HE WAS RATHER impatient. He was a manufacturer. The product was a tape for mending clothes, shades, soft goods . . .

(Please be patient and read on — there is some very important meat in this.)

WOR was the only station this man could afford; we mean, big station. And he had — what some people would think — peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N.Y., and Boston, which is in Massachusetts, and Philadelphia — as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before.

Maryland? Up, too. About 100%.

And so the story went — in practically all the 18 great states WOR platters its power down on.

WOR even persuaded 43 department stores which had never handled the product to handle it.

Would you, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even — well, maybe Albany, N.Y., or Boston?

our address is WOR — that power-full station, at 1440 Broadway, in New York

NOTE: WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 18-state impact.
Will our rockets have reached the moon?
Will the uses of atomic energy be a boon to mankind?
And what about broadcasting? Will radio be a satellite of television? Perhaps a new miracle of air transmission will be exciting the world.
In 1960, as today, you can bank on this: Havens and Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.

Half the joy of broadcasting is vision.
Much of the rest is serving.
Watch the First Stations of Virginia in 1950...
WMBG-AM, WCOD-FM, WTVR, The South's first television station, affiliates of NBC.
NBC'S NEW LINE-UP

NBC LAST WEEK picked a top food merchant and one-time agency man to fill a new staff-level post as vice president for administration.

Victor T. Norton, president of American Home Foods Inc. since 1947 and former executive of Kenyon & Eckhardt, was appointed to the newly created NBC job. Placed under his direction was a number of administrative functions, all headed by veteran NBC executives.

Reporting to Mr. Norton will be John H. MacDonald, vice president in charge of finance; O. B. Hanson, vice president and chief engineer; William S. Hedges, who has been officially announced as vice president in charge of integrated services; Ernest de la Ossa, director of personnel and newly named head of labor relations, and Hugh M. Beville, director of plans and research.

Yet to be named to the top hierarchy of the NBC organization as proposed in the celebrated Booz, Allen & Hamilton plan are a chief of the radio network and a staff-level chief executive. These are believed to be the only principal jobs left unfilled in the new design.

At the time he announced the appointment of Mr. Norton to be vice president of charge of administration, Joseph H. McConnell, NBC president, also distributed a staff memorandum relating in detail the new personnel assignments made to date in the network's reorganization.

Gaines Named

Most of the reassignments have already been reported by BROADCASTING. One that had been subject to speculation, however, was settled by Mr. McConnell's report. James M. Gaines got the job of director of owned-and-operated stations—the third of three principal operating divisions into which the company is divided.

Mr. Gaines held the same title under the former organization of the network, but his appointment to head the newly separated stations division divides his responsibilities as a promotion. Reporting to him will be the managements of all NBC owned-and-operated stations save one. Sidney N. Strother, now vice president in charge of the Western Division and head of KNBH (TV) Los Angeles, an NBC owned station, will report directly to Charles R. Denny, NBC vice president.

Mr. Norton, the new vice president for administration, began his business career in 1927 as a salesman for the Jewel Tea Co., at Barrington, Ill., and worked his way up to assistant to the president. In 1933 he joined the Cadbury Packing Co., Chicago. With that company he was successively general sales manager, vice president in charge of sales and merchandising, and then in charge of the manufacture and distribution of the packing house, dairy and poultry products as well as in charge of advertising, public relations and research.

He joined Kenyon & Eckhardt in 1945 as merchandising consultant in New York. Later he became vice president in charge of the agency's Chicago office and afterward returned to New York as a member of the plans board.

He joined American Home Foods Inc. in 1947 as executive vice president and before the end of the year became president.

McConnell's Memo

The full text of Mr. McConnell's memorandum to the staff, which serves as a full outline of personnel assignments under the reorganization follows:

"In the past recent I have had the opportunity of discussing with most of your plans for realigning the NBC organization so that we can conduct our expanding business with maximum efficiency and give you increased opportunities to put your talents and capabilities to the best use. To do this we have surveyed the principal activities of our company and have grouped the operations which naturally belong together into functional units.

A number of new positions have been created, making possible many promotions from within the company and enabling us to strengthen the organization by bringing into it new executives and personnel. We have made substantial progress, and in this report I would like to summarize what we have done to date.

The new structure of our organization includes three principal operating divisions: One for the radio network, one for the television network, and one for the owned-and-operated stations. Insofar as possible each of these activities is to be administered as a separate business and each of the three divisions will have under it all of the elements essential to its efficient operation. To do this, operating activities in the accounting, engineering and research departments are being decentralized and associated directly with the operating divisions they serve.

"Pending the appointment of an executive in overall charge of the radio network organization, Charles R. Denny, executive vice president, is directly heading this division in addition to his other duties. Mr. Denny is vice president and general attorney; engineering planning and development under O. B. Hanson, vice president and chief engineer; and personnel and administration under Ernest de la Ossa, director of personnel; a staff research unit under Hugh M. Beville, director of plans and research; and press under Sydney H. Eisenberg, vice president in charge of press and publicity, to whom the information department has also been assigned.

"A number of new positions has been created in the company—that of vice president for administration—under which a number of staff and operating functions will be grouped. I am very pleased to announce the appointment to this position of Victor T. Norton, who is joining NBC after serving for the past several years as president of American Home Foods Inc.

"Reporting to Mr. Norton are (Continued on page 49)

GAG RULE SNIPED

SCOTUS Refuses Review

THE generally accepted American standard of free speech in reporting crime news now is established in the state of Maryland as a result of a decision last Monday by the U. S. Supreme Court in the "Baltimore Gag" case.

Invalidating of the Baltimore court principle that broadcasters and newspapers are in contempt for broadcasting and publishing news about an indicted criminal received the highest court's blessing when it refused to review a June 1949 decision by the Maryland Court of Appeals.

The state court had reversed a decision by the Criminal Court of Baltimore, which had held three Baltimore stations and a commentator guilty of contempt [BROADCASTING, June 13, 1949]. Stations affected were WCBM, WPRR and WTH Baltimore along with James P. Conilly, former news editor of WTH.

Two days after the decision, the Maryland Court of Appeals cleared WBAL Baltimore of similar contempt charges. WBAL had followed a separate course in its appeal. Chief Judge Ogle Marbury, of the state court, issued a brief order freeing WBAL. The WBAL case had never been argued before the state tribunal. Judge Marbury's order merely said that the case was reversed for reasons outlined in the earlier decision reversing the lower court.

Miller Hails Action

Judge Justin Miller, NAB president, hailed the U. S. Supreme Court's action as "one more step in establishing firmly the American concept of free speech, and recognition by one more state of the limitations properly imposed upon the use of the judicial power to interfere with the reporting of news."

"The militant broadcasters and their attorneys who carried this case successfully through the courts merit the warm appreciation not only of all broadcasters, but of the people of our country for the protection of rights guaranteed to them under the First Amendment."

Judge Miller explained that the Baltimore contempt rule was based on the English philosophy of government abridgment of speech and press, which was repudiated by the U. S. Constitution.

The U. S. Supreme Court issued no opinion in refusing to pass on the merits of the Maryland rules (Continued on page 45)
By JIM GALLAGHER

THE FORD MOTOR Co., which has been out of AM network radio all season, has returned with a new idea in media purchasing that implies a possible revolution in time purchasing.

Through its agency, the Detroit office of J. Walter Thompson Co., Ford bought eight CBS sustaining shows and 12 of Mutual’s sustainers, for the month of January only.

Thus, for the first time, with the exception of special events, the auto firm bought proven package shows without having to tie itself up to a long term contract. The entertainment is of every type, ranging from news broadcasts to variety shows, subsequently both the agency and the sponsor expect they will be able to bracket all segments of the population with their sales message.

These placements on AM plus sponsorship on TV, cost the Ford Co. an estimated half million dollars.

Origination of the plan stems from the Detroit office of the Thompson agency, where Norman H. Strouse is vice president in charge. Working originally with CBS, the agency was aided in its negotiations by Joseph R. Spadea, manager of the CBS Detroit office. In charge of Ford approval was Gordon C. Eldredge, advertising manager of the Ford Div. of the Ford Motor Co.

Debunks Rumor
On Ford Network Radio

A spokesman for the agency scotched the rumor prevalent last fall that Ford had given up on network radio as a selling aid, saying:

“There is no feeling that we don’t want network radio, and we don’t think that it is either dead or dying. We are only trying to get away from the long term commitment that network radio obligated us to in the past. It was not flexible enough for us, compared to other media, in view of the unique selling job that lies ahead of us, and the variation in selling effort we have to put forth at different times. If we could look to the networks for circulation, just as we do other media, and pick and choose our time and place for our effort, we would be glad to buy the commercial content of these shows.”

All of the officials involved in the arrangement expressed confidence in Ford’s new approach.

Underlining the desire of automotive people for “productive circulation and something new to give impact and balance to their sales and advertising campaigns over short periods,” Mr. Spadea said:

“Aside from my conviction that the use of these sustaining programs would afford the automotive industry greater coverage at lower cost, I believed that their sponsorship, as well as the financial return to CBS, would aid in their promotion for future long term sales.”

Mr. Spadea added that the programs “are delivering net circulation of 3,500,000 and 4 million radio homes... much larger than the delivery of the more costly publications.”

Nelson Sees Idea
As Stimulating

Linnea Nelson, chief timebuyer of J. Walter Thompson, said:

“I have participated in many new things over the years, but this is a single ‘first’ that has been the most exciting and stimulating thing to date. This campaign seems advantageous to both parties—the networks who’ve been putting on good sustaining shows and the Ford Motor Co., which can use them on this basis.

“With all of us working on the one time purchase of many network shows following immediately on the heels of the Ford new car spot announcements—and now television network and spot purchases as well as more radio spots—we can only say with deepest appreciation a great big ‘thank you’ to the stations and the networks. The use of radio and television broadcasting in such a big way is bound to produce results.”

Cites Flexibility
Advantage to Advertiser

Noting that the Ford company cannot predict to what degree the innovation will change the buying and selling pattern of network radio, Mr. Eldredge said: “We do know that it presents a greater flexibility for the advertiser. It’s roughly equivalent to buying pages in publications for specified dates of issue and hence it permits closer timing with an overall advertising campaign. It would seem to be an advantage to networks, too, as it brings some measure of return on their investment in the development and maintenance of fine sustaining programs.”

It seemed especially important to Ford this year to make a major effort in January, for the 1950 Ford had been out only a month when the holidays began, making necessary a slackening of promotional and sales activities. The firm wanted to come back heavily to make up for this inactivity, and also to compensate for the new

What Ford Placed in This All-Out Drive

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<thead>
<tr>
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<th>Network</th>
<th>Time</th>
<th>ON RADIO</th>
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<tr>
<td>Jan. 4</td>
<td>Mutual</td>
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<td>Jan. 6</td>
<td>CBS</td>
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<td>Jan. 13</td>
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<td>Jan. 22</td>
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<tr>
<td>Feb. 1</td>
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<td>Lum &amp; Abner</td>
<td>Jan. 6</td>
<td>CBS</td>
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<td>Jan. 10</td>
<td>Mutual</td>
<td>10:00-10:30</td>
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<td>Jan. 14</td>
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BROADCASTING • Telecasting
Company Buys Sustainers Wholesale in Concentrated Drive

ar announcements of many of the competing manufacturers. Ford wanted a 30-day promotion, and through the cooperation of CBS and J. Walter Thompson, the new plan was evolved.

A budget was set up for full availabilities, but previous commitments and local shows made that an impossibility. However, JWT pointed out that with 173 CBS stations involved, and 470 from Mutual, the Ford programs had realized 75% of the CBS possibilities and 77% of Mutual's. Another statistic bearing out the success of the buy was that 90% of all stations involved carry five or more of the shows, and that every single station carries at least one.

Prompt Action Marked Ford Decision

In answer to a query as to how quickly a program like this could be organized and put into action, the agency said: "We were in our first program just one week after the idea was cleared."

Three commercial breaks are used in the shows which are of half-hour duration, with the listener urged to "listen to a message from your local Ford dealer."

Reaction from the far-flung Ford dealer organization was instantaneous and enthusiastic. A Thompson field man in Des Moines, after a quick survey of dealer opinion, said: "I can honestly say that there has never been an advertising campaign that has created as much enthusiasm as our present radio network campaign on CBS and MBS."

Success on AM Patterns Video

The success of the AM buy came so quickly that Ford was able to apply the same idea to TV, where the firm already was sponsoring the Kay Kyser show on a long term basis. Ford has bought the commercial rights to 10 sustaining TV shows on the four major networks between Jan. 20 and Feb. 2.

Ford emphasized that this does not imply any lack of confidence in the Kay Kyser show, characterizing it as "our main effort" and pointing out that the first show had hit a 40.8 rating, placing it in the top 10 TV programs for that week.

Ford has no fears that the long term purchase of any of these sustaining shows by other sponsors will put a crimp in its plans, for the firm says if it does the same thing in February, as now seems likely, the company will put together a package from the best availabilities that prevail at the time. In addition to CBS and MBS, Ford now has availabilities from NBC, and the purchase of NBC-TV time presages the possibility that the network would be interested in this program on AM.

Both the agency and the network emphasized that there was no cut rate involved, with full time and talent charges being paid at the rate offered to all sponsors, the only difference being in the term of the contract. It was felt to be a mutually advantageous arrangement, with the Ford company getting the extra promotion for the exact time it needed, and the networks getting revenue from programs that up to now had been conceived and broadcast at terrific costs.

That there was a danger this practice might spread to many other advertisers was conceded. Also admitted was possibility that some shows now sold for long terms might be demanded on a shorter basis. However, the principals were quick to point out that Ford had a sales problem that was not faced by many advertisers who could profitably use every week of the year to plug their product.

Versatility Factor Is Significant

The new plan was thought even more significant in view of the recent increase in network ownership. The possibility of such shows being sold to several sponsors over a year's time was seen, rather than on a longer term contract for the same account. Then it would be the networks' problem to build up the shows' circulation, with sales departments selling them on a best available basis, just as in the case of spots today.

**TOP PERFORMER**

Ford To Sponsor Broadcast

A HALF-HOUR broadcast direct from Sport magazine's second annual "Top Performer" dinner at New York's Hotel Astor, Thursday, Jan. 19, will be sponsored by the Ford Dealers of America on MBS.

During the 9:30-10 p.m. (EST) airing, Sportscaster Bill Slater will describe to listeners the pre-award ceremonies. Climax of the dinner will be presentation of the "Athlete of the Year" award to Tommy Henrich, Yankee baseball star. Twelve other athletes also will be cited.

"Top Performers" are chosen by a board of 11 radio and newspaper critics. Sport's consulting editor, Grantland Rice, is chairman of the board. Among guests from the sports world who will attend the dinner are Branch Rickey, Sid Luckman, Doak Walker, Greg Rice, Willie Hoppe, Lou Boudreau, Buddy O'Connor and Gene Sarazen.

* * *

TOP FLIGHT programs utilized by the Ford Motor Co. in its current drive include:

**LEFT PHOTO—ABC-TV Super Circus,** whose stars include Cliff Soubier, the clown, and Bandleader Mary Hartline;

**LOWER LEFT—CBS-TV's The Front Page,** which cast includes John Daly (standing), Mark Roberts and Peggy Shaw in the top roles.

**LOWER RIGHT—NBC-TV's Leave It to the Girls,** moderated by Maggi McNellis (standing). She is shown with Kitty Carlisle (l) and Binnie Barnes.

**TOP RIGHT—Mutual's The Saint,** which casts Vincent Price in the title role supported by Betty Lou Gerson.
FCC Would Tighten Forfeiture Rules

IN A MOVE against "trafficking in frequencies," FCC last Thursday proposed new rules which would automatically forfeit the construction permit for any station which is sold before program tests commence.

Only exceptions would be (1) so-called "pro forma" transfers and assignments which do not affect control and (2) transfer of an AM (or FM) to an FM (or AM) licensee by the same owner. However, an authorized but uncompleted television station could now be sold with a licensed AM or FM station.

FCC's proposal would extend to construction permits for changes in facilities of a licensed station. If the change is minor, FCC said, transfer would be approved; if "major," it would not.

The "facts of every case" would determine what is major or minor, FCC said. An additional or a change in transmitter location would be considered "minor," while a change from daytime local to fulltime would be considered "major." A change from Class A to Class B rating for an FM station, or from community to metropolitan classification in the case of TV, would be considered a "major" modification.

FCC also proposed to keep a close watch for signs of trafficking in transfers occurring just after a station has gone on program.

The proposed rules were issued on a 4-2 vote, Comrs. Rosel H. Hyde and Robert F. Jones dissenting and Comr. Frieda E. Hennock not participating.

Hyde, Jones Dissent

Comrs. Hyde and Jones, in a dissenting opinion by Mr. Hyde, contended the Communications Act's requirement that transfers be approved by FCC assures the Commission of opportunity to "deal with any question of trafficking" when it passes upon particular applications.

They charged the proposed rules "are inconsistent with the policy of the Communications Act and the procedures contemplated by the provisions of the Act," particularly the section dealing with construction permits.

Further, they observed:

Under the proposed rule, a permittee would be able to substantially increase his entire investment if for any reason the FCC should decide to reject the transfer. The new owner would be able to advise him for complete construction under a permit. Good faith, under such circumstances, no matter how onerous, would be no basis for relief. This is not, in our opinion, a regulation which would efforts to encourage the larger and more effective use of radio through private enterprise.

FCC authorities estimated unfor- nately that in the last six months there had been four or five appli-
cations for transfer of stations not then on the air.

It was felt that the rules were proposed as a means of serving notice on the entire industry, rather than calling for hearing specific, and perhaps isolated, cases.

FCC invited comments for or against the proposal until Feb. 17 and said oral argument would then be scheduled if the comments warrant it.

Substantial opposition is expected to develop, to a great extent along lines cited by Comrs. Hyde and Jones, that the rule would be unfair to permittees having legitimate and urgent reasons for selling, and that in actual trafficking cases, FCC can act on a case-to-case basis.

Proposal Basis

FCC said it based its proposal on "the policy of the Communications Act that frequencies for the operation of a broadcast station are to be issued to persons who will operate the station in the public interest and not for the purpose of permitting such persons to transfer the license to another person." The notice said that completion deadlines specified on a construction permit are designed to "insure that the frequency shall be utilized with dispatch and that the permittee be not allowed to commence use at such time as he deems proper."

The notice continued:

Similarly the Commission is of the opinion that a construction permit should be forfeited if the permittee signifies definitely that he does not intend to complete construction and apply for a license to cover construction, as is the case where the permittee enters into a contract to assign or transfer that permit prior to the time the station enters on program.

The proposed new rules are identical for AM, FM, and TV with two exceptions: (1) the footnote appearing in the AM and FM rules for permit transfer of an AM or FM station to a new entrant if the FM or AM affliate is omitted in the television rules; (2) different illustrations of "major modifications" are given for AM, FM, and TV.

Following is the text of the AM proposal (Rules Section 1.314), with editor's notes indicating points of difference in the FM (Sec. 3.215) and TV (Sec. 3.616) versions:

A construction permit shall be automatically forfeited if a contract for the assignment of the permit or transfer of control of the permittee

corporation shall have been entered into by the permittee or if an option shall have been given by the permittee for such assignment or transfer prior to the time the station has actually commenced program tests in accordance with the applicable Commission rules concerning such transfers as provided, however, that this paragraph shall not apply to contracts or transfers dealing with minor, or pro forma, assignments or transfers outlined in Section 1.321 (b) of the Commission's Rule Book.

The Commission will carefully scrutinize contracts or options, entered into within a short period after completion of program tests, in order to determine whether the permittee (Continued on page 78)

1949 BILLINGS

<table>
<thead>
<tr>
<th>Month</th>
<th>Gross AM Billings</th>
<th>Networks Near $88 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>$2,544,141</td>
<td>Richfield Oil Corp.</td>
</tr>
<tr>
<td>September</td>
<td>$2,467,920</td>
<td>The Leatherneart Science</td>
</tr>
<tr>
<td>October</td>
<td>$3,404,713</td>
<td>Plastics Company</td>
</tr>
<tr>
<td>November</td>
<td>$3,389,309</td>
<td>Elgin-Davenport Moving</td>
</tr>
<tr>
<td>December</td>
<td>$3,306,569</td>
<td>Company</td>
</tr>
<tr>
<td>Total</td>
<td>$42,342,925</td>
<td></td>
</tr>
</tbody>
</table>

By Advertisers

<table>
<thead>
<tr>
<th>Company</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$4,324,225</td>
</tr>
<tr>
<td>CBS</td>
<td>$634,033</td>
</tr>
<tr>
<td>MBS</td>
<td>$18,071,696</td>
</tr>
<tr>
<td>NBC</td>
<td>$64,013,296</td>
</tr>
</tbody>
</table>

The ABC and MBS gross billings were compiled by the networks themselves. Figures for CBS and MBS were furnished by Publishers Information Bureau.

The 1948 total gross billings figures calculated last week were at only slight variance with BROADCASTING'S own compilation of $188,830,799, a decrease of 6.5% below the total for 1948, according to calculations released last week. By networks, total gross billings were:

<table>
<thead>
<tr>
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The ABC and MBS gross billings are based on figures provided by Publishers Information Bureau.

The 1949 total gross billings represented a decrease of $11,164,848 below the $196,995,642 all-time record volume in 1948.

Neither CBS nor NBC releases billings, all those released by ABC and Mutual followed.

American Broadcasting Co.

Gross AM Billings by Months

<table>
<thead>
<tr>
<th>Month</th>
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</tr>
</thead>
<tbody>
<tr>
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<td>$4,467,967</td>
</tr>
<tr>
<td>February</td>
<td>$3,850,510</td>
</tr>
<tr>
<td>March</td>
<td>$3,385,786</td>
</tr>
<tr>
<td>April</td>
<td>$3,801,726</td>
</tr>
<tr>
<td>May</td>
<td>$3,787,939</td>
</tr>
<tr>
<td>June</td>
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Neither CBS nor NBC releases billings, all those released by ABC and Mutual followed.
Use SPOT ANNOUNCEMENTS ... Add Listeners...

You Get 4 Top Programs at a Cost of Only 2

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

THE UNEXPECTED STAR-STUDDED CAST
39 Quarter Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

Prices Like These:
Population
UP to 25,000 $15.00 for both Ladd & Runyon
25,000 to 50,000 22.50 for both Ladd & Runyon
50,000 to 75,000 25.00 for both Ladd & Runyon
75,000 to 100,000 27.50 for both Ladd & Runyon
100,000 to 150,000 30.00 for both Ladd & Runyon
150,000 to 200,000 35.00 for both Ladd & Runyon

Larger Market Quotations Upon Request

You Get Free...

39 Episodes of "The Unexpected"
and 89 episodes of "Behind the Scenes" as a BONUS
on buying Alan Ladd and Damon Runyon on a 52-week, non-cancelable basis.

Plus
25% Discount...

If all or part of either the "Box 13" or "Damon Runyon Theatre" series
has been used in your market, you
will receive a big 25% discount on
these programs used.

NETWORK CALIBRE Programming
to Fit Local Sponsors' Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2.
Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell" of "Life of Riley" and "Al" of
"My Friend Irma"). Already been used in some 100 markets in less than a year after its release.
After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles
(44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha
Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personal-
alties. Manning narrated the best documentary film made in 1945. It won an Oscar. It was
his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your
Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood
Preview," Knox Manning has had more than 500 movie credits.

WMOU, — BERLIN, N. H.
Took Our Package Offer
Used SPOT ANNOUNCEMENTS
Turned $780.00 into $2556.00

Clever merchandising of easy-to-sell
spot announcements to local spon-
sors paid off in added revenue and
listeners for WMOU. Here's how it
was done:

1) The Unexpected—2 Announcements
52 Ladd Shows—3 Announcements ea.
52 Runyon Shows—3 Announcements ea.
89 Behind the Scenes—2 Spots each
568 Spot Announcements @ $4.50 ea.
(Cost of Special Package
in WMOU Market) ... $2556.00

PROFIT ... $780.00

WRITE OR WIRE TO GET THIS RADIO BARGAIN
FOR YOUR MARKET

Mayfair TRANSCRIPTION CO.
8511 SUNSET BOULEVARD
LOS ANGELES 46, CALIFORNIA

TRANSLIT RADIO getting close scrutiny at FCC. There's staff-level thinking that it's not "broadcasting" in strictest sense because it's beamed primarily to transit patrons, and that therefore it's not entitled to broadcasting frequencies. Subject has not come before full Commission.

MORE THAN cursory interest being evinced by Mutual affiliates, including certain stockholder stations, in pending plan of M-G-M to originate minimum of 30 hours per week of new programs to be fed to network. Programs—mainly live—would be produced with M-G-M talent and talent of other studios working with M-G-M, and would employ extensive literary properties of M-G-M and cooperating studios. Programs would be available for national or local sponsorship with M-G-M presumably holding certain rights of network recapture.

E. I. duPONT de NEMOURS & CO., Wilmington, through BBDO, New York, preparing radio spot announcement campaign to educate public on difference in denier in stockings. Approximately 50 stations will be used in 40 markets starting Jan. 22 for 13 weeks.

DREW PEARSON on a CBS station and partially owned by network at that! That's deal being negotiated by John S. Hayes, general manager of WTOP Washington, with Mr. Pearson, William H. Weintraub Agency, Elias Lustig, president of Adam Hat Co., and ABC network. WTOP (55% owned by Washington Post, which carries Mr. Pearson's syndicated column, and 45% CBS-owned) would carry Pearson show at 10:30 p.m. Sunday. He is carried live by WMAL, Washington Star-owned ABC outlet in Washington, at 6 p.m. Deal would be first of kind evolved on repeat basis for Mr. Pearson, it's understood.

INTERNAL problems at NAB, touched only lightly at board and committee meetings, may explode before upcoming structure-finance and board meetings are ended. Tipoff came in information of a meeting of three committees that met last week (story page 15). Next portent could appear in form of resignations.

NAB IS NOT only association in radio having member-resignation troubles. WDSU-TV New Orleans has resigned from Television Broadcasters Assn. No reason assigned.

EDWIN R. BORROFF, former ABC Central Division vice president, has resigned as president of Taylor-Borroff station representative firm, Chicago, and has sold his interest to his partner, Ted Taylor. Mr. Borroff will devote his time to activities of KPHO-TV Phoenix, of which he is part owner and representing representative firm for national business.

NETWORK RADIO program being considered in addition to already sponsored Stop the Music by Cecil & Presbrey, New York, for (Continued on page 74)
The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result?

Thousands of calls completely drowned Detroit telephone exchanges, inter-exchanges were inundated, calls could not be made between exchanges. With entire Detroit phone service threatened, WKMH called it off. And Michigan Bell pleaded: "please...never again."

Conlon surveys prove WKMH the lowest cost-per-thousand in Detroit: 33c. Just ask WEED.

That program included an invitation to listeners to call LOGAN 2-4000 for 5 gallons of gasoline. The resulting flood of calls from all over the Detroit telephone exchange area...disrupted service...affected inter-central office trunk lines, and hence adversely affected our service over the entire Detroit area. Unfortunately we are unable to even estimate the total calls placed, but the amount would undoubtedly number in the thousands.

WKMH gives you more listeners per dollar in metropolitan Detroit than any other station.

Plus...

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo.

Fred A. Knorr
President and Gen. Mgr.
Advertisers who sow their selling messages via Flint's first station, WFDF, reap a rich harvest. They're "in" for a big share of the $288,000,000 spent annually in Flint's retail stores!

Purchasing power is fabulous in this industrious town, because the average effective buying income per family is a startling $5,764. (Compare that with the median American family income reported at $3,120!)

Remember! Hooper surveys show that WFDF has a larger audience than any of the other four local stations in every time period. And during the day WFDF garners two to five times as many listeners as any other local station.

Today—everyday is harvest time in Flint when you use the WFDF-Flint Market Combine. Ask a Katz man for availabilities, now!

910 Kilocycles
WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
PLAY BALL with LIBERTY!


Millions of baseball fans in 27 states throughout America will listen to major league baseball this spring and summer over the Liberty Broadcasting System. They'll hear the best play-by-play reporting on the air — the Yankees, Red Sox, Cubs, Dodgers, Giants — all the big league teams — as only Gordon McLendon, the Old Scotchman, can give it. They'll hear baseball every day in the week and a double-header on Sundays!

Yes, beginning March 11, and ending October 1, Liberty Broadcasting System will broadcast some 36 exhibition games and 173 regular season games — an average of 7 games per week during the exhibition season and 8 games per week during regular season.

Liberty will broadcast baseball — and millions of fans will listen! It's the biggest sporting event on radio. It's creating thousands of baseball fans . . boosting game attendance . . expanding the sports listening audience! It's the greatest advertising buy in America.

The Old Scotchman — GORDON McLENDON

Radio's Favorite Sportscaster

Radio's favorite Sportscaster, heading a staff of the most outstanding Sportsmen in the country. This year Liberty will feature both live from the field and re-creative games. Direct from the field, or re-created, Liberty gives the best in baseball reporting, its re-created games are completely unlike any others — more realistic, if possible, than games direct from the field.

"McLendon's work is, in simple words, flat genius. There is just no other way to describe it. — Amos Mellon, writing in the Ft. Worth Press.

"He does a job that is both thrilling and flawless — a masterpiece of radio reporting." — Calvin Clyde, writing in the Tyler Courier-Times.

Liberty's special re-creation methods are the particular property of the network and cannot be duplicated. For the most part, they are within a few seconds of actual play on the field.

LIBERTY BROADCASTING SYSTEM, INC.
DALLAS, TEXAS
When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

**KWFT**

WICHITA FALLS, TEX.

620 KC
5,000 WATTS

**KLYN**

AMARILLO, TEX.

940 KC
1,000 WATTS

**National Representatives**

JOHN BLAIR & CO.

---

**Agencies**

**William V. Schwarting,** formerly with J. Walter Thompson Co., New York, joins Albert Frank-Guenther Law Inc. as a vice president. He was head of Wall St. office for JWT for many years. His son, **Robert W. Schwarting,** also joins Albert Frank-Guenther Law.

**Floyd O. Wilson,** art director of Bosell & Jacobs, Chicago; **Randall Packard,** account executive for firm, and **Clete Haney,** also account executive, appointed vice presidents of agency. **F. C. Miller,** vice president and general manager of Bosell & Jacobs, named executive vice president and general manager.

