ARM families of the huge Midwest Corn Belt have come to expect a friend, a neighbor, one of the family—someone to lose or mangle a hand in every corn-picking season. The National Safety Council reports injuries occur on U.S. farms at the rate of five a minute and the cornpicker they say is one of the major causes. Trouble comes from clearing stalks and ears that lodge themselves in dragon-like teeth, deep within the machine.

An Illinois farmer recently developed a simple tool for safely clearing his own machine. In friendly

Midwest fashion, he wanted to share his idea, so he wrote WLS describing the tool above. Within four days after he sat down to write us, WLS “Dinner Bell Time,” America’s oldest farm service program, was telling listeners all over Illinois, Indiana, Michigan and Wisconsin how to make the tool for themselves. A little thing—yes, but then

SERVICE IS A LOT OF LITTLE THINGS
Always a believer in the best possible radio signal to the most people, WHAS adds TV to its call letters resolved to deliver the best possible picture signal as well. The 12 bay high gain antenna now rising toward a 600 foot peak in the heart of Louisville will be the first such antenna in the United States. It heralds a new era of picture quality... a WHAS promise of better television service to more Kentuckiana viewers.
FLYING SAUCERS? MAYBE.
WSPD & WSPD-TV
DEFINITELY YES!

There's been a lot of doubt about Flying Saucers, but there is no doubt about the
COMPLETE COVERAGE
of the Northwestern Ohio and Southern Michigan Market when you use Toledo's Most Powerful AM Station, or Toledo's ONLY TV Station.

**WSPD**
Hooper for Nov. & Dec.
Share of Audience
8 to Noon—Mon. thru Fri. 35.1
12 to 6 P.M.—Mon. thru Fri. 33.9
Evenings
Sunday thru Sat. 24.3

**WSPD-TV**
Hooper for Oct. & Nov.
Share of Audience
Evenings 6 to 10 P.M.
Sunday—91.6
Mon.—83.9  Thurs.—73.5
Tues.—88.9  Fri.—89.0
Wed.—83.9  Sat.—72.4

Represented
Nationally by
KATZ

NEGOTIATIONS completed last week whereby KBTB (TV), Dallas operation licensed to Potter Television Corp., would be transferred to Dallas News, operator of 50 kw WFAA. Purchase price understood to be in neighborhood of $500,000. KBTB took air Sept. 17, 1948.

IN FINAL stages last week was sale of KYA San Francisco by Mrs. Dorothy Schiff, New York Post publisher, to J. Elroy McCaw, owner of KELA Centralia and share-holder in KLZ Denver and KPOA Honolulu, for $155,000 plus net quick assets, bringing overall price to about $200,000. Associated with Mr. McCaw is Jack Keating, West Coast station representative. Transaction being handled by Howard Stark of Smith Davis.

CHICAGO is about to drive hard in effort to break FCC's TV freeze. City Council has pending strong resolution petitioning FCC to reopen licensing in Chicago lest it suffer irreparably as program-originating center. Chicago has four TV stations, as against seven in New York-Newark and equal number in Los Angeles.

THAT FCC staff study of transit radio may be nearing climax. Hilda D. Shea, chief of FM law, who's been on it practically fulltime for several months, has made five drafts of report, and is expected to come up with final one shortly. Question is whether transit radio is "broadcasting" in strictest sense of word. Whole subject still at staff level, but Muzak petition (story page 23) may provide vehicle for public hearing.

ANOTHER COWLES station—WCPOT Boston—may be sold in near future. Negotiations were reportedly under way last week to sell station to Boston College, Catholic institution.

EXPLOSIVE plan whereby Drew Pearson, provocative ABC commentator, would repeat his Sunday broadcast on WTOP, Washington Post-owned CBS-affiliated outlet, is still in suspended animation. Mr. Pearson, now on Coast, was threatened by Washington Star-owned WMAL (ABC) but has said that project isn't dead. Adam Hat, Wm. H. Weintraub Agency and ABC understood to have previously agreed to repeat.

FOUR-FLY convention plan to come before NAB board subcommittee Wednesday. Mid-April proceedings would be bracketed into three-day engineering session followed by Saturday FM and Sunday independent meetings and closing with management conference.

GRiffin shoe lotion through Bermingham, Castleman & Pierce, New York, preparing to add stations to its spot announcement campaign. Starting date Jan. 30, with contract to run through Nov. 11.

