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.

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, Director
NEIL D. CLINE, Sales Director
Sure, we’re proud of our network—
and our home-town record, too!

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
Upcoming

Jan 11: NBC Stations Planning & Advisory Committee meeting, New York.

(Other Upcomings on page 22)

Business Briefly

DOUBLEDAY BUYS • Doubleday & Co. (book publisher), New York, yesterday (Sunday) started on NBC for 13 weeks Edwin C. Hill narration series, 4:45-15 p.m. and Ideas Unreprinted, 4:15-4:30 p.m., quiz show with Ben Grauer and Ethel Merman. Agency, Huber Hogue & Sons, New York.

BISCUIT RENEWAL • National Biscuit Co., New York, renews effective Feb. 7 two MBS daytime shows, Straight Arrow, Tues., Thurs, 5-6:30 p.m. Agency, McCann-Erickson, New York.

WEED APPOINTED • WNAO Raleigh, N. C., 5 kw 850 kc, and WDUK Durham, N. C., 1 kw 1310 kc, NBC 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 record $400 million in 1950, judging by plans of leading manufacturers' advertising agencies. Many companies using radio and television heavy for 1950 debuts [BROADCASTING, Dec. 19, 1949].

Chevrolet Division of General Motors industry with $27 million, and dealers expected to increase expenditures. Oldsmobile Division of General Motors plans spending $8 million, with Buick and Pontiac around same figure and Cadillac around $4 million. Chrysler total expected to be over $25 million. Smaller manufacturers expected to spend at least $200 million.

D-F-S 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 leadinagencies in total radio time billing during 1949 as shown by networks were as follows:

Dancer-Fitzgerald-Sample, $108,709,466; BBDO, $6,191,815; Benton & Bowles, $2,979,398; J. Walter Thomson Co., $2,785,029; Young & Rubicam, $7,017,572; Compton Agency, $7,119,301; Blum, $7,679,044; Wadsworth Agency, $6,359,498; McCann-Erickson, $6,065,305; Newell-Emmett Co. (now Cunningham & Walsh), $2,392,343; Foote, Cone & Belding, $2,243,703; Welch, Wheelock, $4,645,066; William Esty & Co., $4,021,922; Leo Burnett $3,541,648; Durant Jones, $3,255,759; John F. Murray, $3,342,355; Rithraugh & Ryan, $3,473,053; Cecil & Feibush, $2,565,823; Kuhn & Adler, $2,202,016; Sullivan, Stauffer, Colwell & Bayles, $2,181,620.

Dancer-Fitzgerald-Sample placed spot radio billing for calendar year 1949 totalling $2,006,002 in addition to above billing.

MURPHY ON NBC'S SPAC

JOHN MURPHY, of Crosley TV station, elected to represent inter-connex group at NBC's 1950 SPAC meeting, Jan. (story page 13).

BROADCASTING • Telecasti
ANNOUNCES THE APPOINTMENT OF

RATEL 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 promotion, too! From a letter written to us 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?
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.
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

Any advertiser can—and most advertisers should—use Spot Radio.

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
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<tr>
<td>WBAL</td>
<td>Baltimore</td>
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<td>NBC</td>
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<td>Wheeling</td>
<td>CBS</td>
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<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
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THE YANKEE AND TEXAS QUALITY NETWORKS

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 / WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

* also WPTF-FM *
RALEIGH, North Carolina
National Representative FREE & PETERS INC.
BAB'S FUTURE?

By J. FRANK BEATY

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 Committees of BAB's a tripartite session this morning at NAB Washington headquarters.

With membership just announced last week by NAB President Justin Miller, the committees are 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 without the benefit of specific board directive.

Strikes at Foundation

While the announced purpose is to devise a coordination plan, the subject actually is so important that it strikes at the foundations of the 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 shrunken 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 potential and they recall the convention hall uprising and corridor maneuvering that forced BAB's creation at Chicago last April.

The telling point is 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.

Finally—and here the actual decision is slated—will be the board's Feb. 8-10 meeting at Chandler, Ariz., where the reorganization project that began 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, WOIC (TV) Washington, Television 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 glitzy 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 arranging the New York premiere of the picture is composed of Lewis H. Avery, president of Avery-Knodel, in charge of finance; Charles Hammond, NBC vice president, in charge of invitations; Maurice Mitchell, director of BAB, in charge of arrangements, and Joseph Creane, 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 composed of (Continued on page 12)
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 his native Oklahoma City, succeeding Robert D. Enoch, who had resigned.

* subsequently acquired the station.

Mr. Bell joined the Oklahoma Publishing Co. in 1919 as advertising manager of the Farmer Stockman. An early radio enthusiast, he was instrumental in the acquisition by Oklahoma Publishing Co. of WKY in 1929 and in the subsequent purchase, by an affiliated company, of KLZ and KVOR.

DC&S APPOINTS

Names Three Vice Presidents

THREE officers 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 1950, 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 1950 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, New York, has signed a contract with the Alaska Broadcasting System on behalf of Amm-l-dent and Mina-glee, to sponsor the Burns & Allen program, carried Sunday afternoon on all six ABS stations.

HELBROS SPOTS

Sets Heavy XELO Contract

HELBROS Co., New York, has signed a contract with XELO Juarez, Mexico, for 55,000 spot announcements yearly—approximately 96 transcribed spots per day—effective immediately [CLOSED CIRCUIT, Jan. 2].

The contract was placed direct by the company. Harvey P. Bond, advertising manager of Helbros, 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 that the length of the contract was "for several weeks." Helbros Watch Co., through Dorland Inc., New York, its advertising agency, sponsors Richard Diamond, a mystery series on NBC.

NRDGA MEET

Radio-TV in Major Role

BROADCAST advertising, both radio and TV, has been assigned a major role at this week's convention of the National Retail Dry Goods Assn., Jan. 9-12, at New York's Hotel Statler.

Tomorrow morning (Jan. 10) Maurice B. Mitchell, director of Broadcast Advertising Bureau, will serve as co-moderator of a session at which it is expected that media and retail executives will discuss "How to Put Over a Coordinated Promotion" in store advertising campaigns involving more than one medium.

Tomorrow morning Mr. Mitchell will be joined by Lee Hart, BAB assistant director in charge of retail activity, for a presentation of "A Simple Formula for Buying and Using Radio Time." At that same session, Arthur M. See, sales promotion manager of Saks 5th Ave., will make an on-the-spot demonstration of "How to Merchandise on Television," including his store's program, Your TV Shopper, on WABD (TV) New York.

Marvin W. Loewi, director of the DuMont TV Network, will discuss "Television for Retailers" at this session, which will conclude with a review of the best retail radio programs of 1949, winners in the annual contest sponsored by NRDGA and BAB.

On Wednesday afternoon, Justin Miller, BAB president, will speak on "Radio-Related and the 1950 Campaign," at a session on public relations.

KELLOGG PLANS

New Series on Mutual

THE KELLOGG Co., Battle Creek, Mich., will sponsor Mark Frael, a mystery series, an east coast network test network of 53 MBS stations, including WOR New York [CLOSED CIRCUIT, Nov. 21, 1949] starting Jan. 30, Monday through Wednesday and Friday, 5-5:30 p.m.

The program is based on a popular comic strip dealing with forest conservation. Contract is for 22 weeks. Kenyon & Eckhardt, New York, is the agency. Program is owned and packaged by Rockhill Radio, New York.

Schlitz NBC Series

JOE SCHLITZ BREWING Co., Milwaukee (beer), on Jan. 6 started a comedy situation series, The Halls of Ivy starring Ronald Colman, and wife, Benita Hume, on 165 NBC stations, Friday, 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Packaged by NBC, the series is written by Adolph Green and Ben Hecht. Newman. Nat Wolf is director with Sam Fuller, producer for Young & Rubicam Inc., agency servicing the account. Henry Russell directs the music and Ken Carpenter announces.
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.

Officials 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 16 months ago to sell WHAS have changed entirely. Our own 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 Aeo 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 Cincinnati was too great under the Commission’s duopoly ban.

In the FCC, 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 newspaper, are addition, for “complete financial self-containment.”

One group known to have been negotiating for the Louisville clear-channel station included H. Leon Atlass, vice president of the CBS Central Division; P. K. Wrigley, chewing gum magnate and part owner of Wind Chicago, and Gene Avery, cowboy actor and broadcaster [BROADCASTING, Oct. 17, 1949]. Negotiations were along the lines of the Crosley-WHAS contract.

Fort Industry Withdrawal

At one time the Fort Industry Co., multiple-station operator, and Comedian Bob Hope were competitive with Crosley for the WHAS radio properties, but withdrew their bids before FCC opened its hearing on the proposed Crosley-WHAS transaction. WHAS operates with 50 kw on 840 kc.

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 L. 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 not reelected have been also invited to attend this first meeting in 1950. They are Martin B. Campbell, WPPA Dalton, who was the 1949 chairman; Harry Bannister, WWJ Detroit; Harold C. Burke, WBAL-TV Baltimore; Wiley P. Harris, WJX Jackson, Miss., and Ed Yocum, KGIL Billings, Mont.

BASEBALL RATES

Examiner Hits WU Policy

Mr. Fry

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 1945, 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.

WESTERN UNION’S rates and policy for baseball sports service appeared 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].

“Inssofar 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 station subscribers to unjust and unreasonable discrimination in favor of newspapers and press associations,” the ruling declared, “in that the identical service is offered to newspapers and press associations with no restriction against their transmitting the information to all of their customers (other than radio stations) without additional charge.”

The transmitter ordered Western Union to file, prior to the 1950 baseball season, a revision of the tariff to remove the inequities cited. The initial decision, issued Thursday, would become final and effective in 40 days unless contested.

The tariff involved in the hearing was made effective April 19, 1949, and constituted a revision of the earlier tariff so as to incorporate the extra-charge provision for additional stations in a network. Two types of baseball services are offered: Paragraph 1 service and Paragraph 19 service.

Descriptive Service

Paragraph 1 service is a full descriptive service furnished by direct circuit from the scene of the ballgame to the premises of the subscriber and includes a running account of the game plus other reports desired as reported by the WU operator at the game. This service has been offered for many years.

Paragraph 19 service is new and involves furnishing in one message at the end of the ballgame a resume of highlights plus a summary of innings, batteries, runs, hits and errors.

The revised tariff expressly permits a subscriber-station to furnish Paragraph 1 reports to other stations 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 broadcast 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 game 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.Paragraph 19 service, dated December 1947 to 1948, Western Union did not know the network had so used the service, it was said. Wind had been one of the chief opponents to the charges contained in the tariff (Continued on page 88)

(Continued on page 88)

FOLLOWING her debut on the Carnegie Hall program’s Christmas broadcast, Margaret Truman is congratulated by Joseph Katz (l), 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.

BROADCASTING • Telecasting

January 9, 1950 • Page 13
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 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. 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 about 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 magazine 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 61 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 Spars 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 “spel” the commercial, so that it is often difficult to determine where the show leaves off and the commercial begins. This association between

Efficient TV Commercial is the shot of three dancing chefs who cavort around a large pie.

ANNOUNCER Dan Seymour, with the show since its inception, does a masterful job of integrating the commercials into the rest of the show.

BROADCASTING • Telecasing
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 broadcast media.

"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 four 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 organization. It now has its own studios, showmen, engineers, sales force, newsmen, talent scouts and financial set-up."

"Television finds itself, 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 "starry-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 prophets 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 complacently mold and decay with the old. The electronic 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 will 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 service. Sound accepts the challenges of sight in tandem as well as in 'competition.' As the camera joins 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 The Arkansas Group, new regional and national sales representative organization in the state, has been announced by Frank Browne, general manager of KWPC 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 rate 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 1038, Hot Springs.

FCC REVAMP

Plans Staff Reorganization

AN ADMINISTRATION plan to reorganize many of the Government's regulatory commissions was reported in the making 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 or all regulatory agencies along the lines established by the FCC and some others, providing for the chairman to be appointed by the President and to be given broader administrative responsibilities.

The Administration'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, when 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, engineering, 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 last word in initial appointments, General Counsel and Executive Officer would be FCC's top-flight advisors and representatives in each of five new separate staff bureaus. 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 being made on a probability that the changes will be accomplished piecemeal, not all at once.
CBS PROMOTES

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 P. Heller, CBS executive producer for New York, to succeed him 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 networks.

Mr. Heller, who will continue to work on the Man Behind the Gun series in the fall, 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 organizing the UN Information Service's radio department; documentary film production for the War Department with Frank Capra; and the Why We Fight orientation series, first as a civilian and later as an Army Signal sergeant.

At the same time last week, realignments in the network's press information were announced by George Crandall, director. Michael J. Foster, executive assistant to Mr. Crandall, was promoted to assistant director of press information, and Michael J. Boscia, who has been supervising publicity for WCBS New York, was named to succeed Mr. Foster as executive assistant to Mr. Crandall.

Mr. Foster was a reporter and appointed editor of the New York Evening Journal and the New York Times before joining the CBS public relations staff.

THE network department will be the next to be split between radio and television as the network's reorganization plan develops, it was learned last week.

Although no official announcement was made, it was learned from informed sources that Hugo M. Beville Jr., present director of research, will be assistant to Mr. Beville on the staff, it was said.

The rest of the present research department will be divided into two entities—one for sound broadcasting and the other for television.

George W. Wallace, now television and network sales promotion manager, will become chief of the sound broadcasting research department, which also will include elements of sales promotion.

Robert W. McFayden, now research associate, will head television research, it was said.

Members of the present research staff will be divided between the new radio and television research departments.

Under the reorganization plan, the research departments in radio and television will embrace duties other than pure research, it was said. Both will function in more direct relation to sales and sales promotion than they have in the past.

RCA-Victor Record Plans

RCA-VICTOR in 1950 will produce records of 78, 45 and 33⅓ rpm and instruments capable of playing all three, Frank M. Pulos, RCA president, announced last week. The announcement marked a departure in RCA-Victor policy, which until now has confined the company to the manufacture of 78 rpm and its own 45 rpm records and record players.

PROPOSED AMS

At Guthrie and Lancaster

INITIAL DECISIONS were reported by FCC last week to grant a new AM station at Guthrie, Okla., on 1490 ke with 250 w full-time to Key Broadcasting Co., and to grant a new AM outlet at Lancaster, Calif., on 1340 ke with 250 w fulltime to the Antelope Broadcasting Co.

Denials were proposed for their respective competitors, Enid Broadcasting Co. at Enid, Okla., and Antelope Valley Broadcasting Co. at Lancaster.

In the ruling proposing to grant the bid of Leader Publishing Co., Hearing Examiner J. D. Bond found that there was 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 limited partnership of two nonresident general partners and nine local partners, would have operated by the former group only, the decision stated. All ten stockholders in Antelope Broadcasting, eight of whom are loc residents, would operate the proposed station, however, it was noted.

Ownership details:

Leader Publishing Co., Guthrie, Okla.—Principals: Raymond H. Fields, active for more than three years, and Ralph B. McClain, Army veteran 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 property interests. Mr. McClain is owner of WLRP New Albany, Ind. Thomas W. Prentice and M. P. Long, who have business interests related to L. H. Wentz deceased and joint executors of his estate, Mr. Wentz prior to his death owned 49% stock in Leader Publishing Co.

Antelope Broadcasting Co. Inc., Lancaster, Calif.—Principals: James B. Price, vice president; T. N. B. Carter, active for more than three years, and Robert P. Price, vice president of applicant corporation and supervisor of engineering maintenance and control at General Broadcasting Co., North Hollywood, Calif. Mr. Price has 11% interest, Mr. Carter has 15% interest, and Mr. B. Carter, president and director, who has 40% of stock in the company, has 11% interest. He is a rancher, real estate owner and president of Lancaster Radio Inc., electrical appliance, radio sales and service business.

Mr. Beville and Mr. Mulple.
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 the station [see story below], said:

"It seems to me that FM has been stillborn, not because the competition of AM radio has doomed it, but because its performance has fallen far short of its promise. FM is a service which, for the ordinary listener, 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 advantages claimed for FM — 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 that "numerous" factors have impeded it, 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 tuners have no automatic frequency control; (3) most sets and tuners were not "difficultly 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 WBIB-FM New Haven, Conn., suggested that FCC might "begin reducing AM programming schedules" if it were faced with an event, 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 his proposal to boost FM's minimum operating hours [Broadcasting, Nov. 21, Dec. 19, 26, 1949], Mr. Chain said:

"I, like many other veterans, put money, blood, sweat, and tears into FM because I believed the Commission was sincere about FM and would do its best to help it grow."

The Commission has been very kind and liberal in relaxing rules to make it viable, Mr. Chain said, but where is the constructive action to let the American public know that FM was intended to replace AM?