**Monroe Mendelsohn,** account executive for Kaufman & Assoc., Chicago appointed radio and television director for firm.

**Frank Hopkins,** formerly with Kudner Agency, New York, and prior to that with Federal Adv., same city, joins Kenyon & Eckhardt, New York, as writer in radio-TV commercial department.

**Hal Stebbins** resigns as executive vice president of Honig-Cooper Co., Los Angeles, to form his own agency under firm name of Hal Stebbins Inc. New agency has taken over offices of Honig-Cooper Co. at 714 W. Olympic Blvd., and staff personnel remains intact. Honig-Cooper Co. is expected to establish new Los Angeles offices.

**Louis J. Maggic,** formerly with Gumbinner Agency, joins Smith, Smalley & Tester, New York, as production manager.


**Dorothy Day,** formerly with copy department of McCann-Erickson, Chicago, named copy chief of Schoenfeld, Huber & Green Ltd., Chicago.

**Charles H. Helliwell,** former vice president of Richard H. Brady Co., Stevens Point, Wis., appointed radio and television director of Mathisson & Assoc., Milwaukee.

**Don E. Wright,** for past five years manager of Metropolitan Broadcasting Service Ltd., Toronto, buys firm from Ken Soble, owner of CHML, Hamilton, and will continue it at Toronto at same address under name of Metropolitan Broadcast Sales.

**Walter McCreery,** formerly with Smith Bull & McCreery Inc., with offices in New York, San Francisco and Los Angeles, forms his own agency, Walter McCreery Inc., in all three cities. **Robert B. Selry** is manager of San Francisco office and vice president of new firm. **Dick Smith** and **Frank Bull** continue as Smith & Bull Inc. with offices in Los Angeles only.

**Mildred Demby,** formerly with Chernow Co. and Abbott Kimball Co., both New York, joins Demby Co., New York, as director of women's affairs. She will handle women's radio and television programs on number of Demby Co. accounts.

**Marion Law Jr.,** formerly public relations director for Budd Co., Philadelphia, joins Grant Advertising Inc., New York, as account executive. He will direct public relations and publicity activities for agency's client, The Society of Motor Mfrs. and Traders. He served more recently with J. W. Milford Inc. and Anderson, Davis & Platte, New York.

**Walter N. Stuckslager,** formerly western advertising manager of Esquire magazine, joins Henri, Hurst & McDonald, Chicago, in executive capacity. He will be active in merchandising of apparel and home furnishing accounts.

**Marguerite Walsh,** for past five years with Pedlar & Ryan, New York, and before that with J. Walter Thompson Co., joins copy section of radio department of Ruthrauff & Ryan, New York.


**John Scott Keck,** formerly recording manager of NBC, joins Henri, Hurst & McDonald Inc., Chicago, as director of radio and television.

**Lindsay & Baldwin,** Los Angeles, moves to new quarters at 1101 E. Seventh St.
ANNOUNCING
THE OPENING OF A Seventh JOHN BLAIR OFFICE...
DALLAS, TEXAS

On January 2nd, John Blair & Company opened offices in hustling, bustling Dallas, Texas. Clarke Brown, long an expert in advertising, merchandising, marketing and radio, is in charge... ready now to help Southwest advertisers build profitable sales with powerful Spot Radio!

The address, for your files, is Rio Grande National Building, Field and Elm Streets. The phone, Central 7955. If you're located in the fast-growing Southwest, it will pay you to know Clarke Brown and all the fine stations on John Blair's list.
Ask him about them anytime!

Clarke Brown
Manager—Dallas office
Watch the
New WDSU

No Other New Orleans Station Offers Sponsors Such Complete Coverage of the Important Woman's World!

Joyce Smith, Woman's Program Director, creates and cues her AM & TV programs to strike the rich, influential woman's market. Gardening-fashions-drama-cooking (featuring Lena Richards, nationally known Creole cook) are among the varied programs available to dollar-wise sponsors. Write for further details!

Ask Your JOHN BLAIR Man!

AM TV FM
WDSU
Affiliated with the Item
NEW ORLEANS

PURE OIL Co., Chicago, promoting its NBC News Commentator H. V. Kaltenborn's edition of Fifty Fabulous Years with 10 one-minute spots in each of 25 markets for two weeks through Leo Burnett Agency, Chicago. Stations include those within Pure Oil territory but outside the area covered by regular network show.

NORTHERN ELECTRIC Co., Ltd., Montreal (radio receivers and electrical appliances), starts quarter-hour program, The Northernaire, thrice weekly on 10 Canadian stations and will expand during year to 70 stations. Program is Canadian transcribed production. Agency: Harry E. Foster Adv. Ltd., Toronto.

D. L. CLARK Co., Pittsburgh (candy bars), through BBDO, New York, adds three cities for its campaign. WJBK-TV Detroit, WLWT (TV) Cincinnati and WCBS-TV New York have been added to 12 other stations carrying announcements in Baltimore, Boston, Buffalo, Chicago, Cleveland, New York, Philadelphia and Washington.

WESTERN AIRLINES, Los Angeles, Jan. 9 started three week radio campaign promoting its air coach trip from Los Angeles to Las Vegas, on four Los Angeles stations—KFWB KMPC KFAC KGJ. Stations using total of 100 spots each, with two 10-minute daily recorded music strips being used additionally on KFWB. Agency: Buchanan & Co., Los Angeles.

BROWN SHOE Co., St. Louis, begins series of one-minute and 20-second TV commercials in 12 markets starting Feb. 6 for 13 weeks though Leo Burnett Agency, Chicago. Spots, which promote children's Buster Brown line, have sound on film with voice over for dealer identification.


CAMER CURTAINS Inc., Chicago, appoints Philbin, Brandon & Sargent Inc., New York, to handle its television advertising. Firm plans to use 20 markets this year. EWING R. PHILBIN Jr. is account executive.

UNION PACIFIC RAILROAD, Omaha, Neb., starts for 52 weeks 15-minute Fresh News Spot, thrice weekly, on KNX Hollywood, and recorded 30-minute Musical Milestones, five weekly, on KFAC Los Angeles. Agency, Caples Co., Los Angeles.

Network Accounts • • •

FERRY-MORSE SEED Co., Detroit, buys sponsorship of Garden Gate, Saturday, 9:45-10 a.m. on CBS, for 18 weeks effective Jan. 21. MacManus, John & Adams, Detroit, is agency.

DOUBLEDAY & Co., New York (book publisher), through Huber Hoge & Sons, also New York, is sponsoring on ABC; two 15-minute programs aired back-to-back on 61 stations, immediately following network's Metropolitan Opera broadcasts on Saturday. The 11-week contract started Jan. 14 and covers quarter hour featuring Jacques Fray with recorded opera music, and quarter hour of Sidney Walton in human interest series.

WILDROOT Co., Buffalo (Wildroot Cream Oil), Jan. 11 renewed for 52 weeks What's the Name of That Song? on full Don Lee Network plus CKWX Vancouver, B. C., and four stations of Aloha network, Hawaii, KNON KITA KMRI KTOH. Agency: BBDO, Buffalo.

MUNTZ TV Inc., Chicago (set manufacturer), sponsors new show, Bubutil, on MBS, Sunday 9:15-9:30 p.m. Program purchased through Michael Shore Inc., same city.


Page 10 • January 16, 1950
for 25 years

WGBI

has dominated the Nation's 21st Market...

SCRANTON

Wilkes-Barre

And, year after year, WGBI consistently proves it with record breaking Hoopers like these:

**MORNING**  56.6  **AFTERNOON**  59.0  **EVENING**  72.0

Today, if you want to sell the 674,000 consumers of

SCRANTON

Wilkes-Barre

plan to use the one station that does the job... morning, noon and night!

WGBI

MRS. M. E. MEGARGEE  PRESIDENT

GEORGE D. COLEMAN  GENERAL MANAGER

CBS Affiliate  910 KC  1000 Watts Day  500 Watts Night

JOHN BLAIR & COMPANY

NATIONAL REPRESENTATIVES
Mr. SHANKS  Miss PINKNEY  Miss CHOMIAK  Mr. CHAPMAN

TWO GIRLS and two boys were selected out of more than a million high school students as winners in the third annual Voice of Democracy contest staged during 1949's annual National Radio & Television Week. They are Richard L. Chapman, 17, Brookings (S. D.) High School; Gloria Chomiak, 17, Wilmington (Del.) High School; Anne Pinkney, 17, Trinidad (Colo.) High School; Robert Shanks, 17, Lebanon (Ind.) High School.

Contests were staged in 28,000 high schools in 51 states and territories under joint sponsorship of NAB, Radio Mfrs. Assn., and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education. Chairman of the committee in charge is Robert K. Richards, NAB public affairs director.

A board of nationally-known judges selected the four winners by means of blind transcriptions identified only by numbers. They scored all contestants and the scores were added and averaged (Continued on page 29)

On All Accounts

WHILE studying in the early 1920's for a chemical engineering degree at Union College, Schenectady, N. Y., Maurice Odquist, now account executive with Kenyon & Eckhardt, New York, became aware of a curious disproportion. Whereas there were scores of chemistry majors at school and thousands throughout the country, there were less than a handful of college radio trainees to supply an industry that was looming as one of the most promising in the industrial economy.

Mr. Odquist did what few before him had done, and what thousands after him were to undertake—he helped build a college station, WRL, and there served in every capacity available to a young man of persuasive manner, good voice and literary skill.

Capitalizing on the latter endowment, his first job upon leaving school in 1929 was editor of a house newspaper for Best Foods Inc. Within two years he had risen to the post of advertising manager for the firm. In 1929 he moved to the Gideon Paint Co. and his first post-school encounter with radio as the organization's sales promotion manager handling, among his other duties, the company's spot radio business.

In 1930 he resigned from Gideon to join the Atlantic & Pacific Co. as its radio director. During his tenure with A&P Mr. Odquist supervised more than 20 shows per week for more than four years.

In 1934 when A&P's radio activities were cut considerably, Mr. Odquist resigned and joined the American Can Co., first as assistant head of the marketing division and later as director of that department. Three years later he joined Newell-Emmett as account executive in charge of merchandising and promotion of Pepsi-Cola. During his ten-year stay there he also served as account executive on Sylvania Electric Products.

Last June, he was offered and accepted a position with Kenyon & Eckhardt as account executive on the television set division of Sylvania and on White Rock, a spot radio advertiser.

The Odquists—she is the former Viola Seelman—were married Oct. 26, 1929. They have two children, Constance, 16, and Victor, 12. The family lives in Dobbs Ferry, N. Y. Mr. Odquist is active in civic enterprises and is a member of the board and president of Dobbs Ferry Hospital and the board of governors of Dobbs Ferry Country Club.
EVERYTHING in LENSES for TV CAMERAS

—at new reduced prices

<table>
<thead>
<tr>
<th>Focal Length</th>
<th>Camera Service</th>
<th>Speed</th>
<th>Total Horiz. Field Angle</th>
<th>Type No.</th>
</tr>
</thead>
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<tr>
<td>105mm</td>
<td>studio and field</td>
<td>f/3.8</td>
<td>13°</td>
<td>M1-26550-3</td>
</tr>
<tr>
<td>8½&quot;</td>
<td>studio and field</td>
<td>f/3.9</td>
<td>8°</td>
<td>M1-26550-4</td>
</tr>
<tr>
<td>13&quot;</td>
<td>studio and field</td>
<td>f/3.5</td>
<td>5°</td>
<td>M1-26550-10</td>
</tr>
<tr>
<td>13&quot;</td>
<td>field</td>
<td>f/5.0</td>
<td>5°</td>
<td>M1-26550-5</td>
</tr>
<tr>
<td>15&quot;</td>
<td>field</td>
<td>f/5.0</td>
<td>4.5°</td>
<td>M1-26550-6</td>
</tr>
<tr>
<td>25&quot;</td>
<td>field</td>
<td>f/5.0</td>
<td>4°</td>
<td>M1-26550-7</td>
</tr>
<tr>
<td>35&quot;</td>
<td>field</td>
<td>f/5.0</td>
<td>2.75°</td>
<td>M1-26550-8</td>
</tr>
</tbody>
</table>

ZOOMAR, REFLECTAR, and BALOWSTAR Lenses

For information, get in touch with your RCA Broadcast Sales Engineer

After careful study and extensive tests of all types of TV lenses—in the laboratory, studio, and field—RCA engineers recommend this versatile line of lenses for producing the clearest possible pictures.

Designed specifically for quick interchange in the 4-position turrets of RCA cameras, these lenses give the cameraman a wide choice of sizes, speeds, and focal lengths for wide-angle, telephoto, and ultra-speed pick-ups.

The complete line includes: (1) special, long "telephoto" types using a high-quality doublet lens (achromat) with removable, lightweight fixed-stops; (2) standard Ektar, or studio-type lenses, complete with diaphragm and depth-of-field scales—and with threaded stainless-steel barrels for accommodating sunshades and standard filters (available extra). All lens mounts contain light baffles to cut glare. All lens surfaces are chemically treated to insure clearer, higher contrast picture reproduction.

RCA can ship any lens in the line—immediately, from stock. Ask your RCA Broadcast Sales Engineer for the new low prices. Order from him, or direct from Dept. 19AC, RCA Engineering Products, Camden, New Jersey.

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

In Canada: RCA VICTOR Company Limited, Montreal
FRANK BOLIN presents the WHK 6:00 P.M. NEWS to his many devoted listeners in a direct, comprehensive, understandable style. His public acceptance guarantees advertisers the best cost-per-thousand in Cleveland...

<table>
<thead>
<tr>
<th></th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOOP. AVG.</td>
<td>5.1</td>
<td>6.2</td>
<td>5.1</td>
</tr>
<tr>
<td>PRIMARY AREA</td>
<td>952,244</td>
<td>874,385</td>
<td>705,393</td>
</tr>
<tr>
<td>DAILY</td>
<td>50,469</td>
<td>54,212</td>
<td>35,975</td>
</tr>
<tr>
<td>COST 10 MIN.</td>
<td>$60.75</td>
<td>$91.13</td>
<td>$72.04</td>
</tr>
<tr>
<td>1000 HOME</td>
<td>$1.18</td>
<td>$1.68</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

COMPARER
COST PER THOUSAND HOMES
6:00 - 6:10 P.M. . MONDAY THRU FRIDAY
FOR CLEVELAND REGIONAL NETWORK STATIONS

AVAILABLE M.-W.-F.—SEE YOUR RAYMER REPRESENTATIVE ABOUT THE 6:00 PM NEWS

© Hooper—Fall/Winter '48-'49
Winter-Spring '49-
Based on coverage patterns on file with the FCC
and Homebuyer, Sales Management Survey of Buying Power '49
Projected rating for primary area
RETAILER RADIO
NRDGA Convenes
In New York

ANNUAL AWARDS

NRDGA Awards for Best Programs of 1949

GRAND AWARDS in recognition of "good, resultful radio advertising by retailers," in the annual radio program contest sponsored by the National Retail Dry Goods Assn., were made last Wednesday to three department stores—Zion's Co-operative Mercantile Institution, Salt Lake City; Schueman's Inc., St. Paul; and Lit Brothers, Philadelphia.

The first of these also won two first and second prizes. The latter two each took a first prize. Awards to 33 stores in 16 categories were presented by Maurice B. Mitchell, BAB director, and Robert J. Powderly, sales promotion director of Kresge-Newark, at a sales promotion and visual merchandising session of the annual NRDGA convention (see separate story). Mr. Powderly was chairman of the session.

NRDGA Awards for Best Programs of 1949

JUDGING was based primarily on results. Emphasis was also placed on the manner in which programs and advertising reflected the character of the store, on the accuracy with which the program was beamed to a specific market and on the consistency with which radio advertising was used.

Stores Winning Awards for Groups of Beamed Programs

[Continued on page 41]

BAB Intact

During the two-day conference, and frank criticism of many association operations was expressed.

In essence, the tri-committee recommendation:

● Reduces the Radio and Television Divisions to the same status as the six basic departments.

● Breaks up the secretary-treasurer office and proposes a secretary-field director as well as a treasurer-field manager.

● Designation of duties in the president's hands, where it has rested all along minus a BAB-business policy director.

● Makes it very plain that BAB is to be left free to do its

(Continued on page 44)
By JOHN OSBON

A SIZABLE portion of the radio-television industry's multi-million dollar revenue in network and spot advertising—amounting last week to a "dry" and "wet" groups marveled their forces for hearings before the Senate Interstate & Foreign Commerce Committee on the explosive Langer liquor bill.

The committee, headed by Sen. Ed C. Johnson (D-Col.), had heard pretty much the same temperature cry before—in 1947 and 1948—on legislation precisely identical to the measure (S 1847) authored last April by Sen. William Langer (R-N. D.) and designed to outlaw liquor advertising by stations engaged in interstate commerce. It would not outlaw local or state advertising, however.

With the voluntary registration of nearly 100, the committee dutifully heard "dry" testimony all Thursday and part of Friday, with opponents then speaking out against proposed legislation which industry authorities feel is discriminatory to all media.

Observers and authorities among them, legislators—feel the bill (or its companion piece in the House, HR 2428) has little chance for passage in its present form. And after hearings last Thursday and Friday—and slated for Saturday if necessary—many felt they had seen another "dry" run on Capitol Hill.

Opposition Views

Carrying the fight against the measure which would ban beer, wine and wine as well as liquor advertising, were spokesmen of Asn. of National Advertisers, Advertising Federation of America, the American Assn. of Advertising Agencies, and various distillers, breweries, etc. No representatives of the radio industry registered in advance to testify.

But FCC, which has been prodded by Sen. Johnson to take action, noted again in a fresh statement for the record that while S 1847 would not amend the Communications Act, "adherence by station licensees to the provisions...would be a factor to be considered in determining their qualifications to be licensees of radio broadcast stations."

FCC Chairman Wayne Coy's letter to Sen. Johnson, dated last Monday, reiterated that the bill presents questions of "national policy" and the Commission did not care to comment on its merit. Comm. Paul Walker, however, desired to go on record as favoring enactment of the legislation, Mr. Coy added.

The AAA's, through Vice President Richard L. Scheider, called the bill "discriminatory" and asserted that a "dangerous and unwise precedent would be established, equal in possible effect to the abolition of such..."

 SEN. ED C. JOHNSON (D-Col.), FCC's chief spur on Capitol Hill, laid out his recommendations for Commission policy action Thursday night at the annual dinner of the Federal Communications Bar Assn.

With all seven Commissioners in the audience of some 325 FCBA members and guests, including a half-dozen members of the Senate Interstate and Foreign Commerce Committee which he heads, Sen. Johnson recommended that FCC:

○ Break down the clear channels; leave the question of power above 80 kw to Congress.

○ Review the network regulations "in the light of changing conditions."

○ "Quickly" promulgate "broad and sufficiently general standards for color television."

○ Simultaneously, approve commercial standards for TV in the UHF and then—but not before—lift the current VHF licensing freeze.

○ Speed its own action on broadcast applications, "overhaul" rules, revise procedures, dispense with "some antiquated and unnecessary functions" and do more in the "purely scientific and technical fields."

Sen. Johnson also recommended that the U.S. "ought to give serious consideration to the sensible proposal to assist Cuba and the other Caribbean Islands in converting their local radio from AM to FM!" [CLOSED CIRCUIT, Nov. 7].

Without calling names, he attacked Cuba's channel demands on the U.S. in the recent NARBA negotiations by saying: "I do not condone for one moment any attempt by any nation to hold a pistol to our head and FCC denied the request in 1946, ruling that such advertising can raise "substantial issues of public importance," presumably those covering programming balance.

Temperance League of America, of which Mr. Morris is an officer, also sought to have WHAS Louisviu, WVII Lousville and WWBA/LA listeners refused last year on similar grounds [BROADCASTING, Oct. 17, 1949].

Other "dry" area stations following a policy of refusing to time temperance commercials, included WGW and WCKY Cincinnati, WLS and WSB Atlanta, WWL New Orleans, WBAP/WFAA Fort Worth-Dallas, WOAI San Antonio and WGN Chicago—most of which it cited in previous testimony of 1947 and 1948.

JOHNSON

Suggests FCC Policy at FCCDBA Dinner

"Remember saying at the wrestling broadcast last night, 'I could throw both those bums myself?'"
MOTHER LOVE

This cat not only takes care of her own kittens, but she's adopted a baby squirrel as well. She goes all out to see that the little ones get all the care and attention they need.

In Baltimore, there's a radio station that goes all out for its advertisers. It's W-I-T'H, the BIG independent with the BIG audience.

W-I-T'H regularly provides its advertisers with more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T'H.

That means low-cost results. That means that small appropriations accomplish big results on W-I-T'H. Call in your Headley-Reed man and get the full W-I-T'H story today.
FCC BUDGET

President Asks 2.7% Increase

PROPOSED FCC BUDGET FOR 1951

<table>
<thead>
<tr>
<th>Obligations by Activities</th>
<th>1949 Actual</th>
<th>1950 Estimate</th>
<th>1951 Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Common carrier activities</td>
<td>920,494</td>
<td>$843,559</td>
<td>$847,267</td>
</tr>
<tr>
<td>2. Applied technical research and frequency allocation</td>
<td>372,229</td>
<td>383,023</td>
<td>398,199</td>
</tr>
<tr>
<td>3. Field engineering and monitoring</td>
<td>2,101,074</td>
<td>2,408,433</td>
<td>2,622,184</td>
</tr>
<tr>
<td>4. Safety and special services</td>
<td>691,779</td>
<td>722,557</td>
<td>742,377</td>
</tr>
<tr>
<td>5. Broadcast activities</td>
<td>1,196,926</td>
<td>1,181,688</td>
<td>1,224,276</td>
</tr>
<tr>
<td>6. Program supervision and general administration</td>
<td>1,963,929</td>
<td>2,002,032</td>
<td>2,066,708</td>
</tr>
<tr>
<td>7. Pay increases</td>
<td>138,447</td>
<td>141,700</td>
<td>212,000</td>
</tr>
<tr>
<td><strong>Total Obligations</strong></td>
<td><strong>$6,711,259</strong></td>
<td><strong>$6,716,460</strong></td>
<td><strong>$6,905,005</strong></td>
</tr>
</tbody>
</table>

The budget proposal seeks no specific appropriation for a general network investigation, in which the Commission repeatedly has expressed interest. Nor did FCC ask for such a fund, it was learned. It was not known whether the overall budget proposal, if approved by Congress, would permit a broadband package in event FCC should choose to launch one.

The Budget Bureau described FCC's recommended appropriation as an increase of $177,600 over 1950. FCC officials, however, placed the actual boost more in the neighborhood of $75,000 or $80,000, allowing for recent pay increases and certain obligations carrying over.

State Dept.'s international information program, including Voice of America operations, also is slated for a slight increase, covering expenses for intensified Voice programming. Voice is slated to receive over $11,500,000.

Voice Budget

President Truman urged $36,645,000 for the fiscal 1951 budget compared to $47,300,000 actually allocated at present for international information and educational exchange activities. Latter sum, however, included a deficiency outlay of $1,800,000 and a supplemental sum of $11,500,000, mostly for construction of new broadcasting facilities and equipment.

"Demand for assignment of frequencies, increased by development of new uses of radio, requires the Commission to engage in technical research to make sure the public receives the best possible utilization of the available radio spectrum," the President pointed out, citing the need for additional television research and equipment.

"The Commission has had to impose a 'freeze' on television applications until certain technical problems are resolved and important basic work is performed," the President asserted. "The existing backlog of AM applications on hand should be reduced to normal by the close of 1951. The requested increase in this category is due to additional television activities."

The proposed budget would provide for a maximum of 1,375 permanent positions compared to 1949's 1,423 and entail salary expenditures of $5,854,441—or less than 1949's $5,887,918.

In urging $36,645,000 for the State Dept.'s information program, President Truman reminded that a substantial portion of the improved domestic and overseas radio transmitting facilities authorized by the 1950 supplemental will be in operation in 1951. Scheduled are an average of 33 hours of Voice programming per day in approximately 32 languages to a potential audience of 282 million persons.

Under President Truman's breakdown, $11,095,548 would be used for program expenses and $285,384 for establishment of still newer radio facilities.

President Truman called for additional funds to enable Federal Trade Commission to "expand its anti-monopoly legal case work to take care of the increased number of complaints of monopolistic practices received from the public."

FCC would be given $4,225,000 in fiscal 1951 compared to its initial 1950 appropriation of $3,650,000.

Toward the 17th decennial census the President proposed a 1961 appropriation of $35,750,000. It was pointed out the census will cost approximately $92,000,000, of which $52,761,000 has already been appropriated. Included in the census will be tabulations of AM and TV receivers.

Coy To Testify

FCC CHAIRMAN Wayne Coy and other top-ranking members of the Commission are scheduled to appear before a House Appropriations subcommittee early this week to testify on the Commission's fiscal 1951 budget.

The afternoon session was devoted to television, with Sylvester L. Weathers, vice president in charge of the TV network, presiding. George H. Frey, director of TV sales, discussed sales prospects.

A dinner at New York's Hamilton House concluded the meeting.

Members of the 1950 SPAC attending the meeting were: Mr. McCollough, Harold Essex, WSJS Winston-Salem, N. C.; Milton Greenebaum, WSAM Saginaw, Mich.; Howard Fill, WSFA Montgomery, Ala., newly elected SPAC secretary; Walter Damm, WTJM Milwaukee; Jack Harris, KFRC Houston, Walter Wayn, KILO Boise, Ida.; Ewing Kelly, KCRA Sacramento; John M. Outier, WSB-TV Atlanta, and John Murphy, WLWT (TV) Cincinnati.

Also attending the meeting were members of the 1949 SPAC who were not re-elected:

Martin Campbell, WFAA Dallas; Harry Bannister, WWJ Detroit; Harold Burke, WBAI-TV Baltimore; Wiley Harris, WIX Jackson, Miss., and Ed Yocum, KGHL Billings, Mont.

SPAC MEET

A RESOLUTION expressing "heartfelt appreciation" to Niles Trammell, NBC board chairman, was passed last Thursday at a one-day combined meeting of NBC's 1949 and 1950 Stations Planning and Advisory Committees.

The meeting, headed by Clair McColough of the Mason-Dixon Group, and newly-elected chairman of SPAC, unanimously passed the following resolution:

"Whereas during the year 1949 the National Broadcasting Co. has done such an outstanding sales job; and

"Whereas we are convinced, beyond doubt, that such a job could only have been possible under exceptional leadership,

"Now therefore be it resolved that the combined Stations Planning and Advisory Committee of 1949-1950, in behalf of the stations of the network, which it represents, does go on record as expressing to Niles Trammell, 'Mr. Radio' himself, heartfelt appreciation for this enviable achievement;

"And further does extend to Mr. Trammell our congratulations on his well-earned promotion to chairman of the board of NBC;

"And does pledge to him and his capable staff our continuing whole-hearted support."

M. Trammell welcomed the group at the morning session, which was told of the company's reorganization by President Joseph H. McConnell. Charles R. Denny, executive vice president, presided. Also discussed were sales prospects, with Walter Scott, eastern sales manager, speaking in the absence because of illness of Harry Goof, director of national radio sales; program plans, discussed by Thomas McCray, national radio program director, and Foundation affairs with Charles Trammell, P. Hammond, vice president in charge of advertising and promotion, speaking.

A sub-committee was appointed to select a date and site for the 1950 affiliates convention.

NBC Group Honors Trammell

of the President's budget proposal, the FCC will receive a slight increase in appropriations for fiscal 1951—primarily for additional television research and equipment—if Congress approves budget recommendations submitted by President Truman.

In the new proposed budget report to the 81st Congress Monday, the Commission was tabbed for $6,914,000—a 2.7% increase over 1950's total appropriation of $6,770,000.

of complaints of monopolistic practices received from the public."
WDGY
Congratulates

SCHUNEMAN’S INCORPORATED
St. Paul, Minnesota

NATIONAL RETAIL DRY GOODS ASSOCIATION

GRAND AWARD WINNER

for

“PROGRAMS BEAMED TO A GENERAL FAMILY AUDIENCE”

(Schuneman’s Inc., a St. Paul Department Store, won the grand award for its program “Red Rooster Hour” carried over Radio Station WDGY, Monday through Saturday, 7:30-8:30 A.M., 52 weeks.)

also Winner of

FIRST PRIZE

“In the $5,000,000 to $15,000,000 volume group stores for its program “Red Rooster Hour” carried over Radio Station WDGY.”

WDGY salutes the National Retailers Dry Goods Association for honoring Schuneman’s Inc. with its GRAND AWARD and First Prize. WDGY is proud to be associated with Schuneman’s in producing this outstanding show and pledges its continued efforts to provide outstanding programming to the Twin Cities and Northwest Empire.

50,000 watts (day)

WDGY
1130 KC
MINNEAPOLIS-ST. PAUL

25,000 watts (night)

Mel Drake, Vice President & General Manager

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
NARBA SNAG

Clear-Channel Decision Now Urged by Cullum

FOR THE GOOD of U. S. broadcasting the FCC should decide the clear-channel case—now almost five years old—before undertaking any further NARBA negotiations.

This view was voiced last week by Earl Cullum Jr., Dallas and Washington consulting radio engineer [CLOSED CIRCUIT, Jan. 9]. Mr. Cullum at one time reportedly was offered and rejected the post of chief engineer of the FCC.

"Regardless of individual views," he wrote, "we feel that the broadcasting industry in the U. S. would be much better off to have a clear-channel decision, even if it is not satisfactory to each and every broadcaster, than to have to clear-channel case drag on indefinitely."

He pointed out that the NARBA conference in Montreal, which recessed when the U. S. refused to accede to Cuban channel demands [BROADCASTING, Dec. 5, 12, 1949], in letters being sent to clients by a

is slated to resume in the U. S. April 1 after U.S.-Cuban conferences starting Feb. 1.

If FCC cannot issue a clear-channel decision by Feb. 1, he maintained, then the U. S.-Cuban meeting should be put off.

Mr. Cullum said the U. S. delegation at Montreal was "seriously handicapped by not having a definite decision in the clear-channel case, and it is not fair either to that delegation or to the broadcasting industry for the principles involved to remain unsettled." He asserted:

In giving consideration to the matter, you may wish to endeavor to get the clear-channel issues settled in a way that would be most favorable to your present and future broadcast activities, but we feel that your main effort might well be directed toward obtaining a general settlement for the welfare of the broadcasting industry as a whole, in order to help guard against the danger from foreign encroachment on broadcast channels used by the U. S.

