, for "radio is a de- manding occupation." He placed education next and remarked that education and character go hand- in-hand. He stressed that students should learn all about the English language in order for it to be a good tool and for use in ad lib programs.

Don't Remain Static!

Monty Mann, of Ray K. Glenn and associates, who handles the Ok- lahoman's' advertising accounts, cautioned his listeners: "Don't ever let your mind wander when advertising, but don't overlook the fact that it depends on you."

Other speakers on employment at the Oklahoma Conference included T. M. Raburn, president and general manager, KGYN Guymon, Okla., and Maybelle Conger, Central High School, Oklahoma City.

In addition to Mr. McAllister, speakers talked of marketing prob- lems included: Webster Benham, commercial manager, KOMA Okla- homa City; Pat Murphy, KSMS Seminole, Okla.; James K. Curtis, KFRO Longview, Tex.; Lowe Runkle, Oklahoma City advertising man; Ernest Watson, manager of KBX Muskokge, Okla.; and Gene McAlister, advertising director, Oklahoma Tire & Supply Co., Tulsa.

The television seminar was also addressed, in addition to Mr. Bacus, by Dave Paternak, pro- motion manager of KSD-TV St. Louis, and Don Hobbs, KOIT TV Tulsa; Hoyt Andrews, WKY Oklahoma City.

Tuesday Session

The dinner on Tuesday, bringing the convention to a close, was ad- dressed by Mr. Tower and Norman R. Glenn, editor and president, Sponsor magazine. Conference ses- sions were chaired by William Morgan, owner and general man- ager, KNOR Norman; Mr. Ben- ham; Martin B. Campbell, general manager, WPFAA Dallas, and James H. Soth, dean of the Oklahoma U. graduate school. The news clinic was organized by Will- ard L. Thompson, School of Jour- nalism, Oklahoma U.

KSL-AM-TV Salt Lake City was pre- sented three gold awards and three honorable mentions for outstanding programs at annual 1950 awards banquet of Salt Lake City Advertising Club.
"tell me, Philip:

Anything new on tv, in New York, during 1950?"

"New? Why, old fellow, there's something sensational! Haven't you heard?"

"Why, no—do flutter it out . . ."

"WOR-tv—and only WOR-tv
on channel 9, in New York,
will carry the
BROOKLYN DODGERS' GAMES
IN 1950!"

"Hah—a thing called baseball, no?"

"Baseball? That's an understatement, old man. It's AMERICA! It's one of the greatest things that'll happen in the Spring, except—well, maybe a second choice called love."

"Well, Philip, you can combine, can't you?"

"Certainly can, old boy—both go together—but if I were a sponsor, or his advertising agent, I'd pick some stuff now around the games, or on the station that's carrying one of the biggest things in tv for 1950—the DODGERS' BASEBALL GAMES on

WOR-tv
channel 9, in New York"
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

"TIME for BEANY"
The West Coast's Top Children's Puppet Show

One of Paramount's TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S. . . . with some good markets still open.


FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bear cub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker; Susie, a pigtailed cutie; and Clownie, a circus stray.

RESULTS: Beany's Los Angeles sponsor, Budget Pak, Inc., offered a plastic toy, "Train of Tomorrow," for 50c cash and wrapper from 19c or 29c candy item. This self-liquidating premium, in the 10 weeks from September 12 to December 2, 1949, pulled 84,000 replies—a looker-listener cash outlay of $64,680 of which $42,000 was cash remitted, $20,160 spent for candy, and $2,520, postage.

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOLlywood 9-6363
New York Sales Offices • 1501 Broadway • BRyan 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
ASCAP LICENSING CHANGES

INDUSTRY attorneys last week were pondering the effects of ASCAP-government anti-trust consent agreements which direct changes in ASCAP licensing methods covering television stations, as well as sweep-ing organization reforms within the

Two judgments completed last Wednesday in U. S. District Court of New York and announced by the Justice Dept., would require ASCAP to offer telecasters and motion picture producers, upon request, a single license for all performances of a motion picture or an entire network telecast. Fees would be paid by producers instead of theatres.

While attorneys have not fully analyzed the provisions of the agreements, which in effect serve to abandon the government's anti-trust prosecution, many felt the action would prove beneficial to radio affect them and afford greater freedom of music on films.

In any event, TV stations now may clear "at the source" with ASCAP for use of motion pictures and may offer the films for payment.

Herefore they found it necessary to negotiate with individuals.

Announcement 'Ambiguous'

Some legal experts thought the government announcement "am-biguous in many respects" and that a good deal of objective analysis would be necessary before the effect of the action could be prop-erly evaluated.

The government announcement, by Atty. Gen. J. Howard McGrath, came almost simultaneously with announcement of negotiations between ASCAP and a TV broadcasters committee on the per program li-censes covering use of ASCAP music on television. ASCAP of-ficials had been working out details of the consent decree since last De-cember when the group last met.

Generally, it was felt that the new decree carries forward the spirit of the laws of the 1941 or-der, and takes recognition of the principle that the telecaster shall

not be influenced by ASCAP as to choice between blanket and per pro-gram licenses.

Additionally, attorneys feel the agreement serves to clarify the definition of broadcasting as a separate distinctive art by specifically adding provisions covering TV sta-tions.

Imposes Restraints

The judgments enjoin and re-strain ASCAP from "requiring or influencing" a broadcaster or tele-caster to negotiate for a blanket license before bargaining for a per program license.

Fee issued by ASCAP to an un-licensed telecaster or broadcaster for a per program license should take into consideration the "eco-nomic requirements and situation" of stations which air "relatively greater percentage" of sustaining programs and few commercial an-nouncements.

The objective, the judgment pointed out, should be a "genuine economic choice" by stations be-tween the per program and blanket licenses.

The fee, for both commercial and sustaining programs, at the option of ASCAP, requires pay-ment of a specified amount for each program using ASCAP composition or be based:

1) In the case of commercial pro-grams—upon the payment of a per-cent of the sum paid by the spon-sor of such program for the use of the broadcasting or telecasting facilities of such radio or television broadcaster, or:

2) In the case of sustaining pro-grams—upon the payment of a per-cent of the card rate which would be applicable for the use of its broad-casting facilities in connection with such program if it had been commercial.

The second judgment supersedes the 1941 consent decree which followed radio's revolt against the so-ciety's exorbitant demands and re-sulted in reorganization of the so-ciety. The new action also would revise ASCAP's internal organiza-tion; prescribe how ASCAP will deal with commercial users of its music; require ASCAP to make changes as to eligibility for mem-bership, conduct of its elections and distribution of its revenue; prohibit ASCAP from suing mo-tion picture exhibitors; and cease practices tending to monopolize licensing of foreign music in this country.

The "International Cartel" phase, covered in the first judgment, could conceivably have some long-range effect on broadcasters and telecasters who might contemplate use of British, French and other foreign musical works. ASCAP is ordered to "terminate all arrangements" which have given it exclusive con-trol in the United States.

Herbert Bergson, assistant at-to-ney general, in an accompanying (Continued on Telecasting 11)

COLOR HEARING ENDING

FCC's COLOR TV hearing swung sharply into the home stretch last week as Acting Chairman Paul Walker spurred witnesses and counsel to keep testimony and "clari-fying" examination to the point and color proponents vied to get in "last licks." Developments at the Wednesday-Thursday-Friday ses-sions included:

- Expectation that the direct case may be completed by the end of next week and report that the cross-examination estimate had been pared to about 30 hours.

- Announcement by CBS that it has developed a dot sampling, horizontal interface technique for its system which "doubles" overall resolution and increases horizontal definition to "full 225 lines." It does not solve the compatibility problem. RCA promptly called this an admission of CBS system's "weakness" and evidence of "superiority" of RCA's compatible all-electronic system (See story Telecasting 13).

- Revelation by Philco it has single tri-color tube of its own in the laboratory on which "pictures" have been viewed, although no other.

details were given. The firm claimed its still too early to set color standards and said more de-velopment should be allowed.

- Further Commission ques-tioning of witnesses on the desir-a-bility of establishing multiple color standards covering all major sys-tems brought general opposition to such a plan.

The hearing appeared to be mov-ing into the last lap as only a half-dozen further witnesses still were to appear for direct testimony by last Thursday night. Celomat Corp., New York plastics fabrica-tors, committed to appearing just a fortnight ago [Telecasting, March 13], was expected to testify Friday about the $9.95 color con-verter it has developed for the CBS system.

AT&T To Appear

American Telephone and Tele-graph Co. and Western Union Tel-e. Co. are to appear to pre-sent a summary of existing and forthcoming television relay facili-ties. Dr. G. H. Brown, research engineer of RCA Labs. Div., is to present additional technical data relating to noise levels and other

similar problems while CTI indi-cated it may have brief additional evidence. Both CBS and NBC are scheduled to give details on color programing problems.

The hearing is slated to run this week on Wednesday, Thursday and Friday. It was hoped cross-examination would begin next week.

Meanwhile, the Commission de-nied the petition of Packard-Bell Co. to appear at the hearing and testify on its concern over the poten-tial "monopoly" situation in the color manufacturing field [Tele-casting, March 13]. FCC indi-cated that Packard-Bell, Los An-geles set manufacturer, has no "substantial scientific data" to con-trIBUTE.

CBS led off the hearing last week week with further testimony by Dr. Peter C. Goldmark, its engi-neering and research department director. The inventor of the CBS system stated inclusion of the hori-zontal interface principle in his field sequential system is a refinement which can be added after proper field testing and would not affect standards CBS already has sug-gested.

(Continued on Telecasting 11)
By DAVE GLICKMAN

WITH 15 years of radio and more than 101 straight weeks of television advertising to its credit, Eastern-Columbia, Los Angeles department store, has parlayed its trade name via audio and video into one of the best known in American retailing.

Utilizing a catchy singing commercial,谓语第1个单词 sales copy, plus shrewd time buying and promotion, this 58-year-old firm has built that trademark into one of the nation's outstanding success stories.

Then, in 1938, Edward C. Stodel, head of Stodel Advertising Co., servicing the account, convinced J. M. Sieroty, now president and general manager, and James P. Scyster, advertising director, that radio should be employed as a regular direct selling medium.

That was 15 years ago when the firm utilized a weekly quarter-hour Hollywood news and star interview program on KFI. The original $115 weekly radio appropriation has since grown to more than $1,000 per week.

Stodel's Aims

After joining of the two firms into a full-fledged department store under name of Eastern-Columbia, in early 1939, it became one of Stodel's prime tasks to make radio accomplish three vital assignments: (1) Identify Eastern-Columbia as a complete major department store; (2) make its "off-the-center-of-town" location, corner Broadway at 9th, a byword among shoppers; (3) sell downtown Los Angeles shopping to a highly decentralized community.

Stodel's perfection of the Eastern-Columbia jingle, currently sung by the Sportmen from Jack Benny's CBS show, not only accomplished that mission, but has today made it a nationally known institution, referred to often by advertising men and retailers for its phenomenal success.

But through the years, while the 10-second Eastern-Columbia jingle became the symbol of the perfect radio signature, that firm completed the formula with 10-seconds (approximately 25 words) of hard-selling, live product copy. This compact package is presented on a permanent schedule, at select premium time, on the four major networks Los Angeles stations—KNX KFI KECA KHJ.

Following three years of preliminary study and experimentation, Eastern-Columbia got its first taste of television in February 1948 when Stodel convinced executives of the firm they should utilize facilities of KTLA (TV), then the only Los Angeles TV station operating commercially.

Formula Set Up

Stodel advised Eastern-Columbia to make its initial step into the new medium along the following lines: (1) Adapt to TV as closely as possible its successful radio formula (in other words, create an audio film version of the original tick-tock jingle to precede all commercials); (2) start with one or two choice spots in order to experiment with display methods, production technique and customer reaction.

At first Mr. Sieroty voted to delay the venture on grounds that the calculated scheduling of two per too small in comparison to a major Los Angeles newspaper's 450,000 circulation. However, a few weeks later when a major TV set manufacturer offered Eastern-Columbia the opportunity of co-op sponsorship of two wrestling and boxing telecasts on KTLA, Mr. Sieroty gave approval. Thus started the store's more than 101 weeks of consecutive commercial telecasting.

Jingles on Film

Calling in a well-known maker of motion picture trailers, Stodel created a 10-second version for television of the Eastern-Columbia jingle signature used on radio. With aid of a special Zoomar lens, the big Eastern-Columbia building is panned from the well-known clock tower to street level entrance, in perfect synchronization to the singing jingle. As the last "Eastern-Columbia, Broadway at 9th," is sung, the camera reaches the front doors of the building and then dissolves into the particular store department to be featured, ready for selling.

With the initial telecast, immediate and favorable high unit sales results were achieved. Five television sets were sold.

Pleasingly surprised by the response, Mr. Sieroty and Advertising Director Scyster immediately pushed off the permanent participation announcements weekly in Shopping At Home on KTLA.

Preparations Made

Intense study and preparation were made to determine the best methods of display, proper backgrounds and settings, camera angles and lighting. Significant to the amount of effort expended by the Stodel staff to make these first announcements a commercial success is the fact that three other major department stores using the same program at that time apparently were not encouraged enough to stay on. They discontinued using television advertising for...
nearIy a year, Stodel said.

On the first four participations, Eastern-Columbia, in cooperation with leading appliance manufacturers, demonstrated heavy merchandise. It was also the initial television venture for some of these manufacturers who have since become regular users of the medium.

On theory that TV shoppers could be sold on "sight," Eastern-Columbia also pioneered in establishing the "shop-by-phone" service on its commercials.

On the first telecast, a $99 Thor Gladiron was presented. Two were sold immediately by phone, plus three the following day in the store. Cost to advertise was $50. Volume return, $800. And within the 10% cost which the sponsor requires, Stodel points out. A $329 Leonard refrigerator was featured next, resulting in two immediate phone call orders and one store sale. Volume, $1,000.

After four weeks of similar success, Mr. Sieroty fired a tough test at Stodel. Could TV sell low cost merchandise in volume comparable to newspaper advertising, he asked?

Test Items

Three items were presented for the test. They were a 42-piece set of silverplate for $11.95 in a $3.95 chest, and a $5.95 white goose-down bed pillow. It took less than three minutes to display and present the selling points. Results were eye opening. Some 45 immediate phone orders came in for the silverplate set, with 17 additional orders for chests and 35 for pillows. Total sales were in excess of $1,000. They were all firm orders, a far cry from advertising before the store opened for business the next day. And what's more, Mr. Sieroty will tell you, the store sales turned out to be, as it has been on most items even since, about one to one to phone orders.

The original schedule on KTLA was expanded first to three, then to five weekly participation telecasts during first six months. Time budget was upped from $50 to $900. Reportedly no Stodel's direction, Eastern-Columbia's advertising department, display and art staff and merchandising heads were indoctrinated with the basic requirements of presenting their products successfully over TV. All reportedly responded enthusiastically as word of many exceptional results of the new media spread throughout the store.

Special Phone Service

To handle the orders a special seven-day weekly, 24-hour-a-day telephone service was set up, first with a leased number arrangement. (Later Eastern-Columbia's own phone number was used.) All television phone orders were systematically received by trained operators who classified and routed them through the order department for extra prompt servicing.

Although the "carriage trade," an encouraging factor in those early stages was that the first retail customers responding to television reportedly were better than average credit risks. And many were more nearly pre-sold after seeing the merchandise advertised on TV than from any other media, Mr. Stodel declares.

Store sales personnel were quick to observe the marked reaction of customers to television sales messages, it was found in a check made throughout the organization. Reported one salesman, following a telecast announcement featuring Quaker Lace Table Cloths: "The customer came in and said, 'I want to BUY (not see) the table cloth I saw on television last night.' "

"I suggested that she see it first on a table setting but she replied: 'Not necessary. I saw it on television. I know what it looks like, just wrap it up.'"

Some 43 other customers responded to this TV advertised, standard priced $8.50 article in one day, according to Mr. Sieroty, "and 21 were by telephone."

After one TV spot sold 18 glass top, wrought iron dinette sets, priced at $49.50 each, an Eastern-Columbia salesman declared: "It took me a half hour pointing out features of the dinette set to a drop-in customer before I could complete the sale. Yet they televised the set in a minute and six people immediately phoned in orders; 12 more made purchases the following day."

Conclusion of the sales staff is that television, more than any other media, SOLD rather than merely advertised. An extremely small percentage of return merchandise confirms this point, department heads state.

When KFI-TV started operating in the fall of 1948, Eastern-Columbia more than doubled its television advertising budget to $750, with as many as a dozen telecasts weekly.

Spot Concentration

With development of a highly potent one-minute, live commercial formula, all but two Shopping at Home participations on KTLA were dropped. These three-minute shows had served their purpose in working out methods of display, modeling and direct selling, according to Mr. Stodel. Employing the same policy as is used in radio, Eastern-Columbia started concentrating on fast, hard-hitting spots between high circulation featured shows.

Stodel was one of the first to produce a motion picture type continuity format for live, one-minute commercials, often making possible from 6 to 8 different camera angles or shots in 45 to 50 seconds of visual action, utilizing two cameras. All spots open with the now familiar Eastern-Columbia televised jingle signature, dissolving quickly into an establishing view with a beautiful model demonstrating the merchandise. The model is employed to keep viewer's eye at all times directed at features described by the off-scene announcer, Stodel explained.

Formula calls for shots establishing setting usage and full impression of item. It always calls for at least one intense close-up for emphatic impression of the product on viewer, Mr. Stodel explained. Windup is a dissolve to the phone service slide and then to a slide version of the Eastern-Columbia signature.

Value is Proven

Not every television promotion was a sensation, Mr. Stodel admits. But he believes it proved its value as a potent, direct selling media of major importance to a big retailer.

Experiments also were made, presenting one-minute spot promotions on the same day a newspaper ad on the item was run. To assure maximum interest the ad carried a line, "See it pictured on Television Station KTTV tonight at 8:30." In turn, the television presentation opened with a full shot of the newspaper ad before a dissolve to the actual display.

An $8 Edwin Knowles dinnerware set sold this way and clicked off 100 orders, over half by phone, for an $800-plus volume, said Advertising Director Scyaster.

As 1949 rolled along, one factor became evident to Mr. Scyaster and (Continued on Telecasting 12)
A PROVISION in his movie-licensing bill which could deal a crippling blow to television kinescope recording will be deleted, Sen. Ed C. Johnson (D-Colo.), told TELECASTING last Thursday.

He said all references to television against the motion picture industry, were inadvertent and would be withdrawn.

Simultaneously he wrote FCC Chairman Wayne Coy in protest against reported plans of Ingrid Bergman and Roberto Rossellini, made a motion of his own to prepare a series of half-hour dramatic films for TV release in the U. S. this summer.

"While I hope that neither the Congress nor the FCC will be compelled to fix programming standards for the industry," he wrote, "nevertheless I feel that I should call your attention to the brazen threat which is implied" in these reports.

Sen. Johnson’s letter, commending Conn. Coy’s speech delivered at the U. of Oklahoma (see story, page 29), continued: “It would be most unfortunate if American television licensees were to be wise enough to deal with such immoral characters, since television naturally enters the home physically and entertains the family circle in a most intimate relationship. I am really grateful to television for the relatively splendid job that has been done thus far.”

In Sen. Johnson’s bill (S 3257) introduced in the Senate last Wednesday reference was made to newspaper and magazine articles or by means of, standard television equipment. As originally drawn, the bill would have required distributors of both films for TV and for movie release to pay a fee of $10,000 for Commerce Dept. authorization. The requirement, however, Sen. Johnson said, will only apply to "the showing of motion pictures," he told TELECASTING, "that he had no intention of including television in his license bill because the moral character of television programming comes under FCC’s responsibility in the matter of public interest."

Meanwhile, over in the House, Rep. Homer D. Angell (R-Ky.) echoed the general sentiments of Sen. Johnson and Conn. Coy. He declared that "unnatural interest" and "lastings impressions" were instilled in adolescent minds by the "accumulation of salacious and sexy stories and crime problems" that are "depicted on the screen and over the television circuits — radio, daily newspapers, magazines and comic books."

Reaction to Sen. Johnson’s assault on the film world came swiftly with the Motion Picture Assn. of America finding the measure “a threat to the motion picture business, newspapers, press associations, magazines, books, radios, television and all mediums of expression would be the inevitable next victims.”

AMA to Discuss TV

EFFECT of TV on other media is the topic of a panel discussion to be held March 28 at the radio-TV luncheon meeting of the American Marketing Assn. at the Hotel Shelton, New York. Participants will be announced shortly.

AMERICAN TV

Showings March 27-April 7

TWO-WEEK series of demonstrations of the American television system will be staged March 27-April 7 by Radio Mfrs. Assn. for the benefit of a group of European radio dignitaries invited by the State Dept. to visit the United States.

The European delegations will represent 12 nations belonging to Study Group II of the International Radio Consultative Committee (CCIB), of which the U. S. is a member. Later they will inspect television in France, the Netherlands and Great Britain prior to returning home under an agreement on international TV broadcast standards.
announces the appointment of

HARRINGTON, RIGHTER & PARSONS
INCORPORATED

as national representative

effective March 9, 1950

WAAM, Baltimore
WBEN-TV, Buffalo
WFMY-TV, Greensboro
WDAF-TV, Kansas City
WTMJ-TV, Milwaukee
WTMG, Washington

Represented nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Television Station Representatives
WHEN television enters the home, radio can continue on taking a sus-
tained back seat. Although the avid interest in television may be ex-
pected to wane as the length of set ownership increases, televising
while listening to radio is on the increase in listening during telecasting
hours.

These conclusions may be drawn from the latest Television Audience of
Today report issued by Adver-
test Research New York N.
J. By half hour periods the sur-
vey covers radio listening and tele-
vising in 5,46 television homes in
the New York-New Jersey tele-
vision group, televising starts in
the 11-11:30 a.m. period with 32%

Although televising starts
slightly earlier on Monday through
Friday in homes which have owned a
set for the seven months—0.8% are
shown in the 10:30-11 a.m. period
the percentage of those which de-
vote time regularly to watching
video is smaller. In the under six-
month group, televising starts in
the 11:30-12 a.m. period with 33%

Large Group 10-10:30

Largest percentage of television families reported using the set in the
10-10:30 p.m. time segment Monday through Friday for both
length of ownership classifications. In the under seven-month group, how-
ever, 94.5% are reported for Friday (Table I) while in the over seven-
month group the figure is 75% (Table II). While neither group
reports any radio listening at this time, the under six-month owner-
ship classification shows only 0.5% using both radio and TV simultane-
ously and 6.2% using neither. In those homes which have had video
over seven months both radio and TV are in use in 8.5% of the homes
while 16.7% report neither in use.

The 10:30-11 a.m. period shows the largest percentage of radio
listening in both length of ownership classifications. In those homes
which have had video for over seven months radio set use averages
higher than in the newer TV homes. It is worthy of note however, that
radio listening is higher in the 12-1 p.m. and 5:30-6 p.m. periods in the
six-month ownership homes than in the over seven-month homes. The
increased radio audience appears to come from sets turned on rather
than those viewing television since the video percentage figure in-
creases from 52.4% to 57.1% during radio telecasting hour period Monday through Fri-
day.

Combining all television homes, the percentage of those listening to
radio leads those watching television until 3:30 p.m., Monday through Friday,
Advertest reports.

Weekly Television Summary
March 20, 1950 Telecasting Survey

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<th>Source of Sets</th>
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* Lancaster and contiguous counties.

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(Continued on Telecasting 10)

** TELECASTING **

March 20, 1950

**Advertest Surveys Televiing**

**Report 103**
IT'S A KNOCKOUT!

Another TV Success Story

Baltimore, Md.—WMAR-TV added another “TV Success Story” this week with the sale of more than $7,500 worth of merchandise through a single half-hour program which cost the sponsor $240.00. The client manufactures and sells a vertical type food mixer and blender. A half-hour film devoted mainly to selection of health foods and the use of fruits and raw vegetables was produced, using the mixer, which retails for $29.95, in the demonstration. No advance publicity or promotion was given the program.

A special telephone number and address were flashed on the screen for less than one minute at the conclusion of the film-lecture, and viewers were urged to place their orders.

Within the next 48 hours, a total of 262 orders had been received by both mail and telephone, totalling $8,044. The client, Natural Foods Institute of Olmsted Falls, Ohio, has ordered a series of subsequent programs of the same type on WMAR-TV.
nothing but smiles under our umbrella!

### Film Report

HAL ROACH STUDIOS INC., Culver City, Calif., has made half-hour weekly stunts for NBC's "Piper J. Heidsieck & Molly" program for network.

Same firm producing four one-minute TV commercials for Union Oil Co. Agency: Foote, Cone & Belding, Chicago; also completed are six one-minute TV spots for Procter & Gamble, three for Ivory Soap, and three for Drene. Agency: Compton Ad Agency, Hollywood.

United Artists' newest promotion feature, *Women In The News*, has made its debut on TV stations in 16 leading cities. Program is 15-minute weekly newscast produced especially for TV by All-American News, Chicago. It is sponsored in major markets by Freshener, a new patent automatic preservative in liquid form.

Churchill-Wexler Productions, Los Angeles, has completed one-minute combination live-action animated spots for Pennozai, Los Angeles, through Mayers Co., same city. Series of quarter-hour dramas entitled *Jonathan Story* being produced for Case-Swayne Inc., San Diego, Calif. (fruit and vegetable packer), by Will Lankerd Products, Los Angeles Series being telecast five times weekly on station KFIV, Los Angeles. Agency: Byrne-Grill, San Francisco.

Reorganization of American Releasing Corp., Los Angeles (TV film releasing agency), announced. Formerly assistant to Glenn Bever, replaces him as president of firm. Mr. Bever resigned post to devote full time to American Products Corp. Releasing firm moves to new offices at 5545 Sunset Blvd., Hollywood, phone Hudson 2-7421. In addition to releasing film, will produce commercial spots for TV.

King Studios Inc., Chicago, has opened new client-service office in Detroit at 1928 Guardian Bldg. Stanley H. Jack, formerly with Gilbert Assoc., appointed resident manager for Detroit office.

### Television Report

**2,398 Advertisers in Feb., Rorabaugh Reports**

A TOTAL OF 2,398 advertisers used television as a medium during February, according to a preliminary compilation made by N. C. Rorabaugh Co. from reports of the four national TV networks and 93 of the 98 commercial TV stations operating the first week in February. Breakdown shows 70 advertisers servicing network programs compared with 72 sponsors of 93 network shows in January; 438 spot advertisers, compared with 599 in January, and 1,850 local accounts, compared with 1,687 in January.

February total of 2,398 is up from a total of 2,158 for January, when 91 of the 98 stations reported.

**Three Stations Announce New Rate Cards**

NEW rate cards were announced last week by three stations—KECA-TV Hollywood, WDTV (TV) Pittsburgh, and WHAM-TV Rochester.

Effective April 1, KECA-TV rates will be increased approximately 30%. Increase, first since the station went on the air last Sept. 16, represents "realistic approach to growth of the medium and to mounting production costs of TV broadcasting," according to Robert Laws, ABC Western Division sales manager.

Class A night-time, hour rate goes from $500 for live or film shows to $600 for film shows; $700 for live studio shows. Spot rates increase from $100 for either live or film to $250 for film; $150 for live.

Further Changes

Other changes becoming effective with new rate cards include half-hour extension of Class A time to 7-11 p.m. (PST), Monday through Saturday, in place of present 7-10:30 schedule; 12 noon to 11 p.m. Sunday maintained as Class A time. All other time will be sold at Class B rates, including Saturday afternoon, formerly Class A.

Rehearsal charges will be $25 per half-hour program in excess of time purchased by advertiser. Advertisers using station prior to April 1 will be given 26 weeks' rate protection.

The new WHAM-TV rates became effective March 1 and set a Class A (6-11 p.m., weekdays; 12 noon-11 p.m., Saturday and Sunday) one-hour rate of $250. This includes ordinary film facilities and normal film preparation and recorded musical background for film commercial. Also not applicable to programs using live talent and personnel, the card states. Class B

### TV's Effect on Students' Grades Surveyed

THE OPT debated question of the effect of television on children's studies can chalk up a point for each side this week. From Fort Worth, Tex., comes a report that television viewing apparently isn't hurting the studies of local teenagers. The opposing view is recorded by officials of Abraham Clark high school, Roselle, N. J., who report that grade of students who watch TV regularly have dropped off "out of 100%" since the students took up the viewing habit.

After surveying 144 junior high and high school students, Ira Cain, Fort Worth Star-Telegram television editor, found that 46% of the schoolboys and girls with video sets raised their grades over the year before, had 40% lower grades.

And those whose marks improved showed a gain that was 5% above the percentage lost by the students whose grades fell off. Mr. Cain found that 20% of the students had television sets, and less than 15% listed any restriction by parents on viewing time.

The Roselle study was made by Burnett Z. Cooper, English teacher, and Robert Bosset, physical education instructor, at the high school. For the study 50 pupils of approximately the same I.Q. reportedly were selected—half with TV sets in the home, the other without. The report said that "the pupils without television sets in their homes averaged 10% better in grades than the group that had television sets. A careful analysis was made of the students who watched television for more than 25 hours a week. In 78% of the cases their marks were poorer than before they had television. The effect of television was measured of those who spent 10 hours a week or less was much less. Only 14% had lower grades."

The survey also pointed out that video apparently had a greater effect on the younger children; boys spent more time watching than girls, and the average amount of time spent viewing varied from 51 hours a week for those in the seventh grade to 19 hours a week for those in the 12th grade.

**Transmitter**

transmitter time is now $185.70 for a one-hour time.

Live studio time at WHAM-TV, exclusive of rehearsal facilities, is $290 for a Class A, one-hour time. Class B one-time hour is set at $227.50. Rehearsal time is $25 per half-hour or fraction thereof. A one-time announcement in Class A time is $375 and in Class B, $28.13, for film or slide with live voice and recorded musical background. For live announcements, one minimum fee of $100, and rehearsal, the rates are $50 for Class A and $37.50 for Class B on a one-time basis.

A one-time announcement will receive the usual 26-week protection on old rates, the announcement states.

The exact amount of the rate increases for WDTV have not been announced as yet.
Color Hearing

(Continued from Telecasting 3)

Dr. Goldmark explained “intensive work” has been done on this project in the CBS laboratory during the past four months. Under questioning he indicated the first completely “satisfactory” test results were achieved Monday night, with the CBS system operating on a closed circuit basis with a 4 inc video band. He asserted “double the overall resolution which we had previously obtained” was achieved.

Dr. Goldmark said a number of synchronizing methods are under consideration, “none of which represents complicated circuitry in view of the fact that, in contrast to RCA’s results so far, the horizontal interlace sampling does not demand nearly as close tolerances, especially since it has nothing to do with color rendition.”

Asking for details on the synchronizing methods, Dr. Goldmark said some were like RCA’s method and others were not. He said he “preferred not to elaborate on them” at this time, but did not consider synchronizing a “major problem.”

In inviting the Commission and interested parties to visit CBS and witness the development, Dr. Goldmark said that “although it is purely a laboratory arrangement, I am confident that it establishes that the CBS pictures which you have seen by no means represent the maximum potential of the system.”

Goldmark Testimony

Prior to revealing the new refinement, Dr. Goldmark presented extensive testimony comparing resolution characteristics and optimum viewing distances of the three chief color systems. He concluded that “whether we use a theoretically optimum viewing distance or people’s actual viewing distances, one thing seems clear—the CBS resolution falls safely within all possible requirements.”

He contended the CBS system permits the closest viewing distance of all three systems, while on the basis of actual viewing habits, as shown by a Rutgers U. survey, “the CBS system and RCA systems and possibly the CTI system, too, set ceilings on resolutions which are far higher than what the Rutgers survey shows the vast majority of people actually require.” He added that no matter where people sit, “they will always be able to tell good colors from bad.”

Dr. Goldmark said the CBS system with 405 lines and incorporating the earlier-developed “erispen-ring” circuit, calculated on the same basis as 525-line monochrome with viewing ratio of 4 to 1, “permits a viewing distance to picture height ratio of 5.3 to 1.” RCA’s dot sequential system, he said, has to be viewed according to an 8 to 1 ratio to take effect of the “interfering dot structure.” At this distance he charged the RCA picture would resemble only 263 lines. The CTI distance was cited as 12 to 1 with effective picture of 170 lines.

When Comr. Jones indicated concern over the patent situation in TV if any single system were adopted, Dr. Goldmark stated among other things that patent licensees are becoming more demanding of service from their licensors and hence the patent monopoly problem is becoming less important.

Dr. Goldmark said CBS would license anyone to manufacture under its system if adopted and asserted the fees would be “nominal.”

Sees ‘Confusion’

Asked by Comr. Jones if adoption of more than one system would cure the competition headache, Dr. Goldmark said he saw only confusion in a double standard. CBS is not afraid to compete, Dr. Goldmark said, provided the Radio Mfrs. Assn. “promises to make CBS sets.” He added, “I have a bunch they’re not excited about the idea.”

To questioning by Comr. Frieda B. Henneck, Dr. Goldmark said he believed RCA’s system would not be ready for standards even with its newly announced tri-color tube.

On Wednesday afternoon Prof. John W. Riley Jr., chairman of the Rutgers U. Sociology Dept., presented his survey of home viewing habits, made in New Brunswick, N. J., in February. Among main tendencies revealed, he said, were these:

(1) Most viewers normally sit at least 8 ft. from the TV screen and two-thirds at distances greater than 8 ft.; (2) About 50% sit within 20° of the perpendicular to the screen, or almost straight-on, while 50% or 50% is equally divided between 20° 30° and over 30° from perpendicular; (3) size of room does not appear to control seating distance; (4) people tend to spread out more in larger rooms; (5) most viewers choose seats on basis of custom and comfort although about one-third are conscious of distance as determining factor in choice.

On Thursday, Oscar Katz, CBS director of research, presented detailed surveys of public reaction to the CBS color shows during January and February in Washington at the Walker Bldg.

On the first study, covering the Jan. 12 to Feb. 1 showings and based on 9,423 returned questionnaires, Mr. Katz said 96.5% rated CBS color as “far more,” (83.8%) or “somewhat more” (13.1%) enjoyable than monochrome while 21.8% rated the overall quality of monochrome re-

(Continued on Telecasting 12)
Eastern-Columbia
(Continued from Telecasting 5)

Stodel Adv. Co. As TV set ownership soared, so did costs, not only of time, but of facilities, models, rehearsal, delivery, etc. This called for a re-examination of TV merchandising on the part of Eastern-Columbia.

The plan decided upon by Messrs. Scyler and Stodel, with Mr. Sieroty's approval, was to feature items in cooperation with major manufacturers that could be filmed and used over a period of time. Live spots were to be used only for important one-time sales promotions.

Utilizing some of Hollywood's best known cameramen, film editors and writers as well as actors, Stodel Adv. Co. planned and then produced all spots on items that could be repeated at least six or more times.

Most manufacturers, recognizing the success of Eastern-Columbia's sales technique, quickly cooperated on long range campaigns. Because of Stodel's original policy of motion picture action scripts, it proved practical to test out copy and camera shots on a live broadcast before filming from the very same script.

Products Stressed

Film spots, with Eastern-Columbia's direct selling approach have included such big suppliers as Leonard refrigerators, Wedgewood gas ranges, Emerson television and radio, Karistan rugs, Hoffman television, Proctor toasters, Cameo curtains, Health-Way bar bells, as well as many others, including upholstery and seat cover manufacturers.

These films are being presented in such major Eastern-Columbia spot adjacencies as Hopalong Cassidy on KTLA; Arthur Godfrey, Ed Sullivan Show and Men Against Crime on KTTV, as well as high rated feature Sunday film on KFI-TV.

All Eastern-Columbia film commercials are made silent, using synchronized electrical transcribed announcements for live copy. This, according to Mr. Stodel, has been found much more practical than sound on film spots where regular copy changes are desirable and often necessary.

Eastern-Columbia has made one major venture in TV shows to date. It was an original musical revue Camp to Camp on KECA-TV last fall. The quarter-hour program preceded telecast of every major college football game from Los Angeles Coliseum. With a top Hollywood cast, the revue used as many as five changes of scenes and process background settings.

Commercial spots were cleverly integrated into the 15-minute shows with apparel merchandise modeled by featured members of cast. Several leading manufacturers cooperated. Cost per show was $500.

Direct sales results reportedly were excellent. Cooperating firms whose merchandise was modeled confirm this.

Although Eastern-Columbia still maintains a sizeable radio spot schedule, it is probably the first department store which is a big user of air-time to surpass its AM budget on TV. Last November, for example, the video appropriation was well over the $1,000 mark, according to Mr. Scyler.

Present plans of Eastern-Columbia call for a continuance of the one-minute live and film spot formula of direct selling approach. The Tick-Tock jingle film signature with variations, including novel animated cartoons of the firm's building, will continue to be used.

Commending the job television advertising is doing for Eastern-Columbia, and the part played in that success by Stodel Adv. Co., Mr. Scyler said in part:

It is noteworthy that you have made television advertising pay off for us as far back as the fall of 1948 when there were approximately 16,000 set owners in the entire California area, and you are still doing it today as it passes the 350,000 set ownership.

KBTv(Tv) Plans

To Be Integrated With WFAA

OPERATIONS of KBTv (TV) Dallas, acquired by the Dallas News from Potter Television Co. [CLOSED CIRCUIT, March 13], will be integrated with that of WFAA Dallas, News affiliate, according to Martin B. Campbell, WFAA general manager.

The change in call letters to WFAA-TV will be deferred for a time, Mr. Campbell said. "For the immediate future," he stated, "we will be integrating the two operations, radio and television, and making permanent changes and improvements in the technical equipment and augmenting the present staff of KBTv with personnel from WFAA."

Mitchell Named

Bert Mitchell, WFAA production manager, has been appointed to direct the integration of WFAA's AM and FM service with TV. Headquarters and studios of WFAA are in the Santa Fe Bldg. Annex, while KBTv is housed in its own new building at 9000 Harry Hines Blvd., just north of the downtown district.

James M. Moroney, vice president of the News and supervisor of KBTv, will continue to manage the merger of the two stations. Mr. Moroney negotiated the purchase.

Mr. Mitchell, who attended the Chicago Television Council March 8-8, planned his return itinerary to Dallas by way of Cincinnati to visit WCP0-TV, WLWT (TV) and WKRC-TV and Atlanta's WSB-TV and WAGA-TV, to observe operations there.

Last month, Ray Collins, assistant manager of WFAA, made observation tours of WDSU-TV New Orleans and WMCT (TV) Memphis. To get some slants on women's TV programs, Julie Benell, WFAA woman's editor, begins a five-day stay today (March 20) at WTMJ-TV Milwaukee.

In the summer of 1948, Mr. Campbell and Mr. Collins took NBC's TV training course in New York, which Mr. Mitchell and Louis Breault, WFAA continuity director, took the following February.

EDITOR'S NOTE: WCTU concept...
Color Hearings
(Continued from Telecasting 11)

ceived from a CBS color signal, viewed in monochrome on the CBS color set, "as much better" than the overall display of standard black and white television."

He said 32.1% rated the monochrome of the CBS color signal as "somewhat better" than standard monochrome while 40% said it was about the same as 32.7% said CBS monochrome was poorer. These last comparisons resulted in lengthy attacks upon the validity of the studies by opposing parties and FCC's assistant general counsel, Harry Plotkin, assisted by H. H. Goldin, acting chief of the Commission's Economics and Statistics Div. Mr. Goldin subsequently was asked to take the stand to defend his criticism.

For some time the other parties have attacked the comparison of color with monochrome during the CBS medical and public demonstrations by pointing out that the searches were not made via the color system and not via the regular monochrome standard. Such comparison unfairly "biases" viewers, it was contended. Other "bias factors" mentioned were host-guest relationships, and question phrasing or language.

Against Double Standard

On Thursday afternoon, David B. Smith, vice president in charge of engineering for Philco Corp., took a vigorous stand against any double standard test period and even adoption of any single system at the present time. To questioning by Comr. George E. Sterling, he indicated he would abandon CBS as a system competitor. Replying to interrogation by Comr. Jones and Hennock, Mr. Smith claimed there is no such thing as a "limited commercial" test period as possible under the double standard all-stations trial since the public automatically would put its foot in the door as soon as it bought the set involved. He said Philco would be unable to continue selling parts under such circumstances and indicated it would not produce them for such testing.

Picking any single system now for standards, he said, is merely taking the word of the proponent that it will do what he claims it will. Mr. Smith stated he considers 6 mc compatible system in the VHF and UHF positions, but that specific standards must await further development. He warned against a possible second freeze ensuing in UHF allocation if sufficient care is not taken now to do the job right.

Comr. Jones pressed the Philco witness concerning his firm's similar position during the 1940 proceeding looking toward adoption of monochrome standards and pointed out that during those hearings it was claimed $10 would be necessary to make a set workable on two-line and UHF standards. The Commissioner charged the record of this monochrome hearing seemed to kill the "voodoo put out on incompatibility of lines and fields" during the present color proceeding.

In his prepared statement, Mr. Smith said during the fall hearing Philco indicated it was "consider-

RCA HITS CBS PLAN

Says It Admits 'Weakness'

THE CBS announcement Wednesday that it plans to adopt certain "sampling" principles, which according to RCA are inherent in the RCA all-electronic color system, was interpreted by an RCA official last week as an admission of the "weakness" of the CBS mechanical system.

Dr. Jolliffe cited testimony of Dr. Peter Goldmark, CBS engineering director, before FCC last week and noted that "CBS has finally recognized the merits of the RCA color television system by adopting several of its outstanding features."

"Of course, if CBS continues to modify its system by adoption of other important elements of the RCA system, including use of the RCA tri-color tube, there will be little technical difference left between the two systems," he said. "There would remain, however, the important element of compatibility to safeguard the public investment in television receivers."

Sanford At KBTV (TV)

J. CURTIS SANFORD is vice president and general manager of KBTV (TV) Dallas, Tex. In the Directory of Film Buyers at U. S. Television Stations [TELECasting, March 6] Mr. Sanford was erroneously identified with KEYL (TV) San Antonio. The film buyer for KEYL should be Mortimer Dank, program manager.

COLOR HEARINGS

(Continued from Telecasting 11)

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DuMONT PLANS

Revamps Production, Programs

REORGANIZATION of DuMont TV Network's production and programming department has been announced by James L. Caddigan, DuMont director. All production facilities in New York and all programs will be supervised by a central group of executives rather than a local studio official, according to Mr. Caddigan.

Four major sections have been organized handling program development and procurement, production, studio supervision and training. Alvin Rollander, formerly supervisor of Studio A, has been named manager of production facilities, new post; Don Russell was named chief announcer, and Miss Duncan MacDonald was chosen to head the new training section.

WHITE-SANFORD

Named To CBS-TV Post

HENRY S. WHITE, president of World Video Inc., will join CBS as associate director of television programs, Charles Underhill, CBS- TV, announced last Thursday. Mr. White's appointment is effective next Monday (March 27).

Simultaneously appointment of Howard Soyg, head of the CBS-TV program department, as assistant to the director of programs, was announced.

February TV Pulse reports 7 out of 10 top once-a-week TV shows in Cincinnati are seen on WCPO-TV

WCPO-TV...7

TV STA. B...2
TV STA. C...1

...and in multi-weekly TV shows WCPO-TV takes 6 out of the top 10 shows

WCPO-TV...6

TV STA. B...4
TV STA. C...0

Call a BRANHAM Man for availabilities
COLOR ISSUE

Coy Lists Alternatives For Settlement

THE ALTERNATIVES among which the color television issue has been discussed in a speech at the U. of Oklahoma's day at Norman (for other details of He said he "hoped" but would not "predict" that the answers will be found in time to permit lifting the television licensing freeze "be before this year is out." The alternatives he listed included the possibility of establishing a council of representatives which would permit the operation of all the major competing color systems — those of RCA and CBS and possibly of Color Television Inc. Moreover also the alternatives of whether set manufacturers might not now begin building adapters into their new TV receivers, so as to reduce the obsolescence factor in event FCC ultimately adopts standards based upon the CBS system. Referring to the advantages which would come with development of a single standard, on which RCA, CTI and others are working independently, with RCA promising a demonstration of its results within a few weeks — Mr. Coy "I hope with all my heart such a tube develops and that when it is shown it will be perfect. However, in the case of this tube, as in case of RCA model, but other color television marvels, neither the Commission nor the rest of the industry can afford to count any such apparatus ready in the past few months I have seen too many press releases describing perfect color television badly mutilated by bad performances."

CBS Progression

He pointed out that the CBS system "has progressed farther than any of the other two systems" but is currently limited as to station size and will not permit color transmissions to be received in monochrome on existing sets without an adapter. The system is "infinitely versatile" and has shown improvements, but presently relies upon three separate color tubes, which makes for "costly and cumbersome procedure" and "involves fundamental problems of registration." He did not feel he should go into detail on the CTI system "until I have seen a demonstration with which [CTI officials] are satisfied."

Chairman Coy said the Commission regards it as "a reasonably safe risk to allow the public the "hand in" for commercial television," on the basis of data compiled from experimental and military operations in this area. Hearing on the proposal was allocated and later in the current proceedings.

He summarized the basic color questions facing the Commission as follows: . . . Certainly a 6-me color television system that would allow black-and-white reception on present-day receivers from color transmissions would be most desirable. At the present time we do not have such a fully developed system. On the other hand, . . . we do have a workable system with good picture quality but which is handicapped by limitations on tube size and which cannot be received by present black-and-white receivers without change. Must we choose an undeveloped system because its color transmission can be received in black-and-white on existing receivers? Or must we choose a workable system which can be received on existing receivers in black-and-white? Or must we permit all of the systems to have more time for experimentation and development? If more time were to be allowed for experimentation and development of all color television systems, could the freeze be lifted and permit black-and-white television to go ahead? Or should the freeze be kept on until it is possible to write engineering standards for color television? If there were to be time for further experimental and developmental work, is there any action which, taken now, will effectively prevent marketing of buying television receivers in a manner which would reduce the obsolescence factor in the event the Commission decision favored a color system incompatible with present black-and-white standards? Given the assumptions I have just stated, could it be expected that the television manufacturing industry would attempt for example, to develop automatic adapters in all television receivers? Would the relatively small cost for such a system in addition to a set be worth it in terms of giving the widest possible latitude for decision after further experimentation extending over many months? Or must we write multiple standards and let the public decide in the matter place which is the better system? Is there any way to assure the public that after they have ac
c ingly accept the risks and costs involved? Or must we reject all of the sys
tems and say that we will proceed immediately with black-and-white television in both bands and let color wait until such time as and in another, and now unexplored portion of the spectrum? There are the very difficult questions which the Commission has to face and resolve before it can decide the color television issue. Needless to say we are not prepared to answer these questions today . . .

The country is far richer in technology than any of our present hearings. There is no question in my mind but what the Commission's actions with respect to color have moved forward the development of color television by month and years. As a member of the Commission I take pride in the fact that we have been so diligent in looking after the public interest to seek Channel 6 (82-
88 mc) instead of Channel 7 (174-
180 mc). The station is owned by Hoyt B. Wooten, who won a grant in June 1948 for experimentation with "mechanical" television in the 4700-4900 kc band. His Memphis commercial application was filed in May 1948.

COMPOSITE COLOR SYSTEM

"Best Part Of All Systems' Urged by Johnson

COMPOSITE color television standard using the better parts of all systems was advocated last week by Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate Interstate Commerce Committee. Questioned about his color attitude after viewing a demonstration staged by Color Television Inc., San Francisco, Sen. Johnson said, "I foresee "much progress ahead" in the field. He added that he hoped a composite standard could be worked out with room for continued improvement in the future. "Anyone who has seen the improvement in RCA and CTI can't help being tremendously impressed. I place great faith in multi-color tubes and with others on which many people are working. Much energy has been devoted to that phase—we're going to get something."

He also made it clear, however, that he believed in the American System when a little outfit like CTI can do what these people have done." CTI showed its system last week in a Statler Hotel suite in Washington. Color pictures appeared greatly improved and observers commented favorably on the 11x14 color picture. Carl I. Wheat, CTI's Washington attorney, told Telecasting CTI will file a formal FCC petition for a chance to show its system in San Francisco where it has laboratorfacilities. He said pictures will be much better than those shown in Washington through use of horizontal switching and three colors per line.

CTI was especially proud of a paddle-wheel test and the system's resistance to color breakup. Behind the wheels was a red, yellow, and green filter which were designed to show faulty definition at close range, though the images were acceptable at a distance of 10 feet. Use of horizontal switching has made the composite color signal more resistent to color breakup. For black-and-white, the same signal was used, and it was stated that CTI was also showing two colors per line but would show three in San Francisco.
No More! No More Plug-in Cartridges! No More Extra Pick-up Arms!

with the new... Fairchild TURRET-HEAD ARM

NOW... All 3 cartridges in ONE ARM

lateral, vertical and microgroove— or any other combination desired

Simply Turn Knob to select cartridge...
Pressure Changes Automatically

New miniature version of the Fairchild moving coil cartridge permits this revolutionary advance. Arm is amazingly simple and low priced. A new passive equalizer keeps total cost at a minimum. Write for complete details.

- Optimum Performance Assured—Separate Cartridge for Each Function
- New Viscous Damping—No Arm Resonance
- New Miniature Cartridges—Lateral, Vertical, Microgroove
- A Fairchild Masterpiece

Fairchild RECORDING EQUIPMENT CORPORATION
154 St. & 7th Avenue • Whitestone, New York
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCEE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington 4, D. C.
Member AFCEE

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCEE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCEE

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCEE

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Granting 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.

March 10 Decisions

By Examiner Fred Johnson

KMPC Los Angeles, WJR Detroit, WGR Cleveland—Denied motion requesting continuance of approximately 45 days from local survery, scheduled in connection with applications for transfer of control and renewal of licenses.

By Examiner Fanny N. Lavin

Granting continuance of hearing from March 14 to April 18 re appliance and that of John Townsend, North Platte, Neb.

By Examiner Jack P. Blume

Wacross Co., Waycross, Ga., Waycross, Ga.—Denied motion requesting continuance of hearing that record hearing be reopened and that further hearing be scheduled on March 31, and petition of Waycross Co. opposing these requests and affirmatively requesting further hearing continuing.

By Examiner Leo Resnich

WAVL Apollo, Pa.—Granted in part petition requesting that hearing in Docket 9540 be reopened and that further hearing be scheduled on March 31, and petition of Telephones Inc. opposing these requests and affirmatively requesting further hearing continuing.