Why cannot AM stations duplicate FM he required to use some AM time to explain FM to their listeners instead of keeping it as a secret as possible? Are AM stations who do nothing to promote the growth of FM operating in the public interest?

WEV-FM OFF AIR

Cites Lack of FM Acceptance

WEV-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 on 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 Superior Court Chancery Division to restrain WPAT Paterson from using the word "Frolic" in the name of one of its new programs.

Dave Miller, who since 1940 had owned WAAT for a program entitled "Frolic" and which Miller claimed was his "trademark," 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 seeks to restrain Mr. Miller from using a list of 125,000 listeners he compiled while at WAAT, and which he allegedly has in his possession. It seeks to have his rights to WPAT re-established, an accounting of the profits of the new show, and an unspecified amount of damages.

WMC-FM SALE

Gives New Lease on Life

WMCA-FM New York, whose owner, Nathan Strauss, announced a fortnight ago that he would go off the air because he was losing money, [Broadcasting, Dec. 26, 1949] has been sold, pending FCC approval or denial to a syndicate of unidentified buyers, it was learned last week.

Spokesman for the syndicate, Frank Stapleton, of the New York law firm of Conley, Judge and Miller refused to identify its members.

It was also learned that Storecast Corp. of America had agreed to buy blocks of time for its operations, thereby lending a degree of financial security to the new ownership. It also was thought possible that Stanley Joseoff, Storecast president, was one of the syndicate members. Mr. Joseoff could not be reached for comment.

WMCA-FM is remaining on the air pending FCC action on the sale. Papers will be filed, according to Mr. Stapleton, within the two weeks. Should FCC turn down the sale, the station will leave the air, unless another prospective buyer can be found.

BEN DUFFY, president, BBDO, New York, visits with WCBS New York Commentator Margaret Atlen on her show. Mr. Duffy discussed his career with the agency where he started as office boy in 1919 and also spoke on behalf of arthritis and rheumatism foundation of which he is a committee member.

CONGRATULATING Florence George, soprano, on receipt of painting by Philip Paval (l), prog. dir., Don Lee Broadcasting System, and Robert J. McAndrews, director, SCDA. Miss George, wife of Everett Crosby, pres., Bing Crosby Enterprises, was feted by American Scandinavian Soc.

FRED MILLER, president, WMCA-FM, and Fred R. Miller, Jr., son of Fred Earl Miller, pres., and Jerry Fairbanks, WBAB, start a new marriage campaign.

THE Breakfast in Hollywood program gets a new treatment as these three ABC executives “put in their order” from the beach at Hilo, Hawaii. They are (l to r), Clair Weidenauer, producer of the show; Bud Edwards, Western Div. prog. dir.; Frank Conrad, West Coast station relations mgr.

WHILE attending a convention in New Orleans, Basil L. Emery (r), vice president of the Chesebrough Mfg. Co. of New York, visited the studios of CBS outlet, WWL. Mr. Emery is greeted by Jack Halladay, WWL program manager. Chesebrough sponsors the Dr. Christian program over CBS.
TW0 COMMUNICATION subcommittees were marking time last week—as the 81st Congress returned to its legislative session and prepared to explore communications problems relating to FCC, but at different levels.

The House Interstate and Foreign Commerce Committee plans to meet this Wednesday to review the legislative agenda of proposals which will command most of its attention throughout the coming session. On the meeting hing 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. Ernest W. McFarland (D-Ariz.) and designed to realign the Commission along procedural lines.

While it passed the Senate with legislative ease, the proposal is expected to encounter stiff opposition on the House side—because of certain technicalities in its provisions and, because some authorities feel it is not all-embracing. [BROADCASTING, Dec. 26, 1949.]

In the Senate, Sen. McFarland's communications group likewise is biding 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 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 other repeal or cut those on radio, telegraph, and telephone facilities.

A measure (HR 6563) by Rep. Daniel A. Reed (K-N. Y.) would exempt musical instruments while retaining 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 persons 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.
THE U. S. Communist Party has succeeded in infiltrating certain key unions in the radio, communications, 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, one-time informer 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 Un-American Activities sub-committee held last fall. Testimony was released by the group the past fortnight, and will serve as the basis for a report on anti-communist influence 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 cited the entertainment realm as the most fruitful. Mr. Huber identified chiefly radio to Norman Corwin, member of the radio division, UN Dept. of Public Information, and William Galmor, radio commentator, whom he cited for associations with alleged Communist-front organizations.

Testimony on Morgan

Henry Morgan, of NBC’s Henry Morgan Show, made a collection speech, Mr. Huber testified, at an “anti-discrimination” rally held in 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.

Mr. Huber expressed surprise that Mr. Corwin, former CBS writer-producer and one proposed for FCC Commissioner, now is working for UN, writing radio scripts for American radio stations, because “he appeared and spoke at many meetings and never declared himself a Communist party line.”

Further, Mr. Corwin was active during 1947 in an appeal for reinstatement of such former “leftwing” news commentators as Robert St. John, Frank Kingdon, Johannes Steel and Mr. Galmor, Mr. Huber asserted.

Mr. Huber also mentioned the March 1949 Cultural and Scientific Conference for World Peace, held in New York, which included registrations by Clifford Dorfer, former FCC Commissioner and now Washington attorney, and Arthur Gaeth, author and radio commentator.

WPAT Power Increase

WPAT PATERSON, N. J., has increased its power from 1 kw to 5 kw by 6 kw, beamed on a sur- element directional antenna, and is now broadcasting on a 24-hour daily schedule, it was announced last week.

WDZ DECATOR

Emphasis on Central III.

EMPHASIS by WDZ on Central Illinois markets has followed its completed move from Tuscola to Decatur, some 40 miles west in the heart of the state’s mid-section, the station reported last week.

WDZ now claims it has access to “one of the richest markets in the country” and is in a position to reach 15% more people in listening area as a result of its move. According to station estimates, a total of 824,000 people with 232,000 radio homes now are in the WDZ half million area. Operations have been consolidated at new studios on the second floor of the DeWitt Bldg. in Decatur, following FCC sanction for the move.

An auxiliary studio in Tuscola is being retained by WDZ for that city and Douglas county broadcasts of public service nature. Station is managed by Frank C. Schroeder, for Charles C. Calley, Director of NAB District 9 is president of WDZ Broadcasting Co., licensee.

SEC-FTC Report

U. S. MANUFACTURING corporations during the third quarter of 1949 recorded about $300 million in profits after taxes, or a 15% increase over second-quarter figures, according to the quarterly joint report of the Securities and Exchange Commission and Federal Trade Commission. Profits after taxes rose from $2 billion to $2.3 billion.

BROADCASTING • Telemarking

BARRETT NAMED

Will Supervise ‘Voice’

EDWARD WARE BARRETT, wartime director of overseas operations for the Office of War Information and for the past four years editorial director of the Voice of America magazine, has been nominated by President Truman for the post of assistant secretary for public affairs confirmation is expected momentarily.

Mr. Barrett succeeds George V. Allen, who resigned last November to become ambassador to Yugoslavia. The State Dept. post entails supervision of Voice of America programs and other international activities. He plans to assume his position about mid-February.

A member of CBS’ publicity department in the early ’30s, Mr. Barrett will be responsible for conducting activities of the Office of International Information and Educational Exchange, developing policies relating to division of radio frequencies for international broadcasting, advising Secrets of Dean Acheson on public opinion factors in the development of policies and for U. S. participation in U.N.S.O., according to the State Dept.

WLBI STAFF.

Six Added to Sales Force

SIX radio time salesmen were appointed last week to the commercial staff of WLBI New York, Harry Novik, general manager announced.

They are: Arthur Poppenberg, formerly with NBC and ABC, and at 39, time manager; William Taylor - Howe - Snowdon, radio Sales; Helen Wood, former general manager of WCCF Hartford, assistant to the president of WPCI Utica, and head of the station representative firm of Helen Wood & Colton; Milton Lakser, previously of WMGM New York; Benjamin Segal, recently in the publishing business; Louis Mitchell and Julius Boyd, both previously with the New York Age.

Charles S. Hallenberg

CHARLES S. HALLENBECK, 60, office manager since 1934 of the engineering section of the AT&T long lines department, died last Monday at his Mahwah, N. J. home. Death was caused by a heart attack, and came an hour after his induction as a member of the Mahwah town ship committee. Mr. Hallenberg, 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.

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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 200 w.

Rural Broadcasting Co., headed by Victor Eckland of KULA Honolulu, was authorized to use 820 kc with 1 kw for a new fulltime station at Waipahu, Oahu. This will be Oahu's first rural station.

Mr. Howard told Broadcasting he expected to have his station on the air March 15 to "bring to this billion-dollar market and 49th state a new public service" and "a modern program structure that with the finest of engineering techniques will enable us to serve all the people of Hawaii." The station, to feature news, sports and music, will be represented by Forjoe & Co.

(Other details in FCC Roundup, page 68.)

**WBGS TECHNICIANS**

NRARB Orders Election

TECHNICAL employees of WBGS-AM-FM, licensed to The Fort Industry Co., have been directed by NRARB 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 WBGS announcers will occasionally operate control room equipment, and that they will then improperly come within the scope of the unit. NRARB said it did not interpret the unit as including announcers, who are covered by AFRA, and ruled that licensing of technical employees is the sole criterion as contended by the employer.

NRARB said it found that "all employees engaged in the operation and maintenance of all technical equipment" at WBGS-AM-FM constitute a unit appropriate for collective bargaining purposes.

**On the dotted line...**

WILLIAM H. WIECHMANN, president of Wm. C. Wiechmann Co., sets third consecutive contract for department store's sponsorship of newscasts on WSAM Saginaw, Mich. L. to r are: William T. Kessell, Wiechmann Co.; Bob Liggan, WSAM news staff; Mr. Wiechmann, and Ed Campbell, WSAM sales department.

THREE 15-minute programs weekly on the Afternoon Swing Session over WWRL Woodside, N. Y., are sponsored by Quaker Oats Co., as C. R. Adams, mgr., N. Y. sales, Quaker Oats, sets the deal. L. to r: Disc Jockey Phil Gordon; Selvin Donnerson, WWRL sales; Mr. Adams; John G. Cole, Ruthrauff & Ryan.

**BROOKLYN Dodgers' infielder Jackie Robinson completes contract for his new ABC sports show (Sunday, 10:30-10:45 p.m.) starting Jan. 22. At signing are 1 to r: Thomas Yelatto, ABC v. p.; Mr. Robinson; Harry Solow, Mr. Robinson's business agent, and Robert E. Kintner, ABC president.**

**BILL RING (center) arranges to present Bill Ring Time Mon.-Fri. over KXYZ Houston and the "Tayse" Texas Network" (KFDN Beaumont, WBAP Fort Worth-Dallas, KFDF Wichita Falls). Smiling approval are Fred Nobah (l), KXYZ executive v. p., and Guy Gibbs, of Tayee.**

**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 Gehreke (seated), First Federal pres. Looking on are Bud Guest (l) and Karl G. Behr, Behr Advertising.**

**DUAL contracts for renewal of Lucas Co. sponsorship of two programs on WTM-NBC Trenton, N. J., are completed by Carl Mark (l), WTM 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, WTM sales mgr.**
Mr. Henry

Outdoors 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 reminders, reminding listeners "to practice and support conservation of our natural resources and fish and wildlife."

"New York City's water shortage, it said, points out importance of future conservation."

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12 Take Menjou's Show

THE Frederic W. Ziv Co. has announced for its 15th annual "Menjou Day," March 19-25. This year's theme was "The Milestones of Menjou's Career." The program features "Menjou's Memoirs, a half-hour movie with the actor's autobiography."

"It's the berries for these three gentlemen. Gerald Aldridge (I), 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 a similar mise. 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."

KPB REVOKED

FCC Cites Control Transfer

LICENSE of KPB Laredo, Texas, was revoked by FCC last week effective midnight Jan. 31 on grounds that the station had been transferred without Commission approval. KPB is assigned 250 MHz on 1490 kc.

FCC indicated that if hearing is requested by Jan. 25, the revocation would be suspended, until the conclusion of the case. The Commission stated that Mark Perkins "has caused control of KPB to be transferred to K. K. Cottone, William Prescott Allen and others without Commission approval, and that KPB is now operated by these persons without a license."

Mr. Perkins, who acquired KPB in December 1948, told the FCC Nov. 26 that on Oct. 5 he had contracted to sell the station to "Mr. Tish," but after the latter was to take over operation immediately, the Commission reported. FCC further explained that Mr. Perkins stated he was no longer in control of KPB 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 continuation.

UPCOMING


Jan. 19: Mid-winter conference Advertising Association of the West, Hotel Sainte Claire, San Jose, Calif.


Feb. 1: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

Feb. 8: Annual clinic of Television Broadcasters Assn., Waldorf Astoria Hotel, New York.

Feb. 8: Annual board of directors, San Marcos Hotel, Chandler, Ariz.


March 5-6: Radio and Television Award Dinner, New York.

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 Marshall V. Charnley, professor of Journalism, U. of Minnesota and 1949 council chairmen, who supervised the election. Arthur C. Strüger, NAB staff director, was elected secretary-treasurer. The council was formed five years ago as a cooperative enterprise to raise radio news standards by joining the efforts of the American Assn. of Schools and Depts. of Journalism and the NAB.

Elected to three-year terms are: William E. Cobb, WMAZ, Macon, Ga.; Kari Kooperer, KMBC Kansas City; Anthony M. Barnes, State U. of Iowa; Mr. Baskette. Other directors are Kenneth G. Barlett, Syracuse U.; William Brooks, NBC; Eugene Carr, Brush-Moor stations; Mr. Charnley; Baskette Mosse, Northwestern U., and Mr. Stringer.

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Mr. Henry
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
BAB's Future?
(Continued from page 11)

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; Charles Thomas is a alternate. Board members on the new Television Committee are Dwight Clipp, WFIL New York; B. S. Sowell, WUSU- 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. Hardy and Television Division Director G. Emerson Markham, conforming to a joint meeting.

From a structural viewpoint, their job of locating BAB in the association's structure looks relatively simple.

Many station executives fear that BAB will shrivel into an impotent mass of red tape if it takes a structural beefing at the hands of the board. At the time of its creation last April, following the hot convention fight, BAB was promised a near-$200,000 budget and a staff adequate to do the regular NAB operation.

This was based on the theory that a hard-hitting sales operation should be free from normal associates who felt it should remain with the board. The board policy committee was named to guide BAB.

Last July the board carried out its April promise, organizing BAB, a structural site directly under the president and entirely outside the regular NAB operation.

That action was warmly received by those who had agitated for BAB at the April convention, especially in view of the fact that BAB was to be a staff agency, fully incorporated at a later date.

But last November the board reversed its July action and relegated BAB to departmental status while according it a seat on the board for a long list of achievements.

The autumn district meetings produced amazing support for BAB, but many of the BAB supports 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 division heads, some of its supporters—and these are legion—may be in a mood to accept the convention next April. They offer a number of arguments against what they feel would be the handicaps 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 and control where money where they will do the most good at the right time, unhindered 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 with independence, it's now just another department, they figure.

But what hurts them even more is the fact that the board raised BAB from a $75,000 department to a $178,000 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% refund in membership 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. 23-24. 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 entire financial program must be drawn up by convention delegates and the budget行动s the board have been abandoned, partly due to the pressures placed on directors by convention delegates, but talk has been heard of an indoctrination meeting for new members (CLOSING 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 BAB, 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 under a department status. They insist that the new division members will be of aid in serving the diversified needs of auroral and video stations.

The suggestion that Broadcast Music Inc. and Broadcast Measurement Co. continue as largely independent because the new division structure would fail in serving the diversified needs of auroral and video stations.

The suggestion that Broadcast Music Inc. and Broadcast Measurement Co. continue as largely independent as inherent parts of the NAB structure is met with the argument that BAB is purely one of the technical services within NAB rather than a separate entity, (Continued on page 26)
King of the Quarter Kilowatters!

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.
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 is the inevitable personality and protocol problems that mark any change in an organization's function.