Mr. Cullum pointed out that, aside from the demands of Cuba, the U. S. and other nations are yet to meet the requests of Mexico, which did not participate actively in the Montreal sessions.

"The inference to be drawn," he said, "is that Mexico may plan to come in later with demands much like the Cuban demands so that between these two countries all U. S. channels would be dominated."

Mr. Cullum continued:

It appears that there is a definite danger involved for the U. S. delegation to participate in future conferences without getting the clear-channel issues decided. It is our feeling that the U. S. broadcasters, for their common good, should act through whatever channels are available to them to bring pressure to bear on Congress, the FCC, and on the State Dept., for the issuance of a clear-channel decision. . . .

BAB ANALYSES

Laundry-Dry Cleaning Report

ANALYSES of the laundry and dry cleaning business, prepared as ammunition for the radio advertising salesman, have been released by BAB as the third in a monthly series of retail information folders. The reports point to ways radio advertising should fit into budgets of both laundry and dry cleaning plants.

The dry cleaning analysis shows that industry is spending less than 2.8% of gross sales on advertising, although its own association, National Institute of Cleaning & Dyeing, suggests 5% as a normal advertising expenditure.

Previous issues in BAB's series of retail releases have dealt with furniture dealers and jewelers. The February folder will be devoted to banks. The automotive industry will be scrutinized for the March release.

GEORGIA GROUP

Winter Meet Opens Tomorrow

EXECUTIVES representing more than 40 stations are slated to attend the winter meeting of the Georgia Assn. of Broadcasters Tuesday and Wednesday (Jan. 17-18) at the Hotel Dempsey, Macon.

Registration begins Tuesday at 3 p.m., after which a cocktail party will be given by Macon stations WBML WIBB WMAZ WGEN. The banquet at 7 p.m. will be addressed by McKibben Lane, general counsel of the Bibb Mfg. Co.

Business session will get under way Wednesday at 10 a.m. Ardell Nation, from Boys Estate, will tell of the work which radio did in the 1949 fund-raising drive. Sched-uled business also includes a report on the 1960 Radio Institute, discussion of a libel law to protect radio newsmen and consideration of special forms for use in giving free time so that those benefited will know what is being given in dollars.

Philip D. Macarow

PHILIP DANIEL MACAROW, 53, vice president and director of McKim Adv. Ltd., Montreal, died at his home on Jan. 7. Joining McKim in 1936, he became a vice president of the agency in 1946.

Radio Station KFDA
Amarillo, Texas

5,000 watts ABC Affiliate

announces that

effective January 1, 1950

it is exclusively represented by

THE BRANHAM COMPANY

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

KFDA Primary Coverage Area

Population ............................................. 490,092
Total Families ........................................ 131,900
Radio Families ....................................... 122,523
Retail Sales ........................................... $454,691,000
Effective Buying Income ............................ $457,699,000

KFDA KFDA-FM
This is why KRLD is your best buy.

3 out of 5 FIRSTS AGAINST The FIELD

KRLD T-V Covers Dallas and Fort Worth area completely with exclusive CBS TV shows, plus outstanding studio productions. Now over 30,000 TV receivers in the Dallas-Fort Worth area, and rapidly expanding.

Channel 4

MORNING WEEK DAY Monday Through Friday 8 A.M. - 12 NOON
EVENING WEEK DAY Monday Through Friday 6 P.M. - 10:30 P.M.
SUNDAY AFTERNOON 12 NOON to 6 P.M.

10 out of 10 according to Nielsen's of the highest rated programs on the air are CBS Shows, according to Nielsen's survey—and all are on KRLD.

14 out of 15 Likewise, 14 out of the first 15 highest rated programs in the Nielsen's survey are CBS Shows being aired regularly over KRLD.

Only Full Time CBS Station in North TEXAS

KRLD 50,000 WATTS
THE BRANHAM CO., Exclusive Representatives

THE COLUMBIA STATION FOR DALLAS and FT. WORTH

BROADCASTING • Telecasting

January 16, 1950 • Page 25
SET PRODUCTION

By R. C. COSGROVE

THE radio- television industry in 1949 fully justified the label of America's "fastest growing industry" by establishing new records in production and sales. Only during wartime did its rate of production, as measured in dollars, surpass that of 1949. And the outlook for 1950 is even more promising.

RMA statistics, projected for the entire industry, indicate that about 2,750,000 television receivers and more than 10 million radios were manufactured in 1949 and that total manufacturers' set sales exceeded $800 million. Television set sales at the retail level in 1949 probably will total between $825 million and $850 million alone, not counting installation and servicing charges, and radio sales will bring the figure to approximately a billion and a quarter dollars—a new peak in earnings for the industry.

Towards the close of 1949 television receiver sales were accounting for almost 70% of the dollar volume done by set manufacturers with radio sales making up little more than 30%. In 1948 the situation was reversed at about the same ratio in favor of radio.

However, in spite of the sensational success of television, radio can by no means be written off as a has-been. In fact, most set manufacturers found out too late in 1949 that there is still a healthy demand for radios, not only in non-television areas but even in cities well served by the newer form of entertainment.

Actually, the radio audience has been expanding almost as rapidly as the television audience due to the high rate of sales of portables and auto sets for outdoor listening.

Some of the more popular radio programs and radio stars haven't yet switched to television. Consequently, most families want a modern radio as well as a television set, and many prefer to keep them separate so that they can tune in television and radio programs simultaneously in different parts of the house.

The past year, in addition to establishing new production and sales records, also developed some marked trends in public taste or buying habits.

One of the most interesting of these trends was the rise in popularity of the console or small TV console without either radio or phonograph. This type of console, in the radio field, had virtually disappeared since World War II. Table model television receivers, while still a popular item in the lower price field, were about equalled in number by consoles and consoles combined, including the large models with both radios and phonographs.

Let WIBW fill your sales silo!

S ALES Managers! Here's a tip from Kansas farmers. These far-sighted operators depend on ensilage (the stuff that's stored in silos) to keep livestock growing when there's a shortage of green stuff.

Incidentally, there's no shortage of green stuff—money, that is—in WIBW's five-state farm audience. You can count on immediate sales when you used WIBW.

At the same time, you'll be filling your sales silo with name preference and built-up demand for your product. You'll find this mighty valuable in keeping your sales growing—especially during seasons that are normally "off".

Let WIBW Fill Your Sales Silo

Mr. COSGROVE

* * *

Another marked trend in 1949 was toward larger picture screens and direct viewing tubes. During 1949 television receivers using the 12%-inch picture tube took the lead over sets with the 10-inch tube, and sales of receivers with the 16-inch tube gained rapidly during the last quarter. The 12%-inch tube and the 16-inch tube are expected to be the most popular types in 1950.

Television receivers in 1949 improved considerably in appearance as cabinet styling, both in table models and consoles, reflected the growing interest of women in television. For it is usually the woman, rather than the man, who wants the set in her home to blend well with her other furniture.

Production Forecast

Production estimates for 1950 are still in the speculative stage, but present indications are that the industry will manufacture and sell between 3,500,000 and 4,000,000 television receivers and that retail sales will approach the $1 billion mark on television alone.

And radio set sales will add substantially to retailers' income.

Television's continued growth and high rate of set production in 1950, however, are contingent upon the outcome of the broad inquiry being conducted by the FCC. The judgment of the members of this government agency will vitally affect both the industry and the rapidly expanding television audience for years to come.

Of major importance in the development of a nation-wide television system is the question of when the FCC will lift its "freeze" on new television station authorizations and will open a new band for television's expansion into the ultra-high frequencies.

Equally important is the complex question as to whether color television experiments have progressed far enough to assure a public service that will compare favorably with the highly satisfactory black-and-white television broadcasting of today. The Industry...
$5,000,000 for ’50!

RICH BONANZA DUE LANG-WORTH MEMBER STATIONS IN 1950

Nation-wide survey* just completed proves record-breaking commercial use of Lang-Worth Transcribed Programs by advertisers and agencies.

12 months of 1949 showed 60% increase over 1948...160% increase over 1947!

Survey indicates that agencies and advertisers will spend well over 5 million dollars sponsoring Lang-Worth Planned Programs over Lang-Worth Member Stations during 1950.

Read full details of this increasing commercial trend — initiated and developed by Lang-Worth — in next week’s "Broadcasting" (January 23, 1950).

LANG-WORTH FEATURE PROGRAMS, Inc.
113 West 57th Street
New York 19, N. Y.

*Lang-Worth's third annual survey—December 1949—Signed questionnaires received from 573 member stations. 55% network affiliates...45% independents.
determine winners. Similar procedure was followed in the earlier selection of state and regional winners.

Students voiced their own scripts in the local live competitions as well as in the transcribed competitions. The junior chamber arranged local contests through its chapters, working in cooperation with NAB member stations and radio dealers. It also arranged state judging panels, with broadcasters producing the transcriptions. Twelve regional winners were selected from the state winners.

The four national winners will receive $500 scholarships and other prizes in Washington ceremonies during the week of Feb. 19-25. In addition to the awards luncheon, they will be guests of President Truman, members of Congress and cabinet members as well as participate in broadcasts and telecasts. At historic Williamsburg, Va., they will repeat their winning scripts in the House of Burgess as guests of Colonial Williamsburg Inc.

Members of the board of judges are Morgan Beatty, NBC commentator; Associate Justice Tom C. Clark, of the U. S. Supreme Court; Mrs. Raymond Clapper; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Educational Assn.; J. Edgar Hoover, director, FBI; Edward R. Murrow, CBS commentator; James Stewart, actor.

NEED MORE COVERAGE?

A LITTLE BARE AIN'T CHA!

Smart advertisers know from experience that KFYR's almost-incredible coverage, coupled with intense listener-loyalty, is a combination that can't be beat for moving merchandise from dealers' shelves to farm (and city) homes.

KFYR's policy of building programs especially designed for folks of the Upper Midwest pays off at the cash register. Ask any John Blair man to give you the facts.

LEO HOWARD, formerly commercial manager of WKY Oklahoma City, joins KDMS, new 1 kw outlet on 1290 kc in El Dorado, Ark., as manager. KDMS will be completed in late February. Meantime, Mr. Howard is headquartered in Texarkana, Tex.

WILTON GUNZENDORFER resigns as general manager of KROW Oakland, Calif. Before going to KROW, he was manager of KSFO San Francisco, manager of KSBO Santa Rosa for six years and before that with Don Lee Network for seven years. His future plans have not been announced.

JOHN PATTISON WILLIAMS, executive vice president of WING Dayton and WIZE Springfield, Ohio, is the father of a girl, Susan Davenport.

DAVID W. ADAMS, formerly commercial manager of KCBS San Bernardino, Calif., promoted to general manager of station. Station also has announced expansion of its offices at 770 Mill St.

FRED SHAW, formerly commercial manager of CFAC Calgary, Alta., appointed manager of CJCI Calgary, succeeding DONALD H. MCKAY, who was recently elected mayor of Calgary for the second time.

HARRY WHITE succeeds LARRY SCHEER as general manager of KWTC Barstow, Calif.

ARTHUR E. HALEY, general manager of WEMS Boston, resigns. His future plans have not been announced.

ROBERT MCCLELLAN, formerly in sales at KTXL San Angelo, Tex., appointed manager of station. He has been with KTXL since its inception in 1947.

ALBERT E. FOSTER, former director of media for Lever Bros., appointed station manager of WLAW Lawrence, Mass., in charge of operations and personnel at Boston, Lowell and Lawrence offices and studios and transmitters at Burlington. He had been with Lever organization for 25 years, principally in advertising.

MIKE HOPKINS, formerly of CHUM Toronto, appointed manager of CKLB (formerly CKDO) Oshawa, Ont.

TOM KRITZER, formerly with KTSU San Antonio and later manager of KDGG Dumas, Tex., appointed manager of KGNC Amarillo. He began his radio career 10 years ago with KGNC, and most recently was sales manager of that station.

BENEDICT GIMBEL Jr., president and general manager of WIP-AM-FM Philadelphia, named to sponsoring committee of Radio & Television Award Dinner slated for New York in March.

CHARLES H. GARLAND, general manager of KOOL Phoenix, Ariz., and Avis Bear have announced their marriage.

HOMER GRIFFITH of KAFY Bakersfield, Calif., executive staff, and formerly head of his own radio representative firm, and Myrtle May Morgan have announced their marriage.

CAB Board Meeting

INCREASED commissions for Canadian advertising agencies, copyright fees for music, and labor will be topics featured at the first 1950 meeting of the board of directors of Canadian Assn. of Broadcasters, held at the King Edward Hotel, Toronto, Feb. 6-8. The new schedule of depreciation allowances announced by Canada's Dept. of National Revenue at the year-end, and future hearings of the Royal Commission on Arts, Letters and Sciences, also will be discussed at the meeting. Final plans for the CAB annual convention, March 27-30, at Niagara Falls, Ont., are also on the agenda.

CLARK NAMED

Is Pearson Chicago Chief

GEORGE W. CLARK, who has been associated with the John E. Pearson Co., station representative, since May, 1949, has been named manager of the Chicago office, effective immediately. John P. Rohr, formerly with Belknap & Thompson, Chicago, will join the Pearson's Chicago sales staff.

CLARK named was manager of the Chicago office of WLW Cincinnati. Later he was assistant manager of WLW's New York office. He resigned from that post to join MBS and from there moved to the Grant Advertising Agency for more than a year before joining the Pearson firm.

Mr. Rohr has been associated with the B & T firm as promotion director, selling advertising and servicing both large and small promotions for such companies as John F. Jelke, Hotpoint, Thor and Peter Fox Brewing.

Set Production

(Continued from page 26)

try has testified to the contrary and believes more time is needed to develop color television. The industry also hopes that no color system will be authorized which will make obsolete the more than $5,000,000 television sets in use today.

RMA hopes these complex problems may be resolved through the establishment of proposed all-industry National Television System Committee which would recommend standards for the future operation of color television stations just as a similar committee did for black-and-white television in 1941.

About 40% of the population of the United States is still outside the range of the near by 100 television stations on the air, but the 50-old areas that have television service today are far from saturated. Unlike the radio field, the television industry is not in the replacement business. Almost every TV receiver sold today goes into homes that haven't had television before. And there are plenty of homes not yet equipped with their first TV set—about 88% of them—in TV reception areas.

Present prices on television receivers are within the range of most family budgets, and a tour of any TV area will show about as many afloat on modest row houses as in well-to-do suburban areas. Today's vast radio audience was made possible by the low-priced radio, and the day is not far off when large volume production will make the television receiver almost as accessible.
Announcing:

It is with a great deal of pride and satisfaction that KTOK announces the election of Edgar T. Bell as vice president and general manager, and the appointment of E. L. Colbourn as sales manager.

Mr. Bell comes to KTOK with many years of experience in the management field having previously been associated with the Oklahoma Publishing Company of Oklahoma City as business manager where he had active supervision over Radio Stations WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs.

Mr. Colbourn was associated with Mr. Bell for many years in charge of sales at WKY, Oklahoma City. In 1945, Colbourn resigned from WKY to become an account executive with the Frederic W. Ziv Company, with headquarters in Houston, later moving to KABC, San Antonio, where he has just resigned as commercial manager.

Ted Taylor
President

1000 ON THE DIAL
5000 WATTS, DAY
1000 WATTS, NITE

Affiliated with the American Broadcasting Company
Editorial

Maryland: Free Again

ALTHOUGH YOU probably wouldn't detect it from the Washington news dispatches, radio won a stunning victory last week in the U. S. Supreme Court. The court killed Baltimore's gag rule on reporting of crimes by rejecting the appeal of the State of Maryland, and thereby struck another blow for the freedom of news.

The fight was waged and won by radio. Three Baltimore stations—WCBM, WTH and WFBF, as well as a former WTHJ newspaper, were cited for contempt for broadcasts of a confession given by a murder defendant. The Baltimore court found it painfully expedient to consult judges on what was permissible to print without being in contempt of court.

On appeal, the State Supreme Court overruled the lower court, holding that the rule was "in the nature of censorship." It placed radio on equal footing with the press.

The effect of the Supreme Court action was to sustain the Maryland tribunal's finding, despite the unusual opinion of Justice Frankfurter presumably leaving the door open for future adjudication of related issues.

Thus, radio won a battle not only for itself but for the press. The archives, we hope, will duly record this fact.

Radio Anonymous?

LAST WEEK hearings were held before the Senate Interstate & Foreign Commerce Committee on the Langer Bill (S-1847) to outlaw interstate advertising of alcoholic beverages. In 1947 there were hearings on virtually identical legislation. The Committee refused to report any one of several bills. The following year there were further hearings. The committee then voted against them by the narrow margin of 5 to 4.

In the intervening periods the dry groups—from pulpits and in their public prints—have been hammering away. The move to prohibit advertising is an obvious first step toward return to prohibition.

This year of 1950 is an election year. Politicians have been besieged by constituent drys to vote for the Langer Bill. Since the convening of the new session on Jan. 5, every member of the Congressional Record has ganged under the weight of resolutions and petitions adopted by societies and associations supporting the Langer Bill.

Politicians are sensitive to such pressures when standing for reelection.

Passage of the Langer Bill could deal a crippling blow to radio. The drys are not aiming merely at hard liquor advertising; they are shooting at beers and wines too. While the latter provision can use up to 90 percent of radio's national revenue, they are important income sources both for radio and TV.

The Langer Bill strikes at advertising "in interstate commerce." All radio is interstate. So were the 250,000 radio stations in Dead Center, Tex., would be affected.

As long as alcoholic beverages are legal, it is hard to fathom how the advertising of them can be legislated out of existence. Yet, indirectly, legislation of this sort does foment the legislative gauntlet if the opposition sits on its hands.

There was strong opposition to the Langer measure. The Advertising Federation of America was there. So was the Assn. of National Advertisers and the American Assn. of Advertising Agencies, and the various representatives of the printed media.

They realized that if this discriminatory legislation is passed, it would set an extremely dangerous precedent. What about cigarette and appliance advertising?

In scanning the list of appearances prior to the opening of the hearings Thursday, we failed to find radio represented. Once before the NAB neglected to file an appearance. Could it be that radio does not regard the measure as of sufficient importance to justify an appearance? Or does radio leave its case in the hands of the associations representing other media?

Matter of State

LAST THURSDAY Secretary of State Acheson addressed the National Press Club in Washington "on the record." Radio, however, was precluded from a direct pickup. On the ground that the official would talk extemporaneously, the Department decided the talk was not suitable for broadcast.

When the Radio Correspondents Assn. offered to forego the direct pickup and record the talk, which afterward would be edited, the answer was the same.

NAB President Justin Miller protested. He pointed out that radio has been recognized all down the line as a news medium. He cited discrimination. But the Secretary did not budge.

Then, a matter of minutes before the luncheon, the Department yielded and permitted the Voice of America to make a tape-recording. Carefully edited excerpts finally were made available to the networks after anguished hours. Television was excluded altogether. And that which was made available to radio was an expurgated version tailored to suit the deliberately contrived purposes of the Government-programmed Voice.

For more than a decade, radio has held newsgathering privileges on a parity with the press. There are radio galleries in Congress. Indeed the remodeled Capitol is being wired for radio and TV pickups. And the White House is being redesigned with an ear and an eye toward the mass radio media.

This incident reveals that while much has been done to extend the freedom of information by radio, there remain islands of resistance. The NAB and the Radio Correspondents Assn. should not let the Acheson incident go by default. How better to debate the point than over the air itself?

Wrong Side of the Street

IN ITS ZEAL to curb "trafficing" in station construction permits the FCC majority seems to be driving on the wrong side of the regulatory street. It has announced proposed rules (by a vote of 4-2) which would bring automatic forfeiture of construction permits, if the holder tries to sell control before the station takes the air.

We can fathom situations which might prevent an original construction permit holder from following through. His capital might dry up he might suffer reverses in his main business. There might be illness. In any event, as Comrs. Hyde and Jones point out in their dissent, the Commission can handle cases on their individual merits, since the law prohibits the transfer of control without prior FCC approval.

Why write new regulations when those on the books are adequate to cover every contingency?

Longfellow couldn't conceivably have had the FCC in mind when he commented: "Whom the Gods would destroy they first make mad."

Our Respects To—

GENE BURKE BROPHY

WOMAN'S PLACE is in the home—and Gene Burke Brophey finds her way into almost every home in the Salt River Valley area, through KRUZ Phoenix. Some 25 of America's fairer sex are owners and operators of radio stations, and Mrs. Brophey belongs to this exclusive group. Her 21-year record of accomplishment in the broadcasting business rivals that of most men in the field.

Gene Brophey was born in Norseland, Minn., March 11, 1910, to George and Kathryn Brophey. The "Gene" is a contraction of Imogene, long since discarded by the KRUZ executive. She received her early schooling in Norseland and Minneapolis.

In 1928 Mrs. Brophey embarked on her radio career. Following a series of special courses at Los Angeles City College she got a job as a secretary at Warner Brothers' KFWB Hollywood. But she was not long destined for dictation and typing. When a continuity writer failed to put in an appearance one day, she hurriedly punched out a needed commercial program. The sponsor liked it and the then-Miss Brouke became one of the station's first female writers.

In eight years with KFWB, she progressed through each stage of the station's growing operation, efficiently handling various phases of the work in traffic, programming, creating and voicing commercial and sustaining shows.

When in 1936 Mrs. Brophey left KFWB to join Columbia Concerts Corp., a subsidiary of CBS, her unusual organizational ability came to the fore. She assisted in the creation of the Hollywood Artists' Bureau for Columbia and for four and a half years headed up the selection and supervision of CBS talent for programs originating in Hollywood.

While with Columbia Concerts she directed promotion and publicity for several concert tours. Her job included a good many talent hunts throughout the nation, searching for both radio and motion picture material. She interviewed many artists—upcoming and famous. In addition to these tasks she was responsible for the office management of the Columbia Artists Bureau.

In October of 1941 Mrs. Brophey accepted a civil service appointment as Chief of the Radio Division for the Office of Central Intelligence in San Francisco and shortly thereafter began a radio broadcast of psychological warfare against the Japanese.

Before the establishment of complete offices for OCI, came Pearl Harbor and war. When, a few days later, the West Coast had its first wartime blackout, President Roosevelt called
YOU MIGHT GET A 175-POUND WOLF* —

BUT...

YOU NEED WKZO-WJEF TO GET BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are far and away the best radio buy in Western Michigan.

This strong CBS combination has a rural superiority that's proved by BMB figures and farm-program mail pull from every corner of the area.

WKZO-WJEF have equally impressive urban records in Kalamazoo and Grand Rapids. For Total Rated Periods (Oct.-Nov. '49) both WKZO and WJEF got top Hooperatings in their important home cities.

By projection you can figure that WKZO-WJEF deliver about 56.5% more listeners than the next-best two-station selection in the area. Yet they cost 20% less!

Get all the facts about WKZO-WJEF! Write to us direct or ask Avery-Knodel, Inc.

*A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.
SALE ER SUIT . . .

DULUTH, MINN.—"I'm well suited to go sale-ing for you in the big Duluth-Superior Market," says Otto Mattick as he breezes along on his rearmed motoskate. "I've got 5,000 watts on 610 . . . my own and CBS personalities and programs . . . and a continuing, all-out listener-winning campaign." That's the KDAL story, in brief. But there's nothing brief about KDAL's success story for advertisers. Let us add a chapter about you and your products. It's a cinch. Try us and see!

WVPO AWARD

Cited in 'Herald Tribune' Fresh Air Fund Drive

WVPO Stroudsburg, Pa., was awarded a citation, and seven other stations received honorable mention from the 1949 New York Herald Tribune Fresh Air Fund for their contributions to the fund's work on behalf of New York's needy children.

Invitations to 287 city children to enjoy two-week vacations in Stroudsburg country homes were obtained largely through WVPO efforts, the fund said, and represented the largest number of invitations received from any one of the 1350 "friendly towns" engaged in the work.

Judges in the contest were Niles Trammell, NBC board chairman; Mark Woods, ABC vice chairman, and Frank White, MBS president.

Stations receiving honorable mention were WHDL Olean, N. Y.; WWNY Watertown, N. Y.; WRNE Keene, N. H.; WDOE Oneonta, N. Y.; WJFY Arlington, Va.; WEEX Easton, Pa., and WLNH Laconia, N. H. Entries were received from 60 stations in 13 states, and contained reports of amounts of time devoted to "friendly town" spot announcements and features programs, and samples of scripts used in the campaign, as well as photographs, news stories and other material demonstrating station activity.

The Watertown station used as its "sign-off" daily at 12:05 a.m. the following appeal, which won acclaim from the judges: "The next six hours of silence are dedicated to the children of New York City tenement areas who need your help. Call this station tomorrow if you are willing to take a child, and the Fresh Air Committee will get in touch with you."

Unfortunately, the infantile paralysis epidemic last August prevented the 287 children invited to Stroudsburg from taking advantage of the project, which was cancelled.

Elton Hall, WVPO station manager, assured Fresh Air Fund officials of his cooperation next summer, at which time he hoped the children would arrive.

WVPO's record showed five spot announcements daily from July 10 to Aug. 6; three 15-minute scripts sent by fund officials; 12 15-minute record shows built around the fund, using the announcements; three disc jockeys devoting a quarter-hour segment of their daily shows, and a special two-hour benefit program during local talent. Total time allotted to the campaign by the station was 27 hours.

DEFENSE SERIES

Pupils Air Show on WCVa

TWO sergeants attached to the National Military Establishment's main station in Washington have come up with a community relations "first," through the promotion of the Department of Defense program This Day over WCVa Cumberland County.

Originated by garnett G. Webster and George R. Kay, public information sergeants, the show is heard daily, featuring students of the local high school, broadcasting directly from the classrooms. An historical series, the program is prepared by the Defense Department's Radio-Television Branch.

How to put KDAL's audience dominance to work for you? Just ask Avery-Knodel.

HOW TO GET RICH

"There must be a Republican in the woodpile," suggested Robert T. Mason, WMRN, Marion, Ohio, after scoring U. S. Treasury Dept. 30-second announcement for savings bonds. This sentence aroused his curiosity: "Remember, savings bonds are a safe investment guaranteed by your government to return three dollars for every four you invest!"

CBS HOLLYWOOD

IBEW, RWG Plan Joint Action

RECOMMENDATION for joint action against CBS Hollywood by IBEW and Radio Writers' Guild, both of whom have failed to reach agreement in negotiations with the network, was made Jan. 6 at a board meeting of the Hollywood council of National Assn. of Broadcast Unions and Guilds.

Making up NABUS are Radio and Television Directing Guild, RWG, AFRA, NABET, IBEW, Screen Publicists Guild and Office Employees International Union, all of whom were represented at the meeting. Claude McCue, executive secretary of AFRA, is president.

Both IBEW and RWG have filed strike notices against the network; former seeks a salary increase to $50.50 for a 40-hour week for nine stage set-up men [Broadcasting, Jan. 2]; latter is asking for "over $100" for 10 continuity staff writers.

At the same meeting, NABUS approved action for joint investigation of malpractice against union members in Los Angeles stations and joint action against stations, of necessary, to prevent use, for example, of announcers as actors with remuneration given for announcing chokes only.

Recordings Bill

TRANSPORTATION and acceptance of "obscene" phonograph records or electrical transcriptions in interstate commerce would be expressly prohibited under provisions of a bill introduced Jan. 6 by Rep. Emanuel Celler (D-N.Y.). The measure (HR 6622), which would amend Sec. 1462 Title 18 of the U. S. Code, would cover any article capable of producing sound and certain books, pamphlets, motion pictures, films, and drugs. Referred to the House Judiciary Committee, the measure would alter the Code to include all above-mentioned items rather than just literature.

WNRJ Newark, N. J., will air annual All-Sports Dinner, sponsored by Newark Athletic Club, Jan. 19, from 9-9:30 p.m.
On four special Saturday night broadcasts starting at 11:15, KDKA listeners were asked to telephone contributions to a special campaign for Children’s Hospital. Thousands of calls poured in, from 335 communities in 23 states! Surprising coverage? Not for KDKA, the 50,000-watt station with a vast audience, by day and by night, in almost 200 BMB counties.

WES T I N G H O U S E R A D I O S T A T I O N S I n c
KYW  •  KE K  •  W W W O  •  WBZ  •  WBZ A  •  K D K A  •  WBZ - T V
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

P I T T S B U R G H
50,000 Watts
NBC Affiliate

K D K A
MARCH OF DIMES
Radio-TV Promotion Shows

RADIO stations throughout the country are receiving a series of electrically transcribed shows and spot announcements, and video stations are receiving 16mm sound films to promote the 1950 March of Dimes campaign. The programs are for use locally Jan. 15-31, this year's March of Dimes drive dates. Recordings and films feature some of the top talent in the country, and, with the "discs for dimes and spot announcements, are expected to account for a good percentage of the goal set this year by the National Foundation for Infantile Paralysis.

Potts Adv. Incorporates
R. J. POTTs-Calkins & Holden Advertising Inc., with headquarters at 215 Pershing Road, Kansas City, Mo., announces that, effective Jan. 1, the organization started operating as a corporation instead of a partnership. All partners remain as officers of the corporation and their assets will be transferred to the corporation in their entirety, it was stated. The management and personnel of the organization will remain very much the same as it was in the partnership, the announcement stated. The firm also maintains offices at 247 Park Ave., New York, and 333 N. Michigan Blvd., Chicago.

BOB MILLER, farm service director of WRFD Worthington, Ohio, named program director of station, effective immediately. He formerly was associate farm director of WLW Cincinnati.

WINSTON BETTINSON, formerly program director of WHEB Portsmouth, N. H., appointed director of station operations for WLYN Lyon, Mass.

EMORY BROWN joins announcing staff of KYVL San Angelo, Tex.

ANNE STEGOS, former associate editor of Suffolk County, N. Y., Waterman, Huntington, L. I., joins script and continuity department of WHLI Hempstead, L. I. She replaces MURIEL ABRAMS, who resigned to be married.

STEWARD MacPHerson, formerly with BBC, joins WCCO Minneapolis Jan. 18 as m.c. of new quiz show.