FORMER Judge Roy Hofheins, president of KHTH Houston and licensee of other stations, (Continued on page 86)

Business Briefly

RADIO PROSPECT • Beauty Brew Inc Chicago (beer shampoo), names Mannix Agency, same city, to handle account. Joseph Sellden account executive. Radio may be used.

CLOCK SPOTS • General Time Corp., New York, buys weekly participation on WABT (TV) New York Vincent Lopez program, Mon. 7-45-8 p. m., for Seth Thomas clocks and Westclox Moonbeam alarm.

BUCHEN APPOINTED • Masonite Corp. Chicago (wood products), names Buchen Co., Chicago as agency. John McDonald, account executive. Media schedules to be complete in month.

TV SYSTEM COMMITTEE IS CREATED BY RMA

NATIONAL Television System Committee created by Radio Mfrs. Assn. with twofold program—industrywide accord on technical developments and TV to give all parts of nation TV service, and create/evolve of basic standards to bring color TV to reality.

Chairman of new committee is Dr. W. R. G. Baker, General Electric Co. vice president and director of RMA Engineering Dept. Vice chairmen are David B. Smith, Philco Corp., engeneering-research vice president, and Donald G. Fink, editor of Electronics.

Technical societies, broadcasters and both members and non-members of RMA to be invited to participate. Committee to report regularly to FCC on studies of technical progress. FCC has said it will "welcome" committee participation in TV hearings, though for policy reasons it declined to take any posi- tion on establishment of committee [TELECASTING, Jan. 9].

Committee created after RMA Television Committee, headed by Max F. Balcom, vice president of Sylvania Electric Products, had reviewed recent TV progress including color. It will gather technical data on ultra-high allocation, lifting of FCC television freeze and color standards. Dr. Baker headed similar TV committee that drafted in 1941 FCC standards on which black-and-white TV has been built.

Raymond C. Cosgrove, RMA president, said color TV has reached point where data should be pooled and standards set up to bring it out of laboratory eventually. TV set makers are eager to present color to public as soon as possible, he said.

TERRY RETURNS TO KSGN

EDWARD L. TERRY returns to KSGN Fresno-Sanger, Calif., as general manager, position he served in when station took to air September 1947. Mr. Terry was KSBW Salinas business manager early part of 1949, resigning in April to engage in public relations at Fresno.
delivers a buying audience

WGAL-TV is the consistent choice of all viewers in prosperous Lancaster and its adjoining area. It is the only television station located in this large and thriving market. WGAL-TV presents your sales message with eye and ear appeal to an audience that's growing by leaps and bounds because of interesting, skillful local programming, and the top shows of all four television networks—NBC, CBS, ABC and DuMont. WGAL-TV is doing a good job for many advertisers. Remember, too, it is the only station that delivers you this consistent, buying audience.

Cost?—surprisingly low! Write for information.

Represented by Robert Meeker Associates

CHICAGO    SAN FRANCISCO    NEW YORK    LOS ANGELES
32% more Indianapolis Listeners
Tune to WFBM!

The October-November Hooper Station Audience Index proves WFBM's BETTER RADIO PROGRAMS pay off! It shows this favorite station of radio listeners in Indianapolis and the rich central Indiana area has 32% more listeners, in the total rated time periods, than any other Indianapolis station.

WFBM's "better radio" formula isn't magic... it's the potent combination of top network shows (WFBM is the only basic CBS affiliate in the State) plus outstanding, locally produced news, sports and musical shows and tie-ins with activities of top local interest.

What's more, WFBM's fine programming is supported by consistent promotion and aggressive merchandising activities... two more good reasons why your first radio effort in Indiana belongs on the Hoosier State's first station—WFBM!

First IN INDIANA ANY WAY YOU JUDGE!

BECAUSE IT'S "Better Radio"
Advertisers and listeners alike are flowing to KFH and KFH-FM. This is not accidental. It has been planned that way. Professional programming know-how combined with a generous budget for smart local shows, with top-notch talent and all the best on CBS have attracted most of the listeners. Little wonder that advertisers are flocking to KFH and KFH-FM. Study the gains in the Hooper Index. If you're not on KFH, call your nearby Petry man for availabilities.