In its brief career BAB has operated with the same size staff as the predecessor Broadcast Advertising Dept., supplemented by one girl employee. 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:

- Showing of 425 copies of slide film, "How To Turn People Into Customers," to top officers, stopping all showings of the competing newspaper film it was designed to answer. Included: 40,000-mail campaign, with 450,000 pieces mailed to retailers and profit of $2,500 to BAB; promotional piece for national advertisers showing what stations are doing; distribution of "Pitch," sales promotion service; series of retail information studies covering furnishing and jewelry thus far, with laundry, dry cleaning, banks and automo-

- tive in advertising; service listing dealer cooperative campaigns, averaging 10 cards a week; sales kits, with the first of the new series to be followed soon by others on news, sports and farm programs; new television retail folder on furniture; personal contacts with leading national advertisers such as Sears, J. C. Penney, Woolworths, Grant, Inter-

- woven Hosiery, Sunshine Biscuit and others, with direct benefits accruing to stations; trade paper reprints; survey of what customers are doing in the advertising file; bulletins on standard rate cards and standard contracts for television and All-Radio Presentation about complete with distribution to start in a few weeks; second strip film about completed floor wholesalers, manufacturers, agents, and others who prepare national ad-

- vertising patterns in planning stage on organization of the 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 WBAZ 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 in a pleasant way of earning their bread and butter." Mr. Kennedy suggested the ad-

- plication of the principle of Dr. Fredrick Pearson, Robert Allen and a Balti-

- more group for the WBAL Baltimore area. More has cost the gov-

- ernment over $50,000 and added them probably would be glad to pay their way.

- "I am also in the radio and tele-

- vision business," he continued. "Why shouldn't I pay the govern-

- ment for servicing my various re-

- quests 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 $5 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 busi-

- nessmen"; for certificates, charters and inspection services given to

---

**Baseball Rates**

(Continued from page 18)

revised on grounds of discrimination.

In support of her conclusion, Examiner Smith stated, in part:

- Nothing but a difference in the service rate itself or in the facilities furnished can justify a difference in the charges exacted from similarly situated customers by a common carrier subject to the provisions of the Communications Act ... which expressly forbids unreasonable discrimination in charges, classifications, regulations, facilities, or services for or in connection with like communication service, direct or indirectly, by any means or device.

Here a particular group of users (radio stations, for example) 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 consideration is extraneous to the consideration of whether the services, or even though such alleged increased value is dependent upon their use beyond the point of delivery by Western Union and over facilities other than those of the common carrier. These do, however, affect broadcast stations and networks but may result in detriment to the public interested in baseball broadcasts.

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**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 states, in a workshop which will be conducted on February 5.

- The sixth annual Eastern Region Religious Radio Workshop will convene all week at New York's Biblical Seminary and at nearby hotels. The program will include development of major polici-

- es for religious broadcasting, broadening of schedules to include many new types of programs, and plan-

- ning for television.

- Robert Saudek, ABC vice presi-

- dent in charge of public affairs, will be the principal speaker at a dinner tonight at Beekman Tower. Rev. Charles V. Rodrigues will act as workshop chairman.

- The teaching staff includes:

- Rev. Everett C. Parker, director, Presb. Radio Association, with WABM, Birmingham, Ala.; Rudolf Brette, television con-

- sultant for WABC, general director of talks and religious broadcasts; Albert Frevert, associate director of the Pa-

- rish Radio Commission; George Croth-

- ley, WABC's director of music and radio-

- casts; Dorothy Kemble, MBS director of publications; Rev. James Wilkins and Frank Papp, NBC producer-di-

---

**NEW MODERN GROUND AND OFFICE SP FOR LEASE**

BROADCASTING • Telecasting

---

**TOP officials of Liberty Broadcasting System (I to r) B. R. McLendon, chair-

- man of the board of LBS and its flagship station, KLIF Dallas; son, Gordon McLendon, president, and James H. Foster, manager, inspect site of new 10-story McLendon Bldg. Construction of the building in downtown Dallas to house KLIF studios and national offices of the network is scheduled for this spring. Architect's concept of structure appears on sign.
Guyed Radio
938 feet above the Oklahoma plain, with a General Electric 8-bay circular FM antenna and its beacon, for KOCY-FM, Oklahoma City, Oklahoma.

938 FEET

336 FEET

485 FEET

329 FEET

425 FEET

1220 FEET

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.

Above: This Truscon Self-Supporting Tower meets FM and TV needs for WRVS, Richmond, Va. It mounts both an R.C.A. 2-section pylon FM antenna and an R.C.A. 6-section TV antenna.

Below: Rising to an overall height of 425 feet, this Truscon Type H-30 Self-Supporting Tower is topped with an 8-bay General Electric antenna. It is operated by WEXL-FM, Royal Oak, Michigan.

Left: These new 1220-foot Towers, designed and engineered by Truscon, are the world’s tallest radio towers.

TRUSCON SELF-SUPPORTING AND UNIFORM TOWERS

COPPER GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
More than \( \frac{2}{3} \) 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

NEW YORK
CHICAGO

ATLANTA
DETOIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
## EAST, SOUTHEAST

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<td>Buffalo</td>
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<td>Raleigh</td>
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<tr>
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## MIDWEST, SOUTHWEST

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## MOUNTAIN AND WEST

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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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What Formula?

IF FCC NEEDS further proof of the folly of its proposal to increase FM’s minimum operating hours [Broadcasting, Nov. 23, 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 in formation to FM operators, this fact was pointed out in a recent, bleak figures two weeks ago when FCC released its own report on radio’s 1948 finances.

The report showed 77 AM-FM broadcasters spent $2,153,650 operating FM and took in $621,469, for an average loss of almost $200,000 a year. Among FM-only stations, 89 reported $1,165,500 in revenues and $4,192,500 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 a greater number—49%—expect no change and 10% anticipate a decrease.

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. Those with AM affiliates would have to reach 24 hours a day 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, D.C., area was reached by listening by 102,200 persons (7.3% 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 economic 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 day or triple hours.

If FCC needs further proof, we recommend another section of these pages, wherein are reported each week the station authorizations which have been deleted. In FM, the number surpassed 200 in 1949—and the minimum schedule then was still six hours a day.

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 which can be won by a civilian, on Ralph Nahm Weil, president of WOV New York.

In making this presentation, the Italian Government was adding its official approval for Mr. Weil’s and his station’s many activities on behalf of Italy’s postwar reconstruction to the individual thanks of thousands of Americans of Italian descent living in the New York metropolitan area. WOV, 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 WOV’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 aid 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 WOV-sponsored “Pilgrims’ Procession” gathered in St. Peter’s Cathedral to witness the ceremonies inaugurating the 1950 Holy Year. Diana Baldi, WOV 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 WOV 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 performing 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 thousands 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 WOV established its own studios in the heart of the Eternal City itself.”

From its Rome studios, an American radio first, WOV receives a variety of program material—special events, documentaries, vari-

(Continued on page 82)
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

Represented, individually and as a group, by

**The Katz Agency, Inc.**

Broadcasting • Telecasting

January 9, 1950 • Page 31
Sen. COURTNEY, of Milwaukee, and WPOR, Mass., is vice sales manager of WCBS New York. He retains his position as vice president and principal stockholder of WUSN.

BROADCASTING

Management

J. DRAYTON HASTIE, director and commercial manager of WUSN, Charleston, S. C., named general manager of station, replacing B. M. (Bevo) MIDDLETON, who has resigned to form B. M. Middleton & Assoc., with offices in Charleston and Asheville. Firm will specialize as station consultant with primary emphasis on broadcast advertising. Mr. Middleton founded WUSN after being vice president and radio director of French & Preston, New York. Before that he was assistant to president of Wilder radio stations and former sales manager of WCBS New York. He retains his position as vice president and principal stockholder of WUSN.

BOB IRWIN, manager of KCOG Centerville, Iowa, resigns. His future plans have not been announced.

W. WRIGHT ESCH, owner of WFMJ Dayton Beach, Fla., appointed member of executive committee of Governor's Safety Council.

Respects

(Continued from page 50)

See programs and even daily dramatic serials, recorded on tape for shipment to WOV. The same service also works the other way, with WOV producing programs in Italian about American events which are then flown to the Italian radio stations in quarters in Rome.

“Our Italian programming pattern is about the same as that of most English language stations,” Mr. Weil 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. Weil’s management WOV has increased its billings by more than 400% and is now practically sold out within the limits of good operation. Mr. Weil 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 Weil, 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, 1906, Ralph Weil attended the ordinary course of high school and then traveled east to the Wharton School of Finance & Commerce at the U. of Pennsylvania, which awarded him a B.S. degree in 1926. After an 18-month period as a flyer in the Navy (“My roommate talked me into it,” he says now, “and I still don’t understand exactly why I gave in to him”), Mr. Weil 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 Weil 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. Weil worked happily and successfully in Chicago. Then, in August 1942, he was appointed manager of WTVJ (TV) Miami, Fla., by Mr. Miles Greene, named account executive.

JAMES H. McKNIGHT resigns as manager of WNAW North Adams, Mass., effective Jan. 15. He has been manager of WNAW since its inauguration Aug. 16, 1949. Previously he was commercial manager of WMAI Milwaukee, an WFPO Portland, Me. He also worked as salesman for WIBC Indianapolis, Ind., and WTAG Worces- ter, Mass. His future plans have not been announced.

COURTNEY, KRIEGER & JORGENSEN, radio law firm, Washington, dis- solved effective Dec. 31. SEYMOUR KRIEGER and NORMAN E. JORGENSEN are continuing under new firm name of Krieger & Jorgensen, specializing in broadcast and communications matters.

JEREMIAH COURTNEY also remains in general practice but is specializing in non-broadcast radio work. Office address remains 1707 H St., N.W.

Make that Programming Job Easier For Yourself and Your Staff

Take advantage of the BMI Program Directors’ and Librarians’ Clinic—usually 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

There is no charge for the course

In order to give individual guidance the Clinic is limited in attendance, so please register early. Write or wire ROY HARLOW, Director of Station Service.

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 79th 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. Speaking 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 adopted a resolution “unalterably” opposing the Langer bill as a “serious threat to freedom of the press” and an “unjustified restriction” on radio broadcasts, newspapers and magazines.

Such legislation would prove a dangerous precedent for other commodities, represent unfair discrimination between 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, 1948].

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 2428), 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 facts and figures supplied to the organization by the Tennessee State Planning Commission, the U. S. Census Bureau and the National Assn. of Manufacturers.

The announcements are in three categories—national copy, State of Tennessee copy and retail selling copy. The “Let’s Sell Optimism” campaign is sponsored by the following stations:

- WLAB Athens, WAGO, WAPW, WDEF, WDDO, WDRX Chattanooga;
- WJSZ Clarksville, WKEK Columbia;
- WHIB Cookeville, WDSG Dyersburg;
- WKKX Fayetteville, WKNM Gallatin;
- WHBT Harriman, WDIX, WTVJ Jackson;
- WETB, WJHL Johnson City;
- WHIB, WKEK Knoxville, WJLM Lebanon;
- WDA, WIBQ, WHIM, WMC, WMP, WREC Memphis;
- WDKA, WLAC, WMAM, WSIX, WHSM Nashville;
- WATQ Oak Ridge, WFTV Paris;
- WKSR Pulaski, WHAL Shelbyville;
- WENK Union City, WCDT Winchester.

WHOM New York, in cooperation with National Safety Council, has begun preparation of series of transmissions in Italian, Polish and Spanish stressing home and highway safety. Transmissions 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 electros, 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.

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.)

AIR EXPRESS GETS THERE FIRST

All Scheduled Airline flights carry Air Express. So shipments keep moving. Every business can profit from regular use of Air Express. Improves customer service; manpower or equipment never stands idle.

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.)

45.0

“Hooper”*

(proven the best buy in DANVILLE, VA.

is WBTM 5kw ABC 1kw

(d) (n)

Rep. HOLLINGBERY

Broadcasting • Telecasting

January 9, 1950 • Page 33
WMT holds the fort in Garrison (IOWA)

... 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. NEGRI 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. AARRINGTON, 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 BERRIEN, 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 BUER, account executive with Long Adv. Service office in San Jose, transferred to agency's San Francisco office. EVERETT DOTEN, formerly with Gardner Adv., Washington, replaces Mr. Buker in San Jose office.

K. R. WILBERT 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 JACK FOGARTY is vice president in charge of Chicago operations.

HAROLD KEMP transferred from New York office of William Esty Co. to Hollywood as agency contact and West Coast television director, with assignment on Ed Wyno 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. 3 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 470 Lexington Ave.


FRED FADELL

New Ad Firm Names Staff

A STAFF of 10 men and women has been appointed to 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 since entering 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 Bahman, Lorraine Friedl, Betty Pearson and Mrs. Helen Schuh, office personnel.
SOURCE OF FM TROUBLES
Five ‘Conspirators’ Are Cited by Bivins

BY JOHN F. BIVINS
Bivins & Caldwell
Manufacturers Representative
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 IRSome. 

[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 further 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 perpetuated 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 AFTRA 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 1930 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 WHOM 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 multilingual 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 signal success 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 would 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 $35,489,327 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 $40,140,886 in the second quarter of 1949, according to RMA.

Lose $60,000,000?

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.

THE POPULAR STATION

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 MFRS. & 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.

KEVO PRODUCTS Co., Azusa, Calif. (Kevo, Kavetts, Why—food supplements), appoints Liddiard Adv., Glendale, Calif., to handle advertising. National spot radio will be used.

FILENE'S, Boston (department store), radio and television advertiser, appoints Dorrland 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. Television 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 85 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 MFG. Co., Brooklyn (Exquisite shoe polish), starting March 16, will sponsor 20-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 KFRR 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 ELDRIC 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.

Broadcasting • Telecasting
Graham Cracker
EDITOR, 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 suits 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 staring. That page 24 lineup of officers of Commerce Secretary Sawyer's Advertising Advisory Committee should have read (1 to 7):

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 mathematical projection, the equation is the equivalent of 3,060 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 stated. Home address changed. Thanks.]

* * *

Production
EDITOR, BROADCASTING:

Three hours ago the doctor informed my wife that on or about Jan. 30 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 Pfannstiel
Dir., Promotion and Press Information
WTOP Washington

... and production

[EDITOR'S NOTE: Whew! And con-graduations 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 Broadcasting
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 ‘dilemma of self-destruction.’” It was favorable to broadcasters because it held defamation by television to be slander and not libel. Slander is actionable only if “special damages” are shown; this showing is not necessary in libel.

(Continued on page 46)

FACTS ABOUT HOP

- One of England’s old and envied professions —that of official ale-conner (taster) has virtually 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 supplies 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 moderation.

UNITED STATES BREWERS FOUNDATION

21 East 40th Street, New York 16, N. Y.
NLRB 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 suitable 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 ruled that "minor technical duties" performed by five operators 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. 16, was elevated to board chairmanship after 25 years as president. Leroy Wilson, who succeeded him in the latter post, is expected to preclude 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.

Wren ABC - is the Peak in Topeka
Represented by Weed & Company

John Baker of WLS Chicago, named chief of Production & Marketing Assn Chicago information office. He previously was assistant director of information for radio with U. S. Department of Agriculture, and extension radio specialist.

NORMAN J. SITZENSTATTER, newcomer to broadcasting industry, joins Branch Radio & Television Productions, New York, as account executive. He was previously with New York financial firm in advertising and underwriting capacities.

KING-TV Seattle and KFMB-TV San Diego added to list of Telenews-INS daily newssheet clients.

G. T. LaBONNE Jr., formerly supervisor of Storecast Corp. of America, merchandising activities in Southern New England, promoted to Southern New England Division manager of Storecast system.

ROGER BROWN Inc., New York, formed as industrial public relations firm to succeed Earl Ferris Co. Mr. Brown, former president of Ferris Co., becomes president of new firm, and EARL FERRIS, former owner, becomes chairman of the board.

Equipment

DAVID DAVIS, formerly corporate radio and television manager for R. H. Macy stores, appointed merchandising coordinator for radio and television receivers in General Electric Co.'s Electronics Dept., Syracuse, N. Y.

GRAYBAR ELECTRIC Co., New York, splits its Southwestern District into two separate units with old offices in Dallas and office of new unit, Gulf Coast District, in Houston. Both will continue to operate under supervision of G. T. MARCHMONT. J. E. FON-TAIN, present Houston manager, named assistant district manager in charge of new district.

SAMUEL OLAH, commercial service manager of Air King Products Co., Brooklyn, manufacturer of radios, wire recorders and TV sets, named advertising and sales promotion manager for company.


ALFRED S. BACKUS, plant superintendent of Mycalex Corp. of America, appointed plant manager with full responsibility for all plant operations.

GRAY RESEARCH & DEVELOP-MENT Co., Hartford, Conn., announces development of new viscous-damping principle utilized in its Gray transmission arm. New arm virtually eliminates tone arm resonances, is automatically adjustable to different speed recorders and will play even badly warped discs, firm claims.


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

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

January 9, 1950. Page 39
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 Anahist antihistamine pills for the local Rexall drug store, resulting in a rush of telephone orders 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's Norman Boggs, general manager, has announced.


K. Arakelian Inc. (Mission Be Wine), through Young & Rubicam, has renewed its 52-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; Faultless Foods through Doyle, Dane, Bernbach Inc. with a 13-week spot program; Chase National Bank through Albert Frank-Guenther 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.