BOB ROTH appointed to announcing staff of WMGB Richmond, Va.

DAN KEELER, of KSJ Salt Lake City announcing staff 1945-47, rejoins station, dividing his activities between AM and TV.

SY MERNs, former production man with WINS New York and play-by-play announcer for WDKY Cumberland, Md., appointed program director for WMON Montgomery, W. Va. He replaces JIM HOLMES, resigned to do graduate work in dramatic arts.

RICHARD F. LOW, former continuity director for KBON Omaha, Neb., named program director of KBON-AM-FM.

CHARLES TESSER, recent graduate of Television Workshop, New York, joins staff of WSYR-TV Syracuse, N. Y., as photographer.

CARL VICTOR LITTLE, newspaper columnist of Houston Post and former KXYZ Houston as commentator.

CHARLES SHOWS signed to seven-year exclusive contract as writer of KTLA (TV) Los Angeles Times For Beany children's show.

CHARLIE ACKERSON, ballad singer formerly with KWK St. Louis, rejoins station as m.c. of Charlie Ackerson Show.

COLLINGSWORTH (Buddy) HOLT, former staff announcer for WTAL Tallahassee, Fla., becomes staff announcer for WMRE-AM TV Jacksonville, Fla.

LAVENNE WHITAKER named stage assistant to JACK McELROY, m. o. of ABC Hollywood, and succeeds MONICA WHALEN, resigned.

RAY DAVIS, formerly with WNAV Annapolis, Md.; WDIV Dover, Del., and WSM Nashville, joins announcing staff of WASH Havre de Grace, Md.

JULES PEWOWAR, program director at WMOR (FM) Chicago, joins Herbert Faustman Assoc., Chicago television production firm, as production manager. He will continue with his station work.

TOMMY THOMPSON, for past two years in ABC Hollywood mail department, transferred to KECA-TV Hollywood as program assistant. Prior to joining ABC he was with Armed Forces Radio Service in Tokyo.

ROD HENDRICKSON joins WTOP Washington as m.c. of new Tues.-Thurs. show sponsored by Wise Potato Chip Co., Berwick, Pa.

WILLIAM R. KLEIN, formerly guest relations manager for Don Lee Broadcasting System, named coordinator of operations. He replaces JEAN LANG, resigned to complete studies at U. of Southern California.

JERRY FRANKS, KECA-TV Los Angeles stage manager, leaves Feb. 20 for six-weeks leave of absence during which time he will serve as stage and technical director of traveling show sponsored by Union Oil Co. TOMMY THOMPSON replaces him during his absence.

DONNA KLINE joins KTLA (TV) Hollywood as child costume designer on five weekly Time For Beany children's program.

LES MITCHEL, producer-director of Skippy Hollywood Theatre, elected president of Sunland-Tujunga, Calif., Chamber of Commerce.

MILTON Q. FORD, morning man for WWDC Washington, is the father of a boy, Michael Eric.

RUSSELL LONG, program manager of WSCC Charleston, S. C., and ELIZABETH ROEBUCK, on staff of WCSC as Carolyn Coy, have announced their marriage.

GEORGE SNELL, of KEEN San Jose, Calif., appointed radio chairman of Santa Clara County Committee for Hoover Report.

DON STEVENS, announcer at WSB Atlanta Ga., is the father of a girl, Marilyn Donna, born Jan. 5.

BERTHA KURTZMAN, A B C - T V broadcast operators supervisor, and David Williams of Time and Life, have announced their marriage.

HOLIDAY GUIDE
Offers Aid to Advertiser

THE COMMERCE Dept. announced last week the compilation of a booklet which contains a calendar of specially designated days, weeks and months to be observed during 1950. It also said pointedly that retail sales and profits could be boosted by a better acquainted with advertising of national holidays and special observances.

Commerce guide to the business
man lists days, weeks and months for the celebration of interest to the business field. In addition, legal, religious and well-known holidays are included. Information contained in this issue, three since the war's end, was furnished by trade associations, secretaries of state governments, civic groups and other such organizations, the Department said. Also included is the purpose of each event as stated by its sponsor.

A total of 154 days, 124 weeks and 36 other celebrations are included in the booklet, called "Special Days, Weeks and Months in 1950," which may be obtained from Superintendent of Documents, Washington 25, D. C., or from Dept. of Commerce field offices for 15¢ per copy.

RADIO CALL
Solves Railroad Problem

BOSTON & Maine Railroad discovered during the holiday season that radio has limitless and flexibility as an advertising medium, Jan Gilbert, timebuyer, Harold Cabot & Co., Boston, reported.

A few days before Christmas, mail piled up at Boston's North Station to an uncontrollable degree necessitating additional help to handle it. The railroad called the Cabot agency which placed a schedule of announcements on four Boston stations.

First spot went on the air at 10:50 a.m. and others were scheduled through 2:30 p.m. At 11:50 p.m. the railroad advised the agency that it had more men than it could hire. Balance of the schedule then was cancelled. A total of 2,580 applicants reported to North Station, Miss Gilbert notes.
LISTENERS’ CHOICE

In SAN ANTONIO only KTSA broadcasts all the Big CBS programs on AM and FM

DOUBLE-TALK
That Means Something

NOW, on KTSA AM/FM, San Antonio listeners get simultaneous AM and FM broadcasts of complete program schedules, including the BIG Columbia Broadcasting System network shows, with favorite CBS stars and personalities.

ALL THIS, in addition to new, local programming and special events broadcasts, new public service features, and an amazingly COMPLETE coverage of the NEWS, adding the tremendous news-gathering resources of both the SAN ANTONIO EXPRESS and the SAN ANTONIO EVENING NEWS to KTSA’s already recognized facilities.

Ask any of the Free and Peters “Colonel’s” about the NEW, GREATER KTSA AM/FM and the booming GREATER SOUTHWEST market it serves.

Owned and operated by
San Antonio Express
SAN ANTONIO EVENING NEWS

F R E E  &  P E T E R S, I N C. National Representatives

B R O A D C A S T I N G  •  T e l e c a s t i n g  January 16, 1950  •  Page 35
**Promotion**

Pictures taken in Dallas are now displayed in prominent down-town window. Bob Wold of KEGO sales and promotion department was in charge of entire operation.

**KBOI-FM's Thanks**

Three-fold bulletin issued to public by KBOI-FM, Transit Radio station in Omaha, Neb. Folder contains results of balloting on approval of bus radio and data concerning completion of installation in all Omaha buses. Picture of business leaders present when ballots were counted is included, as well as list of votes, pro and con, tabulated by bus routes.

**Coverage Date Folder**

Quarto two-color illustrated folder sent to trade by KSD-TV St. Louis promoting its coverage of local events and containing coverage data. Inside of folder is made up of coverage map with primary and secondary areas outlined, and circles around sections outside coverage areas where satisfactory reception has been reported. Details of St. Louis market also are included.

**Postcard Distribution**

Two postcard mailings recently sent to 500 groove rs in coverage area by WHBC-AM-FM Canton, Ohio, concern Buckeye Potato Chips. Two pictures of bags of potato chips are featured on card under heading, "You're in the Chips! It's in the Bag!" Second promotes Nucco Margarine on bright yellow card. Message reads, in part, "Hear Nucco Yeledar's Catchy—Compelling Design—Great Radio Ads—Spots Daily on WHBC & WHBC-FM." Both cards bear standard, "Stock up—Display—Suggest! Radio advertised products move!".

**Sponsor's Letter**

LETTER from pleased sponsor sent to WTIV (TV) Miami, Fla., has been programmed into potential sponsors and trade by station. Letter, from Senor Don Casas, proprietor of gift stores in Hollywood, Fla., tells story of his successful use of WTIV. He says, in part, "... the prestige of being a television advertiser at this pioneer period is in itself worth the cost of advertising regardless of immediate results." Return of $280 on first account placed on spot commercial on WTIV is recorded.

**Large Following**

In conjunction with its sixth anniversary with WNOY York, Pa., "Doc Kid" broadcast a nation's first all-sports Club, two-hour noonday platter show, decided to form a club. Free membership cards were offered to his listeners and 1,000 were sold. By the time all interested listeners had enrolled, additional 5,000 cards had to be printed. Party in honor of new club was held for members, and 4,000 persons who appeared broke 10 year anniversary record for dance ball when party was held.

**Constructive Promotion**

OVERSIZE card aimed at construction material firms sent to trade by WKNA in Greensboro, N.C., containing Nucoa Margarine information. Card is designed to show, "... Los Angeles County where total retail sales and total net effective buying income are the second highest in the nation."

**Full Promotion**

ANNOUNCEMENTS of the 48-hour delayed telecast of entire Cotton Bowl festivities and game between Rice and U. of North Carolina carried by WMFY-TV Greensboro, N.C., were distributed by the station not only in Greensboro area, but in points as far distant as Dallas, where game was played. Releases were sent to sports editors of all leading newspapers and stations in WMFY-TV's coverage area. Contracts were signed with Dallas and to coach and to football team of U. of North Carolina. More than 250 copies were distributed by Gaines Kelley, general manager of WMFY-TV, on Dallas-bound train. Numerous newspapers were mailed in local papers with front page inserts on day of telecast. Post-cards telling of game went to 6,000 dealers and TV set owners. Telecast was sponsored by four local General Electric dealers.

**Televised for Service**

OCCASIONED by Kansas City, Mo.'s celebration of its centennial, blue promotion piece has been sent to trade by KFRM and KMBC that city. Cover announces that stations are "Teaming for Progress in 1950." Inside carries names and titles of executive personnel of stations, "Today the Kansas City broadcasting team is playing a vital role in the progress of the community as a whole."

**Men of WORZ**

NEW explanation of flying saucers provided by WORZ Orlando, Fla. Over New Year's weekend, members of station's staff who are licensed pilots attached a call letter of WORZ to four planes, and station's slogan, "The Shows in Town," to fifth plane. Letters and slogans were on long streamers that could be seen on the saucers that made extended flight over Central Florida and Orlando metropolitan area, attracting numerous sightseers.

**Owen Sound Data**

CFOS Owen Sound, Ont., has released prefably illustrated brochure on Owen Sound market to trade. Brochure is jointly issued by CFOS and Owen Sound Sun-Times, affiliated daily newspaper. Booklet covers all phases of market area, lists principal industries and retail establishments, gives detailed growth in recent years, and history of CFOS newspaper.

**Personnel**

VINCENT F. CALLAHAN, formerly sales manager and publicity director for WRC and W.M.A.L., both in Washington, and later general manager of W.W.L. New Orleans and after that in same capacity with WZB in New Orleans, is the new QWQQ Washington as director of promotion and public service. During the war, he was national radio, advertising and press for promotion of War Bonds, under supervision of U. S. Treasury Dept.

Mr. Callahan is now in line with public relations firm, appointed to handle publicity and promotion for CKWL Detroit, Mich.

**HELEN PARK,** formerly with program department of WGR New York, joins public affairs department of WHL Hempstead, L. I.

**KEN SODERBERG,** formerly with WMUS Muskegon, Mich., joins KAUS Austin, Minn., to handle promotion and program production.

**TRADE LAWS**

**Chamber Asks Reappraisal**

The U. S. Chamber of Commerce last week called for a "constructive reappraisal" of trade laws and challenged President Truman’s proposal that the 81st Congress complete action on pending legislation to tighten anti-monopoly laws.

The Chamber maintained that the "recommended amendment of the Clayton Act would vest broad new powers in the FTC. Although labeled a boon to small business, these concerns are the ones which would be most hurt if this proposal became law." It asked for the reappraisal "in the light of interpretations of the past decades..." that today’s standards were applied in an unrealistic, arbitrary manner inimical to the interests of small, independent business.

The Chamber’s viewpoint was given at a news conference held in Washington’s Carlton Hotel, during which Herman W. Steinbrakas, president of the U. S. C. of C., reviewed the President’s messages to Congress.
CLASSOPHONE

THE NEW PATENTED METHOD FOR
STORING • PROTECTING • CLASSIFYING
Your Phonograph Records...for INSTANT Use!

Read the full story in the Special Edition of "BMI Music Memo" (Feb. 25, 1946), how CLASSOPHONE Pockets save time, work and records in one of the large radio studio libraries, WOR, New York.

Classophone Pockets form snug individual compartments, each holding one record in perfectly upright position, forever preventing warping.

Each record occupies its own numbered Classophone Pocket, never in contact with other records, eliminating scratching and chipping.

Classophone Pockets are hinged at the base, firmly anchored in the cabinet into which they are built, suitable for 10" or 12" records. You flip the numbered Pocket forward to withdraw a record; you flip it back in position when you replace record.

Build Any Type Cabinet For Classophone Pockets...From our FREE Plans

Any handy man or carpenter can build the kind of cabinet most suitable for your purpose from the simple plans furnished to purchasers of Classophone Pocket units.

RADIO STATIONS Now Solve Record Problems with CLASSOPHONE

WMAX, Macon, Ga.  WOHI, Owensboro, Ky.
WBAX, Wilkes-Barre, Pa.  KFUO, St. Louis, Mo.
KQV, Pittsburgh, Pa.  WTRY, Troy, N. Y.
KRBC, Abilene, Texas  KCKN, Kansas City, Mo.
WDYK, Columbus, Ga.  WAFB, Atlanta, Ga.
WEDO, McKeeseport, Pa.  WHOP, Hopkinsville, Ky.
WGST, Atlanta, Ga.  WXLI, Concord, N. H.
WIBC, Indianapolis, Ind.  WMT, Cedar Rapids, La.
WLAV, Muscle Shoals, Ala.  WWNC, Asheville, N. C.
WPRO, Providence, R. I.  WHK, Cleveland, O.
WISH, Indianapolis, Ind.  WOR, New York, N. Y.

'CLASSOPHONE,' Inc., 35-35 36th St., Long Island City 1, N. Y.

Other Users of CLASSOPHONE

Arturo Toscanini
Atlanta University, Atlanta, Ga.
Boy Scouts of America, New York, N. Y.
Erie Public Museum, Erie, Pa.
Harrimon High School, Harriman, Tenn.
Oberlin College, Oberlin, Ohio
Pan American Union, Washington, D. C.

Board of Education, Atlanta, Ga.

Monogram Pictures, Board of Health, Chicago, Ill.
American Society of Composers, Authors & Publishers, New York, N. Y.
U. S. Naval Air Station, Pensacola, Fla.
West High School, Green Bay, Wis.
Bowling Green State University, Bowling Green, Ky.
Palisades Interstate Park Commission, New Jersey
Pembroke State College, Pembroke, N. C.
20th Century Fox Films, West Technical High School, Cleveland, O.

COMPLETE RECORD PROTECTION

In addition to providing safe protection for standard 78 R.P.M. records, Classophone Pockets may be used equally as well for the new 33 1/3 R.P.M. Long Playing (LP) type.

Fill out this coupon and mail TODAY.

CLASSOPHONE, Inc.
35-35 36th St., Long Island City 1, N. Y.

Without cost or obligation, please forward a copy of your FREE plans, outlining method of constructing a CLASSOPHONE record cabinet. We understand this is a flexible plan suitable for housing any desired quantity of records.

Name

Firm

Address

City

Zone  State

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Respects

(Continued from page 38)

for an immediate report as to moral and general reaction. Colonel William J. Donovan, now General Donovan, located Gene Brophy by telephone and she in turn gave the report which a half-hour later was on the President's desk.

From an officeless beginning Mrs. Brophy built the West Coast OCI into a potent propaganda weapon that later became the Office of War Information in St. Francisco. It grew from one employee—herself to a staff of 560 workers. She was director of radio, news, administration and propaganda.

And so the program will go on, pushing as many as 523 programs a week into Pacific fronts, often using five or six shortwave stations simultaneously.

When the Japanese tried to jam these broadcasts she pressed two obsolete RCA circuits into service. The Japs were able to jam two of the signals but a third was heard and listened to with increasing interest later on the mercy ship Gripsholm reported many lives had been saved by OCI programs in the Philippines.

Mrs. Brophy resigned from OWI in October because of her husband's ill health, and went to Phoenix, Ariz. During his three-year period of convalescence, she became aware of the need for an independent station to serve the rich Salt River Valley area's more than 300,000 people. She applied for and was granted a CP for KRUX. Granted in October 1945, the station took the air the following March.

Drawing from her experience on the hour, a local commentator on an Easter High Mass, a regularly scheduled propaganda program at a unique Armistice program in native Indian tongues by Hopi and Navajo veterans, KRUX ranks with the top stations in listeners and has a record number of satisfied advertisers who have been with the station since its inception. Results show that available time is always sold out.

The diminutive, energetic owner-operator of KRUX aims to please her audience. "If the audience wants it, we'll get it on the air," she says. Her staff has been well-conditioned to cancelling whole blocks of programs for a special public service job—in advance or on a moment's notice.

In addition to what would appeal to be a full-time job, Mrs. Brophy is an active member of the Phoeni Advertising Club, Chamber of Commerce, Phoenix Soroptimist, Concerned Club, Saddle and Sirloin and Kiva Club. Nationally she participates in the NAB and Radio Executives Club. Ten years ago, she and her husband, both of whom were born in Ohio, they live in a modest home near Phoenix. They make their work their hobby—"to get the greatest pleasure out of both," they explain.

SYNTHETIC MICA

NBS Claims Superior Type

MICA now can be synthesized. National Bureau of Standards scientists have succeeded in producing the substance which is a critical material in the manufacture of electrical and electronical equipment, the Commerce Dept. announced last week.

While synthetic mica essentially has the same properties as the natural, the department pointed out that it is superior in its ability to withstand high temperatures. The substance, widely used in radio and electronic equipment, owes its value to its high heat resistance and non-conductive properties as an electrical insulator.

This country, the department said, is the world's largest mica consumer although it produces only enough of the substance to meet a fraction of normal requirements. Commerce Secretary Charles Sawyer predicted that "synthetic mica production may make it possible for the United States to meet its own demands for this critical material."

Work on synthetic mica was part of a broad program of research on fluorine-type artificial minerals carried on by the NBS under sponsorship of the Office of Naval Research. The mica phase was developed in cooperation with the U. S. Bureau of Mines, the Colorado School of Mines, the Commerce Dept. said.

WRTY LaCrosse, Wis., signs exclusive agreement with Wisconsin Div., National Automobile Assn., for airing of highway information for balance of hazardous driving period.
Annual Awards (Continued from page 15)
phony Hour, KSL, second prize for programs beamed to general family audience; ZCMI Homemaker Program, KALL, second prize for women's programs; Tossed Salad, KUTA, first prize for teen-age classification; The Land of Make Believe, KSL, first prize for children's programs; ZCMI Breakfast Edition of the News, WTVL, first prize for men's programs. The specific prizes were in the $5-$15 million volume store category.

Schumman's Inc., for its Red Rooster Tour on WDGY St. Paul, beamed to a general family audience, captured the grand award for the audience classification and first prize in its volume category—$15 million.

The grand award in the children's program classification, only other audience group to offer such an award, went to Lit Brothers for its Lit Brothers' Magic Lady Supper Club on WFIL Philadelphia. The program also won first prize in the sub-classification for stores doing more than $15 million volume.

Pomeroy's, Reading, Pa., and Golden Rule, St. Paul, took second and third prizes respectively for the Groups of Beamed Programs category. Pomeroy's was honored for four shows, Golden Rule for eight beamed programs.

Other First Prizes
Other first prize winners included Goldblatt's Dept. Store, Chicago, for The Let's Have Fun Show on WGN, which captured first honor in the general family, over $15 million classification. Sears Roebuck & Co., Burlington, Vt., for its Sears' Man on the Street program on WACX, won first prize in the volume group up to $5 million, general family category. Second prize in the general family, over $15 million group, went to Marshall Field & Co., Chicago, for Masterpieces of Music, aired on WNMP Evanston.

Brief radio case-histories of Goldblatt's, Sears Roebuck and Marshall Field were presented at the awards session by Mr. Mitchell and Lee Hart, BAB retail coordinator, to illustrate "a simple formula for buying and using radio time."

The potential advertiser, Mr. Mitchell said, should ask himself two questions before buying time: "What kind of results do I want?" and "What's the best program in time to produce these results?"

When using time, Mr. Mitchell pointed out, he should use it to sell and measure it for results.

Goldblatt's, Mr. Mitchell said, wanted to bring traffic to the store, more phone orders and more business. It chose in part the winning Let's Have Fun Show broadcast on WGN from its 8th floor auditorium, Monday-through-Friday, 12 noon-12:30 p.m.

**Purposes outlined**
The time was used to (a) Advertise specific merchandise values such as men's sport shirts, home movie outfits, pop-up toasters, umbrellas and any item representing a good value buy, (b) Present merchandise go-a-heads to plug specific item values and promote departments where they can be purchased, (c) Advertise special "phone" values for listeners only, (d) Emphasize store hours.

Results showed, Mr. Mitchell and Miss Hart outlined, that an average of 5,000 people per week entered the store to see the programs, so that the phone service department was flooded with orders on special phone values with as many as 90 orders received within 10 minutes after a program left the air; that 75,000 letters were received in connection with the program's Christmas contest and that Goldblatt's has noted a steady increase in business over the three years that the program has been aired, justifying its opening of new out-lying stores.

Sears Roebuck in Burlington, which wanted to sell merchandise, promote their name, sign programs, and brands, and create store traffic, decided on Sears' Man on the Street to be aired on WACX Monday-through-Friday, 12:15-12:30 p.m. The show, staged at the store's entrance, gave Sears credit coupons and took much of the local contestants and listeners who submitted questions.

To accomplish its goals, Sears used their own product commercials on specific items. It also utilized one question in the show's quiz to highlight a Sears brand.

Female shoppers were made to reveal what they were shopping for, and were told about the Sears brand on such items. Contestants, too, were given a chance to hear themselves on Sears' Silver-tone wire recorder. The store's signs were regularly updated.

Sears' results, noted by the judges in the program, were available only in special instances where radio alone was used, and was not part of a coordinated promotion. They showed:

(A) Radio promotion of new Sears' catalogues brought immediate response, with all catalogues ordered by middle of the afternoon of the first broadcast, and Sears had little action before from a newspaper ad. (B) Complete stock of 187 pining sheers sold as rear of three commercials. (C) Complete stock of 500 dozen roses so in one day after radio promotion; (D) Two radio programs devote to vacuum cleaner promotion sold 12,907 units, 29% increase over previous year's promotion in the same period. (E) Slogans have become common knowledge; Sears' major brands are recognized by many people interviewed. (F) Crowds in front of store attracted by broadcasts; many out-of-town shoppers attended programs; traffic from store also, with at least 10 people a day entering store to hear their voices.

Suburban Stores
Marshall Field needed radio to promote its suburban stores, special events in advance, and the record departments of its Evanston and Chicago stores.

It chose Masterpieces of Music program, aired on WNNP Evanston Monday-through-Saturday, 2-3 p.m. Second prize. (B) Commercially stresses "unhurried shopping" and other customer ben-

NRDA 1949 Awards
(Continued from page 15)

**Honorables**
Honorables-Mention—Lucky Platt & Co., Poughkeepsie—Sings of our Times- WMMT
Honorables-Mention—The John Bresser Co. Springfield, Ill.—Welcome to the News- WCVS
Honorables-Mention—The John Bresser Co., Springfield, Ill.—The Samison—Headline Ake- KITE
**Stores Winning Awards for Programs Beamed to a Woman's Audience**

**OVER $5 MILLION VOLUME GROUP STORES**
First Prize—Shuble, Lindsay & Curr, Rochester—Town Clock Time WJLM
First Prize—Polasky's of Akron, Akron—Clocks, Linens- WAKR
Honorables-Mention—Alma and Doepke, Chicago—Cream, Coffee, Eggs- WROM
Honorables-Mention—Joske's of Texas, San Antonio—Headline Ake- KSAF

**$5 MILLION TO $15 MILLION VOLUME STORES**
First Prize—Maas Brothers, Bismarck, N.D.—Furniture, Radio- KFOR
First Prize—Pratt's for Women, Hamburg, N.Y.—Furniture, Radio- WNYO
Second Prize—Patke's, New York—Furniture, Homi- WABC
Third Prize—Fairchild's, Kansas City, Mo.—Furniture, Homi- WTVI

**$15 MILLION TO $25 MILLION VOLUME STORES**
First Prize—پریلیا, ہیڈلین، і, Temple, Pa.—Furniture, Radio- WPGL
Second Prize—Time-2-Time Appliance, Elgin, Ill.—Furniture, Homi- WGLS
Third Prize—Spears Furniture, Baton Rouge, La.—Furniture, Homi- WHON

**$25 MILLION TO $50 MILLION VOLUME STORES**
First Prize—Frank's, Baltimore, Md.—Furniture, Homi- WPRO
Second Prize—Macy's, New York—Furniture, Homi- WABC
Third Prize—Nesselbush Furniture, Des Moines, Iowa—Furniture, Homi- WHOI

**$50 MILLION TO $100 MILLION VOLUME STORES**
First Prize—B. Altman & Co., New York—Furniture, Homi- WJZ
Second Prize—Sears Roebuck & Co., Chicago—Furniture, Homi- WGN
Third Prize—Saunders Furniture, Richmond, Va.—Furniture, Homi- WTVI

**$100 MILLION TO $200 MILLION VOLUME STORES**
First Prize—Henry's, Richmond, Va.—Furniture, Homi- WVCN
Second Prize—Frick's, Philadelphia—Furniture, Homi- WIPX
Third Prize—W. T. Lord, Los Angeles—Furniture, Homi- KMEX

**$200 MILLION TO $500 MILLION VOLUME STORES**
First Prize—John Shillito Co., Cincinnati—Junior Town Meeting WSAR
Second Prize—John Shillito Co., Cincinnati—Junior Town Meeting WSAR
Third Prize—Pomeroy's Inc., Reading—Teen Jamboree WITL

**UP TO $5 MILLION VOLUME GROUP STORES**
Honorables-Mention—Dick & Walker Inc., Binghamton, N.Y.—Furniture, Homi- WGBP
Honorables-Mention—J. A. Kirven Co., Columbus, Ohio—Furniture, Homi- WARR
Honorables-Mention—The Gorton Co., Baltimore—Furniture, Homi- WJAD
Second Prize—John Hart & Sons, Clarksville, Tenn.—Junior Round Table of the Air- WELM

**Stores Winning Awards for Programs Beamed to a Child's Audience**

Grand Award—Lit Bros., Philadelphia—Lit Bros' Children's Hour WIPX
Second Prize—Lit Bros., Philadelphia—Lit Bros' Children's Hour WIPX
Second Prize—Miller & Rhoads, Richmond—Miller & Rhoads Story Book Hour WTOP
Third Prize—Sage-Allen, Hartford—Community News Hour WCEC

**$5 MILLION TO $15 MILLION VOLUME GROUP STORES**
First Prize—Benjamin's, Salisbury, Md.—Radio Club on the Air- WBOC
Second Prize—Benjamin's, Salisbury, Md.—Radio Club on the Air- WBOC
Third Prize—Sears Roebuck & Co., Baltimore—Teen Age Programs KWBX

**$15 MILLION TO $20 MILLION VOLUME GROUP STORES**
First Prize—Brady's, Baltimore—Teen Age Programs KWBX
Second Prize—Brady's, Baltimore—Teen Age Programs KWBX
Third Prize—Brady's, Baltimore—Teen Age Programs KWBX

**$20 MILLION TO $50 MILLION VOLUME GROUP STORES**
First Prize—Brady's, Baltimore—Teen Age Programs KWBX
Second Prize—Brady's, Baltimore—Teen Age Programs KWBX
Third Prize—Brady's, Baltimore—Teen Age Programs KWBX

Note: Jury of judges for NRDA Retail Radio Awards:
* Ira Slange, School of Retailing, University of Illinois, Retailing Time buyer, BBDO; Oscar Katz, director of research, CPM; Norman Green, editor, Sponsor: Victor Rafter, v.p., and pub- licity director, Macy's, James F. Gaines, director, O & O stations, NBC
Retailer Radio

(Continued from page 15)

spent about $180 billion as against $170.9 billion spent by national advertisers. He stressed the importance of television, with which "some stores have developed interesting results."

Presentations by four department stores were made at the Tuesday session of co-ordinated sales promotion campaigns in four different categories—specific items, departmental, storewide and national products. While results could not be directly traceable to any one medium, it was noted that in three out of the four promotions, radio figure prominently.

That television can do an effective job for retailers was stressed at Wednesday's session on visual merchandising by Arthur M. See, sales promotion manager, Saks 34th Street, New York, sponsor of Your Television Shopper on WABD (TV) New York.

Mr. See emphasized the outstanding selling job accomplished by Kathi Norris, the program's "shopper" and urged that retailers get on the TV bandwagon.

Finding a method to reduce the cost of television so that merchants

NEW commentators for the Kaiser-Frazer series are Joseph C. Horsch (left) and Marquis Childs. Five-time weekly program starts today January 16, on a special radio network that includes KWK and WFMV (FM) Los Angeles, WDST (FM) Detroit; WCUCO (FM) Cleveland; WTVU (FM) Chatanooga; WCFM (FM) Washington and WFDR (FM) New York. Mr. Childs has the Monday, Wednesday and Friday programs. Mr. Horsch appears Tuesday and Thursday. Agency is William Weintraub Co.

across the country can use it with appropriations at hand is a challenge that must be met, Commander Mortimer W. Loewi, director of the DuMont TV Network, told the visual merchandising group. "Briefly," Comm. Loewi observed, "We at DuMont think this can be done by producing programs at low cost and moving them to inland cities in such a way as to permit their use by local advertisers."...

Mason Candidate

ROBERT T. MASON, owner and general manager of WMRN Marion, Ohio, last week announced his candidacy for the Republican nomination for Congress from the Eighth Ohio District. Petitions are being circulated in the district. He previously had been the Republican nomination in 1948.

MBS Continuity

MARIAN LENNONNOX, for four and half years in the MBS continuity acceptance department, last week was named assistant director. At the same time, Isabel Bisani, who joined MBS continuity acceptance in March of last year, was appointed assistant director of religious programs and Betty Leavitt, formerly with Coronet magazine, joined the continuity acceptance department.