**HOOPER STATION AUDIENCE INDEX**

**CITY:** WICHITA, KANS

**City Zone**

**MONTHS:** OCTOBER-NOVEMBER, 1949

Total Coincidental Calls—This Period 16,073

<table>
<thead>
<tr>
<th>TIME</th>
<th>HOMES USING SETS</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>KFH- FM (CBS)</th>
<th>FM, TV &amp; OTHERS</th>
<th>HOMES CALLED</th>
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</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING</td>
<td>17.7</td>
<td>18.9</td>
<td>21.0</td>
<td>13.9</td>
<td>25.1</td>
<td>27.2</td>
<td>3.8</td>
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<tr>
<td>MON. THRU FRI.</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>8:00 A.M. - 12:00 NOON</td>
<td></td>
<td>+11.1%</td>
<td>-11.5%</td>
<td>-28.7%</td>
<td>+32.7%</td>
<td></td>
<td></td>
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<tr>
<td>WEEKDAY AFTERNOON</td>
<td>19.2</td>
<td>23.2</td>
<td>25.2</td>
<td>22.5</td>
<td>25.2</td>
<td>28.1</td>
<td>5.1</td>
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<tr>
<td>MON. THRU FRI.</td>
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<td></td>
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<td></td>
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<td></td>
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<tr>
<td>12:00 NOON - 6:00 P.M.</td>
<td></td>
<td>+5.6%</td>
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<td>-20.9%</td>
<td>+11.5%</td>
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<tr>
<td>EVENING</td>
<td>31.3</td>
<td>13.2</td>
<td>16.9</td>
<td>26.4</td>
<td>25.5</td>
<td>39.3</td>
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<tr>
<td>SUN. THRU SAT.</td>
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<td>6:00 P.M. - 10:30 P.M.</td>
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<td>+28.1%</td>
<td>-16.7%</td>
<td>-25.1%</td>
<td>+15.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUNDAY AFTERNOON</td>
<td>18.8</td>
<td>30.6</td>
<td>32.2</td>
<td>24.3</td>
<td>25.5</td>
<td>25.9</td>
<td>6.9</td>
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<tr>
<td>12:00 NOON - 6:00 P.M.</td>
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<td>+8.5%</td>
<td>-36.6%</td>
<td>+21.6%</td>
<td>+1.6%</td>
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<tr>
<td>SATURDAY DAYTIME</td>
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<tr>
<td>8:00 A.M. - 6:00 P.M.</td>
<td>NOT RATED</td>
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<tr>
<td>TOTAL* RATED TIME PERIODS</td>
<td>23.2</td>
<td>17.8</td>
<td>20.7</td>
<td>27.0</td>
<td>22.2</td>
<td>30.1</td>
<td>4.1</td>
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<tr>
<td></td>
<td></td>
<td>+16.3%</td>
<td>-14.1%</td>
<td>-22.5%</td>
<td>+15.9%</td>
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</table>

**NOTE:** No interviewing was conducted during the World Series broadcasts.

"SHARE OF BROADCAST AUDIENCE" represents the proportion of the total broadcast audience (AM plus television) looking at or listening to a particular station. Base for "HOMES USING SETS" computation is "Total Homes Called.

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions. Every rated hour has given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of "CITY HOOPERATINGS" applies to this "STATION AUDIENCE INDEX."

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**EXPLANATION**

The above is reproduced directly from the Hooper Station Audience Index. The top row of figures give the exact figures appearing on the report made by Hooper covering the same period, one year ago. The middle figure is the current October-November, 1949 index while the bottom row in each tier of figures indicates the percent of gain or loss for 1949 over 1948.
FRANCIS X. BRADY appointed director of new combined media and research department at McCann-Erickson, Chicago, where consolidation of the divisions took place Jan. 1. He assumes all management responsibilities, personnel direction and coordination of activities.

ROBERT F. KEEFE joins staff of Kal, Ehrlieh & Merrick Inc., Washington. He also will handle some promotion for firm.

M. L. McELROY, currently with Cluett, Peabody & Co., New York, specializing in market research, will work, appointed vice president of Assn. of National Advertisers. In new post, effective Feb. 1, Mr. McElroy will head ANA's media and research department.

BLAYNE BUTCHER resigns as radio director of former Newell-Emmett Co. (now Cunningham & Walsh), Hollywood, following transfer of Auto-Lite account to Cecil & Freshrey. He has announced no future plans.

EDWARD E. SCOVILL, formerly with CBS, joins Kenyon & Eckhardt, New York, as business manager of radio-television department. He had been with CBS since 1936 and prior to that was with J. Sterling Getchell Adv. and R. H. Macy.

HUNTER SCOTT ADV., Fresno, Calif., opens San Francisco branch office at 400 Montgomery St.

HARRY R. PEEBLES elected president of Albert P. Hill Co., Pittsburgh, succeeding ALBERT P. HILL, deceased.