By Examiner Jack Blume

WWJ Detroit—Granted petition by party respondent requesting further hearing. Petitioner's applications of WDNQ Saginaw, Mich., and that of WKMH Inc. Jackson, Mich., now scheduled to be held on March 15 be continued for 60 days. Petition of Michigan Educational Television for further hearing continued to May 15 at Washington, D. C.

March 10 Applications

AFC—1,000 kw

KWBU Corpus Christi, Tex.—Request for AFC on 1,000 kw, 50 kw untl. Non-directed time for one year based on a non-commercial policy. It has been declared a non-profit, educational corporation by the federal government. Listener donations for its support are tax deductible.

March 13 Decisions

By A Board

CP Replacement Expired CP

WHIC-FM Henderson, N. C.—Granted new CP to replace expired CP with expiration date to be shown as of 6 mos. from date of grant.

KWHM-FM LaSalle, Ill.—Granted new CP to replace expired CP with expiration date to be shown as of 6 mos. from date of grant.

WFSS Coram, N. Y.—Same as above.

WHIM-FM Memphis, Tenn.—Same as above.

Following granted CPs for changes in existing facilities:

Creative Radii., Inc.—Change ERP from 276 kw to 50 kw; ant. from 120 ft. to 300 ft.

WMOX-FM Meridian, Miss.—Change ERP from 20 kw to 3.6 kw; ant. from 120 ft. to 150 ft.

KTUL-FM Tulsa, Okla.—Change power of 2.6 kw to 1.25 kw; ant. from 270 ft. to 300 ft.

WFMD-FM Frederick, Md.—Change ERP from 250 (101.5 mc) to Ch. 260 (99.9 mc),

WKNE-FM Keene, N. H.—Change from Ch. 260 (101.5 mc) to Ch. 265 (100.4 mc),

WISC-FM Madison, Wis.—Change from Ch. 235, (98.9 mc) to Ch. 251, (98.1 mc),

WVST Bristol, N. Y.—Change from Ch. 325 (101.0 mc) to Ch. 265 (100.3 mc),

KIRO-FM Seattle, Wash.— Granted mod. CP to change power from 7.7 kw to 4.3 kw DA.

KJAM-FM Fresno, Calif.—Change power from 7 kw to 3.7 kw DA, ant. height from 1,310 ft. to 630 ft.

Hearing Directed

KWBK-Laredo, Tex.—Directed for hearing in consolidated proceeding with application for rejection of license for transfer of control of station. KPBK from Mark Perkins to Allen K. Tish.

(Continued on page 85)

If you subscribe before March 31, we can still include the $5.00 1950 YEARBOOK as a bonus. The supply is almost exhausted, so act now!
Allied Arts

Arlington Kunsman appointed assistant general manager of duPont Co. newly-created film department. He has been with company for over 30 years, and was former manager of company's cellophane division.

Jerry Albert, director of advertising and public relations for United World Films, named editor of National Television Film Council's official publication, Televisa, which will begin publication in April. William Hol- land, of Hyperion Films, will act as chairman of membership committee of council replacing Mr. Albert.

Ray L. Polley, former advertising production manager for Lockwood-Shackelford Adv., Los Angeles, joins Capitol Records, same city, in similar capacity.

Terry Gilksyn, singer-composer, completes series of quarter-hour programs entitled The Solitary Singer, recorded by Audio-Video Recorders Inc.

Jack Melvin purchases interests of his partner David Silverman in Melvin-Silverman Inc., Hollywood public relations firm, with company name being changed to Melvin, Newell & Rector. Joining firm are Betty Newell, formerly assistant to Mr. Melvin at Poste, Cone & Belding, Hollywood, as secretary of organization and account executive; and Roy Rector, formerly operations supervisor and television director at WKY-TV Oklahoma City and prior to that with FCBH, joining as vice president. New firm has offices in Hollywood Plaza Hotel, 1637 N. Vine Street. Phone is Hillside 7338.

Irene Forman, formerly in charge of theatrical and radio research for The Answer Man radio program of Bruce Chapman Productions, joins Alvin Austin Assoc., public relations and advertising organization in New York.


Magnecord Inc., Chicago, announces new PT6-EL, continuous loop panel which firm says now makes it possible to repeat recording without rewinding original spool. Messages from two seconds to 15 minutes long can be played.

Equipment

Jack C. Gardner & Assoc. appointed Bendix Radio district merchandizer for Maryland and Southern Delaware.

George P. Lohman appointed field sales representative of RCA Victor Home Instrument Dept. in northern part of company's East Central Region, with headquarters in Cleveland. He entered radio 28 years ago with RCA, his most previous position being with Allen B. DuMont Labs Inc., in New York.

Eastman Kodak Co., Rochester, N. Y., announces new Model 25, Eastman 16mm Projector, for 115 volt, 60 cycle, AC operation, with various accessories. Illustrated brochure is available by writing company.

Walter S. Bopp, former procurement manager of RCA International Division, appointed manager of radio and appliance sales of the division.

World Renewals

World Broadcasting System has announced the signing of 20 more stations for renewal and extension of the firm's transcribed library service. Stations are:


GREAT testimonials to radio are these letters piled high in CBS Hollywood mailroom from: Please to radio star Garry Moore's (r) request that listeners drop him a line to help convince a prospective sponsor of his CBS show's appeal. Gathering the mail are A. E. Joscelyn, CBS Hollywood operations dir. and Mr. Moore. Over 92,000 letters reportedly were received in the first three days following the call.

Wgaf Grant

Taken to Court of Appeals

Complaint against FCC. August 1949 grant establishing WGAF Valdosta, Ga., was filed fortibnight ago with the U. S. Court of Appeals for the District of Columbia by the losing applicant in the proceeding, Okefenokee Broadcasting Co. Okefenokee in mid-February was denied reconsideration of the grant by the Commission (Broadcasting, Feb. 20). The losing applicant charged that the Commission improperly deprived it of comparative consideration in the proceeding and failed to give full opportunity to be heard. FCC in its final decision to award 5 kw fulltime on 910 kc, directional night, to Valdosta Broadcasting Co. for WGAF had concluded Okefenokee lacked the requisite qualifications to become a broadcast licensee and hence did not warrant comparative consideration.

Radio news and program department of Johnstown (Pa.) Democrat for Jan. 11 was read in part or in whole by 92% of paper's male readers and 72% of the women. Advertising Research Foundation reported after it had surveyed paper's readers in 13th study in continuing series of newspaper readership analysis.

KcMo Farm Tour Ends

KCMO Kansas City's 25 "touring farmers" have returned home after a 25-day, 15,000-mile tour of Europe under the guidance of KCMO's Director of Agriculture C. W. Jackson [Broadcasting Feb. 6]. Ireland was the last of 10 countries visited where farming conditions, agriculture problems and various recovery programs were observed first hand.
**DECISIONS of the New Mexico Supreme Court** in two cases involving KOB Albuquerque's protest against the state's 2% occupational tax provide a financial victory for the station, according to attorneys who handled the case (5236, 5237).

However, it is still possible that the opinion will not clear up confusion over the interstate character of the broadcasting business. The tax status of local broadcasters apparently has not been affected.

The court did not issue a flat ruling that broadcasting is interstate commerce and exempt from such a tax. Instead it held the station liable for a small tax covering business adjudged solely interstate, for which a tax had been paid under protest.

NAB took part in the litigation as a friend of the court.

In one case (5236) Chief Justice Bruce reaffirmed a former decision chafing the lower court for its stand that interstate and intrastate business could not be separated. This in effect held KOB liable for four months' taxes on local broadcasts and was based on a procedural technicality which forbids offering of new evidence that had been available at the first trial.

In the meantime, KOB had brought into contention the tax on another four-month period which New Mexico statute allowed.

The court held in the second case (5237) that none of KOB's receipts were subject to the tax.

**More and Better**

TWO NEW BABIES in one day is the boast of C. H. Fisher, president of KUGN Eugene, Ore., in announcement heralding the grant of "shiny new construction permit for a bouncing 1000 w on 590 kc unlimited time" to KUGN Inc., on Feb. 24th. The louder and lustier KUGN was followed by a grant to the same owners for the new Voice of Oregon-Washington Broadcasters at Hood River, Ore., on 1340 kc with 250 watts.

**WJBC... beams FM 400 feet above Bloomington**

The WJBC radio tower...a solid base, 346-foot guayl steel triangular tower, 54-foot RCA FM pylon antenna (designed to support additional 50-foot TV antenna) ... was completely engineered by IDECO. Bloomington Broadcasting Company picked an IDECO tower for two important reasons:

- Triangular-Section Safety — Extra rigidity...reduced wind load...freedom from distortion...triangular design—important factors that contribute to IDECO's outstanding safety record.
- Complete Engineering" — IDECO engineering covers everything from the solid base to the 3-foot beacon light...transmission lines, service ladders, platforms, and special accessories. Prefabricated sections fit together easily and quickly...no field cutting or welding is necessary.

IDECO radio towers are in service from coast to coast. Investigate before you build or buy a tower...find out how IDECO can relieve you of all tower responsibilities. Write today for bulletin RT-46 and SSRT-1.

**INTERNATIONAL DERRICK AND EQUIPMENT COMPANY**

Columbus, Ohio  •  Torrance, California

**IDECO**

**TRIANGULAR SECTION TOWERS**

AM  •  FM  •  TV

March 20, 1950  •  Page 73
Prestige lifter of both radio and the press in Des Moines is the opening of the new Des Moines Press and Radio Club. Cooperation between the sound and printing professions brought about its establishment.

As a result, the city now boasts a smartly decorated club room. A former supper club was remodeled and redecorated as quarters for meetings, luncheons, dinners and social activities. A professional finishing job would have cost more than $5,000, but with a membership volunteer unit working "after hours" and on Sunday, the work was completed at a cost of only $509, members report.

The newly-organized group already lists 375 charter members. Charles McCuen, KRNT Des Moines newscaster, is president. Other officers are: Merrill Gregory, managing editor; 's former secretary; Gene Godt, WHO Des Moines newsmen, treasurer.

The clubrooms are large and attractive highlighted by a radio-depicting panel painted by Bud Sauers and a Fourth Estate panel by Will Conner. Both men are of the Register & Tribune art department.

**BOSTON MEET**

NERE Sets April 15

TECHNICAL papers, exhibits and a visit to WBZ Boston's Radio and Television Center will highlight the 1950 New England Radio Engineering Meeting at the Somerset Hotel in Boston on April 15.

Bulk of the day will be devoted to discussions and presentations of technical papers dealing with radio and television. Topics include industrial television, a new pulse generator for television, transient phenomena in loud speakers, a multichannel PAM-FM radio tele-metering system, design and utilization of a four-phase radio-frequency oscillator, a novel coaxial noise diode termination, and an experimental AM transmitter employing crystal-controlled magnetron.

Feature field trip will be the visit to WBZ's facilities following the late afternoon scheduled windup of paper delivery. W. H. Hauser, WBZ chief engineer, is in charge of the radio engineers' luncheon and Harold A. Dorschug, WEWI Boston chief engineer, is chairman of the papers committee. Business session is scheduled for 4:55 p.m. with the meeting's conclusion set for 6:30 p.m.

**Columbia Development**

COLUMBIA RECORDS Inc. has developed a new record-cutting technique, the thermal engraving process, now being used for long playing microgroove records. The technique produces a cleaner groove with greatly reduced loss of high frequencies, William S. Bachman, director of engineering and development, Columbia Records, has revealed.

For the fifth consecutive year, KRIC-AM-FM Beaumont, Tex., will broadcast all games played this year by the Beaumont Eufeneaks, Class AA Texas League and New York Yankee farm baseball club, the station has announced. KRIC holds an exclusive contract with the club and has tentatively arranged to feed the broadcasts to other Gulf Coast stations. Last year four additional stations carried the KRIC origination. Ed Dittert, KRIC's sports director, again will handle play-by-play, the station said. Sponsorships are on a cooperative basis with local merchants buying time.

**Canadian Ratings**

U.S. Network Shows Lead

AMERICAN network programs took the lead in the national rating report of Elliott-Haynes Ltd., Toronto, for February. First 10 evening programs, with rating, were: Charlie McCarthy 36, Fibber McGee & Molly 34.1, Radio Theatre 33.8, Amos' n' Andy 33.8, Our Miss Brooks 28.2, Bob Hope 27, Twenty Questions 25.3, My Friend Irma 25.2, Aldrich Family 23.8, and Mystery Theatre 22.2. There were a total of 40 commercial network evening programs in the February rating report.

Five leading daytime programs were Big Sister 38.1, Mc Perkins 32.5, Happy Gang (Canadian program) 15.8, Road of Life 14.4, and Wallace's Family 15.1. Leading French-language evening programs were: En Homme et ses Peche 39.2, Radio Carnabie 34.9, Metropole 31.9, Raittement de Rue 21.4, and En Chambre dans le Vinoir 33.2. Leading French daytime programs were: Jeunesse Dorree 28.7, Maman Jeanne 25, Quart Heure de Lotente 22.9, and Grande Soeur 22.6.

**KRIC Baseball**

For the fifth consecutive year, KRIC-AM-FM Beaumont, Tex., will broadcast all games played this year by the Beaumont Eufeneaks, Class AA Texas League and New York Yankee farm baseball club, the station has announced. KRIC holds an exclusive contract with the club and has tentatively arranged to feed the broadcasts to other Gulf Coast stations. Last year four additional stations carried the KRIC origination. Ed Dittert, KRIC's sports director, again will handle play-by-play, the station said. Sponsorships are on a cooperative basis with local merchants buying time.

WLAW-AM-FM Lawrence, Mass., signs off at midnight instead of 2 a.m. as was previously done, seven nights weekly.

**The 'Late' Mr. Phillips**

DON PHILLIPS, disc jockey of the early morning Farm and Ranch Hour on KTXL San Angelo, Tex., awoke to find he'd be a little late for work, a fortnight ago. In great haste, he phoned the transmitter to say he'd be in shortly. He dialed what he thought was 7677, the transmitter number, and told his story to the sleepy voice on the other end. Later in the day, Mr. Phillips received a call from A. D. Rust, president of Westex Broadcasting Co., owner and operator of KTXL. It seems the number Mr. Phillips called in the wee, small hours was 7877, Mr. Rust's number. Thanks to a boss with a sense of humor, Don Phillips is still heard on KTXL.
NEVER to be one who would turn his back on newswave. Craig Lowe, WSGN Birmingham news and special events director, slammed into action when his scheduled Air Force flight to cover Caribbean maneuvers for station's listeners had change of planes. Upon arrival in Washington coinciding with end of the coal strike, Mr. Lowe contacted local U. S. representative who was able to call William Mithe, president, District 20 UMW, Birmingham, from conference table. Using WML Washington facilities, Mr. Lowe gave WSGN listeners first-hand official report of signing of soft-coal contract, with Mr. Mitch urging workers to go back on their jobs.

Teen-Agers Program

DIFFERENT East Bay high school is featured each Saturday on KROW Oakland, Calif.'s Teen, Tunes, and Topics show conducted by Ray Yeager, disc jockey. Students of selected high school pick five favorite tunes each week. Interviews by Mr. Yeager of student leaders also are presented.

WBZ-TV's 'Caravan'

LOCAL Caravan of Stars bowed to WBZ-TV Boston audiences on March 16 with Dick Todd, Canadian singing star, as program's first guest star. Other celebrities scheduled to appear on weekly shows are Frank Fontaine, Mary Austin, Beulah Kay, and others. Program originates from WBZ Radio and Television Center Thursday at 7:30 p.m. Caravan is sponsored by Carpenter-Morton, maker of Carmote paints. Tom Sawyer, WBZ-TV staff producer, is director.

Radio Chapel Program

ANSWER to broadcasters' problems in presenting religious programs is offered by Allen T. Simmons, owner and operator of WADC Akron, Ohio. Mr. Simmons reports debut on March 5 of hour-long program that includes local non-sectarian preacher and staff announce dramatizing stories of Old and New Testament. Regular reading of inspirational poetry. Called The Chapel by the Side of the Road, program urges listening audience to attend church of choice rather than attempt to present substitute for church attendance. Week following premiere of program, Mr. Simmons reports, brought encouraging mail pull.

"Helen and Bud"

TOPICS of top interest of day are beamed to housewife by WKBW Buffalo's new Mr. & Mrs. show, Helen & Bud. Principal characters on program, heard from 4 to 4:30 p.m. Monday through Friday and premiered March 15, are Mr. and Mrs. Bud Hulick. Mr. Hulick is best remembered in original radio show Stoppnagle & Bud, What's My Name? and other network programs. Mrs. Hulick is still active as stage and radio star, known for her starring as active in her native Buffalo's women's activities. Show also provides music readings and interviews with visiting personalities.

Aviation History

TRACING history of aviation from its beginnings to present day, KNCH (TV) Hollywood March 17 started new Jenny's to Jets weekly series. Program features showing of some of greatest motion picture films on aviation and its pioneers; in addition to this, noted pilots of past and present appear on program to give their views on future of aviation. Col. Charles E. Hall, Jr., pilot in both World Wars, produces program.

Promote Savings Bonds

AIMED at promoting U. S. Savings Bonds, WWCD-AM-FM Washington has begun non-political and non-controversial program called Labor Speaks in cooperation with Treasury Dept. and organized labor. Program, which is veteran of stage at 10 p.m. for many years, speaks by labor leaders with its theme-note the purchase of savings bonds.

CKOY Airs Science

SCIENCE students' appetites are whetted in Excursions in Science, science information program produced by General Electric Research Lab, Schenectady, N. Y., and aired weekly, Thursday 10:45 p.m., by CKOY Ottawa. Fifteen-minute program highlights informal discussions of particular phase of science by leading authorities in field. Material covered in each broadcast is condensed in "scientific paper" and sent to listeners upon request.

Dignitaries on WBUR Script

HOUR-LONG documentary on WBUR Boston presentation, marked the station's inauguration on March 1. Written into script and playing themselves were President Daniel L. Marsh, of B. U.; Mayor John B. Hynes; Gov. Paul A. Dever and Prof. Samuel B. Gould, station director and head of department of radio, speech and dramatist.

ices at Boston U.'s school of public relations.

Baseball Coverage

MAJOR LEAGUE baseball games emanating from the East will be broadcast by KALI Pasadena, Calif. Station acting as Los Angeles outlet for new National Liberty Network, will carry broadcasts of National League games live and recreations of American League contests.

Al's Practical Politics

COMBINING education programming with political analysis, WMNR Marion, Ohio, carried broadcast from Grey Chapel at Ohio Wesleyan U. by Guy Gabrielson, chairman of the Republican National Committee. Address was in conjunction with school's institute of practical politics. Week previously, WMNR aired broadcast by Mrs. India Edwards, executive director of women's division, Democratic National Committee.

Science Quiz

WESTERN Pennsylvania high school students again will compete for college scholarships in 1950 School Science Experts' quiz series to be heard on KDKA Pittsburgh Monday nights for seven weeks beginning March 27. Student scientists from public, private and parochial schools in KDKA area will take part in competition which is held annually as forerunner of Budd Planetarium School Science Fair, exhibit of science demonstrations planned and built by high school students. On seventh broadcast, May 8, six finalists will vie for "championship" title and scholarship awards. Ed Young, KDKA production chief, will be moderator on programs.

Appeals to Women

NEW quarter-hour television series, Women in the News, featuring on-the-spot films of happenings regarding the fairer sex, starts on KFJ-TV Los Angeles. Program features Adelaide Heywa, radio and fashion reporter who also will conduct weekly interview with important woman personality, in addition to servicing and editing film recordings being filmed by camera crews in 18 key cities of country.

TR's New Accounts

TRANSIT RADIO Inc., New York, has signed four new advertisers this month. They are Bauer & Black (Blue Jay products) started March 6, through Henri, Hurst & McDonald; Bell Telephone of Pennsylvania, through Grey & Rogers, Philadelphia; General Foods (Birds Eye frozen foods) through Young & Rubicam, March 1; Manhattan soap through Duane Jones, starting in mid-April. Most contracts are for 52 weeks.

The stars of today and tomorrow are... with the new era in

Thesaurus

Music by Flioth

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!

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Chicago • Hollywood

Programmatic Pollen Campaigns

Howard J. McCollister

Regional Representatives

10600 Bellagio, Los Angeles • BR 04705

Broadcasting • Telecasting

March 20, 1950 • Page 75
BRITISH RADIO

Book Studies BBC Monopoly


In this historical study of the monopolistic organization of broadcasting in Great Britain, R. H. Coase, reader in economics in London U., describes how the monopoly came into being. He then considers what effect it had on the development of and policy towards competitive services such as wire broadcasting and foreign commercial broadcasting intended for listeners in Great Britain.

The volume also contains a summary of the views which have been held on the monopoly of broadcasting in Great Britain as well as an examination of the arguments by which the monopoly has been justified. Book also is timely as the BBC's current charter expires on Dec. 31, 1951.

Amateur Radio Map

AMERICAN Radio Relay League of West Hartford, Conn., has announced its new and revised edition of the Amateur Radio Map of the World. A four-color special projection by Rand McNally, the map has been especially prepared for use by amateur radio stations primarily in their “DX” or long-distance international communications activities. Price of the 30 x 46 inch map is $2.

Pictorial Discs

A PICTORIAL phonograph record, designed specially for use as inexpensive transcriptions of radio programs, has been developed by Vis-I-Disc Corp. according to International Public Relations Corp., which represents the record firm. The new records are made of unbreakable composition plastic, light in weight, and will be produced for 78, 33 1/3 and 45 rpm speeds in 7, 10 and 12-inch sizes. Film uses a process which permits reproduction of art work from Kodachrome in full color over the face of the disc.

JACK EDMUNDS, formerly producer for NBC and CBS and head of program operations for ABC in Washington, appointed program supervisor of KPRC, Houston, Tex. From 1931 to 1939 with NBC, he produced the Ed Wynne show, Rudy Vallee Hour, Paul Whiteman's show and Chase & Sanborn show. At CBS, where he spent four years, he produced the Andre Kostelanetz show, Let's Pretend, Sunday afternoon symphony broadcasts and Abe Labora in Illinois series.

JOHN S. LUGT joins staff of KSL-TV Salt Lake City as producer. He formerly was with New York Daily News and its WPIX (TV) New York and also with Martin Stone Agency.

HUGH HODLER joins staff of WCOG Greenboro, N.C., as program director. He formerly was with Ways Charlotte, N.C.

STERLING QUINTLAN, publicity director of WBBR (TV) Chicago, named program director succeeding E. JOHNNY GRAFF, resigned (see Agencies).

M. MAXINE MULVEY, formerly of KOH Omaha, Neb., joins writing staff of KZL Denver.

NEWTON THOMAS Jr., formerly with WVRD Richmond, Va., joins announcing staff of WXGJ Richmond.

BILL NEWMAN appointed chief announcer.

JEFF EVANS joins WLDY Ladysmith, Wis., as chief announcer-engineer. He formerly was chief engineer at KRUL Corvallis, Ore.

GRETCHEN THOMAS appointed women's director of WERE Cleveland. She formerly was with WTAG Worcester, Mass., and WTIC Hartford, Conn. She also was formerly a network actress.

LUELLA ENGEL joins WPFB Middle tow, Ohio, to conduct her own show, devoting 15 a.m. to homemaking, Mon.-Fri.

GUY KIBBE, stage and screen actor, joins panel of Mutual-Don Lee Sports for All heard Thursday, 8:30-8:55 p.m. (FST).


ERNIE KERNS, formerly with WAOV Vincennes, Ind., joins WCSI (FM) Columbus, Ind. He replaces RONNIE MOORE who will do television work in Cincinnati.

DICK JOY starts as announcer on NBC Light Up Time and KHH Hollywood Nancy Dixon show.

DICK HAYMES and JO STAFFORD announced as permanent co-hosts of weekly CBS CARNIVAL Contested Hour starting March 26. Mr. Haymes will act as m.c.; Miss Stafford as featured feminine singer. This marks first permanent replacement of program's featured singer, Buddy Clark, who died several months ago. Program since that time had featured different singers from week to week.

MARY MARLOW, formerly with Sammy Kaye's band, joins music staff of WOC Des Moines. Miss Marlow will appear on both radio and television.

NORMAN WHITE, production director, WJE Detroit, named general chairman of Detroit Garden football championship game. Game is a fund raiser for needy children every Christmas.

LEE MORES, announcer at WSB Atlanta, Ga., is the father of a boy, John Lee.

PATRICK MICHAEL CUNNING and MARCIA DRAKE CUNNING, Hollywood, are San Franciscans. TV actors-producers-directors, are the parents of a boy, Christopher. The Cunnings originated and operated Studio A, independent TV production facility in Hollywood, before moving to San Francisco.

BILL OSTBERG, announcer at WATG Atlanta, Ga., is the father of a girl, Barbara Louise.

DON QUINN, writer of NBC Fibber McGee & Molly and Halls of Ivy shows, will receive Joe Miller award as "top writer in the country" from Gagwriters' Institute. Award will be given during observance of Institute's National Laugh Week, April 1-2.

JACK GARDNER, chief announcer, KLAC Hollywood, is the father of a girl, Valerie, born March 9.

ED EVANS, film program director of WPIX (TV) New York, is the father of a boy, born March 4.

WKRC CAMPAIGN

Daytime Listening Stressed

In an attempt to capture the overall audience lead in Cincinnati, CBS outlet WKRC has announced launching of a programming drive with emphasis on daytime listening.

Claiming top Cincinnati Hooper for evening listening, WKRC has scheduled six local shows addition-ally on its daytime schedule. Of these, four are sponsored. Neighborhood Grocery Stores and Salad Time vegetables, respectively, sponsor a housewives interview and a song and chatter show, both by Dave Upson. Ed Libby's platter giveaway is sponsored by the Cincinnati Times-Star and two early morning news shows are backed by Fenamint.

In addition, WKRC announced acquisition of Procter & Gamble's daily serials, Guiding Light and Big Sister, contracts for 15-minute weekly shows for Patricia Stevens Modeling School and Nash, and announcements for General Mills, Crest toothpaste, and Inghston and Ladies Home Journal. The campaign is in charge of General Manager Herman Fast and Paul Shumate, program director.

CONSOLIDATED net profit after taxes of $1,225,912 reported by Emerson Radio & Phonograph Corp. for 13-week period ended Feb. 4, 1950. Figure is equal to $1.39 per share or 679,606 shares outstanding.

The QUA in WQUA means QUALITY Service and QUALITY Audience among the 225,000 People in the Quad Cities

DAVENPORT • ROCK ISLAND • MOLINE • EAST MOLINE

WQUA FULL-TIME MULTIPLE RADIO CENTER, MOLINE, ILL.
DISCUSSING the April 1 CBS debut of the Brock Bar Ranch, and the product, are (1 to r): William W. Neal, partner in Liller, Neal & Battle, Atlanta advertising agency which has handled the account since its inception; W. E. Brock Jr., president, Brock Candy Co.; Sunshine Sue (Mrs. John Workman), star of the show, and Tom Connolly, manager of program sales, CBS.

1950 ‘YEAR BOOK’ ADDENDA

CHANGES and additions received after the 1950 YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number.

Page 23—RCA Executive Personnel add: Frederic P. Guthrie, assistant vice president in charge of Washington District’s; Charles Sandhurpe, assistant vice president.


Page 94—KBW Salinas, Calif., Dr. Harry Morgan is chief owner; Ken Randolph, general manager; J. Bert Knight Cobb, chief engineer. National rep.: Western Radio.

Page 99—KSPA Santa Paula, Calif., C. S. Martin is commercial manager; Hubert Hernandez, promotion manager; Roy Saddler, chief technician.

Page 100—Khub Watseville, Calif., Sen. Luther E. Gibson is owner; George W. Grayson, general manager; program director; Richard Schumacher, chief engineer; WOR Colorado Springs, Colo., general manager; program director. News services are AP and UP.

Page 102—KPHC Walsenburg, Colo., Tom G. Banks Jr. is owner and general manager; Clem Morgan, commercial manager. Deacon Lesa Brown, program director, and Harold

WHY TAKE SECONDARY COVERAGE of Virginia’s FIRST Market?

Regardless of claims, if you’re trying to cover Greater Norfolk from the outside, nature’s terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Avoidability costs from Ro-Tel will prove it.

WSAP . . . “solving advertising problems” in Virginia’s FIRST market.
Bag Promotion
To produce series of one-minute interviews now being broadcast 24 times weekly over WLAB Lawrence, Mass., Chief Announcer Richard Hickox traveled 1,000 miles by automobile. Sponsored by Megowan Edator Food Co. of Lowell and Chicago, series is being presented to listeners to stimulate consumer interest in new Educator Saltine container called "Inner Crisp" bag. Grocers in WLAB listening area were interviewed regarding their opinions on value of container. As additional promotion, participating grocers were provided with supply of post cards by Megowan Co. to mail to customers and other friends to notify them of times they would be heard over station.

Square Dance Promotion
KGW Stockton, Calif., McClatchy Broadcasting Co., outlet, and sponsor report all-out promotion of recent broadcasts of The Saturday Night Square Dance. Station sent letters to leaders of all dance groups in listening area informing them of broadcasts and carried spot announcements and newspaper advertising on show. In turn, Dunlap’s Dry Goods Co., sponsor, had store personnel dress in square dance costumes and feature square dance fashions. Square dance music also was played over store’s public address system all day long.

‘Name the Stars’
OFFERING $3,500 in prizes for the winning answers, WEAU-AM-FM Eau Claire, Wis., has been conducting its “Name the Stars” contest in which persons are asked to identify 44 radio stars whose pictures are run in newspapers, along with 50 words or less on “My favorite WEAU star is...” Station reports that “Name the Stars” offers tremendous “tune-in” hype to listeners. Car offered as first prize is displayed daily in surrounding towns and second prize, spinet organ, is played on air each evening.

Breweries for Lombardo
BREWERS, among purchasers of The Guy Lombardo Show, produced and transmitted by Frank W. Col., are being sent promotion pieces by Ziv Co. Prepared by W. B. Philley, sales promotion manager, mail piece is sent out of every brewery in country—with carbon copy of letter going to ad agency of each brewery. Letter points out three consistent tactics in key areas. As “Read on” indication, name and address of recipient are typed in red ink.

Limerick Contest
BOY or girl sending in best concluding line for any one of the limericks in the book is being awarded new, completely equipped bicycle by WKKW Albany, N. Y., WIBW, Topeka, Kans., and WOR, Newark, N. J. Contest, closing March 31, is in conjunction with World Music, Inc.'s publishing of “Bicycle Song.”

Turner’s Pull
MORE THAN 1,400 requests for handicraft tool sales catalog were received by Umer Turner after one-time offer during debut of his new WBKB-R TV (Chicago) show, Hobbies for Profit, station reports. Show is sponsored by Warner Electric Co. Mr. Turner, who demonstrates home handicraft that can be converted into profit items, is new editor of station. He is sponsored for 52 weeks through Paul Grant Agency, Chicago.

Favors From KCBS
PARTY favors carrying promotional material plugging Party at the Palaces, new Mon.-Fri. audience participation show, sent to trade by KCBS San Francisco. Material contained brief profile on M. C. Bill Weaver, Vocalist Ellen Connor and Ray Hackett and his orchestra, stars of program. Walter Conway, KCBS promotional manager, originated promotion stunt.

Hotel Tie-in
KENYON & ECCKERD, New York, distributed 2,500 cards to hotel patrons visiting city, as promotional tie-up with The Ford Theatre production of “Room Service” on WCAU-TV Philadephia. Cards calling attention to Ford drama and hotel’s room service were placed on tables in hotel rooms. Twelve hundred cards were distributed to conventioners of Hotel Greeter’s Assn., meeting at Benjamin Franklin Hotel. In addition red and white cards with attached lapel pins in shape of keys were sent to radio and TV editors throughout country. Cards read: ‘Recipient will please use this key as a reminder to enjoy ‘Room Service’.”

‘Daytime Drama’ Parade
FASHION line, featuring McKeetyck-Williams Co. designs named after 10 best known Procter & Gamble century serials, has been announced. Called “Daytime Drama” dresses, each product reflects P&G show. Among them are “Peggy Young” (Pepper Young’s Family NBC) and “Anne Malone” (Young Dr. Malone CBS). Kick-off of promotion will be first of nation-wide series of fashion shows at Stork Club luncheon in New York. Projects to be bolstered by program commercials and other forms of advertising.

‘Sell With Del’
“YOU Sell With Del” is bold-face legend on new direct mail promotion piece sent to 30,000 WIBW TV (TV) San Francisco. Copy tells of proven sales effectiveness of KPIX afternoon disc hockey show, stars of former band leader Del Courtneey. “When you buy participations on the Del Courtneey show,” copy advises, “you take your place in the outside circle of personalities who regularly visit the Del Courtneey Show—Rudy Vallee, Peggy Lee...”

Cue From Tailor
CUE from tailor is taken by Mutual in its promotion of “Mister Price Presents the Fit that suits” and displays. Inside of folder, tailor advises advertisers “how to custom-tailor the airwaves” by “tailoring their coverage to match their marketing patterns as snugly as they can.” Reason why “this network radio fabric is the most serviceable ever made,” folder reads, is because of Mutual’s “flexibility.”

Multi-color Pencils
PENCIL that writes in multi-colors (user can write in four colors in a single stroke) is being distributed by Best Dime. Called the Makebelieve Ballroom for service charge of 10¢. In conjunction with pencil distribution, Mr. Dale holds weekly “doodling” contest with the winner receiving in the best four colored “doodle” receiving a $10 prize.

WDSU-TV Sets Pace
TWENTY-PAGE Sunday supplement of the New Orleans Times Picayune on March 5 was designed exclusively for television. WDSU-TV, as only TV station operating in the area, highlighted section both in newstand and in advertisements. According to Robert D. Swezey, station’s general manager, paper’s circulation of 320,000 readers “cannot be further stimulated by television interest.” Mr. Swezey predicts number of TV sets in the New Orleans area number about 20,000.

KCOL Rifle Trophy
MARKSMANSHIP award—KCOL Rifle Trophy—was presented to Lafayette Col., rifle team early this month by Herb Hollister, KCOL Fort Collins, Col., owner. Team was winner of the northern division championships of Colorado Rifle Assn., broadcast over KCOL by Sports Director Jack Hitchcock. Follow-up promotion is display of trophy in all member clubs’ towns.

WDTV (TV) Camera Miniature
MINIATURE TV camera—4½ inch ceramic—distributed at first anniversary dinner of WDTV (TV), DuMont, New York, and installed in cameras in photo studio for sale in Pittsburgh, is responsible for flood of complimentary letters from the 200 guests at Jan. 24 affair, according to WDTV. Camera was designed by Harry Munson, WDTV film director.

Personnel
ANDY MURPHY, former publicity writer at ABC and NBC Chicago, joins press staff of WBBM-CBS Chicago.

FRANCIS X. ZUZULO, MBS’ assistant director of press, named to board of directors of U. of Missouri Alumni Association.

MARTHA CURRY, formerly of NBC Hollywood press staff, and Dennis Buckley have announced their marriage.
New Business
(Continued from page 12)

BLATZ BREWING Co., Milwaukee, March 30, renews sponsorship of Roller Derby, ABC-TV, Thurs., 10:30 p.m. to conclusion, for additional 26 week period. Program will be carried by 15 ABC-TV stations.


JULES MONTENIER Inc., Chicago (Stopette deodorant), will begin sponsorship on April 12 of What’s My Line, CBS-TV quiz program now heard on Thursday evening, but changing to alternate Wednesdays in 9-9:30 p.m. time-slot. Agency: Earle Ludgin, Chicago.

WANDER Co., Chicago (Ovaltine), renews effective April 27 Howdy Doody on NBC-TV, Mon.-Fri., 4:45-5 p.m. segment. Agency: Grant Adv., Chicago.


Adpeople • • •

R. C. PECK, who has been with Cities Service Oil Co., New York, since 1946, appointed advertising and promotion manager, succeeding ROBERT S. BLOUNT, recently named sales manager of Boston Division of Cities Service.

ARCHIBALD R. GRAUSTEIN Jr., director of market research for Thomas J. Lipton Inc., New York, resigns to rejoin Lever Bros. Co., as director of market research. He originally joined market research department of Lever shortly after graduation from Massachusetts Institute of Technology in 1967.

JACK C. GRIFFIN, account executive with Sherman & Marquette Agency, Chicago, appointed advertising and sales promotion coordinator of Consolidated Grocers Corp.

FLIGHT TO CUBA

KGW Newsmen Cover Trip

MASS flight of private planes to Havana, Cuba, which left Portland, Ore., Feb. 25 under sponsorship of the Portland Chamber of Commerce, is being accomplished by two representatives of KGW, Portland’s NBC affiliate. The pair are Bob Thomlinson, director of special events and chief announcer, and Earl E. Peterson, technical supervisor. They are handling, respectively, a tape-recorded commentary on the proceedings and supervision of all radio equipment.

The flight, second such sponsored by the Portland Chamber and covered by KGW, numbers 86 light planes, 244 pilots and passengers, and is accompanied by a USAF C-46 “Commando” from the 403rd Troop Carrier Wing. The big ship will act as tour press and headquarters ship, Mr. Thomlinson and Mr. Peterson served in similar capacities on last year’s flight to Portland, Me.

The tour is composed of businessmen, farmers, civic and commercial leaders from the Northwest. Dual purpose is to take a vacation and promote the Portland Rose Festival, Pendleton Roundup, Oregon itself and the Pacific Northwest. The tour has contacted 44 stations, including five in Havana, as well as all networks and their newsmen and the various chambers of commerce along the route.
Gloria Allen hospitals public schools. series 105.1 Telecast Crabbe,terest children's Third service "builds experience. Chicago school dio high KING-TV commercial usually He you teaching very teaching by cautioned, most possibilities. can building the meeting's closing board. parents."

CHICAGO SCHOOL BOARD

Mr. Herbert, public relations manager of the Seattle Chamber of Commerce, emphasized that those concerned with educational and social agency efforts must cure themselves of the idea that commercial stations are required to put on such programs.

John C. Crabbe, radio director of the College of the Pacific, Stockton, California, was re-elected chairman of the Western Radio-Television Conference, and Mrs. Inez Richardson of Stanford U., Palo Alto, was re-elected treasurer. Elected to the new post of public relations coordinator was James M. Morris, program manager of KOAC Corvallis, Ore. Los Angeles was selected as the site for the fourth annual conference, to be held in 1951. William Sener, director of the radio department at the U. of Southern California and manager of KUSC Los Angeles, was named 1951 Conference chairman.

Harold E. Maples

Harold Edmund Maples, 50, general manager and vice chairman of the board of Albert Frank-Guenther Law, New York advertising agency, died March 5 in St. Petersburg, Fla. Mr. Maples had been with the agency since 1928.


SUPPORTS FCC

Crabbe Hits Trafficking

NORTHWEST broadcaster E. B. Crabbe has told FCC "the extent to which trafficking in authorizations granted by the Commission has been permitted or attempted has been a genuine menace to the radio industry in recent years." He supported FCC's proposal to automatically forfeit the construction permit for any station which is sold before program tests commence [BROADCASTING, Jan. 16].

FCC's proposed rules "would halt an important aspect of this trafficking," Mr. Crabbe asserted. He added, "I have personal knowledge of several recent instances in which the holders of construction permits granted by the Commission have made no serious efforts to construct a station, but very strenuous efforts to sell the permits." Mr. Crabbe indicated the salability of CPs "can even be used as a club over existing broadcasters" with the latter being forced to "buy off potential competition." Mr. Crabbe stated he believed that so-called hardship cases would be very infrequent, and noted that "the possibility of hardships...would be a fair risk for the Commission to impose on every applicant.

Mr. Crabbe's station interests include KXL Portland, Ore.; KXLF Butte, KXJL Helena, KXL Missoula and KXLQ Bozeman, Mont., and KXLY Spokane, Wash.

BMI Honored

TRIBUTE to service of Broadcast Music Inc. was paid by the Alabama Broadcasters Assn. at its March 10-11 meeting, held at Huntsville. The association noted that BMI is celebrating its 10th anniversary as an industry source of music. President Carl Haverlin and the staff were commended along with board members for their service and their management of fresh material and new talent.
NOVIK ANSWERS

FCC Query on Series

M. S. NOVIK, president of WLJB New York, has asserted in a letter to the FCC that the station had not invited opponents of a Fair Employment Practices Commission to air their views after the station broadcast a series of editorial supporting FPEC, because to do so would have been to cause "controversy where no controversy, in fact, exists."

Mr. Novik stated his position in a reply to an FCC inquiry as to what affirmative action the station took to seek out views differing from those presented in its three-week editorial series on FPEC Jan. 15-17.

"The question of whether the obligation of the licensee is satisfied if he merely makes the time available, if granted, or whether he must actively seek out and present a differing point of view, depends basically upon the controversial issues involved," Mr. Novik wrote. "There are situations where WLJB might editorialize and not permit an opposing point of view to be presented even though the opposite could claim that the issue is controversial; a fortiori, in a case such as that, WLJB would not automatically seek out opponents and present their points of view.

The issues of religious and racial cleavage, said Mr. Novik, may be opposed by an "isolated few," but WLJB feels that neither issue is controversial.

"A dissertation if the actual danger could result if we even permitted a different point of view to be expressed," he said.

Mr. Novik said that if the station ditherized on "such highly controversial issues as government spending, U. S. vs. U. S. S. R. relations, present legislation affecting birth control, WLJB would not only 'afford opportunity' to those who opposed our point of view but would affirmatively seek out and present a differing point of view either as a special broadcast, or in the form of a debate or round table discussion."

-R EXPANDS

Adds San Francisco Office

R REPRESENTATIVES Inc., only organized station representative firm, has opened a San Francisco office, Frank M. Headley, resident, announced last week.

James M. Alsbaugh, former ace executive of John Blair, has been named manager of the R San Francisco office, which is located at 814 California St., Tel- one is Exzbrook 2-3407.

WHLI Cites Civic Influence

SUCCESSFUL and efficient use of radio editorials designed to marshall public opinion and spur action on the community level is claimed by WHLI Hemptead, L. I., following the recent railroad disaster at Rockville Centre, L. I.

WHLI sent its special events crew, together with News Director Jerry Carr and Public Affairs Director Arthur E. Paterson Jr. to the scene of the accident for interviews and other data. Then the station prepared an editorial calling for prompt installation of a safety device, and urging listeners to write to the Public Service Commission. A second editorial was aired 48 hours later asserting that human failure alone was not responsible for the accident, and that the PSC was responsible for the accident.

After the second editorial was repeated, public opinion was "immensely and forcefully," WHLI reported, with PSC ordering a hearing the next day and ordering installation of the safety device. In addition, the Nassau County grand jury decided to launch a sweeping probe. WHLI reported it was deluged with mail and telephone calls supporting its stand.

SALESMEN! For Big Results In This Big Market Use The Big Station!

FREE and PETERS

Representatives

SALESMEN! For Big Results In This Big Market Use The Big Station!

March 20, 1950 • Page 81
Help Wanted

Managerial

Established FM station with pending AM license and potential opportunity for CBS-TV located in excellent market suburban to New York. Assistant program manager/writer/producer willing to make normal investments but must have the opportunity to advance. Give details background first letter. Box 515E, BROADCASTING.

Hired hands for managing station in major Minnesota market whose inclinations and past record show topnotch sales ability. Guarantee plus commission; plus override plus opportunity for part ownership. Write Box 767E, BROADCASTING.

Station KOEL,肇恩, Iowa, 500 watts daytime on 950 kc has an immediate opening. Requires experienced news director. Needs a chief engineer. Write full details to Hans, KOEL, Oelwein, Iowa.

Salesmen

1000 watt network station in Eastern Michigan; excellent market; 15% commission. Send a detailed drawing account. Box 207E, BROADCASTING.

Wanted—Salesmen, salary fifty dollars weekly plus commission. Network a hard worker and hustler do not apply. Box 495E, BROADCASTING.

Good network—A national salesman for money making 250 watt station. Prefer some experience in radio. Send written summary and references. Combination car. Necessary, Box 569E, BROADCASTING.

Salesman for 5000 watt network station in western Michigan city of 130,000. Real opportunity. Good background and financial requirements. Box 568E, BROADCASTING.

Announcers

Hillbilly announcer and double in straight announcing, clean, sober, experienced for position. Box 883E, BROADCASTING.

Wanted—Manager, assistant manager, pitchman. For 50 watt station inaugurating all night program. Send full details, salary, age, and proof of your ability to pull mail, first reply. Only sober applications will be considered. Box 304E, BROADCASTING.

Announcer-writer, first class license. $50 per week for right man. Send full details and references, apply to Box 181E, BROADCASTING.

Can place young man with first ticket, as announcer-engineer. Very little annoucer should be able to do play-by-play pro independently. Will consider inexperienced man. Box 518E, BROADCASTING.

Announcer-newsman-writer wanted by network affiliate California station, God's Garden Spot. Salary about $600 monthly. Send disc, picture, background to Box 467E, BROADCASTING.

Alaska ABC affiliate has immediate opportunity for experienced reporter on news and part time sports. Only applicants with experience on radio should apply. Box 882E, BROADCASTING.

A real deal McNeil. If you’re on the ball, Pars, and your ideas show both hillbilly and pop don’t wait, contact me. Details, including picture, disc and salary. Box 515E, BROADCASTING.

Announcer, experienced, must have RCA, AT&T experience. Request station in West Florida. Send full details Box 558E, BROADCASTING.

A real deal McNeil. If you’re on the ball, Pars, and your ideas show both hillbilly and pop don’t wait, contact me. Details, including picture, disc and salary. Box 515E, BROADCASTING.

Announcer, experienced, have RCA, AT&T, WABC experience. Good station, permanent staff job if right man. Must be able to span a total area 220,000. Send letter, photo, references and a sure bet of salary expected. Promptness important. Send letter only to Box 514E, BROADCASTING.

Sports director 5 kw Midwest Mutual. A chance to work with first class people in a top market. Excellent salary and benefits, good fellowship. Box 322E, BROADCASTING.

Situations Wanted

Wanted—Deep south NBC affiliate needs capable staff man with at least two years of experience and location opportunity for the right man. Station located in one of the ten largest population. Studios air-conditioned. If possible, studio audience, music, references, and minimum starting salary expected. Box 343E, BROADCASTING.

Immediate opening in southern Minnesota. Leader, his man can earn extra money by selling. Submit audio and disc and full details. Box 355E, BROADCASTING.

Combination man, send disc, photo, background to WBSC, Bennettsville, South Carolina.

Announcers sales experience in electronic audio station plus other means of new audience auctioning rating program. Audience checked daily. Ten out of eleven accounts by selling. Collect cash plus merchandise. Natural for both Ad and TV. Apply immediately. Only most successful. WKSZ, Oyster Bay, L. I. N. Y.

Chief engineer for 6 kw network station in western Michigan. Give full details, experience, and salary requirements. Box 957E, BROADCASTING.

Wanted immediately: Two combination man, experience as disc jockey, sales, and engineering. $500 a week. Must have first license. Must apply directly to station WJW, Piqua, Ohio.

Production-Programming, others

Producer—teacher for university, young all types of shows, strong on drama and live music. Must have degree and both commercial and teaching experience immediately. Reply with requirements. Box 419E, BROADCASTING.

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately. ReferencesBox 308E, BROADCASTING.

Announcer with first phone. 3 years combination experience, but prefers prog. Excellent availability at present. Know how to get on the air. Box 502E, BROADCASTING.

Announcer—Good staff man. Two years experience. Must have license. Excellent all around. Five to $7000 a year. Box 563E, BROADCASTING.

Excellent sportscaster. Desires baseball, football radio work. Experience and references. Box 343E, BROADCASTING.

Salesmanradio disc, basketball, football, boxing, College grades important. Presently employed, seek security with full future. Box 340E, BROADCASTING.

Combination of offer salesmen. Handler salesmen. Presently employed, full experience. Sixty dollars, Virginia. Box 343E, BROADCASTING.

Announcer—Announcer—Desires 6 kw QRM. $1000 per week. Box 545E, BROADCASTING.

Manager: Forget your management background. Need an experienced man with the ability and qualifications in the economical operation, sales, promotion, on-air entertainment, plus an outstanding record in employee relations, public relations and a leader in civic affairs. My first concern is not size of station but location and community opportunities for myself and family. Available immediately. Box 516E, BROADCASTING.

Topflight station manager opening for play by play on two new stations. Currently managing a midwest network station for play by play and news station. Experienced in all phases of operations. Previous experience in large station will appreciate and consider all inquiring stations. Successful manager desires change. Agreat many single opportunities in 12000 years, in part time as manager; completely competent in promotion, coordination, sales, etc. Interested in operating station only as a dominant substantial big market. Sideline or buddy. Can increase prestige and profit; prefers single but order. Your chance to engage a hard working team player at $6500 to $7500. Box 514E, BROADCASTING.

Successful manager desires change. Agreat many single opportunities in 12000 years, in part time as manager; completely competent in promotion, coordination, sales, etc. Interested in operating station only as a dominant substantial big market. Sideline or buddy. Can increase prestige and profit; prefers single but order. Your chance to engage a hard working team player at $6500 to $7500. Box 514E, BROADCASTING.

Ten years experience as announcer, network, Desires that once in a lifetime opportunity to be with a top syndicated network. Will consider a P.D. job. Box 406E, BROADCASTING.

Hey! Good, straight staff announcer with 3 years experience, Desires that once in a lifetime opportunity to be with a top syndicated network. Will consider a P.D. job. Box 406E, BROADCASTING.

Announcer, 23, single, veteran, college degrees, Desires to get into a major network and operate board. Will travel anywhere. Good-looking, top of the line disc, photo available immediately. Box 515E, BROADCASTING.

ANNOUNCERS

Sportscaster and commercial announcer, three years experience, all phases, age 23, married, real estate. Personal interviews will travel, consider all answers. Box 495E, BROADCASTING.

Salesmen

Executive type, dynamic aggressive, experienced, educated, college, seeks sales opportunity. Box 493E, BROADCASTING.

Denver University radio-broadcast graduate, Desires to get into broadcasting. Desires to work, control operator. Married, has to travel. Needs an excellent sales record and references. No experience, No money, No position. Seeking advancement. Box 512E, BROADCASTING.

Versatile grad with excellent voice and appearance desires sales or announcing position. Prefer radio or TV sales. Single, sober, Box 515E, BROADCASTING.

I can sell, give me a try. Experience in announcing the past two years. Desires training, Would like to travel. Box 539E, BROADCASTING.

Excellent sportscaster. Desires baseball, football, boxing, College grades important. Presently employed, seek security with full future. Box 340E, BROADCASTING.

Desire sales position, Proven my best results. Desires management position in England, Box 565E, BROADCASTING.