Football Rates

PROBLEM of rate charging on the basis of an exclusive contract right for football game broadcasts will be explored at the Jan. 20-21 meeting of the South Carolina Broadcasters Assn. at the Hotel Columbia, Columbia, S. C.
NBC's New Lineup

(Continued from page 17)

John H. McDonald, vice president in charge of finance; O. B. Hammond, vice president and chief engineer; William S. Hedges, vice president in charge of integrated services; Hugh M. Beville, director of plans and research; and Ernest La Ossa, director of personnel. The remaining staff executives continue to report directly to Mr. Denny.

"The details of the organization of the three principal operating divisions are summarized below:

THE RADIO NETWORK

"Harry Kopf, vice president in charge of radio sales, continues to head up all of our radio network sales activity, together with the functions associated with it. Reporting to Mr. Kopf are his principal sales assistants—William Narr, who has been promoted to the position of eastern sales manager; Paul McCrory, in charge of the Chicago office of radio sales, and Frank A. Berend, in charge of its West Coast office.

"Mr. Kopf has announced the appointment of two new account executives whose services are being welcomed to our company—Gordon Mills and Jack Donohue. Other members of the radio sales staff are Walter Myers, Charles Phelps, Philip Porterfield, Thurston Shays, John Van Amburgh, and Charles E. Denney Jr.

"In order to consolidate our radio network sales activities, the related functions of promotion, sales planning and research, and station relations have been brought under radio sales to form a close-knit working team. William Narr, vice president in charge of advertising and promotion, continues to head all promotion and advertising activities for the radio network, and the entire organization under him will be announced shortly.

"George W. Wallace has been promoted to the position of manager of radio sales planning and research, and is now setting up the organization of that unit. Easton C. Woolley continues as director of radio station relations, heading up a staff consisting of Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelley and Paul Parkerhouse in New York, with A. W. Kaney in Chicago and Jennings Pierce in Hollywood.

"Messrs. Hammond, Wallace and Woolley report directly to Mr. Kopf.

"Program activities for the radio network are under Thomas McCrory, national radio program director. Reporting to Mr. McCrory, is Paul Parkerhouse, director of program promotion; Richard T. Harris, assistant national radio program director; Mitchell Benson, manager of package program sales, and Joel Hamill, manager of literary service. The other principal subdivisions in the radio network organization are headed respectively by William F. Brooks, vice president in charge of news and special events for radio, and George McElrath, director of technical operations. Mr. Brooks' principal assistants in New York are Samuel O. Beitzel, manager of operations; Francis Littlejohn, news desk supervisor; William Weinberg, night news supervisor, and Allen Leonard, night editor.

"In order to provide the radio network organization with its own unit for financial control and budgeting, a new position has been established in the company—that of controller for the radio network. I am pleased to announce the appointment to this position of Henry T. Sjogren, a new member of our organization.

"Mr. Kopf, McCrory, Brooks, McElrath and Sjogren are reporting directly to Mr. Denny, pending the appointment of an executive in charge of the radio network organization.

THE TELEVISION NETWORK

"The new television network organization, announced on Nov. 8, is headed by Sylvestor L. (Pat) Weaver, vice president in charge of television. As outlined in that announcement, television network operations have been organized under five principal executives: Carleton D. Smith, director of television operations; Frederic W. Wile Jr., director of television productions; George H. Frey, who has been promoted to the position of director of television sales; Norman Blackburn, in charge of the programming department for the television network. Messrs. Smith, Wile, Frey and Blackburn report directly to Mr. Weaver.

"Reporting to Mr. Smith are J. Robert Myers, controller for the television network; Robert E. Shelby, director of technical operations for television; Fred Shawn, director of station relations; N. Ray Kelly, acting director of syndicated films, and Sheldon B. Hickox Jr., who has been promoted to the position of m. director of television station relations. Other members of the television station relations department are Elmore B. Lyford, Thomas Knopf, Stephen Flynn and Robert Guthrie.

"Assisting Mr. Frey in television sales are Edward R. Hitz, who has been promoted to the position of eastern television sales manager, and Eugene Hoge, in charge of the Chicago office of television sales.

"The remaining television sales staff includes Herbert W. Hobler, a new member of our organization; Robert H. White, Roy Porteous, Frank Chizzi, Harry T. Floyd, Herbert Anderson, Dean Banker and John Delbridge, among others. Included in the group is Robert Sarnoff, who heads up television program sales with the position of program sales manager.

"As in the case of the radio network organization, an advertising and promotion unit and a sales planning and research unit have been established to work directly with television sales. In addition, the position of director of television advertising and promotion and Robert W. McPadden has been promoted to the position of manager of television advertising and promotion and Robert W. McPadden has been promoted to the position of manager of television sales planning and research. Both report to Mr. Frey and the details of the organization under them will be announced shortly.

"Mr. Weaver, the director of television production is Ernest Walling, who has been promoted to the position of television production manager. Carl Martin, in charge of talent and program procurement, and Francis C. McCall, director of television news and special events, who is assisted by Adolph J. Schneider, manager of operations for television news and special events.

"Grouped under Mr. Walling are the NBC television producers and the television executives under Sylvester L. (Pat) Weaver, in charge of new program development; Leonard Hole, formerly an operations executive with CBS and DuMont, who has joined NBC as television production manager, and Wm. B. Miller, night program manager. Barry Bernard, William Corigan, Delbert Mann and Alan Neuman, formerly assistant directors, have been promoted to the position of directors.

THE OWNED AND OPERATED STATIONS

"The third principal operating unit for administrating the business of the NBC owned radio and television stations is headed by James M. Gaines, director of O&O stations, who reports directly to Mr. Denny. The following managers of the NBC stations report directly to Mr. Gaines: Thomas B. McFadden, manager of WNBC, WBNC-FM and WNBTV (NY); William McCarthy, manager of WRC, WRC-FM and WNBW (NY); John McCormick, manager of WTAM, WTAFM and WNBK (TV); Cleveland; Irving B. Showmaner, the president and manager of WMAQ, WMAQ-FM and WNBQ (TV); Chicago; Lloyd E. Yoder, manager of KOA, KOA-FM Denver; John W. Elwyn, manager of KNBC and KNBC-FM San Francisco.

"The operation of KNBH (TV) Hollywood and NBC's other activities in Hollywood remain under the supervision of Mr. Strotz, who reports directly to Mr. Denny.

"As in the case of the radio and television network organizations, the O&O organization has been placed under the direction of Mr. Gaines. I am very pleased to announce that Hamilton Shea has joined NBC as controller for the O&O stations.

"It is further to be noted that relating to the NBC-owned stations, National Spot Sales has been brought within the O&O station organization, with James V. McConnell as manager of National Spot Sales, reporting to Mr. Gaines.

"The integrated services under Mr. Hedges include various operating activities which cannot be assigned to the separate radio network, the television network, or the O&O Stations Reporting to Mr. Hedges are Arch Robb, who has been promoted to the position of manager of program services; Harry A. Woodman, manager of the traffic department; Edward M. Lowell, director of building and engineering; John C. Tittle, manager of guest relations.

"The units under Messrs. Lowell, Woodman and Tittle remain as before, but program services under Arch Robb represents a consolidation of a number of related activities headed by the following, all of whom report directly to Mr. Robb: Thomas H. Belviso, in charge of music rights and the music li-
the television network, Mr. Walling, has been an NBC television producer since last August. Before that he had been program manager for three years with WPTZ (TV) in Philadelphia. Mr. Hole, who is NBC television's new production manager, was manager of CBS television operations for three years before joining the Navy in 1942. After service he returned to CBS, later became general manager of WABD (TV) in New York and subsequently operations director of the DuMont TV Network.

**WRC-WNBW (TV)**

**Split Radio-TV On NBC Lines**

Radio and television functions have been separated at WRC (AM-FM) and WNBW (TV) Washington to conform with the general NBC reorganization. William R. McAndrew, general manager of the stations, announced last week.

Effective immediately, the sales and program staffs for radio and TV are to be separated. Mahlon T. Prentis, manager of the newly created sound radio sales department, which is responsible for all sales, press, promotion and advertising functions for WRC, Ray Bayen, formerly WRC-WNBW press manager, becomes supervisor of this department, reporting to Mr. Gascoine.

Charles de Lozier has been named manager of new television sales dept., which is to be responsible also for WNBW's press, promotion and advertising. Former WRC-WNBW's Promotion Manager, Thomas D. Geoghegan will act as supervisor.

Another unit newly-established is the controller's dept. with supervision of all financial, accounting, office services and personnel functions for WRC-WNBW. George Sanderfer is station controller.

A department of public affairs and integrated services, Mr. McAndrew said, will be responsible for functions serving both radio and TV in the fields of public affairs, news reports, music, traffic, build-in services, continuity acceptance and night operations. Manager is Eugene Jester, former WRC-WNBW program director.

**First 15 Pacific Hooperatings—December 1949**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper</th>
<th>YEAR AGO Hooper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)b</td>
<td>6</td>
<td>American Tobacco (BBDO)</td>
<td>36.4</td>
<td>34.9 +1.5 1</td>
</tr>
<tr>
<td>Charlie McCarthy (CBS)b</td>
<td>6</td>
<td>Coca-Cola (D'Arcy)</td>
<td>34.9</td>
<td>24.9 +10.0 2</td>
</tr>
<tr>
<td>Wannamaker (CBS)b</td>
<td>6</td>
<td>Kaiser-Frazer (Winternouth)</td>
<td>28.7</td>
<td>16.0 +12.7 3</td>
</tr>
<tr>
<td>E. McMath &amp; Molly</td>
<td>6</td>
<td>S. C. Johnson &amp; Son (NL&amp;B)</td>
<td>22.6</td>
<td>24.8 -2.2 3</td>
</tr>
<tr>
<td>Betty White (CBS)b</td>
<td>6</td>
<td>Liggett &amp; Myers (N-B)</td>
<td>22.4</td>
<td>22.7 -0.3 6</td>
</tr>
<tr>
<td>Bob Hope (NBC)b</td>
<td>6</td>
<td>Lever Bros. (BBDO)</td>
<td>21.2</td>
<td>22.9 -1.7 7</td>
</tr>
<tr>
<td>Red Skelton (CBS)b</td>
<td>6</td>
<td>Proctor &amp; Gamble (BB&amp;D and Seeds)</td>
<td>20.1</td>
<td>21.0 -0.9 17</td>
</tr>
<tr>
<td>My Friend Irma (CBS)b</td>
<td>6</td>
<td>Popuload Div.-Lever (PCAS)</td>
<td>20.2</td>
<td>17.5 +4.7 21</td>
</tr>
<tr>
<td>Radio Theatre (CBS)</td>
<td>6</td>
<td>Lever Bros. (JWT)</td>
<td>19.7</td>
<td>23.6 -3.9 14</td>
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<tr>
<td>Bugsy Marx (CBS)</td>
<td>6</td>
<td>Skidmore (WAS)</td>
<td>18.9</td>
<td>21.0 -2.1 18</td>
</tr>
<tr>
<td>Our Miss Brooks (CBS)</td>
<td>6</td>
<td>Illinois Watch Coa</td>
<td>17.0</td>
<td>14.5 +2.5 22</td>
</tr>
<tr>
<td>Helen Horlot (CBS)</td>
<td>6</td>
<td>B &amp; W Tobacco (Seeds)</td>
<td>17.7</td>
<td>17.7 0.0 7</td>
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<tr>
<td>People Are Funny (NBC)</td>
<td>6</td>
<td>B &amp; W Tobacco (Seeds)</td>
<td>17.5</td>
<td>17.6 -0.1 11</td>
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<tr>
<td>Green Pastures (NBC)</td>
<td>6</td>
<td>National Dairy (NL&amp;N)</td>
<td>17.2</td>
<td>16.0 +1.2 24</td>
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<tr>
<td>Godfrey's Talent Scouts</td>
<td>6</td>
<td>Lipton Div.-Lever (T&amp;K)</td>
<td>16.8</td>
<td>18.7 -1.9 20</td>
</tr>
<tr>
<td>Lorelais Parsons (2 mos.)</td>
<td>6</td>
<td>Andrew Jergens Co. ( Orr)</td>
<td>18.5</td>
<td>13.8 +3.0 27</td>
</tr>
</tbody>
</table>

* First broadcast on some days provides more than one opportunity to hear program.

**MARY PICKFORD**

**NBC Programs Are Set**

MARY PICKFORD last week signed an exclusive contract for a daytime and nighttime series of programs over NBC. The network is to have the exclusive rights to her radio performances but also to her television appearances. The veteran motion picture actress may star in a video series next fall.

Her two radio programs will be transmitted before Feb. 15. The daytime show, 15 minutes, will feature her as a commentator. The evening show, titled *Mary Pickford's Theatre of Valor*, will be a 30-minute presentation weekly in cooperation with official government agencies and will relate stories of heroism principally centered about American servicemen in World War II.

At the contract signing, she was represented by her manager Mal Boyd. Both programs will be packaged by P. R. B., Inc., the firm jointly owned by Miss Pickford, Buddy Rogers and Mr. Boyd.

**Zorbaugh Named**

GERALDINE B. ZORBAUGH, ABC assistant secretary and member of the network's legal department since 1945, has been appointed assistant general attorney of the company, Joseph A. McDonald, ABC vice president and general attorney, announced last Tuesday. She is a graduate of New York University and NYU School of Law.

**Upcoming**

**Detroit's Most Effective Selling Team!**

**WEXL 1340 KC 250 Watts**

**WEXL-FM 104.3 Mc. 18,000 Watts**

Royal Oak, Michigan

**Primary Coverage**

900,860 Radio Homes—More than half of the radio homes in Michigan, with a retail buying power (1948) of over $3% billion.

**Operating 24 Hours Daily**

Member N.A.B.—M.A.B.
The three committees brought together the experience of a half-dozen board members of diversified broadcast and television interests plus the viewpoints of a score of committee members representing all types of stations.

The talkers drew charts for two days. The talking was unhindered by any keeper of the minutes. Various phases of the NAB administrative setup were criticized at times, with frequent references to individual members of the headquarters organization.

**Favors Separation**

The Broadcast Advertising Committee, headed by William B. Ryan, KFI Los Angeles, took a strong position in favor of separate bureau status for BAB, feeling it should report directly to the president and not through any subordinate division or individual.

The Radio Committee, with Simon R. Goldman, WJTN Jamestown, N. Y., as chairman, covered in great detail the operation of the Radio Division and other association functions. Considerable feeling was apparent that the division should not rate structurally above BAB.

The Television Committee, headed by Eugene S. Thomas, WOIC (TV) Washington, is understood to have favored retention of the divisions whereas many members of the other two committees questioned the need of a Radio Division though conceding a Television Division might serve a useful purpose in view of the industrial relationship.

Eventually the three committees reached an agreement and adjourned late Tuesday afternoon. The Television Committee held a special meeting after adjournment to discuss special NAB projects for TV members.

In some of the informal sessions, committee members suggested that C. E. Arney, Jr., present secretary-treasurer, was operating with sharply curtailed powers as compared to past years when the sec-

**NAB Revamping Upset**

(Continued from page 15)

...sales job without political or minority pressures.

While BAB was getting a vote of confidence, it also suffered a side-sweep for its aggressive selling against newspapers. This took the form of a statement by A. H. Chapman, president of WGBA-AM-FM Columbus, Ga., and of the Columbus Ledger, Columbus Enquirer and Sunday Ledger-Enquirer.

Mr. Chapman announced that his stations were resigning from NAB because of BAB's "anti-newspaper campaign. A flurry of similar resignations occurred in mid-1949 for similar reasons but quickly subsided. Last week WQXR New York, owned by the New York Times, resigned from NAB on the ground that the service it received did not justify the "substantial membership fees involved." WNEW New York has resigned because it felt it could spend its $7,000 dues more constructively on new programming [CLOSED CIRCUIT, Jan. 9].

Charging that BAB has adopted the "tearing down of the newspaper advertising medium" as radio's chief selling point, Mr. Chapman said he had written NAB President Justin Miller more than six months ago, after Maurice B. Mitchell, BAB director, had made a talk in Columbus. Judge Miller acknowledged the letter: "and the serious-ness of the problem, promises to reply in length after the NAB board meeting which was then imminent," Mr. Chapman said.

"Two NAB board meetings have transpired since that time," Mr. Chapman added and he is still waiting for a reply from Judge Miller.

He termed the BAB tactics "embarrassing" to NAB members with newspaper affiliation making "completely unusable those expensive sales tools prepared by BAB, the funds for which are provided through the NAB dues which are paid by all station members, whether newspaper-affiliated or not."

**Suggests Clinic**

Walter M. Windsor, manager of WGBA, observed that NAB and BAB "had accumulated a mass of information" and could "pass it on" to others. He observed that BAB - fleshed in by those of its members - was living its raison d'etre.

Mr. Chapman was particularly critical of membership drives which he felt threatened the membership of some stations. He noted that membership of the small stations was being eroded by the larger stations which were increasing their membership to more than 150大咖, primarily driven by financial motives.

**When It's BMI It's Yours**

Another BMI "Pin Up" Hit—Published by Simon House

I MUST HAVE DONE SOMETHING WONDERFUL

On Records: Dennis Day—Vic. 20-3596;
Aly West—Dec. 24799; Margaret Whiting—Cap.; David Rose—MGM; Artie Wayne—Mer. (*soon to be released). On Transcription: Sunset Trio—Capitol.

Page 44 • January 16, 1950

BROADCASTING • Telecasting
WASHINGTON — The Washington, D.C., office of National Association of Broadcasters was notified by Mr. Ralph Hardy, executive vice president, of the post that was abolished by the board last July.

Many of the committees felt the two-year meeting had clarified the thinking about NAB’s reorganization. Their ideas, representing substantial industry interests, will be taken up by the board Structure and Finance Committees next week.

These committees, in turn, will report to the board at its Feb. 8-10 meeting at Chandler, Ariz. Final decision will be taken by the board.

After the three-ply meeting, Judge Miller commented that he thought the plan might work but this was construed as a dubious endorsement.

Members Present

All members of the three committees were present (see photos) except Glenn Shaw, KLX Oakland, Calif., and Hugh E. Terry, KLZ Denver (alternate) of the Radio Committee, and both NAB directors; Robert Enoch, formerly of KOK Oklahoma City, a director and alternate member of the Broadcast Advertising Committee, and Donn Tatum, rubber-tyred, both members of the Television Committee.

Scheduled to meet Monday and Tuesday of next week, the board’s Structure Committee consists of Clair R. McCollou, WGAL Lancaster, Pa., chairman; Campbell Arnoux, WTAR Norfolk, Va.; Everett L. Dillard, WASH (FM) Washington; Paul W. Morency, WTAC Hartford, Conn.; Henry W. Slavick, WMC Memphis.

On the Finance Committee are John F. Meagher, KYMS Mankato, Minn., chairman; Harold E. Felows, WEEI Boston; Clyde W. Rembert, KRLD Dallas; William B. Quarto, WMT Cedar Rapids, Iowa; Harry R. Spence, KXXO Aberdeen, Wash.

Gag Rule

(Continued from page 17)

on reporting of crime news, but Justice Felix Frankfurter issued a written opinion in which he said it was impractical for the court to explain why it had denied a hearing.

The court’s denial, he said, “simply means that fewer than four members of the court deemed it desirable to review a decision of the lower court as a matter of sound judicial discretion.”

Justice Frankfurter said the court is too busy to give reasons for refusal to review cases, adding that the Baltimore refusal carries with it “no implication whatever regarding the court’s views on the merits of a case which it has declined to review.” He declared the action “does not remotely imply approval or disapproval of what was said by the Court of Appeals of Maryland. The issues canvassed in the opinions of the court, and which the State of Maryland has asked us to review, are of a nature which very readily lend themselves to misconstruction of the denial of this petition. The present instance is peculiarly one where the redundant becomes the necessary.”

He went on to say that the action does not affect interpretation of previous Supreme Court decisions on contempt.

“The issues considered by the Court of Appeals bear on some of the larger problems of democratic society,” Justice Frankfurter wrote. “Freedom of the press, properly conceived, is basic to our constitutional system. Safeguards for the fair administration of criminal justice are enshrined in our Bill of Rights.

“Respect for both of these indispensable elements of our constitutional system presents some of the most difficult and delicate problems for adjudication when they are before the court for adjudication. It has taken centuries of struggle to evolve our system for bringing the guilty to book, protecting the innocent, and maintaining the interests of society consonant with our democratic professions.

“One of the demands of a democratic society is that the public should know what goes on in courts by what is told by the press what happens there, to the end that the public may judge whether our system of criminal justice is fair and right.

Basis of Evidence

“On the other hand our society has set apart court and jury as the tribunal for determining guilt or innocence on the basis of evidence adduced in court, so far as it is humanly possible. It would be the grossest perversion of all that Mr. Justice Holmes represents to suggest that it is also true of the thought behind a criminal charge ‘… that the best test of truth is the power of the thought to get itself accepted in the free competition of the market (Abrams v. United States, 250 U. S. 616, 630).’

“Proceedings for the determination of guilt or innocence in open court before a jury presided over is fair competition with any other means for establishing the charge.”

Explaining that he had set forth a list of English decisions dealing with the reporting of criminal proceedings, he said: “Reference is made to this body of experience merely for the purpose of indicating the kind of questions that would have to be faced were we called upon to pass on the limits that the Fourteenth Amendment places upon the power of States to safeguard the fair administration of criminal justice by jury trial from mutilation or distortion by extraneous influences. These are issues that this court has not yet adjudicated. It is not to be construed that by implication it means to adjudicate them by refusing to adjudicate.”

Justice Frankfurter’s statement was headed, “Opinion of Justice Frankfurter respecting the denial of the petition for writ of certiorari.” This is an unusual heading, creating the idea that it merely was his own personal opinion.

The original proceeding that led to the chain of legal events grew out of the broadcast of news covering the confession and prior criminal record of Eugene H. James, who subsequently was hanged for the July 6, 1948, murder of an 11-year-old girl. The Baltimore city court held the three stations and Mr. Connolly in contempt for broadcasting this news after the arrest, though the news came from police officials.

The local court acted under its Rule 904, which had imposed a gag on crime reporting. A special appellate court upheld the convictions for contempt but the Maryland Court of Appeals held Rule 904 void and it no longer is in operation.

WGAD to ABC

Replaces Defunct WGHN

IN A MOVE to improve its radio facilities ABC has affiliated WGAD Gadsden, Ala., a 1 kw station, replacing the 250 w WGHN, which has ceased operations.

WGAD, formerly an MBS affiliate, is owned by General Newspapers Inc., with Joel Robertson as manager. Mutual has replaced the station with the signing of WJBY Gadsden, a 250 w station owned by Gadsden Broadcasting Co., with contract effective Jan. 29.
FCC WORKLOAD

'49 Applications Drop 19%

FCC's ROUTINE workload in the broadcasting field is falling off. In its 15th annual report to Congress, submitted Wednesday, the Commission noted a 19% drop in the number of broadcast applications filed during fiscal 1949 as compared to the year before (6,268 in fiscal 1949; 7,710 in fiscal 1948).

The report showed 2,150 applications pending June 30, 1949, as against 3,655 when the fiscal year opened. Those requesting new stations had dropped from 1,170 to 852. The number of hearing cases of all broadcast types had fallen from 718 to 656.

Where the number of new applications seems to be declining, however, the Commission's "policy" problems are holding their own if not gaining. The following are among those listed in the report as policy questions yet to be decided:

- Network representation of affiliates
- Costs of station-owning
- Clear-channel operating; new multiple ownership rules, and proposed changes in main-studio rules.

The report sketched this history of broadcasting developments between July 1, 1948 and June 30, 1949, the Commission's 15th year:

In broadcasting matters the year was marked by such a rush for television facilities that action on applications for new TV stations was deferred pending proceedings looking toward extending TV operations into the UHF, adopting a nationwide-channel assignment plan covering commercial video broadcasting in both bands, and, at the same time, inquiring into the possibility of color television.

Even so, the year closed with 71 television stations serving 42 cities and metropolitan districts. In addition, more than 200 television stations were in experimental operation.

Though 150 additional FM stations went on the air during the year, the total number of FM authorizations decreased by 155. However, FM service was available over almost all of the eastern half of the U. S., over most of the West Coast area, and in a number of cities and adjacent rural areas in the West. Thus, more than 100 million people were within range of one or more FM stations. Also, this was the first year of face-to-face operation on a commercial basis over FM stations.

Standard (AM) broadcast authorizations climbed to nearly 2,200. However, the AM stations were authorized in 1948. Greater difficulty was experienced in wedging into this now very saturated band.

The 58 noncommercial educational stations represented a gain of 12. International broadcast stations continued at 37. The 10 countries of broadcast services together had more than 4,000 stations.

Aggregate AM broadcast income for the calendar year 1948 decreased over 10% from the previous year, while advertising for four major networks dropped more than 5%. Of 932 AM licensees operating FM stations, there were separate revenues from their operation with only four of the latter showing income. Of 167 FM stations with AM affiliation, all but three of the 89 reporting stations showed a loss. The four TV networks and 50 TV stations on the air during the year all reported an operating loss.

A tabulation of AM, FM, and TV authorities showed that there had been more such grants collectively than any other state, closely followed by California, then Pennsylvania, New York, and North Carolina, in that order. However, Pennsylvania had the most FM authorizations, while New York led the TV list. Chicago had more broadcast grants than any other city. New York and Los Angeles headed the FM and TV lists, respectively.

In June the Commission affirmed the right of broadcast licensees to editorialize as part of their presentations, but reiterated that such views may not be used to achieve a partisan or one-sided object.

The report pointed out that other "policy" questions decided during the year included adoption of anti- giveaway rules (they were subse quently suspended pending court tests); repeal of the Radio & Television Rule or station transfers; adoption of special rules relating to station sales in which broadcast rights are reserved by the seller.

HOOPER

Urges Research Standards

IN a hard-hitting speech that many of his listeners construed as the opening gun in a new wave of ratings war, C. E. Hooper, head of C. E. Hooper Inc., last Monday challenged the Radio & Television Council of New York to set new research measurements and to educate newcomers to the field in the basics of sound research technique.

As he castigated the unknown acceptance of some of the techniques now being used, veteran researchers recalled similar speeches in the early '40s when the Hooper-CAB (Cooperative Analysis of Broadcasting) struggle raged most fiercely and wondered if the war for a single standard rating must be fought all over again less than 10 years later.

Addressing a luncheon meeting of the council at the Hotel Lexington, New York, Mr. Hooper deplored the ignorance of post-war entrants into the field concerning "the three foundation stones of audience research—adequacy of sample, representativeness of sample and validity of data." Before the war, he said, "obtaining data in this new field—audience research"—were examined with a critical eye. "Principles were being ready to emerge. Industry decisions were beginning to be made about samples and methods, some with an air of finality."

But since the war's end, he noted, many of the pre-war experts have moved into other fields, with newcomers taking their places. These newcomers, he added, "have been so busy getting caught up that they have had very little opportunity to acquire the knowledge gained during the five years of clarification which preceded the war. Everything that happens now looks new to them."

Mr. Hooper concluded by declaring that "standards of audience measurement are set and reset each day by what this and other interested groups consider to be acceptable practice. You have responsibility," he told the research council members, "and you should examine your current practices. You should insist on corrective measures. You should set higher performance standards for the second half-century."

Questioned by Broadcasting after the meeting, Mr. Hooper admitted that the speech was the beginning of a campaign to be conducted at the station level designed to free the industry of invalid research methods. Rovers and unadjusted diaries will be his particular targets, he stated.

Gates Sales Meet

OVER a dozen new products for the broadcast communications industry were introduced to sales personnel of Gates Radio Co., attending the equipment firm's annual sales meeting at Quincy, Ill., Jan. 5-6. Two-day national conference included a tour of the Gates factory and demonstrations of machinery additions made the past several weeks.
Want a lot
for your money?

TRY DU MONT DAYTIME TELEVISION

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

America's Window on the World

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

DuMont's Newest SHoppers' Matinee

An afternoon in an imaginary department store with delightful segments on food, fashions, glamour, homemaking, photography, song and entertainment.
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hoooperated TV shows on a spot basis at prices you can afford!

One of Paramount’s TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S....with some good markets still open.

RATINGS: Oct.-Nov. Hooper for Los Angeles—27.4 average weekly Telerating, with 60.2% average share-of-TV-audience. Rated far above all other shows as TV Program liked most by Los Angeles children in Woodbury College’s November 1949 TV Survey. Voted “Top Children’s Show”—both Hollywood and Coast-to-Coast — in 1949 Tele-Views Program Popularity Poll.

FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the “Leakin’ Lena.” The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bear cub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker, and Clownie, a circus stray.

Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, wrestling, children’s variety and others...at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • Hollywood 9-6363
New York Sales Offices • 1501 Broadway • Bryant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
CBS COLOR was shown to the general public for the first time Thursday. Reaction to its public debut in Washington was as varied as the number of opinions heard at FCC's color hearings.

The half-hour showings, twice-daily, 11 a.m. and 1 p.m., Mon.-Sat., will continue through the end of the month. Using studio facilities of WTOP Washington, CBS AM radio, the shows are transmitted over WOIC (TV). Tickets for the showings, held in the Walker Bldg.'s lobby in downtown Washington, are given on a first-come, first-served basis.

According to CBS, a total of 10,000 people are expected to have witnessed the telecasts by the demonstrations' close. Some 300 people jammed the building lobby Thursday where eight 12½-inch receivers were installed.

Among the viewers interviewed by TELECASTING was Mitchell Wolfson, president of WTVJ (TV) Miami. He said the demonstration was impressive and the picture quality good. Floridians, Mr. Wolfson commented, would be interested in getting color quickly but urged that any accepted system be compatible because "we can't afford to waste TV sets now in use; we must be able to do the job." He said color TV would be "acceptable now to 999 out of 1,000 people."

Viewers' Opinions

Others interviewed at random chorused delight at seeing color for the first time. Most of them owned black-and-white sets. Every one interviewed, who was familiar with adapters, said such modifications would not be acceptable.

Miriam Dickey, secretary-treasurer of the Midnight Sun Broadcasting Co., owner and operator of KFAR Fairbanks and KEN Anchorage, visited the demonstration while in Washington on official business. She said she was surprised that color TV's development is "as a good a going as it is." She compared it to movie technicolor as "this fashion type" of programming would prove successful for the woman viewing TV in the daytime but he reserved judgment on its effectiveness for nighttime programming.