IRA ALAN GOFF, formerly sales promotion director of WAMS Wilmington, Del., and Sunday Star, that city, joins Bates-Haas Advertising, also Wilmington, as account executive and director of radio and television.

MERVIN D. FIELD, formerly with Field & Peacock Advertising, San Francisco, establishes advertising agency under his name at 400 Montgomery St., same city.

C. GILBERT NORTON, account manager at O. S. Tyson & Co., New York, named agency's media director, succeeding LEIGH DOORLY, who has become account manager for different group of accounts.

WELDON HANBURY and ALAN AINSWORTH, latter formerly announcer at CBR Vancouver, join radio department of O'Brien Adv. Ltd., Vancouver, B. C.

CONNER, JACKSON, WALKER, McClure Adv., San Francisco, moves to new and larger quarters in Sheldon Bldg., 461 Market St.

NORMAN GLADNEY joins Scheck Advertising Agency Inc., Newark, N. J., as vice president in charge of television and radio.

EDWARD R. McNEILLY, radio writer and former KFI-TV Los Angeles director, joins Rockett-Lauperten, Los Angeles, as radio and television director. Other new additions to agency include JOHN SHERMAN, formerly of Art Services, as account executive; WARREN PRATT, formerly associated with Edgar Bergen, as account executive.

NORMAN P. TATE, formerly with Newell-Emmett (now Cunningham & Walsh), New York, joins New York office of N. W. Ayer & Son Inc., to handle art duties in the radio-television department.

PAUL WINANS, for 20 years head of his own Los Angeles agency, joins Hal Stebbins Inc., that city, as vice president. He will head media relations department as well as service his own accounts.


MILDRED FLUENT, account executive of Abbott Kinball Co. of Calif., Los Angeles, for past five years, named a vice president.


HERBERT GRUBER, timebuyer with Biow Co., New York, for past six years, resigns to join Cecil & Freshrey, New York, in similar capacity.

BOONE, Sugg, TEVIS & WALDEN, San Francisco, will close its offices at end of this month. WILLIAM SUGG will leave agency field for sales work. PHIL BOONE, RICHARD TEVIS and CHARLES WALDEN will affiliate with other agencies, dividing BSW accounts among them. Their future affiliations have not been announced yet.
Business is always better in Washington, D.C.

Washington's mid-winter telephone book for this always-richer market bulges with 44 more pages than ever before . . . and in this all-ways richer market, Pulse shows that WTOP's always-bigger share of audience is now 36% larger than any other station.
Falstaff Brewing Corp., St. Louis (beer), April 3 starts thrice-weekly 15-minute transcribed Meredith Willson Show on stations in more than 2 markets. Packaged by William Morris Agency, format is comedy-musical similar to previous Willson shows. Agency: Dancer-Fitzgerald-Sample Inc, Chicago.

Trans-World Airlines, New York, through BDBO, also New York, currently using spot campaigns on four New York and three Chicago television stations. Twenty-second and one-minute announcements being used to promote TWA's "quickie vacations" to Arizona and Southern California.


Weather Seal, Atlantic City, N. J., signs with WMID same city for 15 minute across-the-board program, "Watch! Do it", Mon.-Sat., 8:30-8:45 a.m. Show also will be carried by WKDN Camden. Plans call for addition of five more stations on intra-state network basis for complete New Jersey state coverage.

Reddi-Whip, Los Angeles, appoints William Kester & Co., that city, effective Feb. 1, to handle advertising. Plans include use of radio for first time with 1 week participations on stations in Southern California and Phoenix. KRSP, KAKE Home Coke, Los Angeles (bulk and packaged ice cream cake cones), appoints same agency to handle advertising. Television participation announcements are planned in Los Angeles area starting in February with later expansion to six Western states.

Colgate-Palmolive-PEET Co., Toronto (soap products), buying local programs on stations in various parts of Canada, and expanding regions programs. Wdo Am Ontario, (Super Suds, Odox) expanded to eight Ontario stations, five times weekly, 10 minutes, through L. H. Hengerty Ltd., Toronto; "Barry & Betty" (Vel) expanding to five times weekly throughout Canada, through Harry E. Foster Adv. Ltd., Toronto, and half-hour Mailbag (Vel, Palmolive) being used six times weekly on CHAB Moose Jaw, through Harry E. Foster Adv. Ltd., and Grant Adv. of Canada, Toronto.