Announcers

Combination, announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27, Sober, reliable and willing to work hard for results. Box 495E, BROADCASTING.

Excellent sportscaster. Desires baseball, football, basketball, boxing, College grades important. Presently employed, seek security with full future. Box 340E, BROADCASTING.

Announcer—Good staff man. Two years experience. Must have license. Excellent all around. Five to $7000 a year. Box 563E, BROADCASTING.

Excellent sportscaster. Desires baseball, football, basketball, boxing, College grades important. Presently employed, seek security with full future. Box 340E, BROADCASTING.

Combination of offer salesmen. Handler salesmen. Presently employed, full experience. Sixty dollars, Virginia. Box 343E, BROADCASTING.

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Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately. References Box 308E, BROADCASTING.

Announcer with first phone. 3 years combination experience, but prefers prog. Excellent availability at present. Know how to get on the air. Box 502E, BROADCASTING.

Announcer—Announcer—Desires 6 kw QRM. $1000 per week. Box 545E, BROADCASTING.
Situations

Thoroughly experienced staff announcer with network experience; reputation for sobriety and best references; Desires staff position. Box 56E, BROADCASTING.

Play-by-play sports man, 8 years experience. Located in Los Angeles. Specializing in baseball. Last four years with major league teams. Excellent references. Reply to Gene Beckley, W. Va., or 3530 Douglas Blvd, Chicago.

Wants combination or engineering experience. First phone, good voice. College graduate. Excellent references. Reply to Donald Hall, 501 First Avenue, Beacon, N. Y.

Top announcers: top newscaster: top writers; available now. Write, phone, wire. Radio-telephone, R. B. Althaus, 122-A Oak St., Kansas City, Mo.


Combination announcer-engineer—baseball man. First phone. Immediate pay anywhere. CRE turned, 2 years experience. Willing to leam: AX 4625, B. N. Waltham 2-6110 8th St., E., Washington 39, D. C.

Animator—First phone, good voice. Colleget graduate. Excellent references. Reply to Frankel, 115 E. 72d St., Boston, Mass. Phone BL 8-4892.

Technician


Tech, 2 years CRE, experienced in remote operation and installation. Box 436E, BROADCASTING.

Engineer two broadcast, three TV license. Senior designer, radar technician. RCA Institutes. Presently employed. Box 465E, BROADCASTING.

Manufacturer's license. Transmitter, remote, remotes. Married, car. Want to settle in northeast. Experienced B-W. Box 455E, BROADCASTING.

Engineer, chief engineer. Thoroughly experienced in all aspects of AM and FM station operation, installation—maintenance—studios—trans mission. Includes directional antenna and 18 years experience. Excellent references. Reply to Mr. and Mrs. Frank R. Tenney, 25 S. Broad St., N. Y. 2, N. Y.

Chief engineer experienced AM and FM installation, familiar transistor radio equipment. Excellent references. Reply to A. D. Johnston, W. 43rd St., New York 23, N. Y.

Wanted

Engineer-announcer. 1 year straight announcing 2 years school, 10 months combination work. Now employed. Desires staff position in southwest. Box 542E, BROADCASTING.

Engineer, licensed. Three years experience in ALL phases of broadcast work. Have car. Any location. Box 517E, BROADCASTING.

Engineer degree 10 years experience all phases. Licensed. Box 546E, BROADCASTING.

Announcer—Four years straight announcing. Thorough knowledge of baseball, basketball, football, Derby based on professional knowledge. College degree. First class license. Experience. Write. Box 516E, BROADCASTING.

Attention—Due to economic conditions competent staff of four available immediately. Experienced writer and two announcers, one announcer doing play-by-play of all sports and special events. Other announcer doing DJ news and sales work. Full references. No experience employed. Available immediately. Box 543E, BROADCASTING.

Stop here, if you want a copy-chief writer who writes result-producing advertising copy. Recently with a well-known agency. Married, sober, no drifter. Excellent references. Apply, sumple time for answer. Box 536E, BROADCASTING.

Program manager—now announcer-director. Experience and ability in all phases of programming, production and administration. Family man a bonus to locate permanently in responsible slot. Box 537E, BROADCASTING.

TV playwright, script-doctor, copy man. Excellent experience in fiber net work experience desirable position in major radio or TV staff, 30, married, college graduate. Box 555E, BROADCASTING.

For Sale

Situations

Continuity writer, excellent background, best references. Interested in progressive station. Box 511E, BROADCASTING.

College graduate, B.S. in Speech with radio major. Seven months experience as sales manager and production assistant. Traffic, continuity, production and sales experience is concerned. Desires position as production manager and production assistant with future winning Chicago tape show. Desires position with progressive TV or radio network, or as producer in station. Reference and photo upon request. Box 540E, BROADCASTING.

Just what you need. A program director with 15 years experience in all phases of radio and TV operation. Let us have your letter and photo upon request. Write Box 538E, BROADCASTING.

For Sale

Two Presto 3R recorders with ID cutters and automatic equalizers all excellent condition. Desires quick sale. Box 534E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in go condition. Price reasonable. Sale will be considered. Available around March 15. Write, phone Ted Freming, Chief Engineer, WKFO, Bakersfield, California.

One WE 1-C frequency monitor, one WE 125-C, usable. Reasonable. KFVD, Los Angeles.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower, $4500 F.O.B. Tulsa, Wire KOME, Tulsa, Oklahoma.

Save $16,500. Complete FM transmitting equipment. 106.9 mc. like new. Includes GE RT-2-B 1 kw. transmitter. GE RT-B 2 kw. transmitter. CE-5A 5 kw. monitor; GE BF-78-B box circular antenna. $3500. furnished. 200 guyed supporting tower A-light lighting equipment 146 Andrew 12" type 451 transmission line, 3 right angle bends, 2 2"X3" 800 watt expansion joints, reducers, support brackets. Available at site. $5900. Wire or write VENY, Emir, N. Y.

For sale—Available immediately 200 foot steel transmission tower complete with lighting and tuning unit. Price $1500 or best offer. 251-5100 mobile phone. Frankfurt, Write, wire or phone W. W. Robinson, WFKY, Frankfort, Kentucky.


Wanted

For sale: An RCA type 69C distortion and noise meter in first class condition. Will sell or trade. For Broadcast Stations. Radio Station WLBV, Muncie, Indiana.

For sale: RCA 76 B4 consolette and power supply used 100 hours. Best offer over $500. Write, wire; switcher, $110.00, Bridgeport, 5-4144.

Have several used Guyinch Wanschurghers. Will sell erected. Tower Construction Co., Box 555, 501 Ridg, Sioux City, Iowa. Phone 5-4871.

For Sale

Television

Technical

Director film operations, 6 years camera experience. All 16 & 35mm. Home movies, news, weather, production, edit cut TV film, etc. Will set up, direct newsroom operation, commercials, etc. Will direct many years projection experience; skilled in setup, operation, publicity, radio repair experience. Past work available May 1. Box 456E, BROADCASTING.

Production-Programming, others

Director, producer, cameraman—can sell and build programs. Television experience necessary. Box 456E, BROADCASTING.

Attention TV person—are you ready? Can you use me? Am I ready? Let me tell you about the firm from the ground up! Excellent record on the east coast station. Are you adventurous; are you conscientious? Willing to start as junior? Necessary: Box 556E, BROADCASTING.

For Sale

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete Blauknox tower radio tower, 179 feet, self supporting, equipment can be shipped immediately and is furnished on terms. Price: J. T. Phillips & Son, 124 E. LaSalle St., Chicago 2, Illinois.

Equipment, etc.

Andrew coaxial conductor. Have 16 20-foot lengths of 3/8 coax never used. Original manufacturer confidential. Will give list price if you take the lot. For Sale, 50-2000 watts. Box 554E, BROADCASTING.

RCA WE 500E-3 complete, spares, 10 kw transmitter. New, unused. Condition perfect. J. W. Check, 550 N. LaSalle St., Chicago 1, Ill.

RCA BTF-35A FM transmitter type B1-M 1 frequency modulation equipment including all associated equipment. LS-33; LS-66; LS-105; three 1500-watt power amplifiers 3000 output, $2500-2000- 2000 volts and 1 amp. Many other new or used units. Any four 4500 A Tubes. All used two 1000A tubes, 1000A, 950A, 511A, 511B, 800A, 511C. Make offer for any or all of this equipment. Box 425E, BROADCASTING.

2 Presto 6N recorders and 10A amplifiers. Excellent condition. Box 491E, BROADCASTING.

Presto 9A recording console, as new, with tubes, plugs and instruction book. $400.00. Box 518E, BROADCASTING.
COMMUNIST TAG
Bill Seeks Air Identification

MOVE on Capitol Hill to require an organization, listed as "subversive," to identify itself as a "Communist organization" when sponsoring a broadcast or teletack has been increased.

This provision is contained in measure (S 2311) to control subversive activities by setting up a "Communist Activities Control Board" or was added, pending, to bills on Communist and Communist front organizations. Sponsored by Senators Karl E. Mundt (R-S. D.), Homer Ferguson (R-Mich.) and Olin D. Johnston (D-S. C.), the bill last week had hurled the Senate Judiciary Committee and was expected to come before the Senate. An identical (HR 2913) already produced by Rep. Richard M. Nixon (R-Calif.) in the House, was referred to the House Un-American Activities Committee. According to Rep. Wally Bloss (D-Mich.) the radio provision of the bill is designed as a safeguard measure and would apply only to the organizations already found to be subversive as defined by the legislation.

The bill also would outlaw use of the mails or any other means of interstate or foreign commerce unless the following was contained: "Dissemintated by a Communist organization." The radio identification would be: "The following program is sponsored by a Communist organization.

The radio-TV provision reads:

It will be unlawful for any organization which is registered under Section 1, or for any organization which is in any respect to which there is in effect a final order of the Board requiring it to register under Section 7, or for any person acting for or on behalf of any such organization--to broadcast or cause to be broadcast over any radio or television station in the United States, unless such matter is presented by the following statement, with the name of the organization in the blank, in place of the blank: "The following program is sponsored by a Communist organization."

WOW SOUTH TOUR
Gets Off on Schedule

WOW OMAHA'S farm study tour of the South began on schedule last week with approval from the U. S. Interstate Commerce Commission following the May 16 start of the "Fate of the Day" project through 18 southern states and Cuba hung in the balance for a week because the travel ban imposed by the coal walkout. The vote of the company, said Hansen, WOW's farm director, said.

The 17-car, all-Pullman special is charged expenses $215.92 miscellaneous from the farm states to the "New South." The tour began March 15, and its return slated for March 30. First stop was the cattle area of Oklahoma where the WOW farm tour members were guests of Gov. Roy Turner. Each day's activities are being recorded for Mr. Hansen's radio-TV Farm Service Reporter program.

FCC Charge Denied

PHILCO Corp., Philadelphia, and Sylvania Electric Products Inc. Boston, have charged the Federal Trade Commission that they violated price discriminative provisions of antitrust laws purchase and sale, respectively, of radio tubes. FCC's complaint charges that Sylvania has granted lower prices to Philco, which "knowingly" induced and accepted them from Sylvania and other tube manufacturers.

Help Wanted (Cont'd)

TRAVELING SALES REPRESENTATIVE For LEADING TRANSCRIPTION COMPANY Liberal commissions. Territories open: South, Southeast, New England, Detroit, Cleveland, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. But opportunity for right man with sales background.

WANTED COMBINATION ANOUNCER-ENGINEER
The man we want must be a GOOD announcer and know PRODUCTION. He must also know engineering. Only EXPERIENCE will be considered for a steady job with good salary and opportunities. We are a Munio-Don Lee affiliate located in the heart of Southern California's playground, close to moonlight, desert and ocean. If you're FULLY EXPERIENCED, send photo, references and tape or due to E. W. Lee, KFXM, San Bernardino, California.

CONCLUSION

I filled this opening. Can fill any opening your organization. Young, eager, versatile, good education, good voice. Combination, trained, experienced. New ideas. Ready man, married, will travel. Box 42E, BROADCASTING.

For Sale

WANTED STATIONS

MIDWEST OPPORTUNITY
One kw FM independent station in Northern Illinois. Second richest county in state. Sixth richest in U. S. 72,000,000 retail economy. Only station in county. Has highest elevation in Illinois. Excellent opportunity for advertising executive or agency for market testing. Present owners have other interests. Can be had for lease with option to buy or attractive terms. Box 55E, BROADCASTING.

Equipment, etc.

RF bridge—practically new radio frequency bridge, type 96A for sale at a substantial reduction. Contact WHEB Portsmouth, N. H.

Employment Service

EXCHANGE your worries for top audience-building disc jockey. We're D.J. talent agency. Tell us your needs. We find right man for you. Contact Kaye-Deutschman, 1440 B'way, N. Y. 18, N. Y., PE 6-2367.

FOR RENT—our skill in finding right disc jockey for you. We're D.J. specialists. Tell us your needs. We do everything. You pay D.J.'s salary only. Kaye-Deutschman, Inc., 1440 B'way, N. Y. 18, N. Y.

Transit Radio

Set for Twin Cities Area

INSTALLATION of music-equipped vehicles in the Minneapolis-St. Paul area has been assured with Broadcasting Services Inc., signing a contract with the Twin City Rapid Transit Co. authorizing the service. Installations will commence late this month andthumbnail cabs will begin around June 1 though no FM outlet has definitely been set. Announcement was made by Charles Green, president of the transit firm.

Arrangements between the transit company and Broadcasting Services, which is affiliated with Transit Radio Inc., Cincinnati, call for installation of receivers in about 500 buses and street cars in the area. Programming format will be similar to that followed in 20 other TR cities, with schedule to run from 6 a.m. to 10 p.m. or midnight, according to Myles Johns, president of Broadcasting Services.

WARD WEEK'

CBS Stars Aid Promotion

WARD Johnstown, Pa., attracted national attention to the city's 1950 sesqui-centennial celebration fortnight ago with special promotion spots by an array of topnotch CBS stars.

A CBS affiliate, WARD called on the network for cooperation of name stars in planning observance of WARD Week. Theme of the spots was: "Bee to wish to Johnstown, Pa., on its sesqui-centennial celebration and here's wishing 150 years more of good living and good listening to WARD."

Contributing special messages were Red Skelton, Garry Moore, Amos 'n Andy, Burns & Allen, Bergen & McCarthy, Art Linkletter, Arthur Godfrey and others. In addition, spots were aired on such programs as Theatre of Today, Garry Moore Show and Arthur Godfrey's daytime program. Locally WARD aired special local talent broadcasts, remotes and giveaways, with varied promotion stunts. City's Mayor Walter E. Rose proclaimed "WARD Week" March 6-11 on major newscasts.

ANNOUNCER—EMCEE
Large midwestern AM-TV operation needs personalable, experienced announcer-emcee for "personality" roles on both radio & TV. Salary open. Send recording, photos and background to Box 408E, BROADCASTING.

ANNOUNCER

U.S. MIDWEST ANNUAL
Box 418E, BROADCASTING.

ANNOUNCER

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Box 418E, BROADCASTING.

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ANNOUNCER

U.S. MIDWEST ANNUAL
Box 418E, BROADCASTING.
Decisions Cont.:

Gulf Beaches Best Co., Inc. St. Petersburg Beach, Fla.—Granted New license for WGBT, D. C., on April 11, commencing at 11 a.m. in re Docket 5355.

Oral Argument

Scheduled oral argument for April 11, 12, 13, in proceeding involving application of Belleview News-Democrat, Belleville, Ill., et al. Docket 1844.

By the Secretary

KPHO Phoenix, Ariz.—Granted license change frequency, increase from 1000 to 930, New license to KUNA, D. C., for night use and change in trans., location: Scottsdale, Arizona.

Roderick Best Co., El Paso, Tex.—Granted license for new remote pickup KAPA-AM.

Twin State Bests, Inc., St. Johns, Vt.—Granted new remote pickup KANIC-AM.

WSGC, Inc., Charleston, S. C.—Granted new license to change frequency from 30,880 to 30,875.

KGNB New Braunfels, Tex.—Granted license for new remote pickup KBVN-AM.

Radio Station WAC in San Juan, Puerto Rico.—Granted new license for WK RL-AM.

Yellowstone Amusement Co. Livingston, Mont.—Granted license for new remote pickup KO-AM.

Gaston's Best Serv. Inc., Gaston, S. C.—Granted license for new remote pickup KDBL-AM.

Barnett Best Serv. Co., San Antonio, Tex.—Granted license for new remote pickup KBAK-AM.

Radio Station WJJAM, Northfield, Minn.—Granted license for new remote pickup WJAM-AM.

National Best Co., Cleveland, Ohio.—Granted new remote pickup KDJN-AM.

National Best Co., Inc., New York.—Granted license for new remote pickup KM-AM.

National Best Co., Inc., Washington, D. C.—Granted license for new remote pickup KA-AM.

U. of Florida, Gainesville, Fla.—Granted license for change to new name.

Voice of the Rockies Inc., Colorado Springs, Colo.—Granted license for new remote pickup KXRA-AM.

Mid-Atlantic Best Serv. Co., Louisville, Ky.—Granted mod. for change of trans. rate from 26.25 mc to 26.25 mc and to cove same KA-AM.


 Granted license for new license to WBT-AM, Charlotte, N. C., for continuation of commission date for new license.

WBT-AM Charlotte, N. C.—Granted mod. for extension of commission date to 1950.

WBT-AM Charlotte, N. C.—Granted license for new license to WBT-AM.

New license for KATF-AM, Carthage, Mo., to Sept. 1-50.

WATF-AM Little Rock, Ark.—Granted license for new license to WATF-AM.

KTOO-AM Oklahoma City, to Oct. 15-50.

KAAB-Wing, Minn.—Granted license for new license for AM station 1250 kw D.

KGBC The Galveston Best Co., Galveston, Tex.—Granted license for new license to WKME-AM.

Kela Chisholm, Wash.—Granted license for new license to KJFJ Webster City, Ia. 

KEND Forts, N. M.—Granted license for new AM station 1450 kw.

KWBB-AM Hutchinson, Kan.—Granted involuntary assignment of license to KIZZ.

KKCO Colorado Springs, Colo.—To change hours of operation, increase power.

KELIA Chisholm, Wash.—Granted license for new license to KJFI Webster City, Ia.

KJFI Webster City, Ia.—Granted license for new license to KJFI Webster City, Ia.

KRen Forts, N. M.—Granted license for new AM station 1250 kw.

KWBB-AM Hutchinson, Kan.—Granted involuntary assignment of license to KIZZ.

KKWO Pennsylvania, Minn.—Granted license to CPB to change name to CPB for new license.

KKal-AM Minneapolis, Minn.—Granted license to CPB to install old main trans., at present power, for use.

KWAJ Grove City, Pa.— Granted license for new license to KWAJ Grove City, Pa.

KTTX Austin, Ariz.—Granted mod. for new license.

KKKW Pasadena, Calif.—Granted license for new license to KKKW Pasadena, Calif.

WWAS-TV, Kansas City, Mo.—Application for extension of license to Jan. 1, 1951.

KWWB-AM, Kansas City, Mo.—Application for extension of license to June 30, 1951.

WJBO Rockford, Ill.—Application for extension of license to April 30, 1951.

KALG Alamogordo, N. M.—Granted mod. for approval of ant. and trans., change station for change of location.

WFEF Taunton, Mass.—Granted mod. for change of trans. and change of ant.

KJMD Wash., Grant mod. for CP to change type trans.

KDKR Wash.—Grant mod. for extension of commission date of new license.

WERC Erie, Pa.—Same to 8-6-50.

KXRA-AM Cheyenne, Wyo.—Same to 8-6-50.

KSBU Cedar City, Utah—Same to 9-6-50.

KZAXA Kansas City, Mo.—Same to 4-6-50.

KWUN Prescott, Ariz.—Grant mod. for new license to KWUN Prescott, Ariz.

GRAF Radio, Inc., Chicago, Ill.—Grant new license for WKNS-AM.

National Best Co., Inc., New York.—Grant new license for WKNS-AM.

National Best Co., Inc., Washington, D. C.—Grant new license for WKRS-AM.

Mid-Atlantic Best Serv. Co., Louisville, Ky.—Grant mod. for new license for WKLS-AM.

Voice of the Rockies Inc., Colorado Springs, Colo.—Grant new license for WKLS-AM.

Mid-Atlantic Best Serv. Co., Louisville, Ky.—Grant mod. for new license to WKLS-AM.

Filing granted mod. for cp's for extension of commission date as shown: WOR-AM New York City, to 1954; WVEE-TV Detroit, to 1954; WLW-AM, Richmond, Va., to 1954; KGKR-FM Tuscaloosa, Ala., to 1954; WDM-AM Northfield, Minn. to 1954; WERF-AM Erie, Pa., to 1954; WNBC-AM Boston, to 1954.

WOR-AM New York City—Grant new license for changes in FM station, Chan. 254. (987 mc) 3-50.

KASI Ames, Ia.—Grant CP to WBT-AM for new license and for AM tower.

WSM-TV Nashville, Tenn.—Application for extension of license, change of location, increase ERP to vis. 23 kw, irr. 11.85 kw, and to increase power from 5 kw to 10 kw.

KDYL-TV Salt Lake City, Utah—Grant mod. for extension of commission date to 1950.

WIP-AM Harrisburg, Pa.—Grant new license for extension of commission date to 1950.

March 14 Applications

APPLICATIONS

ACCEPTED FOR FILING

AM—1320 kw

WJPR Greenville, Miss.—CP AM station to KUNA-AM on new frequency of 1320 kw.

March 15 Decisions

Action on Motions

(Continued on page 86)
TR’S ANSWER

TRANSIT radio’s triumvirate in the nation’s capital has asked the FCC to deny a complaint that would rule transit broadcasting contrary to the public interest.

The 12-page brief was prepared by firm, on behalf of Transit Radio Inc., Washington Transit Radio Inc., and the Capital Broadcasting Co. (Licensees of WWDF-FM Washington which holds a TR franchise). Transit Radio’s volley was directed particularly against the complaint filed before the FCC by Washington Attorneys Franklin S. Pollak and Guy Martin on their own behalf which paralleled complaints filed earlier by Transit Riders Assn. FCC has the matter under study [Broadcasting, Feb. 20, 13].

Opponents of music-equipped vehicles, the brief argued, have “draped their objections in the cloak of constitutional phrases which have no applicability to the factual situation.”

It was also argued that (1) the issue already had been settled by Washington’s Public Utilities Commission ruling in favor of transit radio; (2) that no disputable questions of fact require hearing or investigation by FCC, and (3) that the petitions ask FCC action to deal with matters “beyond its (FCC’s) jurisdiction.”

Messrs. Pollak and Martin had charged in their petition that transit radio is contrary to “the public interest” and urged the Commission.

Files Brief Asking FCC To Deny Complaint

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Yes, sir! we’ve got BINDERS

... and at reduced prices, too

Is someone stealing your copies of BROADCASTING? Don’t buy o safe ... keep ’em in handy, sturdy, blue-leather binders. Made to last for years, each binder holds six months’ issues. The coupon on the right does the job.

$350

Each

Broadcasting-Telecasting
870 National Press Blvd.
Washington 4, D. C.

Enclosed please find [ ] check
[ ] money order [ ] bill me,
and send [ ] binders to:

Name

Firm

Address

City

State

Page 86  March 20, 1950
### Filed Bond Partnership

**AM GRANTS**

**Hamilton, Ala.—Marion County Best Co.,** granted new station on 1590 kc, 1 kw, estimated construction cost: $13,290. Mr. Bell exchanges own property, Granted Mar. 13.

**Jackson, Ala.—Jackson Best Co., granted new station on 1420 kc, 1 kw, estimated construction cost: $4,106. Principals include: Mr. J. C. Allen, real estate broker, owner of station; and Mrs. J. C. Allen, general manager 50%. Jackson Best Co., Granted Mar. 13.


**El Paso, Tex.—Western College of the U. of Tex., granted new non-commercial educational station on 15,885 mc, IFBP 10 watts, antenna 185.5 kc, Granted Mar. 13.

### FCC Roundup

**Box Score**

**Summary of Authorizations, Stations On the Air, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>Licensed</th>
<th>Cps</th>
<th>Cond'l</th>
<th>Applications In</th>
<th>Grants Filing Hearing In</th>
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<tr>
<td>AM Stations</td>
<td>2,195</td>
<td>2,080</td>
<td>188</td>
<td>48</td>
<td>360</td>
<td>268</td>
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<tr>
<td>FM Stations</td>
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<td>35</td>
<td>24</td>
<td>18</td>
<td>348</td>
<td>182</td>
</tr>
</tbody>
</table>

**New Grants, Transfers, Changes, Applications**

- **U.S.-Cuban Treaty** *(Continued from page 23)*

  on 10 regional frequencies (the same number provided under the old NARBA); Cuban Class B rights on 15 radio channels; key rights on the 1340 kc local channel, and other privileges which would increase the limitations to seven existing U.S. stations and guarantee that future U.S. stations and other channels will be protected Cuban operations on those frequencies.

  The U.S. 1-A channels were 640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis), with Cuba retaining privileges on 890 kc (WNWR-LWS Chicago). The 1-B frequencies on which Cuba would be accorded special privileges were 680, 810, 850, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1170, 1190, 1520, 1550, and 1500 kc.

  Regional frequencies on which Cuba would have “high power” rights were 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc.

  DECCA Records Inc. last year recorded net earnings, after taxes, of $850,870, or $1.04 a share on 770,650 shares of capital stock outstanding, according to the company's annual report.
Richards Hearings
(Continued from page 28)

March 1948

He has been and is privately critical of the Roosevelt family. He believes that the action of James Roosevelt in urging the Commission to investigate these stations and to hold these hearings was biased and prejudiced and caused by James Roosevelt’s dislike of Richards’ political views.

He said Mr. Richards “asserts that he has a right to have and to express privately his own opinions with respect to the Roosevelt family and their motives in their attacks upon him, so long as he does not broadcast false or defamatory material concerning them over his radio stations.”

William Burns, former radio news writer and now a Los Angeles Times reporter, was the first witness. He identified letters which he said had been sent to FCC Comr. Paul A. Waring in February and March 1948, when he was secretary-treasurer of Radio News Club of Los Angeles.

Robert’s Second Witness
FCC’s star witness, Mr. Roberts, former director of public affairs for KMPC and now KFWB Hollywood newscaster, was the second witness.

President of the Radio News Club when the news-slan ting charges were filed two years ago, he said Richards was anti-Semitic and anti-administration. He claimed Mr. Richards directed him to slant newscasts against the Democratic Administration and the Roosevelt family, and to minimize the Truman position and eliminate the President’s speeches. He quoted Mr. Richards as referring to President Truman as “the neckbeard salesman in the White House.”

Mr. Richards, he declared, specifically instructed that Bernard Baruch, Edwin Paulie, Howard Hughes, Henry Wallace and Henry Kaiser, among others, be treated in an unfavorable light. Gen. Douglas MacArthur, Sen. Homer Ferguson (R-Mich.), and Sen. Owen Brewster (R-Me.), were to be highly praised, he said.

Mr. Richards, he said, made uncomplimentary remarks about William Paley, CBS board chairman; Ben Case, David Sarnoff, RCA board chairman, and Robert Kintner, now ABC president. Identifying them as Jews, Mr. Roberts testified Mr. Richards said “they are in league.”

Backs Republicans
The witness asserted that Mr. Richards’ said newscasters should be against this liberal move and we should lend our efforts through the medium of news to strengthen the political position of the Republican party so it could get into power in 1948.

Mr. Roberts said he once told Mr. Richards he was violating his broadcast license by news-slan ting, and that Mr. Richards replied: “To hell with the FCC. Let them take our license away. We’ll go down with all flags flying.”

Mr. Roberts told Examiner Johnson that Mr. Richards frequently met with KMPC staff members to tell them how he wanted news handled. On one occasion, Mr. Roberts stated, he had announced practice saying the word “Republican” in an effort to have it sound as good on the air as “Democrat.”

He testified Mr. Richards instructed him to use material from anti-Administration columnists and news commentators as factual news and to incorporate it in newscasts without mention of source. Anything anti-Administration was instructed to be used as fact, he added.

Mr. Richards said he didn’t always follow instructions and reported that he and his staff were often compelled of compromise regarding Mr. Richards’ instructions, according to his demands and then shipping in a paragraph that “would attempt to give the other side.”

“I figured,” Mr. Roberts said, “that he would only hear what he wanted to hear.” This technique didn’t always work, however, because sometimes Mr. Richards would dictate the entire text of a particular item of a news broadcast, he added.

He said that Robert O. Reynolds, KMPC vice president and general manager, agreed with his views. Before going to work for KMPC, Mr. Reynolds said he discussed the injection of editorial opinion into newscasts with Mr. Richards, because he knew Mr. Richards to be “a man of strong, fixed opinions.” Mr. Reynolds, he said, told him he thought they could “handle Richards.”

Dismissal Action
Mr. Roberts said his dismissal from KMPC in February 1948 followed an “open defiance” of a Richards order to always present Gen. MacArthur in a favorable light. Let them teach him, he testified, he had made Gen. MacArthur’s failing health and apparent age. He indicated this infuriated Mr. Richards and led to his own release.

In subsequent testimony, which continued through Wednesday, Mr. Roberts identified letters, memos, scripts, telegrams and clippings of newspaper articles he said were sent to him by Mr. Richards. Some bore “use this over and over.” More than two score such exhibits were submitted by FCC counsel and entered as evidence.

A CHARGE that FCC “may be using its authority over radio stations for political censorship” was raised in the Senate last week by Sen. Homer Ferguson (R-Mich.).

“In what was taken as a reference to the Commission’s current hearings in the G. A. Richards case (story adjacent), Mr. Ferguson told his colleagues Monday that he understood FCC “vigorously investigated” a station owner “who has expressed personal strong political views which appear to be pro-Republican and anti-Communist.”

On the other hand, he said, there was “the case of a radio licensee who owns five radio stations and who is known to have strong political views which have been identified by the House Un-American Activities Committee through his association with numerous Red-front organizations.”

In the latter case, he said, so far as he has been able to learn, the personal views of this individual have not provoked any action on the part of the Commission in relation to ownership or operation of his station.”

Sen. Ferguson cited a Saturday Evening Post editorial on the use of radio for “left-wing” propaganda (see story page 84). He said he asked FCC General Counsel Benedict P. Cottone about this and, specifically, “whether any in investigations had been started as to the activities of radio licensees who had shown strong political bias or whose association might lead to use of radio stations for avowed propaganda purposes.”

He said “Mr. Cottone told me that the Commission had taken action in cases of this kind by letter.”

Sen. Ferguson continued: These are peculiar circumstances—on the one hand the report of the investigation of a licensee who was a Republican stockholder and on the other hand the failure to investigate other radio licensee whose personal views show strong political bias in an opposite direction.

Let me make clear that I have not objective in the roles being laid down to permit any licensee to operate his station in the public interest, or to permit the views of any organizational group to be heard to the same extent as the views of the Commission in applying its rules and into the question of possible bias in their application.

If radio-station owners of opinion suffering are being favored and those of opposite leaning are being discriminated against, clearly the Commission is embarking upon a dangerous course of political censorship.

SUMMER DISCOUNT
Crosley Plans Bonus Tim

A SUMMER bonus time plan which announced last week by Robert I. Crossley, president and general manager Crosley Best, Co., apply to WLV Cincinnati and the three Crosley television stations, WLWT Cincinnati, WLWC Columbus, and WDAY, Fargo, N.D.

The plan would provide a tim bonus of up to 25% for spot radio advertisers and up to 50% for spot television users. “It’s more than justified if it helps solve the summer hiatus problem Mr. Dunville said.

The new schedule for time during July, August and September. Advertisers using 62-wave radio schedules would receive 20 bonus time; new accounts with 1 week schedules 15% bonus and new accounts with 10- to 22-week schedules 20%. New accounts for less than 5 months would receive a 25 bonus.

The television stations observe 40% summer discount in time cost or a 50% bonus in facilities if the same amount is spent during the period.

REPORTEDLY lowest-priced three portable radio produced by RC Victor since the war, currently being shipped to dealers for immediate distribution, is Crosley’s new version of “Globe Trotter” portable.

POLITICAL CENSORSHIP BY FCC
Michigan Republican Questions Investigation of Station Own

When It’s BMI It’s Yours
Another BMI “Pin Up” Hit—Published by Hill & Range

HALF A HEART

On Records: Al Trace—Col. 38693; Al Morgan—Lox. 3714; Eddie Howard—Mcr. 5349; Bill Lawrence—Jnc. 20-3683; Jack Owens—Dec. 24274; Gordon MacRae—Cap. 842; Ken Griffin—Rosco 421; Jon & Sandra Steele—Coral 60165.

On Transcription: Dick Jurgens—Associated; Gordon MacRae—Capitol.

BROADCASTING • Telecasting

Page 98 • March 20, 1950
'LIGHTNING' TALK

From Scattered Previews

Upcoming

March 24: San Francisco Chapter Academy of Television Arts and Sciences, first annual award banquet, San Francisco, Calif.
March 24-25: CBC board of Governors meeting, Board of Trade and Commerce, Montreal, Quebec.
March 28: American Marketing Assn., Hotel Shelton, N. Y.
April 1-2: NAB convention, Stevens Hotel, Chicago.
April 3-4: NAB convention, Stevens Hotel, Chicago.
May 4-7: Institute for Education by Radio, Columbus, Ohio.
May 7-8: National Radio News Edit- ors, Columbus, Ohio.
May 9-11: IRE-AIEE-RMA Conference, Washington, D.C.
May 22-23: North Carolina Assn. of Broadcasters, annual meeting, Chapel Hill, N. C.
May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.
June 1-2: Pacific Coast 75th annual convention, Hotel Statler, San Francisco.
June 17: Second annual Radio News, Editor’s conference, Kent State, Kent, Ohio.

OPERATING results for Philco Corp.’s first quarter year to date are expected to be highest for any initial quarter in firm’s history.

MIXED reaction on the All-Radio Talk “Lightning That Talk” came last week following prequels in scattered parts of the country. Varied opinion on the film was voiced in a survey of viewers who attended a New York showing [Broadcasting, March 13].

Frank E. Pfeiffer, vice presi- dent of Transit Radio Inc. and for- mer NAB broadcast advertising director, observed that the New York showing was marred by what he described as “an atrociously bad sound and lighting system.” He added that the New York audience is “hypocritical” and the film should not be judged on its basis alone. He said he likes the film and believes it will do a lot of good.

In a joint report, three Spokane area station executives agreed they scribing station officials and their wives. All were described as “dis- appointed” in the film. Critical comments also were voiced at a showing to Spokane agency people.

The Spokane broadcasters sign- ing the report, submitted to Maurice B. Mitchell, Broadcast Adver- tising Bureaux, were Richard O. Dunning, KHQ; E. B. Craney, KXLY, and Cole E. Wylie, KREM. They suggested the film should be “completely re-edited,” with its length cut to 20 or 25 minutes. “We will not consider showing the film further in Spokane,” the trio concluded.

Charles A. Fuller, manager of WBET Brockton, a suburb, said the All-Radio film was favorably received at a showing conducted by the station. Here are some comments:

Dean Alexander, advertising repre- sentative, George E. Keith Shoe Co. — “I was impressed by the fair and imper- fect way the film presented radio’s selling advantages.”

Louis Hofman, merchant and Cham- ber of Commerce president — “It shows how just how radio can do a selling job for you under certain conditions.”

Richard O. Dunning, manager of KHQ — “The breakdown of listening habits in radio not only interested me but was an increase in it. Speed is radio can give an advertiser.”

Warner Alden Morse, advertising representative for various Brockton businesses and banks—“When used properly, radio has a place in the advertising budget of any progressive firm.”

THE TRIAL of anti-trust charges illegally discriminated against adver- tisers was completed in Cleveland last week.

Authorities thought the case, involving the Lorain Journal and its • • • 

nal, and Joseph Kelly, also of WONE, who related alleged discus- sions with Journal officers at a time when he was the newspaper’s classified manager.

Supporting the Journal’s denial of anti-trust violations, the newspaper’s attorney, Parker Fulton, claimed that “if the charge is cor- version against the advertisers, we deny it,” but “that the charge is (that) normal persuasion was used, there is no denial.”

Denied Injunction

Judge Freed last December de- nied a Government request for pre- liminary injunction, but the Journal pending outcome of the trial [Broadcasting, Dec. 12, 1949].

One government exhibit was an FCC decision, later upheld by the District Court of Appeals from the District of Columbia, denying a Journal radio application on grounds that its owners had sought to suppress competition in Mans- field, Ohio, where they own the Mansfield Journal.

Victor Kramer of the Justice Dept. was chief Government coun- sel in the trial. He was assisted by Baddia Rashid, Victor Otman, and Norman Seidler, WEOl, which was not a party in the suit, was represented by Marcus Cohn of the Washington law firm of Cohn & Marks as an observer during initial phases of the trial, which lasted two weeks.

All City High School Chorus of Pittsburgh will broadcast over WCAE that city, Monday, 6:15 p.m., for third year.

Gen. Sarnoff Receives $200,000 in ’49

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, was paid $200,000 salary in 1949; Frank M. Folsom, RCA president, received $175,000, it was reported last week.

Gen. Sarnoff’s 1949 remuneration was $24,540 more than he got in 1948. Mr. Sarnoff’s 1949 pay was up $14,849 from Mr. Trammell’s, who in 1948 was given an “incentive compensation” of $25,000 in addi- tion to his $100,000 salary, did not receive such a bonus in 1949.

The pay and other figures were contained in a proxy statement cir- culated by RCA last week in ad- vance of its forthcoming annual stockholders’ meeting, May 2.

Among NBC executives, only Mr. Trammell’s salary was reported in the statement.

John G. Wilson, executive vice president, RCA Victor Division, was given $90,000 salary and $25,000 incentive compensation in 1949, an increase of $30,000 over his 1948 pay.

Charles B. Jolliffe, executive vice president of RCA Labora- tories, received $50,000 salary and $17,500 incentive compensation, an increase of $1,950 over 1948.

The law firm of Cahill, Gordon, March 20, 1950 • Page 89
**At Deadline...**

**At&T Color Timetable, 1952, Called 'Too Late'**

**TIMETABLE** of 1952 projected by Frank A. Cowan, head of Engineering and Long Lines Dept., Bell System, Swindon, Pa., and Michael Edel, as earliest for AT&T provision of coaxial cable to transmit RCA color system, was called "too late" by Comr. Frieda Hennock in FCC's Friday hearing on color TV.

Mr. Cowan, in formulating firm's plans of increasing cable's TV bandwidth from 2.7 mc to 4 mc, said if broadcasters want faster program, they would have to bear part of construction costs. He said it would take two to three years to make present cable capable of passing 4 mc TV signal. Acceleration would cut this down to about end of 1951, Mr. Cowan added. He also revealed color relay system would be more costly than existing black and white for monitoring and shortening.

If broadcasters need to "meet demands for color," assuming FCC adopts standards, Mr. Cowan predicted, question would be whether they want "slowdown of normal expansion" of the country-area system, or plan on building up to 4 mc bandwidth would not increase rates necessarily for TV broadcaster, he said.

Also in hearing, Myron J. Greenwald, vice president, Celomat Corp., New York, displayed firm's plans for "whole color system called "Vue-See."" It consists of three-color laminated disc 12 inches in diameter, mounted on shaft connected to 1/70 HP induction type motor. Can be used on any size tube after picture reduction to five inches, Mr. Greenwald added.

**W. U. Rates Stand**

WESTERN UNION will be permitted to retain its present rates for play-by-play baseball wire service, subject to outcome of pending case involving broadcasters' protests that rates are unreasonable and discriminatory. Action was taken by FCC Friday in view of imminence of baseball season. On basis of complaint by WIND Chicago, operator of 32-station Midwest Baseball Network, hearing was held last spring and resulted in examiner's initial decision holding rates to be unlawful insofar as they make extra charge for each station in network aside from subscriber station [BROADCASTING, March 13]. Oral argument on examiner's decision is slated before full Commission March 27.

**MORRISVILLE DECISION**

INITIAL DECISION anticipating grant of application of WBUD Morrisville, Pa., to change from 1490 kc with 250 w to 1200 kc with 1 kw, DA full time, and to move main studio to Trenton, N. J., issued Friday by FCC Examiner James D. Cunningham. Rival application of WTNJ Trenton for power boost from 250 to 500 w, and for authority to continue operation during daytime on 1200 kc in lieu of 1300 kc, would be denied on grounds applicant is unqualified. Decision claimed WTNJ and Franklyn J. Wolf, part owner and manager of station also made "intentional misrepresentation of facts."

**McClure Moves to K&K**

JOHN F. W. McClure, former vice president and general manager of Sofskin Co., subsidiary of Vick Chemical Co., has joined Kenyon & Eckhardt, New York, as merchandising account executive.

**FCC Held Disregarding Appellate Court, Ruling**

U. S. COURT of Appeals for D. C. was told Friday that FCC is disregarding court's opinion. The FCC and AT&T Corp., which won court appeal, asked court for writs of prohibition and mandamus requiring FCC to issue findings in case and call off further hearing which has been scheduled.

In petition filed by Elliot C. Lovett, Washington attorney, Easton claimed Commission called for further hearing "in the apparent hope that something might develop to ... support its original conclusion" that Allentown Broadcasting Co.'s application for 1230 kc, 250 w should be preferred over Easton's. Petition argued that court opinion upholding Easton appeal from Allentown grant required only further findings by FCC, not further hearings.

Allentown Broadcasting is operating WHOL under FCC's original decision. Decision has been stayed pending further hearing, but with provision that WHOL may continue operations in meantime. Application for transfer of WHOL to group headed by Victor C. Diehm, which Easton had protested, was dismissed by FCC, which was made up of exclusive amendment reflecting same change. Easton claims this makes it "new application" and violates FCC rules.

**DR. STEWART SELECTING STAFF FOR POLICY BOARD**

DR. IRVIN L. STEWART, chairman of President Truman's newly appointed Communications Policy Board [BROADCASTING, Feb. 29], hopes to be able to announce selection of staff director for board when it meets in Washington April 20. Most of staff personnel expected to be drawn on loan from FCC and other agencies.

International communications probably will get board's first attention, according to Sen. E. W. McFarland (D-Ariz.), who heads Senate subcommittee making similar study of overall frequency use and communications problems, and who conferred with board members preceding weekend [BROADCASTING, March 12].-------------------

**SCRIPPS-HOWARD APPEAL**

SCRIPPS-HOWARD Radio appealed to U. S. Court of Appeals for D. C. last Saturday from January 1949 FCC decision denying its application for 5-kw station on 1300 kc in Cleveland and granting rival bid of Cleveland Broadcasting Co. (WCRE). FCC based choice of Cleveland Broadcasting on fact that newspaper association, local ownership, and integration of ownership with operation, Appeal, filed through Washington law firm of Segal, Smolka & Hennessey, followed last month's FCC denial of Scripps-Howard petition for rehearing [BROADCASTING, Feb. 27].

**DOWNEY HTS LICENSE PLAN**

PROPOSAL by Sen. Ed Johnson (D-Col.) to license movie film opposed Friday by Sen. Sherman (D-Conn.) and Sen. Downs (D-Vt.) and termed "dangerous precedent which "might easily" lead to government censorship of radio, TV, other media. Sen. Johnson earlier had promised deletion of clause in bill covering TV film (see story page 60).

**Closed Circuit (Continued from page 4)**

engineer's advisory post. Mr. Willoughby veteran of 20 years with FCC, and its predecessor FRC, has been urged by friends to seek broadcast chief post.

INSIDERS at FCC also are talking about another aspect of Willoughby case. FCC announcement on appointment of Mr. Plummer as new chief engineer suggested Mr. Willoughby would become assistant chief engineer. Official minutes, however, do not so state and question has been raised whether any provision whatever has been made for Mr. Willoughby's continued work with FCC after April 3 when he relinquishes acting chief engineer's port folio.

YOU CAN LOOK for relative quiescence a FCC on controversial broadcasting matters until completion of reorganization of broadcast structure as projected in new functional alignment. Appointment of Harry Pletkin, FCC legal "brain," as chief of new Broadcast Bureau, would be followed by plethora of crack downs in all phases of broadcast operations.

THERE'S no confirmation but it's true the feelers have been extended to AFM President Petillo to see if he'd be willing to take part in proposed labor panel during NAB Management Conference next month. Music boss undecided but his advisers favor participation.

THOMAS J. LIPTON Inc. (tea), through Young & Rubicam, New York, considering spo campaign for tea application.

DO NOT write off McFarland Bill (S-737) as dead duck even at this session. Even though Rep. Sadowski (D-Mich.) is ill and has been unable to follow through with plans for hearings on controversial bills, sentiment is building up in favor of action on McFar land measure, to completely remodel procedures work of FCC and place responsibility with Commission, rather than with staff.

In RE legislative picture, FCC staff is burring midnight oil working up its case for so-called Commission Bill designed as substitute for January measure and which was presented to House Committee several weeks ago [BROADCASTING, March 6]. Commission, or at least majority thereof, plans to go all out in support of its own bill and opposition to McFarland measure.

POWER of television as teaching medium is testified by U. S. Census Bureau in training 10 New York Metropola apartments for April house-to-house fast gathering. Special TV training film produced in Navy's Washington and Long Island laboratories.

**CBS News Shifts**

REASSIGNMENT of several CBS newsmen in next few weeks announced Friday. Allee Jackson, of Washington CBS, takes over 11-11:15 p.m. news analysis program. Richard Hottelet, now a newsmen based in Berlin, replaces Bill Downs who returns to U. S. for Washington assignment.

**Pearson Appointed**

THREE stations appointed John E. Pearson Co., station representatives, New York, to serve them. They are WIL St. Louis, KBO Omaha and KOLN Lincoln.

**Broadcasting • Telecastin**
And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

_It's the greatest farm market in history_

And the quickest, surest way to reach this rich market is via WLW, which attracts one-sixth—16.1%—of all rural radio listening throughout WLW's four-state area.**

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches . . .

85.2% of all rural radio homes in four weeks
69.1% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

* Special farm consumer survey—now available
** Nielsen Radio Index, Feb-March, 1949

OLD MACDONALD HAD A FARM

Ee-i Ee-i DOUGH

WLW

the nation's most merchandise-able station

Crosley Broadcasting Corporation
New scintillation counter, using electron tube developed at RCA Laboratories, gives faster, more accurate measurements of atomic radiation.

What can you hear through an ear of grain?

When agriculturists want to learn what nourishment a plant is getting, they inject radioactive materials into the soil and trace their absorption with sensitive instruments. Industry and medicine also use this ingenious technique.

Until recently, scientists heard what was happening, by following the passage of atomic materials through plants, or machines, or even the human body, with a clicking Geiger counter. Now a more sensitive instrument for tracing atomic radiations—a new scintillation counter made possible by a development of RCA Laboratories—can do the job more efficiently.

Heart of this counter is a new multiplier phototube, so sensitive that it can react to the light of a firefly 250 feet away! In the scintillation counter, tiny flashes, set off by the impact of atomic particles on a fluorescent crystal, are converted into pulses of electrical current and multiplied as much as a million times by this tube. Extremely faint radiations are accurately measured—providing new and needed information in many fields.

See the newest advances in radio, television, and electronic science at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.
Nighttime + Daytime

WOR has the largest single station audience in America!
During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolee called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 states and 5 Canadian provinces wrote WLS to tell us they joined with us in the "World's Largest Square Dance"—in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire—Arkansas—Saskatchewan—Maine—Florida—letters came from everywhere.

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 50,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.
Closed Circuit

ATLANTA RADIO situation, growing out of merger of Journal and Constitution into Atlanta Newspapers Inc. [Broadcasting exclusive, March 20], looks this way: Fort Industry Co. (WAGA stations) will acquire plant and real estate of WCON, now using 550 kc, for about quarter-million, substantially less than cost, and will petition FCC to use 550 kc or continue on 500 kc, with one license turned in, depending on outcome of Cuban conversations. Construction permit for WCON-TV, slated to start in June, presumably would be relinquished, since duopoly rule would apply and since FCC to date has refused to transfer construction permits while freeze is on.

IN RE ATLANTA, question of network affiliation also is involved. If WCON, in effect, is discontinued, ABC must seek new affiliate. WGST, owned by Georgia Institute of Technology, and WATL, of Woodruff interests, are regarded as potential and presumably would be available. If WGST gets ABC, then WATL probably would succeed to Mutual, with which it was formerly affiliated.

PHILLIPS “66” through its agency, Lambert & Feasley, New York, considering spot campaign in addition to its regional network show featuring Rex Allen on CBS, which started last week.

THERE’S CONSTERNATION in Radio Row, notably among station representatives, over rate adjustments and package deals in both AM and TV stemming from competitive aspects primarily in TV markets. Representatives in both AM and TV regard network and group station “adjustments” geared toward summer hiatus as dangerous, if not bad business policy. Whether National Assn. of Radio Station Representatives will take formal notice, and blast away, currently being debated.

ALL SERENE between CBS front office and top AM-TV star Arthur Godfrey after Mr. Godfrey promised to curb questionable humor on his shows. Criticism of certain ad lib portions of a street sweeping sequence and threat to drop Godfrey show were sent direct to CBS President Frank Stanton by Walter Damm, vice president, WTMJ Milwaukee, last week. Star’s promise understood to have satisfied Mr. Damm.

REALLOCATION of advertising appropriations in radio and television expected as result of meetings being held in New York by Lever Brothers Co. and its agencies.

LOOK for House Interstate & Foreign Commerce radio subcommittee to shelve consideration of the so-called Sadowski Bill (HR 849) when it begins scheduled hearings on radio legislation. Target date now set for hearings’ start after House’s April 6-18 Easter recess [Broadcasting, March 20]. Insiders say Rep.

(Continued on page 86)

Upcoming

March 27-30: Canadian Assn. of Broadcasters annual meeting, General Brock Hotel, Niagara Falls, Ont.
March 29-April 1: AAA Convention, Homestead, Hot Springs, Va.
April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
(Other Upcomings on page 51)

Bulletins

DON McNEILL, star of ABC’s Breakfast Club from Chicago, ready to sign new long-term contract with network late last week as ABC and personal lawyers readied fine-print details. Mr. McNeill made final decision to remain with ABC after onslaught of other networks, mainly NBC.

U. S.-CUBAN NEGOTIATIONS REMAIN UNSETTLED

STATUS of U. S.-Cuban NARBA negotiations —called off by U. S. Thursday but seemingly given new life by indications of change in Cuban tack on Friday—still unsettled at Broadcasting’s deadline Friday (early story page 21).