GRAND CENTRAL
Ceses 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 dis-continuance, E. B. Moorhouse, terminal manager for the New York Central and New Haven railroads, joint users of the terminal, said that although "a substantial ma-jority of our passengers favored the programs, there were enough who sincerely opposed them that we have decided to discontinue the experiment."

A spokesman for Terminal Broadcasting Co., which operated the system of broadcasts—music, brief news summaries, weather rePorts and commercial announce-ments—pointed out that the broad-casts had been stopped despite the fact that "no verdict had been reached 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. Cham-ber of Commerce. Pamphlets will follow up two others issued last year—"Where We Stand on Na-tional 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 in-cluding electrical power and communications equipment under functions of the Munitions Board. Only 40% of minimum needs had been met as of June 1949, the chamber noted, adding 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 essen-tial materials.

WYVE Wins Award

WYVE Wytheville, Va., has been awarded first prize in the National Research Bureau Inc.'s sixth bi-monthly Radio Ideas Contest. Idea that cupped the $50 award for WYVE was Your Radio Tourist Guide program which is directed to tourist trade. The Bureau said the program "was judged best because of its approach to a universal radio problem and the success-ful solution you have found for that problem." Story of WYVE's program, sponsored by the Wayne County Chamber of Commerce, was in the Nov. 25, 1949 Broadcasting.
SILVER DOLLAR MAN' Bottlers Give Away But Make More Dollars

A SHOW which heats up like a whistling tea kettle with the appropriate letting-off-steam is claimed by Georgia way. A copyrighted newswave, The Silver Dollar Man Program, melds interview, phone-a-number format into a compact selling feature, according to the handling agency, Snowden & Steward Inc, Atlanta.

Program's start came as a tryout of R. A. (Bob) Perrott's (manager, Dr. Pepper Bottling Co of Brunswick, Ga), brainchild based on 18 years of experience in beverage merchandising. Test city was Brunswick where the program was aired on WGGI over a period of eight months, six days per week. Result was overwhelming, with Dr. Perrott realizing a 357% increase in sales the first two weeks and a 300% average increase over the entire period.

No Direct Commercials
The style of the program and its title full 15 minutes is claimed as commercial script, which clinks without any interruption for a direct commercial announcement, are 90 seconds underlined by W. E. Snowden Jr, of Snowden & Stewart.

Program series are preceded by any spot promotion over radio, and in newspapers, coupled with advertising company and retail display. Program itself gets off to a 3 1/2 start and is carried along on its own momentum.

Against a background of sound effects including sirens, "calling all cars" relay, the staccato delivery of a sports announcer inspiring 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 with 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 $160 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, WGGI 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.

ADRIAL CORP.
Buys General Mills Plant

ADRIAL Corp., radio, television and appliance manufacturer, has purchased the 64,000-square-foot General Mills plant in Bloomington, Ill, according to an announcement by John B. Huaraia, 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. Huaraia said, to be used first in the manufacture of radios and later television receivers. From an original capital of $3,400 in 1934, Admiral's gross sales volume has grown to $110 million in 1940, Mr. Huaraia stated.

WIBG-FM TESTS
Muzak by FM Cited Success

USE of FM radio as a substitute for leased telephone lines 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 Jr, chairman of the board of WIBG-FM, Inc, president of Muse Art Corp., licensed distributor in Philadelphia for Muzak wired music service, said his engineers believe with certain important modifications, is able to replace the wired music firm's leased lines. No final decision will be made until tests and kits to facilities have been completed. Mr. Kelly said that FM radio waves would be given additional tests to prove that FM broadcasts could provide satisfactory service.

ARE YOUR SALES TOTTERING IN LIMP (KY.)?

If your sales picture is shaky in Limp (Ky), don't expect WAVE to limber things up for you. There you don't stretch that far.

Instead, WAVE concentrates 100% on the staggering Radio-Perrous Louisville network area. This one great market has 216,360 radio families, with a $400 average buying income of $4400 per family.

The higher than the average for the rest of the State - where WAVEm isn't heard!

Better hope on WAVE's hand-woven, Gents, and watch your sales jump (not limp) in leaps and bounds!

GORDON W. OLIVE, formerly chief engineer of Canadian Broadcasting Corp., has been named chief engineer of CBC, Mr. Olive has been with the CBC since 1933, starting in radio in 1940, as amateur. Mr. Ouimet has been with the 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 March 1954, moving from WEW-AM-FM St. Louis. Previously he was with CBS-TV in New York for five years.

TED C. KENNY, chief engineer of KDKA Pittsburgh, honored by Duquense U., that city, for his contribution to radio station's new station, WDQ (FM).

JOSEPH KLINE, technician at WTVJ (TV) Miami, Fla., named supervisor of technical operations for station under supervision of Jack Shy, WTVJ's technical director.

RCA Victor, Camden, N. J., announces production of new lightweight boom stand for proper microphone positioning in broadcast and television studios. Stand, Type 5S-3B, is designed particularly for programs where best microphone placement cannot be achieved with conventional floor stand and where larger boom is impractical. Stand is collapsible.

PEERLESS ELECTRICAL PRODUCTS Div. of Atlas Lamping Corp.-Hollywood, distributing new transformer catalogue containing new models and complete line of transformers for home and business use.

RCA Engineering Products Div., Camden, N. J., announces battery container and cover for portable RCA Type EN-3A 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.

LIMPS

Wenn you yell, what sells Christmas cards orta be proud o' what your hometown WCHS does during the re- mains. They were more successful than anybody ever dreamed we. The Big Day was December 15 and local postmaster said more than 76,000 thousand pieces of first class mail was handled. That was 25 percent more 'n the day last year. Dona, Tennessee for a town wus about 70 thou- sand folks, that's a humongous sma. His hit shows these folks don't know what makes a good market. Hy, ol' value of ad- vertising in WCHS fer fellows like you, cause when you here that thinks o' radio, they jest naturally thinks o' WCHS and it's true! Jo, check up a lot o' them 76,000 thousand pieces wus Hallmark Cards, "cause folks like their th' Hallmark Playhouse! Yes. Aisy

WCHS
Charleston, W. Va.

January 9, 1950 • Page 41
All Radio Film
(Continued from page 11)

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 big premiere. 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 network 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 Brantham 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 $2 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 Firms 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-

tisers involved, however, are identified.

The Columbus case was a campaign on a local station by a jewelry 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 campaign 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 enacted by the actual people.

In Cedar Rapids, the Me-Toe super markets cooperated with the film producers 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 Benny 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 Worcester, 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 Lea.

JACK BENNY, Lux Radio Theatre and Walter Winchell continued to hold the first three places among evening programs in the December combined Pulse report on the radio audience, released for Boston, New York, Chicago, Philadelphia, Washington, Cincinnati and Los Angeles.

TOP TEN EVENING AND DAYTIME SHOWS

EVENING

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DAYTIME—FIVE A WEEK

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ABC signs American Arts Orchestra, under baton of Karl Krueger, for series of Tuesday concerts, scheduled for 10-11 p.m. Group of exceeding 35 players, will specialize in presenting American orchestral music.
FORCED LISTENING

By JAMES LAWRENCE FLY

"HE Grand Central Terminal has abandoned its broadcasts in the interest of good will. The problem, however, will arise again and again, and the radio industry must prepare for a decision on policy. The action of the Grand Central based upon considerations of institutional good will is worthy of note."

On the legal and philosophical level 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 upon the forced feeding laws of the dictator countries. This principle was preserved in the drafts of peace treaties. The right 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 car-card, the billboard and the radio. Even the loud speaker is a sometime thing, and permanently denial of the Grand moment. The whole idea of forced listening to one particular thing has seemed to me without precedent in a free country and to smack too much of arbitramen. A man's right to be left alone stems from the deep well of our legal lore.

But let us take a selfish approach. Warren Moscow in the New York Times says: "When the railroads came to balance the amount they spent on institutional advertising, and the cultivation of institutional good will against the revenue from the profit [500,000 per annum] that was apparently sterile—well there was nothing to do but give in."

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 migrate into every salient point where masses of people must gather or pass. Routinized, the job can be done simply and at small expense. Once the breaded, 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, when developed, 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.

Title: "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; Jerry E. Morse, Sylvan 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.

ACTIVE in radio for more than a decade, James Lawrence Fly is a partner in the New York law firm of Fly, Fitts & Shuebrik. 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 Seignoiy 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 (1930)

Naturally, it follows that WSJS is FIRST in Advertising! Local-General-Network Your FIRST and BEST Buy!

We do not cover all of Connecticut, but we DO cover* NORWICH 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.

BROADCASTING • Telecasting

January 9, 1950 • Page 43
December 30 Applications . . .

ACCEPTED FOR FILING

AM—900 kc
Richard O'Connor, Saratoga Springs, N. Y.—New AM station 900 kc, New York City, N. Y., to change from 900 kc to 5 kw, D AMENDED to request change of name from Richard O'Connor to SPA Bstg. Inc.

AM—1480 kc
NKHK Eureka, Calif.—CP change from 1480 kc to 8 kw un., to 1480 kc to 0 kw, DA—DN.

License Renewals

WATM Atmore, Ala.—License to cover CP new AM station.

Modification of License

Modification of CP
Mod. CP new AM station for extension of completion date: WREDS Oak Park, Ill.; WQFT Scranton, N. Y.; WPXW Patuckett, R. I.

KART Asotria, Ore.—Mod. CP new AM station to change frequency, in accordance with request for extension of completion date.


License Renewal
Request for license renewal new FM station: WQAM-FM Miami Fl.; WMPM Baltimore; WMHC Greenville, S. C.

Modification of License
WOR-FM New York—Mod. license FM station to change name to General Teleradio Inc.

Modification of CP
Mod. CP new commercial TV station for extension of completion date: WAFM-TV Birmingham, Ala. to 2-50; WOIC Washington To 3-50; WILAY-TV Grand Rapids, Mich, to 7-15-50; WJAC-TV Johnstown, Pa. to 4-30-50.

January 3 Applications . . .

ACCEPTED FOR FILING

Modification of License
KBUC Corona, Calif.—Mod. license to change from DA—DN to DA—N on 1570 kc to 500 kc.

AM—1420 kc
KJKC Junction City, Kan.—CP to change from 1570 kc to 1420 kc.

AM—1600 kc
WKYN Muskegon, Mich.—CP new AM station to change from 1600 kc to 1 kw D to 1600 kc to 5 kw D.

AM—1460 kc
Rev. John M. Norris, Red Lion, Pa.—CP new AM station to change from 1460 kc to 1 kw D AMENDED to request 1460 kc to 1 kw D.

AM—1400 kc
KNUV Provo, Utah—CP change from 1450 kc to 500 kw un., to 1450 kc to 250 kw un.

Modification of CP
WBNF Columbus, Ohio.—Mod. CP new commercial FM 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


WOIC (TV) Washington, D. C.—Mod. CP new commercial TV station to change name from Bamberger B Cast. Service Inc. to General Teleradio Inc.

WON-TV New York—Same.

TENDERED FOR FILING

AM—1350 kc
KRES St. Joseph, Mo.—CP to change from 1350 kc to 250 w un., to 1550 kc to 5 kw un., DA—N.

AM—900 kc
KPLW Plainview, Tex.—CP to change from 1350 kc to 250 w D to 500 kc to 250 w D and change to Floydada, Tex.

January 4 Decisions . . .

By Commissioner Jones

Hico Bstg., Jonesville, Mich.—Petition to dismiss application without prejudice referred to full Commission FCC General Counsel—Granted extension of time to file exceptions to initial decision in proceeding upon application of Marvin B. Bstg. Corp., Tauton, Mass. to 1-10-50.

George F. Haddock, Dillsboro, Calif.—Granted extension of time to 1-27-50 * file exceptions to initial decision in proceeding.

FCC General Counsel—Granted extension of time to 1-30-50 to file exceptions to initial decision in proceeding in applications of Kansas City Bstg. Co., Inc., Kansas City, Mo., and Bstg. and Publishers of Sandusky Ohio—Granted extended hearing from 1-10-50 to 3-15-50 in proceeding.

Teletronics Inc., Waycross, Ga.—Denied motion of petitioner for granting leave to T. W. Scott, et al to deposit, and to take depositions; granted in so far as requested date to commence taking these depositions be 1-7-50.

Minute Basis Bstg., Co., Minne. N. D.—Granted motion to take depositions.

Walker Newspapers Inc., Fremont, Neb.—Granted motion to take depositions.

Binghamton Bstg. Inc., Binghamton, N. Y.—Granted request for leave to amend application so as to revise DA array proposed for operation at 580 kc in New York; recommended the granting be 1-23-50.

Pilgrim Bstg. Co., Boston, Mass.—Granted extension of time, from 1-9-50 to 1-19-50, to file reply to exceptions to the initial decision in proceeding.

Tule Bstg. Co., Tulia, Texas.—Grant—continued, beyond December 31 and from 1-4-50 to 2-5-50 in Washington.

WWHG Seattle—(By Elsinger.)—Said, that petition was filed, granted leave to amend application so as to supplement its engineering statement thereto by incorporating certain field intensity measurements, and

(Continued on page 67)
CONSULTING RADIO ENGINEERS

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Labs: Great Notch, N. J.

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INTERNATIONAL BLDG. DI. 1319
PORTER BLDG. LO. 8821
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26 Years Experience in Radio Engineering
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JOHN J. KEEL
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McIntosh & Inglis
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HIGHLAND PARK VILLAGE
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JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
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Philip Merryman & Associates
• Heatherdell Road
• ARDSLEY, N. Y.
• Dobbs Ferry 3-3973
RADIO CONSULTANTS

William E. Benns, Jr.
& ASSOCIATES
3733 Kanawha St., N. W.
Ordway 8071
Washington, D. C.

GUY C. HUTCHESON
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ARLINGTON, TEXAS

AF. R. Bitter
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4125 Monroe Street
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"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 171 Northgate Rd.
Riverside, Ill. — Riverside 6653
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
730 Milton Road, Rye, N. Y. RYE 7-1413

Member AFCCE*

BROADCASTING • Telecasting
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In the particular case, Judge Conger 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 & Pauzer
Dupont Circle Bldg.
Washington

[EDITOR'S NOTE: Our attorneys tell us that Barrister Willis is probably right, but it was not to apply the laws of slander and libel, but rather to point out the need for uniform legislation which would safeguard the broadcaster and telecaster. Whether Congress could constitutionally legislate on this field ultimately must be determined by Congress or the Supreme Court.]

Doodle Contest
EDITOR, BROADCASTING:

... The idea occurred to us that there are many exceptional doodlers in this vast radio field. So, why not give these frustrated "Dalies" 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.

Mr. Oberlin and his bale of hay, 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 the bull with Farm Coordinator Frank Cooley the following morning, the hay was put out to pasture.

Richard Oberlin
News Director
WAXX Waukesha, Wis.

GDYNIA LINES
Justice Replies to O'Connor

REQUEST of a Congressional subcommittee that the Justice Dept. investigate radio propaganda activities of the GDYNIA America Shipping Lines drew a mildly responsive reply from a high department official Dec. 20.

Peyton Ford, assistant to the Attorney General, wrote Sen. Herbert R. O'Connor (D-Md.), chairman of a Senate Judiciary Immi-


gration subcommittee, that the shipping line and Dr. Zenon Kosi-
dowski, who prepared and edited radio scripts for Polish programs, are registered under the Foreign Agents Registration Act. Dr. Kosidowski 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 enterprise" and called on Justice Dept. and FCC to probe its activities. Programs were aired on WHBI Newark, N. J., and WEDC Chicago [BROADCASTING, Dec. 26, 1949]. No reply has been received from FCC, spokesman said. Meanwhile WHBI has dropped the broadcasts.

The Justice Dept. made no mention of initiating a probe, and pointed out that registration state-

ments and exhibits are recorded in the public file. Included is a detailed statement on the shipline's activities and descriptions of the broadcasts, it added.

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 transport 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 the country to the dogs faster than the Com-"
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
What's New in Television? Take a Look at WPTZ!

The Story of the Popcorn that didn't pop!

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

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

This advertisement appears in TELEVISION MAGAZINE—December, 1949 and BROADCASTING—December 26, 1949
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 KDYL 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, Fleischman Hour with Rudy Vallee and Chase and Sanborn Hour with Eddie Cantor.

With Agencies

From 1934 to 1943 Mr. Larson served with the radio departments of Joseph Katz Co., Rathrauff & Ryan 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 1946 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 putting 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's history.

"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 recordings 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 Western interests, including WBKB (TV) and WBIK (FM) Chicago and WSMB-AM-FM New Orleans (BROADCASTING, Jan. 2).

Under the Paramount reorganization required by the anti-trust 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.