Network Accounts • • •


FORD DEALERS OF AMERICA, Detroit, will sponsor Kelk, Fran & Ollie on 56 NBC-TV stations, 7 p.m., starting Feb. 1, one night a week, Wednesday, for 13 weeks. Agency: J. Walter Thompson Co., New York. Program is sponsored by RCA Records and Sealtest Inc. on other four evenings.

Adpeople • • •

Samuel Henry Jr., in charge of Trans World Airline, New York, domestic advertising, and H. G. Rieger, head of advertising on TWA's overseas routes, given new titles of assistant advertising directors. Mr. Henry will be responsible for all media advertising, including radio and television, while Mr. Rieger will head production and distribution of promotional literature.


Warren Tingdale, vice president in charge of sales and advertising of Boyle-Midway Inc., also becomes vice president in charge of sales and advertising of American Home Foods Inc.
THE ONLY STATION THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation

"Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states."

- (News Release, Nov. 4, 1949)

The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar rapid population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

This increasing population creates expanding markets for goods, greater demands for services and facilities of all kinds. Oregon's enlarged population offers an ever-growing advertising opportunity, bringing with it a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.

KGW PORTLAND OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle" having more of the 15 evening top Hooper-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts CBS unlimited affiliate

gilbert m. hutchison general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Feature of the Week

Two of the "Twinspiration" homes.

PUBLIC exhibition recently of the "Twinspiration" homes in Wichita, Kan., was the climax to a public service inspiration by KFH in that city.

The station kicked off a non-stop promotion for the enterprises following the first turning of the earth in their construction. The homes are identical and of the modern ranch type. The project was sponsored to demonstrate the effective use of new building material and the advantage of careful planning.

KFH's morning program, E. J. Notebook, that features Ethel Jan King and her announcer-partner Dave Wilson, kept listeners up-to-date with daily progress reports. Both Miss King and Mr. Wilson extended invitations over the air for the public to inspect the site while construction was underway.

They also supplemented radio prom motion with written invitation and newspaper publicity in the local newspaper for an "open house," which during Dec. 14-2 drew an estimated 18,000 persons.

The homes, KFH explains, are

(Continued on page 47)

On All Accounts

H E GOT the notion during World War II while serving as a public relations officer with the Army Air Forces: Why shouldn't a man experienced in radio, announcing, continuity writing, program direction and station administration make a good radio salesman—especially since he really believed he could sell?

George Richard Guyan tackled his first sales assignment less than three years ago. Today, he is western sales manager of WGN, the Chicago Tribune's 50 kw operation—proof of his earlier conviction.

"There are so many ramifications to radio sales that come to you sooner if you know broadcasting from the inside," he believes.

George got his know-how the hard way. Fired from his first announcing job at WTMV East St. Louis after six weeks of being told "didn't know from nothin'," he moved west to KFRR Columbia, Mo. At this seat of Missouri U., he found a sympathetic soul in one Mr. Chet Thomas, then general manager of KFRR and now head man at KXOK St. Louis.

Mr. Thomas not only restored the Guyan self-confidence by making George program director, but sensing a pedantic air about the man, wangled him a couple of teaching jobs. One was at Missouri's famous journalism school, where George taught radio news-writing. The other was at Stephens College, one of the Midwest's top-rate women's schools, where he dispensed a practical course in broadcasting. He used KFRR's studio as a laboratory. Mr. Guyan's handbook for radio news-writers is still in the press.

About half-way through his three-year tenure at KFRR, two big things happened to George: He was named assistant manager of the station and he coped with Stephens' "Ideal Girls" as his bride. (Each year the college selects ten seniors as "Ideal Girl" graduates.)

In 1939, he joined WBBM Chicago's announcing staff. He worked General Mills' Betty Crock-er Show, handled narration work and commercial announcing on Procter & Gamble's Road of Life, and served as announcer on Glenn Miller's CBS Chesterfield show when they came to town. He also handled WBBM's well-known Gold

(Continued on page 47)
WHEN WDAY takes its Talent Parade “on the road,” farmers and their wives for miles around turn out in a gay party mood. To quote a recent radio magazine article:

“WDAY has promoted its weekly 30-minute Talent Parade until it is a regional phenomenon. . . . For many (people) it is the first live entertainment they have ever seen. . . . For others, it is the big social event of the season.”

WDAY’s amazing popularity among the Red River Valley’s “landed gentry” is one of the wonders of radio. But there’s a lot more to the story: WDAY also gets the highest city Hoopers in the nation! What’s more, both “audiences” have average Effective Buying Incomes ‘way above the national average!