FCC Comm. Rosed H. Hyde, head of U. S. delegation, notified State Dept. Friday morning he was slated to confer with Cuban group at their request later in day. No details on outcome available in Washington late Friday. Cuban invitation for further discussions came after State Dept. granted Coma. Hyde’s request for recall of delegation from Havana Thursday. Despite late development, U. S. authorities reportedly holding firm to assertion that “government” tentatively reached earlier this month represents maximum concessions U. S. will make.

FTC CITES WHITEHALL

THIRD manufacturer of anti-histamine cold tablets charged Friday by FTC with misleading and false advertising (see story, page 42). Complaint filed against Whitehall Pharmacal Co., New York, manufacturer of Kophilin, claimed firm’s advertising represented product as “adequate and competent” treatment and cure for common cold and manifestations. Earlier in week, FTC similarly cited Bristol-Myers Co. and Anahtah Co., both New York, makers of Resistabs and Anahtah, respectively.

WEST COAST AFFILIATES

KSBR (FM) San Bruno, 250 kw station, signs on. Northern California terminus for Pacific Regional Network, according to Cliff Gill, KFMV (FM) Hollywood and network head. Franklin Evans, KSBR general manager, signed for his station. Mr. Gill also announces six additional affiliation requests bringing total to 22 for PRN.

Business Briefly


ORANGE JUICE SERIES • Hi-V Corp. (frozen fruit concentrates), April 4 starts Arthur Godfrey, Tues., Thurs., 7:45-8 p.m. on CBS-TV. Mr. Godfrey is member of Hi-V board. New program brings its total weekly CBS AM-TV time to 8 hours, 45 minutes. Agency, Franklin Bruck Adv., New York.

DIANA BOURBON PLANS TO LEAVE WHEELOCK AGENCY

DIANA BOURBON, national radio director, Ward Wheelock Co., Hollywood, resigning effective at summer’s end, after 16-year stay with agency where she attained distinction in 1938 of being first woman radio director of major advertising agency. Currently Miss Bourbon producing CBS’ Club 15 and NBC’s Double or Nothing. She plans concentration on freelance writing.

From 1938-1943 Miss Bourbon was radio director of Wheelock company’s New York office directing all daytime shows for agency and several nighttime programs including Reader’s Digest and Orson Welles’ Mercury Theatre. No replacement named.

ALBUQUERQUE PETITION IS DENIED BY FCC

FCC Friday denied request of New Mexico College of Agriculture & Mechanic Arts and KOB Albuquerque to waive rule which had refused their petition to continue a contract under which college reserved broadcast time as part of original price in selling KOB [Broadcasting, Dec. 12].

Oral argument had been asked on ground that FCC had considered only part of original claims, had not properly evaluated court decisions and had ignored some of original contentions. FCC also granted KOB until June 15 to comply with its denial.

TUBE SALES DOUBLED

SALES of radio receiving tubes in February, 1950, were nearly twice those of the same month in 1949, according to Radio Mfrs. Assn. The sales last month totaled 24,865,546 compared to 12,643,788 in the same month of 1949 and 22,272,024 in January. Of the February output, 20,073,094 tubes sold were for new sets, 3,935,796 for replacements, 786,007 for export and 98,049 tubes for government agencies.

ELLIS JOINS B&B

SHERMAN K. ELLIS, former president of Sherman K. Ellis Inc. and La Roche & Ellis, joins Benton & Bowles, New York, as vice president and member of plans committee, effective today (March 27).
are you singing the blues in St. Louis?

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers... check the time costs... check KXOK's B. M. B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%)... and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.
He “beats” as he sweeps as he sells

Scoring news beats is an old habit of his. Selling customers for his sponsors is another, equally well-established custom. Says Mr. J. C. Thompson of The Southland Corporation, Texas grocery organization which sponsors him on WRR, Dallas; KFJZ, Fort Worth, and KVET, Austin:

“We value our Fulton Lewis, Jr. program very highly. As you know, we have the program 100 percent of the time in Dallas and Fort Worth. . . . I would not take $25,000.00 for the program.

“I hope this does not encourage you to raise your rates, but we feel the Fulton Lewis, Jr., program is most successful.”

Encouraging indeed—but the rate structure remains unchanged! The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Pursuit!

There's nothing like the drama of the man-hunt for keeping big audiences happily glued to their radios, eager for every word... including yours. Now CBS, creator of such successes as "Suspense" and "Escape," recommends "Pursuit."

This is one of the best... the adventures of Scotland Yard's Inspector Peter Black, on the trail of the wily and wicked. The sponsor who catches this one will win a handsome reward.

A CBS PACKAGE PROGRAM
When Was The Last Time You Spoke to a Woman?

In Philadelphia WCAU's "FOR WOMEN ONLY" and "HOUSEWIVES' PROTECTIVE LEAGUE" speak to twice as many women, with half as many hours on the air, as Philadelphia’s four other women's radio programs combined.*

To put this great salespower to work for you, put your product on WCAU.

*Pulse of Philadelphia
HAROLD L. LESLIE, vice president and general manager of company's Boston office. Mr. Chirurg was re-elected president and became corporation treasurer, replacing Mr. Hardiman.

L. MARTIN KRAUTTER, advertising and merchandising consultant, merges his interests with Chicago office of Maxon Inc., to become vice president in charge of Hotpoint account.

LESLIE R. GAGE, formerly Western manager for Macfadden Woman's Group, Chicago, joins LeVally Inc., same city, as media director.

BECKER & LUSH Inc., New Haven, Conn., announces change of name to E. J. LUSH Inc., coincident with move to new and larger quarters at 207 Orange St., New Haven. HOWARD F. BECKER, formerly treasurer and majority stockholder, retires, remaining as legal counsel and research director for firm.

JACK MATTHEWS, formerly with Dancer-Fitzgerald-Sample Inc. as space buyer on Procter & Gamble accounts, and before that general media buyer with Sherman & Marquette, Chicago, appointed head of media department of Chicago office of Ross Roy-Fogarty Inc.

HARRY M. IRELAND, executive for Bristol-Myers account at Doherty, Clifford & Shenfield Inc., New York, and WILLIAM E. HOLDEN, merchandising director for firm, appointed vice presidents.

J. LARRY HAINES, formerly with Gimbel Bros. Department Store, joins Wasser, Kay & Phillips Inc., Pittsburgh, as assistant television director.

JOHN R. SHEEHAN joins Cunningham & Walsh Inc., New York, as associate director of radio and television. He formerly was director of radio and TV for Buchanan & Co.

ALFRED GOLDMAN, formerly with Van Sant, Dugdale & Co., Baltimore, joins copy staff of Huber Hoge & Sons, New York.

CHRIS LYKKE & Assoc. and WILLIAM J. WILKIN Co., San Francisco advertising agencies, consolidate under name of Lykke-Wilkin & Assoc. New firm will occupy Lykke office in Monadnock Bldg. Telephone: YUkon 6-5842.

GARRET E. HOLLIHAN, formerly with KARM Fresno, Calif., joins Brisacher, Wheeler & Staff, San Francisco, as radio and television director.

EUGENE W. COOPER, formerly with Foote, Cone & Belding, Chicago, transfers to San Francisco office of agency as account supervisor.

HILBURN JOHNSTON, manager of San Francisco branch of Campbell-Ewald Co., appointed vice president.

TARRY A. MAGEE, formerly advertising manager of Bendall Pontiac Co., Alexandria, Va., opens his own agency and public relations office in Burke & Herbert Bank Bldg., 110 S. Fairfax St., Alexandria.

HENRY HALPERN, previously with Young & Rubicam and before that associated with Dr. George Gallup, appointed research manager of Ward Wheelock Co., Philadelphia.

GEORGE H. BENEDICT, formerly with General Foods, joins Federal Adv. agency, New York, as account executive.


ARTHUR H. EATON, former copy chief of Sherman K. Ellis Inc., New York, appointed advertising copy director of Erwin, Wasey, succeeding LARRY BIGGS, retired.

HILTON T. KYLE and RICHARD A. CULLINAN named director and executive vice president, respectively, by Albert Frank-Guenther Law, New York.

ANDREW V. CHRISTIAN, formerly writer and producer with Chicago studios of CBS, joins radio-TV staff of McCann-Erickson, same city. RICHARD

(Continued on page 52)

RULE OF THUMB!

QUESTION: What is "rule of thumb"?

ANSWER: The simple solution to a problem.

The simple solution to your problem of advertising in Michigan's Thumb District

STATION

WTTH

Port Huron's ABC Affiliate

WTTH & WTTH-FM

Radio Stations of The Times Herald
PORT HURON, MICHIGAN

Affiliated With
ABC NETWORK

Represented by
WEED & CO.

March 27, 1950 • Page 11
GROVE LABS (Fitch Dandruff Remover Shampoo Div.), St. Louis, starts spot announcement campaign in about 60 markets. Harry B. Cohen Adv., New York, is agency.

WARD PRODUCTS Corp., Chicago, for its Magic Wand TV and car antennas, sponsoring one-minute sound-on-film TV spots in Kansas City, Oklahoma City, and Cleveland. Boston will be added at end of this month, after which campaign will go to 10 or 12 other markets. Contracts range from 13 to 26 weeks, and markets are not limited to use of one station. Agency: Burton Browne, Chicago.

BLUE CROSS and BLUE SHIELD (hospitalization plans) appoint West-Marquis Inc., Los Angeles, to handle Southern California advertising. Media plans have not yet been announced.

GEORGE E. DRAKE BAKING Co., Pittsburgh, appoints Wasser, Kay & Phillips Inc., to handle its advertising. Greatest portion of Drake's budget is being used in television.

SICKS' SEATTLE BREWING & MALTING Co. (Rainier Extra Pale Beer) launches six-month regional campaign using all Seattle stations and 21 others in Western Washington. In Seattle, spots are scheduled to be aired 20 to 22 times daily with other advertising, including television, carrying out theme of radio spots. Agency: Western Agency, Seattle. Tom Jones Parry is account executive.

NEW YORK TELEPHONE Co. starts television spot advertising campaign on New York TV stations through BBDO, New York. Theme of both 20-second and one-minute animated films is business listings in Classified Directory. All New York stations will carry film in addition to WNBF-TV Binghamton, WRGB (TV) Schenectady, WHEN (TV) WSYR-TV Syracuse and WKTU (TV) Utica.

F. H. SNOW CANNING Co. expands Snow Time show to include WIDE Biddeford, WGAM Portland, WGUY Bangor and WAGM Presque Isle, all Maine. Account is handled by Daniel F. Sullivan Co.

JACKSON INDUSTRIES Inc., Chicago radio-television manufacturing firm names Lawrence Advertising, same city, to handle its advertising. Radio and television will be used.

WOLVERINE HARNESS RACEWAY Inc., appoints BBDO, Detroit to handle its advertising.

PORTLAND PUNCH, Los Angeles, appoints Milton Weinberg Adv. Co., that city, to handle its advertising. Television planned in Western markets.

FEDDERS-GUIGAN Corp., Buffalo (air conditioning units), will augment advertising campaign by using television spot announcements to be placed through BBDO, New York, when plans are completed.

ASSOCIATED PRODUCTS, Chicago (5-Day deodorant pads), considering national TV spot schedule. Agency: Weiss & Geller, Chicago.

PRESTO RECORDING Corp., manufacturer of recording equipment and discs, appoints O'Brien & Dorrance, New York, as its advertising agency. William R. Seth, radio-television director of agency, will continue to handle account.

TRIJA GOLF EQUIPMENT Co., Los Angeles (golf clubs), appoints Ted H Factor, same city, to handle advertising and promotion. Television will be used.

Network Accounts • • •

INTERNATIONAL SHOE Co., St. Louis (Poll Parrot shoes), renewes Wednesday, 4:45 to 5 p.m. CST portion of Howdy Doody on NBC-TV from May 1 through Henri, Hurst & McDonald, Chicago. Mars Inc., Chicago (candy), whose sponsors show on Friday, 4:45 to 5 p.m., has ordered show to be telecast by kinescope on 16 stations from March 27, through Grant Adv., same city.

WAIT & BOND Inc., Boston (Blackstone, Yankee Supreme cigars), toda starts Yankee Network News Service, Mon., Wed., Fri., 5 p.m. on entire Yankee Network.

T. J. LIPTON Co., effective April 10, will promote its new product, Frostee, o

(Continued on page 52)

BROADCASTING • Telecastin

Page 12 • March 27, 1950

Reproduced by THE KATZ AGENCY
WMT serves the heart of the richest farming area in the world. Iowa produces more corn, hay and oats, more beef and pork, more poultry than any other state. Iowa leads the nation in farm income. Each WMT farm family produces the food to feed 20 other American families; the area served includes one-fourth of the Grade A land in the country. Each week the WMT program schedule includes 119 1/4 hours of farm program features—3 1/2% of the total weekly WMT program schedule. The station fulfills its responsibility for agricultural leadership in the area, pointing the way through special activities toward better farm living. Everything from angleworms to weather forecasts interests farmers—and WMT provides the data.

Farm news makes listeners—listeners make customers—WMT makes customers! Ask the Katz man to show you how WMT sells in Eastern Iowa.

CBS STARS ARE ALWAYS SHINING OVER EASTERN IOWA... VIA WMT

CHUCK WORCESTER
Farm Service Director

Originates agricultural features; active in numerous positions of community and national agricultural leadership; supervises farm service programming.
Feature of the Week

A FOUR-YEAR-OLD boy probably owes his life to WROK Rockford, Ill., for the station's all-out efforts to find him when he was reported missing on March 15.

That evening at 8:30, the boy's father, James Umbohner, called WROK Announcer Ed Rodgers with a request for help in the search for Jimmy, who had been missing since 6 p.m. City and county officials, as well as the family and friends of the lost child, were combing the area.

Within 30 minutes after the appeal for help went out over WROK, 500 Boy Scouts had answered the call and were at the scene of the search, which had spread over a ten-mile-square area. The station was swamped with calls from listeners asking for the exact location of the search, offering rides to the scene for potential searchers who lacked transportation or asking for transportation so that their help could be given.

Hot coffee, prepared by Rockford bakers, was rushed to the searchers and two bakeries delivered rolls and doughnuts. From the search area, WROK Announcer Gale Brown relayed information to the station, including a request for desperately needed flashlights and flashlight batteries.

Fifteen minutes after this request was on the air, the owner of a sporting goods store was on the scene with hundreds of the needed lights and batteries.

Although WROK's regular sign-off time is midnight, Announcers Rodgers and Brown stayed with the search until the boy was located, exhausted and half frozen, at approximately 12:05 a.m. Reports on Jimmy's trip to the hospital, his examination and the subsequent announcement by a physician that he was unharmed were broadcast by WROK.

On All Accounts

CARNEGIE HALL is synonymous with the apex in musical presentation, and in radio, Robert Gile, Swan is synonymous with Carnegie Hall.

Radio and television director for the Joseph Katz Agency, Baltimore, Mr. Swan is producer for American Oil Co.'s much-acclaimed Carnegie Hall program on ABC. In his talented directorial hands lie the radio destinies of stars ranging from Riso Stevens to Margaret Truman.

With the Katz Agency for the past six years, Mr. Swan was, previous to his current assignment, agency executive on the Professor Quiz show, negotiating 50 trips in one year in 50 cities throughout the country.

Actually, however, those trips were but a symbol of the distance Mr. Swan has travelled to reach his present eminence. Starting as a staff member of WTAM Cleveland, he was allowed full exercise of his accomplishments, serving successively there as announcer, actor, writer and eventually producer. From there he veered to an announcing post at WXYZ Detroit and then on to Chicago as a freelance announcer.

During the war he transferred his energies to the Third Service Command in Baltimore. There he headed the radio operation, producing shows for the full course of the war.

It was at this post that his work came to the attention of Joseph Katz, head of the agency. With the close of hostilities Mr. Katz invited him to join the agency in his present capacity.

In addition to handling American Oil Co.'s radio and TV activities (boxing matches in Washington and Baltimore), Mr. Swan now supervises radio and TV campaigns for the following accounts: Globe Brewing Co. (Arrow Root), Ex-Lax, Rem., and Chunk-e-nuts.

The Swans—she is the former Dorothy Anne Hodge—were married June 2, 1943. They have one child, Elizabeth Alexandra, 21 months. The family home is in Long Green Valley, outside of Baltimore.
Camas, Washington, enjoys the unusual distinction of being a one-industry community...a modern city dominated throughout its commercial and community life by the influence of the largest specialty paper mill in the world. Since this mill was founded in 1883 it has been the major employer, the heavy industry of the area. It would be difficult to find a more stable community than Camas. Ninety per cent of the residents own their own homes...wages are at a high level the year around...the community serves a large nearby area of diversified farming, and is the trading center for an entire county.

Camas, Washington, is yours to tap...through COMPREHENSIVE COVERAGE KGW delivers Camas...as it delivers the rest of the fastest-growing market in the nation.

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.
The leading station in the leading market

KNX

LOS ANGELES • 50,000 WATTS

Represented by RADIO SALES

COLUMBIA OWNED
The Leading Market

More household equipment, radio sets and furniture ($335,000,000 worth per year) are sold in Los Angeles County than in any other county in the nation. In fact, this volume of business exceeds the COMBINED dollar value of such sales in the home counties of Detroit, Pittsburgh and Cleveland. There are 5,928 outlets for this merchandise in Los Angeles County.

When you want BIG business, get it in the BIGGEST market ... Los Angeles County. And get it through ... 

The Leading Station

KNX is the most listened-to station in Los Angeles. Hooper: KNX is first in four out of the six rated day periods ... first in total rated time periods. Pulse: KNX is first in twelve out of the total eighteen hour periods, Monday through Friday, including one first-place tie ... and first in total rated time periods.

Sources:
PROUD MAMA

Susan, the black swan, ruffles her feathers in a gesture of protection for her cygnets, the little ones she’s so proud of.

W·I·T·H is pretty proud, too! Proud of the way we produce low-cost results for advertisers in Baltimore.

The way W·I·T·H does it is this: first, W·I·T·H regularly delivers more home listeners-per-dollar than any other station in town. And second, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a little money does big things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.
SUMMER SALES

A WHIRLWIND NETWORK radio campaign utilizing perhaps as many as a dozen programs is being planned for mid-summer by General Mills Inc., BROADCASTING learned last week.

The campaign under consideration is not unlike that used by Ford Motor Co. early this year to announce the introduction of its new models. General Mills was understood to be considering shows on ABC, CBS and NBC.

The programs would be bought on a short-term basis—probably for eight weeks beginning in July. They would be programs already scheduled by the networks for summer presentation.

A total budget of more than half a million dollars reportedly will be spent in the campaign. Although secrecy surrounded the negotiations last week, it was learned authoritatively that the intense mid-summer campaign would be used to push the sale of Wheaties, a cereal. The agency is Knox-Reeves, Minneapolis.

The General Mills proposed campaign was by far the most ambitious bit of summer business yet reported among the networks.

The report came at a time when the pattern of summer radio network sponsorship was beginning to evolve. A survey last week showed that seven sponsors of current programs had decided to use summer replacements.

The majority of advertisers, it was learned, will take summer hiatuses, most of them for seven or eight weeks.

Summer Replacements

Among the sponsored shows which will go off the air for the summer, and known to be seeking replacements is the Aldrich Family on NBC for General Foods. The agency, Young & Rubicam, is understood to be looking for a program that will have a family appeal.

The Ann of American Railroads, through its agency, Benton & Bowles, is seeking another musical show to replace the vacationing Railroad Hour on NBC.

Other programs which will require summer replacements are the Jack Benny Show, sponsored by American Tobacco Co. through CBDJ on CBS; Amos 'n Andy, Lever Bros. through Ruthrauff & Ryan on CBS; Edgar Bergen for Coca Cola through D'Arcy Agency on CBS; Life of Riley for Pabst Beer through Warwick & Legler on NBC.

Among those programs scheduled for seven and eight week hiatuses are: Truth or Consequences on NBC, the Beulah Show on CBS, Ed Murrow on CBS, Father Knows Best on NBC and the Red Skelton program on CBS. Nabisco's Straight Arrow on MBS will take a 15 week hiatus.

On the other hand some shows such as the Original Amateur Hour on ABC, The Big Story on NBC, Dr. Christian on CBS, The Sheriff on ABC, Harvest of Stars on NBC, Record Parade on CBS will continue through the summer.

Sponsorship Set

One program already set for summer sponsorship is It Pays To Be Ignorant which will take the place of Light Up Time, on NBC, 2-7:15 p.m. for the American Tobacco Co. through BBDO, New York.

Meanwhile the networks were planning the programs that would fill the time vacated by sponsor hiatuses.

The trend in these programs in the summer of 1950 promises to differ from that in past years. Whereas in previous recent years, the mystery, the musical and the quiz program tended to form the staple of summer replacements, the trend this year is toward situation comedy and the dramatic program.

Subsidiary Trends

Though it is still too early for any definitive conclusions, three other elements emerge with sufficient clarity to be classified as subsidiary trends:

"New" motion picture names are receiving increased attention. These include people like Clifton Webb and Paul Douglas, the latter an old radio hand but never a featured performer in the sense that he is being now projected.

Year-round radio stars are being re-cast in special summer shows. This is the case principally at ABC.

Most active of the networks preparing new programs is NBC with approximately 16 shows in various stages of preparation.

Among the situation-type programs already scheduled to appear on NBC are The Trouble With The Traits, the adventures of a family in a trailer; Clifton Webb in Mr. Belvedere; the Paul Douglas show; and Tueboat Annie.

Dramatic programs include: Out of This World a science-fiction series; a program called The Doctor; Jack LaFit's Confidentially Yours, dramatic adventure; The Texas Rangers, a dramatization of pioneer days; and Douglas Fairbanks Jr., in a show entitled The Silent Man.

Other personalities on NBC will be Hedda Hopper; Joe DiMaggio in an adult sports show; and Sammy Kaye in a talent hunt show. At CBS at least three situation comedy programs are being auditioned, one featuring Don Ameche; another called Granite Acres and a third entitled Spy Guy. CBS also plans to prepare some public service summer programs. One of them, already scheduled, is called Up for Parole.

ABC Plans

ABC plans include the use of its established family of stars in new programs to implement the network's philosophy of building its own personalities. Among the personnel involved in the project are Walter Kiernan, Ted Malone, the Fitzgeralds and Jack McKay.

Mutual's summer program is solved during the daytime by its heavy baseball schedule. Present nighttime shows will continue through the summer.

SETS NEAR 89 MILLION

A TOTAL OF 88,964,000 radio and television receivers were in use as of Jan. 1, 1950.

This figure, computed jointly by Radio Mfrs. Assn. and the NAB, is the first joint compilation ever issued by the two industry associations. It represents an effort to obtain the highest possible degree of accuracy in radio's circulation through use of the combined facilities of the two organizations.

Of the 88,964,000 radio and TV sets, 65,436,000 radio-only sets were in homes and 5,000,000 in places of public assembly, a total of 70,436,000 radio-only receivers in the hands of the public, according to the NAB-RMA data.

Besides the home-public assembly receivers, 14,764,000 automobiles were equipped with radio receivers.

The total number of television sets in use at the year-end was 3,764,000, according to the joint industry statistics.

The figures were compiled under direction of Dr. Kenneth H. Baker, NAB director of research, and Frank W. Mansfield, Sylvania Electric Products, chairman of the RMA Industry Statistics Committee.

TV Distribution

At the year-end an estimated 401,000 television sets were in distributor and dealer pipelines, or about a month's production, according to RMA.

An independent projection of the NAB-RMA figures shows that about 2,500,000 radio sets will be turned out in the first quarter of 1950, along with over a million TV receivers. Adding this production to the NAB-RMA figures produces a total of perhaps 93 million radio and TV sets in operation as of April 1, 1950, allowing for normal dealer-distributor stocks.

Carrying this projection farther, it is indicated that radio-TV sets in operation will pass the 100 million mark before the end of 1950.

A separate analysis of FM circulation by the NAB FM Dept. shows that 5,000,000 U. S. home receivers are equipped to receive broadcasts in the FM band. This figure, which includes FM tuners, has been informally used by some FCC officials as the basis for calculations.

As of Jan. 1, RMA estimated 4,250,000 sets with FM had been manufactured by its members, a figure that now has reached the 4,500,000 mark. Allowing for production (Continued on page 53).
WFIL CUTS NIGHT RATES

Cites TV Growth

OVERHAUL of radio time to fit in's announcement was made last week by WFIL-AM-FM-TV Philadelphia.

In an unprecedented move, the its small Class A and B radio rivals with a change of rates that cuts the price of its evening time but increases charges on daytime purchases. At the same time, WFIL claimed the new BMB study shows the station with "a higher audience gain than any other Philadelphia network station."

With announcement of its new rates, effective April 1, WFIL said the change is based on a belief that television "ultimately will enforce a revision of rates throughout the radio industry."

According to WFIL's revised rate card, Class A time has been realigned from 7-10 p.m. to 9 a.m.-10 p.m. Class B time, which formerly comprised the hours of 8 a.m. to 7 p.m. and 10-11 p.m., has been changed to 7-8 a.m. and 10-11 p.m. Result is to establish the rates charged for daytime and nighttime on a more equal basis.

One-Time A Rate $300

Basic one-time Class A rate now is $300, a decrease in the nighttime rate of $30. Overall increase in the basic daytime rate will be $32 per hour, according to the station. New basic Class B rate is $260 per hour.

Explaining the station's rate adjustment, Mr. Clipp said: "We believe that within the next few years the drawing power of television will affect the nighttime radio audience to the point where a rate adjustment is indicated."

"... Daytime rates on most broadcast stations, in our opinion, have been too low. The job with the "drawing power of television" is that radio has been doing for advertisers during the daytime periods provides an abundance of evidence that results, per dollar expended, are equal to or better than any other medium in the world. We are doing today what we believe most of the industry will do tomorrow."

While acknowledging television's challenge to radio at certain nighttime hours, Mr. Clipp emphasized that radio's position "will remain unshaken in the morning and afternoon segments for years to come. Radio's performance outstrips its cost."

According to WFIL, BMB 1949 findings show an 18.5% daytime increase in WFIL's total radio family coverage, over the 1946 survey. In nighttime periods, the station also claims it "alone forged ahead" in Philadelphia, showing a 16.1% increase.

Claims 'Undersold'

Mr. Clipp maintained that the industry undersold itself for "too many years" on daytime segments. "Radio," he said, "can increase its daytime rates and still give the advertiser more for his money than any other media." Citing BAB estimates of 83 million radios as against 52 million daily set paid newspapers and 24 million magazine homes, Mr. Clipp pointed out that average family radio listening was 5 hours 53 minutes a day to newspaper reading at 3 hours 18 minutes per day.

Although television's coverage pattern and potential audience are on the constant increase, he went on to say more than a quarter of a century, "the same can be said of radio...the number of radio sets in use increased some 7 million during 1949."

Regarding the radio industry's picture, Mr. Clipp challenged the opinion that "after television enters the home, radio dies" by pointing out that surveys giving the listenership edge to television in new sets, have been modified after about the first six months of set ownership. Once again, he said, the home viewer becomes a radio listener, although on a selective schedule.

Cities Inevitability

At the same time, he said evidence shows that TV monies are new monies. However, Mr. Clipp cautioned, "sooner or later something has to give." Willingness to pay higher costs for TV production of such traditional radio shows as the Lone Ranger (General Mills) and The Aldrich Family (General Foods), Mr. Clipp said gives impetus to the strong advertiser appeal of TV.

While "nighttime radio is not doomed on its own account," he said, "it is certainly facing formidable competition. The well known difference between nighttime and daytime, therefore, is becoming ever more applicable to radio's selling techniques." Daytime radio, he added, is destined to "become America's most important time period for a suggested ad-

(Continued on page 52)

SHELL Oil Co. executives were guests at the National Assn. of Radio Station Representatives' Spot Radio Clinic luncheon early this month at Hotel Biltmore, New York. In an informal discussion are (l to r): Fred F. Hague, George P. Hollingbery Co., C. W. Shugert, assistant to the manager of Shell's sales promotion-advertising department; E. W. Lier, Shell radio representative, and Arthur McCoy, Avery-Knodel Inc.

All's Well That Sells Well

... AN EDITORIAL

THIS WEEK the Assn. of National Advertisers and the American Assn. of Advertising Agencies meet in almost concurrent conventions nearby Virginia and West Virginia resorts. As a finale, they get together for a combined meeting.

No matter how the respective agendas may read, these spenders of the national advertising dollar (several billion of them) are interested basically in two things: (1) how to preserve the integrity of advertising in our economy; (2) how to stretch their budgets to the limit.

That meteor which streaks across the advertising firmament—television—will get rapt attention.

Reports are seen in the enlivened discussion toward reduction of AM nighttime rates in multiple TV cities, to compensate for possibly decreased AM tune-in. This development was as obvious as the Stalin election. It's the standard rate of advertising.

The fact that there have been no general network or station rate increases in eleven years, whereas the printed media have boosted rates in tempo with overhead, isn't taken into account. The fact that the number of radio homes in that period has increased from 28,700,000 to 42,000,000; that the total number of sets has vaulted from 45,300,000 to 84,000,000, is similarly ignored.

Thus radio is delivering nearly double the homes and listeners today than it did in 1939, and at substantially the same rates. There's more no reason to bracket radio and TV as mutually exclusive media than there is to regard Time, Life and Fortune—published by the same firm and sold via the same methods—as identical media serving identical readers. They have common parents, different progeny. And there's another difference. The printed media have been infinitely smarter in their customer relations and their rate making. Radio rates have always been too low. The rate structures have set the pattern. Network rates serve as the base for spot rates. Hence the advertiser down the line has been reaping the rewards, getting more for that radio advertising dollar than he ever has received from his newspaper or magazine buck.

This was underlined a few weeks ago [Broadcasting, Jan. 30] in the revelation of Life that its gross billings were larger—by $12 million—than those of NBC or CBS, Life with 100-old pages over-all, published once-a-week and delivered to a claimed 5,200,000, as compared with a nationwide network program airing 18 hours a day, seven days a week, reaching people in the almost countless millions!

Advertisers cannot be criticized for striking the best bargain they can, TV's advent gives them a new medium, and makes it be taken to task for failing to sell itself for what it's worth and on its merits—and circulation.

Radio rates, after all, are but a part of the cost. The rub has been in the astronomical rates of top talent—prices that were bid up by the advertisers themselves, on the basis of audience-rating legerdemain.

So when the advertisers and their agencies rush this week, we hope they will recognize radio for what it is—the most potent means of reaching most of the people all of the time, and at the lowest cost. Let them also recognize TV for what it is—a phenomenal medium that sells as it demonstrates and that is incapable of comparison with any other force ever devised. TV sells in 59 markets and sells well. AM sells everywhere, and is destined to forevermore.

Broadcasting • Telecasting

Page 20 • March 27, 1950
UPSERGE IN N.Y. RADIO

Independent Profit Despite TV

By JOHN OSBON

BUSINESS is booming at independent radio stations in New York, despite the fact that they are situated in the biggest television market in the world. The Broadcasting survey showed last week.

The seven most active independents reported that in the past year revenue had risen as much as 40%. Not one reported a decline in billings.

The upsurge in independents' business—much of it from local accounts—appears all the more significant in view of the growth of the New York TV market which doubled its television set count from 550,000 in February 1949 to more than one million last month. Number of families in the seven-station New York-Newark area reached by television is well over 3% million.

Add to that two other salient facts: New York consistently has been at the top in the number of television network and spot accounts, and independents' rates have remained substantially unchanged.

The increase would seem to be especially significant in view of figures offered in some quarters, which indicate a decline in down time of the radio audience has been diverted to television.

In New York, independent radio stations logically may have been expected to take a beating where it hurts most, for audience behavior appears to document a trend to TV.

Hooper Shows TV Up

C. E. Hooper early this month reported, for example, that the December 1949-January 1950 average showed radio's share of the N.Y. audience down from 56.3% to 55.3% from 80.3% for a previous 11-month period, January-February 1949—with TV's share up correspondingly from 19.7% to 44.7%. Daily afternoon viewing rose in New York from 9.6% of all broadcast reception to 22.5%.

The pattern set for the past 12 months—an appreciable increase in gross billings for independent radio outlets despite TV's all-round growth in advertising accounts, sets, audience viewing—may not be expected to develop into a further trend during the next 12 or 24 months, but that was the story in New York last week.

Some typical reports received by Broadcasting included:

One of the leading revenue grossers is WMCA, 25-year-old independent which has shown its greatest upsurge in the past 13 months during the impact in metropolitan New York.

Until March 1949 the station reportedly was losing as much as $30,000 a month—a sizable decline when projected over a 12-month period. Revenue for February was up from 40% to 50% over February of 1949 according to Norman Boggs, executive vice president and general manager.

Mr. Boggs thinks it is significant that he can talk about television among the bulk of our advertisers today than there was a year ago this time.

He declined to give actual dollar accounts but it is believed that paring of costs, as well as new business, and establishment of a "realistic" rate card, have been vital factors in WMCA's newly-won success.

WNEW Increases 20%

One of the sharpest increases in independents' ranks is shown by WNEW, which reports a 20% boost in revenue for the first 18 weeks of last year over a comparable period last year. New business was recorded primarily from drug and food accounts.

Ira Herbert, vice president and sales director of WNEW, doesn't share any unreasoness over TV's growth and, in fact, thinks the oft-predicted early demise of independent radio is premature. He calls for better programming and hard selling. WNEW itself may have its biggest year in history, in view of accounts already lined up and "baring unforeseen developments," he said.

WINS likewise has shown a billings increase over last year—15%, 25%, and in some instances, 30%. T. Murphy, business and co-man-ager of the station. Boosts are reflected in a 29% rise for January and 20% for February compared to figures for those months last year. March figure will hit the 30% level, Mr. Murphy added.

Much of the new business is from TV set manufacturers.

WQXR, New York's 'times' outlet, also declined to give actual figures, but reported its revenue for the first three months of 1950 has jumped 7% over a similar period last year.

"We haven't felt the impact from television during January-March 1950 as much as during January-March 1949," said Sangree Voss, the new executive vice president in charge of WQXR-AM-FM, reported.

Foreign language outlets, specializing in Italian broadcasts, also have indicated a definite upsurge. WHOM, with studios in New York and transmitter in Jersey City, N. J., claims its gross as of this month represents a 15% boost over that of March 1949.

Station spokesmen point out that WHOM is the only station airing Italian-language programs at night and on Sunday.

WOMG Warns

WMGM reports a 7% increase in gross for the same period over a similar previous period beginning March 1, 1949. It declines to give exact figures or 1949-50 month-to-month comparisons, but sounded a note of warning to independent outlets.

"Television has definitely affected billings, particularly from national advertisers, whose local deal now is being marked for diversion to TV," Bertram Lebhar Jr., WMGM executive director and sales director, said in a statement to Broad- casting.

"We feel that we have been able to do better than hold place. For the time being at least this has been possible because we've embarked on an aggressive publicity policy, mostly centering around Metro-Goldwyn-Mayer radio attractions."

NARBA HOPES REVIVE

Surprise Move Friday

What had appeared to be the final straw was delivered by the Cuban delegation last Wednesday, after the U. S. delegates had been kept coiling their heels for two weeks awaiting a formal answer on the tentative accepted U. S. agreement.

The "answer" was in the form of a counter-proposal which, according to Comr. Hyde's report to Capt. Cross, made demands that were even more stringent from the U. S. standpoint than those which broke up the overall NARBA sessions at Montreal last December (Broadcasting, Dec. 5, 1949).

Cuba's Counter-Proposal

Capt. Cross said Comr. Hyde informed the State Dept. that Cuba's counter-offer in general retained the concessions which Cuba wanted but left open a subsequent discussion—in the overall NARBA conferences—the protection ratios which the U. S. was seeking on behalf of stations in this country.

There was a widespread suspicion that Cuba would raise new fears of U. S.-Cuban channel warfare, though it was known the U. S. delegates were pressing for retention of the status quo channel. A Kiernan proposal pending possible negotiations later—perhaps at the scheduled resump- tion of the overall NARBA conference—had been a fact.

Some observers, however, feared that if the Havana breakout were final it would mean no further NARBA sessions, although the State Dept. was going on the assumption that they would be held. They are slated to get under way before Aug. 1, but it has been speculated that a later date may be neces-sary if Mexico is to be brought into the discussions.

Whether the U. S. would proceed with its tentative plans for bilateral NARBA negotiations with Mexico in event of failure at Havana could not be foretold. Some authorities felt a complete rift with Cuba would make early discussions with Mexico more imperative; others feared it would render negotiations with Mexico more difficult.

There was extensive hind-sight speculation as to possible causes of the conference's failure—if failure becomes a fact.

Some authorities contended a final agreement would have been assured if the U. S. had insisted that the tentative accord be signed at the time it was reached. The delay was occasioned by Comr. Hyde's recall to Washington that time the discussions.

But, it was pointed out, the purpose of his recall was to get reassurance that any U. S.-Cuba treaty would be subject to Senate ratification, for there had been widespread fear that the accord (Continued on page 47)
When Burlington Buys...
All Ears Are to Sears

If there's one thing a department store likes about as well as sales and goodwill, it's traffic—especially traffic that's in a buying mood.

The Burlington, Vt., branch exception to this retailing rule of thumb. As evidence, the branch can point to high recognition from the National Retail Dry Goods Assn. which last January awarded it first prize in the up-to-$5 million class for programs with general appeal.

This national recognition in retailing's annual radio competition wasn't the result of good luck or of Sears, Roebuck & Co. is no

good guessing. On the contrary it was attained by careful planning and by the careful coordination of a broadcasting station—WCAX Burlington—and the store's management.

Though many stores like to use broadcast advertising for direct selling, Sears in Burlington has found the medium peculiarly successful as both an institutional and a merchandising weapon. For radio has sold everything from roses to radios, from pinking shears to Pilgrim shirts. Radio has pulled about 15% better than newspapers on a dollar-for-dollar advertising cost basis in the sale of a sports item, for example.

At present the store is spending about 40% more in radio than it did some years ago when it first took up the medium as a major sales and institutional weapon.

Interesting phase of the store's use of radio is the basic programming device, Sears' Man-on-the-Street. When the program was starting to roll nicely in the summer of 1947, cold, clammy chills scampered up and down the backs of the WCAX and Sears management as an awful thought struck them. The thought: What chance has a sidewalk interviewer when Mother Nature doles out some of her choice specimens of New England winter?

The WCAX commercial manager was elected chief worrier. The more he contemplated the rigors of approaching winter the more he shuddered at the awful things that could happen to a program that was developing into an advertiser's dream. One balmy night when all was quietly conducive to efficient worrying, the WCAX official had a storm all his own—a brainstorm.

Next morning he called the weatherman and asked for the lowest average noon temperature in Burlington. The answer was the best news in weeks—lowest average noon temperature in Burlington was 22 degrees, in February.

Anyone who has bucked a New England winter will scoff at 22 degrees—especially in Burlington. Armed with this vital statistic, WCAX easily persuaded the Sears management that the show could go through the winter.

And so it has—from 52-week contract to 52-week contract. Only once has the sidewalk interviewer been blown off the sidewalk and into the studio because of bad weather.

One other time there was an incident, but it wasn't a weather incident. About three months after the program made its debut, arrangements were made to cut a transcription to send to Sears' headquarters. The interviewer moved along stylishly up to the final interviewee, an employee of another department store who made the best of her forensic opportunity.
These minor phases of a four-year schedule point up the successful side of Sears' Man-on-the-Street. One of the tests of an advertising schedule's success is its ability to produce a return. The current NRDGA contest has stressed sales results in contrast to the programming standards used in judging past competitions. The Burlington series has brought success in the form of program acceptance, sponsor identification and other institutional results, and specific item promotions.

Sears first opened a retail store in Burlington in 1938. This store was moving along nicely until February 1940. A year later a new store was opened on the main business street of Burlington.

The store's first use of radio occurred when WCAX was a 1 kw outlet. A disc show, *Housewives Flock*, was heard six mornings a week. The program was beamed at women and was supported by special seasonal promotions. It was successful, but was dropped when the featured disc jockey left town.

**THE** local manager has a lot of autonomy in the Sears organization. The Burlington manager is essentially a free agent, though guided by national advertising policies. He selects media with the help of the staff. The advertising manager operates on a budget, getting information from division heads. Operating on a commission override and bonus, division heads fight for their share of advertising and keep in close touch with media programs.

The Sears management in Burlington had long been sold on radio as an institutional medium and goodwill builder, promoting public acceptance, brand names and promotions. It had not been sold on the medium's active merchandising value in competition with newspapers.

Anxious to have a program the public would identify as “Sears’ program,” the store and WCAX finally came up with the idea of a man-on-the-street quiz program in front of the store. It was decided to try it three days a week, with the disc jockey show on alternate days, retaining the noon time because it would reach a general family audience.

Here are the initial objectives, mostly institutional:
- To create goodwill toward Sears by giving the public an interesting program of people who are their neighbors, by giving the public a chance to be on the radio and a chance to win something.
- To promote and keep the name Sears.

SEARS and WCAX executives map radio promotion. L to r: Fred Certy, assistant manager, Sears, Roebuck & Co., Burlington; Roland H. Truedel, manager of the store; Tom Braine, WCAX commercial manager, and Evelyn Robb, advertising manager for Sears in Burlington.

**And what about results?** Intimately familiar with this phase of the Sears series are the store's own executives. Roland H. Truedel, Burlington manager, described four types of results achieved through the program when he submitted his entry to NRDGA. Here is what he says about program acceptance and sponsor identification:

“We feel that a successful radio advertising campaign when using programs depends first on public acceptance of the program and second on sponsor identification. With these two requisites met, other objectives can be obtained. We know that the appeal of our program has not been limited to any age group or population segment. We have program acceptance and sponsor identification in the family audience which we set out to reach. We know this because:

“Nine out of ten people who are interviewed on the program know how the program works.

**THE** program has consistently maintained the highest rating of any station in the area at that period though at the time it went on the air this period had a mediocre rating.

“Special groups of people from Montreal came 100 miles to Burlington this summer just to see and be on the program.

“This program is known and talked about not as the Man-on-the-Street program but Sears’ Man-on-the-Street program, and we are convinced that it is a rare person in the WCAX listening area that doesn't know the program.

“And finally we know we have program acceptance and sponsor identification because we have checked the program within a year. The Burlington Sears, Roebuck management felt that it would help

(Continued on page 85)
RICHARDS PROBE MAY RECESS

Possibility that FCC's hearing on news policies of G. A. (Dick) Richards will be rescinded this week and not until next September was reported last Friday in Los Angeles, where the controversial proceeding flared through its second week.

A source close to William J. Fred Johnson, Jr., conducting the hearing into charges that the owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit stations news slant was planted, told Washington to assume his new administrative duties as FCC's chief hearing examiner April 3.

Night sessions previously had been planned to expedite the proceeding.

Use of information in a supposedly confidential affidavit to FCC on a broadcast of Mrs. Eleanor Roosevelt and her daughter, Anna Roosevelt Boettiger, was brought out by Hugh Fulton, counsel for Mr. Richards, in cross-examination of former KMPC Newsman Robert Horn on Thursday.

Mr. Horn had testified earlier that when Mrs. Roosevelt was involved in an automobile accident Mr. Richards suggested it be interceded on the grounds that she was intoxicated at the time.

Affidavits Sought

Mr. Fulton had requested FCC to produce original affidavits filed by Mr. Horn, Mr. Horn had refused to reveal their content on the ground that FCC promised they would be held as confidential. Then Mr. Fulton produced the Rothstein broadcast script, a document which contains a reference to Mr. Horn's affidavit and the purported suggestion that intoxication be interceded.

"It seems to have been a leak somewhere," Mr. Horn observed.

Examiner Johnson accordingly ordered Frederick W. Ford, FCC's chief counsel, to turn Mr. Horn's "confidential" affidavits over to Richards counsel for use in cross-examination.

Earlier Mr. Fulton had succeeded in obtaining affidavits from William Keenan, another former KMPC newscaster, read and identify more than 200 newscast scripts to ascertain whether he had broadcast them.

On direct examination by FCC counsel, Mr. Keeneally had testified that orders regarding news slanting were passed on to him, asked for by those who were newscaster. Now, news editor of KFMP Hollywood, he said Mr. Richards once told him to use a story because "the man's name is Jewish; all Jews are Communists and all Jews are Communists and all Jews are Communists..."

Mr. Keeneally said he didn't use the story since it wasn't "important."

He had received various instructions from Clete Roberts, then KMPC director of public affairs, and George Lewin, then news editor, saying it was his understanding that Negroes were to be ignored, some crucified, and some treated well, in accordance with Mr. Richards wishes.

He accused Mr. Richards of sometimes "altering" news items. Other former KMPC newscasters testified in support of Mr. Roberts' earlier assertions that Mr. Richards gave definite instructions to "abolish unfavorable news concerning Jews, Negroes, the Roosevelt family, Henry Wallace, and the Democratic party, and to insert editorial opinions into news casts."

Jack Gardner, now chief announcer of KLAC Hollywood, said he "ignored" a directive which he said was placed on the KMPC bulletin board ordering that Henry Wallace be referred to as "the pig boy."

Larry Thor, now CBS Hollywood announcer-newscaster, testified that when he was with KMPC Mr. Richards "gave me instructions on news on weekends," when he was the only one on duty. He said he asked a buffer be set up between himself and Mr. Richards on weekends.

Tom Latimer Jr., now KLAC and KLAC-TV announcer, testified he "never received official instructions (on news policy) from the front office" while he was at KMPC, but said Mr. Richards instructed him to insert items from the Examiner into newscasts and to delete portions of stories. He said he remem bered reading an Examiner editorial as straight news.

Mr. Horn, now disc m. c. of WIP and WPEN Philadelphia, formerly newscaster of KMPC under the name of Bob Adams, declared he received definite instructions every day from Mr. Roberts as to what should go on the station's news broadcasts.

Testifying as an FCC witness, Mr. Horn said: "There was no news editor at KMPC. The news editor was Mr. Roberts, and I was the only one through." When Mr. Ford asked why he followed Mr. Richards' instructions, the witness said: "After all, Mr. Richards is the licensee of KMPC. It was his responsibility to tell me what I was to work on. It was a question of obeying or quitting or being fired."

As to his leaving KMPC, Mr. Horn said, "It was really quite simple. I felt I couldn't go along with the news policy any longer."

Provision Cited

Prosecution cited Pronunciation of the word "blonde" and assertion of his belief that the public can be interested in news from other broadcasters, highlighted testimony of Mr. Roberts under cross-examination Monday.

The former KMPC director of public affairs testified he had been ordered to pronounce "blonde" op procrisely in connection with Elliott Roosevelt's wife (actress Faye Emerson) in a broadcast.

Mr. Fulton demanded a transcription of the broadcast, made by Mr. Roberts, be introduced into the records. This was refused on the ground that FCC regulations prohibit transcriptions as records. A shorthand report was ordered taken.

Mr. Ford objected, contending that a voice inflection could not possibly become part of a written record. This prompted Defense Counsel Fulton to move that all Mr. Roberts' direct testimony regarding his orders for "voice inflections" be stricken.

Mr. Fulton previously had testified that Mr. Richards ordered him to prepare the broadcast July 24, 1947, involving the financing of the huge $20 million wooden plane built by Howard Hughes. The KMPC news staff, Mr. Roberts stated, had been given instructions never to give Mr. Hughes favorable mention on the air.

Object of this broadcast, according to Mr. Roberts, was to raise question in listeners' minds about Mr. Hughes and to link his name with that of Elliott Roosevelt and his wife.

Script Recalled

Responding to previous questions, Mr. Roberts said he had a clear recollection that the Hughes script, when taken line by line, appeared to be "pretty accurate."

"Don't you agree," asked Mr. Fulton, "that Mr. Richards, with his background, and as owner of a radio station, has as much right to select the news as do you with your background and experience?"

"Yes," replied Mr. Roberts, "if (Continued on page 54)"

ABC FINANCES

Gross Income, Net Loss Increases

A NET loss of $519,085 for 1949 was reported by ABC in a financial statement for the year ending Dec. 31.

In 1948 the company earned net income of $408,656. This means a difference of $905,741 or $497,741 in the net loss for the year 1949.

But costs, depreciation and amortization were up too. In 1949 ABC operating and administrative expenses, commissions to advertising agencies, depreciation and amortization were $40,691,625. The figure was $35,240,450 in 1948.

Interest payments on the company's long-term indebtedness in 1949 were $224,404, compared with $181,056 in 1948.

The company's long-term debt totaled $6,441,592 at the end of 1949.

Coincidently, with the release of the financial statement, the company announced its annual stockholders' meeting would be held at its New York headquarters April 11 at 2 p.m.

The principal business at the meeting will be the election of directors. The re-election of all 10 members of the board was proposed.

In a proxy statement, the network disclosed that the stock interest of Edward J. Noble, chairman of the board and majority stockholder of the company, was unchanged in 1949.

Noble Holdings Intact

Mr. Noble owns 901,607 shares or 53.82% of the company's stock. Additionally 26,000 shares are owned by an unidentified member of his family and another 38,000 shares owned by the Edwad John Noble Foundation, of which he is trustee. Mr. Noble, therefore, owns or controls 57.17% of the total of 1,689,017 shares of ABC common stock outstanding.

Salaries of top officers of ABC also were announced in the proxy statement.

Mark Woods, who last year became president of the company, was paid $75,000 in 1949—the same as in 1948.

Robert E. Kintner, who was elevated from the executive vice presidency to the presidency last year, was paid the same salary in 1949 as in 1948—$49,999.92.

The salary of Charles C. Barry, vice president in charge of production, was reported to have increased the first time. In 1949 Mr. Barry was paid $35,666,56, an increase of $7,916.60 over his remuneration for 1948.

C. Nicholas Prlauh, vice president and treasurer, received $27,499.92 in 1949 compared with $25,249.88 in 1948.

In a statement included in the financial report, Mr. Noble said: "Television operations continue to require heavy expenditures." Mr. Noble said, "and yet the cost of operations continues to be less when compared to the first time. But the spread between costs and income is rapidly declining. Advertising appropriations for television are increasing as more and more receivers are installed."

"When the freeze upon the construction of new stations is lifted, when the freeze upon the advertising of television is further accelerated by reason of the extension of television service to many important market areas which now lack it,"
TO AIR BAM PLANS

BROADCASTING • Telecasting

PLANs to set up Broadcast Audience Measurement Inc. (BAM) as successor to Broadcast Measurement Bureau (BMB) will be submitted to the NAB Management Conference at Chicago April 17-19. Discussion of the projected new industrywide corporation will take place during the Tuesday morning business meeting. By that time BAM's tripartite organizers — NAB, ASCM and National Association of Television Program Marketers and American Assn. of Advertising Agencies—are expected to have the project in shape for industry discussion.