WBKB and WSMB-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; Sherton Griffin, chairman of executive committee; Austin C. Squibb, general counsel and secretary; Fred Mohrhardt, treasurer; Paul Rainbourn, vice president; Adolph Zukor, chairman of the board; Henry Cohn, vice president.

TELECASTING • Page 3

VANDA

CHARLES VANDA, one of Hollywood's leading radio directors and director of the television department of Hollywood's premier. During the war he served with the Army Intelligence and was released as a lieutenant colonel.

He was awarded the Order of the British Empire and the Orange Star by the British government and the Legion of Merit by the U. S. government. He served as counsel for the Four-Network Radio Committee during the war and was co-producer of the This Is the War series and was co-author of the Armed Forces Radio service plan. Afterwards he did freelance production in Hollywood including a number of features for ABC.

named manager of WPIX (TV)

Mr. COE

Mr. LARSON

Mr. Vanda

Named TV Department Director
Of WCAU-TV Philadelphia

Mr. Vanda, 30, one of Hollywood's most respected directors, has been named TV department director of WCAU-TV, Philadelphia. The appointment brings about an East Coast reunion of two former CBS executives. Mr. Vanda for eight years served as CBS western division program director under Mr. Thornburgh, who resigned last May as vice president in charge of CBS West Coast activities to become WCAU president last Aug. 1.

Since October, Mr. Vanda has served as TV program counsellor for WCAU-TV. Prior to the war, he was responsible for production for many CBS West Coast origination shows. Among the shows he produced was the Victor Borge, Benny Goodman show, Abbott and Costello, The Saint, Man Called X, Corlies Archer and others.

Before joining WCAU last fall, Mr. Vanda had returned east to develop and sell TV programs.

January 9, 1950
CUSTOM - TAILED programming has lime-lighted WNBQ (TV) Chicago nationally in a single year of operation. Fourth TV outlet in Chicago, and fourth in NBC's O&O chain, WNBQ celebrated its first birthday Jan. 7.

Among several glowing candles on its TV cake, one appears to be brightest—the recent sale of the Chicago-created Garroway at Large network show to Congoleum-Nairn Inc. for a reported $5,000 weekly. As prime example of the program theories evolved by WNBQ's top personnel, the show has consistently won plaudits of expert as well as uninitiated—but it remained sustaining eight months. Proof is now in the taste as well as the looks of the pudding.

During its first year, WNBQ has telecast local and network shows made-to-order for the type of talent available in Chicago. Initial goals set up by Central Division Vice President I. E. Showerman (also manager of WNBQ and WMAQ-AM), TV Operations Director Jules Herbuveaux and Program Manager Ted Mills were: (1) attain quality in everything, down to station breaks, and (2) put Chicago on the map. Two NBC Chicago shows, Garroway at Large and Kukla, Fran & Ollie, have re-converted hordes of pallbearers who thought they buried Chicago as a broadcasting center years ago.

Means to these ambitious ends were set by Mr. Herbuveaux, a veteran showman, who insists on teamwork backed up by responsibility of all his staff. The staff, in turn, is given complete authority so that responsibility is more practice and than theory.

Mr. Herbuveaux studied engineering, then switched to music and led his first Chicago dance band in 1921. He broadcast shows, recorded songs and played the first network program out of Chicago—NBC's National Farm and Home Hour. Producer of vaudeville and stage shows, he organized the Central Division music staff for NBC, produced radio shows there from 1938 until 1938, and worked as division program manager until 1948.

His kinship with talent, in addition to his management experience, was the background for his original ideas on TV. Mr. Mills took over as chief of video operations. Because he had hired and developed personalities like Dave Rose, Benny Goodman, Garry Moore and Johnny Johnston, the step to TV and encouragement of video talent such as Dave Garroway was natural.

His concept of television—and it weaves throughout all WNBQ programming activities—is that (1) no artist or anyone with a creative mind can be encumbered with business; (2) TV is a new field, and persons need to be given a full scope for creative work.

"We want no imitation of anything. We're in Chicago, and Chicago is different from any other place," he says. "We still have to and want to use talent on hand, which is excellent but very limited. We started building original shows without big names and big budgets, building typically Chicago shows designed for one medium—television."

Mr. Herbuveaux, in a business where professionals admit confusion, confesses "I am unconfused. TV is the most honest thing in the world, and there's no fakery in it. Be honest, put on a good show and the camera will take care of the rest."

The simplicity of his formula belies hard work that goes into 16½ hours of live programming weekly, of which eight are network feeds.

A natural approach, with a show constructed around talent rather than vice versa, is followed by Ted Mills. Named program manager four months before the station began operations, Mr. Mills realized even then, that to compete with New York, WNBQ had to develop talented non-name stars, with emphasis on originality, creativity and skill, and concentrate equally on behind-the-camera techniques and personnel. He is a former Army movie producer and TV producer at NBC New York.

A devotee of practical experimentalism, he created both the Garroway show and Cristis, a half-hour every Saturday morning "interview" situation with professionals enacting roles from case histories related by laymen.

Other network shows originating in Chicago are Kukla, Fran & Ollie (Sealest Ice Cream, RCA Victor), Quiz Kids (Miles Labs.), Wayne King Show (Standard Oil of Ind.), Studio's Place, Chicago Jazz, Cactus Jim (participation) and Portrait of America. The last, which has been on the air only a month, is a weekly half-hour remote documentary of a family at home, with film clips and music for variety. It is produced by Ben Park, who has been cited nationally for his other documentaries, Report Uncensored and It's Your Life, both Chicago A.M. origination.

WNBQ telecasts Monday through Friday from 5 to 11 p.m., Saturday from 3:30 to 9:30 p.m. and Sunday from 3:30 to 9:30 p.m., totaling about 4½ hours weekly. This does not include Projectall, the station's news pictures and bulletins, time and weather and a standing advertiser's message for about five hours weekly.

SPECIFIC programming rules set before the station began fulltime commercial operations are still in effect—"No show can have drapery backgrounds, because interesting sets are no more expensive than others. We have a design; never stage a scene in a living room unless it is a dramatic program; light must be plotted for every show; cameras

MANAGEMENT-LEVEL men at NBC's Central Division include: (1) to (2) Paul McCluer, chief of AM network sales who headed the TV sales staff also until six weeks ago; Division Vice President J. E. (Chick) Showerman, who works as general manager of WNBQ (TV) and WMAQ (AM), and Eugene Hoge, recently named head of TV network sales. John McPartlin heads the local TV sales staff.

must work for us instead of just reciting what they see, as they are creative instead of reportorial; cameramen are encouraged to get their own shots." These are day-by-day rules for Mr. Mills and his staff.

The first live programming produced by WNBQ was a heavy stint by Newsmen Clifton Utley and Jim Hurlbut Nov. 2, 1948, when President Truman was elected. The men gave five-minute news summaries every half-hour for 10 hours and 27 minutes on the six-station Midwestern network. Bill Ray, chief of the news and special events staff, directed the entire telecast.

WNBQ's history dates back to June 1947 when call letters of WNBY were tentatively assigned by the FCC. At the same time the network leased for 10 years three floors of the Civic Opera Bidg., half-mile away from its Merchandise Mart headquarters, for FM and TV transmitting equipment. In September 1947 the station stringed an insulated cable link for intracity TV between the Mart and the central terminal of the Illinois Bell Telephone Co. The cable, first to be installed by a Chicago video station, also is used for audio program transmission. It contains 12 video and 186 audio circuits.

In March 1948 the call letters were changed to WNBQ because of WNBY's phonetic similarity to WMBI (AM), Chicago's Moody Bible Institute station. Call letters WNBQ had been assigned years previously to the NBC Chicago engineering department for its 25 W relay transmitter. FCC granted a switch, and the station became WNBQ, retaining the definative letters of NB held by NBC O&O TV stations. The new call also was favored because of the similarity to WMAQ, its AM sister.

WNBQ test pattern was put on the air experimentally Sept. 10, 1948, and 10 days later the station participated in the three-hour opening of NBC's Midwest network with WBEN-TV Buffalo, WSPD-TV Toledo, WWJ-TV Detroit.
WTMJ-TV Milwaukee and KSU-TV St. Louis. Even though it operated experimentally, the station was granted FCC permission to carry three World Series games from Cleveland Oct. 8, 9 and 10, 1948. Reception reports were received from Green Bay and Neenah, Wis., 190 and 176 miles north.

In December 1948 WNBQ was carrying about four hours of programming weekly. Two remotes telecast were the International Livestock Exposition and Horse Show from the International Amphitheatre and the annual Sun-Times Harvest Moon Festival, a variety show from the Chicago Stadium.

Regular programming began Jan. 9, 1949. Fifteen hours were telecast the first week starting at 6:50 p.m. daily, Sunday through Friday. When the cable opened Jan. 12, the station began carrying eastern origins. On Jan. 12, also, it demonstrated use of the split-screen technique for the first time in Chicago at a Radio Management Club luncheon. NBC in New York and Washington collaborated on a news show from both points. On Jan. 16 the schedule was expanded to 20 hours weekly, Sunday through Friday, and on Feb. 28 the station began signing on at 4:30 p.m. daily.

After one remote telecast of the consecration of three Roman Catholic bishops from Holy Name Cathedral, the station and network received more than 5,000 cards and letters of commendation.

Saturday programming was added in March, increasing air time to 35 hours weekly, seven days a week. In March also, telecast of the International Kennel Club Dog Show from the International Amphitheatre was sponsored by the Ken-L-Ration Division of Quaker Oats.

In May 1949 programming time was upped to about 40 hours per week, with four hours of transmission Saturday and Sunday and until 10:50 p.m. weekdays. A daily hour of Projectall newscasts was signed last May, from 3:30 to 4 p.m., Monday through Friday, and another hour of afternoon programming was added in September. On Dec. 1 the schedule called for 41 hours weekly: Sunday, 3:30 to 9:35 p.m.; Monday and Friday, 2:45 to 11 p.m.; Tuesday, Wednesday and Thursday, 3:15 to 11 p.m., and Saturday, 6:30 to 9:30 p.m.

The most farsighted planning in the station’s history, however, took place back in 1939 when there was barely a Central Division. At that time, with network studios under construction in the Merchandise Mart, a few NBC technicians decided TV would be coming along one day. They wired a major studio with heavy-duty cables and provided outlets for TV lights. It took 20 years for fulfillment, but both installations are being used now.

Last January when the station was still experimenting with new show ideas, program personnel originated what is thought to be the first network daytime TV serial, These Are My Children. Written by Irna Phillips, the show was staged daily, five times weekly. Never sponsored, it was finally dropped in March when Mr. Showerman learned American Telephone and Telegraph was cancelling all east-bound TV shows before 6 p.m. because of long-distance cable requirements.

It was also in March that program staffers started telecasting experiments in children’s dramatic education from suburban Evanston, 15 miles north along the lake. Erection of a microwave tower atop a school enabled transmission of a weekly half-hour series in which a teacher outlined a story theme with children then acting it out. The format, similar to the adult Crisis now on the network, called for interpretation, with a maximum of imagination and a minimum of props and costumes.

Tops among local shows which have been developed are Cliff Utley’s News Commentary, five nights weekly, 10:10-10:25 p.m.; The Weatherman with Clinton Youle (Ceresota Flour), 10 to 10:10 p.m., five times weekly; But Not Forgotten with Pianist Herbie Mintz (participation), 10:30-10:45 p.m., five weekly; Lincoln Park Zoo with Zoo Director R. Martin Perkins and Jim Hurbut, Sunday, 6-6:30 p.m.; Walt’s Workshop with Walt Durban (Edward Hines Lumber Co.), Friday, 7:30-8 p.m.; The Pet Shop with Gail Compton (Evanger Kennel Foods), Tuesday, 8-8:30 p.m.

Why TV sponsorship comes so high is seen in the expense involved in Mr. Utley’s 15-minute news show every night. An ace NBC AM commentator for many years, Mr. Utley in radio uses only two other persons to put a show on the air—an announcer and an engineer. For his TV stint, which involves use of charts, graphs, pictures and innumerable other visual aids, he needs a staff of 18 persons. In addition to himself, there are a director, script girl, technical director; audio engineer, video engineer, artist, research man, three cameramen, dolly pusher, boom mike man, sound effects and turntable man, two stage hands, floor director and electrician.

Lincoln Park Zoo, a sustainer, is telecast from the zoo on the near North Side each Sunday. “Phe-nominal” 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
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 unequalled impact of this new medium and comment that if monthly ads in magazines have been profitable an every-other-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 good, 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 programming 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 talent and courage 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 value 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 emphatic terms 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 any identification surveys on top programs have shown some amazing result, it would 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 once a 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."

* * *

UNWILLING to be quoted directly, TV network executives told Telecasting that the advantages of every-other-week TV programming from the standpoint of scripts, rehearsals and production are more than offset by the difficulties of time clearance. With too few stations in many cities to provide each video network with exclusive affiliates, the networks are competing with each other and with local advertisers for station time, and a weekly show will always get
the time in favor of an every-other-week program.

Furthermore, the 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 advertisers, both wanting the audience maintained. This means a heavier, not a lighter burden on the network's production facilities and personnel, they pointed out. Perhaps in the future when TV time is sold out, Mr. Case's suggestion for matching sponsors to occupy the same time period of alternative weeks can be worked out satisfactorily, but at present the TV networks greatly prefer clients who go on week after week in the radio pattern.

The every-other-week plan seems to be gradually gaining adherents among advertisers. Anheuser-Busch Inc. this month joins Ford and Chevrolet as CBS-TV weekly sponsors when it begins sponsoring the Ken Murray Show on alternate Saturday, 9-9 p.m., for Budweiser beer. American Cigarette & Cigar Co. currently sponsors Big Story, 9-10 p.m., every other Friday on NBC-TV for Pall Mall, and American Tobacco Co. is negotiating with this network for a bi-weekly program starring Robert Montgomery. The Texaco program for the alternate weeks NBC telecasts runs through the spring, but from Mr. Stewart's comments there seems to be a good chance that come next fall Milton Berle may be an every-other-week performer.

DuMONT RAPS NBC

CALLING for an investigation and prompt "prophylactic action" by 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" competition.

DuMont, owner 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 "freeze out" 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. FCC will 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 complainants contended that 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 network programs believed to be unsatisfactory or unsuitable or contrary to the public interest."

DuMontassertion

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 carry the show, regardless of established programs or contractual obligations, and with regard to whether or not any portion of the time is sold by NBC."

NBC-TV would pay its affiliates at their regular half-hour network rates for five half-hours weekly (8 10:30 p.m.). The 2 1/2-hour show would be sold to several advertisers, whose commercials would be transmitted on a rotating basis. Each half-hour would contain three one-minute commercials, followed by a 30-second station break.

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 2 1/2 hours of solid, preferred time on the critical Saturday night scheduling 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 burden their right utilizing the service of such broadcasters."

This is "especially true," the complaint said, since the freeze has limited many cities to a single network, "thus eliminating any competitive opportunity to advertisers and networks for the viewer market in such intermediate metropolitan areas."

Further, DuMont claimed, NBC has a "preferential and larger allocation of desirable time" on the intercity cable and relay facilities. DuMont said it has developed programs "which 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 Cavalcade of Stars in particular, 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 affiliates through the block booking of programs and combination offers for standard broadcasts, frequency modulation and television network time."

Cancellations Claimed

DuMont said it "has evidence of cancellation of desirable and important programs, and the rejection or substitution of programs produced and distributed by DuMont Network, which were subsequently accepted at higher cost from NBC."

It is "impossible" DuMont is unable to produce written evidence of the agreements involved in the present bulk purchases of time by NBC, or of 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:

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 broadcast or otherwise directly or indirectly.

3. To inquire as to restrictive agreements for the supply or use of television broadcasting equipment conditioned upon the availability of television broadcast programs, talent or literary rights.

4. To determine whether extraordinary control of facilities, advertising outlets, long-term contracts for top talent, or other devices being employed in unfair competition under 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 gross income for you and ourselves by attracting advertisers who cannot afford program advertising," the telegram said. "The value of this advertising (Continued on Telecasting 18)
ARThUR GODFREyS LIPTON Tea commercial topped all others, with a 23 point spread between viewers and non-viewers of the commercial, according to an analysis of the Starich TV reports released last week.

Other leaders, according to the analysis by Daniel Starich & 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 Tennessee Star Theatre's Sid Stone Harker commercial. The latter, the report revealed, while very high, has been dropping steadily in listener popularity each month.

In a report by the television section of Advertiser Review, 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 413.25.

Followling it were Lucky Strike, 373.50; Hi-V, 307; Chevrolet, 302.75, and Philip Morris, 294.25, according to Advertis.