Write to us or ask Free & Peters for all the facts about this fabulous station!
WE could paint a very fancy picture of all the things that make KWKH a truly outstanding station—but it would boil down to this: a "native son" flair for Southern programming, together with 24 years of solid radio experience in this market. Know-How, we call it. . . .

Latest Shreveport Hoopers (Nov.-Dec. '49) prove that KWKH's formula and methods really pay off:

For Total Rated Periods, KWKH gets a 52.0% greater Share of Audience than the next station.

These figures are for Shreveport only, of course. But better yet, KWKH delivers an equally loyal rural audience throughout our prosperous oil, timber and agricultural area.

Let us send you all the facts, today!

50,000 Watts • CBS •

KWKH

Texas

ARKANSAS MISSISSIPPI

SHREVEPORT LOUISIANA

The Branham Company Representatives

Henry Clay, General Manager
Radio at Record $429 Million—TV Tops $24 Million

**BROADCASTING**

Vol. 38, No. 4  
WASHINGTON, D. C., JANUARY 23, 1950  
$7.00 A YEAR—25¢ A COPY

**TIME SALES**

Radio's time sales reached an estimated $429 million in 1949, maintaining their consistent upward trend to reach a new record 3% above the preceding year's totals, according to the 1950 BROADCASTING-TELECASTING YEARBOOK, which will be mailed to subscribers this week.

The YEARBOOK estimates television time sales at $24,750,000 and FM's at $6 to $7.5 million, for overall AM-TV-FM time sales approximating $460 million. These figures are before deductions of agency commissions, etc., which broadcasters count as an expense of sale.

AM time sales were divided as follows, according to the YEARBOOK's 16th Annual Business Index, which is based upon extensive sampling of all types of broadcasting stations throughout the U.S.:  
- 42.3% local time sales
- 29.8% national network time sales
- 26.2% spot sales
- 1.8% regional network time sales

Local advertising remained the foundation of radio revenues but spot sales showed the largest gain—7% as against a 6.4% increase in local time sales. Network advertising showed its first decline: A loss of 4.6% resulting from a bad summer despite fall and winter rallies. Regional network revenues gained about 2.3%.

Radio Receipts Up  
In terms of dollar volume, AM radio's 1949 time sales receipts ran some $12,570,000 ahead of 1949's. Local advertising was up $11 million; spot sales up $7.3 million; national network down $6.1 million, and regional network up $170,700. (See Table I.)

On the basis of past years' experience, the YEARBOOK estimates that radio's income from the sale of talent and from other sources totaled about $22 million in 1949, bringing gross revenues up to $451 million aside from TV and FM time sales and without counting an estimated $77 million spent by advertisers for talent and programs on their own account.

In television, network time sales were placed at $9.9 million; spot sales, $8.6 million, and local time sales, $6.25 million. There seemed little doubt that a substantial portion of this sum was new money to broadcasting, surveys having shown that TV budgets for the most part are an additional appropriation rather than a deduction from AM budgets.

Radio's 3% gain in net revenues, which should be compared to 1949's 11.4% increase, was the smallest gain percentage-wise since the end of the war.

But it should be remembered that 1949 was a year of business jitters. Other indices of prosperity dropped off sharply, especially during the summer and early fall. There was a general feeling of insecurity among the nation's businessmen. Thus radio's revenue picture at the end of 1949—$12 million ahead of 1948—was considered excellent.

Radio's net time sales since 1940 have almost tripled. With the growth of television, they seem destined to reach the $500 million mark early in this new half of the century.

**TV Sales Triple**

The estimated $24,750,000 in television time sales in 1949 should be compared with $8.7 million in aggregate revenues for the visual medium in 1948, which means that TV's time sales revenues almost tripled in 12 months. Authorities thought it reasonable that this total could be nearly doubled if TV's problems with the FCC were removed quickly.

Accurate FM revenue estimates are difficult to make in the absence of a complete division of revenues where AM and FM stations are operated jointly. In many such cases, of course, FM is sold as a bonus to AM. In these circumstances, any time sales figure is a rough estimate. Most experts, however, felt...