Voting Formula

NAB headquarters officials were working late last week on a formula to cover delegate voting planned during the Tuesday morning business session at Chicago. This formula would apply to any motions submitted during the business session and to the raw data submitted. Each broadcaster and six agency and advertiser representatives. BAM board representation would be based on a similar ratio [BROADCASTING, March 20].

“All the NAB board has approved the BAM idea, which is based on $1 million capitalization, with assets of BMB absorbed. In most instances directors and broadcasters and six agency and advertiser representatives. BAM board representation would be based on a similar ratio [BROADCASTING, March 20].

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CONTRACTS for national NRI services have been received from 59 agencies, advertisers, stations, artists and program producers previously using Program Hooperatings. Arthur C. Nielsen, president of A. C. Nielsen Co., reported Thursday. Mr. Nielsen emphasized that the contracts do not include those companies who were previously buying from both Nielsen and Hooper.

"On a dollar basis, this includes 71% of the total, and this percentage is almost identical for each of the principal types of customers," Mr. Nielsen said. "Agreements have been signed by all but eight of the Hooper-subscribing agencies who handle one or more network programs."

The head of NRI called the response "prompt, enthusiastic, and most gratifying."

"Confidence in the future of network radio is clearly proved not only by the steady stream of contracts but by the strong tendency to elect commitments covering two years or more," he said. "Even those companies who currently have no network programs on the air have been quick to recognize the importance of keeping close watch on radio and television trends by acquiring our services."

Mr. Nielsen also disclosed that (1) contracts have been signed by 12 organizations who are not currently sponsoring or handling any network radio programs; (2) orders for Pacific Nielsen-Ratings have come from many agencies and advertisers, in addition to two of the four networks; (3) Positive assurances have been received from many others that their orders for various NRI services are on the way.

No Alterations

Mr. Nielsen noted that TV Network Hooper Ratings are not included in the report because, aside from the change to Nielsen ownership, there have been no alterations in the form of service rendered, and hence no need for new contractual arrangements with customers. It is expected that this condition will continue until next fall when the Nielsen company expects to have enough Audimeters available to permit use of the electronic recorder technique in the production of national network TV service.

"These computations of radio subscribers," said Mr. Nielsen, "include not only those who are contracted for Nielsen ratings (the Pocket Reports) but others who have elected to buy the complete form of NRI services. The latter group will be increased substantially as our representatives have time to contact the new subscribers and explain the advantages of this more comprehensive type of service, which has been used for years by about 50 of the leading agencies and advertisers and all four of the national networks. Due to the short time which has elapsed since our acquisition of Hooper's network services, the bulk of the recent orders has been received by mail."

The NRI president believes that the record of subscribers "provides eloquent proof of the high esteem with which NRI is regarded by the radio industry."

"It is already obvious that, when all of the 'ballets' have been counted, substantially 100% of the industry will be solidly behind this service. To us, this means that thorough research, soundly conducted, is appreciated by this industry, just as the same quality of research has always been appreciated by the other great industries served by our company."

Mr. Nielsen disclosed that, for the benefit of all NRI subscribers, a special Pocket Report has just been issued giving a concise record of Nielsen-Ratings for every sponsored network program during the past 10 months.

**NBC Chicago**

Realignment Made

NBC Chicago's personnel shake-down over the past few weeks came to its final stage last week with announcement of complete realignment in staffs of WMAQ, WMAQ-FM and WGN (TV), by I. E. Showerman, NBC vice president in charge of the network's Chicago operations.

John F. Whalley, former business manager, becomes comptroller, responsible for accounting, financial, personnel, office services and labor relations. William Ray, present chief of the news and special events staff, continues in that capacity and also heads the press and public affairs departments. Leonard Anderson, former personnel manager, was named manager of intervention service.


**NBC Stops ABC Music**

AN NBC station manager, Charles E. Denny of WERC Erie, Pa., stopped the music on Bert Parks' ABC program of the same name last week. Called during the program Mr. Denny answered the phone with: "This is really going to stop the music. In fact it may even kill you." He explained that he was manager of an NBC station. Mr. Parks carried on manfully and the NBC manager named the tune to win a small prize. Name of the jackpot tune eluded him.
THIS WEEK,

"THE EARLY BIRDS"

are celebrating

20 YEARS

ON WFAA-820 DALLAS

Radio's oldest breakfast-time show (7:15-8:00 a.m., Monday through Saturday) has MORE LISTENERS than ever—is doing an unparalleled SELLING job for

Earl Hayes Chevrolet Company (six quarter hours weekly), The Mennen Company, Morton Foods, and Red Arrow Drugs (each three quarter hours weekly), Chap Stick and Chap-an's, Birds Eye Foods, Vitalis, Nob-Hill Coffee, Anacin Tablets, Republic National Bank, Gold Tip Gum, B & B Cafe, and General Electric Company use participating announcements.

And soon—WFAA-TV! WFAA now owns KBTV, Dallas, and plans to present television in the traditional WFAA manner!
'LIGHTNING' STRUCK

ATTEMPT by a newspaper to make the industry promotion film "Lightning That Talks" backfire against radio developed in Hopkinsville, Ky., when F. E. Lackey, president of WHOP Hopkinsville, showed the promotion picture to a local group.

Less than a fortnight after the March & Hopkinsville showing, described as the first of its type, the local Kentucky New Era ran a large display ad captioned "Lightning That Double Talks."

In its ad the newspaper said that Victor M. Ratner, formerly of CBS who was active in producing the film, had joined R. H. Macy & Co., "the world's largest store in dollar volume." The ad quoted from a magazine interview in which Mr. Ratner is said to have declared he will re-examine Macy's media policy.

"In the comparatively short time I have been at Macy's, I have acquired a very healthy respect for the kind of jobs newspapers do," Mr. Ratner was quoted as saying, with examples cited of effective newspaper selling.

Newspaper Pitch

The newspaper's copy winds up with a pitch for the power of the printed medium.

Mr. Lackey wrote Mr. Ratner that he had been informed by Maurice B. Mitchell, director of Broadcast Advertising Bureau, that the picture "was to be a positive selling argument for radio and not a competitive type picture."

On the basis of the statement by Mr. Mitchell, we scheduled the showing and invited the publishers of the newspaper to attend. Fortunately, they did not come, since the portion of the picture in which Mr. Mitchell attacked the selling job of newspapers, and made comparisons of results, would serve only to have embarrassed them before a large gathering of our common advertisers.

"Since the showing of the film, the publishers of the paper have taken the attitude that the radio station has started a campaign to low-rate the effectiveness of news-paper advertising. This, we have no intention of doing."

Harry C. Butcher, owner of KIST Santa Barbara, Calif., declared that the All-Radio film met generally favorable reaction at a local showing, "with some spontaneous laughter at various bits of humor. There was somewhat more than perfunctory applause when the picture was finished. It is definitely too long. Luncheon clubs only have 50 minutes for speaker or film; this one runs 40 minutes."

"Of the 75 in attendance, 31 left written comment. Of these, there were a half-dozen rather unfavorable criticisms, the remainder complimentary."

RADIO'S FUTURE
Healthy Outlook—Gittinger

WILLIAM C. GITTINGER, CBS vice president and assistant to the president, last week predicted a healthy future for radio, despite the growth of television.

In an address entitled "Radio Is Here to Stay" before the Cleveland (Ohio) Advertising Club, Mr. Gittinger said that "television doesn't need to hurt any other medium...that the American people are ready and big enough in numbers to swallow up another big entertainment and advertising medium without harming or discarding the existing ones."

"Citing the fact that CBS in 1949 again increased its radio billings over the year before, Mr. Gittinger said that radio will continue to grow and that "it is going to take an awfully long time to cut radio's tremendous share.""

In regard to advertising, Mr. Gittinger said: "Television will bring new advertisers into the field—advertisers who never used radio."

Mr. Gittinger

MARS ACCOUNT
Names Burnett Agency

MARS INC., Chicago candy manufacturing firm, last week named Leo Burnett Agency, same city, to handle its million-dollar-plus advertising account effective April 1. Granti Advertising, also Chicago, has serviced the account since 1938.

Ralph Ellis, who has been executive on the Mars account at Grant for the past five and one-half years, moves to Burnett today (Monday) in a similar capacity. For three years during the war he was administrative officer in the Midwest for the Office of Defense Transportation. Mr. Ellis was assistant merchandise manager of Dennison Mfg. Co. (paper products), Framingham, Mass., for six years before the war.

Media Plans Discussed

Although media plans have not been discussed in detail, and probably will not be set for several weeks, it is expected Mars will use both radio and television. It entered TV for the first time last September with sponsorship of a segment of Howdy Doody on NBC-TV. Strong in radio, the past, Mars has sponsored Dr. J. Q., Dr. L. Q., Jr., and Curtain Time. The last show is being dropped on NBC-AM the end of this month.

On March 7, H. Gies, Mars advertising and sales director, in making the official announcement, said the account was resigned by Grant "several months ago" but announcement was delayed until firm appointed a new agent. Several Chicago firms made presentations to Mars.

AMBMEETING
In Cleveland June 1-3

SEVENTH annual convention of NAB's Assn. of Women Broadcasters will be held June 1-3 at the Hotel Cleveland, in Cleveland, according to Bette Doolittle, executive secretary, Assn. of Women Broadcasters, shows her the BAB brochure, "Radio's Feminine Touch." Miss Doolittle is studying basic concepts of democracy and will report on her U. S. tour to Gen. Douglas MacArthur.

ABW MEETING

The elaborate 32-page sales manual for women's programs will be supported by a companion directory listing women broadcasters' programs.

BAB Brochure

The BAB brochure was prepared with cooperation of Lee Hart, on leave as BAB assistant director, and Miss Doolittle. The convention program will utilize the BAB material to show how women's programs can be sold and merchandised.

Anticipated attendance at the convention will be around 400, according to Miss Doolittle. The agenda, along with speakers and panel discussions, are being drawn up and will be announced in the near future.
SUBSCRIBING STATIONS REPORT NEW PROGRAM

“LUCKY SOCIAL SECURITY NUMBERS

Sensational Success!”

NEW STATION PROMOTION SWEEPS COUNTRY IN TWO SHORT WEEKS.
READ ALL ABOUT IT!

From San Diego to Rutland . . . from Ann Arbor to Dallas! By phone . . . by wire . . . requests are pouring in for the new "Lucky Social Security Numbers" exclusive contracts. In two weeks the idea has caught on fire all over the place. But this story is not concerned with telling of how many stations bought the idea . . .

BUT IN THE INSTANTANEOUS RESULTS THE PROGRAM IDEA HAS BROUGHT TO SUBSCRIBING STATIONS!

In the box over at the right we've taken a few case histories at random. Read them carefully. Can you use that kind of selling tool? Does your Hooper need a boost up? Have you got time you haven't been able to sell? Check the stations that are already using the plan. If your area is open . . . right this second send your wire reserving the franchise for your station. Graduated cost makes it easy to introduce into your market at nominal expense.

HOW IT WORKS

We furnish you with ten numbers a day, one for each five minute newscast (or any other schedule that fits your needs). Whenever the number read out over the air matches the Social Security Number of the listener WE SEND YOU a $100 cash prize to pay the lucky listener.

for contracts
WIRE: AZRAEL ADVERTISING AGENCY
1000 NORTH CHARLES STREET • BALTIMORE 1, MD.

READ THESE AMAZING SALES RESULTS BY HAPPY STATIONS!

1. "98 new accounts approved and signed up in a week with this show."—WKAX, Birmingham, Ala.
2. "One sponsor reports he sold 3 cars in two days . . . 2 new Mercuries and a used car. Averaging 5 good prospects a day."—WBBB, Burlington, N. C.
3. "Sold out 10 new programs a day across the board on this idea by the time "LUCKY SOCIAL SECURITY NUMBERS" show hit the air."—WIKY, Evansville, Indiana.
4. "Most sensational thing in St. Louis radio . . . since Man from Mars incident."—KSTL, St. Louis, Mo.
5. "Tripled our weekday Hooper. Quadrupled for Sundays."—WBMJ, Baltimore, Md.
6. "Life is wonderful! We had our first winner today. The excitement made everyone feel grand!"—WRIE, Providence, R. I.
7. "Had a winner on our first day, first number! Wonderful publicity."—KFGO, Fargo, N. D.
8. "Sold out before we went on the air."—WKMH, Dearborn, Mich.
9. "30 programs per week sold in two weeks."—WICC, Bridgeport, Conn.

If you see anybody you know on the list—call him up and ask him all about it.

1. WAE—Allentown, Pennsylvania
2. WBMD—Baltimore, Maryland
3. WKAX—Birmingham, Alabama
4. WICC—Bridgeport, Connecticut
5. WSKS—Cleveland, Ohio
6. WCMU—Cumberland, Maryland
7. WJO—Hammond, Indiana
8. WRIE—Providence, Rhode Island
9. WLEI—Richmond, Virginia
10. KSTL—St. Louis, Missouri
11. WWSO—Springfield, Ohio
12. KFMJ—Tulsa, Oklahoma
13. WIKY—Evansville, Indiana
14. WBB—Burlington, N. C.
15. WIBB—Macon, Georgia
16. WIBO—Philadelphia, Pennsylvania
17. WFGO—Fargo, North Dakota
18. WQV—Wilson, North Carolina
19. WKMH—Dearborn, Michigan
20. WLEA—Hartford, New York
21. WWQX—Atlanta, Georgia
22. WPDQ—Jacksonville, Florida
23. WRJN—Racine, Wisconsin
24. WERC—Erie, Pennsylvania
25. WTOP—Winston-Salem, N. C.
26. WVC—Coral Gables, Florida
27. WY—Dayton, Ohio
28. WKRC—Greenville, South Carolina
29. WVBZ—Vineland, New Jersey
30. WDQX—Jackson, Tennessee
31. WYLM—Wilmington, Delaware
32. WTNJ—Trenton, New Jersey
33. KVOC—Casper, Wyoming
34. KTOD—Topeka, Kansas
35. WHRV—Ann Arbor, Michigan
36. KSON—San Diego, California
37. WGB—Greensboro, North Carolina
38. WMF—Florence, Alabama
39. WDEE—Chattanooga, Tennessee
40. KAUS—Austin, Minnesota
41. KSMN—Mason City, Iowa
42. WWPO—Lynchburg, Virginia
43. WFTO—Bloomington, Indiana

BROADCASTING • Telecasting
March 27, 1950 • Page 29
CAB MEET
16th Annual Session Opens Today

ROYAL Commission on Broadcasting, increased Canadian advertising agency commissions, standard rate book policy, television and selling and buying interests which constitute highlights of the 16th annual meeting of the Canadian Assn. of Broadcasters being held this week (March 27-30) at the Royal Commission at Ottawa in mid-April.

Tuesday, the annual meeting of the Bureau of Broadcast Measurement will be held under BBR President L. E. Phenner, followed by a luncheon address by Don Henshaw, account executive of MacLaren Adv. Agency, Toronto. Other business will include a discussion on an advertising agency request for increased commissions and resolutions regarding selling and rate policies. The annual CAB dinner will be held at the Hotel, Dr. Robert Stanford, North American consultant for UNESCO.

Wednesday business will include a television forum with Sam Cuff, TV consultant, New York, as speaker, and Malcolm Nell, CFNB Fredericton, N. B., as chairman. There will be a question period and general discussion on ideas submitted by CAB stations, under the chairmanship of Ken Soble, CHML Hamilton, Ont.

International Panel
A panel discussion, "Information, Please," follows under the chairmanship of Vic George, CFCF Montreal, with an international panel of experts, including:

W. D. Byles, Young & Rubicam, Toronto; Carleton Hart, Procter & Gamble, Toronto; W. F. Dibley, Radio Representatives, Montreal; Ruth Jones, Benton & Bowles, New York; Joe Weed, Weed & Co., New York; Bob Cappell, Cappell, Toronto; and Guy F. Herbert, All-Canada Radio Facilities, Toronto.

Thursday, the NAB film, "Lighting That Talks," will be shown for a Canadian preview, followed in the afternoon by a talk by Maurice Mitchell, director of NAB's Broadcast Advertising Bureau.

Also planned for the meet is a trip to inspect WBEN-TV Buffalo with RCA-Victor as host. A number of equipment firms also will have exhibits.

AGENCY CHOOSING
Book Advises Advertisers

SO YOU'RE GOING TO CHOOSE AN ADVERTISING AGENCY. By James Thomas. Chicago: Funk & Wagnalls Co. 167 pp. $3.

In this volume, one of the Printers' Ink Business Bookshelf series, James Thomas, owner of his own advertising agency since 1938, gives potential agency clients definite yardsticks, not only for judging agency operations in general, but also for determining different types of agencies (small, large, general, specialized).

He also evaluates work within specific departments (research, copy, art, media, production) and presents guidelines to help the client get exactly the information needed, and to pin down claims an agency may make.
Bound for town and Bound to BUY

SELL YOUR PROSPECTS IN TRANSIT—WHEN THEY ARE ABLE AND READY TO BUY—CLOSE TO POINT OF PURCHASE!

The remarkable sales increases National Advertisers are getting from Transit Radio* are the result of several sound, basic advertising advantages:

1. Your prospects are actually in transit—on their way to buy!
2. Listeners can act within minutes of hearing your commercial.
3. You get a counted, selective audience, of known dimensions and characteristics, at an attractively low rate.
4. Transit Radio is completely flexible; can exactly fit the campaign precisely to your needs.

In Houston, for example, Transit Radio not only delivers the 420,000 Houstonians who ride Houston Transit Co. buses every day, but includes all the passengers of all the “Shopper Special” buses serving the busy downtown retail business section. Every product has distribution there! Most products, too, have distribution in the thousands of neighborhood drug, food and other stores — handy to every transit stop. So, coming or going, bound for town or homeward bound, your Transit Radio commercial reaches a guaranteed, receptive audience, in a mood to buy, in position to buy now!

*Want documented, sales-audited proof? Then phone or write to:

TRANSIT RADIO, Inc., National Representatives

NEW YORK 17, N. Y.  CHICAGO 1, ILL.  CINCINNATI, OHIO
250 Park Avenue  35 E. Wacker Dr.  Union Trust Building
Mu. H. 8-3780  Fin. 6-4281  Dunbar 7775


HOUSTON SALES:  Lamar Hotel
FA-7101

DALLAS SALES:  1714 M & W Tower Bldg.
Re. 5663
On the dotted line


WITH a handshake, Ken Church (I), gen. mgr., WIBC Indianapolis, Ind., and Hassil Schenck, pres., Indiana Farm Bureau, mark bureau’s renewal for seventh year of sponsorship of WIBC news. Looking on are Glenn Sample (I), bureau information dir.; Gordon Graham, WIBC newsman sponsored by bureau.


CONTRACT giving KVER Albuquerque, N. M., exclusive rights to air baseball games of Albuquerque Dukes is set by L. N. McCullough (seated), partner, Broadway Lumber Co., sponsor. With him are William T. Kemp (I), KVER pres., and Herbert Fitch, Fitch Adv. Agency.

DISCUSSING the news after S&C Motors, San Francisco Ford dealers, arranged contract to sponsor 7:15 a.m. newscast on KGO San Francisco, are (I to r) Al Schlesinger, president, S&C Motors; Les Lutz, Ford dealer head for North California, East Nevada and Hawaii, and Tony Morse, KGO newscaster.

FRANK KILBERT Jr. (seated); pres., Hornell (N. Y.) Brewing Co., renews firm’s sponsorship of Hornell Pony League baseball games on WWGH (FM) Hornell. Others are (I to r) Glenn Sprague and Sheffield Davis of WWGH; Kenneth Cromwell, Hornell; Sportscaster Chuck Richard; George Miller, Miller Adv.; Morris Shepherd Jr. and John J. Kingston Jr., Hornell.

WORLD-WIDE RADIO

Benton Urges Action

IMMEDIATE action to set up a world-wide radio network capable of "laying a signal into every receiver in the world" despite Russian jamming efforts was advocated Wednesday by Sen. William Benton (D-Conn.).

Sen. Benton’s proposal—urging a U. S. radio unit that could broadcast "on longwave, shortwave, or medium wave"—was embraced by his" in his sweeping "Marshall Plan of American Ideas" presented to the Senate. It was the first major Senate speech by the former Assistant Secretary of State for charges of the Voice of America and other foreign information services.

Pleading for an expansion of the State Dept.’s International Information and Educational program, Sen. Benton declared, "We are in the crucial moments of a struggle for the minds and loyalties of mankind." As America’s answer to this struggle, he outlined a six-point plan that would tell the U. S. story "in a full-throated voice instead of a whisper."

The Senator, appointed to fill a Connecticut vacancy in the upper chamber of Congress last December, pointed to broadcasting as a "unique medium" for reaching the minds of foreign peoples. Unlike publications or the movies, Sen. Benton said, radio can reach rural and rural areas as easily as metropolitan centers. Radio does not depend on literacy, nor affected by shortage of paper or film stock, he said.

But, he said, "shortwave broadcasting is not enough, even if we had adequate transmitters which we have not. What is required is unified, world-wide network capable of laying a signal into every receiver in the world—mediumwave or longwave as well as shortwave. This can be done, despite many obstacles if we have the will to do it."

Cites Obstacles

These obstacles, he had explained, are principally Russian efforts to jam U. S. broadcasts. He revealed, however, that Edward Barrett, newly-appointed Assistant Secretary of State for Public Affairs, had given the Senator an optimistic report on possibly overcoming Soviet jamming.

He said the proposed $44 million budget is adequate for the information and educational program in fiscal 1951 is "woefully inadequate."

Also forward in his resolution (S. Res. 248), co-sponsored by 12 Senate colleagues, was a proposal to establish a non-governmental agency that would "inspire and guide" efforts of private citizens who desire to use talents and resources and overseas Co., which owns WHAM Rochester. They are Wesley M. Angle, honorary chairman of the board of Stromberg-Carlson, and Bernard E. Finucane.

Senator BT is S. 1280 kc with 5 kw. The transfer application was filed Tuesday by Frank U. Fletcher, Washington radio attorney.
Memo to
WORLD-Affiliate Stations!

Another exclusive money-making scoop is in the making! Now you can line up sponsors as never before! March 28th is the mailing date. Watch for it!
MILESTONES

**MARKING the 20th anniversary broadcast of the Catholic Hour on NBC, Emmett Blues (l.), president of the National Council of Catholic Men, presents a citation to the network.** Niles Trammell, NBC board chairman, accepts the award.

**FIRST birthday anniversary of Washington Transit Radio was celebrated March 1 in novel fashion as the firm sent out 140 miniature “street car” cakes to local sponsors and advertising agencies. Attached was a card saying: “This is our first birthday. Today YOU take the cake. For the other 364 days a year we like to feel Transit Radio takes the cake as an advertising medium.” Mrs. Helen K. Mobberly, sales manager of Washington Transit Radio Inc., and Ben Strouse, general manager offirm and WWDC-AM-FM, Capital outlet, light a candle for the occasion.**

**KNBC San Francisco marks its 25th year of broadcasting with an illustrated direct mail promotion folder entitled “Background for Progress.” Illustrations show early day transportation and communication models with brief descriptive text. Promotion is contained in a single paragraph: “Today 25-year-old KNBC is as familiar to the people of Northern California as were the wagons and steamboats of the 1850’s. It is Northern California’s best buy.”**

**Ralph Nardella, commercial manager of WHOM New York for the past three years, celebrates his 25th anniversary in radio April 5. Previously he had been commercial manager of WOV New York for 17 years.**

**Walter Lanier (Red) Barber celebrated his 20th anniversary in radio March 4. In 1930 he was with WRUF Gainesville, Fla. Four years later he joined WLW Cincinnati to handle play-by-play of the Reds’ games. In July 1946 he was appointed CBS sports director, which position he still holds.**

**Abele Musical With the Two Henrys and Gene, program on WSPD Toledo, Ohio, celebrates 22 years of broadcasting with the same sponsor, Abele Funeral Home, April 9. Two members of the original cast are still with the show, the third having joined them in 1929. Format has never been appreciably changed.**

**WRGA Rome, Ga., an MBS affiliate, celebrated its 20th anniversary March 5. Station was saluted coast-to-coast on network programs.**

**Part of Farm Reporter show on WKY Oklahoma City, which features talks by state and federal experts on forestry, began its 11th year on the air last month. It is believed to be the oldest program of its kind.**

**The second anniversary of Girl and Boy Land, heard over WPFB Middletown, Ohio, Saturday, 10:30-11 a.m., was celebrated March 20.**

**Documentary broadcast dealing with the impact of the program in the past was aired March 5 commemorating the 20th anniversary of the Catholic Hour on NBC.**

**Recordings by business leaders in Danville, Va., are being aired by WBTM that city, as part of its 20th birthday celebration. Businessmen have gone on record congratulating the station during this month.**

**Guy Savage, sports editor for the Shamrock Broadcasting Co. and KXYZ Houston, completed 24 years in radio and seven years in TV on March 17.**

**The 25th anniversary of WHEC Rochester, N. Y., was celebrated by the station March 25 with a radio show, featuring CBS and local talent.**

**Commercial Manager William F. Malo of WDRC Hartford, Conn., is observing his 20th anniversary with the station this month.**

**Glenn Hardy this month celebrates his 16th year as newscaster on MBS Alka-Seltzer Newspaper of the Air.**

**Weather show, aired from the U. S. Weather Bureau in Washington over WASH (FM) Washington and the Continental FM Network, Mon.-Fri., 6:610 p.m., observed its first anniversary March 14.**

**KATL TO 5 KW Baseball Plans Announced**

KATL Houston, independent outlet owned and operated by Texas Broadcasters, has announced increase of its power from 1 kw to 5 kw on March 16. Installation of the new transmitter was directed and supervised by Chief Engineer Ed Martin.

Simultaneously, KATL said complete coverage will be given Major League baseball games during 1950 through the Liberty Broadcasting System, with which the station is affiliated for sports. For the fourth consecutive year, the Texas League’s Houston Buff games, played at night, will be broadcast, KATL reported.

**Walter Ziv’s Dallas Sales**

ELMER BIESER, member of the sales force of Frederic W. Ziv Co., has been promoted to sales manager of the firm’s newly formed southwestern division with headquarters in Dallas, the firm announced last week. The promotion, Ziv said, is in keeping with its 1950 expansion program which calls for the opening of new sales divisions throughout the country.

Prior to joining Ziv in 1947, Mr. Bieser was with the sales department of WKY Oklahoma City.

**STUDY POSTPONED Senate Group Session Delayed**

INABILITY to gain a quorum of members of the Senate Interstate and Foreign Commerce Committee last Wednesday delayed consideration of important measures which affect radio. Cancellation of the committee’s executive session deferred study of the President’s reorganization plans affecting governmental agencies including the FCC [Broadcasting, March 20].

Also held over until the next scheduled executive meeting on April 12 was committee action on the Langer Bill (S 1847) which would prohibit radio and other forms of interstate advertising of alcoholic beverages. Public hearings on the measure, authored by Sen. William Langer (R-N. D.), were held last January [Broadcasting, Jan. 16].

**WDZ DECATUR, Ill., laying claim as the third oldest station in the nation, celebrated its 29th birthday anniversary March 17—“B Day”—with a special four-hour-long program dramatizing its history since 1921. Engineer Don Watson (seated) throws the switch for the occasion while staff members stand by. L to r: Harry Smith and Hugh Gray, announcers; Marty Roberts, farm editor; Bill Miller, program director; Nancy Norman, woman’s editor, and Wick Evans, news director.**
Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the "top-quality" requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you're sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting styli and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It's easily edited, doesn't snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.

Graybar Brings You Broadcasting's Best...

Manufactured By...

1. Altec Lansing
2. Ampex
3. Blaw-Knox
4. Bryant
5. Communication Products
6. Crouse-Hinds
7. Fairchild
8. General Cable
9. General Electric
10. General Radio
11. Hubbell
12. Hugh Lyons
13. Karp Metal
14. Macphlett
15. Metallam
16. National Electric Products
17. Presta
18. Triangle
19. Webster Electric
20. Western Electric
21. Westcon
22. Whitney Blake

Graybar Recommends

RECORDING DISCS

SCOTCH
SOUND RECORDING TAPE
THE LATEST WCKY STORY

RAZOR BLADES BY THE MILLIONS!

WCKY'S JAMBOREE SELLS THEM!

The Blademan Company of Chicago started using the Jamboree in February 1949, offering 100 razor blades for $1.00. In ONE YEAR WCKY has sold over SIX MILLION RAZOR BLADES on the Jamboree.

THE JAMBOREE COVERS A RURAL AND SMALLTOWN MARKET OF OVER 3,500,000 RADIO FAMILIES IN TEN STATES.

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

THE WCKY JAMBOREE IS THE IDEAL VEHICLE TO REACH THE RURAL AND SMALL TOWN AUDIENCE.

Look at some typical sales results on the Jamboree:

Hopkinson Harmonica Co. of Chicago, selling an harmonica and instruction book for $1.69—in 3 months has received over 36,000 orders.

The Glessner Company, offering a free sample of Dr. Drake's Cough Syrup, has received over 8500 inquiries in less than 3 weeks.

The Lancaster Seed Company, selling 50 packets of seeds for $5.00, has sold 395,900 packets of seeds in 6 weeks.

IF YOU HAVE A PRODUCT APPEALING TO THE JAMBOREE AUDIENCE, LET US GIVE YOU THE FACTS ON THE JAMBOREE.

Call collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: CI 281
Censor of Thought

THE SEDATE and seldom-wrong New York Times appears to have fallen for the specious "scuriality" preoccupations of the FCC.

In an editorial on "Freedom of the Airwaves," the Times uses as its springboard the current hearings on renewal applications of the G. A. Richards stations (KMPC Los Angeles, WJR Detroit, WVGR Cleveland). It brings out that Mr. Richards is accused of ordering the slanting of news broadcasts, if rise to the customary mention and the spot announcements to the value of his merchandise as well!

There are only two of the schemes being hatched by misguided, muddled or downright unscrupulous promoters. They want the advantage of radio without paying card rates. More insidious than outright peri inquiry pitches, which most responsible station managers have learned to avoid, they solicit time under the guise of trading value for value.

In this competitive period every one must be alert to possibilities for profitable business for his operation. But anxiety for business must not overtake the good taste.

Radio, when properly used, gives the advertiser more for his money than any other medium. It is a bargain at established card rates.

R: Good Taste

The FCC Chairman Wayne Coy has lashed out against "poor taste" in TV, and the wisemen seem soon will be calling it "smellovation." Little more is needed to goad the columnists and columnists have already taken shots into shooting at radio and TV from the hip.

Mr. Coy took off against the lowering of program standards. It didn't take long for the boys to level their sights at CBS' ubiquity. That station has been more meteoric as that of TV itself. CBS affiliated TV outlets have threatened to cancel Godfrey shows unless he is checked.

There is doubt that CBS, having made Mr. Godfrey, can also retrain him. Networks will not take too lightly the reactions of their affiliates. TV is still groping for its formula. It doesn't do any harm to focus attention of these masters provided they remain the dead hand of Government stops there. Otherwise it's censorship. Telecasters, networks and affiliates should get together and devise means of themselves coping with these matters.

But the FCC action of requiring proof of public interest was adopted from the start. A dozen different codes of ethics have been adopted and revised. No one in radio has ever denied that there's need for improvement. What art, profession, business or government can't be improved?

We think we know what constitutes good taste. But that's our good taste. Yours is different. Mr. Godfrey's is different.

And where is the repository of the FCC's standard of good taste? Is it in the wrangling "executive sessions" of the sever seldom-if- ever-agreeing members? Is it in the crowded warrens where scurry the bewildered, innumerable and ill-trained recent graduates of public law school? Probably the FCC standard of good taste is really in limbo until the appointment of the expected chief of the new Broadcasting Bureau. He will fetch it forth, unencumbered by the red tape of public interest, convenience and necessity, give it a hard smash on its "discussion of public issues," bathe it in "integration of ownership," off it with "the identification, power it with the fragment of "sustaining programs" and christen it "Good Taste, by courtesy of the Government of the United States (under the Constitutional power to regulate Interstate Commerce) and subject to appropriate exceptions after oral argument."

Come on boys, let's go dig up Galileo!

Who Quizzed Whom?

THE AGGRESSIVE program director of a western station hit on what must have seemed to him to be a swell idea the other day. A news quiz show! Make the questions timely and informative by letting one of the newer abbreviated news magazines get them up. In return the show would plug the magazine. It sounded like a natural.

So he wrote to the magazine editors. They were delighted! The idea would give them a full radio program for free. They would get more and perhaps better time than competitive publications such as Reader's Digest, Look, and others were getting at regular rates. And why couldn't the idea be expanded?

The magazine avidly accepted. It followed through with a circular letter to stations making the same proposition.

Another firm has been in the business of furnishing prize quizzes for quiz shows. With quiz ratings falling they have found it harder and harder to get manufacturers to furnish prizes in return for the doubtful advertising they receive when their product is given away. Stations need prizes if they continue the show.

So this "merchandise consultant" saw a way to play both middle and ends of the business: sell the station on the middle 15% cut. He would "sell" the merchandise to the station, taking his "pay" in spots for the manufacturer. The station would get its quiz prizes and the manufacturer would get the customary mention and the spot announcements to the value of his merchandise as well!

These are only two of the schemes being hatched by misguided, muddled or downright unscrupulous promoters. They want the advantage of radio without paying card rates. More insidious than outright per inquiry pitches, which most responsible station managers have learned to avoid, they solicit time under the guise of trading value for value.

In this competitive period every one must be alert to possibilities for profitable business for his operation. But anxiety for business must not overtake the good taste.

Radio, when properly used, gives the advertiser more for his money than any other medium. It is a bargain at established card rates.

BROADCASTING • Telecasting

Our Respect To

CURTIS BLOOD PLUMMER

IT WOULD SEEM significant that the FCC, in its present time of television trouble, has called upon the head of its TV engineering division to be its new Chief Engineer.

There should be no surprise, however, that Curtis Blood Plummer is interested in, or familiar with, television exclusively. If he were, he probably would have never been tapped for the chief. He is, and his appointment the Commission is establishing the Office of the Chief Engineer on a higher and apparently broader plane. Effective April 3 the Chief Engineer, the General Counsel and the Chief Accountant will serve as "the top-level advisors and representatives of the Commission itself."

Improvable though his 37 years would make it seem, Curtis Blood Plummer has been associated affirmatively with broadcasting almost from the time of its beginning. With assists from his father he built his first radio receivers at age 8. Their cranking reproduction of the weather reports of WGI Medford-Hillside, Mazon, and the more famous and WDKA Pittsburgh was proof enough of their utility.

Practicing broadcasters can take encouragement from the fact that the new Chief Engineer has also worked broadcast transmitters for Radio Corporation of America. He "took it on the bull" may be charged off to the times in which he worked, when there were less than 900 stations and the directional antenna had just begun to envision commercialization.

He also is credited with an encouraging but bureaucratically rare disaffection for red tape in his dealings with licensees and applicants.

Colleagues say his direction of the Engineering Bureau's Television Broadcast Division, which he has headed since it was established in 1945, counted at least as much as his engineering know-how in FCC's decision to make him Chief Engineer.

"He's kept it running like a happy family," one FCC official reports. As Chief Engineer he will have a substantially bigger family to run happiness.

Curtis Blood Plummer was born Aug. 15, 1912, in Boston, Mass., but until recently it took two "birth" certificates to link the name with the birthplace and birthdate. He is the son of Richard and Alice Blood and was christened Curtis Roberts Blood. In 1924, upon the death of his father, he was adopted by J. W. and Flora Plummer, relatives of Alfred, Me., and took his present name. A 1946 general law of the Massachusetts Legislature cut his birth-certificate problem back to par. "Curt" Plummer can attribute his early
FOR THE 8th AND 9th TIMES!

- 1st Award—to Station WOV for the 8th time for PUBLIC SERVICE PROMOTION

- 2nd Award—the 9th Billboard Citation for SALES and AUDIENCE—SALES PROMOTION

- In the 12th National Competition conducted annually by BILLBOARD for Non-Network Stations in the 5000-20,000 Watts Group.

JOHN E. PEARSON COMPANY, National Representatives

RALPH N. WEIL, General Manager • ARNOLD HARTLEY, Program Director • ANNE C. BALDWIN, Director Press Relations
ABC LOAN
May Borrow $2.5 Million

ABC ANNOUNCED last week it had negotiated with the New York Trust Co. a loan agreement under which the network may borrow up to $2.5 million in the next year.

Any loan taken out under the agreement will have a maturity of five years.

The purpose of entering into the agreement was to provide the network with a total reservoir of borrowing power of $2.5 million against which loans could readily be obtained "to take full advantage of all favorable opportunities as quickly as they may present themselves," according to Robert E. Kintner, ABC president.

KVOE Santa Ana, Calif., moves to larger offices and studios at 105 E. Fifth St.

1950 Broadcasting-NAB Golf Tournament
will be held April 16 at the famous
TAM O'SHANTER COUNTRY CLUB

View of Tam O'Shanter, looking toward the club house.

Thanks to George May, NAB golfers will have the opportunity to play on the world famous TAM O'SHANTER course, scene of the country's outstanding golf tournaments. The date is Sunday, April 16.

Broadcasting-Telecasting will award silver cups to the low gross and low net winners. The usual blind bogey handicaps will apply, giving everyone an equal chance to win the trophies. Tee-off time 9:30 a.m. Free buses will leave the Stevens Hotel at 8:45. Please send in your reservation today. Use the coupon below.

ATTENTION: GOLF COMMITTEE

Enter me in the Broadcasting-NAB Golf Tournament April 16.

Name ____________________________

Company _________________________

Page 40 • March 27, 1950
Respects
(Continued from page 38)

affinity for radio to both his father and his foster father. His father, who worked during World War II as a New England Telephone & Telegraph Co. engineer and nights as a radio experimenter, helped him with his first radio sets, which he helped his neighbors in Winchendon, Mass., where the Bloods were then living. His foster father, an automobile dealer who also sold the first commercial model radio receivers available in Alfred, encouraged the boy to develop his talents.

After earning high-school pin money with a radio repair shop in his foster father's garage and an appliance shop, young Plummer entered Hebron Academy at Hebron, Me., a preparatory school. Radio sets were forbidden to students, but he built them for faculty members and thereby made sure he would have one available for his own use.

In college — U. of Maine — he wanted to take several engineering courses but found this impossible. He did the next best thing, concentrating on electrical engineering and putting secondary emphasis on mechanical. His major was in radio and electronics, and he made the pleasing discovery that there are scientific reasons for some of the effects he had been noticing for years in his work repairing and building receivers.

Exceptional Memory
Before he received his Bachelor of Science Degree in electrical engineering in 1935, Mr. Plummer became a "ham"—a hobby he has indulged sporadically ever since. As a student he also won notoriety for his memory. Among other things, he memorized all the electrical characteristics of all the receiving tubes in the "Tube Book."

"It was much easier than looking the stuff up," he explains.

"Curt" Plummer got his first job in late 1935 with WHEB Portsmouth, then owned by the Christian Adventist Church. He was a combination man, the combination being just broad enough to include whatever job needed doing then.

Dropped from the staff because of the short hours of winter, he moved in 1936 to the Radio Recepter Co., New York. By mid-1937 he had concluded there were too many ups and downs in aviation radio and manufacturing, and left Radio Recepter to set up a receiver sales and electrical contracting business in his home town. This he gave up when he found the volume of business too small.

In early 1938 Mr. Plummer went to work installing WGAN Portland. The transmitter installation was completed weeks before the studio, with the result that he was called upon to set up a "quickie" studio in the transmitter building. He finished this assignment in a few hours, incidentally winding up with what he recalls as "the best acoustics job" he's seen.

"I wonder if I could repeat the accident," he muses.

After a year with WGAN he decided he didn't want to be a push-button operator and started taking Civil Service exams in search of something more to his liking. He "hit" with an application for appointment as an FCC inspector. His notification came while he was doing a remote pickup of a dance band, and he left WGAN at the end of the broadcast.

The following Monday—that was in July 1940—Mr. Plummer reported for FCC work in Boston. He was first assigned to intelligence work, then was given the job of installing sub-monitoring stations for the old Radio Intelligence Division. In January 1941 he was reassigned to Boston, where he helped move the monitoring station from Hingham to the Millis plant.

"Those were the best working hours I've ever had," he recalls.

"Worked from 4 p.m. till midnight five days a week, with four hours extra on Saturdays."
He soon tired of the routine, however, and applied for transfer to Washington. Upon his arrival there in August 1941 he was assigned to the Standard Broadcast Division. With the outbreak of war in December, he was assigned to Voice of America problems and, in 1944, was named assistant chief of FCC's Non-Station Broadcast Section of Engineering in addition to his chores for the Voice.

When the TV Division was created in 1945 he was named acting chief, taking the Voice duties along with him. In 1946 he was named chief of the division. Since then the Voice—international broadcasting—has occupied fully half his time.

He has represented the U. S. at three international high-frequency broadcasting conferences—Atlantic City in 1947, Geneva 1948, and Mexico City 1949.

In 1944 Mr. Plummer was married to Miss Helen Hale, a native of Boston who had spent almost all of her pre-college years in China with her parents, who were missionaries. When his dinner-table conversation becomes overloaded with kilowatts and tropospheric interference, she can return the compliment in Mandarin Chinese. They have one son, Lee Curtis, aged 2.

Mr. Plummer is a member of the American Institute of Electrical Engineers and a senior member of Institute of Radio Engineers. He has a cottage in Maine—and a boat to go with it—where the Plummers spend their summer vacations. Between times, he moves from one hobby to another—currently it's a study of economic treatises and cycles.

Let WIBW focus your Selling in...KANSAS

All you need is ONE station...WIBW to do the hardest selling...to do the biggest job in both CITY and FARM markets.

FOCUS on your CITY market!

It's Topeka—21 county market, according to the Audit Bureau of Circulation, Topeka has 23% of the state's effective buying power and 22% of all Kansas families. WIBW is the preferred station in this market. It has three times more listeners than all other Topeka stations combined.

For the CITY market

FOCUS on your FARM market!

A glance at Consumer Markets, 1949, will show that WIBW's farm market is made up entirely of families on farms and in agricultural communities. In this rich market, WIBW has ten times more listeners than all other Topeka stations combined.

For the FARM market

ALL YOU NEED IS WIBW!

WIBW SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

BROADCASTING • Telecasting

March 27, 1950 • Page 41
Court Modifies Negative Ad Statement Requirement

FEDERAL TRADE COMMISSION received two setbacks last week when the U. S. Court of Appeals for the District of Columbia modified one FTC order and the Food & Drug Administration failed to support part of the charges against two manufacturers of antihistamine cold drugs.

In the first case, which legal observers feel could have placed widespread restrictions on radio, television and other advertising media, FTC had attempted to require Albert's Products Co. not only to state fully the limits of benefits to be derived from use of its Orixin Tablets but also to call attention to what the product will not do.

Neither the appeals court nor Albert's Products Co. denied FTC's contention that the firm should limit its claims of beneficial effect to the causes for which the product is helpful—in the case of Orixin Tablets, simple iron-deficiency anemia—but the court said FTC was overstepping its powers when it required an advertiser to include additional negative statements regarding his product.

Cites Extensive Scope

Pointing out the ends to which these limitations could have been extended, Judge E. Barrett Pettyman wrote in the majority opinion:

Almost every advertisement of a food, drink or drug, no matter how accurately described and carefully limited in its claims, would fall within the scope of the rule here sought to be established...

It if [FTC] has this power, it could, if it chose, require an advertiser of a breakfast food rich in iron to state not only that the food is good for those deficient in iron but also that iron deficiency is less frequent than other ills and that for these others the advertised food is valueless,... Such power seems to us to be no less than the power to control the marketing of all such products, because, if permitted to go through the commission, can be required not only to state accurately the limited benefits of their products but also to call attention to what the products will not do, the effect on marketing is clear enough.

In commenting on charges against another Alberty product, the court majority ruled that the firm did not have to tell the public that the claim made for its Phospho B are made under the principles of the homeopathic school of medicine.

In the second case FTC last Monday charged Bristol-Myers Co. and Anahist Co. Inc. with using false and misleading advertising in selling "both antihistamine cold products. The companies are charged with misrepresenting the therapeutic properties and effectiveness of their products in treating and preventing common colds. FTC's complaint also contends the firm's advertising is "deceptive" in regard to the safety of the product and that they "may be unsafe and produce injury or harm to the user."

The charges are directed against Bristol-Myers’ Resistabs and Anahist Co.'s Anahist.

It was in regard to the "safety" of the products that the Food & Drug Administration entered the picture. Associate Commissioner George P. Larrick, in a statement, said that despite contentions of FTC his agency has obtained no evidence that the two products are dangerous when taken according to label directions.

Deny Charges

Both companies denied the charges.

Robert R. Brown, vice president and general manager of Bristol-Myers, said the "allegations...and they are purely allegations—are completely erroneous and at variance from the true facts. All advertising of Resistabs has been based upon clinical and scientific investigation."

On behalf of Anahist Co., Stanley Lasdon, executive vice president, said "every advertising claim we have made is backed by clinical evidence. ... Anahist does not claim to destroy the cold virus. It is directed only to the relief of the cold symptoms."

Both firms have 20 days in which to answer the FTC complaints.

NEW TRANSMITTER and studio building housing WJER Dover, Ohio, had its formal opening and open house on March 21st. 1,102 visitors signed the guest book. Building was designed by WKJF (Cincinnati) General Manager Charles E. Dewey Jr. WJER, licensed to Mrs. H. C. Greer, operates on 1450 kc unl. with 250 w. Frank Shaffer is manager.

AFA CONVENTION

List Additional Speakers

ADDITIONAL speakers for the 46th annual convention of the Advertising Federation of America, to be held May 31-June 2 at Detroit's Statler Hotel, were announced jointly last week by Elliott Shumaker, convention general chairman and general advertising manager, Detroit Free Press, and Elcon G. Barton, president and general manager of the federation.

Added speakers include:


Other speakers, previously announced, include:


General theme of the three-day program will be "Advertising's Responsibilities in a Dynamic Market." Events planned include presentation of the winners of the national high school essay contest sponsored by the Federation, naming the "Advertising Woman of the Year," announcement of elections to the Advertising Hall of Fame and presentation of awards to Advertising Clubs.

Stanton-Storer Nuptials

ANNOUNCEMENT has been made of the marriage March 13 of George B. Storer Jr., son of George B. Storer, president of the Fort Industry Co., to the former Joan St. John of Birmingham, Al. The ceremony took place in Birmingham's Independent Presbyterian Church. Mr. Storer Jr. is manager of WAGA-TV Atlanta.
Mr. Smith

TR ADDS TRENTON
WTOA (FM) Feeds Transcasts

ADDITION of Trenton, N. J., to the list of cities whose transit systems provide programs to passengers riding city buses, was announced last week by Transit Radio Inc., Cincinnati. Programming will be provided by WTOA (FM) Trenton. According to R. C. Crisler, executive vice president of Transit Radio, Trenton is the 22d community now having the service.

Contracts for the service were completed by Thomas Kerney, publisher of the Trenton Times which operates WTOA, and Rankin Johnson, representing the Trenton Transit Co., it was announced. Transit Radio said five receiving units are now installed and will operate for a period of 30 days, after which, if both sides are satisfied, the agreement becomes permanent for a five-year term. The Trenton Transit Co. operates a to-

In Buffalo you can go places fast with WGR

--AND ITS HIGHER-TAN-EVER
HOOPER RATINGS

EDGAR BERGEN • ARTHUR GODFREY • BOB HAWK • SUSPENSE
LUX RADIO THEATRE • MY FRIEND IRMA • BUDDY CLARK
LOWELL THOMAS • HALLMARK PLAYHOUSE • SING IT AGAIN • REILAH
DICK HAYMES • EDWARD R. MURROW • SONG IT AGAIN
MR. & MRS. NORTH • THE GOLDBERGS
LUCILLE BALL • ABE BURROWS • REILAH
MR. KEEN • CRIME PHOTOGRAPHER
JOAN DAVIS • GROUCHO MARX
MR. CHAMBLEON • DR. CHRISTIAN
BING CROSBY • BURKE & ALLEN
EVE ARDEN • AMOS 'N ANDY
JACK BENNY • INNER SANCTUM
RED SKELTON • HELEN HAYES
FAMILY HOUR OF STARS
HORACE HEIDT • MYSTERY THEA
PHILIP MARLOWE • GANG BUSTERS
RED SHORE • GENE AUTRY
HIPPED THE JACKPOT • WE THE PEOPLE • VAUGHN MONROE • CONTENTED HOUR

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

NOW ON WGR

CBS 550

Rand Building, Buffalo 3, N. Y.

National Representatives: Free & Peters, Inc.

March 27, 1950 • Page 43
WHEN flying saucer allegedly down by Midge was reported sighted in Mexico, Alvin Perlmutter, promotion manager of WEOK Poughkeepsie, N. Y., had an idea. One thousand "teaser" cardboard saucers were thrown from an airplane at 9 a.m. on Saturday morning, bearing statement, "Greetings From Mars." Front page publicity was given saucers that afternoon. At 3 p.m., two more airplanes dropped 4,000 more discs on city. Midget dressed in Mars costume spread discs from car window in town. Discs promoted 45 rpm records, saying they were "out of this world." Each saucer bore one of WEOK's call letters, and station announced that first 75 persons bringing in discs with all letters would receive prizes. Remote unit from station was set up in town to interview citizens about "visit from Mars."

Farm Hour Brochure

LATEST promotion of WRAK Williamsport, Pa., describing WRAK Farm Hour is brochure mailed to 9,000 rural homes in Lycoming and surrounding counties in north central section of Keystone State. Brochure serves as introduction to WRAK and to all specials on program. Complete schedule also is included for benefit of farm folks who cannot tune in for entire hour. Last page is devoted to NBC shows to be heard on WRAK-AM-FM.

Radio Students Operate KILO

RADIO students and staff members of KFIU U. of North Dakota outlet were given opportunity to completely operate KILO Grand Forks, N. D., commercial station for two days recently. Some 15 students took part in training program with one regular member of KILO staff on duty to give help and offer suggestions. Duties assumed ranged from riding the network schedule to preparing news broadcasts and children's programs. Program was under supervision of Quentin W. Welty, instructor in radio at university and KFIU faculty advisor.

KGO-TV Mirrors

EIGHT-by-ten-inch mirrors have been sent to Bay Area radio, television and newspaper columnists by KGO-TV San Francisco to promote Admiral Magic Mirror Revue. Written on mirror in white show card paint is information about premiere and photo of show's star, Ruby Hunter.