FCC Orders Hearings

AN INITIAL hearing was ordered by FCC last week upon petitions of motion picture interests which propose establishment of a nationwide theatre television service using intermediate radio links.

Chief issue is whether existing and could supply such a service, and if not, as the movie firms indicate, to determine what manner of radio service might be established to fill the need. No date has been set for the preliminary hearing, but FCC requested comments and appearances to be filed by Feb. 27.

More than two dozen petitions resulted from the Commission's request of last summer for information from the movie industry on the needs for such a nationwide theatre TV service and for data on developments to date which would be involved in such operations [TELECASTING, July 4, 1949]. A proposal by the Society of Motion Picture Engineers suggested 500 non channels in the 6,000 mc area for relay stations used in testing theatre TV in the New York area.

FCC indicated the petitions asserted that theatre equipment has been designed and constructed making possible the exhibition of TV programs in theatres on large screens and that many of the petitioners, and others, wish to institute theatre TV service in their theatres. The petitions, FCC continued, claim that such a service will encourage the development and use of television and will create a new medium for providing entertainment, news, information and public service to a large proportion of the public.

THEATRE SERVICE

CBS Opens Demonstrations in D. C.

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AN INITIAL hearing was ordered by FCC last week upon petitions of motion picture interests which propose establishment of a nationwide theatre television service using intermediate radio links.

Chief issue is whether existing and could supply such a service, and if not, as the movie firms indicate, to determine what manner of radio service might be established to fill the need. No date has been set for the preliminary hearing, but FCC requested comments and appearances to be filed by Feb. 27.

More than two dozen petitions resulted from the Commission's request of last summer for information from the movie industry on the needs for such a nationwide theatre TV service and for data on developments to date which would be involved in such operations [TELECASTING, July 4, 1949]. A proposal by the Society of Motion Picture Engineers suggested 500 non channels in the 6,000 mc area for relay stations used in testing theatre TV in the New York area.

FCC indicated the petitions asserted that theatre equipment has been designed and constructed making possible the exhibition of TV programs in theatres on large screens and that many of the petitioners, and others, wish to institute theatre TV service in their theatres. The petitions, FCC continued, claim that such a service will encourage the development and use of television and will create a new medium for providing entertainment, news, information and public service to a large proportion of the public.
is proud of its appropriate WOIC

call letters, a video symbol whose
promotional value has been thor-
oughly exploited in the highly
competitive four-station market.
This week the station is celebrat-
ing its first anniversary on the air.

Last of the four Washington TV
outlets to take the air, WOIC
started off with a cornerstone lay-
ing Oct. 15, 1948. FCC Commis-
sioner Wayne Coy took part in the
ceremonies as official Washington
gathered at the 40th & Brandywine
St. site in Northwest Washington.
Just three months later—Jan. 16,
1949—WOIC officially began tele-
casting.

THE modern WOIC building,
built on an $800,000 in-
vestment, is located a few feet from
a fast-growing uptown business
area and almost adjacent to a
large Sears Roebuck store. The 300-
foot tower looks down on the
saucer-like downtown area and out
over the rolling residential sections
with their million-plus population
and near-100,000 television sets.

Washington is a good television
market, and its four-station competi-
tion offers a challenge to station
management. WOIC is aggres-
vively serving the market under the
general management of Eugene S.
Thomas, a broadcaster and tele-
caster of extensive experience and
nationwide fame. One of that rare
species, a native Washingtonian,
Mr. Thomas is quite at ease in the
highly competitive market as a
result of a decade at WOR.

Mr. Thomas was sales manager
at WOR, a post certain to equip its
occupant with a full fund of in-
formation and contacts around the
national and local advertising marts
as well as with the niceties of time
selling.

President of General Teleradio
is Theodore Streibert, Mr. Thomas' 
boss at WOR and chairman of the
MBS board. Vice president is
Jack R. Popple, 25-year radio vet-
eran, a nationally known engineer
and president of Television Broad-
casters Assn.

This board of strategy has a No.
1 policy specifying that WOIC be
an "able" station—a station trans-
mittting pictures that can be well
received by all sets within the cov-
erage area.

WOIC strives to be a "helpful"
station by providing coverage of
events especially interesting to
youth, and also supplementing the
work of grade and high schools
throughout the District of Colum-
bia and surrounding counties. It
desires to be a "friendly" station,
pledged to support community
drives and causes in behalf of the
public service organizations oper-
ating in Washington.

Finally, WOIC endeavors to be
an "entertainment" station, carry-
ing CBS network programs, local
sports events and remote programs
from theatres and other public
places.

When the MBS Television Net-
work gets into operation as such,
WOIC will carry its programs. Oc-
casionally the station has taken a
program from DuMont's TV net-
work.

By means of careful and aggres-
sive management in the well-tele-
vised Washington air, WOIC has
steadily increased its income. Ac-
tually, the cash-register curve has
moved upward on a line paralleling
the fast-rising trend line for set
ownership. In the past 12 months
the number of TV sets in the mar-
ket has tripled, and WOIC's in-
come has more than tripled in the
same period.

The number of operating hours
also has gone up, and the expan-
sion to a 40-hour weekly schedule
brings out an example of sound
management. In its one-year career
every additional hour of programing placed on the sched-
ule has been covered from a cost
standpoint, excepting, of course,
public service features.

Local business has exceeded the
fondest hopes of WOIC's execu-
tives. In October alone, WOIC's sales is
William D. Murdock, for many
years at WTOP and WOL Wash-
ington. He has been sales man-
ger from the beginning. Robin D.
Compton, an engineer of national
reputation, is technical manager.

WOIC was the fourth TV station
he put on the air, WACA-TV
Philadelphia having been the pro-
ject immediately preceding. And
when WOR-TV emerged from the
drafting boards last year, Robin
Compton's experience in delivering
infant TV stations again came in
handy.

JAMES S. McMurray, program
manager, had been production
manager of WBAL-TV Baltimore.
WOIC's special events, publicity
and promotion director, John F.
Hardesty, was acquired from WOL
Washington and had previously been at WOR. Lawrence Rich-
ardson, auditor, serves with the
above group on the WOIC execu-
tive committee. William K. Trey-
non, director of sales service, is
another WOL graduate.

Of the executives Messrs. Mur-
dock, Treynor, Richardson and
Hardesty join Mr. Thomas in the
select category of native Washing-
tonians.

In its year-long career WOIC
has built up a long list of program
achievements. Among commercial
successes is Sketch-A-Quiz, partici-
pation strip show in which the
artist draws a progressive sketch
that is being carried over from pro-
gram to pro-
gram at

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program, until three members of the TV home audience have identified the picture's denouement is said to run into thousands weekly. Among Sketch-A-Quiz sponsors have been such national advertisers as Pall Mall, Schick razors and Admiral (through local outlet).

The Quality Playhouse, weekly 90-minute film feature, is sponsored by Fledged Quality Laundries of Washington. The laundry group describes audience response as "excellent."

Inter-high school football games telemcasts were sponsored last fall by Norge and local dealers, including the championship playoff. The local Budweiser distributor sponsored the annual New York-Washington firemen's baseball game. Bulova sponsors a schedule of time signals.

**O**ne of Washington's interesting TV experiments was conducted by The Hecht Co., largest of the city's department stores. Everything from portable barbecues to bathing suits was demonstrated, and sold, on a weekly quarter-hour show. Mr. Hecht and his associates expressed themselves as pleased with results.

The live programming lineup of WOIC includes such offerings as A Coroner's Affair, the daily half-hour discussion covering civic life and welfare; nightly sports round-up; The Hobby Corner, weekly quarter-hour program of hobby search and avocational endeavors; Capitol Cloakroom, weekly half-hour CBS-originated questions put to national personalities by Washington housewives; A.C. With Ethnor Lee, weekly half-hour for the housewife.

A mobile unit is used for a weekly amateur program, sports events, school programs and numerous CBS originating efforts. Effort is made to accommodate legitimate public service organizations furnishing the station with motion picture films.

The list of achievements in WOIC's one-year career includes some events that will occupy prominent niches in world history. Some of the events: Signing of the Atlantic Pact, with pickup fed to all four TV networks; participation in television coverage of 1948 Presidential Inauguration only four days after going on the air; telecasting of 1948 Christmas tree lighting ceremony from White House 23 days before station went into operation, with program fed to CBS and NBC TV networks; active role in CBS color television experiments, starting last September; telemasting of District of Columbia high school competitive drill for first time; Easter sunrise service from Arlington Amphitheatre for first time, fed to CBS TV network.

The WOIC plant, housing studios and transmitter, is RCA equipped. Studio facilities include a three-camera setup with combination lighting of cold cathode (Slim-Line) and Kleig and incandescent spots and broads. Mobile unit has three camera chains along with two-way mobile telephones and two complete microwave units.

Film facilities include two 16mm projectors and one 35mm automatic film projector for transparent or opaque program material. There are four turntables and facilities for tape recording and playback. A complete machine shop and facilities for making slides and 16mm film strips are included.

WOIC can feed the network and at the same time originate studio, field or film programs for local consumption. Complete auxiliary equipment is available. On the drawing board are plans for an audience participation auditorium studio and smaller dramatic studio. With completion of these facilities a number of new local programs will be added.

The total WOIC staff comprises 36, with 17 in engineering, 10 in programming, six in general and three in sales. The station believes this efficient group is the smallest staff of any station doing a comparable job and not affiliated with an aural station in the same town.

WOIC's Rate Card No. 3, effective Jan. 1, includes the following charges for Class A time: 1 minute, $70; 5 minutes, $86; 10 minutes, $140; 15 minutes, $180; 20 minutes, $225; 30 minutes, $270; 40 minutes, $360; 1 hour, $450. These scale down to Class C charges of $35 for 1 minute and $225 for 1 hour.

The station operates on Channel 9 with 27,300 watts video and 14,400 watts aural power.

National representative is WOR Sales, with Frank Shakespear of that organisation as national sales service representative assigned to WOIC.

**WGN-TV BASEBALL**

**Cubs Home Games Set**

CHICAGO CUBS home games will be telemasted for the third consecutive year by WGN-TV Chicago, it was announced last week by General Manager Frank P. Schreiber and Cubs Manager James T. Gallagher. Rights to 77 home games are reported to have been sold to the station for $90,000.

Game schedule begins April 21, with the Cubs playing the St. Louis Cardinals, but the station will telemaste exhibition contests from Wrigley Field in Chicago on April 14 and 16. The National League Cubs will compete with the Chicago White Sox, the American League squad.

Jack Brickhouse, sports service manager of WGN-TV, will handle the commentary, assisted by Harry Creighton and Vince Lloyd. Don Cook, sports and special events director, and Dick Liesendahl, his assistant, will direct the remotes. Three cameras will be used.

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**GATE BATTLE**

**Pro-TV Sportsmen Rally**

A ST. PAUL sports promoter, Eddie Williams of St. Paul Sports Attractions Inc., labels television as a gate-builder for wrestling bouts, according to KSTP-TV St. Paul-Minneapolis, which telemasts St. Paul Armory bouts every Friday.

Mr. Williams' statement directly contradicts anti-TV stands delivered a fortnight ago [TELECASTING, Jan. 9] by Heinie Miller, executive secretary of the National Boxing Assn., and the U. of Washington on Coast Conference basketball.

"I wouldn't have attempted weekly wrestling bouts in St. Paul without television . . ." Mr. Williams said. The promoter, who has staged sports events for many years in the Twin Cities, cited KSTP pick-ups as having increased gate receipts some 210% since the first wrestling bout was staged last November. The Jan. 6 card played to standing room only.

KSTP follows up the statement by Mr. Williams pointing out that the Minneapolis Millers baseball team is "exceedingly happy about KSTP telecasting its third straight season of games," and "Max Winter of the Minneapolis Lakers [basketball] definitely attributed his big gates, at least in part, to TV."
**"Gilbertest"**

**GILBERT Youth Research Organization, New York market research firm which has heretofore specialized in studying the preferences, use and buying habits of young people, has organized Gilbert Television Research.

The new firm will measure the impact of TV commercials by a "Gilbertest" rating process developed by the company, utilizing the "videometer," portable sound film projector also developed by the research firm.

Although the "Gilbertest" is still in the pretesting stage, seven advertising agencies have already begun using it. George Goldberg, in charge of TV research and sales, told Broadcasting last week:

"These subscribers include Blow Co., using the service for five products advertised on television, and Foote, Cone & Belding, using it for two video-advertised products.

Development of the "Gilbertest" began nine months ago, Eugene Gilbert, president of the research firm, explained. A request by Pepsi-Cola Co. for a check of reactions to its TV commercials, last fall, led him to investigate checking methods then in use and to the discovery that there were none which he considered adequate.

Mr. Gilbert decided that the only practical way to measure the impact of video commercials required a means of reproducing them as broadcast, through use of a sight-and-sound projector. As he prefers to work with individuals, in the privacy of their homes, he needed a projector that included both projector and screen, as well as its own power supply. Again he found nothing suitable on the market.

"The smallest projector I found was about the size of a three-suitcase suitcase and weighed about 50 pounds," he said. "So we went ahead and developed one, which we named the 'Videometer.'"

This is a compact unit, contained in a leather case 6 by 8 by 17 inches and weighing 14 pounds. The unit, which is battery-powered, may be used anywhere, contains its own screen on which the pictures are rear-projected and its own speaker. Sound and pictures can be reproduced singly as well as in union and the films can be shown in sequence and then replayed without rewinding.

Following tests with a hand-built model "Videometer," the company is now having 20 improved models made for use in the planned continuing study of TV commercial ratings. "In this research," Mr. Gilbert stated, "we think we have the keystone of all video research."

The "Gilbertest" begins, he explained, with questions as to brand use and preference of the person interviewed for products in the field of the one whose commercials are to be checked. Then the interviewer asks what the respondent thinks about the product and whether he remembers seeing any of its TV advertising. If he says he does remember TV ads of the product, he is further questioned as to the salient points he remembers of each commercial. Then he is shown the picture without sound and asked to recall what he can of the ad that accompanied the picture, when it was telecast. Finally, the commercials are shown again, this time with the sound also reproduced.

"TV has just completed a pretest of three commercials for a leading brand of cigarettes (names not released for publication), conducting tests among 100 family units in the New York metropolitan area. The unaided recall ratings were as follows:"

- **Commercial A** 10%
- **Commercial B** 13%
- **Commercial C** 7%
- **Commercial A & B** 1%
- **Commercial A & C** 2%
- **Commercial B & C** 1%
- **Commercial A, B, & C** 4%

Seven and eight-tenths percent could not identify any specific commercial. (This is 24% of those who said they remembered brand advertising.)

When the commercials were shown with sound shut off, the ratings were:

- **Commercial A** 36%
- **Commercial B** 32%
- **Commercial C** 32%

The final showing, with both

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**BEN DUFFY Discusses TV's Future**

Advertisers to come into television will be those who have used radio and others who haven't fully taken advantage of radio, Ben Duffy, president of BBDO, New York, predicted to members of the New York Radio Executives Club at a luncheon last Thursday.

He explained that automobile firms never fully appreciated the impact television has on them, felt that they are so sensitive to color and style would take full advantage of television. Other advertisers, such as the Bennis manufacturers, would also be likely to use television much more than radio.

**Potency Surveyed**

As for the potency of TV, Mr. Duffy revealed that his agency made a recent survey for a client in two cities where newspapers, magazines and radio were used and in two other cities where the above three plus television were used. In the television cities product identification was 56.8% of 43% of respondents, as opposed to radio.

He read out the advertisers' message on television. In the cities where only the three media were used, 47.1% identified the product. In both groups of cities, 40% knew of the magazine campaign but the advertiser had used magazines since the inception of its business.

Television, Mr. Duffy said, in a short period of time showed a high percentage of identification.

"Television can exist and so can others," Mr. Duffy said, answering his own question of "Will TV kill radio and other media?" It is not a question of this media or that but this media and the other.

As for talent in TV programs, Mr. Duffy is of the opinion that programs should be "live." He feels if it is a "mistake to go on kinescope."" While the cable across the country is installed, he said, Hollywood talent will increase the level of TV shows, but until that time, he and the Hope "would kill themselves on kinescope" and are wise to wait.

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**‘TV Stalemate’**

Evans Urges Advisory Group for FCC

**POINTING out that the importance of the decisions of the FCC can complexities of the problems they Westinghouse Radio Stations Inc.,**

The board, Mr. Evans explained, would present impartially to the FCC the experience of outstanding and experienced individuals in research, engineering, law, education, business and public relations.

"Such an advisory board to be of greatest help to the FCC," he stated, "should be comprised of the high type of individuals with a proper diversity of ability and background so they would be competent to help on any of the major questions confronting the Commission."

Speaking before a special meeting of the Pittsburgh Television Club, Mr. Evans said it was vital to the public, the industry and the Commission itself that the most complete and accurate information be made available from the leading authorities in their respective fields" if the current difficulties in television are to be solved now and similar situations avoided in the future.

He stated that the series of television standards and allocations decisions made by the FCC in 1941 and 1945, which eventually led to the "freezing" or postponing of action on new applications for television stations, were made, necessarily at times, without complete information.

The proposed board would not only provide this information, he stated, but would do it conveniently and economically.

"These subscribers would be in a position to draw upon the vast reservoir of engineering and research, of law, of business and education now presently conveniently available to the Commission," Mr. Evans said.

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**To Measure TV Impact**

**Evans Urges Advisory Group for FCC**

**Te-Ve**

**Drawn for TELECASTING by John Zepler**

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LOCAL PROGRAMMING

By EDWARD LAMB

WHILE other television station operators have felt that they must engage in considerable programming effort to be successful, WICU (TV) Erie, Pa., and WTVM (TV) Columbus, Ohio, have taken a different tack. These stations have engaged in local programming to the extent that it has paved the way to profitable operation, and, made many loyal friends.

Our contention is that public service programming is the best possible promotion. On my television stations we began, several weeks before going on the air, an intensive campaign to bring to the local community a realization that the television project belonged to them. We told them Erie we conducted more than 30,000 people through the new Television Center and attempted to familiarize each guest with as much of the working of the station as possible. In Columbus we took more than 4,000 folks through WTVM in one day of an open house, and, of course these programs are conducted continuously.

Local Interest

It is elementary in that newspaper publishing, broadcasting operations, that only by our activities that local news and local names must have top interest priority. I emphasize that any time a person goes through a station and meets the personnel and appreciates the workings of this remarkable new medium, the station has a staunch friend and booster. This feeling of your value is greatly increased if, instead of a mere visit, the guest actually appears before the television camera.

I would like to point out the extent to which we carry on local programming. We have days at Erie's WICU when we actually put more than 500 people before the television camera. For instance, Dec. 16 we had a no-prompt show called Tots 'N' Teens where more than 200 youngsters were guests of the local sponsor at a Christmas party. We also presented the Erie Dispatch Quiz Down between various parochial and public schools, and this program in use we have had school and teachers before the camera.

We had local interview programs, local choralues, variety shows, sports commentaries (including a demonstration by our own professional sports team that had just brought in two deer as to the method of skinning and packing the venison meat) and numerous other local shows. At 11:15 p.m. we began the Erie Dispatch Good Cheer Fund Show, which brought together ten professional and amateur night club acts. This latter program was a charitable fund which the Erie Dispatch maintains, and the people of Erie were still calling in their donations when the show finally wound up at approximately 3 a.m.

Friends Important

Although we have the four networks at Erie, and we are affiliated with DuMont and ABC at Columbus, we find always that it is our local programming that we are most interested in their friends and neighbors. Just as we are anxious to have local people take pride in our station, we are proud to have covered that certain economic factors emphasize the superior importance of local programming.

The networks pay the station only one-third of their rate cards at best. At least one network seeks to have the local stations "donate" approximately 30 hours of commercial broadcast time to the networks.

All networks charge for local programs and we have found that we can generally produce a local sustaining show at a much less rate than we are charged by a network for such service.

Of greater interest is the fact that the local merchant can tell immediately whether television has the terrific selling impact which is claimed for it. If he advertises merchandise, be it appliances or foodstuffs, he can tell every day the following day the results of his TV venture. . . . Because of our ability to visually demonstrate a product in use, we have had success stories at both WTVM and WICU which are nothing short of fantastic.

Viewers' Interest

I have said that in my opinion any television station in the United States can be put into the black by a proper combination of public service and local programming. I don't believe that the people who have been watching our programs particularly interested in hearing of the terrific losses suffered by some telecasts. They are only interested in what appears on the screen.

Norr should successful operation of a television station be solely dependent upon the competition, or lack of it, in any area that we have been in the black in Columbus from almost the very first day we opened.

TV IN SCHOOLS

Cincinnati To Study Effect

FOURTEEN Metropolitan Cincinnati high schools plan to conduct a study to determine whether the television set can become as familiar a fixture in the book and the blackboard—and how soon.

Designed to reveal the interest and attitudes of the educators in television, study will be conducted under the direction of the United States Educational Television and Radio Authority.

Administrators and teachers of all 14 schools are cooperating in the study, according to Russell Helmick, Northern Kentucky educator and winner of the fellowship. If results of a preliminary questionnaire establish video as an educational aid, TV sets will be installed in some of the schools and specially-designed programs for in-school viewing will be scheduled to further test TV's effectiveness.

TRUMAN ADDRESSES

Democrats’ Film on ABC-TV

DOCUMENTARY film interpretation of President Truman’s State of the Union address was prepared by the Democratic National Committee and telecast on ABC-TV from New York Jan. 14, 8:30-9 p.m.

The program entitled Our Common Destiny, the State of the Union at the Mid-Century—utilized background film scenes, charts and graphs, a commentary, and recordings of the President's voice as he addressed Congress earlier that day. George Putnam took part in the program.

Before telecasting the program, which raked old and new GOP personalities over dying political embers, ABC notified the Republican National Committee it would air the show. A compromise was reached whereby ABC would air the program at a time for a similar program—if it wanted it. GOP accepted and the committee's Washington officials presently are working on a compromise. Presented with format, time, and participants still undetermined.
TELEVISION’s power as a selling medium is indicated in response to a survey of 2,000 New York video viewers, with 47.3% of the 1,164 respondents to the study reporting that TV commercials had influenced them to buy a product they had not previously purchased.

Survey, results of which were announced last week, were conducted last November by American Management Counsel for “Look Hear,” television advertising column appearing weekly in the New York Herald-Tribune. Comprehensive three-page questionnaires were mailed to 2,000 members of the TV Counsel, organized by Maxine Cooper, writer of the column, to serve as a gauge of viewer reaction to video programs and commercials.

First finding of the survey is pretty definite proof that viewers jump at the chance to become critics, as the questionnaires were returned completely filled out by 56.9% of those receiving them. Over half of the respondents (51.6%) wrote in additional comments on video programs and ads. Other highlights of the survey:

- Of those who either watched TV or TV commercials, 90.6% of those answering the questionnaire named TV, with only 3.6% putting radio commercials first; 2.2% said they like both, 1.5% neither and 2.4% did not answer this question.
- The TV audience is selective in what it views. In both Sunday and Tuesday evening program schedules, viewers named preferences that called for dial changes every half-hour or hour.
- Length of set ownership was divided into three almost equal parts: 36.2% said they had owned sets less than six months, 33.9% less than a year, 27.9% more than a year. Occupations of respondents indicated TV set ownership at all income levels.

Audio vs. Visual Commercials

A CONCLUSION that “television advertising is superior to advertising as far as the recall effectiveness of brand names and features of the product is concerned” is indicated by results of “A Study of the Effects on the Recall of Advertising Material when the Medium of Sight Is Added to a Given Sound Commercial.” The study was conducted last year as part of a senior thesis at Princeton U. by William D. Hocker, now with United VideoGram, New York.

Using as subjects 106 men enrolled in a course in industrial psychology at Princeton and 29 girls taking advertising courses at Armore School, New York, Mr. Hocker presented both auditory (by recording) and visual-auditory (by synchronized films and recordings) commercials for a soap, a dentrifice, a perfume and a cigarette. All products were given fictitious names and the commercial contained 10 facts about the product, spoken on the record and portrayed on the film. Tests of the recall test, covering these facts, were given either immediately following the presentation or one week later.

“The answer to the question, whether or not the recall of advertising material presented auditorily can be increased by the addition of a visual stimulus, is definitely in the affirmative as far as this experiment is concerned,” Mr. Hocker said. “In no case was an auditory presentation significantly superior to the corresponding visual-auditory presentations in every case where there was a significant difference in the scores for the two methods of presentation. “Since the films used in the study were somewhat restricted in sets and special effects by production cost, the differences found might have been increased with the use of better visual commercials.

“The extent to which the results of this experiment can be directly applied to other conditions of advertising advertising could be accurately determined only by a real life presentation of the commercials. Every attempt was made to make the conditions of the laboratory like the real life situation as possible, and the author believes that the presentations in this experiment were as real life a presentation as the presentations in any previous experiment of this nature.”

Mr. Hocker warns that in drawing conclusions regarding radio and television advertising from the results of this study, two phrases must be prefixed to every statement, namely: “In so far as this experiment is concerned,” and “In so far as the presentations in this experiment are similar to the life situation.”

He then states: “The results would seem to indicate that television advertising is superior to radio advertising as far as the recall effectiveness of brand names and features of the products is concerned.

“If the results of the rating scales can be considered valid, television commercials can be made to appeal to the television audience. It was evident during the presentations that the visual-auditory commercials received better attention than the auditory commercials.

“The results would seem to indicate that the brand name of a product only three times as efficient as advertising in that the name for a longer time per.

“The fact that several subjects drew a picture of the bar of soap and demonstrated by drawing it indicated the vivid kind of imagery that can be produced by television commercials. This factor would doubtless have had a strong effect on the results had recognition testing taken place."

'Depth of Penetration' Is Surveyed

PHILADELPHIA leads all other television cities in the country in the number of TV sets per 1,000 families, according to the latest "Depth of Penetration" tabulation just released by WTMJ-TV Milwauk.

On Dec. 1, 1949, Philadelphia had 264 receivers per 1,000 families, according to WTMJ-TV. New York, which had been in first place on Nov. 1, 1949, was in second place with 254. Lancaster, Pa., Los Angeles and Chicago retained third, fourth and fifth place, respectively. Milwaukee came from seventh to (Continued on Telecasting 11)
HOOPER proves WHIO AM-TV FIRST in the DAYTON, OHIO MARKET

FIRST in AM
On the average, when sets are tuned to Dayton AM Stations, 3 are tuned to WHIO for every 2 tuned to all other Dayton stations.

<table>
<thead>
<tr>
<th>Time</th>
<th>Homes Using Sets</th>
<th>WHIO Station B</th>
<th>WHIO Station C</th>
<th>WHIO Stations B &amp; C</th>
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</thead>
<tbody>
<tr>
<td>Total Rated Time Periods</td>
<td>24.3</td>
<td>31.1</td>
<td>12.7</td>
<td>8.5</td>
</tr>
</tbody>
</table>

Hooper Station Audience Index October-November, 1949

FIRST in TV
WHIO-TV has a bigger share of the TV audience than any other TV station in the Dayton, O., market (32,000 TV sets in this market according to distributor's estimates, January 1, 1950. By the time you read this, there should be considerably more).

<table>
<thead>
<tr>
<th>Night</th>
<th>B'cast Aud.</th>
<th>Radio Aud.</th>
<th>TV Aud.</th>
<th>Share of TV Audience (Base: TV Homes)</th>
<th>Share of Broadcast Audience (Base: Random Homes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Sun. thru Sat.</td>
<td>35.7</td>
<td>28.6</td>
<td>7.1</td>
<td>50.2</td>
<td>39.2</td>
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<td>7.8</td>
</tr>
</tbody>
</table>

Hooper TV Station Audience Index Evening 6:00-10:00 PM October-November, 1949

For maximum results at minimum cost—for sustained listener loyalty—for faster sales and increased profits, join those in the know—buy WHIO-AM and TV.

THOSE IN THE KNOW BUY
PLANS for increased television activity were announced last week by United Paramount Theatres Inc., New York, new theatre-operating company formed under the reorganization of Paramount Pictures Inc., ordered by court anti-trust decree [BROADCASTING, Jan. 2].

Leonard H. Goldenson, president of United Paramount, revealed that in addition to its current theatre television operations in New York and Chicago, the firm plans to install large-screen TV facilities in its theatres in Detroit, Boston, San Francisco and Minneapolis. The firm is applying for new commercial video outlets at Detroit and Boston.

Mr. Goldenson also announced that Robert H. O'Brien, secretary-treasurer, will head all television activities for the firm.

Separation of Paramount Pictures' theatre-operating functions from its movie-producing and distribution divisions was made pending in the ruling of the U. S. District Court for the Southern District of New York. Under the reorganization, United Paramount Theatres assumes responsibilities while New Pictures Corp. takes over production and distribution.

Applications Pending

Applications are pending at FCC for consent to transfer control of Paramount's television and broadcast station interests to the two new firms. Paramount has 35% in the Chicago operation and a 60% holding in WSBM-AM-FM New Orleans is to be switched to United Paramount Theatres while KTLA (TV) Hollywood is to be transferred to New Pictures Corp. [BROADCASTING, Jan. 9]. New Pictures Corp. also is expected to acquire Paramount's 29% holding in Allen B. DuMont Labs., operated by the director of WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh and TV applicant in Cincinnati.

With Mr. O'Brien

Mr. Goldenson will be secretary of Paramount Pictures before the reorganization, which was to have been consummated in early January. Prior to joining Paramount he had been a consultant with the Securities and Exchange Commission.

Mr. O'Brien

Associated with Mr. O'Brien will be Robert Weitman, managing director of Paramount Theatres in New York and Brooklyn, and consultant on theatre matters of United Paramount's southern theatres, who will act as talent and programming consultant. Jason Rivero, former vice president and Chase National Bank, will be Mr. O'Brien's special assistant on television matters.

The company's policy of decentralized theatre operating will be continued in the television field, with each operation under local management and Mr. O'Brien's office handling policy matters and coordinating operations.

Pointing out his belief that theatre television will contribute to a balanced and wholesome national system of television, Mr. O'Brien declared that motion picture industry members, through Motion Picture Assn., Theatre Operators Assn., and other specialized groups, have filled requests with FCC hearings on whether the Commission should allocate special channels for theatre television (see TELECASTING 5). The theatre groups will attempt to show that the allocations would be in the public interest.