(Continued on page 57)

**HOOPER SALE?**

Has Had Talks With Nielsen

RESURGENT REPORTS that C. E. Hooper is about to sell his radio research organization to A. C. Nielsen were again denied last week by Mr. Hooper, who admitted, however, that he and Mr. Nielsen have discussed the sale of "certain portions" of the Hooper Network Program Rating Service. Mr. Hooper insisted that any proposals which have been made by Mr. Nielsen "do not involve his reported absorption of our business or organization." He did not define the "certain portions" of his service which are under discussion, but it was believed that they are confined to the National Network Program Ratings commonly known as "Hooper." The Hooper City Ratings Service, which measures the division of audience at various hours of the day and evening among the stations serving each city in a list of more than 100 U.S. markets, would presumably be retained by Hooper and continued by his organization.

Mr. Hooper's statement said: "It is true that there have been discussions between A. C. Nielsen and me regarding his purchase of certain portions of our network audience rating services. Most emphatically the proposals do not involve his reported absorption of our business or organization. Such proposals are not firm or final and are contingent upon approval by Nielsen stockholders and directors. If and when I have received a firm proposal, the trade will learn of our reaction to it without delay."

Despite Mr. Hooper's emphasis in denying that his conversations with Mr. Nielsen involve more than "certain portions of our network audience rating services," some observers believe that a deal for the sale of C. E. Hooper Inc. can and probably will be made in the months ahead.

They recall that in June 1947, Mr. Hooper offered to sell his complete service to BMB for $1 million and believe that the offer would stand today if the industry were inclined to reconsider it. They argue that Mr. Hooper would prefer to sell to an industry group such as BMM, which presumably would conduct the audience research as a non-profit industry service, rather than to another individual business concern.

(Continued on page 58)
A NEW national advertising agency to be known as Carlock, McClintion & Smith Inc., will be established on May 1, it was announced jointly by H. L. McClintion, who has resigned as vice president and director of N. W. Ayer & Son, and Paul Smith, president of Paul Smith Advertising Inc. The firm is expected to have the account of Prudential Life Insurance Co., which sponsors Family of Stars on CBS and the Jack Benny Show on NBC, as one of its clients, Broadcasting learned.

The agency will have its headquarters in New York. Officers of the new organization are Mr. McClintion, president; Mr. Smith, vice president and chairman of the plans board, and M. E. (Mike) Carlock, who has resigned as vice president of Benton & Bowles, vice president and secretary. Mr. Smith's present agency will be merged with the new firm.

Mr. McClintion has been with N. W. Ayer since December 1929, in the Philadelphia, Detroit, Chicago and New York offices. He was first with the public relations department; for 12 years was vice president in charge of radio, television and motion pictures, and for five years had been a member of the board of directors and of the creative production board.

Carlock's Background

Mr. Carlock had been with Benton & Bowles for seven years. He formerly was with the Metropolitan Life Insurance Co. and had been promotion manager of the Encyclopedia Britannica and prior to that with the Hutchinson Agency, Minneapolis.

Mr. Smith, before organizing the agency bearing his name, was with D'Arcy Adv. Co. on the Coca-Cola account for 5½ years. Between 1932 and 1942 he was art director for Kenyon & Eckhardt.

James E. Hanna, vice president and manager of the radio department of N. W. Ayer & Son, will succeed Mr. McClintion at N. W. Ayer as vice president in charge of radio and television.

Mr. Hanna has been with N. W. Ayer for the past 22 years. At one time he was in the Detroit office as copy chief and in 1940 moved to the New York office as copy chief of radio. In 1944 he was named vice president and manager of the radio department.

Other accounts for CM&S are expected to be announced soon. Prudential Insurance is currently handled by Benton & Bowles, New York.

SET PRODUCTION

PRODUCTION of radio and television sets totaled 9,680,773 units in 1949 of which 6,391,371 were AM only, 875,505 AM-FM and FM only, and 2,413,897 television, according to annual figures of Radio Mfrs. Assn.

RMA members are estimated to turn out about 80% of TV sets and a somewhat higher proportion of AM and FM models.

While the numerical production compared to 14,132,623 sets in 1948, the average dollar value increased as TV output comprised a larger share of the total.

Production Gains

Early in 1949 the AM-only volume was at a low ebb but it picked up swiftly last August and the production rate in latter months almost equaled that in 1948. Peak 1949 month for AM-only was November, with 787,833 units.

FM-AM and FM-only sets went through a mid-year slack period but also spurted in the later months. Added to the 875,505 FM-
SADOWSKI RADIO BILL

SIX TO EIGHT WEEK HEARINGS PREDICTED

By JOHN OSBORNE

EXTENSIVE enlargement of the McFarland FCC bill and far-reaching
hearings on many controversial radio-television issues—last ing
from six to eight weeks and slated to meet next month—were
prescribed last week by House Interstate & Foreign Commerce
Committee leaders.