Ratings are based on a perfect score of 2,800 points as maximum impact for the week and are a weighted compilation of the number of respondents who watch and can describe a spot. The sample included 1,200 persons interviewed during the week of Nov. 5-11.

In the Los Angeles area Telecast, Bulova has released another type survey on TV commercials. The research firm reported that during December the five top commercials "liked in order of their preference" were Log Cabin Bread, 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 shows being aired between 7 and 8 p.m., according to Advertiser Test.

When respondents to the Advertis. survey were asked whether they would rather watch a news- reader the news on television 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 TV area, according to Advertis. The top 10 radio news programs still listened to, only one is presented after 7 p.m. and this one at 11 p.m. according to the survey. Over 17% listen to this late program after turning off their television set.

Daily newspapers were named by over 50% of those interviewed as their principal source of news, Advertis. reports. Television was named second and radio third.

For those who feel television is having a detrimental effect on education, Advertis. points out that children take a major interest in video news programs. The report states that in almost 20% of the TV homes the 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.

Weekly Television Summary

Based on Jan. 9, 1950, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>Source of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque KOIB-TV</td>
<td>1,000</td>
<td>Station</td>
<td></td>
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<tr>
<td>Atlanta WAGA-TV, WSB-TV</td>
<td>20,500</td>
<td>Survey</td>
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<td>Baltimore WMAQ, WWAL-TV, WMAR-TV</td>
<td>112,317</td>
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<td>Buffalo WKBW, WGR, WKBW</td>
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<td>Distributors</td>
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<td>Boston WJAR, WBC, WBRC-TV</td>
<td>6,750</td>
<td>TV Circ. Comm.</td>
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<td>Brooklyn WJZ, WJW</td>
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<td>TV Circ. Comm.</td>
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<td>Chicago WGN, WBNS</td>
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<td>TV Circ. Comm.</td>
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<td>Cincinnati WCPO-TV, WKRC-TV, WLWT</td>
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<td>TV Circ. Comm.</td>
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<td>Cleveland WEWS, WBN, WLEX</td>
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<td>TV Circ. Comm.</td>
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<td>Columbus WTVN, WLW, WTVV</td>
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<td>TV Circ. Comm.</td>
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<td>Distributors</td>
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<td>Denver WCCO-TV</td>
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<td>Des Moines WOC-TV</td>
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<td>Kansas City WDAF-TV</td>
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<td>Los Angeles KLAC-TV, KNBH, KTLA, KTSF, KTV</td>
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<td>New Orleans WDSU-TV, WWL, WFFX</td>
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<td>Newark WJTV, WANN</td>
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<td>Oklahoma City KOX-TV</td>
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<td>Omaha WTIC, KMTV</td>
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<td>Providence WJAS-TV</td>
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<td>Richmond WVTV</td>
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<td>Rochester WHAM-TV</td>
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<tr>
<td>Salt Lake City KSL, KTSL</td>
<td>9,600</td>
<td>Survey</td>
<td></td>
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<tr>
<td>San Antonio KOIL-TV</td>
<td>2,500</td>
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<td></td>
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<tr>
<td>San Diego KSD-TV</td>
<td>20,100</td>
<td>Survey</td>
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<tr>
<td>San Francisco KGO-TV, KPIX, KRON-TV</td>
<td>32,200</td>
<td>Survey</td>
<td></td>
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<tr>
<td>San Antonio KCO</td>
<td>50,000</td>
<td>Survey</td>
<td></td>
</tr>
<tr>
<td>Seattle KVI, KING-TV</td>
<td>15,000</td>
<td>Survey</td>
<td></td>
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<td>St. Louis KSDK-T</td>
<td>47,700</td>
<td>Survey</td>
<td></td>
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<tr>
<td>Syracuse* WHAM, WSYR, WHEC</td>
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<td>Toledo WSPD-TV</td>
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<td>Tucson WTV</td>
<td>7,800</td>
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<tr>
<td>Utica-Rome WHTV</td>
<td>4,500</td>
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<td>Washington, D.C. WJZ, WNBW, WOIC, WTGS</td>
<td>21,300</td>
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<tr>
<td>Wilmington WDEL-TV</td>
<td>21,804</td>
<td>Survey</td>
<td></td>
</tr>
</tbody>
</table>

Total Markets on Air 77, Stations on Air 98, Sets in Use 3,565,994

* Lancaster and contiguous areas; ** Also claims coverage in Utica-Rome area.

Ed. Note: Sources of these summaries listed for each city as available and since most cities are compiled monthly some may remain unchanged in successive summaries. Total sets in all are necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

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 the Televisions Labs, 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 51 complaints serviced Dec. 9, Lance disclosed, 12 sets had been installed in December; in November; nine in October; one in September; two in August; three in July, etc. Four sets had been installed in late 1948.

Eight of the complaints on poor reception were due to ignorance of operation by owners, and four of the other sets needed new small tubes. Replacement of a picture tube is made in only 20 out of every 1,000 complaints, the firm disclosed, and cause of most troubles is dampness caused by moisture or condensation in the tube, necessitating replacement of the circuit. On one call, fingerprints were the cause of blurry reception.

Next most frequent 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 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.

KHNB (TV) Rates To Increase

WITH SOME 302,635 TV set owners in the Los Angeles area, KHNB (TV) Hollywood hourly rates for Class A time will be increased from $650 to $750, effective Feb. 1. The increases and other announcements in that class will be increased to $125 from $100.

Increases were announced by Harold J. Beck, television manager of NBC Western Network. It was stated that Class B and C rates will be adjusted accordingly.

He advised that orders accepted (Continued on Telecasting 10)

BROADCASTING  Page 54
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

<table>
<thead>
<tr>
<th>City</th>
<th>Share</th>
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<tbody>
<tr>
<td>Baltimore</td>
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</tr>
<tr>
<td>City A</td>
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<tr>
<td>City B</td>
<td>37.6</td>
</tr>
<tr>
<td>City C</td>
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</tr>
<tr>
<td>City D</td>
<td>31.3</td>
</tr>
<tr>
<td>City E</td>
<td>30.8</td>
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<tr>
<td>City F</td>
<td>28.3</td>
</tr>
<tr>
<td>City G</td>
<td>27.2</td>
</tr>
<tr>
<td>City H</td>
<td>25.5</td>
</tr>
</tbody>
</table>

*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%

Most People Watch

WMAR-TV

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
COLOR TESTS

SPONSORS of the three principal systems competing in FCC's color television hearings accelerated their test operations last week, with the proponent of a fourth system seeking 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, RCA Labs Division, 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 commended "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 Inc., sponsor of the third color system, said it was starting regular transmissions last week in San Francisco and Los Angeles.

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 existing sets and camera equipment 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 color 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 of five 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 the seven FCC Commissioners, C. Frieda E. Hennock delivering the offer. By this week the network hoped to have color receivers set up in one more New York and Washington home, to get public reaction. In all, CBS told the Commission, the network would have some 39 receivers available at the outset.

Among last week's CBS color shows was a pickup of Golden Gloves Boxing matches at Turner Arena in Washington last Thursday night.

In Washington, CBS is using the WOIC(TV) transmitter and the studio facilities of WTOP. In New York, the colorcasts are on WCBS-TV and WOR-TV, while in Philadelphia the facilities of WCAU-TV will be 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 measurement work, plus color sequence, color, and color signals; UHF television, and color operations.

Dr. Engstrom reported on work at RCA's experimental UHF television facilities and the studio facilities of WTSP. RCA is constructing a group of 20 direct-view 10-inch color receivers, the first to be ready during the week of Jan. 16 for delivery to FCC's Laurel laboratories. A second group is to follow, week coloring for delivery to the Con- domnute Committee, which is investigating color prospects for the Senate Interstate and Foreign Communications Committee. For 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 its color technique would be started during the last two-week following week for delivery to the Con- domnute Committee, which is investigating color prospects for the Senate Interstate and Foreign Communications Committee. For 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.

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In Washington, CBS is using the WOIC(TV) transmitter and the studio facilities of WTOP. In New York, the colorcasts are on WCBS-TV and WOR-TV, while in Philadelphia the facilities of WCAU-TV will be used.

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Mr. Wetzel, of Milwaukee, who said his system was completely compatible with existing black-and-white standards and that existing sets and camera equipment 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 color 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 of five different transmitters, each employing different styles of color sequence television transmission."

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Reel Takes

HARRY WAYNE McMahan

IT takes a lot of courage and fortune 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 Coca-Cola, Dr. Pepper, Ford, Halliburton Luggage, Log Cabin Bread, May Co., Powerhouse Candy, Philipco Dealers, Sunkist, Whitman's Sampler (candy), among others. All told, it is estimated that Five Star currently possesses about 40% of the regional TV film spot clients buying time on Los Angeles stations.

Reporter, editor, agency man, radio producer-writer, publicist and film writer-producer, Harry has led a full life since April 29, 1906, 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 McMahan's headed for South Texas, where the elder McMahan hung out his shingle in Mineral, Tex. In 1924 the family moved again—this time to Beeville, also in the big state.

Formal schooling and work were intermingled 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 Progress. At 17 he left newspapering to head publicity and advertising for a nine-theatre circuit. By 1929 he was called to Dallas to serve as publicity-advertising manager of one of the Publix 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, Edith 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 Uppers (the Pep- "It is to blame for sagging boxing attendance, Heinie Miller, executive secretary, National Boxing Assn., flatly asserted last week. He charged that the telecasting of bouts is eating away gate receipts on a national basis in those cities where boxing is regular TV fare.

Mr. Miller came to his conclusion after digesting new quarterly ratings of boxers in all divisions which have been issued by the association. He said: "In past years it has been customary for the association to issue a forecast on boxing's prospects for the new year. That is well nigh impossible this year because a great proportion of today's boxing fans take their ring fare via television."

He emphasized there was no let-up in interest in those cities where telecasting of bouts either has not been permitted or has not been developed. "In such boxing centers as San Francisco, Spokane, Montreal, Quebec and other cities where there is no television, boxing's gate receipts have hit an all-time high," Mr. Miller said.

"TV Parade of Progress" in Atlanta, Ga., sponsored by Atlanta Constitution and WCON, that city, featured models of latest TV sets and shows by WCON radio talent. WCON-TV is scheduled to take the air early this year.

Mr. McMahan

Five Star Business

PROSPECTS for '50 augured well for Five Star Productions, Hollywood TV film firm, according to its president, Harry W. MacManan, who announced that the closing two weeks of '49 resulted in the signing of almost $80,000 in new business. During this same two week period, almost 90 spots made for regional and local Los Angeles clients were shown one or more times over Los Angeles TV stations. This, he noted, represented 53% 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."

TELEVISION IN MIAMI

You're in Good Company on WTVJ

Join the ranks of those and other prominent national advertisers now telecasting in Miami over WTVJ.

15,000 Television sets now in use in South Florida*

Admiral Benrus Buick Bulova Chevrolet Goodyear Lucky Strike Merita Oldsmobile Philco Pontiac RCA Victor Sealtest U.S. Rubber

SEE THE FREE & PETERS MAN TODAY

channel 4

MID-WINTER SALE

37 W. 3rd St., Miami, Fla.

WEBER

Channel 17

January 9, 1950

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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. Stickle, 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.

BOXING SLUMP

Miller Mauls TV as Cause

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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 services.

With the experimental call, KC2XAK, the station will retransmit, in the 529-535 mc video band, network signals of WNTW (TV) New York, key NBC TV station, for reception by special receivers and by regular sets equipped with converters, located in the area within 25 miles of the station.

KC2XAK is housed in a Cape Cod cottage at Stratford, Conn., on Success Hill, one of the five hills overlooking Bridgeport. Signal was licensed by the FCC May 4, 1949. The building was completed Nov. 15. The tower, a four-cornered, self-supporting structure 210 feet high, was built next the week and the antenna, projecting 40 feet above the tower, was installed Dec. 21. Designed to have a gain of 22 db, the transmitting antenna is expected to increase the transmitter's 1 kw output to 15 to 20 kw of effective radiated power.

The experimental transmitting equipment was built by the Engineering Products Dept. of RCA-Victor Div. of RCA, under the direction of V. E. Trouant. After a testing period until Jan. 15, while TV engineers are adjusting the transmitter and antenna, NBC will install the special UHF receivers, designed by the Home Instrument Dept. of RCA-Victor under the direction of D. D. Cole.

Hanson, Guy Direct

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 types of receiving antennas will be tested, shadow areas and multipath problems investigated, field intensity measurements made and tropospheric transmission observed, using mobile as well as the fixed receivers.

Terminating the proposed experiment on a major step toward the solution of the broadcasting and receiving problems of UHF television, 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.

Reviewing the progress of DuMont's manufacturing facilities, Dr. DuMont pointed to the equipping and opening of two new manufacturing plants, the East Pateron, N. J., plant, for the television assembly, and the new cathode-ray tube plant in Allwood, N. J.

Predicts 25% Increase

DuMont, he said, is looking forward to a 25% increase in dollar volume in the fabrication of electronic instruments developed by the firm's Instrument Division. The Transmitter Division, however, he observed, has been handicapped by the "freeze" but is now busy handling industrial applications of transmitting equipment and planning other improvements in equipment.

Further expansion is expected in the Electronic Parts Division, which since its formation in 1948 has doubled its number of employees.

Increased production schedules for both the Cathode-Ray and Television Receiver Divisions are already in operation, Dr. DuMont said. However, the DuMont concluded, "that the growth of the DuMont organization has been unusually rapid, we feel that we are moving carefully in order to avoid a rate of growth that might endanger either our financial position or the quality of our products."

Johns Hopkins' Policy

EDITOR, TELECASTING: I have just read with interest your recent editorial "The Gate or Gate Receipts?", in which you state 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 athletic fee. Our athletic program is financially supported 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 games at our college, there are no receipts because anyone who wishes can attend, free of charge, any game of the 12 intercollegiate sports offered by us.

Both radio and television stations broadcast our home games. We lost our last home-game but it was broadcast on 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 for sports' sake.

Furthermore, we consider television as an added medium through which we can carry on our general education program—a duty which we, as a privately 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. From entries all over the country were carefully considered, the prize was awarded to Guy de Viry 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 Broadcasting each week and find it stimulating and worthwhile. My congratulations to you on your excellent work.

Beth Poole
Director of Public Relations
Johns Hopkins U.
Baltimore
GOOD OR BAD?

AL CAPP, comic-strip artist creator of "Lil Abner" and in the past, outspoken critic of radio, took the onus on himself last Tuesday night on the ABC Town Hall Meeting of the Air program.

Mr. Capp, in a discussion of "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 damning" of the medium.

Mr. Cousins, who referred to television as the potential victim of "a case of impending murder," declared 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 entertainment that makes no demands on his supposedly limited intellectual equipment."

Decrees Theory

Labelling the theory as "idiot's fodder programming," more bluntly, he charged it had already 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 consequences.

Mr. Cousins charged video with compounding a mobilized attack on intelligence and a massed invasion against good taste. "There are millions of dollars for perfecting television mechanisms," he declared, "but only pennies, comparatively, for programs. Expensive research and equipment will make television 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 now is..." he continued, more respect for the intelligence of the average American, more imagination, more originality, more of the pioneering spirit that was behind much of TV forty 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 called for front-office backing of such people. He urged that viewers write to such programs as Kukla, Fran & Ollie, The Nature of You, The Andy Williams Show, which he singled out as exemplifying the promise of television—and tell them of their approval.

Stressing that he was not arguing for highbrowism or a video extension of the classroom, for entertainment, Mr. Cousins concluded that he expected the medium to live up to its billings as the supreme triumph of invention, "not an endless procession of murder gang wars, horror and horror acts, sub-standard variety shows and wrestling matches."

Capp's Rebuttal

As the debate's champion of television, Mr. Capp countered that Mr. Cousins' "beef" was substandard and mediocre. "I've done research," he said. "I've gone into this thing fully. It took me three seconds. I clipped out tonight's television programs. It proves that anyone who takes the trouble to get off his canvas backed chair and turn a knob can get from television tonight and any night, the most fabulous, imaginative, varied entertainment, delight, to the picture ever offered by man to man."

Mr. Capp then outlined Tuesday night's program schedule, which encompassed three kiddie shows for "good little kids who have finished reading Lil Abner," a scientific film, news, comedy and "the most beloved funny-man of our time, Milton Berle—and with little or no effect, just as Mundel"—debates, music, drama and sports. "What do you want, Mr. Cousins?" he asked, "an egg in your beer?"

"The record shows us," Mr. Capp concluded, "that television will give you whatever you want. If you want delight, and entertainment and information, television will give it to you. If you just want to gripe about it, you can, by carefully manipulating your dials so that you bypass all the wonderful gifts of television—you find murder and horror and ugliness."

Cousins, Capp Debate TV
an SRO throng. Entries totaled 6,944.