"Shot in the Arm"

Mr. O'Brien felt that theatre television would offer the same "shot in the arm" to the motion picture industry that the introduction of sound afforded in the 20s.

Assuming FCC granted special channels, he could foresee a network of theatre television operators, with selective programming for theatre presentations that are not available to home viewers, but requiring the "disciplined audiences" of the theatre.

TV-Air-Check Service

A NEW checking service to provide still photos or sound-on-film motion pictures of TV shows and commercials exactly as the public sees them has been announced by the Joseph W. Hicks Organization, Chicago public relations firm. Called TV-Air-Check, the new service supplies either black-and-white still pictures or sound-on-film movies photographed directly from television sets, films or stills can be delivered within 24 hours after telecast and are accompanied by certified statement of time, station, and conditions of telecast and reception.

TO EXPAND TV

United Paramount Plans

US TELECASTING

January 16, 1950

TO bring spot pictures of each day's events to their audiences, two more TV stations—WOC-TV Davenport and KMTV (TV) Omaha—have added direct wire Acme Telephoto service. Both stations have installed Acme Telephoto Trans-receivers and other equipment for receiving and telecasting new pictures transmitted from all over the U. S. and foreign points, with a coordinated news script.

The pictures are received in 3"x4" size ready for telecasting on the Multiscopes, which project them directly into the screen pattern. WOC-TV and KMTV also use Acme's Direct Positive Reducing Camera to reduce local pictures and sponsor's messages to 2"x4" for Multiscope projection.

It takes about an hour to send a complete 24-picture show and news script from Acme's Chicago bureau to Omaha. It was reported. Other stations taking Acme's Telephoto news programs include WBNK (TV) Cleveland, WNKB (TV) Cleveland, WSNAC-TV WXYZ-TV Detroit, WPIX (TV) New York, KFI-TV and KTLA (TV) Los Angeles, KRLD-TV Dallas, WCPOT-VT Cincinnati and WJAR-TV Providence.

OPERACASTS

NBC-TV Schedules Four

FOUR OPERACASTS to be presented during four-week intervals started Saturday, Jan. 14 on NBC-TV, under directorship of the network, has announced. Dr. Peter Herman Adler is music and artistic director of the series. Charles Polacheck is staging the operas.

Designed especially for television and in English, the operas will include: "Down in the Valley," by Kurt Weill, American composer; "Madame Butterfly," "Tales of Hoffman" and "The Bar."

Final opera will be telecast 10-10:30 p.m. Others will be done in one hour. Effort is being made to accomplish realism not possible on the operatic stage.

WCAU-TV Signs

N. SNEBBLEURG & Co., Phila-
delphia, Jan. 30 begins daily Mon-
day through Friday, full-hour tele-
vision powerhouse on WCAU-TV there. To be aired remote 2-3 p.m. from auditorium of the Snellenburg store, program will feature audience-participation, va
ty format with prizes for audience
contestants. It is largest locally
sponsored contract in Philadelphia
TV history according to Arthur Bluck, Snellenburg president, and Philadelphia office of Robert J. Enders Advertising, agency which handled contract.

ACME TELEPHONE

Two Add TV News Service

US TELECASTING

January 16, 1950

US TELECASTING

January 16, 1950

ACME TELEPHONE

Two Add TV News Service

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Sports Programs Lead New York Fare

SPORTS programs accounted for more TV time in New York during the last half of 1949 than any other form of video fare, according to an analysis just released by The Pulse Inc.

The report shows 18.9% of all New York telecasting time was devoted to sportscasts in the July-December period. This compares with 15.2% given over to sports in the January-June half of 1949 and to 23.4% of the July-December 1948 period.

Westerns, quiz and audience participation shows, dramas and mysteries also got larger shares of New York’s total TV time in the final half of 1949. Less time proportionately was given to juvenile entertainment, feature films, news, comedy-variety and interview programs.

Comedy-variety shows continued as the most popular type of video fare, with drama and mystery ranking second. This is true of all three six-month periods.

Binghamton
Jacksonville
Houston
Indianapolis
Seattle
Albuquerque
Kansas
Rochester
Dayton
Omaha
Salt Lake City
Louisville
Syracuse
Oklahoma City
New Orleans
Wilmington
Miami
Toledo
Cincinnati
Baltimore
Schenectady
Cleveland
Boston
Milwaukee
kets
Page 57 • BROADCASTING

Telestatus
(Continued from Telecasting 8)
sixth place in December with 185
sets per 1,000 families.
The WTMJ-TV calculations are based on the Dec. 1, 1949, Televisi
Data Chart of NBC. “Depth of Penetration” figures for 58 mar
kets follow:

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Sports Programs Lead

New York Fare

On Hobby Parade (l to r): Val Lauder, Chicago Daily News teenage editor and guest; Phil Lewis, m. c., and Denny Burns, hostess.

HOBBY STORE

Uses TV To Build Sales

ITS advertising ear to the ground, the Burgess Battery Co., owner of the Burgess Handicraft Store, Chicago, now places all faith—and business—in one media, television, according to C. C. Fogarty, Chicago, Burgess agency. Reason for the enthusiasm is the sudden surge upward from a slumping 1949 sales curve.

The curve began its dip mid-way in 1949 reaching a low last September, a month of general decline in downtown Chicago stores, the Fogarty Co. reports. Last Tuesday of that month, Burgess began an experimental half-hour show, The Burgess Hobby Parade over WBBB (TV) Chicago featuring local celebrities and other well-known personalities who have unusual hobbies. Tied-in with the program (6-8 p.m.) was the natural merchandising plug for Burgess’ hobbyland.

Chart, tracing week-to-week store sales, showed George Bell, Burgess Battery Co. vice president, that the sales curve was keeping pace with the listening power of his new TV show. The program also drew letters and postcards by the thousands, reports Fogarty, some 1,080 in a single week. The decision to concentrate Burgess’ budget in television followed the experimental line set down by Mr. Bell—newspaper concentration in 1947, in radio in 1948, and now video. While the store sales in October dropped below the year before by 15% the first two weeks, 19% the third week and 3% the last week, they moved up 47% over the previous month.

Brazil Plans TV

TELEVISION station will be constructed in Sao Paulo, Brazil, by Emissoras Associadas, Brazilian radio network, it has been announced. Meade Brunet, vice president of RCA and managing director of RCA International Division, said RCA would supply all equipment for the new station, which is expected to go on the air next summer.

$1850 f.a.b.

Write for further information
Reel Takes

WALTER LOWENDAHL

In Hollywood where precocity often is so pandemic as to go unnoticed, Walter Lowendahl nevertheless was considered something of a wonder kid in the industry.

At the time, he was 20 and had produced not just an artistic picture—which any boy genius could do—but one with box office. For eight weeks his "Adventures in Music," featuring Jose Iturbi and other concert stars, ran in one New York theatre.

That mixture of the artistic and the commercial is perhaps the distinguishing characteristic of Transfilm Inc., of which Mr. Lowendahl at the age of 29 is now executive vice president. Transfilm has produced about 200 television commercials in the past year, a volume which, when all the figures are in, may be a record.

They are commercials which in some instances have overshadowed adjacent programs in entertainment value. The Cameo commercials for R. J. Reynolds and the Piel's Beer animations are notable examples.

Transfilm itself has a roster of television clients which reads like an industrial "400" book: Ford, Pontiac, Gulf Oil, Bromo Seltzer, Fort Pitt Beer, Colgate, Consolidated Edison, Duff-Mott, Life, Hotel New Yorker, Disney Hats, Swirl dresses, Look magazine, Benrus, Wildroot Hair Tonic; these are but some of Transfilm's video clients.

It is no accident that Transfilm commercials have won plaudits for high quality, based on a Lowendahl philosophy that corner-cutting doesn't pay. "Good films can not be turned out on non-existent budgets," he says, "and the quality can be obtained cheaply."

That, he believes, is the stern lesson an advertiser must learn. And any advertiser who hopes to build a big TV show on a small budget will be disappointed, for the budgetary scale used for radio spots is less realistic, he says. Prices for one-minute, live-action commercials are leveling off at about $1,500 to $2,500, he believes. Many commercials, with elaborate scene or setting problems, may cost more. Savings, however, often are available to the client who gangs his work, ordering several spot programs on one shooting day with the same set. Mr. Lowendahl's film background is a solid one. It began at the age of 16—only two years after he came to this country from Berlin.

He went to work in Hollywood as an assistant to Lewis Lewyn, who has produced, among others, "Adventure in Music," Transfilm's book, will be sponsored on WJZ-TV New York by the Bowery Savings Bank, New York, on Sunday, Jan. 22, 7:30-7:55 p.m. Edwin Bird Wilson Inc., New York, is the bank's agency.

The series, sponsored originally on ABC-TV by Times and Life magazines, has been re-edited for sponsorship locally on the ABC-TV station on a syndication basis.

The documentary series is being sponsored by a "fourth estate," WXYZ-TV Detroit, Stromberg-Carlson Corporation; WLW-TV Cincinnati; WTMJ-TV Milwaukee, WPTV Channel 2, New York, with the support of AFL-CIO, United States News and Chicago Daily News. It is produced and directed by Don Balderston.

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The series, sponsored originally on ABC-TV by Times and Life magazines, has been re-edited for sponsorship locally on the ABC-TV station on a syndication basis.
**TV Offer Welcomes SAG as Partner**

**TELEVISION AUTHORITY, in an effort to seek peace in its jurisdictional tangle with Screen Actors Guild, last week sent the film union its first official offer to become a partner in bargaining for television performers.**

The offer was made by TVA's board and was announced by George Heller, national executive secretary of TVA. It was predicated on agreement by TVA and the Guild on certain points, among them:

1. That there be some machinery for breaking deadlocks which may arise between the two groups.
2. That on all important actions, such as calling a strike of all video performers, members of both TVA and the Screen Guilds must meet jointly for discussion and action.
3. That film sequences, film commercial spots and kinescopes of whatever nature should be solely within the responsibility of TVA.

The TVA offer was sent by letter to the Guild and was itself an answer to a guild request that TVA inform the Guild in writing what form of television agreement the live talent unions in TVA are willing to make with the film guild.

The TVA board suggested three alternative methods for settling these unresolved points. TVA said the Guild could (1) send a committee to New York to discuss and negotiate with TVA unresolved points in the partnership discussion; (2) these points could be submitted to mediation by a mutually acceptable party or parties; (3) the whole television controversy could be submitted to mediation.

**WKRC-TV Expands Bolles, Cornell to New Posts**

Mr. Cornell

Mr. Bolles

Mr. Cornell and Mr. Bolles

**TWO EXECUTIVES OF WKRC-TV CINCINNATI have been promoted under the station's expansion plans announced last week by Hubert Taft Jr., executive vice president of Radio Cincinnati Inc., WKRC licensees.**

E. Joe Bolles, program director since April last year, has been appointed sales executive. Syd Cornell, assistant program director and member of the production staff, has become commercial production manager. Mr. Taft said the changes would strengthen WKRC-TV during its 1950 expanded operations. The appointments are effective immediately.
COLOR ADAPTOR
CBS to Study FCC Unit

PERMISSION was granted by FCC last week for CBS to duplicate for study, the automatic adaptor, invented by Edwin W. Chapin and Willmar K. Roberts of the Commission's Laboratory division, which permits on-channel reception of either the RCA or CBS color systems as well as standard black-and-white TV. (TELECAST-

ing, Dec. 6, 1949.)

Authority also was given CBS to distribute copies of the circuit diagram for the automatic adaptor which has been patented by the inventors and assigned to the government and FCC. CBS, in making its request, had told the Commission it wished to study and test the automatic adaptor, and possibly construct suitable models.

The adaptor was described during the color television hearing in late November as being a one-tube unit which could be added at a "moderate" cost and capable of automatically following the transmitting from 525 lines and 60 fields to 486 lines and 144 fields.

The authority to CBS was granted on the following conditions:

(a) The authority granted herein is non-exclusive and shall expire six months from the date of this letter.

(b) No construction or distribution of any type of product embodying this invention will be permitted by the authority granted herein.

(c) All inventions and apparatus embodying this invention will be assigned to the government.

(d) The authority granted herein is to be exercised only in the United States.

(e) No inventions or apparatus embodying this invention will be copied by the authority granted herein.

The witnesses called by the FCC yesterday were:


STEVE LASHER

New NBC-TV Affiliate

NBC-TV has signed WSYR-TV Syracuse as the network's 27th intercommunicated member. The station, which began test broadcasts about Feb. 15, became the 57th television station to affiliate with NBC-TV.

WSYR-TV has no other network affiliation.

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January 16, 1950

TV CONFERENCE

Asks Folsom To Keynot
March 6-9 Meet

has been invited to lead discussion of "What Research Can Contribute to Television in 1960" on the closing day, March 8. Prof. Charles L. Allred, research director, Medill School of Journalism, Northwestern U., is expected to give results of an independent survey on Chicago TV successes which he is coordinating with several TV research firms—C. E. Hooper, A. C. Nielsen, Pulse and Jay Graham—will probably be represented also.

Theatre TV

A theatre TV panel will be followed by a Phoneseum seminar. H. C. Bonfig, advertising manager of Zenith, which developed the pay-as-you-see TV system, has agreed to lead the seminar.

"TV Versus AM" will be debated at luncheon by a TV and an AM expert, after which they will answer questions from the floor.

The closing session, "Stations, Agencies Solve Programming Problems," will feature Monte Fass-
nacht, ABC-TV; Fred Freeland, TV director, Ruthrauff & Ryan; Don Cook, WGN-TV, and Norman Lindquist, TV director, Atlas Film Corp., all Chicago. Joseph Betera of Sarra Inc. will describe fundamentals of TV film commercials.

MIXED VHF-UHF

FCC Denies CML Request

FCC DENIED last week a request by CML (Consulting Measurements Labs., New York), which proposed adoption of a "hybrid VHF-UHF" television system. (TELECASTING, Dec. 25, 1949.)

Other requests submitted by CML were accepted by the Commission for consideration by participants in forthcoming UHF television hearings. These included proposals:

1. Establish a municipal or small-town station classification with a maximum power of 1 kw effective radiated power and a maximum height of 150 feet;

2. Reduce the minimum antenna height of the community type station to 250 feet.

3. Abolish channel assignments to metropolitan, community or municipal stations exclusively;

4. Establish new interference ratios;

5. Amend the television engineering standards to provide that the first and second television antennas be integrated into the "inter area interference calculations."
Cross-Plugging Policy

WITH the exception of sign-off time on television where such periods come before the regular radio sign-off, KSTP and KSTF-TV Minneapolis, effective Jan. 1, eliminated all cross-plugging of air features, a general practice in organizations with both AM and TV outlets. Explaining the order, Miller C. Robert-son, vice president in charge of sales, said: "Elimination of cross-plugs is being done because in the Minneapolis-St. Paul market television has come of age. It is no longer fair to advertisers on either facility to do any cross-plugging that would not get the advertiser's attention to the other." Only at the TV sign-off time stated does KSTP-TV refer viewers to the KSTF-AM frequency and plug the program currently on the air.

Theatres Service

(Continued from Telecasting 3)


The hearing will be held upon the following issues:

(a) To determine whether the existing and proposed transmission requirements of television broadcasting with respect to cross-plugging of air features may be satisfied by the elimination of cross-plugging and proposed common carrier wire facilities, or by existing or proposed common carrier single fixed station facilities in operation in bands of frequencies now allocated to such stations.

(b) To determine the orders of frequencies and the spectrum space required, if any, at each order of frequency which would be necessary to establish a theatre television service.

(c) To determine full information concerning existing or proposed methods or systems for exhibiting television programs on large screens in motion picture theatres elsewhere.

(d) To determine full information concerning existing or proposed methods or systems for transmitting or relaying television programs from the point of pickup of the exhibiting theatre, by use of radio frequencies, coaxial cable, wire, or other means, including intra-city and inter-city transmission.

To determine full information concerning any technical data obtained in experiments performed by others in connection with the theatre television field, or otherwise available.

(f) To determine full information concerning any technical data obtained in experimental operations conducted in the theatre television field, or otherwise available, including public need or demand for the proposed programme, public need or de-sires in theatre television programs, approaches to the service, and commercial feasibility of the service.

(g) To determine full information concerning plans or proposals looking toward establishment of theatre television or a commercial or non-commercial television service to be engaged as

TEST PATTERNS

Would Ease FCC Policy

NUMBER of telectors last week told FCC the proposed "liberalization" of its prohibition of separate aural and visual operations was commendable, but many desired some specific changes in the policy. ([Broadcasting, Dec. 12, 1949].) Most want some test pattern-with-music operation for sales demonstration, installation and pre-program warmup purposes.

The Commission proposes to continue the policy announced earlier to allow test patterns to be accommodated only by signals of varied tones. Separate operation of the aural transmitter would be allowed only for test or experimental purposes, or for emergency fills upon failure of visual equipment.

NAB suggested stations be allowed to use test pattern-music format for informing viewers for two weeks before their warmup before the regular program schedule. Similar view was expressed by KTTV (TV) Los Angeles, KSL-TV Salt Lake City, WFTV (TV) Charlotte, N. C., and W.KRC-TV Cincinnati. KTTV noted if this were not allowed, stations would have difficulty getting sponsorship for the first program.

Authority Asked

WBTV and WKRC-TV further asked for test pattern-music format authority at other times during the day to aid sales demonstrations and installation of receivers and antennas. This position was also taken by ABC, NBC, KPTV (TV) San Francisco and Fort Industry Co., operator of WSPD-TV Toled-To, WAGA-TV Atlanta and WBJK-TV Detroit.

RCA Service Co. stressed need for music as an aid in adjusting sets upon installation and servicing as well as in teaching set owners how to operate them. Firm, which has 3,000 technicians in field, reported many service calls-backs now necessary under restriction.

Television Broadcasting Assn. asked FCC to hold informal conference with TV operators to consider practical problems involved.

KTLA (TV) Hollywood suggested music with still picture be allowed to introduce and set the mood for a forthcoming program. Paramount's outlet also asked that news and music be allowed to retain audience during periods of visual trouble.

common carriers for hire in inter-state communications by wire or radio, and under the provisions of the Communications Act of 1934, as amended (I).

(1) To determine whether, if frequencies are to be allocated for the purpose of providing a theatre television service, such services would be placed on a common carrier or non-common carrier basis, and if on a non-common carrier basis, the conditions under which such service would be made available.

(2) In the light of the evidence adduced under the foregoing issues, to determine whether or not the public interest would be served by the issuance of a proposal for allocation of frequencies to a theatre television service and by the promulgation of proposed rules and engineering standards governing such a service.

DISCUSSION group at recent Telefilm Inc., Hollywood, spot commercial clinic in San Francisco includes (1 to r): Helen Innt, Blow Co.; Milton Wise, Long Adv. Service; Charles Trieschmann, Fooner, Can & Belding; George Voigt, Broadcasting's San Francisco correspondent; David H. Sandenberg, Pacific Coast mgr., Avery-Knodel; Don McNamara (back to camera), Telefilm.


VICTOR MOORE, star of Guild Wire's one-minute spots, looks into his crystal ball in a scene from one of the dramatized presentations released over stations in San Francisco, New York and Los Angeles. With him are Ted Krouth (1) and Bill Honig of Honig-Cooper Co.

PLAQUE from Niles Trammell, NBC board chairman, goes to George Wesserman (1), George's Radio & TV Co. head, as first advertiser on first licensed Washington, D. C., TV station—WNBW. With him (1 to r): Philip G. Keller, George's mgr.; WNBW Coml. Mgr. Mahlon Glascock; Robert J. Enders, Enders Agency.
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?
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You'll find the answers—and many, many more hard-to-get facts—plus these exclusive features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National, regional advertisers-agencies ★ Fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs; representatives, film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings, indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

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

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Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

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We Need Your Help More Than Ever Before

NATIONAL RADIO-TELEVISION DIVISION COMMITTEE

1950 • MARCH OF DIMES • 1950

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Co-Chairmen: JOSEPH McCONNELL, President, NBC; HUBBELL ROBINSON, JR., Vice-President, CBS
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PRESENTS

The Following All-Star Programs In The Fight Against Infantile Paralysis

RADIO SHOWS • Electrical Transcriptions

FRANKIE LAINE with Ernie Hecksher and his Orchestra; CARMEN CAVALLERO and his Piano and Orchestra; HOWARD BARLOW and his 50-piece Symphony Orchestra; EDDY ARNOLD, the Tennessee Plowboy; ELLIOT LAWRENCE and his Orchestra; DORIS DAY-LES BROWN and Orchestra; FREDDY MARTIN and the Martin Men; HELEN HAYES; BASIL O’CONNOR; DISCS FOR DIMES and SPOTS.

TELEVISION PROGRAMS • 16mm. Sound Film

TOMMY HARMON; VICKY DRAVES, Olympic Diving Champion; RUBE SAMUELSON, Sports Writer; NANCY CHAFFEE, Tennis Star, in a Sports Quiz Program with Pantomime; HOAGY CARMICHAEL and his Piano; SANDY DREAMS, headlining an All-Kid Quiz Show; GISELLE & SZONY, Famous Dance Team; LARRY STEVENS, former singer on Jack Benny Program; JACK SMITH; MIKE STOKEY’S PANTOMIME QUIZ with SANDRA SPENCE, VINCENT PRICE and CHILI WILLIAMS.

Please Use As Often As Good Programming Permits—January 16-31—Thanks

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 BROADWAY—NEW YORK 5—NEW YORK
FRANKLIN D. ROOSEVELT, Founder

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

BEekman 3-0500
Based on the success of Thanksgiving-to-Christmas series of night-regularly scheduled radio shows from Bible, WCAU Philadelphia and Philadelphia Council of Churches will inaugurate new series during Lent. Programs will begin Ash Wednesday and continue through Easter Sunday, from 11:25-11:30 p.m. Object of series is to encourage listeners to read Bible by hearing readings by prominent laymen in every walk of life. Bookmarks list subjects of Bible stories for every day of the year, published by American Bible Society, are available by writing to FRANCAU.

On-the-Spot Donation

ESTABLISHMENT of Omaha Regional Blood Center in Council Chambers of Omaha City Hall was occasion for special program aired by News Commentator Ray Clark of WOK there. During five-minute show, Mr. Clark interviewed May Solonski, chest Red Cross nurse, concerning continued need for donors and other information about need for blood and donation of blood bank. While discussion was going on, Mr. Clark donated pint of his blood, giving listeners encouraging example of simplicity of process.

Politics 1950'

JOINT political forum conducted over KEX Portland, Ore., features Republicans and Democrats discussing viewpoints on current state issues in eight-week series. Show is titled Politics 1950, and each broadcast includes seven-minute, interrelated presentations by two representatives of each party, outlining viewpoint on appointed topic. Subject is then thrown open for discussion, questions and comments by four speakers. Bob Thomas, news editor for KEX, is moderator. Subject for following week is announced at end of each show and questions from listeners, directed to either party, are solicited.

WAVE-TV’s ‘Spring Training’

NEW series, titled Spring Training, aired on WAVE-TV Louisville, features major league baseball players discussing their ‘specialties’ to video audience. Players who make their homes in Louisville cooperate in demonstrations with Bernie Bracher, TV sports announcer, and Dick Jackson, show’s director. Series will wind up with films direct from big league spring training camps.

British Transcriptions

EXCLUSIVE Central New England radio rights to World Theatre, series of stage-length transcriptions of dramatic featuring stars of Old Vic Theatre, stage company, granted to WTAG - AM-FM Worcester, Mass. Plays are about three hours in length and will be heard Saturday, between 3 and 6 p.m. Majority of plays are Shakespearean. Series is under local supervision of Gladys Tomajan, WTAG special program assistant.

Hat Designing

NEW fashion show, Frankly Feminine, on KGO-TV San Francisco, malamog audience viewing 15 minutes of almost total commercial. Program features Bobby Lyons, advertising and fashion consultant, who demonstrates how to create hats at home from basic pieces available at The Millinery Bazaar, local hat shop and one of show’s sponsors. Completed hats are modeled by girls wearing fur from another of program’s sponsors. Feminine guest from foreign country is interviewed about fashions and news of feminine interest in her homeland each week. Show is created and packaged by William Winter.

Custom-Made Stories

YOUNG listeners can order custom-made stories from Paul Boles, writer and narrator of children’s series, My Own Story, on WKIZ Muskegon, Mich. Children are requested to write to station and suggest ideas for stories they would like to hear. For example, a boy or girl might ask for story about dog, passenger train and snow man. Around such ingredients, Mr. Boles weaves his broadcast.

TV Goes Latin

FLOOR show of Pan American Casino Club in Baltimore has been incorporated into local five program over WAAM (TV) Baltimore, Saturday, 7:30 p.m. Show is titled Pan American Casino and produced from WAAM’s studios. Background for singing and dancing talent is provided by Producer Dennis Kane and Art Director Barry Mansfield. Show is participating.

Long-Distance Cooperation

MERE 1,000 miles was no obstacle to WHIT New Bern, N. C., when it aired game by its local midjut football squad in Miami recently. Broadcast originated in Orange Bowl and was piped over special lines to New Bern. WKAT Miami furnished sportscaster, announcer and remote engineer to WHIT for broadcast. Team’s trip and game airing were sponsored by New Bern Recreation Dept.

Good-will Stressed

BI-LINGUAL good-will program, Inter-American Voice of the Air, began originating in Washington-fortnight ago. Conducted by Mr. Francisco C. Banda, show emanates from WQW-WAM-FM and is heard Monday, Wednesday, Friday and Sunday. Latin-American music, news, commentaries, and interviews with distinguished personalities in international field are featured. Dr. Banda is well-known figure in Washington diplomatic world and is recognized authority on Inter-American affairs.

The Prisoners Speak

INMATES of penal or reformatory institutions in Massachusetts currently heard on series of weekly half-hour broadcasts over WMEX Boston. Call The Prisoners Speak, each program has panel of four inmates and is presented by United Prison Assn. o Massachusetts. Association also presents expert in penology or inmate activity. Series has been planned by UPA in cooperation with Massachusetts Dept. of Correction and inmates of Norfolk State Prison Colony and Men’s Reformatory at Concord. The Prisoners Speak is produced by George W Slade, former educational director for New England Westinghouse stations WBZ Boston, WEZA Springfield.

Fire Awards

Radio To Share in Gold Medal.

RADIO again this year will share in the annual Gold Medal Awards of the National Board of Fire Underwriters in recognition of outstanding public service in fire prevention; $500 in cash will be awarded to the station which has contributed the most to improving the fire safety of its community. Other stations will receive honorable mention citations for campaigns of unusual merit.

Last year’s top radio award went to WOWO Fort Wayne, Ind. Deadline for nominations for the Gold Medal Awards is Feb. 28. The nominations may be made by fire chiefs, city officials, officers or local business or civic organizations, fire safety councils, or other individuals or groups.

Nominations, accompanied by exhibits or brochures indicating the success of the respective campaign should be mailed to the NRPU, 85 John St., New York 7, N. Y.

The Gold Medal Awards were established in 1941 to give recognition to valorous actions and daily newspapers for outstanding public service.

transcription by Betsy King, nine-year-old disc jockey for WOCP Boston, on behalf of Children’s Hospital Fund drive, distributed to 40 stations in Massachusetts.
71%... OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

LEADERSHIP IN SERVICE TOO!
ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.
Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 6 Decisions . . .

ACTION ON MOTIONS
By Commissioner Hyde
Zenith Radio Corp., Chicago—Commission continued indefinitely hearing scheduled on Jan. 16, re petition for authority to conduct “phonevision” tests on limited commercial basis, pending action on petition for reconsid- eration and grant without hearing of W2XZV.

By Examiner Fanney N. Litvin
WCTT Corbin, Ky.—Granted leave to amend application so as to show maximum expected operating values shown in en-d data attached to appli- cation toward CHLO St. Thomas, Ont., to 270 mva horizontal plane and to 285 mva at pentirent vertical angle, and toward CHLO Tennesse Tennesse Tenn. to 70 mva in the horizontal plane and to 85 mva in pentirent vertical angle, and so as to show increased expenditures for studio equipment, land, cost of buildings, and total cost of installation.

January 6 Applications . . .

ACCEPTED FOR FILING

KVLQ Lafayette, La.—CP to change from 1340 kc 250 w untl. to 1480 kc 5 kw-D 1 kw-N AMENED to request 1330 kc 1 kw untl. DA-N.

AM—1410 kc

WGRD Grand Rapids, Mich.—CP to change from 1450 kc 1 kw untl. to 1410 kc 1 kw untl. DA-N AMENDED to request 1410 kc 5 kw untl. DA-N.

AM—1330 kc

WWHG Hornell, N. Y.—CP to change from 1430 kc 1 kw untl. to 1430 kc 500 w-N AMENED to request 1330 kc 1 kw-D 500 w-N.

AM—1320 kc

Coast Redrs. Inc., Astoria, Ore.—CP new FM station for extension of completion date.

Modification of CP

Mod. CP new FM station for extension of completion date. WFOF-FM Hattiesburg, Miss.; WELD Columbus, Ohio; WIZZ Wilkes-Barre, Pa.; WGTU Superior, Wis.; KECL San Antonio, Tex.; to 4-7-49; KJTV Dallas, Tex.; to 6-10-49; WMWA Martinsville, Va.; to 7-10-49; WOJO Columbus, Ohio; to 1-22-49; WBBB-FM Burlington, N. C. to 6-10-49; WJW Columbus, Ohio; to 7-12-49; WCOR Lauderdale, Fla.; to 8-1-49; WRRS-FM Chadron, Neb.; to 1-1-49; WTRT Toledo, to 4-1-49; KISS San Antonio, Tex.; to 7-10-49; WMRZ Hartford, Conn.; to 1-25-49; KEON Mankato, Minn.; to 4-6-49; KAMC Abilene, Texas; to 7-10-49.

January 9 Applications . . .

ACCEPTED FOR FILING

WBCM Baltimore—Modification of CP; CP change frequency etc. for extension of completion date.

WHLD Niagara Falls, N. Y.—Same.

KAYL Houston, Tex.—Mod. CP increase power etc. for extension of completion date.

KQFX-FM Pullman, Okla.—Modification of CP; CP new TV station for extension of completion date.

KEYL (TV) San Antonio—Same.

WSM-TV Nashville—Mod. CP specify site AMEND new FM station.