Station Hails Growth

CITING triple-pronged growth achieved by 50 kw ABC affiliate, WLAW Lawrence, Mass., has launched extensive newspaper advertising campaign. Opening gun was 85-inch spread which featured chart and table to sustain its contentions. Heading used to stress major points was "3 Firsts in 3 Years!"—gains in daytime audience, nighttime audience and number of counties served. Claims in promotion involve both Merrimack Valley market and three counties of metropolitan Boston area. Advertisement emphasized gains of 101% in daytime listening, 176% in nighttime listening and 108% in coverage and service, figures being established on comparison of WLAW's 5 kw operation in 1946 and 50 kw operation in 1949.

WDBC Raises Coal

OVER a ton of coal was raised lump by lump by WDBC Escondia, Mich., in connection with the recent nationwide strike. Station offered to contributors an autographed picture of Dolores Hart, "Queen of the North," and Al LaGuire, WDBC announcer and disc jockey known as "The Light-house Keeper" in Upper Michigan. In three days, using an original song, "Buddy, Can You Spare a Lump," as a theme, the pair had stockpiled over 2,000 pounds of coal, with contributions ranging from one lump on up. Calls, telegrams, etc., flooded the station. As promotional campaign, the drive was very successful, WDBC reports.

Mystery Contest

WEEK-long contest, conducted in conjunction with downtown movie showing of "The Third Man," run by WINX Washington recently. Listeners to George Crawford's WIX rayettes were invited to enter contest by identifying mystery voices of Hollywood stars and writing, in 25 words or less, why "In Washington, nearly everybody listens to WINX." Merchandising gifts were awarded as prizes.

Grocers' Folder

LARGE multi-colored bulletin sent to grocers in area of WEVD New York urges them to be prepared for large purchases of Bab-O or Glim, due to premium offer aired on WEVD's My Mother and I, nighttime drama. Offer and show are beamed to large Jewish market in New York.

Show Invitation

LARGE card resembling screen and surrounding cabin of television machine is background of invitation sent to trade by Gimbel Bros., Philadelphia. Text written on screen announces party celebrating opening of new Gimbel Handy Man television show, five days weekly, 3:30-4 p.m. on WPRTZ (TV) Philadelphia, and party celebrating beginning of third year of Handy Man show with Jack Cramer. Dial on cabinet surrounding screen is tuned to Channel 3, WPRTZ's spot.

Personnel

A. RICHARD ROBERTSON, formerly member of public relations staff of U. of Utah, appointed assistant in promotion and merchandising department of KSL Salt Lake City.

LARRY WHITNEY, formerly of continuity acceptance staff of WGN Chicago, joins public relations staff of station.

THOMAS N. DWAN appointed director of national advertising for CJCI Calgary, and opens office at Toronto.

DONALD GETZ, of WGN Chicago sales promotion department, is father of a girl, Carolyn.

PIECE THE PITCH! . . .

DULUTH, MINN. — "No 'tripe and keister' stuff ... it's strictly on the legit," says chute-sneer Otto Mattick, riding high on his rocketen tubojet. "I ain't just 'whistling Dixie' when I tell you that the Duluth-Superior Market is now America's 51st in Retail Food Sales. And you don't have to take it from me—it's a matter of record—that KDAL is the market's No. 1 station." Greater coverage! Even more audience! That's the KDAL Story in the nation's 51st Food Market. Why not put KDAL to work for you on your next campaign?

Avery-Knuodel can give you the full story of KDAL's increased coverage and top audience. Get it before placing your next campaign.

Page 15 * March 27, 1950

BROADCASTING • Telecasting

RAZOR BLADES BY THE MILLIONS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER
By WAYNE COY
Chairman, FCC (as Told to BROADCASTING-TELECASTING)
WHAT MUST have been one of the
heaviest concentrations of radio news
coverage in the history of broad-
casting marked the Indiana High
School Basketball Tour-
nament in Indian-
apolis on March 16.

There were 34 separate aural
originations and one for television,
feeling the play-
by-play simultaneously to a total of
50 AM and FM
stations and two television stations
out of Indiana's combined total of
70-odd.

By comparison, coverage of even
the biggest world news events ord-
inarly is handled by a relatively
small number of newsmen working
on a pool basis.

The use of 30 separate feeds from
the Presidential stand at Mr.
Truman's inauguration in 1949 was
hailed as an all-time record for
coverage from that vantage point
in the quadrennial event.

Radio Representatives
At the 15,000-seat Butler Field in
Indianapolis, where the 1950 tour-
nament was held, there were only
a few "pools." Two entire court-
length rows of seats were given
over to the radio newsmen and
their engineers. And the stations
were charged nothing for the privi-
lege, whether their broadcasts were
commercial or sustaining.

The unprecedented—or at least
rarely rivaled—demand for cover-
age was attributed to the various
station's insistence upon using
their own announcers. They had
covered the games all year, they
explained, and their listeners would
prefer to hear the home-town an-
nouncer do the job.

The Indiana Commissioner of
High School Athletics, L. V. Phil-
ips, accordingly opened the gates
for all stations. His only stipula-
tion was that, in deference to the
teen-age audience and the nature
of the broadcasts, there should be
no advertising of alcoholic bever-
ages for a half-hour before and a
half-hour after the broadcasts of
the tournament games.

Each station was allotted three
seats—one each for a play-by-play
announcer, a "color" man, and an
engineer.

There were three games—two
semi-finals in the afternoon
and the final at night.

In the first game Madison edged
Marion 50-49 in the last 10 seconds
of play. In the second Jefferson
High School of Lafayette defeated
New Albany 41-39 in an overtime
period with a shot that was in the
air when the final gun sounded. In
the final Madison downed Jefferson
34-30.

Originating stations included
New Albany High School's 10 w
WNAS, an educational FM station.

The television origination was
handled by WFBM-TV Indianap-
olis, which also fed WTTV (TV)
Bloomington.

The follow aural stations carried
the games (originating stations are
marked with asterisks, and all sta-
tions are in Indiana unless signi-
fi ed):

*WJOB Hammond; *WOWO Ft.
Wayne; *WLBC Muncie; *WHOT
South Bend and WKAM Warsaw;
*WIRE Indianapolis; *WGBF Evans-
ville; *WIBC Indianapolis; *WSBT
South Bend; *WCNR Connersville
and WCTW (FM) New Castle, WFML
(WF) Washington, WIKY Evansville,
WSRK (FM) Shelbyville, WFMU
(FM) Crawfordsville, WMRI (FM)
Marion, and WRSW (FM) Warsaw.
*WASK Lafayette and WMTS Mich-
igan City and WFRM (FM) Lafayette;
*WTI Terre Haute; *WIOU Kokomo;
*WISH Indianapolis; *WKG Ft. Wayne
and WTRC Elkhart; *WWCA Gary; *WJPS
Evansville; *WBAA Lafayette; *WSAL
Logansport; *WGRC Louisville, Ky.;
*WTOM Bloomington; *WAOV Vin-
cennes; *WTTS Bloomington;
*WEOA Evansville; *WKBV Rich-
mond.

*WBIW Bedford; *WIND Chicago,
ILL; *WBOY Terre Haute; *WCSI
(FM) Columbus and WTIZ Jasper.
*WLOL La Porte, WCCB Anderson
and WLRP New Albany; *WBUH An-
erson; *WBFI Indianapolis; *WTCL
Tell City; *WXLI Indianapolis and
WKYV Louisville, Ky.; *WRAT Ma-
rian; *WNAS (FM) New Albany.

CANTOR HONORED
Gets One World Citation
ONE WORLD citation on behalf of
the One World Award Commit-
tee was presented last Tuesday to
Eddie Cantor, during his personal
appearance at Carnegie Hall. The
citation was presented by promi-
inent radio personality, Mary Mar-
garet McBride.

Recipients of the One World
Award and the One World Citations
for International Statesmanship
will be named sometime next
month.

Ellithorp Elected
J. S. ELLITHORP Jr., former ex-
ecutive vice president of the Beech-
Nut Packing Co., Canajoharie, N.
Y., last week was elected president
of the company. Mr. Ellithorp has
been with Beech-Nut since 1917.
Concurrently, W. C. Arkell, presi-
dent since 1941, resigned to become
vice chairman of the board.

WTIC Hartford, Conn., calls attention
to its nighttime program lineup by
buying time on WCCC daytime in
same city.

INDIANA BASKETBALL MEET
Coy Cites Record Coverage by Radio, TV

BROADCASTING • Telecasting
NAB STANDARDS
Mull Recording Additions
ADOPION of additional standards for recording, mainly in the magnetic tape field, will be considered April 15 by the full NAB Recording & Reproducing Standards Committee. The group will meet Saturday afternoon at the close of the NAB Engineering Conference in Chicago, according to Chairman Neal McNaughten, NAB engineering director.

The proposed standards will augment those adopted at the 1949 NAB convention after a year of work by nine project groups. The standards serve as engineering guides to manufacturers as well as recording engineers and audio specialists, and are a revision of the basic standards adopted in 1942.

New items for the standards will include tape reels, hubs and flanges. Uniformity will permit use of reels on all makes of equipment. Mr. McNaughten described these standards as steps toward complete standardization of tape recording methods, with all tapes playable on all kinds of reproducing equipment.

The Chicago meeting April 15, to be held at the Stevens Hotel, will be open to any interested persons whether NAB members or not. If additional standards are approved at the meeting they will be submitted to the NAB board for approval.

WINSTON JOLLY, assistant public relations director at WGN Chicago, becomes traffic manager and supervisor of announcers station. He succeeds RAYMOND TAYLOR [see Commercial].

CHARLES PAYEN, graduate of New England School of Radio, Bridgeport, Conn., joins WNIB Norwalk, Conn., as disc jockey.

LEE STEWART appointed to handle Hillybilly Frolic show on WHAT Philadelphia.

DIK DARLEY, KECA-TV Hollywood program assistant, promoted to post of director for station.

FRANK BADDERS, formerly with WEYV Covington, Va., joins announcing staff of WMBG Richmond, Va.

FELIX GRANT, disc jockey for WWDC Washington, takes over all-night Town Patrol show on station, replacing ALAN CUMMINGS, resigned.

PHIL BERLE, brother of Milton, joins KNRL (TV) Hollywood as producer.

RUTH STONE joins WIS Columbus, S. C., as member of program department replacing HELEN HILL, promoted to music director. VIRGINIA DOLAN joins station's continuity staff replacing BETTY FELLERS, resigned.

WALTER M. LUCE, staff member of WJAX Jacksonville, Fla., resigns, effective April 3, to rejoin WWPF Palatka, Fla., as disc jockey.

ERNEST IVerson, known to radio listeners as "Shin Jim," begins daily show on WCCO Minneapolis.

TED BYRON named script writer for KECA-TV Hollywood Mama Rosa series.

THOMAS J. CARSON Jr., formerly with WSAM Saginaw, Mich., joins staff of WJW Cleveland.

KAL ROSS, formerly with WPWA Chester, Pa., joins WPEN Philadelphia as disc jockey. Also joining station's staff in similar capacity are: LARRY BROWN, returning to WPEN from WJNY Newark; STU WAYNE, formerly with KYW Philadelphia, and SHIRI HORTON.

SHIRLEY SCHUTT transfers from ABC Hollywood continuity compliance staff to same staff at KECA-TV Hollywood.

VIRGINIA LEE MITCHELL joins continuity staff of KWK-St. Louis, replacing PATRICIA WALSH, resigned because of ill health. Miss Mitchell worked formerly at WTMF East St. Louis.

JOHN WAGNER, assistant auditor at ABC Hollywood, promoted to auditor. Except for three years service with Arny he has been with ABC and its predecessor the Blue Network since 1942.

LLOYD FRASER TWEDDY joins staff of WDTV (TV) Pittsburgh. He formerly was associated with WARE Ware, Mass., and WMNB and WMFM (FM) North Adams, Mass.

CHARLES Koon, formerly instructor in television scenic and costume design and associate art director of Pasadena Playhouse, Pasadena, Calif., joins KTTV (TV) Los Angeles as production manager.

BART BROWN, formerly of CKRC Minneapolis, and CHAT Medicine Hat, joins production staff of CKCK Regina.

BOB (Vaughn) GLASSBURN, cartoonist on Cartoon Circus, KRON-TV San Francisco, joins KRON-TV program department as animation director.

WALLY SHUBAT, formerly of CKPC Branford, joins CKYO Ottawa, as announcer.

JOSEPH W. CONN, director of operations for KTTV (TV) Los Angeles, named executive producer in program department. In new capacity he will oversee all directorial and production procedure.

WALTER PHILLIPS, disc jockey for WCPO Cincinnati, presented scroll by Patricia Stevens School of Models naming him "the disc jockey whose selection of music we most like to model to."

DON OTIS today (March 27) starts two-hour Monday through Saturday record and interview program, Don Otis Show, on KLAC Los Angeles.

HARRISE BRIN, co-star of KECA-TV Hollywood I'll Buy That, and BOB FINE, producer of TV show, were married March 15.

HOBART GRIMES, member of WBBM Chicago staff orchestra, is the father of a boy born March 17.

CAROLYN GILBERT, star of her own show on ABC-TV from Chicago, and James D. Fitzgerald have announced their marriage.

DAWS BUTLER, of KTLA (TV) Hollywood Time For Bonny show, is the father of a girl. Kathy Dawn.

BILL O'CONNOR, WGN Chicago sports announcer, is father of a girl. John.

MILT MITLER, director of programs for WTTW Coral Gables, Fla., and DONA DANE, of WTVJ (TV) Miami, have announced their marriage.

GEORGE M. CAHAN, KECA-TV Hollywood executive producer, and Allee Talton, actress, were married March 18.

Bank Heads Ala. Group
BERT BANK, WTBZ Tuscaloosa, has been elected president of the Alabama Broadcasters Assn., succeeding Howard E. Pill, WSFA Montgomery. Emmett Brooks, WEBJ Brewton, was elected vice president, succeeding Mr. Bank. Graydon Aymus, WUOA (FM) Tuscaloosa (U. of Alabama), was elected secretary-treasurer. Officers were elected at the spring convention held March 10-12. The association adopted a resolution commending BMI for its 10 years of service [Broadcasting, March 20].

World's Largest Square Dance
Clear Channel Home of the National Barn Dance

covers 25 states and Canada

(See 2nd Cover)
would be accomplished by executive agreement or some other procedure which would become binding without further ado.

When Senate radio leaders assured the agreement would not become effective without the Senate's consent, the protests which had mounted began to subside (BROADCASTING, March 13).

In other quarters, political pressures within Cuba were given the blame. Elections are slated in Havana in May to name a mayor—the second-ranking elective office, long regarded as a stepping-stone to the Cuban presidency—as well as Havana's representatives in the Cuban Congress.

Thus it was felt that in reversing their position on the proposed agreement and submitting Wednesday's counter-offer the Cuban radio authorities were acting in fear that otherwise they would incur the ill will of Havana radio station owners at a time when they need access to radio facilities.

The Wednesday proposal was rejected Thursday after lengthy conferences within the State Dept. and between State Dept. officials and Comr. Hyde. Mr. Hyde reported he and the other delegates considered the proposal unacceptable and insisted that, in their view, it would be useless to prolong the discussions.

**Butler-Prio Talks**

In a high-level attempt to seal the rift—which had become obvious two weeks earlier—U. S. Ambassador Robert Butler had conferred Monday with Cuban President Prio to make clear that the terms which had been tentatively agreed upon represented the maximum concessions the U. S. could make.

President Prio was said to have replied that the terms appeared to give Cuba fewer rights than she had under the NARBA Interim Agreement which expired last March 29. Cuba delivered its counter-proposal two days later.

**'Talking Magazine'**

PROGRAM directed at blind listeners will be started by WNEW New York, at the suggestion of a blind person. WNEW has obtained permission from leading magazines to read material on its program, bearing the name 'Talking Magazine.' Name actors will be used as readers. The program will be heard Monday, 10-10:30 p.m. Only two popular magazines are available in braille.

BOOKLET describing sound equipment produced by Cinema Engineering Co., Burbank, Calif., currently being distributed by company.

**SHOW PRIZE EXCHANGE**

Robbins Proposes Trade of Spots for Products

EXCHANGE deal by which stations would pay for program prizes on a due-bill basis is proposed by Richard S. Robbins, merchandise consultant, 551 Fifth Ave., New York.

In a letter to stations, Mr. Robbins says the usual air mention or quiz programs is no longer "feasible." His fee for prizes is 15% of the retail value, payable as soon as shipment is received, he states.

Describing the plan, he declares that in exchange for prizes you would give that manufacturer an equivalent value in spot announcements at your prevailing station rates, over an agreed period of time. The manufacturer would supply you with the copy he wished used or with transcription records, and affidavits of air time would be sent to him just as in a regular transaction.

"The manufacturer has the right to specify Class A or Class B time, but the actual hour in that class would of course be determined by the station. This is being done already on about 200 stations and being utilized by national manufacturers who would not otherwise buy time on these local stations. If you wish to receive prizes on this basis, send your letter of confirmation and your rate card, and we will add your station to the list which we are presenting our clients."

Among new per inquiry projects reported is one offered stations by Lincoln Loan Service Inc., Pitts-

**SOUTH BEND IS A MARKET—
NOT JUST A CITY—AND**

**WSBT COVERS IT ALL**

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is two adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-billion dollars!

WSBT—and only WSBT—gives you thorough coverage of this great market. Plus this, the rest of WSBT's primary area gives you an additional million people whose retail purchases in 1948 amounted to $911 million.

You need the South Bend market. You get it—all of it—only with WSBT.
MORGAN NAMED
Is Senate Probe Legal Head
EDWARD P. MORGAN, an attorney practicing before the FCC, will head up the legal staff of the Senate Foreign Relations subcommittee looking into Sen. Joseph R. McCarthy's (R-Wis.) charges of alleged disloyalty by certain State Dept. personnel.
Mr. Morgan, a member of the Washington law firm of Welch, Mott and Morgan, and also member of the Federal Communications Bar Assn., has been appointed special counsel for the subcommittee by its chairman, Sen. Millard E. Tydings (D-Md.). In that capacity, Mr. Morgan will serve as legal advisor and direct the investigation and hearings dealing with accusations.

A former chief inspector of the FBI in Washington before joining the law firm three years ago, Mr. Morgan has served as associate counsel of the Joint Congressional Committee investigating Pearl Harbor.

Native of St. Louis, he received his BA and MA degrees from Maryville State College, Maryville, Mo., in 1934 and 1936 respectively, and his LLB and LLM from Georgetown U. in Washington, in 1939 and 1942.

RICHARD H. GORDON, executive vice president, elected president of World Video, New York. He succeeds HENRY S. WHITE, who joins CBS-TV March 27 but retains stock interest. JOHN STEINBECK remains vice president. WALLACE A. ROSS, publisher of Ross Reports, elected sales director. He acquires stock interest in firm.

J. DONALD WILSON, formerly ABC New York vice president in charge of radio and television programs, joins Don W. Sharpe, Beverly Hills, Calif., radio and television packager. He will supervise production for firm.

WORLD BROADCASTING SYSTEM announces extensions of contracts for its service by WLPO La Salle, Ill.; WJJC Ft. Wayne, Ind.; KTGW Emo- ria, Kan.; WDLB Panama City, Fla.; WBKB (TV) Chicago; WTMV East St. Louis, Il.; KIMV Hutchinson, Kan.; WPFC Somerset, WSON Henderson, WVJS Owensboro, all Ky.; KMLB Monroe, La.; WFBR Baltimore; WOOD Grand Rapids, Mich.; WKE St. Louis and EKGL Billings, Mont.

RAY RICE publicity office moves to 150 East 50 St., New York. Telephone: ELorado 5-0426.

HERALD BECKJORDEN, former vice president in charge of research for AAAA and member of executive staff of Market Research Co. of America, joins Fact Finders Assoc. Inc., New York, as senior research associate.

VIDEO SCRIPT SERVICE Inc., syndicated script program service for independent television stations and advertising agencies, formed in Hollywood. Offices are at 6381 Hollywood Blvd. Principals are BOB STOCK, formerly program promotion director of Don Lee Broadcasting System, LEROY E. STOCK and DAVID J. Sachs, ROBERT LEDER is New York representative with offices at 366 Madison Ave. Firm offers service for payment based on per show percentage of station's rate card.

NATIONAL SAFETY COUNCIL announces film, "Easy on the Eyes," available from council in 35mm sound slides and for 16mm sound motion projectors.

HAROLD HIGGINS Co. opens offices in Guaranty Bldg., 6253 Hollywood Blvd., Hollywood, to handle special promotion projects for RCA and its subsidiaries. He was formerly with Adolph Wenland & Assoc., Los Angeles advertising agency.

HENRY A. GILLESPIE, DAVID B. ROEBERS and THOMAS M. DAVIES appointed southeast, central and southwest field sales representatives, respectively, for RCA's Thesaurus.

ASSOCIATED PROGRAM SERVICE, New York, has prepared "Associated Program Manual," booklet made up of merchandise, program notes and promotion-publicity sections. Service is given to subscribers. Firm announces three new shows featuring Vic Damone, Mindy Carson and Evelyn Knight. Shows are 15-minutes, three weekly. Westminster Choir of Westminster College signed to record exclusively for firm's library service.

Equipment

R. C. DOVE, with RCA Victor for past four years, and H. Y. SOMERVILLE, with company since 1929, appointed operating assistant to vice president and technical assistant to vice president, respectively.


HENRY GOLDSMITH named national sales manager of Jackson Industries Inc., Chicago. He will supervise all advertising and promotion. He has worked for Jackson Industries for the past six years.

NORTH-AMERICAN RECORDING Co. moves to new Chicago address, 100 E. Ohio St., Room 456. Telephone: DELaware 7-1644. GEORGE TASKER is manager.

RCA (Laboratory Division) sets up industry Service Laboratory at 1500 N. Vine St., Hollywood. New lab will offer clinical engineering service to manufacturers and others licensed by RCA.

GEN CITY APPLIANCE Co., Dayton, named distributor of Stewart-Warner radio and television products in seven Ohio counties. URBAN F. GOCHER is president and treasurer.

'MERCY' TRIAL
Covered by Granite Network

EXTENSIVE radio coverage of the so-called "mercy killing" trial of Dr. Hermann N. Sander, 41-year-old Candia, N. H., physician, who was acquitted of first degree murder March 9, has been reported by the Granite State Network.

With fulltime broadcast lines into the Manchester courthouse, the network reported it went on the air three times daily with resumes by Norm Bailey of trial testimony. The programs were heard over the network's WKB-B, Manchester, WTSV Claremont, WTBW Nashua and WWNH Rochester.

In addition to straight news broadcasts, Mr. Bailey also interviewed members of the press, both from this country and abroad, who were assigned to cover the trial. Connie Stackpole, the network's home economist, interviewed prominent women visitors including Novelist Fannie Hurst. After the "not guilty" decision was made known, interviews were made with Dr. and Mrs. Sander and the prosecute and defending attorneys, the network reported.

BROADCASTING activities of WHB New Britain, Conn., are extended to 24 hours per day.
**CENSUS**

Advertising's role in plans for the forthcoming 17th decennial census, slated to get underway next Saturday, were detailed last week by the Advertising Council in New York City.

Simultaneously, Dr. Roy V. Peel, newly-confirmed director of the Census Bureau, outlined major highlights of the census project which includes provision for radio and TV set counts in living units throughout the U.S. Dr. Peel held his first news conference at council headquarters Wednesday.

Radio and television campaigns get away officially today, with spots to be aired by the four major networks and by individual stations throughout the country. The next three weeks census radio announcements are part of the council's network regional or spot allocations plan.

**TV Plans**

Filmed 20-second announcements, prepared by Benton & Bowles Inc., which volunteered to handle all material for the census advertising phase, are being made available to TV stations. Prop material includes sample forms used by census enumerators, their identification cards and photographs of American towns and cities. In addition, census-takers are available for guest appearances on TV programs. Radio-TV material stresses that all data given enumerators is "confidential."

The council's census campaign, initiated in mid-March in newspapers with use of mats and other materials, will continue until mid-April.

"By explaining to Americans the need to answer willingly and truthfully the census-takers' questions, radio can help make the 1950 census more accurate and hence more useful," council officials stated in describing the campaign as "vitally important to the public interest."

Dr. Peel expressed hope that 140,000 census enumerators throughout the country would extend the count on radio and TV sets to each dwelling unit rather than on a sampling basis. Set figures, and especially breakdowns, may not be available before next year, he added.

A television training program, to be conducted by the Navy in New York, will train some 150 enumerators in the techniques of census-taking, Dr. Peel noted. He said that while the program would be launched merely as "an experiment" at this time, its adoption by the bureau eventually would result in huge savings.

**Stanley E. Baldwin**

STANLEY E. BALDWIN, 68, a founder and first manager of WTAM Cleveland, then owned by the Willard Storage Battery Co., died March 19 in Cleveland. Mr. Baldwin joined Willard in 1920 and was its advertising manager when he and two others founded the station, operating it on storage batteries. From 1930 until his retirement in 1947, he served as Willard's director of merchandising.
Lauds Farm Story

EDITOR, BROADCASTING: ... A fine job of telling the story of the National Farm and Home Hour [BROADCASTING, Feb. 27]. We have received many favorable comments. ... Thanks very much for this excellent treatment ...

Gerald L. Seaman
Radio Executive
Bert S. Gittis Advertising
Milwaukee

Happy With Day-Only

EDITOR, BROADCASTING: WEO2 has made money every week since going on the air — so we'd rather you ask Mr. Suggs (WMGY) to speak only for himself when he talks of daytime stations losing money [Open Mike, March 6]. We're happy with the FCC, the NAB and all other commissions and organizations with which we are affiliated or do business. It's our thought that station owners would do much better to concentrate on programming and sales rather than spending so much valuable time getting angry with this person or that organization.

We appreciate our daytime only franchise. We wouldn't want a fulltime station in this TV infested area. After doing a good radio broadcasting job during the day we like to go home at night and watch our favorite TV program on one of the seven TV channels available to us.

In our area the folks have radio ears daytime — and TV eyes nighttime. WEO2 is going ahead with the business of informing and entertaining our listeners and getting topnotch results for our advertisers who pay us more than enough money to make ends meet.

Put us on the list of those who appreciate our daytime only license.

H. W. Cassill
President
WEO2 Poughkeepsie, N. Y. * * *

WCON Profitable

EDITOR, BROADCASTING: Your article, “Cox-Howell merger” [BROADCASTING, March 20], stated: “It is understood the radio properties barely broke even in 1949.” In the preceding paragraph you stated: “WCON began in 1947, and is managed by David Carpenter.”

WCON had a very profitable 1949. With allowances for the cost of special engineering, the station compared favorably with any in its class in the South.

I came here in August 1947 and have hired every person on the staff. We have more local and Atlanta-placed regional business than any other Atlanta station.

The February Hooper Share of Audience shows that we lead all stations in the morning and are showing steady improvement in all other periods. We have built and sold more live shows than this town’s seen in many a day.

David Carpenter
General Manager
WCON Atlanta, Ga.

[EDITOR’S NOTE: BROADCASTING regrets the inference that WCON was not a money-maker. It’s understood the station did in excess of a half-million-dollar gross in 1949, with net in the $50,000-$50,000 category, exclusive of heavy AM engineering expenses and installation of TV plant and equipment.] * * *

WSSV’s Thespians

EDITOR, BROADCASTING: In your March 20 issue of BROADCASTING, on page 46, you mention a Little Theatre production in Portsmouth, Ohio, in which three members of WPA-Y-1-PM were featured. Well, we can go them one better: Little Theatre production of “George Washington Slept Here” in Petersburg, Va., featured Paul Hennings, program director; George Lund, announcer; Gilbert Keys, copywriter; and James Lowell, promotion director, all of WSSV that city.

There you have four — who’ll make it five?

James Lowell, Promotion Director
WSSV Petersburg, Va. * * *

Defends ‘Read’

EDITOR, BROADCASTING: Mr. Norman Lasserter’s letter of your March 15, Open Mike in which he verbally chastises (and how!) the luckless announcer who asked his audience, “Did you READ about the Leopard,” certainly has a point — but there are exceptions. Some 535 AM stations are owned or operated by newspaper publishers. It is hardly reasonable to expect the announcers of these stations to completely eschew that word “READ.”

John F. Cleggett
Clagett & Schulz
Washington.

KNX-CPN CHANGES

Realigning Sales Staff

REALIGNMENT of KNX Hollywood and the Columbia Pacific Network sales staff will become effective between April 1 and April 15 according to an announcement by Merle S. Jones, general manager of KNX, and Wayne R. Steffner, CPN sales manager.

Ole G. Morby, CPN account executive in San Francisco, transfers to KNX-CPN headquarters in Hollywood, with Clark George, KNX-CPN account executive transferring to San Francisco to handle network sales there. Arthur W. Mortensen, CPN merchandising manager, and Frank Orth, formerly KPHO Phoenix sales manager, joins KNX-CPN sales staff. No replacement has been named yet for Mr. Mortensen.

OLYMPIC Radio and Television Inc., Long Island City, N. Y., reports its net sales of television and radio receiving sets in 1948 were almost three times those of 1947 and that net income after provision for federal income tax was $578,163.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES IN
ENGLISH • JEWISH • ITALIAN
3 RESPONSIVE AUDIENCES
MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
Send for Who’s Who Among Advertisers on WEVD
WEVD 117-119 W. 46 ST.
HENRY GREENFIELD, Mgr. Director N.Y. 19

KBNS
POWER 5000 D. 1 000 H. CBS COLUMBUS, OHIO

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

187,980 families come to the biggest show in Central Ohio

The latest BMB report shows that WBNS has 187,980 families who listen to this station . . . a gain of 24,430. Just another indication that every day more and more central Ohio listeners tune to WBNS for entertainment, news and information. That's why WBNS delivers greater selling power for less money.

ASK JOHN BLAIR

Page 50 • March 27, 1950

BROADCASTING • Telecasting
CBS Affiliates Suit

CBS filed a motion to dismiss a $228,000 damage suit Wednesday in Federal District Court, Chicago, and was given five days in which to file a supporting brief [Broad- casting, Mar. 20]. Salt River Broadcasting Co. (for KTUC Tucson and KOY Phoenix) is suing the network for money damages allegedly sustained after the affiliation contract was cancelled Jan. 1.

Upcoming

March 29-31: National Premium Buyers’ Exposition, Stevens Hotel, Chicago.
March 31-April 1: Notre Dakota Broadcasters Assn., Hotel Lawler, Mitchell, S. D.
April 1-2: Eastern Conference Advertising Federation of America Women’s Advertising Clubs, Sheraton-Belvedere Hotel, Baltimore.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-18: NAB convention, Stevens Hotel, Chicago.
April 21-28: Sixtieth semi-annual convention, Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.

In Altoona, Pa.,
It’s
ROY F. THOMPSON
and
WPTA

A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by ROBERT MEKER ASSOCIATES

Sesac Script Service

—STEPS UP SALES!

Continuity shows that bring you $$$ !

Quality scripts in quantity
Highlighted by music of lasting value from the SESAC Transcribed Library.

Many of these superior scripts come in complete series of 39 shows... additional scripts for holidays and special events.

Sponsored coast to coast!

Hundreds of outstanding American Folk — Band — Concert — Religious — Hawaiian — Novelties — South American and Spanish renditions included in over 3500 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH!

WPTA

THE BEST MUSIC IN AMERICA

SESAC, INC...475 Fifth Avenue...New York 17, N. Y.

BROADCASTING • Telecasting

March 27, 1950 • Page 51
Network Accounts
(Continued from page 12)

last half of Arthur Godfrey Talent Scouts simulcast on CBS and CBS-TV. Ruthrauff & Ryan, New York, is agency for Frostee. Young & Rubicam, New York, handles other Lipton products.

MILES LABS, Elkhart, Ind. (Alka Seltzer, One-A-Day vitamins), starts alternate-week instead of weekly sponsorship of Quiz Kids on NBC-TV (Fridays 7 to 7:30 p.m. EST) starting June 2 for June, July and August. NBC expected to keep remainder of show sustaining. Miles plans to return to weekly schedule in fall. Agency: Wadle Adv., Chicago. Miles Labs, also Ind., through W.Wade renewal showmanship of Monday, Wednesday and Friday broadcasts of Edwin C. Hill, ABC news commentator, heard Monday-Friday, 7-7:05 p.m. EST. New schedule is for 22 weeks and is effective April 3.

PETER PAUL, Inc., Naugatuck, Conn. (candy), will begin sponsorship April 15 of Buck Rogers over 19-station ABC-TV network, Saturday, 7-7:30 p.m. (EST). Initial contract is for eight weeks. Agency: Mason Inc., New York.

Adpeople

R. M. BUDD, with Campbell Soup Co., Camden, N. J., for 25 years, appointed to newly created position of general advertising manager. H. M. STEVENS, formerly with Lever Bros., appointed advertising manager of soup, and J. R. JOHNSON, formerly assistant to advertising manager, appointed advertising manager of Franco-American products.

FRANK M. ROGERS appointed sales manager of Elgin American, Div. of Illinois Watch Case Co. He has been with company since 1945, and assistant sales manager since 1947. Firm places business through Russell M. Seeds Agency, Chicago.

LEE PHARMACAL Co. combines with OGILVIE SISTERS, hair beauty products company, to form OGILVIE SISTERS-LEE Inc., which will produce new home permanents and help Lee Pharmaceutical also will be exclusive retail sales agents for all Ogilvie Sisters products. JOHN A. ROOSEVELT is president and RAYMOND LEE, chairman of board of Pharmacal Co. Advertising agency to handle new product not yet appointed.

ROBERT G. SPEARS, formerly product manager of Standard Brands Inc., appointed vice president and general manager of Jelte Good Luck Products Div., Lever Bros.


WFIL Cuts
(Continued from page 20)

vertising medium. WFIL's new rate structure is based on this thinking."

In the meantime, the station announced it has completed a move to strengthen WFIL's nighttime radio schedule while attracting new business. This has been done, Mr. Clipp said, by revising the evening program lineup and scheduling a number of "low-cost transcribed shows" providing increased revenue for the station and giving large savings for the sponsors.

To make room for the low-budget packages, Mr. Clipp said, the station discontinued about six hours of local and network sustaining broadcasts weekly. Only two of the 12 newly-scheduled programs remain unsold, he said.

PACIFIC GROUP

XL Stations Meet at Spokane

PACIFIC Northwest Broadcasters, which is comprised of the eight XL stations, held its second meeting of 1950 in Spokane March 18-19. All of the XL stations were represented except KXLE Ellensburg, Wash.

Managers attending were: Ernie Neath, KXLQ Bozeman, Paul Hatton, KXXL Great Falls, Barclay Craighead, KXLJ Helena, Arne Anjorn, KXXL Butte, Pat Goodover, KXLL Missoula, all Montana, and Bryan Woolston, KXLY Spokane, who acted as host. Also present were Jimmy Hunt, sales manager of KXXL Portland, Ore.; Tracy Moore, West Coast sales manager, and Ed Craney, manager of Pacific Northwest Broadcasters. Between business sessions, the members visited Sears Farm Store where KXLY helped conduct a three-day sale.

PEGGY LEE (3d I), songstress and author of hit tunes, who got her start at WDAY Fargo, N. D., in the late 30s, and her husband, Dave Barbour (4th I), are greeted at the airport on their arrival to pay a visit to WDAY. The group includes (1 to r) Ken Kennedy, WDAY programmer; Mrs. Kennedy; Peggy Lee and Mr. Barbour; Earl C. Reinke, president and general manager of WDAY; Mrs. Reinke; Bill Moher, WDAY announcer, and Glenn Flint, news editor.

SLADE, formerly writer and producer with KSTP-AM-TV St. Paul, and before that with WBBM Chicago and WWJ Detroit, also joins radio-TV staff of agency.

GARRETT E. HOLLAHAN joins San Francisco office of Brissac, Wheeler & Staff as radio-TV director. He was formerly commercial program director for KARM Fresno, Calif., and before that radio director of Beverly Hills office of Lever & Mitchell, producer at ABC New York, radio director of Chicago office of Erwin, Wasey & Co. and assistant to vice president in charge of program department of World Broadcasting, New York.

RUTH SMITH, formerly with Knox-Reeves, Minneapolis, joins copy department of Kenyon & Eckhardt, New York.

ROBERT SHELER of Young & Rubicam Inc., New York, is in Hollywood in connection with filming of Silver Theatre television series at Jerry Fairbanks Inc.

MAURICE LIONEL HIRSCHE, St. Louis, elected to membership in American Assn. of Advertising Agencies.

WASSER, KAY & PHILLIPS Inc., Pittsburgh, moves to new offices in Clark Bldg., effective April 1. Company was formerly Pete Wasser Co.


RRN RELAYS
Permits FM Quality—Hanna

RURAL RADIO (FM) Network in New York is operating the largest radio-relay broadcasting network in the country, Michael R. Hanna, general manager of RRN and of WHCU-AM-FM Ithaca, N. Y., said last week.

The operating efficiency and standards of the system—which conveys regular programming to 11-station network using only radio relays—"permit the entire capabilities of FM quality to be realized," Mr. Hanna said.

His statement on the technical worth of the radio-relay system was made to clarify reports last week in BROADCASTING, that a projected deal for the RRN to carry broadcasts of Yankee baseball games had fallen through because the Yankee management had questioned the practicability of radio-relay feeds.

The Yankee question did not arise in respect to the technical competence of radio relay. What the baseball officials had questioned was whether it might not be more desirable to use lines which could carry closed-circuit information to participating stations preceding the games. Radio-relay, of course, does not permit closed-circuit distribution.

WFDM DEDICATED

Formal Ceremonies Are Held

FORMAL dedication of WFGM Fitchburg, Mass., was held on Feb. 25, 10 days after its opening broadcast day. Ceremonies featured a dedicatory broadcast and open house. Speakers included State Senator George W. Stanton, Mayor Peter J. Levanti and Police Chief Carlisle F. Taylor, all of whom were introduced by Program Director Edward J. Penney. Owned and operated by the Wachusett Broadcasting Co., WFGM is assigned 1 kw daytime on 1380 kc.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"...

Contact
EDWARD PETRY CO.

Page 52 • March 27, 1950
To Air BAM Plans

(Continued from page 25)

announced [Broadcasting, March 20] a talk by Maurice R. Mitchell, director of Broadcast Advertising Bureau. His topic is “Selling the Program,” and will be included in a discussion on development of new program resources. Final event Sunday afternoon will be a sports clinic with Pat McDonald, WHHM Memphis, as director.

Tentative agenda for the Monday morning meeting, to be chaired by Matthew H. Bonebrake, KOY-FM Oklahoma City, chairman of the FM Committee, includes Howard Long, WJJD Chicago and Field Enterprises Inc. and retiring NAB board member, on “Functional Music”; Chet L. Thomas, KXOK St. Louis and president of Transit Radio Inc. on “Transit Radio—A Retail Medium”; Stanley Joseloff, president, Storecast Corp. of America, on “Advertising’s Biggest Challenge to Radio and How FM Will Meet It”; Mr. Bonebrake on “FM Networking”; Edward A. Wheeler, WEAW Evansville, III., on “FM’s Special Services, How to Use One or All.”

Duplication Question

Merrill Lindsay, WSOY Decatur, Ill., retiring NAB director for small stations, will discuss “Why I Duplicate.” Robert Dean, KOTA Rapid City, S. D., will take the opposite position and discuss “Why I Don’t Duplicate.” Winding up the FM meeting will be an FM panel including Messrs. Lane, Thomas, Dean, Joseloff, Lindsay and Bonebrake; Everett L. Dillard, WASH (FM) Washington, retiring NAB board member for FM; Frank U. Fletcher, WARL-FM Arlington, recently re-elected a NAB board member for FM; Victor C. Diehm, WAZL-FM Hazelton, Pa.; Josie Horne, WCEC and WFMA (FM) Rocky Mount, N. C.

Convention week opens Wednesday, April 12 with registration for the annual NAB Engineering Conference [see Broadcasting, March 13, for complete agenda]. Winding up the engineering meetings will be the annual NAB-FCC Roundtable. The annual equipment exposition in the lower level of the Stevens will open April 13, with light equipment to be displayed on the “Magical Fifth Floor.”

Principal Management Conference speakers will be Carlos Romulo, UN General Assembly president; Paul G. Hoffman, FCC administrator; Herman W. Stein- kraus, U. S. Chamber of Commerce president; Wayne Coy, FCC chairman; H. E. Babock, director of Acme Mfg. Corp. and widely known farmer, businessman, educator and author. Theme of the Management Conference is “The American Broadcaster’s Responsibility in the World Today.”

COINAGE PLAN

Propose 2½, 7½ Cent Pieces

PROPOSED minting of 2½ and 7⅛-cent coins met mixed reception last week at a hearing before a Senate Banking & Currency subcommittee, which is considering a series of bills. Fate of the proposal is of unusual interest to several major radio advertisers dealing in soft drinks and other low-priced products.

Edward Walsh Mehren, Beverly Hills, Calif., appeared on behalf of the American Institute for Immediate Coinage, of which he is chairman. He also is president of Squirt Co., Beverly Hills soft drink manufacturer.

Mrs. Nellie Taylor Ross, director of the U. S. Mint, opposed the plan and said every cash register would be outmoded. No condition now exists which would justify such coins, she testified, adding “How would you make change for a 3-cent stamp if you paid for it with a 7½-cent piece.”

Change Reply

In reply, it was explained that this change could be made with two pennies and a 2½-cent piece.

Mr. Mehren explained the institute is a non-profit organization backed by a number of business and industrial leaders. Soft drink purveyors, he said want to raise prices but the public doesn’t like to pay two coins for a drink and the next step above a nickel is a dime.

Inflationary trends since World War II have aggravated the need for intermediates, he said, suggesting effects of inflation “will remain with us in the establishment of a permanent new economic base.” He declared the new coins will eliminate waste in the distribution process and promote efficiency.

A saving of $5 billion to $8 billion a year is possible, he said. In the case of the 20 billion bottles of soft drinks sold annually the public would be saved $516 million, he said. Similarly savings were cited for beer and coffee as well as transit services. Other savings would be found in sales and luxury prices as well through split-cent pricing, he contended.

Heating on the coinage pro-

Bigger by 120,590 (18.5% MORE) listening families in the daytime and 112,780 (16.1% MORE) listening families at night than in 1946 . . .

WFIL is the only Philadelphia network station to show audience gains both day and night in BMB’s 1949 survey.

WFIL has increased its actual listening audience by half a million people—both day and night—since 1946. Progress with Philadelphia’s most progressive station. Right now, in 1950, WFIL will work night and day to carry your sales message to the largest BONUS AREA in BMB’s Philadelphia Report.

Better Buy WFIL . . . A BETTER BUY THAN EVER . . .

GoV. Herman Talmadge of Georgia (r) congratulates Frank White, president of MBS, after Mr. White received a commission as lieutenant-colonel on the governor’s staff. The presentation was made March 17 when Mr. White was in Atlanta to conduct a meeting of MBS affiliates.

posals were completed Thursday by the Senate subcommittee. Further support of minting the odd-denomination coins was expressed. Objection was voiced by the U. S. Independent Telephone Assn., finding the coin system not practical for telephone industry uses.

Juke Box Officials

The juke box interests, represented by J. W. Haddock, of AMI Inc., Grand Rapids, Mich., and Edward H. Renner, of the Northern Virginia Music Co., of the 7½¢ piece would aid them in combating high cost factors in their industry.

MUTUAL BASEBALL

Florida Group Heats White

EXECUTIVES from 10 Mutual affiliates in Florida have met with the network’s president, Frank White, to hear details of the proposed MBS major league baseball broadcasts. The session was held March 20 in Ft. Pierce.

Mr. White, accompanied by E. M. Johnson, Mutual vice president, and Charles Goodwin of its station relations department, outlined the background for “Game of the Day” broadcasts which start April 18 [Broadcasting, March 13]. The trio also presented a general discussion of sales techniques for local cooperative sponsorship of the games.

Arrangements for the event were handled by Doug Silver, co-owner-manager of host station WIRA Ft. Pierce, O. H. Peacock, co-owner of WIRA, took the Mutual officials deep sea fishing on his yacht the following day.

Those attending the session included:

Mr. Silver, Kingsley Butt and Frank McDowell, WIRA Ft. Pierce; Reggie Hooper, ECA, WPBB Jacksonville; Robert S. Taylor and Ted Covington, WONN-L, Cleveland; A. Frank Kattzene, WKEJ Miami Beach; T. S. Gilchrist, WMTC Orlando; Jack Faulkner and Herb Anderson, WTPR St. Petersburg; Joseph S. Field, WHOK West Palm Beach; Larry Rollins, WSIR Winter Haven.

SIXTEEN CBS network shows per week have been switched from New York to Washington, bringing total of Washington CBS origination to 30, aired from WTOP studios after April 3.
Richards Probe

(Continued from page 24)

he labels his opinions as such."

In response to Mr. Fulton's demand that he produce complaints received by KMPC from listeners, which he was unable to do, Mr. Roberts said he believes news can be cleverly "slanted" so that listeners would not be aware of the fact and the thought desired "subconsciously registered in their minds."

Further Revelation

Under cross-examination, Mr. Roberts said that in direct opposition to Mr. Richards' instructions, David Lilienthal and Bernard Baruch were not always given the worst end of the deal in his broadcasts.

Objecting to what he termed Mr. Fulton's attempt to "smear" Mr. Roberts, FCC chief counsel said the newscaster was not on trial and was not the complainant in the cause. Radio News Club was, he reminded.

At the conclusion of Monday's hearing, Mr. Fulton questioned the newsmen about files purportedly belonging to Mr. Richards, and cautioned that if he had certain papers, it was illegal and criminal.

Charges by Mr. Ford that Mr. Roberts was being "intimidated" and "impeached" by defense counsel highlighted the Tuesday session.

This developed when Mr. Fulton proposed that FCC chief counsel join him in requesting an official investigation into possible perjury, theft of documents, fraud and false statements before a federal agency by Mr. Roberts.

Mr. Roberts said he believes news can be cleverly "slanted" so that listeners would not be aware of the fact and the thought desired "subconsciously registered in their minds."

Davis Co. Issue

Under further questioning, Mr. Roberts testified that he was aware of the current Davis Co. probe and that he was also "cooperating with the district attorney."

"Then," said Mr. Fulton, "I now invite counsel for the Commission to join me in asking the examiner to send to the district attorney of Los Angeles County a transcript of all Mr. Roberts' testimony for investigation of possible perjury in this proceeding, possible theft of documents, possible fraud, and possible violation of federal statutes against making false statements in a matter within the jurisdiction of a federal agency."

Mr. Ford angrily rejected the invitation, charging this action was an "attempt to smear the witness."

"This is slander in cross-examination," he said. "Counsel has announced he is trying to influence this witness and he has had five days to do it."

Charges Intimidation

At Mr. Fulton's request that Examiner Johnson send a transcript of Mr. Roberts' testimony to the Los Angeles County district attorney, Mr. Ford again exclaimed:

"Counsel is trying to intimidate this witness. This is highly improper. I object to this motion and move it be stricken from the record."

Mr. Fulton again interrupted with an offer to strike out any Mr. Roberts' testimony so that the Commission "won't be in the position of vouching for this witness."

More words followed between Mr. Fulton and Mr. Ford when Mr. Richards' counsel claimed scripts introduced by FCC were property of the station. Mr. Fulton, after securing them for use in questioning, refused to return them to Mr. Ford unless it was specified they belong to KMPC and should remain in his possession when not being used by the FCC examiner.

Mr. Ford, however, said he was unable to give an answer to Mr. Richards' claim of ownership of the scripts returned to Mr. Ford with a stipulation that both parties should have free access to all records at all times.

Personal Criticism

Mr. Roberts during earlier cross-examination admitted he expressed personal criticism of the Republican controlled 80th Congress in 1948, "contrary to Richards' orders." He also said he praised the Republicans when he felt they were right.

Beginning a brief redirect examination of Mr. Roberts, FCC chief counsel was sustained in a motion to strike from the record Mr. Fulton's motion that the witness be investigated for perjury. Under redirect examination, Mr. Roberts read broadcasts he made concerning Gen. Douglas MacArthur for which he claims to have been fired from KMBC because they were not wholly complimentary in accordance with Mr. Richards' orders.

Lauds Richards Stations

COMMENDATION of the public service achievements of the G. A. Richards stations was voiced in a March 16 letter to FCC Chairman Wayne Coy from Clyde A. Lewis, national commander-in-chief of the Veterans of Foreign Wars. The letter, in part, stated: "The three stations, particularly WJR at Detroit have always given exceptional public service support to the patriotic and Americanism projects of the VFW. . . . It is my opinion that stations are judged by the public service they perform, rather than the private utterances and notes of the principal stockholder."

Sets Near 89 Million

(Continued from page 19)

of factories not members of RMA, the total number of FM sets produced as of the present date to be over 5,000,000. This total includes TV sets with FM-band tuners.

In the joint NAB-RMA analysis it was found that 14,500,000 radio and television sets were purchased in 1949. Home radio sets accounted for 7,556,000 of the total, with another 3,964,000 auto radios and 2,584,000 TV sets. The sales figures, of course, are below the actual factory production which consisted of 7,456,000 radios and 3,029,000 TV receivers, with differences accounted for by dealer-distributor stock.

Last year 78% of all cars manufactured were equipped with radios, a total of 3,964,000 sets that went into autos.

Average for '48-'49

Average number of radio sets, including TV, was 1,70 per home at the end of 1949, the same average as that found for 1948. The ratio of auto sets to homes hit a peak of 88% in 1947 before dropping to the 78% figure for 1949. However, a million more auto sets were turned out in 1949 than in 1947.

In the process of compiling the NAB-RMA figures, it was found that some unofficial estimates of the total number of radio homes had been based on misunderstanding of U. S. Census Bureau data.

The Census Bureau estimates there were 42,849,000 families in the United States as of Jan. 1, 1950. It figures that 95% of these families have radios, a total of 40,701,000 radio homes. The bureau's estimate of radio homes in 1948 was 94.2% of homes.

Radio-home estimates ranging as high as 42,000,000 are believed to have been computed on a Census Bureau estimate of 45,000,000 housing units, but this 45,000,000 figure covers all dwellings whereas only 42,849,000 are actually occupied by families.

The Federal Reserve Board estimates there are $6,000,000 "spending units" in the United States, compared to 42,849,000 families, but this spending unit figure is based on the number of persons who earn income and does not allow for families having more than one wage earner, according to board officials.
Dwindling returns casting a shadow?