Another one-time offer brought 8,447 responses for a trio of pat- 
chets given by the National Livestock 
and Meat Board in a 15-
minute meat cooking and cutting demonstration in a 90-minute tele- 
casting at the Chicago International Livestock 
Show Nov. 29. Booklets on meat 
cutting, pork and meat recipes 
were given free 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.

Clintone Youle, The Weatherman, 
gives daily repts 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 it was found he had meteorol-
ogy training in service. His wife, 
Jean, non-professional, gives 
down-to-kitchen commercials for 
Ceresota Flour. The sponsor, Standard Milling, from Oct. 17 
through 31 (11 shows) offered a 
single cent on all 50-cent 
packages over 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 Walt's 
Workshop. Walt DuBunno, a high 
school vocational instructor, dem-
nonstrates how to make simple 
household gadgets from wood. 
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 
requests, indicating that less than 
84 cents, Promotion Director 
Smith said.

Because of advance planning and 
teamwork, WNBQ shows are put 
on the air with far less effort than 
would normally be expected. The 
Garroway show, for example, con-
sidered by the trade a complicated 
production, is the result of one 
three-hour story conference. Pro-
duced by Mr. Mills and written 
by Charles Andrews of Needham, 
Louis & Brorby, Chicago, the show 
was custom-made for Dave Garro-
way. An AM and TV local 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 
sold because he doesn't have a 
phony sell. It's as simple as that," 
says Mr. Mills.

A new wave of radio stars have 
come into their own as a result of 
appearances on the Garroway 
show. Among them are Singers 
Jack Haskell, Connie Russell and 
Bobby Clark; announcers, George 
Linton and Dancers Margaret Gibson 
and Charles Tate.

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January 9, 1950

Te-Ve

three RCA field camera chains, 
lighting equipment and microwave 
relay gear. Field crew includes 
seven technicians in addition to the 
supervisor. The picture from Mart 
studios is transmitted over wide 
band 7 mg coax circuits to the 42d 
floor of the Civic Opera Bldg. and 
several other points with a rated power 
of 22.8 kw on Channel 5.

All sound and TV broadcasting 
studios and offices are air 
conditioned, and 425 tons of air 
conditioning equipment is needed be- 
cause of the high heat load of TV 
lights and equipment. Although no 
official figures on plant and equip-
ment investment are available, it 
is estimated the total is well in 
excess of $1 million.

Despite the fact that the invest-
ment is admittedly heavy, "We are 
very optimistic, and the station is 
expected to show profits," says Mr. 
Showman. "Present operations and 
television business indicate a profit 
operation in the not distant future."

Discussing how a TV station can 
mall money, Mr. Showman said 
that box offices must be set up to 
build up a volume in chain-
breaks and spots. "It's harder to 
sell live and film shows. We are 
doing $250,000 in advertising 
and have also sold several local 
originations." He cited Herbie 
Mintz's But Not Forgotten and 
Casting Jon, a western film, as 
successful. He also mentioned the 
also sold the Projectcall "profitable.

It is usually spon-
ored for about five hours 
weekly.

WNBQ expects to build additional 
and use originations, he said, 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 we 
will begin before 6 p.m. rats. 
The bulk of this will be along the public 
service line, in which we plan to 
remain strong." One idea for 
the daytime show is a shopping 
show for women which will ema-
inate from a Loop depart-
ment store.

Programming, as always, is the 
thing in television," Mr. Show-
man asserts. For this reason, "Our 
main rule is simple: Give TV pro-
gram men their heads and let them 
know their budget limitations."

MR. SHOWMAN looks for a 
rate increase soon, because 
Chicago's low pay rates have 
gotten from $2,000 a year to an 
estimated $325,000 sets as of Jan. 1. 
An NBC study shows this to be 
the general increase—525%—in 
any city where NBC program 
ates an O & S station. New York, 
coverage went up 190% in a year, 
Hollywood, 336%. Rates will not be 
increased proportionately, but a 
$1 increase from the station view-
quartets would be all right.

The Jan. 8, 1949, Rate Card No. 1 
calls for $500 per hour for Class 
BROADCASTING • Page 60
A time (6 to 10:30 p.m.) and grade downward to $375 for Class B (5 to 6 p.m., 10:30 to 11 p.m., Monday through Friday, 1 to 6 p.m. and 10:30 to 11 p.m. on Saturday and Sunday) and to $250 for Class C (all other times). These are without frequency discounts. Live studio charges are $200 for a 31-60-second spot, $250 for a 90-second spot, $125, and film studio in conjunction with live studio or mobile unit, $250. For a 5 to 30-minute show, rates go down to $100, $62.50 and $31.25, respectively. One-minute spots and 20-second station breaks, live or film, for one time cost $100 Class A, $75 Class B and $60 Class C. These work rates went into effect Nov. 1, with the hourly price upped from $500 to $1,000. There is a six-month guarantee on both local and network rates.

Mr. Showerman, who has been with NBC 20 years and Central Division vice president since July 1947, late last month appointed John McPartlin as the station's sales manager. A member of the NBC Chicago national spot sales staff for the past six years, Mr. McPartlin, formerly of the AM local sales staff. Eugene Hoge heads up network TV sales. In its first seven months, WNBQ earned four first places and one honorable mention in the annual Chicago Federated Advertising Clubs awards competition. First places went to Welts' Workshop, Clifton Utley and the News, The Weatherman and R.F.D. America, now off the air. Consecration of the Catholic bishops, a special promo feature, won an honorable mention.

For its promotion of Who Said That? in the Crosley-Benton & Bowles Inc. promotion, WNBQ and Promotion Director Mr. Smith earned second place. Mr. Smith was spotted third for creation of a promotion film announcement for Martin Kane, Private Eye, in a contest conducted by the Kaplan Agency and U. S. Tobacco. Only personality to be cited nationally is Dave Garroway, recently given the third annual award of the Junior Advertising Club of Philadelphia.

Mr. Smith, in intra-station promotion, 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, charts and guest interviews. "No prizes, premiums or cash prizes – the idea is that you can express your mind. Later we must recurrently to 600–420 from Chicago. Personnel promotion made an economic breakdown of letters, based on the 1946 rating for each district, to determine Miss Utley appeal to all levels. They found:"

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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 clipplings and picture reprints. He also has simplified the matter of agency program presentations by submitting a folder outlining briefly the availability, talent biography, program format, adjacencies, competition, audience response, current and past sponsors, success stories and sponsor testimonials, cost, types of commercials accepted and type of audience to whom the show appeals.

His department, and all others, are promoted and forged 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 in June to become executive vice president of Apex Film Corp., Los Angeles. Mr. Parkes will have offices in both Los Angeles and New York. He will be responsible for promotion writing and production of industrial and publicity relations films for Apex.

Paul G. Hoge, formerly film editor for NBC-TV new film operations, has joined staff of William J. Ganz Co., New York, motion picture production company, as TV consultant in charge of production. Mr. Alley, prior to joining NBC, had been special writer and commentator for Paramount newsreel and MGM "News of the Day." During last summer's "The United Newsreel," film version of The Voice of America.

Capitol Records, Hollywood, preparing series of 12-15 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 distributing outlets. Elmo Williams, head of TV division for Capitol, is producing series, Lee Goodwin directs. And because of the films, 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 distributor, who formed TV firm. TV stations are being contacted throughout country for leasing films which include features and short subjects. Tom Corradi 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 Broadcast- ing 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 equipment at Toronto and Montreal. Four applications are in for two other Toronto TV channels, by CPRB and CKEY Toronto; Fa- mous Players Corp., Toronto; and Al Lear, Toronto. Two applications are on file for three TV channels at Montreal, by CFCF and CKAC Montreal.

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. Norvell, manager of the firm's television department. A special optical link is interposed between eyepiece of a standard gastrocope and the pick-up tube of the camera. Tele- cast, demonstrated Dec. 6 during the annual convention 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 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.

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

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

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 enterprise 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 Visiting, is designed to tell background story 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.

WZB Programs

WIDE coverage of activities ushering New Year presented by WBZ-AM-TV Boston and WBZA Springfield. In addition to carrying New Year's Eve celebrations and football games the nation 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 of TV of Dr. Billy Graham, evangelist.

New Faces on WRC

SOME new faces have been introduced on WRC Washington's Saturday afternoon lineup. Covering four-hour period, performers in this category include Connie B. Gay with new hillbilly program, The Connie B. Gay Show; Stuart Finley, emcee of Capitol Scrapbook program, featuring transcribed music, comments by Mr. Finley on Washington lore and news reports; also, Teen-Ty's, half-hour forum on teen age problems planned and presented by student members of Washington Y-Teen Clubs at nine local high schools with cooperation of TWCA.

Documentary By WCSI

PROGRAM, Then and Now, documentary broadcast, aired Jan. 1 by WCSI Columbus, Ind. One and one-half hour show featured excerpts from important historical developments between 1932 and 1946. Program also featured address by member of British Intelligence Service. Station sent promotion 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 WNAC-TV Boston presented telecast in his honor. Show was in form of special druggists' roundtable built around The Contribution 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, graduate, mortars, pestles and other apparatuses 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 to write him letters. Show is quarter-hour afternoon feature, with prominent Canadian women making recommendations on various topics. First few weeks were devoted to old age pensions, immigration, education, employment, health, finance, consumer and minority topics.

News of 1919

STORIES that made headlines during past year, filmed by Teleneeds, made up A Year's Review of the News of 1919 over WMAL-AM and WMAL-TV. Important news stories seen on special program included crash of the DC-4 at National Airport that killed 55 people and complete sport reviews including World Series.

Legislative Coverage

OLDEST legislative body in the nation—General Assembly of Commonwealth of Virginia—will get thorough coverage by WMBQ Richmond and its FM affiliate WOD 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, at 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 TV variety show, Your Junior Review, sponsored by Home Appliance Co. Featuring talented Washington children, show is presented by Sylvia Devay who trains amateur program talent from local schools and teachers. Show includes permanent feature of local, independent interview by Miss Devay each week with younger from one Washington school, or by legation. Program is handled for sponsor by Robert J. Andrews, Adv.

WORLD BROADCASTING

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.

Regional service areas: are: WPYK Piqua, Ohio; WROW Albany, N. Y.; WNLW Mt. Clemens, Mich.; RTTS Springfield, Mo.; KXH Reno, Nev.; WNBW Daytona Beach, Fla.; WEZC Kinston, N. C.; KOX Portland, Ore.; WSM Minot, N. D.

Stations renewing service are: WBZU Brattle Heights, Md.; KVOR Colorado Springs; ESGO Davenport, Iowa; KPLC Shreveport, La.; WCAU Philadelphia; KY; KGK Boise, Idaho; KXKN Benton, Wash.; KXVO Ogden, Utah; WJCL Demopolis, Ala.; KVAN Vancouver, Wash.; KUOA Sioux Falls, S. D.; and WJLB Detroit, Mich.

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 stations taking the service are: KEKL Truro, N. S.; WMUU Greenville, S. C.; WFNC Fayetteville, N. C.; WGGI Marion, III.; WJAC-TV Johnstown, Pa.; WPWJ Columbus, Ala.; CKAC Montreal; KCSJ Pueblo, Colo.; KRON-TV San Francisco; WEBJ Brewton, Ala.; KGAR Garden City, Kan.; KJBE Palo Alto, Calif.; WCUD Cleveland; WDTV (TV) Pittsburgh; WCIA Chambersburg, Pa.; KXOC Chico, Calif.; WRGB (TV) Schenectady, N. Y.; WXL (TV) Cleveland, Ohio.

WOI-FM Sells FM

EVERY radio dealer in Ames, Iowa (population 30,000), sold out of FM sets in a short time when WOI-FM, Iowa State College station, announced that for the first time all college basketball games would be broadcast by the new FM outlet. Station's manager, addition WOI-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 ground 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 salesman now refer prospective clients to phone company records for proof of the station's audience.

WORLD LIBRARY

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Situations Wanted (Cont’d)

Do you want a manager who knows nothing but what is and is put to work? Open to a proposition. Newspaper owner desires local sales man to work on. Box 686D, BROADCASTING.

Texas operators. Cities 15,000 to 75,000. 10 years experience all lines selling, good commission. BBA Age. Degree. 30. Full information available. Excellent opportunity. Salesmen for stations located in Ohio, Michigan and Indiana. Box 673D, BROADCASTING.

Midwest stations please note. Young, energetic, experienced salesman with ability to sell in good market. Box 642D, BROADCASTING.

Thoroughly experienced producer, hard working individual, wants opportunity. Box 674D, BROADCASTING.

Situations Wanted (Cont’d)

Announcer.

Sportsman, college graduate, 3 years experience; former program director of 1 day daytime station out West. Desires employment in the Midwest. Will take lower position as combination man with small salary. Box 649D, BROADCASTING.

Good voice, single, 27, reliable, sober, married. Desires success in the Midwest. Box 685D, BROADCASTING.

Good voice, single, 27, reliable, sober, married. Desires success in the Midwest. Box 685D, BROADCASTING.

Announcer, disc jockey, 29, recent graduate SRT Chicago. Thoroughly experienced producing and direct selling. Desires position as station manager or small station to gain experience. Mar- ried, employed, Box 694D, BROAD- CASTING.

Yawa: Morning man, good but different. New York, single, 26. Box 695D, BROADCASTING.

Announcer, age 27, single, recent graduate leading broadcasting school, enjoys the outdoor life. Desires producing and writing. Commercial announcing and newscasting. Industrious, ambitious, will travel anywhere. Box 696D, BROAD- CASTING.

Wanted, announcer, continuity job, 21, single, presently employed. 5½ years college, present major 4½ months experience. Any location. Box 697D, BROAD- CASTING.

Graduate leading announcer school. Radio City, N.Y. desires initial start. Authoritative, good copy, good commercial reading, D. J., know board, sports. Some writing ability and stage experience. Married, will travel. Op- portunity immediately. Box 698D, BROAD- CASTING.

Announcer-writer. Heavy experience in sports, play-by-play, news, disc shows and industrial. Box 699D, BROAD- CASTING.

Topflight newsreader-announcer, Sobe, age 25. Full time house, dependable, prefer eastern location. Immediately. Box 697D, BROAD- CASTING.

Announcer. 2 years morning man, good newscaster, married, veteran, metropolitan area 8 months, present job 1½ years. Ken Kyle, Perth, Pennsylvania.

Staff announcer, single, experience. Available immediately. Dependable. Box 681D, BROADCASTING.


These announcers are coming from the Pathfinder School of Radio, 29 W. 46th St., New York 19, N.Y. All trained board operators. Also good copy writers. Write, wire or phone for disc, etc.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 604C, BROADCASTING.

Chief engineer with 15 years experience plus ability second tower, station. Best references including present employer. $800 minimum. Box 605D, BROADCASTING.
Situations Wanted (Cont'd)

Experienced first jar, Position in AM, News Illustrated IVI. On your technical background. Special events, reports, payroll, billings and handling of subscription accounts. Box 676D, BROADCASTING.

Engineer, 2 years transmitter and related, 3 years Army radio experience. Graduate, leading radio school. Box 37D, BROADCASTING.

Experienced engineer. AM-FM, First phone, transmitter, console, remote testing. Experienced construction, installation, maintenance, employment. Box 621D, BROADCASTING.

First class radio telephone operator license. Graduate, AM and FM broadcasting and television, working in ALL positions in broadcasting, 24 yrs. of age, unmarried and free to travel. Box 81D, BROADCASTING.

Engineer, married, 24 years old, have car, radio telephone first class license. Two years broadcast experience in studio, transmitter, recordings and reports. Available immediately. Box 634D, BROADCASTING.

Chief engineer seeking better boss. Will assume responsibilities of the entire system in AM or FM including any directional system and any new. Also new license if and when. Experience since crystal days, now 64 yrs. Experience at WFAA, Dallas, Central. Box 464D, BROADCASTING.

First phone license, experienced transmitter, console, remote. Married, car, capable of operating any transmitter in the state. Available on two weeks notice. Box 652D, BROADCASTING.

First phone, 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph. Must have $60. Box 669D, BROADCASTING.

Broadcast engineer—1 year broadcast experience; all phases. 18 months AM and FM, worked with TV, now 2 years first class phone. Write Box 679D, BROADCASTING.

Control operator, 3 years clear channel experience. Prefer midwest. Box 685D, BROADCASTING.

Immediately available—First class license engineer with over 4 years experience. Starting salary secondary. Good references. Age 25, resident. Box 245D, NEW YORK, N. Y.

Single man with first phone license position, married or single. Very reliable, will go anywhere. W. D. Dickerson, 2811 S. Main Street, South Dakota.

First class license, radio school graduate, no experience. Charles R. McIlroy, R. R. 1, Box 43, Covington, Kentucky.