January 10 Decisions . . .

BY THE SECRETARY

WWCA Gary, Ind.—Granted license for new station 1270 kc 1 kw DA-2 untl. in St. Joseph, St. Joseph, Mich., to operate between 9 a.m. and 9 p.m. EST.

Pre-CCTA San Antonio, Tex.—Grant- tion for new FM station.

KQXG Glendale, Mont.—Granted li- censes for new station 900 kc 300 w untl., and to specify studio location.

RCA RMT, Harrison, NJ.—Same.

KVAM Amarillo, Tex.—Grant- tion for new FM station.

KTBX-FM San Antonio, Tex.—Grant- tion for new FM station.

WJR, The Goodwill Station, Detroit, Mich.—Grant final license to make changes in existing remote pickup KA-4060 to change freqs. to 16.25, 26.25 and 26.38 kc.

WCMY Ashland, Ky.—Grant CP in- stall new trans.

WAPJ N. Radford, Va.—Grant- license for new station.

Following were granted mod. CPs for extension of completion dates: WFOF-FM Hattiesburg, Miss.; W2XZV, to 4-4-49; WJKY Rome, N. Y.; to 3-26-49; KEKL San Antonio, to 4-7-49; KJTV Dallas, to 6-10-49; WMWA Martinsville, Va.; to 7-10-49; WOJO Columbus, Ohio; to 1-22-49; WBBB-FM Burlington, N. C. to 6-10-49; WJW Columbus, Ohio; to 7-12-49; WCOR Lauderdale, Fla.; to 8-1-49; WRRS-FM Chadron, Neb.; to 1-1-49; WTRT Toledo, to 4-1-49; KISS San Antonio, Tex.; to 7-10-49; WMRZ Hartford, Conn.; to 1-25-49; KEON Mankato, Minn.; to 4-6-49; KAMC Abilene, Texas; to 7-10-49.

The FCC Commercial Radio Monitoring Co. successor to THE RADIO MONITORING CO. Monitoring Division

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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<td>263 E. 75th St.</td>
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<td>Laboratory: 114 Northgate Rd.</td>
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<td>Riverside, Ill. — Riverside 6652</td>
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**Help Wanted**

### Managerial

Manager for 250 watt of successful small northwest station. Give current and personal history. Box 246D, BROADCASTING.

New England independent station seeking experienced radio salesman to handle record proven results and excellent character. Replies confidential. Salary plus commission. Box 76D, BROADCASTING.


Wanted, commercial manager for independent South Carolina station. Write fullVkA, experience, salary wanted. Must be able to furnish good references. Great Broadcasting Company, Greer, S.C.

### Salesmen

**Firemen**

Wanted for 500 watt successful business and personal background. Guaranteed six months commission basis thereafter. Name wanted on all material sales record on previous affiliation. Submit photograph and personal station, monthly and yearly run business and personal references. Replies confidential. L. C. W. Mountain Station, Box 2583, BROADCASTING.

Wanted, aggressive salesman for independent station in Florida. Must have car. Excellent start. No experience necessary. Box 716D, BROADCASTING.

Wanted, young experienced salesman for independent station in Florida. Must have car. Excellent start. No experience necessary. Box 716D, BROADCASTING.

Salesman wanted. Must have car. If your department is located in Traffic, you will find this market very lucrative. Box 710D, BROADCASTING.

Wanted, sales manager for independent station in Florida. Must have car. Excellent start. No experience necessary. Box 716D, BROADCASTING.

Wanted, aggressive salesman for independent station in Florida. Must have car. Excellent start. No experience necessary. Box 716D, BROADCASTING.


Wanted, experienced salesman as commercial talent, for independent station on east coast. Future opportunity. Must have references. In confidence to Box 77D, BROADCASTING.

Established New England network station seeks steady, sober, industrious man with five years' service. No draw, no commission. Apply Box 806D, BROADCASTING.

**Professional Talent**

Wanted, experienced woman's commercial talent, preferably experienced in newspaper. Must sing and step up well. Write or wire, P. O. Box 2994, BROADCASTING.

Wanted, experienced commercial writer, preferably experienced in newspaper. Must sing and step up well. Write or wire, P. O. Box 2994, BROADCASTING.

Wanted, experienced woman's commercial talent, preferably experienced in newspaper. Must sing and step up well. Write or wire, P. O. Box 2994, BROADCASTING.

Wanted, experienced woman's commercial talent, preferably experienced in newspaper. Must sing and step up well. Write or wire, P. O. Box 2994, BROADCASTING.
Situation Wanted (Cont'd)

Newscaster-announcer-writer for AM or FM newscast. Experience in AM or FM desirable. Must return decent salary, looking for large market that allows travel. preferably, 3 to 5 years in radio, college grad. Army editor, position for FM network. Must be interested in news. looking for permanent spot. Box 701D, BROADCASTING.

Experienced young announcer, versat- ile, board, ad-lib, excellent writer, interesting personality. Must have references. Referred to above. Mark X, Monroe. Currently 5000 w. morning, for 7am-9am show. Consider east, consider All. Box 711D, BROADCASTING.

Dependable experienced DJ, 3 years at present station, ready for better deal. Box 720D, BROADCASTING.

Announcer, 22, single, veteran, 2 years of college all grades of radio work. Some experience. Excellent sports backer, will travel. Box 724D, BROADCASTING.

Announcer, vet, graduate oldest broad- casting college, 7 years experience, ex- ample amateur shows in Chicago and New York. Former WGN, WABX. All offers. Box 726D, BROADCASTING.

Announcer, 33, single, 1½ years experi- ence, know board, copy and account, wants to advance. Will travel. Box 730D, BROADCASTING.

JOURNALIST needed by Chicago daily. All-round experience, especially morning man. Box 734D, BROADCASTING.

New England stations! Need top morn- ing man. Must have executive ability, editor or program director? Sober, re- liable young radio couple with good experience. Has outside experience. Box 738D, BROADCASTING.

Announcer, graduate of radio school. Will go anywhere in east or west. Kansas city considered. Prefer your boy. Versatile. Prefer a mutual affiliation. No walks. Salary as offered. Box 743D, BROADCASTING.

Desire announcing job, 13 months ex- perience, but no riding around radio school. Prefer middlewest. Disc on request. Box 748D, BROADCASTING.


Announcer. Good staff man, 2 years experience in sales and news/news- man, major. Speech and dramas at Co- lumbia Teachers University. College station, New York station which activates cutting staff. Disc and photo. Good response. Promising young announceroral critical attention. Excellent references. Address all correspondence. Box 753D, BROADCASTING.

Young man, trained announcer, former disc jockey, wants position newscasting, music department. Disc on request. Box 756D, BROADCASTING.

Sportscaster-announcer-engineer com- bines network caliber announcing with among country's finest baseball, foot- ball, baseball play-by-play lat class ticket. Box 780D, BROADCASTING.

Combination announcer-board opera- tor. Thoroughly trained all phases. De- sires position small station in Midwest. Please give references. Sober, re- liable young couple. Box 783D, BROADCASTING.

Announcer, 1st year, 2 years experience, elsewhere. Former WMAQ, WLS, Chicago. All offers. Box 784D, BROADCASTING.

Announcer, 35, single, 5 years experi- ence, owns hotel, 1 year at college station, available. Box 786D, BROADCASTING.

Presently in Los Angeles. Desires position looking man seeking for advancement. Five years experience in all-round announcing. Has called box office and major league games. Excellent references. Box 804D, BROADCASTING.


Recent graduate of radio broadcasting school. Desires position. Has 3 years experience. Nine years movie experience. Single, free to leave home. Has worked as ad-lib, personal, commercial, copy work. Will work for others. Money secun- dary. Disc and photo. Box 810D, BROADCASTING.

JD, DAV, WTAC, Bakersfield. 4 years experience as staff announcer, salesperson, promotion director. Has worked for various stations. Disc and photo. Box 814D, BROADCASTING.

Desire announcer job. 13 months ex- perience. Desires position riding around radio school. Prefer middlewest. Disc on request. Box 816D, BROADCASTING.

Situation Wanted (Cont'd)

January journalism grad from Notre Dame University. Desires job to start. Will travel. Disc on request. Box 820D, BROADCASTING.

Morning man, 8 year success. Witty, friendly personality. Must have references. Married, employed. Box 840D, BROADCASTING.

Announcer-engineer, 20 months experience. Must have references immediately. Midwest and west only. Box 718D, BROADCASTING.

Announcer, 1st year, 3 years experience, disc jockeying, console operating and ad-lib. Must have references immediately. Disc and photo available. Box 782D, BROADCASTING.

If you are an announcer who can write what you want, call on me. Box 766D, BROADCASTING.

Have the background. Can you furnish opportunity? Ambitious and sober. Box 744D, BROADCASTING.

What is your problem? If a young ambitious announcer will solve it—try me. Box 792D, BROADCASTING.


Announcer, College graduate, will travel. Prefer New England states. Box 736D, BROADCASTING.

Announcer, 26, married, excellent radio background. Graduated from State University including one year law. Has good appearance and personality. Rightest references. Excellent references, long and short. Excellent commercial writing. Will accept first reasonable offer. Disc and photo. Box 788D, BROADCASTING. Position before salary. Box 789D, BROADCASTING.

Announcer experienced all phases. Former sports and music director. Mar- ried, has 2 children. Desires position. Box 793D, BROADCASTING.

Announcer, Two years Mount Holyoke and 6 years at radio station. Has 10 staff including sports. Also, two years training radio station. Married, family. Box 803D, BROADCASTING.

Experienced, looking for opportunity. Accomplished disc jockey. Will try for position in Midwest. Box 900D, BROADCASTING.

Young, 1st year, 5 years experience, disc on request. Box 906D, BROADCASTING.

Better grades, 30 years experience. Disc on request. Box 907D, BROADCASTING.

Engineer, 2nd class, experienced 5 years. Desires position midwest or west. welding, anchoring, will travel. Box 910D, BROADCASTING.

First phone, one year experience, all phases AM (DA) FM operation and maintenance. Columbia. Single. 23, within 50 miles N. Y. C. Disc on request. Box 912D, BROADCASTING.

Engineer, first phone, married, willing to travel, inexperienced but willing to learn. Box 916D, BROADCASTING.

Engineer, first phone, married, 150 miles. N. Y. No experience, hard worker. Many references. Box 918D, BROADCASTING.

RCA Institutes grad with first phone and experience. Desires position in A-D or B category. Box 909D, BROADCASTING.

Single man with first phone desires position in A-D or B category. Box 914D, BROADCASTING.

Engineer, 14 years experience, transmission and control room, combination engineer. Commercial construction chief AM and FM, low end transmission, 5 years experience in Army. Available short notice. Write Engineer-Disc on request. Box 917D, BROADCASTING.


Situation Wanted (Cont'd)

Engineer, radio-television. Graduate Capstone Radio-Television Institute, New York. Desires position immediately. Any offer considered. Box 915D, BROADCASTING.


Available immediately. Engineer 1st phone. Medium and small FM studio and transmitter installation, operation and maintenance. Sober, ex- cellent references. Box 798D, BROADCASTING.

First engineer, first class, A ham, 8 months experience, Richard Bohringer 445 Barrian Ave., Highland Park, N. J.


Forham, 24, 3 years experience in FM. All offers. Available immediately. Willing and dependable. References available. Stanley Thatcher, 467 Elm, Lawrence, Massachusetts.


Disc on request. Box 756D, BROADCASTING.

Production-Programming, others

Radio news pays off—NARDN Report. News editor can build new programs or perk up lagging department. 10 years radio, newspapers, public rela- tions. Heavy on sports. References background, disc furnished. Box 790D, BROADCASTING.

Experienced dramatic script and com- ments on request. Box 795D, BROADCASTING. Will prepare samples upon request. Box 796D, BROADCASTING.

Wanted. Program directorship of small eastern station. 7 years experience, all positions. Desires position in operation. Box 780D, BROADCASTING.

I am extremely interested in direction and production. Six months experience as announcer, continuity, 2 years professional training in produc- tion and directing. Likes to write and do. Will write immediately. Available anywhere. Box 712D, BROADCASTING.

Experienced program director. Excellent background. Successful super- vised production, organized Merchandis- ing personnel (Box 711D, BROADCASTING.

Writer-producer, col. grad., 38. Experi- ence in all phases of broadcast for 20 or more years. Will travel. Disc on request. Box 713D, BROADCASTING.

Woman's program director, excellent voice, know continuity, traffic. College degree, 5 years experience. Single, free to travel, disc available. Box 714D, BROADCASTING.

Newman, experienced collecting, writ- ing, broadcasting news. Available. Has run and running news dept. College graduate, desires position (Box 715D, BROADCASTING.

Woman copywriter, announcer writes copy for newspapers. 20 years ex- perience, initiative. Westener wants job in west. Box 716D, BROADCASTING.

(Continued on page 70)
Situations Wanted (Cont'd)

Cont. director, wide experience all fields, good at sound, transcription, writing, programming, etc., for large market station. Send detailed resume. Box 785D, BROADCASTING.

Program director and continuity director presently employed, looking for station with ideas and knows radio business. Write Box 789D, BROADCASTING.

Woman's program director, 4½ years experience in educational, commercial radio, desires different position. Prefer east or southeast. Box 743D, BROADCASTING.

Program director and continuity director presently employed, looking for station with ideas and knows radio business. We can make your department pay for themselves, both non-drifters, ready to settle. Let someone who has experienced do your department worrying for you. We're able, ready, at your service. Allow answering. Box 78D, BROADCASTING.

He's unlovely! He's single! He's not exactly what you'd call a willing-and-ready man by any standards. Location.

Young lady, fully experienced in continuity, traffic and program department work, available for possible position. Box 783D, BROADCASTING.

Available at once, experienced copywriter, woman, commercial college graduate, single, 25, excellent references, seeks position. Box 789D, BROADCASTING.

Wanted—Station seeking alert news or feature editor. Applicant experienced radio writer-director with newspaper background. Age 25, single, no children. Good references. Box 800D, BROADCASTING.

Program director, proven record. Hydro 1948 graduate, Sports 450 college grad. Box 808D, BROADCASTING.


Help Wanted

SALES MANAGER

Independent 1,000 station in inland middle-Atlantic state is looking for a sales manager with the courage and ability to tackle a tough problem and build a healthy reward. Morality, not age, important. Experience essential. Write, giving background, education, age, family data, etc. Enclose photograph if available. State salary requirement. Box 773D, BROADCASTING.

Situations Wanted

Managerial

Attention West Coast Station Managers

Hard hitting aggressive sales manager available. Outstanding record in national and local AM and TV sales.

Good administrator, but no rocking chair executive.

Best references from leading time buyers.

BOX 809D, BROADCASTING

For Sale


For sale—self-supporting TV-FM Leitch tower. 250 w RCA FM transmitter; 300 rpm. frequency-modulation equipment. All or part, make offer. G. J. Moyer, WNLK, New London, Conn.

Wanted to Buy

Stations

Interested buying local or regional if priced right. Reply in confidence to experienced broadcaster. Box 745D, BROADCASTING.

 Experienced broadcaster will pay cash for outlet in small single-station market. Prefer full-time network or adjoining states. Confidential. Box 745D, BROADCASTING

Radio executive interested buying small independent daytime station near New York or Connecticut. Replies confidential. Box 749D, BROADCASTING.

Equipment, etc.

Wanted—Post war 250 watt AM transmitter, State price. Box 750D, BROADCASTING.

Wanted to buy—3 kw. FM transmitter preferably RCA, Collins or GE. Can use frequency-modulation equipment. Probably can arrange about 400 feet of 1½" transmission line. Box 751D, BROADCASTING.

Wanted—RCA MI-4687 recording head. Advise condition and price. W. O. S., Columbus, S. C.

Equipment, etc.

What do you offer for:

Brand new Truscon H-30 286 foot self-supporting tower. Last out bolt and bolt with A-3 lighting, anchor bolts and base re-inforcement steel. Ideal for TV-FM. Cost well in excess of $10,000.

Brand new GE BY-1-B 4 bay FM antenna. Cost $1,500.


Anchors

Are you looking for well trained men to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thoroughly, technical training in one of the nation's finest Television-Radio Electronics training laboratories.

These men are high grade with F.C.C. Licenses and are well qualified to operate and maintain Television-Radio Broadcast equipment. Our graduates are employed by the broadcast industry, Radio-Electronic concerns across the nation. Write, tell us your needs. DEFOREST TRAINING, INC.

2253 N. Ashland Ave., Chicago 14, Ill.

For Sale

Stations

For sale: Radio Station and equipment WMMJ—Peoria, Illinois—1090 KC—1000 Watts Gate equipment, excellent coverage, rich industrial and farm market subject to Court and FCC approval. Write, wire or phone 4-1164 Julian B. Veneby, Receiver in Bankruptcy, Mid-State Broadcasting Co., First National Bank Building, Peoria, Illinois.

Phone

For Sale

SALES MANAGER

Previously program director, Entirely Independent Radio Co., wholly owned subsidiary of National Retail Radio Show. Sings Inc., Hollywood transcription firm, having sold his interests to JACK ROSS and PHIL SINGER. Mr. Green will organize new firm with offices at 6283 Hollywood Blvd.

CHFA Edmonton, and CVKM Ville Marie, Que., receiving Press News Service.amedi. Replies to list of Canadian stations receiving this service of the radio subsidiary of Canadian Press.

CARDINAL Co., Hollywood tele-radio-television equipment manufacturer has started cutting new five-week, quarter-hour transcribed philosophical-religious series titled Jack Holly Show.

KSD-TV St. Louis and WNCATV Boston sign for Telens-ins-N'S This Week In Sports review.

ROBERT KENNETH JAMES Inc., Los Angeles, packaging quarter-hour show Kids News View featuring Jimmy Fidler. Firm recently signed DEE ENNIS-WALCH, producer-director, to produce its forthcoming half-hour radio dramatic series featuring Joan Crawford.

WORLD BROADCASTING SYSTEM announces contract renewals and extensions for its transcribed service by WCKY Cincinnati; WHLS Port Huron, Michigan; KKB Idaho Falls, Idaho; KAKV Geneva, N. Y.; KYG Olympia, Wash.; KFJ Klamath Falls, Ore., and KIYI Shelby, Mont.

ELLIS F. REHM, account executive with Lockwood-Shackelford Advertising, San Francisco resigns to manage western sales division of Philco Corp., with offices in San Francisco.

Equipment

Dr. DAVENYD UREY, chief engineer of Lancaster, Pa., plant of RCA Tube Dept., resigns. He will be retained by RCA as a company consultant.


LOURENCO Marques Radio, Johannesburg, S. Africa, begins all day programing, with stations broadcasting 16 hours on weekdays and 14 on Sunday.
HURCH & RADIO
Central Contact Urged

JUGESTION that Protestant church representatives in local communities unite in groups to act as a body of central contact with all stations was made last week by the Rev. Everett C. Parker, o"tait Radio Commission director. Dr. Parker spoke last Thursday a luncheon at New York's Na"al Arts Club, held in connection with a week-long religious radio workshop at which ministers and ligious educators met to study broadcast techniques. Dr. Parker pointed out that such central action removes from stations the responsibility for fair location of time to various Protes
tant causes.

At a panel on discussion pro-
grams, held Wednesday at the bical Theological Seminary, o"tors of religious programs are urged to present fairly ac-
ies of controversial issues. Par-
pating in the panel were Doris with, NBC director of talks of religious broadcasts; George others, CBS director of religious ocasts, and Dorothy Kemble, BS director of religious and o"cational programs.

EN. WILLIAMS
To Commerce Committee
EN. JOHN J. WILLIAMS (R-
el) will replace the late Sen.
yde Reed (R-Kan.) on the Senate interstate & Foreign Commerce com"ittee, the Republican Policy committee announced last week. Sen. Williams, who has been a member of the Senate Finance Committee, is serving his first term, which expires Jan. 3, 953. He was born in Sussex count 17, 1904, and for-
erly was associated with the rain business. Sen. Reed died as is home in Parsons, Kan., last ov. 8.

Charles G. Roberts Jr.

HARLES GREENWOOD RO-
BERTS Jr., product manager for adio and television broadcast equipment in General Electric's religious broadcast division at ary, N. Y., died on Jan. 7 t Syracuse Memorial Hospital after brief illness. A native of Oil Country, Pa., Mr. Roberts n 1928, served with RCA Interna-
tional Div. from 1930 until rejoin-


RAW TEXT END
WCRS Portland, WHPE Md.; WFMR New
SUMER (Continued from page
addition, you'll
media men
of SSA to
amendment
March 2, 1950.

AM—1150
Jack Cecil, Midland, Tex.—CP new
station on 650 kzo 250 W—AMEND-
ED to request 1150 kzo 1 kW.

License Renewal
WHED Washington, N.J.—Request for
license renewal. Renewal AM station
Request for license renewals FM sta-
tion W9DI—Baltimore, Md.; KDJS-FM San
Francisco on 960 kzo 250 W—AMEND-
ED to request license renewal.

WAFQ Los Angeles, Calif.—Proposal to
change frequency to 1250 kzo 250 W—
AMENDEd to request 1200 kzo 500 W.

July 12 Application...
ACCEPTED FOR FILING
License for CP
KWWL Waterloo, la.—License for CP new
AM station on 1530 kzo 250 W—AMENDEd-
ed to request 2500 kzo 500 W.

WAPAT Portland, N. C.—License for CP
new AM station on 1230 kzo 250 W—
AMENDEd to request 2500 kzo 500 W.

SBA—380 kc
WNVC New York—Request for ex-
tension of time to 6:00 a.m. EST.

SBA—601 kc
BNX Butler, Pa.—Proposal to increase
frequency by 7 mHz.

Canada Ratings
U. S. Programs Top List

NINE of the first 10 evening programs
in Canada for the month of December,
originated in the United States, according
to national ratings for December released Jan. 10
at Toronto by Elliott-Haynes Ltd. Leading in popularity of 30 eve-
nings network programs were
Charlie McCarthy with a rating of
33.5, followed by Radio Theatre
33.5, Fisher McGee & Molly 30.8,
Amos 'n Andy 30.4, Bob Hope 27.6,
Our Miss Brooks 27.3, My Friends
Irma 21.9, Twenty Questions 20.5,
Alibi Family 20.1, and NHL Hockey
(Canada program) 20.

First five daytime programs out
of 14 were Happy Gang (Canadian
program) 157, Ma Perkins 15.6,
Big Sister 15.2, Pepper Young's
Family 14.8, and Road of Life 14.7.

FCC ROUNDOUP
New Grants, Transfer
Changes, Applications

BOX SCORE
Summary of Authorizations, Stations
On the Air, the Applications

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<th>Class</th>
<th>On Air</th>
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<td>TV</td>
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<td>81</td>
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*Four on the air.

Docket Actions...
INITIAL DECISION

WPFC Miami, Fla.—Initial decision issued by Hearing Examiner J. Fred
Johnson Jr. to deny application for
registration of new FM station on
1500 kzo.

Lincoln Best, Co., Springfield, Ill.—
Adopted order making final proposed
change on 1550 kzo—commercial. Applica-
tion for renewal of Lincoln Best's license
at Springfield on 970 kzo was denied.

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Broadcasting

Mr. MILLER Sen. JOHNSON

board. clear might be duplicated with harm to them. Many such agencies as FCC and others have not only come hopefully to regard themselves as arms of the Executive, but also to regard their functions as if they were part and parcel of the Executive." He maintained this to be a "dangerous" trend with "totalitarian aspects." Sen. Johnson suggested that the power of appointing members of commissions should be withdrawn from the President and given to Congress — the Speaker of the House, for example.

With respect to the possibility of substituting FM for AM in Cuba and other Caribbean countries, the Coloradoan said:

FM renders better service than AM in areas where static interference is serious and where the area to be covered is small. Moreover, its use would eliminate pressing frequency problems and AM interference for us since there are ample FM frequencies. . . . It might pay us to make a loan or grant for the installation of FM equipment and the replacement of all existing AM receivers with FM sets.

On Color TV

On the subject of color television:

"Since it is generally agreed that color is obvious, most particularly the public interest would not be served by waiting until 30 million families have invested upward of $2 billion dollars in black-and-white sets before switching to color."

He said he was "sorry there has been an unavoidable delay in reaching the executive" on color or to think that FFC's "present hearing has been justified by the new interest it has aroused in this area."

The entertainment program for the dinner included Eddie Gallaher of WTOP-CBS Washington as m.c., and radio and television singers Jody Miller, Jeanne Warner, Steve Oids and Gene Archer.

Guests aside from FCC members and staff executives included Navy Sec. Francis P. Matthews, who is now part owner of WOAM Omaha, Sen. E. W. McFarland (D-Ariz.), whose bill to reorganize FCC procedures has passed the Senate and was promised further assistance by Sen. Johnson; Sens. Brien McMa-

HELP WANTED

A good Philadelphia station is looking for a good AM time salesman who wants to work and wants to make money doing it.

BOX 810D, BROADCASTING

January 16, 1950

WBIG ELECTS

Price is Board Chairman

ELECTION of Ralph C. Price, president of Jefferson Standard Life Ins. Co., as chairman of the board of WBIG Greensboro, CBS-affiliated, regional, was announced last Wednesday following the election of WCARE-WCGC Carolina Broadcasting Co., WBIG licensee. Mr. Price formerly had been chairman and president.

Gilbert M. Hutchison, general manager, announced that Mr. Price was elected to the board. Jefferson Standard owns two-thirds of the corporation and Mrs. Ridge one-third. Aline Gilmore was reelected to the board. Joseph M. Bryan, executive vice president of Jefferson Standard, formerly a director, resigned.
NARBA CONFERENCE SCHEDULED TUESDAY

GOVERNMENT-industry conference called for Tuesday to discuss NARBA and forthcoming (Feb. 1) U. S.-Cuban sessions on respective national frequency assignments. Plans announced by FCC and State Dept., which said "any licensee or other person associated with or interested in standard broadcasting and its international regulation is invited to attend and participate in the (Tuesday) meeting.

FCC Comr. Rosel H. Hyde, who headed U. S. delegation to Montreal NARBA conference last fall and is slated to go to U. S.-Cuban session in Havana in same capacity, will be in charge of Tuesday session. It will start at 10 a.m. at State Dept., 1778 Pennsylvania Ave., NW, Washington. NARBA conference, currently in recess after U. S. refusal to accept Cuba's channel demands, slated to resume in U. S. about April 1, following completion of U. S.-Cuban negotiations. Meanwhile, it was considered almost certain that industry would be invited to send delegates to Cuban sessions along with official government delegates.

AID OFFERED FOR STUDY OF TV IMPACT ON 'GATE'

JOSEPH H. McCONNELL, NBC president, Friday afternoon offered National Collegiate Athletic Assn., on behalf of all network broadcasters to finance all sports studies needed to find solution of problem of impact of TV on sports attendance. He urged NCAAB members in convention in New York that until facts of TV impact on sports gate are in "don't blame everything on television.

Meeting, on motion of Ralph Furey, Columbia U., recommended that NCAAB business meeting held Saturday appoint television committee to find facts for assistance in studies. Meeting was asked to report at June meeting of NCAAB's executive committee. Resolution also recommended that NCAAB members make no television commitments before 1960-1961 college year.

DELAY GRANTED IN SUIT

SECOND extension on suit brought by Salt River Valley Broadcasting Co., for KOY Phoenix and KTCU Tucson against CBS has been granted until Feb. 6 by Chicago Federal District Court Judge James P. Campbell.

CAYTON NAMES BLACK

ALLAN BLACK, director of television for Cayton Inc., New York, since 1947, has been named director of television and radio for agency, replacing late Earl McGill.

MOVES TO HEADLEY-REED

FRANK BRESLIN, recently with John E. Pearson Co. as radio salesman, has joined Headley-Boo Co. Mr. Breslin also has served with Young & Rubicam as timebuyer and wag, with NBC 12 years.

LEACH JOINS B&B

LAWRENCE R. LEACH, formerly brand advertising manager for Lever Bros., joins Benton & Bowles, New York, as account executive on Walter Baker chocolate-products and Log Cabin syrup.

IRE TO MAKE AWARDS AT MARCH MEETING

INSTITUTE of Radio Engineers' 1950 Morris Liebmann Memorial Prize to be awarded Otto H. Schade, research engineer, RCA-Victor Div., Harrison, N. J., at IRE annual convention March 12-15 at Commodore Hotel and Grand Central Palace, New York. Award is for his contributions to analysis measurement technique and system development in TV and radio.

Among those to be named Fellows—highest membership progression in IRE—are:

Jack R. Poppele, vice president of Bamberger Broadcasting Service, New York (now General Tele-radio Inc.) and president of Television Broadcasters Assn., for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting.

Frank B. Bigelow, Bamberger chief television engineer formerly of Philco Corp., for contributions in television engineering.

Alva V. Bedford, research engineer, RCA Labs Div., Princeton, for contributions to sound recording and development of TV circuits.

Dudley E. Foster, engineer-in-charge, Hazleton Research Co., at Westinghouse Electronics, and receiver design.

Larry M. Marvin, project engineer, General Electric Co., Schenectady, for contributions to measurement, development and use in television and allied fields.

Garland Moulton, chief radio engineer, Stromberg-Carlson Co., Rochester, for work on design of radio units.

Drs. I. Ulrey, manager, Lancaster (Pa.) Engineering Section, RCA Labs Div., for work on special purpose and power tubes.

AMERICAN STORES BACK

AMERICAN STORES Co. for reported first time in 10 years to use radio to boost its Acme Super Markets in Baltimore area with signing for Lauri Aiyen Show, weekdays, 12 noon-12:30 P.M., on WMAR. Mr. Breslin, who has been serving with Young & Rubicam as timebuyer and wag, will continue in this capacity.

Meeting, on motion of Ralph Furey, Columbia U., recommended that NCAAB business meeting held Saturday appoint television committee to find facts for assistance in studies. Meeting was asked to report at June meeting of NCAAB's executive committee. Resolution also recommended that NCAAB members make no television commitments before 1960-1961 college year.

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It's still bargain
day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949... an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946... a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 27 major markets of WLW-Land.

And that's why we repeat... it's still Bargain Day at The Nation's Station!

*Nielsen Radio Index
DETROITERS have the money now.

TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV has the audience now.

THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan ... two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS are doing the business now.

1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.