See Daylight with Du Mont Daytime Television

Move to the sunny side of the street with Du Mont Daytime Television—modest in time and talent costs, ostentatious in results. Daytime television is Du Mont's baby. And Du Mont can show you how to apply it locally or on a network basis, on budget appropriations you can look at without wincing.
What's New in Television? Take a Look at WPTZ!

**Hollywood Playhouse**

_the Newest and Most Economical Buy in Television_

THANKS to “Hollywood Playhouse”, Philadelphia area television families are watching a full length, feature movie every afternoon. Naturally, it’s on WPTZ—another Philadelphia first on Philadelphia’s first station.

The 700 or so theatres which run daily matinees in our area attest to the fact that Philadelphians like movies, day or night. And a review of Pulse over the past year shows that feature films on television have averaged a rating of 17.3.

Musicals, detective stories, comedies, dramas now are served daily in thousands of television homes via, WPTZ at 2:00 o’clock. Philadelphians like movies and “Hollywood Playhouse” is your calling card to these thousands and thousands of customers.

We don’t mean for one visit a day, or two, or three, but six messages each day—all for the price of a single participation! Yes, it’s WPTZ’s new six-for-one “Hollywood Playhouse” package. It’s hour long coverage for the cost of a spot! It’s the newest and most economical buy in television.

For full information on this “plus” program, drop us a line here at WPTZ or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building  •  Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC
COLOR WINDUP

HOPES that FCC may complete its contentious and protracted color television hearing not later than mid-April arose last week as these developments brought the presentation of direct testimony near an end:

- Development of a color set which will receive RCA color transmissions and, without additions, may also receive transmissions by the Color Television Inc. and CBS systems was reported by FCC Commissioner Robert F. Jones. He said he had seen such a set but did not say where.
- CBS President Frank Stanton called for a "clean-cut decision" on color "at the earliest possible moment," promised to be airing 20 hours of color weekly within three months after a decision adopting CBS standards, and foresaw a possibility of almost 100% colorcasting in two years. He opposed multiple standards on grounds that public and industry confusion would result and color might be delayed.
- President Joseph H. McConnell of NBC, RCA subsidiary, said NBC would increase its present 8-hour-week schedule of Washington colorcasts to 12 hours a week "immediately" if the RCA system is adopted, and would be networking at least 18 hours a week a year later.
- The outlook for cross-examination dropped from a total of about 30 hours to a little less than 20 when CBS announced it will waive cross-examination altogether. FCC cancelled this week's sessions, but it was hoped direct testimony would be completed early next week if not in last Friday's sessions (see late story page 86), with cross-ex-

NBC's President McConnell at FCC's color TV hearing.

HARPER DEFENDS TV

TWO CURRENT appraisals of television—that it is suited only for "big-time" advertisers willing to meet "high price tags," and that its market coverage is "too thin, too sectional"—were challenged last week by Marion Harper Jr., president of McCann-Erickson Inc.

Stressing television in a general media discussion last Thursday before the Radio Executives Club at the Hotel Roosevelt, New York, Mr. Harper found little support for either thesis, which he denied on the basis of other media histories and TV's history established marketing accomplishments.

"To the contrary, indeed, there seems every indication that TV is now and will continue to be a strong, valid, new kind of medium qualified . . . for the use of practically any advertiser," Mr. Harper asserted, adding that some observers tend to overlook TV's potential impact.

He cited McCann-Erickson's list of 23 TV clients whose budgets range from $14,000 to over $1 million, and noted that "each of these advertisers is in this medium to accomplish a marketing advance."

He observed further that each uses TV with other media and that most of them can show "good money's worth in sales results."

Mr. Harper coupled his challenge with a plea for more and better media sales case histories in support of his contention that all media can be properly measured only "in the nude" though they are usually seen only "when dressed to kill." His subject was "the naked medium," which he described as "the net, clear demonstrable ability . . . to bring home the kind of bacon the purchaser lives on."

Television is especially suited to take the lead in development of concrete data because it is sharply sectional and homes within any area are readily located to make possible "matched samples" of those homes. This is no longer possible in radio, he added.

He concluded, "until the 'naked medium' itself can be seen and appraised, neither media seller nor media buyer has lived up to his obligation. . . ."

March 27, 1950

Mid-April Completion Date Seen

IN THIS TELECASTING . . .

Mid-April End Seen For Color Hearings 3
Harper Cites TV Marketing Successes 3
Acceptance of ASCAP Revisions Put to Vote 4
A&T Network Expansion Surveyed 5
Mullen Predicts Increased Use of Film 12

DEPARTMENTS
Film Report . . 15 Reel Takes . . 15
On Dotted Line TV Telefile . . 6
Telastatus . . 8

Connell would concede the existence of a workable "combination" set which, as Comr. Jones described it, is based on the RCA system and will also receive CTI color and reportedly may be arranged to receive CBS color—all with no additions to the equipment needed to receive RCA color.

When Comr. Jones asked the CBS president whether he would accept his word that he had seen such a set, Dr. Stanton replied: "I'll take your word for it but I won't take the engineer's word." If such a set existed, he claimed, it would have been—should have been—exhibited in the hearings before now.

Cites 'ifs' of Issue

But he conceded that if such a receiver exists, and "if it works and if the cost is right," the public would not be harmed by adoption of dual or multiple standards. At that point he had been contending that approval of more than one system would cause confusion among the public by requiring them to choose "programs" in advance, since they could not receive on (Continued on Telecasting 16)

Columbia's President Stanton testifies in color sessions.
Acceptance Put to Vote

ASCAP REVISIONS

"ACCEPTANCE" of the new ASCAP-government consent decree, which provides changes in the society's licensing procedures for TV stations, will be put to a vote among the organization's some 12,400 members in the next fortnight before ASCAP evolves its revised charter or by-laws.

The charter (articles of association) would then be approved by membership prior to submission to the Justice Dept. for its approval sometime in the next two months.

Meanwhile, TV industry and ASCAP attorneys last week were still weighing the potential ramifications of the new decree which supersedes the 1941 agreement (TELECASTING, March 20).

While they declined to be quoted directly, these opinions appeared to emerge after early consideration of the new decree:

(1) ASCAP's practice of claiming fees for non-ASCAP music programs immediately preceding and following a program using its music apparently would be curtailed.

(2) The conflict between payment for participation and spot programs using ASCAP music still appeared to hang in the balance. ASCAP has exacted payment for commercial participation a few times and has contended that use of spots in effect, renders the programs commercial.

TV Licensing Process

(3) Decree spells out procedures which provide for licensing of TV stations by the TV network thus clarifying the radio - as distinguished from TV issue. Accordingly, ASCAP is restrained from negotiating individually with stations affiliated with any TV network whose commercial programs it carries.

(4) Synchronization - the right of incorporating ASCAP music into motion picture film and performance rights are plainly separated with one exception.

Performance rights from ASCAP are deemed to carry with them synchronization rights as well where stations record and air delayed broadcasts, such as by kinescope. Generally, the two rights involve clearance from the publisher, acting for the author or composer, and ASCAP.

(6) Previous decree is further clarified to the extent that use of existing motion picture film originally designed for theatre purposes would be excluded from ASCAP, and film prepared for TV performance would not be shown in theatres.

(7) Provision that ASCAP would be prohibited from entering into any contract over five years, such as is now in force with the radio networks. The second ASCAP-radiio nine-year contract governing use of the society's music went into effect last Jan. 1. Ruling does not affect the existing contract, however.

(8) ASCAP could not levy different charges for delayed and simultaneous TV programs.

The decree specifically provides that TV stations may clear "at the source" for use of motion pictures and music on network telecasts with ASCAP asked to issue a single license for all performances; enjoins and restrains ASCAP from "requiring or influencing" a broadcaster or telecaster to bargain for a blanket license before negotiating for a per-program license; requires changes in ASCAP membership eligibility, and cease "monopolistic" practices in licensing of foreign music in the U.S.

New Scene Changer

NEW technique to change one TV scene to another, a "horizontal camera" as used in movies, has been made possible by John Wilner, director of engineering for WBAL-TV Baltimore. The electronic device developed by Mr. Wilner to produce the camera permits two sources of TV signals to occupy the same space usually taken by a single camera signal. Device was introduced by WBAL-TV on March 11 birthday show.

ASCAP LICENSES

ASCAP representatives and a TV broadcasters committee have agreed to extend stations' interim per-program licenses from April 1 to May 1 and also have deferred further negotiations on license terms until later next month.

This action resulted from two-day sessions of the society's officials and the telecasters' committee meeting in New York March 15 and 16. It was the first conference since negotiations were held last December (TELECASTING, Dec. 12, 1949) when committee members settled on indefinite extension of TV licenses.

Attending this month's meetings was a subcommittee composed of Dwight Martin, vice president and general manager, Crosley Broadcasting Corp.; Roger Clipp, WPIT-TV Philadelphia; Howard Lane, Field Enterprises Inc., Chicago, and Stuart Sprague, attorney for TV broadcasters. Fred Ahlert, ASCAP president, also sat in briefly at the meetings.

Considerable discussion on per program license terms produced "nothing acceptable" by either ASCAP or industry representatives, Mr. Sprague reported after the meetings. Also aired was the recent ASCAP-government agreement which changes the society's licensing methods for TV stations and provides for a single license for all performances of a motion picture or entire network telecasts [TELECASTING, March 20].

Provides Court Review

Conferences generally felt, Mr. Sprague said, that the new agreement will serve to implement provisions of the original 1941 decree for ASCAP music, while substantially all of the remaining active video stations are on an interim basis.

The present interim fee scale ranges from $50 to $250 per month, based on station income. Scale provides that TV stations with gross revenue from non-network advertisers of under $50,000 pay $50 per month; those with annual gross of $50,000 to $150,000 pay $100 monthly; from $150,000 to $300,000, $175 monthly and over $300,000, $250 per month.

Adjustments on fees now being paid will be made once per-program license terms are set and accepted by the stations. Fees are retroactive to Jan. 1, 1949.

ASCAP REVIEWS

SADLAK TAX STAND

Says TV Needs Encouragement

THE TELEVISION industry needs encouragement "not a tax burden to retard (its) progress," Rep. Antoni N. Sadlak (R-Conn.) told his House colleagues last week. His statement came in connection with his announced stand against the administration's proposed tax on TV sets.

Rep. Sadlak also offered for Congressmen's inspection an editorial printed by the Bridgeport (Conn.) Sunday Herald, entitled "Television Revolution Will Be Digested Too." Editorial points out the art of video is slowly becoming "another adjunct to a full life" and parental objection to TV is decreasing because as time goes on "selectivity returns, even to children ..."

Page 4 - TELECASTING

March 27, 1950

Cable and Relay to Triple Size of Present Connected Audience in Year...

The Outlook as AT&T's Network Expands

By J. FRANK BEATY

TELEVISION sponsors will have a vastly expanded audience available via network cable and relay facilities when the fall-winter season opens next autumn.

Under the Bell System intercity construction program, TV advertisers will be able to use a network running from Boston to Jacksonville, Fla., on the east; across the south to Atlanta, Memphis and Birmingham, and bounded on the west by Kansas City, Omaha and Minneapolis-St. Paul (see map).

On the West Coast a microwave relay will connect Los Angeles and San Francisco.

This greatly broadened service area for live TV networking will be accompanied by advances in TV recording processes and program sources, bringing to viewers improved sight-sound quality far in advance of that available in the fall of 1949.

The TV audience available next fall via interconnected network will be nearly triple that of last October, judging by estimates of the audience reached at that time and the audience to be available next autumn.

When the 1949 autumn-winter season opened, the interconnected Bell System network operating in the eastern half of the country was able to serve fewer than 2 million TV sets, according to industry estimates. At that time set production was starting to skyrocket. The pace has continued to increase right into the early spring weeks and weekly TV set output now is over the 100,000 mark.

Audience Grows

Total TV circulation is nearing 5 million. As the cable and microwave facilities of Bell System continue to reach into new areas, the audience reached by the network grows accordingly.

By next October, when the present networking construction program is to be nearly complete, the TV stations linked by coaxial and microwave facilities will be serving an estimated 5½ million video receivers with chance that the figure will exceed 6 million if present factory output and dealer sales continue to mount.

Latest additions to the Bell System network are a microwave link from Richmond to Norfolk, Va., and a coaxial extension from St. Louis to Memphis.

Scheduled for summer completion are microwave relays expanding New York-Chicago service, via Philadelphia, Pittsburgh, Cleveland and Toledo; Pittsburgh-Johnstown, Pa., microwave; more TV service by microwave.

September completions, under Bell System's schedule, are to in-clude more Washington-Richmond coaxial facilities; coaxial service from Richmond to Charlotte, N.C., and Charlotte to Birmingham via Jacksonville and Atlanta.

In October the telephone company plans to add Dayton-Indianapolis microwave; Indianapolis-Louisville coaxial; Chicago-Des Moines microwave; Des Moines-Minneapolis coaxial; Des Moines-Omaha microwave; Omaha-Kansas City coaxial. Ames, Iowa, will be added in December.

The Los Angeles-San Francisco radio relay, consisting of two northbound channels, is scheduled to open in September.

Microwave Link Underway

Construction of a cross-country microwave link from Omaha to San Francisco is in the early stages, according to AT&T officials. Engineering work is underway and much of the basic construction work has progressed into Colorado, it is understood.

AT&T will not hazard a guess on the date this telephone facility will be open to TV, providing an interconnected transcontinental network. Some informal estimates have suggested possible completion in 1951 but AT&T says its own planning officials have no idea when the channels can be opened. Best guess is that the channels will be opened to TV sometime in 1952, assuming there is a demand for what obviously will be an expensive service.

Transcontinental Service

Some regional telephone company officials have been quoted as saying transcontinental service can be provided within months by installing relay and terminal facilities on the southern cable running from Atlanta through Dallas-Fort Worth (with Houston leg), to El Paso and Phoenix to Los Angeles.

At AT&T headquarters, however, it is pointed out that the job adapting the cable to television requires vast amounts of equipment and installation expense. They appear to doubt if there is a present demand for this service that would justify the cost.

While Bell System is engaged in its extensive 1950 coaxial-microwave construction it also is expanding present facilities by adding channels and providing two-way service in a number of cases.

Present coaxial facilities are rated by AT&T at 2.7 me bandwidth, a limitation that has brought frequent complaints about quality of the signal transmitted. Radio relay facilities are rated at above 1.

According to AT&T, 47% of its TV network channels will be microwave by the end of 1950 and the remaining facilities will be coaxial cable. It was indicated informally that first TV channels have been of the coaxial type because cables already existed and conversion to TV was easier and quicker than construction of new microwave towers and relay facilities.

In two or three years, according to AT&T, as much as 75% of the network will be of the microwave type.

And what about cities that won't be connected to the eastern network or the California link under the 1950 AT&T construction program?

Texas telecasters have informed TELECASTING they see little chance of network service in the next two years. The same situation applies in the case of Oklahoma City, Phoenix, Albuquerque and other areas. Miami is less than 300 miles from the Jacksonville connection but AT&T hasn't expected to install TV equipment on the existing telephone until service is ordered by a subscriber.

Concerned Over Cost

Telecasters in many cities told TELECASTING they were concerned over cost of the service, especially with the improvement in sight-sound recording techniques.

In one city, where service will soon be installed, two operators voiced concern over the cost of the cable and the inconvenience of sharing channels. They also commented on the problem of constantly changing from network to recorded telecasts and the danger of audience dissatisfaction.

Some stations said they hoped the cable never comes to town. If costs run as high as predicted, they agreed, recorded and local programs are fine.

Lewis Allen Weiss, chairman of the board, Don Lee network on the West Coast, said the charge "for a one-way service from the South to the North on an eight-hour day will run approximately $15,000 per month which, under present conditions, would make that cost prohibitive to us."

Rex Scheppe, president and general manager of KFTV, TV in Miami, said, "Frankly, we think it will be quite a while before the cable is.(Continued on Telecasting 17)

BELL SYSTEM TELEVISION NETWORK ROUTES

(Planned for completion by Oct. 1, 1950)

Note: Includes both coaxial cable and microwave relay. Ames, Ia., link to be ready by Dec. 1, 1950.

March 27, 1950

Page 59 • BROADCASTING
A YEAR AGO, Frank P. Schreiber, manager of Chicago Tribune Broadcasting activities, generalized about television as he surveyed a year of achievement by WGN-TV Chicago, youngest of the illustrious Tribune offsprings.

"An open mind; the courage to take a chance; the ability to learn quickly from trial and error—these are television's prime requisites," he declared.

Last week, Mr. Schreiber was more specific as he spoke with pride of the approaching second anniversary of WGN-TV. He called the station "our more glamorous and beautiful baby."

"Much emphasis" is put on WGN-TV in the current multimillion-dollar building program of WGN Inc., he revealed. Mr. Schreiber cautiously added, however, that AM facilities likewise are being improved and WGN's overall expansion program "exemplifies faith in the future of both radio and television."

Nevertheless, observers see in Mr. Schreiber's enthusiasm for television an indication that in WGN-TV, the Tribune has as great a money-maker in the TV field as WGN is among AM operations. With 105 local advertisers, every minute of its five sports programs sold out; success stories and testimonials coming in by the dozens; more viewers for such pooled telecasts as the World Series than for all other Chicago TV stations combined—this two-year-old "baby" seems to have hit its stride.

WGN-TV was a million-dollar investment even before it took the air April 5, 1948. Its premiere, in WGN's famous radio theatre—Studio One—featured a parade of the best talent then available in Chicago, plus speeches by a United States Senator, the governor of Illinois, and the mayor of Chicago. There were 17,000 receivers in the Chicago area at the time.

With the influential Tribune promoting it to the hilt, WGN-TV was an important factor in bringing up receiver sales in the Chicago area by nearly 100,000 during the station's first year of operation. The Tribune not only published a record-breaking television edition on the eve of WGN-TV's premiere, but earlier had invited hundreds of Chicagoland dealers to a "TV Open House."

Heavy Opening Schedule

Station started out with an unprecedented schedule of 42 hours weekly. Such events as the International Golden Gloves, Chicago Cubs baseball games, exclusive White Sox baseball telecasts, other local sports features and special programs were included in the first month's operation. Succeeding months brought Chicago television viewers the Alexander Korda productions. President Truman was televised for the first time in Chicago when he appeared at the Swedish Pioneer Centennial.

The summer of 1948 brought the first telecast Big League night baseball games, as well as the nation's first complete 154-game major league schedule. Other midsummer highlights were from the Chicago Railroad Fair and a Lincoln Festival in nearby Park Ridge, Ill.

As in preparation for its first anniversary celebration, the station averaged 51 hours per week on the air during March 1949, and increased its weekly commercial time to 60%, as compared with 24% at the outset. The average March program week broke down as follows: 29% live studio shows; 15% remotes (outside the studio); 30% film; 26% network feeds.

In step with program and commercial developments, WGN-TV made long strides engineering-wise during the latter part of its first 12 months, and early in its second year moved its antenna tower and transmitter from a temporary location at the Chicago Daily News Bldg. to Tribune Tower. However, delays in construction of a spacious new WGN building, adjacent to the "Tower," made it impossible to move all of WGN-TV's facilities from the Daily News Bldg. until recently.

The 100-foot combination TV-FM antenna, supported by a steel mast rising 33 feet above Tribune Tower, puts the top of the present antenna 610 feet above ground level. This represents an increase of more than 180 feet over the height of the temporary installation. The station is on Channel 9 (186-192 mc) with 7.2 kw aural, 11.2 kw visual.

Station started its new year with a full Chicago Cubs schedule and exclusive White Sox baseball telecasts. Chicago retailers became increasingly active as the station promoted its "second year on the air." Rosen's Men's Wear took on Friday night boxing and reported sales increases from the first telecast. By the third week enough customers were brought in by TV for this advertiser to break even.

One of the most encouraging reports of the station's new year came late in April when Mystery Players was shown by two rating services to be only two points be-
hind the second highest rated network drama in the nation, and well ahead of all other local productions of this type. That same month the station started wooing women's audiences with a Friday afternoon show sponsored by a ladies' foundation manufacturer. It was the first time in the Midwest that such a concern had used television to promote the sale of its products.

In June a rating group gave the station occasion to crow when it revealed the results of a survey showing what products viewers had purchased after seeing them advertised on television. The top four products were all network advertised, but the fifth product was WGN-TV advertised Tavern Pale Beer. Two places below Tavern Pale was Dad's Root Beer, an advertiser that allocated 50% of its appropriated time to WGN-TV.

During this same month station officials were pleased when DuMont offered a commercially sponsored, hour-long Saturday night variety show, Cavalcade of Stars. WGN-TV had planned to leave the CBS-TV network by fall, so this program-building by DuMont fitted nicely into its plans. Walgreen Drug Co. picked up the local tie-in.

In August another survey revealed that five out of the top six TV shows in the country were on WGN-TV, and nine out of the highest 13 were telecast by the station. Important from the local advertisers' viewpoint was that all programs were local WGN-TV originations.

LAST fall WGN-TV gradually moved into prominence as one of Chicago's most successful "local" operations. It leveled off with more than 85% of its time non-network and 67% commercial. By October its local status became even stronger when it was revealed that commercial programming from two networks accounted for only 11% of all its time. When CBS-TV was dropped later that month, station was away only four hours of unsold time during the period 6:30-11 p.m., Monday through Sunday.

Early this year Chicago Cooks with Barbara Barkley loomed as one of the nation's most successful TV shows. Mail count of 3,015 in November and 3,350 in December moved up to 5,085 in January and had passed 6,700 by the third week of February. Starting as two half-hour shows per week, Barbara Barkley now has five 45-minute shows weekly with 31 announcements paid for by 19 clients. All of Friday's show, plus one announcement on Wednesday, is sponsored by Kelvinator, which recently was moved to send in a testimonial letter.

"We have received more direct returns from this program than from any other advertising we have ever done," stated G. C. Miskoe, advertising and sales promotion manager. "Our advertising dollar spent in television has gone further than in any other medium. The direct results from the use of this program have far exceeded our expectations and we wish to compliment your organization on a job well done."

Another recent commercial achievement was the avalanche of votes pulled by a contest to select "Miss Tavern Pale of 1949." A total of 1,842,000 ballots were received, and the sponsor, Tavern Pale Beer, has started another contest for 1950.

One advertiser tried WGN-TV for a test last year and soon found it necessary to expand from a 4,000 sq. ft. location with three employees to a 25,000 sq. ft. layout with 70 people. Dulane Inc., a 1940 newcomer in the electrical appliance field, uses Harold Ishell, with 26 years of broadcast experience, on both Spell with Ishell and Stop, Look, and Learn. Dulane plans to put the Ishell shows on the network to back nation-wide distribution.

"Although we sold only 100 units in January 1949, our October sales were 15,000 units," wrote Robert Duske, president. "Television is ideal for the little fellow with the modest income. The only city in which we purchased advertising was Chicago. Sales in Chitown have soared four times faster than in other major cities."

WGN-TV now is on the air 87 hours a week. Its hourly live rates range from $750 (Class A) to $375 (Class C).
**Telecasting**

**Telecasting**

**Weekly Television Summary—March 27, 1950**

**Caldwell Estimates TV Investment**

*Report 104*

TELEVISION INDUSTRY, despite its relatively tender years, already represents an investment of over $2.5 billion. This estimate was released last week by Dr. Orestes H. Caldwell, former U. S. Radio Commissioner and now editor of the Caldwell-Clements magazines, *Tele-Tech* and *Radio & Television Retailing*.

Dr. Caldwell figures that the approximately 5 million television sets, with their installation costs, repairs, etc., make up the bulk of the investment—$2 billion. With their inventories and places of business, TV dealers and distributors represent approximately $300 million. Another $100 million may be added for television service.

The 101 television stations now on the air represent an investment of approximately $50 million, Dr. Caldwell estimates, with another $50 million invested in coaxial cables.

Adding the huge sums that the television industry has spent in research, patents, FCC hearings, legal controversies, etc., Dr. Caldwell feels that another $50 million is currently accounted for.

Combining all these items, Dr. Caldwell sets the present television investment at $2,680,000,000. By the end of 1950, he estimates this total will have increased to $4.5 billion.

**Three Video Outlets Revise Rate Structure**

**WABD-TV** (New York) New York raises its Class A time rate from $1,500 to $2,000 an hour, effective April 1. Class A time is 6:30 p.m. to 11 p.m. Monday through Friday, 12 noon to 11 p.m. Saturday and Sunday.

**KPI-TV Los Angeles**, moving into nighttime operation, has noted the following basic rate structure: Hourly rate, $300; one-minute announcement, $82.50; participation, $90.

Station's air-time rates remain the same—$210 per hour; $35 for one-minute or less; $40 per participation.

One-way 19 tv rate structure of WEWS (TV) Cleveland was revised. New rate for one hour of Class A air-time (7-11 p.m. Monday through Saturday and 4-11 p.m. Sunday) is $500, including use of studio facilities. Old rate for the same time and facilities was $500.

**WHIO-TV Dayton Surveys Student Viewing**

IN A recent survey at Madison Trottwood Elementary School, Dayton, Ohio, it was found by WHIO-TV Dayton that over 35% of the students owned television sets in their homes. Another 7% visit neighbors regularly to watch TV.

Among the children in set owning families it was found that almost half of them now stay home more than the before the TV era entered the home. First choice in programs among the small fry was *Hopalong Cassidy*, WHIO-TV Dayton. The *Looney Looney Looney Yacca Star Theatre* ranked second and third, respectively. Average viewing is reported as better than four hours per day per child.

Children also were asked for any comments from their parents. Most frequent one reported was that television should remind children when to go to bed. Another that alcoholic beverages and tobacco should not be advertised until after 8 or 8:30 p.m.

**States File Bills Governing TV in Cars**

BILLS governing the use of television in motor vehicles have been introduced for legislative action in Massachusetts, Mississippi, New York and Virginia, according to the legislative service reporting the Automobile Manufacturers' Assn.

The bill filed in Virgina would make it unlawful for anyone to install any TV set in automobile, truck, bus or other vehicle where it would be visible to the driver. In New York, a bill would make it unlawful to equip or operate a motor vehicle with a television receiving unit. The Mississippi bill would make it unlawful to install a TV set in any motor vehicle. And in Massachusetts, the bill reads that no person shall drive any motor vehicle equipped with an TV viewer, screen or other means of visibly receiving a telecast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle.

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**ARB Expansion To Issue Monthly Report**

EXPANSION of service to two new cities and the proposed issuance of a national television rating were announced last week by American Research Bureau, Washington.

The first issue of the "United States Television Audience" is slated for release in October, according to James W. Seiler, ARB director. The report will be issued monthly thereafter and will be based on a probability sample representing all television homes in the U.S. Program audience figures will be shown in terms of actual numbers of homes and men, women and children viewing.

The ARB diary method is used with the diaries placed in all TV areas—urban, rural or suburban—on the basis of actual set ownership. An entirely new sample will be selected for each month's report.

In the case of ARB city reports, audience duplication, cumulative audience, audience composition and data flow will be available.

Two new areas have been added for regular city reports—Cleveland and Chicago. City reports hereafter will be issued monthly for New York, Philadelphia and Chicago and quarterly for Baltimore, Washington, and Cleveland. First reports for the two new cities will be released next month.

Top television shows in New York and Philadelphia during the March 1-15 test week were reported by American Research Bureau as follows:

### NEW YORK

1. *Star Theatre* 68.0
2. *Toast of Town* 64.0
3. *Out of Nowhere, N.Y.* (NBC Fri.) 57.0
4. *The Goldbergs* 53.0
5. *Gadfly and Friends* 47.0
6. *Studio One* 41.0
7. *Saturday Revue* 38.0
8. *Boxing—N.Y.* (NBC Fri.) 35.0
9. *Children’s Hour* 33.0
10. *The Lone Ranger* 32.0

### PHILADELPHIA

1. *Star Theatre* 74.0
2. *Talent Scouts* 69.0
3. *Toast of Town* 65.0
4. *Out of Nowhere, N.Y.* (NBC Fri.) 63.0
5. *Gadfly and Friends* 56.0
6. *Cavalcade of Stars* 56.0
7. *Film Theatre* (WFIL-TV Sun.) 52.0
8. *The Edgar Marley* 51.0
9. *Stop the Music* 50.0
10. *The Goldbergs* 50.0

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**Editor's Note:** Sources of set estimates are based on data available 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.
Every survey has shown WSB-TV to be the overwhelming choice of viewers in the Atlanta market. Latest report—by more than 2 to 1.

Note to Advertisers and Advertising Agencies: If your television plans include Atlanta, get the full facts from your Petry man.
Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.

This Relay Switching System does what RCA's Audio Relay Systems have.

This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, without losing a penny's worth of your original equipment investment.

Actual switching in the RCA TS-20A system is done by d-c operated relays located in the video line itself. Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap...


2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.
Switching RELAYS!

for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching and presetting, so that the sound switches with the picture automatically!

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 19 CD, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.

3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.
On the dotted line . . .

Shane requires conference Hbdson Weil, Dunville, kine-W. to at distributor. TV manager AM-FM-TV, Standing negotiated by Posner on "Laugh Gun and sponsorship Sentinel Sentinel WPIX are Campbell general Agency; Looking mgr., N. NBC's Va., Shoes New affiliation president. with Inc., Angeles, D. David (I) NBC's Corbett out. (I), 1. Clark, Hill-Laws, Walsh, Edward Voss. Breweries WLWD rights played Congdon, Worthington. (TV) all Indians baseball games at the Stadium this year is set by (1 to r): Seated, John T. Feighan Jr., vice sponsor; Franklin Snyder, general manager, WXEL; standing, Arthur Gerst and Edward Walsh, Sentinel Advertising Agency.

Mr. Mullen's prophecy followed an earlier prediction that television stations would "in no time at all" double their present average of 50 hours of operation a week to 100 hours weekly.

In conclusion Mr. Mullen said that not only will television not kill radio, motion pictures, reading and various other things, but it will stimulate them.

Centering television's future around kinescopes, Ralph Lovell stated that the merit of kinescopes lay in their being relatively fast, simple and economical as compared to other methods of TV programming. Kinescopes, he feels, are presently serving as the core of program material for new television networks. Further, with the coming improvement in kinescope recording as to techniques, cameras, tubes, film, he believes that "great possibilities for the future," he said.

It is just a matter of time before all cities are interconnected by television lines, according to Mr. Worthington. Such comparison, he said, would be the demands of broadcasters. He did not venture a guess as to the date of completion of transcontinental facilities. By the end of 1950, he stated, 18 additional cities will be linked, with Los Angeles to San Francisco microwave radio relay installation ready by the fall of the year.

Speaking of the phone company's efforts toward television, Mr. Worthington announced a new system being developed for coaxial cables to increase band width to about eight million cycles. This would be divided between telephone and television service. The TV'S it at age prophecy spoke the picture Fairbanks FILM microwaves to the film industry, tremendous demands, to vision possible among other things, but it will stimulate them. Centering television's future around kinescopes, Ralph Lovell stated that the merit of kinescopes lay in their being relatively fast, simple and economical as compared to other methods of TV programming. Kinescopes, he feels, are presently serving as the core of program material for new television networks. Further, with the coming improvement in kinescope recording as to techniques, cameras, tubes, film, he believes that "great possibilities for the future," he said.

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TV DIRECTORS

RTDG, SDG Seek Jurisdiction

JURISDICTIONAL dispute over television directors was set off in Hollywood last week following an announcement by Screen Directors Guild that it was taking immediate action to establish jurisdiction over directors of both filmed and live programs.

Move was challenged by Radio and Television Directors Guild whose ranks include 36 of the 45 television directors connected with local stations. Representatives of both groups were scheduled to meet to discuss the problem last Friday.

No results were available as TELECASTING went to press.

The screen guild based jurisdictional claim on Section 9 of the Labor Management Relations act that named it bargaining representative of television directors. Guild further stated that the action was prompted by “five years’ research of the television field and by the rapidly increasing employment of SDG members in preparation of film material for world’s television screens.”

Guild’s Contention

The guild also adds that men who are directing live TV programs, as viewed on home screens, are directing moving pictures, in that they deal with same visual and aural elements common to all screen techniques.

Special meeting of the board of directors of Screen Directors Guild was called for tomorrow (March 28) to plan action in taking over jurisdiction of television directors and assistants. In the meantime, Radio and Television Directors Guild was holding meetings with network and station representatives on behalf of television directors, most of whom are members of RTDG.

Support was given the SDG stand for jurisdiction with a statement last Thursday by Frank Capra, movie producer-director, that the SDG action is the first major step in what must become “a concerted cooperative movement by picture makers to recognize the TV industry and join forces with it.”

30-INCH TUBE
DuMont Reveals Development

DEVELOPMENT of a 30-inch direct-viewing television tube designed for use in restaurants, schools and other public places was revealed last Wednesday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, at a luncheon marking the official opening of DuMont’s Allwood tube plant in Clifton, N. J. The tube probably will be released after next September, according to Dr. DuMont.

More than a million standard tubes of various types will be produced this year, according to Irving G. Rosenberg, manager of the tube division of DuMont Labs. Overall, he predicted, six million sets would be turned out.

WABD MOVES ANTENNA
5th To Use Empire Tower

THE FIFTH of seven television stations in the New York metropolitan area last week decided to move its antenna to the Empire State Bldg. tower. WABD (TV) New York, the DuMont station, announced it would install its antenna in the world’s tallest building as soon as the FCC authorized it. A new transmitter will be built.

The station will maintain its present transmission center atop its headquarters, 515 Madison Ave., indefinitely for emergency purposes. Other New York stations which will use the Empire State tower are WNBT (TV) WCBS-TV WJZ-TV WPIX (TV). Only WOR-TV, which has its own tower on the Hudson Palisades, and WATV (TV) Newark will remain at other locations.

NBC Leases TV Space

NBC has leased three floors at 517 West 50th St., New York, to house television scenic design facilities, it has been announced by Carleton D. Smith, network’s director of TV operations.

TELEVISION “Isotap,” test instrument designed to bring safety and efficiency to testing and servicing of TV and radio receivers, announced by RCA Tube Dept.

Spots are more Effective WHEN PROPERLY MERCHANDISED

the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

*Listeners
*Viewers

More Than 2 Million Impressions Daily!

Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star

Represented By The Katz Agency—WKRC (AM and TV) Transit Radio Inc.—WCTS-FM

WKRC WCTS-FM

March 27, 1950
WHAS-TV bows
Second Louisville Outlet

WHAS-TV Louisville, makes its debut today (Monday), adding a second TV station for the Kentucky city. Victor A. Sholis, WHAS-AM-FM-TV's director, said the station would "concentrate on quality of programming" rather than on quantity, expanding its facilities as experience and performance warrant. At present the station will program 2-10:30 p.m. six days weekly.

WHAS-TV, like its parent AM station, Mr. Sholis said, is a primary CBS affiliate. Station operates on Channel 9 (186-192 me) with 7.2 kV aural, 9.6 kw visual.

The newest and latest technical equipment has been used in the construction and installation of WHAS-TV, Orrin W. Towner, technical director, said. The tower supports a 12-bay GE TV antenna which, along with a three-section transmitter, would eventually permit the station to transmit a 54 kw signal, Mr. Towner added. Also employed is a fluorescent lighting system automatically controlled for its main studio, six skyhooks and a rear screen projection unit. In addition to this large studio, the station has an audience-participation and organ studio.

Studies are maintained on the sixth and seventh floors of the Louisville Courier-Journal-Times Bldg. Kinescope recordings of network shows will be presented until about Oct. 1, date when the coaxial cable is expected to reach Louisville.

WKY-TV Policy

P. A. Sugg, manager of WKY-TV Oklahoma City, has announced adoption of a general policy against the telecasting of any programs based principally upon "horror story" plots until after 9 p.m. when "the younger children should normally have retired." Pointing out that sponsors have been "most cooperative" in agreeing to program revisions to fit the new policy, Mr. Sugg said two NBC-TV shows featuring "mystery-violence dramatization" have been moved from 7:30 and 8 p.m. spots to 9:30 on Monday and Wednesday.

TV Advertising

FILM FOR LOW BUDGET ACCOUNTS

ONE MINUTE FILM WITH VOICE

$50

WRITE, CALL OR SEE

FILMACK

1213 SO. STATE STREET CHICAGO

Page 14 • TELECASTING

March 27, 1950

FLAT RATE

Reel Takes

FREDERICK A. NILES

Fred Niles has watched TV activity at Kling Studios, Chicago, grow in the same proportion that TV set sales have skyrocketed in the Midwest. In 1947 when he originated the video branch of the film production firm, there were 12,000 sets in Chicago. Now there are more than 380,000.

Since mid-1947, when Kling had produced one million television commercial (Goebel beer, Detroit), Television Director Frederick A. Niles has supervised more than 100 film spots for such clients as Proctor & Gamble, Stewart-Warner, Elgin-American, Motorola, Reddi-Wip, Old Colony (Orange Crush), Fox DeLuxe beer, Magnavox, Minute Mop, Fehr beer, Pinaphore chicken and Griesedieck Bros. beer.

His methods are improved, but his theories remain the same. Fred gathered a lot of both training and teaching in an information education division organized by the War Dept. as a propaganda unit for U. S. troops. He conducted four-week courses for GIs, teaching production of slides, films, radio shows and newspapers.

From 1942 until 1946 he taught procedure at Carlisle Barracks, Pa., after originating, writing and editing a news sheet at Ft. Sill, Okla., in which he stressed foreign policy. News had been of prime interest to him since college days at the U. of Wisconsin.

After he was graduated, he combined news writing and commentary with announcing and continuity at WMAM Marinette-Menominee, Wis., moving on to KYFD Ft. Dodge, Iowa., KGLO Mason City, Iowa, and WAAF Chicago as news editor, the last in 1942.

College Radio Work

At college, Fred majored in speech and psychology, and—less officially—radio at the university station, WHA Madison, operating with such persons as Cy Howard (My Friend Irma) and Ben Park (Report Uncensored, It's Your Life), he produced, announced, wrote and acted.

For his acting ability, he was chosen "best actor of the year" when he was a senior, and was elected to the Haresfoot Club, men's drama group. He toured Wisconsin for public performances with Haresfoot and the Wisconsin Players. He is a member of Alpha Tau Omega fraternity.

Until Fred went to Chicago in 1941, he spent most of his life in Wisconsin. He was born in Milwaukie. For three years however, his father (banker) moved the family to California.

Fred again worked at WAAF Chicago after the war as news editor, handling his own commentary five nights weekly for a year before joining Kling. He knew Kling had considered establishment of a TV department, inasmuch as it had specialized in most other visual media several years. Always a photography enthusiast, he once thought of starting his own package firm for TV commercials.

Fred still thinks the ultimate future of a TV production firm lies in shows, but only after it has been grounded in creation and development of commercials. "There is a definite trend toward film in TV, and eventually a tremendous number of program hours will be on film," he says.

An active partner in the TV division with Jack Lieb, who heads the motion picture section, Fred built the video department from an idea. The firm now offers all kinds of commercials, but insists always and primarily on quality.

Films are shot on 35mm film, with 35mm sound reproduction, on a stage a block long on Chicago's north near side. Only union technicians (from four locals) are employed, and each person creating a TV commercial work as few hours as possible.

Primarily a Chicago concern, Kling Studios has branched out to New York, Detroit and Cincinnati in the past 15 years. Most of the video work, however, is done in Chicago.

Fred is married to the former Jane Turner. They met in Oklaho when he was in the Army, and have one year-old daughter, Stephanie Jane. When he isn't on the job, he's home watching TV—affirming his convictions that video will revolutionize the advertising world in five years. He believes too often too much attention is placed on the show and not on the commercial. Pacing is the only important factor in production of a TV film spot he concludes.

TEXACO THEATRE

Tops Hooper TV Ratings

With a rating of 65.4, Texaco Star Theatre was first place in the top 10 Hooper- Network Tele-ratings for February, it was announced last week.

The February ratings are the last network television ratings to be issued by C. E. Hooper Inc. Under terms of the recent sale of National Hooper Services to A. C. Nielsen Co., Hooper will continue to conduct television network ratings but they will be issued through the Nielsen Company.

February Leaders were:

1. Texaco Star Theatre—Milton Berle Show (35 NBC-TV cities) 65.4
2. Arthur Godfrey's Talent Scouts (5 CBS TV-cities) 56.2
3. Bob Hope (12 CBS TV-cities) 43.5
4. Goodyear and His Friends (40 CBS-Olive TV-cities) 41.0
5. The Toast of The Town (15 CBS- TV cities) 40.7
6. The Lone Ranger (25 ABC-TV cities) 39.8
7. Kraft Theatrical Programme (20 NBC-TV cities) 35.8
8. Philco Playhouse (39 NBC-TV cities) 35.6
9. Red Skelton Presents Your Lucky Strike Theatre (13 NBC-TV cities) 34.1
10. Fibeside Theatre (16 NBC-TV TV cities) 33.3

MONKEY BUSINESS

MORE MONKEYS having a barrel of fun was the order of the day on This Is Your Zoo over WAAM (TV) Baltimore, March 21. Babes the Baboon celebrated her first birthday, with eight of her simian friends from the zoo, on the regular Tuesday afternoon program. She was the recipient of some 992 cards and many gifts from her WAAM audience. Of a lace trimmed slip replete with sash, which she received, Babes says: "I simply can't appear on TV in that, no one is going to make a monkey out of me."

LIVE OR FILM?

No Labeling Needed—FCC

FCC refused last week to grant a request that television stations be required to announce at the beginning of each program whether it is live, a film, or a kinescope recording.

Denying a petition of Charles W. Curfen of Jackson Heights, N. Y. (Telecasting, Jan. 30), the Commission held that its present rules on the subject (3.688) are adequate.

The rules already require stations to make it known when "spliced or mechanical reproductions" are used. Thus, FCC held, it should be obvious that a program is live if it is not otherwise announced.

BROADCASTING • Page 68
**Film Report**


Dick Strome Television, Philadelphia, has released one-minute and 20-second spots for Goldenberg Candy through Clements Agency, and spots for Porto Rico Beverages through Deane Klein Davidson Co. Goldenberg Candy anticipates enlarging spot campaign to cover several markets on eastern seaboard. Firm has also completed six 20-second films for Adam Scheidt Brewing Co., through Lawrence I Everling Adv. Agency.

Thirty-two feature length western films have been leased by KLAC-TV Hollywood from Oho Video Productions, that city, at undisclosed price. Included are 12 Tex Ritter films, 10 Ken Maynard, six Bob Steele and four Jack Perrin films. First of series which were telecast earlier this month are beginning serialization in half-hour segments to be followed by complete hour length films.


Lou Croxton, formerly with RKO Hollywood, joins Jerry Fairbanks Inc., that city, as art director. Fairbanks is expanding TV production operations to New York. Firm will set up complete studio facilities at 157 E. 65th St. and present New York office will be moved to new location. Eastern facilities will include three large sound stages and latest type sound and camera equipment. Trained personnel of Hollywood staff will be transferred to New York. Russ Johnson, vice president in charge of sales and distribution, will head N. Y. operations. New York firm is currently producing new series of commercials for Camels featuring Fran Warren, singer, and Bill Stern, sportscaster. Agency: William Esty Co. Inc., N. Y.

Flintstone Productions, Hollywood, has started production on first of 52 half-hour TV films based on *Cos-...
Color Windup  
(Continued from Telecasting 2)

one set the programs broadcast under all systems. 

Even if a combination set eliminated this argument, he continued, each broadcaster would have to choose the one system he wished to employ.

Mr. McConnell also conceded the public would not be able to adopt multiple standards—assuming the accuracy of your statements,” he told Comr. Jones.

The NBC executive told FCC that if it approved RCA standards the network “immediately” would extend its WNBW (TV) Washington color programs from the present eight hours a week to at least 12. “The programs would include commercial as well as sustaining shows, in choice time as well as at other hours,” he said.

Outlines Transmission
Further, he reported, the Washington color programs would be sent to New York by “existing relay facilities as well as AT&T relays, which the telephone company has said will be available this summer.” Color broadcast there. Work would be started “at once” on equipping WNBW (TV) New York studios for color originations, he asserted. He continued:

Since the RCA color system presents no problem of reception on present sets, our color programs would be selected from our regular schedule. Our stations in Chicago and Cleveland would receive color programs over the AT&T radio relay, which is already in use in many places and will be available this summer. Thus these stations would be able to transmit in color before they have their own facilities for originating color broadcasts.

Mr. McConnell noted that all NBC colorcasts would be available for color broadcasts by “stations reached by radio relay” (the present coaxial cable passes RCA color only in monochrome).

He said he understood that the RCA color relay facilities will extend from Boston to Omaha, “serving such intermediate points as Providence, New York, Philadelphia, Pittsburgh, Cleveland, Toledo, Chicago, and Davenport-Rock Island.”

Wilmington, Baltimore, Washington, Detroit, and Milwaukee also will be served by radio relay by that time, he reported, adding that Albany, Schenectady, Utica and Syracuse also could be served if the General Electric relay to Schenec-
tady were restored. RCA-NBC’s experimental UHF “booster” at Bridgeport also would carry color pickups, he said.

Adoption of a non-compatible system, he said, would mean a station “would lose its entire circulation” during the time it was color-casting, except for persons “who had bought adapters, converters or new color receivers.” He felt economic considerations accordingly would mean that “most color programs, under a non-compatible system, would be broadcast in fringe time” and would not include “choice programs.”

Sees 100% Color
Dr. Stanton, however, contended that CBS might well be broadcasting almost 100% in color within two years after approval of the CBS standards. This belief was premised on early and quantity production of reasonably priced color equipment, and prompt production of internally adapted sets.

He said if the CBS system is approved, CBS would start originating color programs in New York “within a few days,” offering the colorcasts to all interconnected markets. Within three months he said the total could be expanded to at least 30 hours a week, including both studio and remote programs.

Of the 20 hours, three hours daily, five days a week, would be carried before 6 p.m.; 30 minutes daily, five days a week, would fall in the 6-8 p.m. period, and another 30 minutes daily would come at the close of the monochrome transmis-
sions or at some other time after 8 p.m.

For promotion, he said, each intercon-
ected affiliate would be provided with at least one color set for demonstration purposes. Sponsors for the color programs will be sought, he continued, adding that “endorsed” color programs will have been received. Additionally he said CBS would conduct educational clinics for licensees, manufactur-

ers, and sponsors and agencies.

But Columbia’s plans, he noted, assume FCC will decide the color question “in the near future.” He said that “necessarily Columbia cannot commit itself to plans the execution of which may be delayed if this decision cannot be inaugurated until next year, or the year after.”

Normal Conditions
He said he also was assuming that color will develop “under conditions of a normal economic cli-
mate”; that other networks will feed color programs to their affili-
ates and that their affiliates will carry them; that manufacturers will publish the required equipment including black-and-white sets internally adapted to receive CBS color in monochrome, and that sponsor support will continue as in black-and-white.

If FCC decides to adopt multiple standards, he contended, the various systems should be approved only after demonstrating that they meet minimum performance requirements. The CBS system, he claimed, already has done so.

Dr. Stanton told the Commission that color, if put off now, will “rear its head again.” He said CBS would stand for such a system as an event, because it is useful for many non-broadcast purposes, but that he saw little use to press again for its adoption as a broadcast service in that “we’ve pressed twice” already.

He submitted an exhibit reporting CBS has spent $4.2 million on color—$2.7 million on its old 12-me system, and $1.5 million on the present technique.

He said he didn’t think it possible for the industry to get together voluntarily on standards, and that he didn’t think the CBS system would be made completely compatible.

Would Accept CTI
Mr. McConnell was not as emphatic as Dr. Stanton in rejecting the idea of multiple standards. After prolonged questioning during which he said the CTI system would become acceptable to NBC because of its compatibility, the NBC chief said he could find no particular reason why it could not be made acceptable by multiple standards would not “encourage color television to the public.”

To questions by Comr. Jones, he said the necessity of installing studio equipment would be the main objection to 100% color coming by NBC one year after FCC adoption of standards.

Opening the Thursday session, W. B. Sullinger, Western Union radio research engineer, noted that the company has video facilities between New York and Philadelphia but said the facilities have never been used commercially and are only for the transmission of video. Audio would have to be transmitted by the Bell System or otherwise, he said.

Mr. Sullinger presented proposed plans of Western Union to expand its present facilities. These expansions are, he said, dependent upon the outcome of the interconnec-
tion question, economic questions and demand for the company’s service.

Considering resolution of these factors, he presented a company plan to install facilities between New York, Washington and Pitts-
burgh—with all three cities to be interconnected by two reversible TV channels—which he said could be in operation within 10 months of the date started. Most of the towers now are in place, he said, but television relay equipment would have to be added.

Three additional plans—one of which would be used at present with demand the determining fac-
tor—also were presented. These services proposed interconnected of

1. (1) New York, Hartford, Boston, Albany, Syracuse, Buffalo, Cleve-
land and Pittsburgh; (2) Pitts-

burgh, Cleveland, Toledo, Detroit, Jackson, Kalamazoo and Chicago; (3) Pittsburgh, Cincinnati and St. Louis. Branches would be included to intermediate TV cities if service were required.

See Completion by ’52
Mr. Sullinger said the company felt one of these added services could be completed by the end of 1952 although the installation would depend on the resolution of the three determining factors of interconnection, capital and de-
mand.

At the request of the Commissi-

tion, Alex G. Jensen of Bell Tele-
phone Labs appeared to present information on compromises neces-

sary for a color system to fit a 6 mc band. Mr. Jensen appeared as an individual and not as a repre-

sentative of Bell. Basis for his testimony was a paper delivered by him on the subject at the recent IRE convention.

During cross-examination by the Commissioner, Mr. Jensen conceded that under ideal theoretical circumstances a dot-interlace system of video transmission would cut the necessary width for black-and-white to approximately half its present 4 mc width. He pointed out, however, that he has never seen this system used in black-and-white transmission and doesn’t

FCC ATTORNEYS in the color case include Assistant General Counsel Harry M. Plotkin (r), chief counsel, and John E. McCoy, chief of the tele-
vision branch of the Commission’s Legal Bureau. They’re shown here at the Commission counsel table at last week’s sessions.

March 27, 1950
known of any such equipment that has been developed.

Under questioning by Comr. Jones as to the cost of dot interface in black and white, Mr. Jensen said he felt the cost would be approximately equal to that of color. He said this was only his opinion after rapid consideration since no black and white equipment of this type had been developed.

Asked by Comr. Frieda B. Henning whether similar standards for only one system would delay development of the television art, Mr. Jensen said he felt experimentation should be continued.

The bulk of Thursday afternoon testimony was consumed by the remainder of Mr. Jensen's prepared statement and clarification of his remarks under cross-examination by members of the Commission and counsel representing the three color systems under consideration.