Available immediately. Engineer 1st class. 41 yrs. experience. AM and FM studio and transmitter installation, operation, maintenance. Will submit competent references. Desires permanent position with a reputable station. Reference, Miles McSweeney, 1815 Virginia, Florida.

Engineer, first class phone amateur. RCA graduate. Experience, good references. Considered F. Symula, 227 Kingland Ave, Brooklyn, N. Y.

Production—Programming, others


She'll make her own place in your area. Write now. Woman's and children's programs and record library. Unusual background and training. Voice and disc or interview on request. Box 601D, BROADCASTING.

Continuity writer, thoroughly trained, well known in commercial copy, Box 817D, BROADCASTING.

Farn director with above average record. Complete reference of outstanding assignments available immediately. Better TV opportunities in any city. Box 589D, BROADCASTING.

Experienced, well-qualified continuity director desiring position in sales. Young woman; bachelor degree. Preference, 506D, BROADCASTING.

Experienced bookkeeper desires permanent position with up and coming radio station. Capable of preparing financial background. Desires position reports, payroll, billings and handling a complete set of books. Can type, college graduate, am honest and reliable. Write Box 679D, BROADCASTING.

Radio, television films, advertising, sales and station management. Personable, Referenices. Prefer full time, Box 693D, BROADCASTING.

Television

Salesman

Sells service and salesman, college graduate, 1st year experience on national radio and television accounts. Box 671D, BROADCASTING.

Production—Programming, others

Television producer—Experience live— programming, package producer, Desires affiliation station, agency or real estate, production company. Specifically low-cost programs, commercials, pitch, "black ink", feet on-the-ground type. Available now. Box 695D, BROADCASTING.

Television films, Live experience writing, producing, selling. Excellent advertising. Desires employment in television stations. Box 698D, BROADCASTING.

For Sale

Stations

Southern California regional network affiliate, AM and FM in the following markets West Coast states, Terms. Owner re- holding, Individual parties with cash or sufficient details regarding ability to purchase only. Box 546D, BROADCASTING.

For sale—Eastern seaboard network station, Desires partner, Desires highly interesting operating interest, 1945. Cash. First year showed $85,000 gross net profit. Box 539D, BROADCASTING.

Independent 250 watt daytime 1000 watt FM for sale in exclusive midwestern town of 15,000. Any reasonable offer considered. Box 659D, BROADCASTING.

Situations Wanted

Managerial

Due to the liquidation of a broadcast-engineering concern, we are offering an immediate job to anyone with experience in the field. The salary is $175 per week and all wires included in rigid conduit for the job are very high. We have a production transmitter and console with various transmit- ers. All phones and other equipment listed at $5000.00. Agents representing the sellers—J. J. Phillips & Son, General Radio Contractors, 141 N. LaCapella St., San Antonio, Texas. Telephone Panphil 4616. These prices are at a tremendous sacrifice and can be bought on terms.

Wanted to Buy

Stations

Interested buying local or regional if price right. Reply in confidence to experienced broadcaster. Box 672D, BROADCASTING.

Equipment, etc.

Wanted—Post war 250 watt AM transmitter, Frequency and modulation monitor. Must be reasonable. Box 675D, BROADCASTING.

Wanted—Recent model 250 or 1000 watt television transmitter and antenna in working condition. Box 686D, BROADCASTING.

Wanted to buy—3 kW, FM transmitter preferably RCA, Collins or GE. Can use frequency modulator or 150,000 watt transmission line. Box 888D, BROADCASTING.

Wanted for new 250 watt, 1580 kw station. Desires affiliate, station, agency or real estate. Without a cost monitoring amplifier, turn tables, pickup amp, etc., good condition. Antenna tower unit, 200 ft. tower, 900 feet, CAA limit, D.C. coaxial cable. Reply to Box 273, Altoona, Pennsylvania. No telephone calls.

Help Wanted

Managerial

Wanted—Commercial Manager 1 kw mid- west fulltime station. Only station serv- ing the territory. Earning power can reach five figures. Only top men need apply. Permanent position; drawing com- mission on co-operations in rest of give details of experience and include photo. Box 640D, BROADCASTING.

Announcers

Help Wanted—Announcers New York City. Must be able for "top" morning or afternoon. Excellent salary to dependable announcer. Must have charm, experience, and style and send experience details. Box 566D, BROADCASTING.

Situations Wanted

Managerial

Now available with background 19 years in radio, television and motion pictures—3 years general manager of a leading out- side market network. Desires affiliation station, agency or real estate, or station operation. Excellent industry con- tact. Early consideration given to applicants. Will discuss any sound proposition in broadcasting. Write Frank C. Hotels, Box 703, Los Angeles, California.

For Sale

Equipment, etc.


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For Sale

Equipment, etc.


What do you offer?:

Brand new Trusaon H-30 foot self-supporting tower complete to last nut and bolt with A-3 lighting, insulators, anchor bolts and base reinforcement steel. Ideal for TV-FM. Cost well in excess of $1000.

Brand new GE BY-B 4 bay fan an- nounces. Cost to be sold BOB, Warren.

WHHI, 5th Nat'l Bank, Warren, Ohio

Schools

Are you looking for

WELL TRAINED MEN

TO operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have through technical training in one of the best Radio Electronic training labora-

tories in the country. These men are high grade . . . with F.C.C. licenses and an excellent knowledge of Radio - Electronic equipment.

Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire.

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Washington 10, D. C.

SPRING TERM OPENS FEB 6

Residence and Correspondence School

NATIONAL ACADEMY
OF BROADCASTING, INC.

3333 16th Street, N. W.
Washington, D. C.

Please send information containing:

[ ] Correspondence

[ ] Residence Courses

Name:

City:

State:

[ ] Schools
AFRA VS. WSTV

Murdock 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 Robert A. Murdock, 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. Murdock 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 5:10 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 appeal for listeners to stop calling. Next day, Michigan Bell requested it not happen again.

Detroit’s telephone nightmare happened when a WKMH salesman asked his station for help in convincing a prospective advertiser, who was buying time on a competing station, that WKMH could produce better results. Prospect agreed to the trial one-time announcement over Mr. Seymour’s program. Incidentally, the prospect, WKMH says, bought a quarter-long 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

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDlA BROKERS

WASHINGTON, D. C.

James W. Blackburn
Sterling 4341-2

CHICAGO

Harold E. Murphy
321 S. Michigan Ave.
Randolph 6-4559

SAN FRANCISCO

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

BOB TOMPKINS, news editor of WLW Network, is new promotion manager. He replaces JACK HALLADAY, resigned to become promotion manager of Dayton-Beach (FLa.) Chamber of Commerce.

BILL TURNER, former merchandising fieldman for Chicago Herald-American, added to sales promotion staff at WLS Chicago. He will specialize in sales presentations and merchandising tips.

WPCF STAFF
DuKete Heads New Outlet

WPCF PANAMA CITY, Fla., new ABC 250 w full-time outlet on 1400 kc, has announced completion of its staff. Elbert DuKete Jr., formerly with WBBM, Chicago, is part owner, general manager and sales manager. Eleanor Whitelaw, formerly with WABB Mobile, Ala., is program director and is in charge of all women’s programs and also acts as a sales representative. Mrs. Whitelaw has three sponsored programs five days a week and reports initial success in listener response.

Elisabeth Giraud has joined WPCF as traffic manager. Ray Hardin, announcer and sports, came with WGY, Greeneville, Ala.; Jim Lott and Leon Hance, announcer-engineer, also formerly WGY, and Cal. Howrigan, announcer from WTY, Marianna, Fla., round out the staff.

Station took to the air Dec. 11. It is owned and operated by Bay County Broadcasting Co. Programming stress is on local shows, with women’s programs highlighting the schedule.

Senator Lauds WHBI

VOLUNTARY suspension by WHBI Newark, N. J., of Polish program because of Communist-inspired by Senate Judiciary Immigration subcommittee, drew praise Dec. 30 from Chairman HENRY G. REED (D. N. Y.). He complimented the station for its “cooperation” with the subcommittee probing propaganda activities of Gdynia-American Steamship Line [BROADCASTING, Dec. 26, 1949]. WHBI notified the group it had discontinued the broadcast effective Dec. 25 because it was the only foreign-language program carried, according to William Mas, program director.

Jan. 5 Decisions . . .

By COMMISSION EN BANC

License Renewal

WCHS Charleston, W. Va.—Granted renewal of license for period ending day, 1932.

WKYW Louisville, Ky.—Granted renewal of license for period ending Nov. 30, 1932.

Action Withheld

KCSJ Pueblo, Colo.—Withheld action on license renewal application for period ending April 22, 1932, pending receipt of Commission action on application for new license for same station.

De Novo

Delta Beets, Inc., Thibodaux, La., and KUHL Houma, La.—Granted request for extension of license to April 23, pending further consideration of Commission action for renewal.

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Make that Programming Job Easier For Yourself and Your Staff

Take advantage of the BMI Program Directors' and Librarians' Clinics—especially conducted for those who are 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.
Milestones

CELEBRATING their 25th wedding anniversary at New York's Stork Club are Mr. and Mrs. William J. Wagner (center). Mr. Wagner is general manager of the Alaska Broadcasting System. With them are Roy Smith (l), account executive for Alaska Spot Sales, and Charles (Bud) Soden, Alaska Network sales manager.

Robert L. Fidlar, commercial manager for WIOD Miami, Fla., as completed 20 years in the radio industry. He started with WBOW erre Haute, Ind., as announcer-editor in 1929, moving to WIZO alamazoo, Mich. two years later. He served WHIO Dayton Ohio as an announcer and continuity writer until 1943 when he assumed program management duties at WIOD. He was named commercial manager of WIOD in 1946.

WEWS (TV) Cleveland celebrated its second birthday Dec. 17. The station began telecasting to about 80 sets, most of them in dealers' showrooms, and now reaches an audience of more than 120,000 viewers. Staff of more than 70 people is headed by James C. Hanrahan, vice president of Scripps-Howard Radio Inc., owner of WEWS.

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 KAFD Ft. Dodge, Iowa.

Ralph J. Mathewson, transmitter engineer for WEII Boston, is the first member of the station's staff to be awarded a beret symbolizing 25 years service with WEII.

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 WKYK, was simply patch in the recorder and let the machine play six hours of continuous programming with time-out 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 permited up to six hours of programming on one reel of tape.

While the machine allows three program channels to be recorded simultaneously, WKYW used two channels to produce a day's program, 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 broadcasting needs. WKYK says Mr. Anderson estimates the machine could be put into commercial production, priced at under $1,000.

Mr. KOA' Retires

CLARENCE C. MOORE, known as "Mr. KOA" throughout the Rocky Mountain region, retired from the staff of KOA Denver Dec. 31 after 21 years with the station and NBC, the last 15 years as KOA program director. Mr. Moore will enter private business. On Dec. 30 -- Mr. Moore's last day at KOA -- staff members with more than 10 years service gathered in General Manager Lloyd E. Yoder's office to bid the radio veteran farewell and to present him with a set of luggage.

Racine Grant

REVISED initial decision was issued by FCC last week reaffirming earlier action to grant a new station on 1460 kc with 500 w day at Racine, Wis., to Belle City Broadcasting Co., associated in ownership with WMIL Milwaukee [BROADCASTING, Oct. 24, 1949].

New initial ruling further denied as in default the competitive bid of Metropolitan Broadcasting Co. for 500 w daytime on 1470 kc at Milwaukee, not considered in the earlier action. Metropolitan failed to present evidence at hearing, FCC found.

VARIATION of "local boy makes good" theme was recounted in Fremont, Neb., Dec. 23 when Bill Baldwin, KFGT station manager, received a birthday cake on occasion of station's tenth anniversary. Mr. Baldwin started as an engineer-announcer in 1939 when the station began broadcasting as KORN. In 1946, after returning from service with Armed Forces Radio networks in South Pacific (he was chief engineer at WYTR and Madison, Wis.), he returned to his original position. Call letters were changed from KORN to KFGT last March when Walker Newspapers Inc. bought the station from Irelan 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 air 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 televising the Temple-Syracuse and La Salle-Bowling Green games from Convention Hall and the Penn-Lafayette and Villanova-Pacifc 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. 18. Jack Rensel, network general manager, helped develop the idea.

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FCC ORDERS HEARING ON LIMA CHARGES

HEARING on year-old charges that Northern Ohio Broadcasting Corp., to try its WMJ-AM-FM Lima, Ohio, next month, is scheduled for AM grant [BROADCASTING, Nov. 22, 1948] was ordered by FCC last Friday. Hearing was set for Feb. 26 at Lima.

Sky Way Broadcasting Corp. of Columbus, Northwestern's rival in AM case, had claimed Sky Way President Guentz Hirsch on Nov. 11, 1948, that both Sky Way and the Western Broadcasting Co. had authorized sale of AM and FM properties, with asking price $350,000.

FCC, which investigated, said it "appeared heavier 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 (1160 kc, 1 kw) for reinstatement of its own application (1150 kc, 5 kw, 1 kw, 1 kw) and replies by Northwestern.

ORAL ARGUMENTS HELD IN THREE CASES

ORAL ARGUMENTS held Friday before FCC en banc on proposal to deny extension of completion of cabling WTV (TV) New Orleans, to grant WILK Wilkes-Barre, Pa., improved assignment, and to set aside earlier revocation order for WIBS Santurce, P. R.

FCC took under advisement WTV motion to dismiss or delay new application without prejudice to its being filed where a rule had been lifted in fact store is largest local TV sponsor. WIMA and WTV proposal to grant switch from 250 w on 1450 kc to 5kw w, 1 kw night on 980 kc, directly competitive basis, WIMA 50,000 people who would get first service. WTV Troy, N. Y., opposed changes because of interference.

T. B. Del Valle said cleared of charges of misrepresentation to FCC. Proposed actions against FTC last summer [BROADCASTING, Aug. 1, 29, Sept. 12, 1948].

WOULD DENY WFCF SWITCH

DENIAL of request by WFEC Miami, Fla., to switch from 250 w on 1220 kc to 250 w fulltime on 1220 kc recommended Friday by FCC Hearing Examiner J. Fredson Johnson. Decision cited delays in presenting evidence and said "record presents a disturbing indication of a disposition to trifle 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 "Phonovision" 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 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 Phonovision program viewed.

PROCTOR TO CHIRURG

JOSEPH A. PROCTOR, with Lever Bros. 30 years and Spry advertising manager since 1915, named vice president in charge of merchandising of Lever Brothers Co., Boston and New York agency. He has been active in 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 453,593 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 6-8.9 inches.

Total sales of picture tubes in November, including manufacturers, distributors, export and hospital outlets, amounted to 485,312 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 21,331,800 tubes compared to 20,935,631 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, 4,465,737 for replacements, 997,286 for export and 125,947 for government agencies.

SWEZEE Y SPEAK AT NATIONAL TV MEET

ROBERT D. SWEZEE, general manager of WDSU- TV New Orleans, will follow keynote speaker at opening of second annual National Television Association's Television Council at 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 Mills, producer of "Garvowyn at Large," and program director at WBNQ-NBC Chicago. Chicago production panelists will be Monte Fassnacht of ABC-TV; Fred Freeland, Ruthrauff & Ryan; Norman Lindquist, Malcolm-Howard Agency; Joseph Beterer, Sarrin Inc., and Jerry Campbell, Campbell-Cahill Studio.

Edward Tynan, general manager, WOIC (TV) Washington, is slated to discuss station management, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, 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 Munak Corp., as advertising and promotion manager, has joined O'Brien & Dorrance, New York, as radio and television director. Mr. Seth is a 10-year veteran in radio and recording. He was formerly director of two stations 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, expect to have on the air a new TV antenna atop building early this week. NBC relinquishing exclusive use of location, held since 1931, to share with ABC.

PRICE involved in proposed sale of WMCA-FM New York to syndicate of unidentified buyers reportedly slightly more than $20,000 (story page 18).

FITCH SHAMPOO, through its agency, Harry B. 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 Harry M. Bitner Jr., WGBM Indianapolis, NAB District 8 director. Bill Way, WBBW, Radio City, Hammond, Ind., is general clinic chairman. Arthur C. Stringer, staff director, will participate for NAB. Site of clinic has not been picked.

ZITZ JOINS CHICAGO AGENCY

MARTIN ZITZ, advertising manager of Elgin American, Elgin, III., resigns and will join Henri, Hurst & McDonald, Chicago, Feb. 1.
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
New RCA electron tube gives today's amazing computing machines an indispensable memory.

**Tube with a memory keeps answers on file**

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. Continued leadership in science and engineering adds 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 of America, Radio City, N. Y. 20.

**RADIO CORPORATION of AMERICA**

World Leader in Radio—First in Television.