In reply to Comr. Jones, Mr. Jensen stated he felt the writing of color standards could be done now only in a broad statement and that more exact standards would have to wait for some future date.

Joseph V. Heffernan, RCA vice president and general attorney, proposing a theoretical color system combining dot interface, time multiplexing and the present FCC standards, asked Mr. Jensen if he felt such a system would be compatible. An affirmative answer was given.

Hugh M. Beville Jr., NBC director of research, appeared to present information which his department had gathered on the reception of RCA color television tests on black and white receivers. The information was based on mail response received following the start of color transmissions on WNBW (TV) Washington and outlined the reaction of viewers on the question of compatibility.

L. A. WRESTLING
MCA Signs 20 Grapplers

It looks like local wrestlers will be throwing their weight around again on Los Angeles television with taking over by MCA Agency of representation of 20 top wrestlers last week. There has been no telecasting of local matches since promoters slapped on ban Feb. 9, charging that telecasting cut local office receipts. According to an MCA spokesman, the plan is being considered to allow telecasting of those matches once a week and from a small arena, in order not to hurt large spots.

Affected by the ban are KTLA, KTSF, KJAC-TV, KECA-TV and KNDB.

KTSF has met the problem with kinescopes of Sunny Side Garden, New York, wrestling; KTVV has a weekly kinescope of matches from St. Nicholas Garden, New York, with lady wrestling on its future calendar, and other Los Angeles TV stations have turned to either film or live talent shows. None lost a sponsor as a result of the ban, it was reported.

The Outlook
(Continued from Telecasting 5)
set up for use through Phoenix. I would say three years and then the big question is whether or not we would want to pay the price for the service with the continued improvement in kinescope plus film service and local ties. I question whether or not we will ever want to use the coaxial cable in Phoenix. Certainly it is not in the cards for our television station in Phoenix to pay for a 1,000-mile haul for this cable.

David Carpenter, general manager of WCON-TV Atlanta, said there is little about the average TV program that demands immediate viewing for full enjoyment. "With the gradual improvement of tel-transcriptions," he said, Atlanta stations could be served in a manner which would give reasonable satisfaction to the listeners and enable the stations to do a better all-around program job because of the easing of overhead. "Another aspect is that three stations in Atlanta must share the line equally and the contrast from kinescope to live will add to the dissatisfaction," he said.

Economic Question
Robert D. Swezey, general manager of WDSU-TV New Orleans, also is concerned about the economic angle. He said AT&T had indicated it would take 12 or 18 months to adapt the southern cable for TV service to New Orleans. "I gather that an order could be placed tomorrow," he said, "but whoever placed it would have to undertake to meet the tariff for airline mileage between New Orleans and Memphis—some 360 miles—which, as I recall, is $35 per mile per month.

"In all the circumstances the entry date of the TV coaxial in New Orleans seems to depend pretty largely on the practical economics of working out an arrangement to support it financially. At best, it looks as though it is two or three years removed."

Thad Holt, president of WAFM-TV Birmingham, said, "We have been approached by the local office of Southern Bell Telephone & Telegraph Co., stating that DuMont and ABC did not sign up for 'shared' video service to Birmingham by the deadline date of Jan. 15, 1962."

Local Channels
"We are also told that we are to order local channels from toll office to individual television stations, which is a departure from radio network service. This was transmitted to the local office on Feb. 14, but I understand may have been countermanded.

"The matter of furnishing network video service seems to be between the networks and AT&T. We have not been advised that any network has signed up for the cable into the Southeast, and if the costs are what we hear, then we are very happy with TVR.

"The economies of network television are also important in smaller cities, judging by replies from a dozen station operators not yet on the network. For example, Marshall Rosen, general manager of WSAM-TV Huntington, W. Va., described the AT&T cost estimate for a Cincinnati-Huntington link as "prohibitive."

"We are working very seriously toward the establishment of a relay connection of our own, privately owned and operated," he said. "We have made all the necessary studies preparatory to building such a system and a final go-ahead decision is now largely dependent upon administrative matters." He added that new techniques were being studied, and hoped to have service in operation this summer so big league baseball as well as direct network services could be provided local viewers.

George S. Johnson, manager of KOB-TV Albuquerque, N. M., said the station is interested in one-time service for special events. "We do not see how we could support service on a continuing basis," he said. "If we could tell our audience they might get one football game or a world series game direct plus the regular kinescopes we now have, I believe it would have a tremendous influence on the sale of receivers," he said.

Future Outlook
Harrison M. Dunham, general manager of KTTV (TV) Los Angeles, feels that network facilities may be used by Pacific Coast stations only in the case of national emergencies or outstanding public events because of the cost. "It is our further feeling," he said, "that as Hollywood's motion picture industry becomes more closely allied with television broadcasting, the coaxial cable throughout the east will become less important to the television industry."

Station managers in all parts of the nation not now getting network service reflect views generally similar in many cases, to the above comments. Their estimates of network service to be provided this year parallel AT&T's own published schedule.

CHEAPER--
BUY THE
1/4 DOZEN!

10% OFF! Advertisers using the three-station facilities of WLW-Television are now entitled to an additional 10% discount.

40% OFF! WLW-Television's summer rates are effective between May 1 and September 30—with discounts up to 40%.

1000% UP! TV set ownership in the WLW-Television area has increased more than 1000% during the last year—total 157,900 as of February 1.
Telefile

(Continued from Telecasting 7)

build the station. During three wartime years as a commander in the Navy's Bureau of Aeronautics, he had a part in the development of television by the military forces. All WGN-TV studio and mobile equipment was designed and installed under his direction.

Vernon R. Brooks is director of operations. At one time traffic manager and supervisor of announcers at WGN, Mr. Brooks was assigned to the planning and development of WGN-TV on its return from the war. He attended TV clinics and workshops throughout the country during the months preceding station’s debut and has studied all phases of television broadcasting and techniques.

Jay Faraghan, former production manager at KSD-TV St. Louis, became traffic manager two months before station took the air. Five months later he was named program director. In addition to holding this position today, Mr. Faraghan personally directs some shows.

Harvey Called In

George W. Harvey, sales manager, is responsible for many of the station’s commercial achievements. In July 1948 he was recalled from New York where he headed WGN’s eastern sales office. He has been associated with Tribune broadcasting properties since 1935, with the exception of a brief period with Mutual in Chicago.

Jack Brickhouse, one of the nation’s outstanding sportscasters, is sport service manager. Originally at WMED Peoria, he developed into a popular basketball announcer as he followed Bradley Tech’s champions. But he is best known today as a baseball, football, boxing and wrestling announcer. He joined WGN in 1940, but left during the war to enter the Marines and later freelance in New York and Chicago. He returned to Tribune Tower in 1948 to occupy the position he now holds.

Field Director is one of the most important jobs at WGN-TV because of the station’s coverage of many special events and sports programs. In charge of this department is Don Cook, who learned television from the apprenticeship level at Chicago’s pioneer WBKB (TV). Mr. Cook directs all remotes from the interior of a specially designed and constructed mobile unit. He was assistant stage manager before becoming a director. He produces the station’s daily baseball telecasts, weekly wrestling and boxing bouts, and frequent remote special events.

Hooper To Speak

C. E. HOOPERS, head of C. E. Hooper Inc., will be guest speaker at the March 31 Los Angeles Chamber of Commerce Television Committee meeting at the Chamber’s offices, 1151 S. Broadway. Topic has not yet been named, it was announced.

DALLAS JONES

Firm Adds Studio Space

DALLAS JONES Productions, Chicago, has bought all assets of Frank Lewis Inc., same city, increasing its television and motion picture studio space from 10,000 to 25,000 square feet. The firm, headed by Dallas Jones and his wife, will specialize in production of TV films.

New quarters are located at 1725 N. Wells St. Mr. Lewis, who produced slide films and illustrations, remains as head of the new illustration department.

EXCLUSIVE television rights to games of Girl’s Professional Softball League of Los Angeles, have been acquired by KTTV (TV) Los Angeles. Series play starts in May.

SCIENCE AND DRAMA

WTVJ (TV) and U. of Miami Are Rewarded in Joint Effort

MUTUAL cooperation between WTVJ (TV) Miami and the U. of Miami in Florida is combining educational value with entertainment in video programming.

The university’s radio and television department says the collaboration is responsible for TV shows of unusual local interest and for quality training of its students. WTVJ receives two regular feature programs from the department, both sponsored by the Taylor Construction Co., a local building firm. The school uses the station’s studio six hours a week for student instruction in a TV workshop course in which WTVJ personnel augment faculty teaching.

On-the-air production experience is gained by students while aiding university-produced shows and setting up and breaking down equipment on remote telecast locations.

The cooperation grew out of an arrangement made between Col. Mitchell Wolfson, WTVJ president, and Sydney W. Head, headman of the radio and TV department, before the station went on the air last March.

The university produces a half-hour show each Tuesday at 9 p.m., at present alternating a dramatic program with a science show every other week. Additional special programs are produced frequently.

Most unusual is the science series, called Science Show Window, that brings to the camera interviews on plant and animal life peculiar to the subtropical, southernmost reaches of the peninsula.

Professors of the various “ologys” are interviewed by Oliver Grissom, member of the department, and live mammals, loaned by the zoo, are exhibited on the show.

In the dramatic series, the first production was outstanding in the choice of a play and in the manner of presentation, Mr. Grissom explains. Hans Roth’s (professor and formerly with Max Reinhardt in Europe) modern version of Shakespeare’s “The Comedy of Errors” was telecast remote from the stage of the U. of Miami drama department’s Box Theatre. Prof. Head supervised video production; Mr. Roth directed the play. Audience could see stage action or by turning their heads watch the telecast on receivers placed in the theatre. Backstage, a receiver presented on-stage action to members of the cast not performing at the moment.

REPTILE is displayed to viewers by Prof. Julian D. Corrington, of the Zoology Dept. L to r: Profs. Grant Shepard and Sydney W. Head (seated); Mr. Grissom, Prof. Corrington and Lloyd Gaynes, WTVJ cameraman and student.
The New
Du Mont-Holmes
SUPERSPEED
Projector

Sets new standards of performance, utility and economy for TV station operation. Provides a means of film pickup that approaches the contrast and clarity characteristic of studio productions.

DIRECT FILM PROJECTOR
Used with a Du Mont Special Image-Orthicon film pickup to give studio clarity to movies and teletranscriptions.

BACKGROUND PROJECTOR
Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.

For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.
WORK of group of speech and hearing clinics in Oklahoma is highlighted on Out of the Silence, series of eight public service programs on WKY Oklahoma City. Shows dramatize efforts of clinics to rehabilitate youngsters with speech and hearing defects. Purpose of series is to acquaint public with work of state clinics and recruit teachers in field. Programs will culminate in conference of clinic workers and parents at U. of Oklahoma in April.

Personal Touch
PLAYING personal angle for all it's worth is Mark Sheeler, m.c. of morning show on WPIK Alexandria, Va. Mr. Sheeler enters Washington homes armed with tape recorder and leading questions such as, "Do you think that marriage will ever replace the automobile?" Informal chats with housewives resulting from such questions are recorded and presented on Mr. Sheeler's program.

Dances of Countries
NEW studio program at WBAP-TV Ft. Worth, Tex., is Dance Parade, starring Mary Parker. Show is built around dances of different countries and features costumed set and live music. Aired 8:30-9 p.m., Friday, show is sponsored by Stromberg-Carlson and Gibson Electric.

Distant Coverage
NATIONAL Amateur Hockey tournament in Lewiston, Me., recently was covered by KROC-AM-FM Rochester, Minn., 1,066 miles away. KROC sent its sports director, Bernie Lusk, to Lewiston to give play-by-play accounts of meetings between Rochester Mustangs and Lewiston's team. Rochester Post-Bulletin, sponsor of KROC broadcasts, also sent its hockey writer, Ozzie St. George, on trip.

BROADCASTING in Schools
FIVE-minute interviews were sold to exhibitors by WOC-TV Davenport, Iowa, at city's recent Annual Home and Food show. Exhibits were telecast with interviewees telling their sales stories and explaining their products. Program Director Charles Freburg and his camera and lighting crews dallied from booth to booth with Ranger Jensen and Norman Bacon doing running commentaries and interviews. Successful results indicate that station will use "roving camera" technique at future Home and Food shows.

Bi-Lingual Shows
LIVING up to its French title, Mouette show on WIRS Cleveland, is bi-lingual. Conducted by George Thompson, modern language teacher at Western Reserve U., Cleveland, format of show is French music, interspersed with talk in both French and English. Show is aired Mon. at 7:45 p.m. Due to its success with persons of French extraction and students in Cleveland, another show, Fiesta Tropical, has been started on WBBR by Mr. Thompson. Format of program is similar, with Spanish being substituted for French, and Spanish guests welcomed to program weekly. Show is piped over public address system at Kent State U. students union.

'Casts That Speak'
FIFTY-five minute show over WLWD (TV) Dayton, Ohio, has format specially constructed for deaf mutes. Entitled Hands That Speak, program is made up of devotional messages delivered by minister. Message is interpreted in sign language as are hymns sung for listening audience. Idea for show originated with Mrs. Peg Kylistra, local school teacher, who worked out production details with A. Donovan Fauntleroy, plant general manager in charge of programs at WLWD. Show is sponsored by Church Federation of Dayton and Montgomery county, and is on trial schedule until after Easter.

Catering to Tastes
VARIETY of music to suit its listeners' preferences is aired Mon.-Sat. on Milkman's Matinee by Larry Brown, m.c. of WPEN Philadelphia show. Mr. Brown divides four-hour show into half-hour segments, using them for pop tunes, light modern experiments in music, classics, hits of 30 or 40 years ago, old-time instrumental favorites, background music from current motion pictures, and one hour of past and current show tunes. Format satisfies tastes of old and young alike, station reports. Milkman's Matinee is heard from 2:05 to 6 p.m.

New Controversy
NEW quarter-hourly weekly program Seven Seventy on The Air-TV taking up discussion of controversial subjects starts April 3 on KTVV (TV) Los Angeles. Program is believed to be first television program sponsored by local labor union, Retail Clerks Union Local 770. Speakers on program will include James Roosevelt, Rep. Helen Gahagan Douglas, Harry Flannery and Gordon Severson, in addition to authorities on science, business and communications. Leonard Shane will produce program with Robert S. Howell as associate producer. Bob Breckner will direct.

Play-By-Play Checkers
WGBF Evansville, Ind., lays claim to play-by-play description of first broadcast of checker game when Evansville's champion, Walter Giannini, met the Harrisburg, Ill., champion, Jim Lutwinski. Forty-five minute game was described by J. C. Kerlin, WGBF's local newsmen.

Calling All Cabs
ACTUAL workings of taxi meter are shown as part of two week series on Calling All Citizens program over WTVR (TV) Richmond, Va. Series comprises two shows, having theme to demonstrate control exercised by city on this mode of transportation. Second show in series was devoted to discussion by taxi squad of Richmond Police Dept. Enforcement steps taken by police in regulation of taxis and drivers were shown.

Spot Reporting
LESS than an hour after airliner crashed in South Minneapolis, killing 15 persons, WCCO Minneapolis-St. Paul aired first eye-witness report. Clellan Card and Phil Lewis, of station's staff, were on scene shortly after accident and phoned police report to station. Telephone coverage was recorded and aired on 10 p.m. newscast, just 58 minutes after tragedy.

'Club Duo
SECOND late evening disc show broadcast by WJNR Newark, N. J., from night club has been inaugurated by station. First program was Hello From the Ivanhoe, featuring Carl Ide and broadcast from Ivanhoe Club in Irvington, N. J., from 11 p.m. to 12 midnight nightly. Latest series features Ed Bonner spinning records and interviewing guest stars from Club Diana, Union, N. J. Mr. Bonner is heard from 10-10:30 p.m., nightly, except Monday.

Prize Party Popularity
NEW TV show on WFLY-TV Philadelphia recorded 6,758 mail pieces in one week, station reports. Half-hour show, WFLY Ranch Prize Party, is aimed at children viewers and aired Mon.-Fri., 5 p.m. Daily telephone question and answer sessions with youngsters who have written station asking to be called, is format of show which immediately follows WFLY Ranch Theatre, hour-long feature-length Western movie. Children who successfully answer questions asked by "Ranch Boss" Pete Newman, appear on show following day and receive prizes.

Weekly Beauty Queens
WEEKLY TEEN-AGE beauty queens are picked by CKOY Ottawa, on Club 1310 Friday show. Paul Allen, m.c. of program, chooses four men from audience and each in turn picks one girl from audience as his choice. All five then cast ballots for winner who receives beauty kit, and is qualified to take part in spring finals for CKOY Club 1310 "Tops in Teens" title.

Hand Made
ACME IN SOUND REPRODUCTION

THE NEW LANG-WORTH TRANSCRIPTION

LANG-WORTH FEATURE PROGRAMS, INC.

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

Network Caliber Programs at Local Station Cost

Your Own CALL LETTERS

Individually hand-lettered in gold on luxurious maroon satin

T I E S

HAND MADE

£2.50 Post Paid
No C.O.D.

Write for special prices on orders of one dozen or more.
Add 3% sales tax for Michigan residents.

Gifts by Guildcraft
1040 W. Fort
Detroit 26, Michigan

March 27, 1950 • Page 75
March 17 Applications

ACCLAIMED FOR FILING

Mod. CP to station to change power. Install new antenna. Wellington, Ohio. (Continued)

APPLICATIONS RETURNED

KXOK Denver, Colo. — Granted pejorative which requires Commission to accept any application with reference to ant. constants in proposed DA; application as amended is returned on hearing date; and hearing thereon will be conducted as scheduled, March 22.

March 20 Decisions

BY A BOARD

Modification of CP

KSYC Centerville, Calif. — Granted temporary exception to restrictions on operation of stations having a frequency of 107.9 mc or less for operation at 108.0 mc.

Order Granted

KSTT Davenport, Ia. — Granted application to make changes in DA and general facilities. Affidavit field by George E. Sterling.

ACTION ON MOTIONS

By Order, motion to dismiss without prejudice of application for TV CP.

April 10

April 10

April 10

March 20 Applications

ACCLAIMED FOR FILING

Modification of License

WPKB Boston, Mass. — Granted to cover CP new AM station.

 Extension Granted

KWHK Corpus Christi, Tex. — Granted extension of time to file applications for new DA and extension of time to apply for new DA.

HEARING DISENROLLED

March 21 Decisions

BY COMMISSION EN BANC

Modification of CP

The Commission has denied the application for the Proposed new DA station WJKI FM to reduce power under an application filed in Milwaukee, Wis., and also to operate non-DA, during hours from 6:00 A.M. to 12:00 N. M., to 5 mc on 1130 kc.

APPLICATIONS DISMISSED

WCHF New Orleans — Louisiana. Dismissed March 15. Motion for reconsideration for extension of completion date.

Iowa

March

KAVR Harve, Mont. — Granted a continuance of hearing upon application for FCC license to KAVR, Harve, Mont., from April 11 to May 8.

By Examiners Elizabeth C. Smith

KJAN Hegel, Co., Baton Rouge, La. — Granted a continuance of the hearing on the opposition of the licensee to the renewal of the license to KJAN, Hegel, Co., on the ground that petitioner be authorized to take depositions on March 22. Examiner Frederick D. Parker, Chief of Police, City Hall, Baton Rouge, La., et al.

March 20 Applications

ACCLAIMED FOR FILING

Modification of License

WPAI, L. California, S. C. — Granted to change studio location from 49 Wentworth St. Charleston, to 135 Montague Ave., N. Charleston.

License for CP

KVGA Ramsay, Minn. — Granted license to cover CP new AM station.

PETITION GRANTED

WJW-FM Cleveland, Ohio — Granted extension of time to file application for new CP.

APPLICATIONS DISMISSED

WCHF New Orleans — Louisiana. Dismissed March 15. Motion for reconsideration for extension of completion date.

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Iowa

March
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March 27, 1950 * Page 77
Well, not intentionally. But Broadcasting-Telecasting will tell anyone who wants to know exactly how hundreds of national spot and network advertisers used radio and television in 1949. You'll find it all in the April 17th issue . . . which incidentally is the same issue covering the NAB convention.

**from A to Z**

Here you'll find the stuff that planning board sessions and leading time buyers consult all through the year . . . Broadcasting's copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries. On April 17th we'll tell . . .

* national spot expenditures in 1949 by 29 product groups
* network gross expenditures in 1949 by product groups
* who spent the most advertising dollars and where in 1949
* how competing products split their advertising budgets between radio and television
* active spot accounts in 1949
* individual product analysis showing leading network and spot advertisers

**plus - - advertisers analysis**, the forecast by key people of business prospects for broadcast advertising during 1950.

Yes, sir, right here between the covers of Broadcasting you'll find this wealth of information. It's a really complete analysis of network and spot advertising by every major classification of industry, company and product divided according to radio and television.
tell LEVER?

WHAT EVERY TIME BUYER, EVERY RADIO DIRECTOR WILL WANT
... this treasure house of data with year 'round worth ... an exclusive source for fundamental facts on broadcast advertising.

WHAT EVERY STATION SHOULD DO (now)
In a word, advertise.
And we mean in the April 17th NAB Convention issue of BROADCASTING.
Think what extra attention such an information-packed issue will command ... what extra circulation you'll get. Over 17,500 total circulation.
This is no one-shot venture, but something invaluable—where the very people (advertisers and their agencies) you want to reach can see your station's story for the rest of 1950.

WILL THEY SEE YOU REPRESENTED THERE?

DEADLINE IS APRIL 7th.
... so don't be an April 18th mourner who wishes he'd done what you can still do. Get in BROADCASTING's April 17th NAB issue for sure, right now. Regular rates prevail. On a one-time basis that's - - -

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BROADCASTING - - more than ever "the" magazine preferred by the buyers of radio and TV time.
Situations Wanted (Cont')

College community sought by successful
Independent network manager, 12 years broadcasting
experience. Must have university degree. Box 359E, BROAD-
CASTING.

Southern stations attention; Manager and
chief engineer would like job in 250-1000 watt
station in located in highly competitive
market. Excellent opportunity for man with
experience in all aspects of broadcasting.
Great opportunity for young successful broadcaster
Box 582E, BROADCASTING.

Manager with twenty years experience
in broadcasting. Thorough knowledge in
management to produce highest gross sales
with lowest overhead. Expert on sales
programming, both local and national.
Excellent opportunity for manager of
1 kw fulltime station. Have contacts with
network executives and advertising agencies.
Married. Will go anywhere. Reply to
48 hour notice. Box 569E, BROAD-
CASTING.

Young successful manager desires
change. Built two stations. Always ready for
opportunity. Write to you a station you will be proud to
own. Box 572E, BROADCASTING.

Two men, executive capacities New
Network. Need man to oversee
midwest or midsouth town 25-50
thousand. Own or manage station.
Western and Northwestern College teaching ex-
perience. Presently 17 years, New York, Los
Angeles. Two positions available for program-
ning, production, office routine, news, special events, station management,
contracts, sports, newscasting, selling advertising.
Wish to leave New York operating as
sale manager. You and station are
well established. Will consider only
New York area. Box 591E, BROADCASTING.

Thoroughly experienced general
manager. Must be familiar with all
radio aspect, distribution, relations
with all model. Can give references.
Inquire for more details. Box 609E,
BROADCASTING.

Manager's experience every
phase of radio except engineering
class, New York sales. Minimum $1000 per
week. Box 612E, BROADCASTING.

Five successful record in top
eastern seaboard metropolitan markets
with large market audience.
Thoroughly experienced in hard
selling, promotion, plus an outstanding
knowledge in New York representative
and agency setup. Excellent reputation
and completely reliable. Finest refer-
ences. Eager for position. Have
moved only three times and am in
love with hot weather. Bright for a
relationship with permanence and se-
curity. Please mail your personal
interview at your station, will even
accept a phone interview to prove that I would be an asset to your
organization. Box 567E, BROADCASTING.

Salesmen

Sales manager, aggressive experi-
extended sales experience in sports
station in medium-sized eastern market.
Excellent recommendation. Box 555E,
BROADCASTING.

Situations Wanted (Cont')

Salesman: Manager: Forget your management
problems. Forty watt western station tired of
cold sales climate. Located in California.
Twice unusually successful year. Has
shows, ads in local papers, promotion,
programming, plus an outstanding
knowledge in employee relations, public
relations and a leader in civil 30 years.
First concern is not size of station but
opportunities for myself and family. Available
for interview. Box 412E, BROADCASTING.
Situations Wanted (Con’t)

Attention Washington area: I have four years experience, do staff announcing, play-by-play baseball. Will work any time. Address Box 620E, BROADCASTING.

Attention N.Y. area: I have four years experience, do all radio. Prefer work in airline, sports, or commercials. Address Box 622E, BROADCASTING.

Attention Los Angeles area: Four years experience, do play-by-play sports. Prefer small stations. Address Box 624E, BROADCASTING.

To any sports station: I have four years experience, do play-by-play sports. Available for either weekday or weekend work. Address Box 626E, BROADCASTING.

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Technical

Engineer—Two years broadcast, three years AM-FM Radio; Graduated RCA Institute. Presently employed, seek engineering job. Box 454E, BROADCASTING.

Engineer, chief engineer. Thoroughly experienced in studio installation — maintenance — studio -transmitter — intercommunication and personnel power. 18 years experience. Excellent references. Box 464E, BROADCASTING.

Chief engineer available. Highest caliber, experienced in management as well as technical areas. Extensive knowledge of engineering and college. Former staff 5,000 watt NBC affiliated station. Box 600E, BROADCASTING.

Announcer, good ad job AM-FM Radio or TV. Prefer small stations. Box 604E, BROADCASTING.

Experienced announcer and play-by-play, play-by-play post. Insuring permanency. Highly recommended. Box 610E, BROADCASTING.

Baseball—Play-by-play, baseball, football, staff. Young, married. Have constant basketball, staff football. Available immediately. Box 614E, BROADCASTING.

Experienced announcer, continuity writer, single, veteran, 24. Seven years in broadcasting on all levels at every job. Desires position as announcer or director in any medium he feels capable and can offer excellent references. Will consider any locality. Available immediately. Box 618E, BROADCASTING.

Former radio announcer—special shows, including disc, news and philosophy, playing to college crowd, 10 years experience. Minimum salary $90 plus talent. Know programming, production and promotion. Box 620E, BROADCASTING.

Announcer? No experience. No talent. Unemployed, living to strip, sports fan, desires position with backward audience. Coolie wages. Box 622E, BROADCASTING.

They say my diction and delivery is infinite. Experience includes everything from B.B.C. to TV. I can work any time. Married. Box 632E, BROADCASTING.

Go west young man! I like the idea. Experience, good personality, and in family in southwest. Disc available. Box 636E, BROADCASTING.

Available—Commo man with 6 years experience in FM. Will guarantee hard worker. Best references. Go anywhere if station is progressive. Box 638E, BROADCASTING.

First phone, 1 year, 10 months experience, play-by-play sports. Prefer TV. Available immediately. Box 640E, BROADCASTING.

First woman announcing job. Experienced. First phone, good voice. College graduate. Excellent references. Box 642E, BROADCASTING.

WANTED MANAGER

For sale—Controlling interest of 20% of Connecticut daytime station. Give details including financial ability in 1st letter. Write Box 616E, BROADCASTING.

For immediate sale. Complete broadcasting AM-FM station with complete Blaw-Knox radio tower. 175 feet self-supporting. This complete equipment can be shipped immediately and can be sold on terms. $300,000 total price. Owner wishes to sell now. P.O. Box 37, Larchapelle St., San Antonio, Texas.

Equipment, etc.

For sale: 285 ft. guyed uniform cross- section composite tower. Complete with A-V buildings and associated equipment. Similar to, but stronger than any made. For sale $35,000 or best offer. Ask C. S. Smith, 17, 1949. P.O. Sample to sell complete $5,000 with writing. Box 416E, BROADCASTING.

$1,100,000 FM WE 506E—2 complete, spares, 10 kw transmitter. New, never uncrated. Box 472E, BROADCASTING.

RCA BTF-250A FM transmitter and GE type BM-1 family frequency and modulation monitor with following UTC transformers; LS-81, LS-89, LS-108; three LS-93; PA-309 plate transformer, DC output, 12 volt. Also centrifugal blower used to cool four units. Equipment in excellent condition, practically new. Make an offer on complete equipment. Box 483E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, low introduction. Box 500E, BROADCASTING.

RCA direction and noise meter, type 5-G. Used very little. Price at $150.00 for quick sale. Current factory price is $400.00. WBOC, Radio Park, Salisbury, Md.

Have several used winch gunner towers. Will surely erect. Tower Construction Co., Commerce Bldg., Sioux City, Iowa. Phone 54761.

WANTED TO BUY

Wanted: Used studio control equipment high fidelity only. Mike's music studios, control console, etc. Must be in good condition and reasonably priced. Box 617E, BROADCASTING.

Help Wanted

MANAGER

For only station serving industrial community of over 75,000 people. Full time station on excellent frequency. Only capable, qualified and aggressive applicants will be considered. Good salary to right man.

Send photo and complete letter.

BOX 616E, BROADCASTING

(Continued on next page)
W. VIRGINIA MEET

Clinton Named President

George H. Clinton, vice president and general manager, WPAR
Parkersburg, and general manager, WBLK Clarksburg, both in West
Virginia Broadcasting Board, offered in an annual business meeting held
March 18 in the Chancellor Hotel,

Parkersburg.

Mr. Clinton succeeds John S.
Phillips, WCAC
Washington, D.C., former
manager, who has served the state for the past two years.

Mr. Phillips, who is now named Joe L.
Smith Jr.,
president, WLJS
Beckley, and
WKNA
Charleston,
vice president, and Alice Shelin, general
and commercial manager, WBTH Williams,
secretary-treasurer.

Five directors at large elected
included William Bing, WWVA
Wheeling; P. F. Evans, WPLH
Huntington; Emile Hodel, WFCF
(FM) Beckley; George Gray,
WKNA; and Marshall Rosene,
WKIP
Auburn, as designated large station
director;

license to newly formed partnership—
J. Frank Burke, Sr., Mabel S. Burke
and Frank Burke, Jr., of Burke as joint tenants, a partnership,
registered DBA as Standard Best, Co., no mone-
tary consideration.

WLJK Aspen Park, N. J.,—Granted
CP to change from alternate main
station; to trans.

KHEC Baker, Okla.,—Granted
mod. CP to change type of trans.

March 21 Applications

— ACCEPTED FOR FILING

AM—500
WTAD Quincy, Ill.—CP AM station to change from 930 kc to 1 kw un.
930 kc 3 kw un.

AM—450
WKBZ Milwaukee, Wis.—CP AM station to change from 1350 kc 1 kw un.
1 kw 1 kw un.

AM—800
KREJ Farmington, Mo.—CP AM
station to change from 1500 kc 1 kw un.
1 kw 1 kw un.

License for CP

KKRO Marble Falls, Texas, LICENSE to cover CP to change frequency increase

KGBB Bremerton, Wash.—License for CP new AM station.

License Renewal

WBAW W, Lafayette, Ind.—Request
for license renewal AM station.

License for CP

WJAC-TV Johnstown, Pa.—License
to cover CP new commercial TV station to
change studio location from Tribune
Annex-Lot 2, Johnstown to 225
Main St., that city.

March 22 Decisions

BY COMMISSION EN BANC

Petition Denied

N. M., College of Agriculture & Me-
ch., College Station, N. M.,—By
specific, new CP station requesting
reconsideration of Commission’s Mem-
orandum and Order of Nov. 16,
1946, and grant of previous petition
for waiver of Sec. 1106 of rules if
not otherwise permitted, filed for
waiver of rules and if

license when it is received, Station had failed to file for renewal of license
which expired March 1 but has advised Commission it wishes to continue
and is preparing renewal application.

March 22 Applications

TENDED FOR FILING

AM—1090
WAFP McComb, Miss.—CP AM station to change from 1010 kc 250 w un.
1450 kc 250 w un.

AM—650
KJKP Durango, Colo.—CP AM station to change from 1400 kc 230 w un.
930 kc 1 kw un.

AM—1280
WSAT Salisbury, N. C.—CP AM station to change from 1410 kc 1 kw un.
1280 kc 1 kw un.

KPLW Flatview, Tex., and KCBD
Lubbock, Tex.—On motion of
Commission, public notice is hereby
made of receipt of CP of KPLW for
new CP station and no hearing on
application.

Action Set Aside

KKNK Kaysville, Utah, and KCB
Kaysville, Utah, for new CP station
license; to change station to trans.

KKNK Kaysville, Utah, for new CP
station license by change in proposed
station site; to trans.

March 26 Applications

— ACCEPTED FOR FILING

AM—970
Marmat No. 1 Co., Bakersfield, Calif.,
—CP AM station to change from
1 kw to 1 kW—DA—AMEND
ED to request 5 kw un.

AM—970
North Cambria Besta, Inc., Barnes-
ro, Pa.,—CP AM station to change
from 1 kw to 1 kw—DA—AMEND
(Continued on page 84)
**FCC ROUNDUP**

**Summary of Authorizations, Stations On the Air**

| Class | Total On Air | Licensed | Condition | Grants Pending | In
<table>
<thead>
<tr>
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<tr>
<td>AM</td>
<td>41</td>
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<td>1,063</td>
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<td>104</td>
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<td>8</td>
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### Docket Actions

**INITIAL DECISIONS**

WBBR Cleveland, PA, and WTVN Trenton, NJ.—Initial decision by Examiner J. D. Cunningham to deny application of Morrisville Best, Co. to change from 1390 kHz to 1500 kHz. Initial decision March 17.

Mid-Island Radio Inc., and Patchogue Best, Co.—Decision by Examiner Hugh B. Huchton to deny as in default application of Mid-Island Radio Inc. for new station on 1580 kHz, 250 watts, at Sayville, NY. Initial decision March 28.

KFIR Des Moines, la.—Initial decision by Examiner Hugh B. Huchton to deny as in default application of Radio Station Des Moines Inc. for extension of construction permit authorized. Initial decision March 17.

**OPINIONS AND ORDERS**

KMPC Los Angeles, WJR Detroit, WQAR Cleveland.—Adopted memorandum opinion and order denying motion to set aside order of Commissioner for proceeding involving renewal of licenses for said stations. Order March 10.

Olney Best, Co., Olney Tex.—Adopted memorandum opinion and order denying motion to set aside order of Commissioner for proceeding involving renewal of license for said station. Order March 10.

WQAR Cleveland.—Decision by Commissioner for proceeding involving renewal of license for said station. Order March 10.

John Townsend, North Platte, Neb., and Charles Townsend, North Platte, Neb.—Adopted memorandum opinion and order granting application of John Townsend and Rural Radio Inc. for extension of Examiner's opinion and order of Jan. 18 which denied John Townsend and Rural Radio Inc. application to operate and set aside order and granted Townsend application to renew for new station on 1590 kHz, 250 watts. Order March 17.

**Non-Docket Actions**

**AM GRANTS**

Houlton, Mr.—Northland Best, Co. granted construction permit on 1480 kHz, fulltime. Construction costs: $13,100. License. Hall N. Tongren, stationed at

---

**New Applications**

WQUA Moline, Ill.—Transfer of control in Moline Best, Co. licensee, from Broadcasting Consultants, Inc., to L. H. N. Moline, for $136,000. Fulltime, 100% owned. See Quad-City. His other radio interests include WGLY-Durham, WKLW-Durham, KROY-FM Durham, N. C., general manager and vice president, 451 sh.; WGTN Green town, S. C., 33.1% interest. WHIT is assigned 1450 kHz, 250 watts unlimted. Granted March 28.

KWKO Watacheche, Wash.—Granted transfer of control of Apple-Land Record Library, the license of new and several minor transfers since 1949, to D. A. Seabold and 16% owner, and Fred J. Schaud, secretary and treasurer and 25% owner, were original incorporators. Other present directors are E. J. Torre, E. F. Anderson, C. W. L. Anderson, 15%; James P. Parks, 16%; Anthony F. Sceg, 10%; and James C. J. Schaaf, 7%; Vera J. Sterling, 5%; Robert F. Ackers, 5%; Kyle B. Ackles, 5%; Fred R. Schaaf, 5%; and Thomas Roberts Jr., 2%. KWKO is assigned 3 day on 1580 kHz. Granted March 20.

KOWI Santa Monica, Calif.—Granted application of control of KOWI Inc., Inc., co-owners, J. B. and J. R. Ackles, 51%, and H. C. Ackles, 49%, as owner, and 1666 inventions, for purchase of license interest from Gene Autry, 24,000 sh. KOWI is assigned 5 day on 1580 kHz. Granted March 20.

KNAF Fredericksburg, Tex.—Granted transfer of control of KNAF Inc., Inc., licensee, from Gerard P. Fisher to Jack W. Johnson and Arthur Stirling. In 1948 Mr. Fisher transferred his 5,000 sh. to Mr. Johnson, and Mr. Stirling bringing their interests to 50% each. KNAF is assigned 1240 kHz. Granted March 25.

WVSC Somerset, Pa.—Granted application of control from Former Best, Co. to KECC Inc. License for CP

**FCC Actions**

Applications Cont.: 500 w D AMENDED to change owners, directors and stockholders.

AM—1390 kHz

WEDD Rocky Mount, N. C.—CP AM change from 1450 kHz to 250 w unlimted, 1 kHz to 1 kW unlimted, DA.

Modification of License

KECC Pittsburgh, Calif.—Modification of license from Pittsburgh Best, Co. to KECC Inc. License for CP

KCHI Chicago, Ill.—License for CP new AM station.

Modification of CP


KRLD-TV Dallas, Tex.—Mod. CP new FM station for extension of construction permit. March 17.

Theodore H. Oppenord, Carl R. Lee and Kenneth E. Appleby d/b/a as WBBR Best, Co. to new firm of same name. March 10. Int. InterestContentSize: 15111.5 constituting his original investment in CP for interest of 5,000 sh. $500. WSSC is assigned 250 w day or 990 w night. Granted March 21.

**Deletions**

THREE AM — Authorization two FM permits and one TV permit were deleted from list of permits and shall be deleted in Total. Final list of permits for the week ending March 17, 1955. See Service Reports for reasons for withdrawal of applications. KCOI Coalinga, Calif.—KCOI Best, Co. to new firm of same name. March 10. Int. InterestContentSize: 15111.5 constituting his original investment in CP for interest of 5,000 sh. $500. WSSC is assigned 250 w day or 990 w night. Granted March 21.

**New Applications**

AM APPLICATIONS

Flagstaff, Ariz.—Lyle C. Trelake and Chester A. Burn, 1400 kHz, 250 w unlimited. Estimated construction cost: $11,175. Mr. Trelake is president and 25% owner, and Chester A. Burn, 75% owner, and Fred J. Schaud, secretary and treasurer and 25% owner, were original incorporators. Other present directors are E. J. Torre, E. F. Anderson, C. W. L. Anderson, 15%; James P. Parks, 16%; Anthony F. Sceg, 10%; and James C. J. Schaaf, 7%; Vera J. Sterling, 5%; Robert F. Ackers, 5%; Kyle B. Ackles, 5%; Fred R. Schaaf, 5%; and Thomas Roberts Jr., 2%. KWKO is assigned 5 day on 1580 kHz. Granted March 20.

KFWM Watacheche, Wash.—Granted control of KOWI Inc., Inc., co-owners, J. B. and J. R. Ackles, 51%, and H. C. Ackles, 49%, as owner, and 1666 inventions, for purchase of license interest from Gene Autry, 24,000 sh. KOWI is assigned 5 day on 1580 kHz. Granted March 20.

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WVSC Somerset, Pa.—Granted application of control from Former Best, Co. to KECC Inc. License for CP

**WHEN IT'S B.M.I's 6 Years**

*Another B.M.I. "Pin Up" Hi—Published by Hill & Range

**PETER COTTONTAIL**


*On Transcriptions:* John Kirby—Col. Wrig—The Heroes; Standard—The..

*Non-copyrighted licensed by BMI*
When Burlington Buys

(Continued from page 2)

guide our efforts to get comments from our audience on how they liked the program before we make suggestions they might have for improvements.

"In order to accomplish this, small prizes were offered for questions submitted for use on the program provided they were submitted with comments regarding the program. A first prize of $10 in Sears Credit Coupons was offered for the best question, two second prizes of $5 in Credit Coupons and $1 for every question used on the program. This offer was made for three weeks. In that three-week period over 400 entries were received. Praise for the program was more than abundant. Though the audience was instructed to send its entries to WCXW, well over a third of them were directed to Sears, Roebuck.

That description by Mr. Trueldel of program acceptance and sponsor identification is backed up by his version of the institutional results attained by the broadcast series:

Results Attained

"The institutional objectives are being accomplished. We are being kept in the public mind day in and day out. We have created goodwill because of the public acceptance of our program. Our slogans are becoming common knowledge. Our credit plans and credit coupon programs are being used, as is the Sears merchandise. "Four out of five days we draw a crowd in front of our store. Five days a week an average of 10 persons comes into our store to listen to their voices on our Sears Silverton wire recorder. Identification of our principal brand names has improved measurably. In short, the initial objectives for which this program was started have been met beyond our expectations.

"One specific institutional value is worth mentioning. Because of the arrangement of having the people interviewed on the program come into the store to hear their voices, the m. c. has the opportunity to say as he completes each interview, ‘Be sure to come upstairs and hear your voice on the Sears Silverton wire recorder.’"

This has meant that our brand name Silverton has become as familiar in the public mind in this area as any of the nationally advertised radio brand names. We cannot imagine the accomplishment of the same result in any other way or through any other medium or combination of media without a tremendous expenditure far and above the cost of the program which, as we have explained, served many other purposes."

Results General

These results are of a general nature. Getting down to cases, Mr. Trueldel lists a few examples of merchandising projects. Here is the way he put it in the NRDA entry:

"The first specific results which may, to wonder if we weren’t understanding radio came about after devoting one program to announcing that the new Sears catalog was available. We had placed a newspaper ad on this the day before and had gotten some action. We put it on the radio the next day just as a matter of course. The response was immediate, and all catalogs were ordered by mid-afternoon."

"For the past three months we have been regularly using radio to sell merchandise. The results have been more than satisfactory in relation to the cost of promotions. Three specific results follow where no other advertising was used."

Pinking shears were advertised for three successive days—Monday, Tuesday, and Thursday. We ordered our complete stock of 950 dozen rongs.

Our department had a vacuum cleaner promotion which was supported twice by our radio program. Twenty-seven units were sold and the department had a 28.7% increase over last year.

We carried a special traffic-getting rose promotion, and in one day sold our complete stock of 580 dozen roses.

In most instances we tie our radio in with the rest of our advertising and have been aware of the real sales help it has been. However, in these instances it is difficult to assess the relative results of different media. For that reason we have confined our examples to the few instances when radio has been exclusively used or its results could be specifically ascertained.”

Long-Range Aspect

That’s Mr. Trueldel’s summary of some of Sears’ specific promotions. Summarizing the long-range aspects of the broadcast, he says: "Our Sears, Roebuck store in Burlington has had a good growth these past few years. Though logically we cannot attribute this to any major portion of our radio program—there are too many other factors—do we feel that our Sears Man-on-the-Street program has been a major factor in our public relations and hence our sales effort.

“The things that we have been able to accomplish by this program could hardly be accomplished so neatly and easily by any other program or at any cost. Sears Man-on-the-Street program has become a part of Sears, Roebuck and a part of the public consciousness of Sears in this area.”

Sears satisfied to sit back and remain satisfied with these results, good as they are? Not at all. Looking forward Mr. Trueldel says, "We have been pleased to discover the merchandising possibilities of our program and intend to explore these further.”
HUGO REYER APPOINTED TO NEW POST AT FCC

HUGO REYER, FCC's executive assistant chief accountant, was appointed assistant chief accountant under Chief William J. Norfleet in Commission's new Office of Chief Accountant ([BROADCASTING, March 13, 20]). Hyman H. Goldin, acting chief of economics and statistics division, to chief of new Office's Economics Division. John J. Nordberg, chief of original cost and depreciation branch of present accounting regulation division, named chief of new Office's Accounting System Division.

Following appointments announced for FCC's new Common Carrier Bureau under Chief Harold J. Cohen, now assistant general counsel in charge of law bureau's common carrier division:

Jack Werner, assistant chief of law bureau's common carrier division, to be assistant chief of Common Carrier Bureau; Marion H. Woodward, now assistant chief engineer and chief of operating division, to be chief of International Division; John R. Lambert, now chief of tariffs and telephone rates branch of Accounting Bureau, to be chief of telegraph division; Curtis M. Bushnell, now in Accounting Bureau's field division, to be chief of telephone division; Charles R. Makela, now chief of Accounting Bureau's field division, to be chief of field council's unit; Alexander Ueland, now in construction carrier branch, to be Accounting Bureau's economics and statistics division, to be chief of Common Carrier Statistical Division.

All appointments effective April 3.

ALLOCATION PROPOSAL ADDS 10 TV CITIES

TV ALLOCATION proposal which it said would provide 10 cities with their first VHF channels without robbing any other community was filed with FCC Friday by WBTM Danville, Va.

Station said its plan would revive but not curtail FCC's own proposed allocation for 17 cities in eight states and that one VHF channel would be provided for each of following communities omitted from FCC's VHF proposal: Durham, Greenville, and Raleigh, N. C.; Zanesville, Ohio; Galveston, Tex.; Waco, Tex.; Johnson City and Kingsport, Tenn., and Charlotteville, Danville, and Winchester, Va.

WBTM's proposal, filed by Washington Attorney John H. Midlen and Consulting Engineer George C. Davis, "can be effectively accomplished without any serious problems of co-channel or adjacent-channel interference to the Grade A or B service of the respective assignments." FCC was told, WBTM said, it would apply for Channel 7, which its plan would move to Danville from Roanoke. Roanoke would get VHF Channels 9 and 11 in lieu of Nos. 7 and 10 as proposed by FCC.

EXAMINER REVIEWS ORDER

EXAMINER J. Fred Johnson Jr., conducting FCC hearing on news-slant charges against G. A. (Dick) Richards, agreed Friday to take under further consideration his order that FCC's counsel permit Mr. Richards' attorneys to examine so-called "confidential" affidavits filed by Robert Horn, former newsman for Mr. Richards' KMFC Los Angeles. Decision to reconsider came at urging of Frederick W. Ford, FCC's chief counsel in hearing (early story, page 24).

RTC'S NEW COLOR TV TUBE DEMONSTRATED FOR FCC

POTENTIAL SOLUTION of some of color television's present technical problems was seen Friday after closed-door demonstration of RTC's new single tri-color picture tube to FCC and staff members. Demonstration of awaited tube, first outside laboratory, was held Thursday night and reportedly to other participants in FCC's hearing at Friday session. FCC meanwhile set April 6 as date for official demonstration for record of hearing.

Although details of tube and its performance were not disclosed officially, it was known that RTC presented two types of tri-color—one single gun and one single gun, with latter said to give rendition most nearly approaching performance of RCA's present three-color system. Some observers considered new tube to be "great stride" in color development, emphasizing its usability in all color systems and removal of restrictions on screen size.

Two tube models shown were 16-inches, longer than RCA's present monochrome scopes of color sets and hence said to present unique conversion problem in that they protrude from rear of set. RCA witnesses already have testified they can build large tri-color tube easier than single gun, but all three-gun tri-color picture tube was said to require about 10 receiver tubes more than monochrome sets, plus accompanying extra circuitry, while triple-gun picture tube adds still another tube plus simple circuitry, design which many experts said was cited as cost for "adding a tube" and its circuits, making single-gun sets cost some $100 above monochrome, not considering cost of tri-color picture tube itself.

RTC color showing continued Friday with CBS showing off-tube 16mm films of 525-line monochrome transmission, black-and-white pickup of 405-line CBS color, and CBS color TV medical demonstration at Atlanta (TELECASTING, Feb. 6, 14).

ABC STORE SPONSORSHIP

EXPERIMENTAL techniques that ABC-TV believes may set pattern for future use of television by department stores will be used in special half-hour program sponsored by Arnold Constable, New York store, on WJZ-TV New York, (Monday, March 23). Program will be telecast live from store itself, with store's buyers appearing in person to talk about products advertised.

EASTON-ALLENTOWN PLEA

SECOND petition for writ of mandamus against FCC in Easton-Alleentown, Pa., case filed in U. S. Court of Appeals for D. C. by Allentown Broadcasting Co. (WHOL Allentown), winner of FCC decision which court remanded for further action. In sequel to rival Easton publishing Co.'s petition for writ of prohibition and mandamus [BROADCASTING, March 20], Allentown Broadcasting asked court to issue mandamus requiring FCC to comply with court's decision and issue further order on basis of original hearing record rather than hold further hearing which FCC has scheduled.

NBC SATURDAY CHANGE

ALTHOUGH not abandoning entire original plan to sell one-minute announcements in its 24-hour telecast of television show, NCB TV now offering half-hour blocks of show for single sponsorship as well.

Page 86 * March 27, 1950
Accepted studies show Kansas City's Primary Trade area to be rectangular, as illustrated. Kansas City is the natural capital for all trade and commerce in this vast territory. The KMBC-KFRM Team has been custom-built to serve this area—without waste circulation!

The KMBC-KFRM Team is your best buy in the Heart of America because it provides complete, effective and economical coverage. Contact KMBC-KFRM or any Free & Peters' "Colonel" for complete details.

The True Area is an East-West Rectangle and...

Only

The KMBC-KFRM Team

Covers it Effectively and Economically

Contours are 0.5 mv/m Daytime

Ask for a Copy of The Kansas City Trade Area Study

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
...you can't cover California's Bonanza Beeline without on-the-spot radio

Capture the Beeline and you capture a big, fat market. One that takes in all of inland California plus western Nevada—with more people than Los Angeles...twice the buying power of Baltimore.*

But don't expect to cover this inland market with outstate radio. Because the Beeline audience naturally finds its favorite listening on its own on-the-spot stations...the five BEELINE stations.

With all five, you cover all the Beeline...at combination rates. And you choose best availabilities on each station without line costs or clearance problems. Or use the BEELINE stations individually, for top coverage of any major Beeline shopping area.

*Scale management's 1939 Campaigned丛ns

Here's what you should know about KERN Bakersfield

The CBS station for 50,000 Kern County radio families. Last Hooper shows KERN with nearly twice the audience of next best station, Mon. through Fri. afternoons; 30% more audience than next best station, Sun. through Sat. evenings.

McClatchy Broadcasting Company

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

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 1450 kc.

KERN
Bakersfield (CBS)
1000 watts 1480 kc.

KWG
Stockton (ABC)
25 watts 1540 kc.

KMJ
Fresno (NBC)
25 watts 1340 kc.