After consultation with Rep. Robert Sadowski (D-Ohio), committee
chairman, Rep. George Sad-
dowski (D-Mich.), head of the ra
dio subcommittee, told Broadcast-
ing plans to introduce his own
bill, now being prepared, which
would incorporate certain features
of the McFarland measure (S 1975)
and a host of “more substantive”
matters.

The Sadowski version will be
ready in “about two or three
weeks,” and will serve as the basis for a compromise to get
ora communications problems besetting not
only FCC but other government
branches. Rep. Sadowski wants to
elicit views of broadcasters, Jus-
tice Department, and others in
addition to those of the Commis-
sion.

Rep. Sadowski said we “may
not press for legislation but we do
want to get all the information we
can,” during the proposed hearings,
on these subjects:

• Allocation and assignment of
frequencies as between those al-
lowed for use as private
users, and those through the Presi-
dent for government utilization.

• Cancellation of licenses by
FCC—both “in penalty under pre-
ent regulations.

• Immunity of licensees from
slander voiced by political candi-
dates—the question of FCC regu-
lations which conflict with state
laws.

• Radio fraud provisions, cur-
cently embodied in the McFarland
network regulations.

• Television and particularly
color TV with respect to present
allocation of channels in some
areas and lack of provision for
others.

• Monopoly and “interwoven
OWNERSHIPS” involving investiga-
tions by the Justice Dept.

‘Broader’ Hearings Wanted

In disclosing plans for new
legislation and hearings, Rep.
Sadowski emphasized his subcom-
mittee’s intention of tackling the
non-policy measure introduced and
guided through the Senate by Sen.
Ernest W. McFarland (D-Ariz.).

But he also stressed that his group
wants to hold “broader” hearings
than those conducted by the Senate
Interstate Commerce Committee
last summer [Broadcasting,
June 15, 20, 1949].

The McFarland bill passed the
Senate last August after the Com-
merce Committee reported it out
with certain amendments to the
original measure, including the
posing of a “deadline” on FCC’s ac-
tion on applications [Broadcasting,
July 25, 1949], and dropping cer-
tain other features.

During the hearings, which drew
broad approval of the bill, the Com mission called for revision or
deletion of a number of basic pro-
sions. Sen. McFarland reportedly
had the tacit approval of the Com-
munity, save Com. Frieda Hen-
nock, before steering his measure
unanimously through the Senate.

However, McFarland subcommit-
tee was not mounted, however, when the legis-
lated before the House Com-
mence committee, which deferred
consideration in the last session.

Full Exploration

Elaborating on his outline for
the hearing, Rep. Sadowski said he
thought communications should be
explored from “top to bottom,”
starting at the government level
with use of frequency space by
various agencies and departments,
FCC, Department of Commerce,
Commerce Depart, General Service
Administration, and Defense Dept.
(Army-Navy-Air Force, and in-
volving the Interdepartmental Ra-
nal Committee which meets out
pension space for gov-
ernment use.

This phase of the House plan
is apparently borrowed from the
Sen. McFarland subcommittee, which
are investigating the allocation of fre-
cencies between government and
private users, as well as a proposed
structure system of domestic and
international radio communications
[Broadcasting, Oct. 24, Nov. 28].

Rep. Sadowski reported there
had been complaints that cancella-
tion of licenses by FCC is “too
severe a punishment.” He said the
whole question of sanctions would
be explored by the subcommittee.

The McFarland bill presently calls
for revocation through “show
cause” orders, and includes a
“cease-and-desist” provision for
less serious violations.

The whole question of slander by
radio—touching on FCC’s cele-
brated decision on political broad-
casting—needs a thorough going-
over, too, Rep. Sadowski asserted,
outlining the dilemma of the broad-
caster subject to state laws and
FCC rules.

Network Question

With respect to the Commission’s
new regulations, Rep. Sadowski
said he looked into the “lobbying”
question: “Shall networks be sub-
ject to direct FCC regulation?” He
said he has received, from time to
time, reports from private and public
affiliates dissatisfied with the pres-
ent network-affiliate structure.

In addition, he wants to get the
Justice Dept’s official word on what
it has been doing with respect to
charges that networks are “monop-
listic” and violate the anti-trust
laws, as charged by Gordon Brown,
WSY Rochester, who has suits
pending.

Mr. Brown rep. Sadowski a visit
last week, apprising him of
(Continued on page 50)

Legislative Stilettos

UNBEKNOWST even to several members of the FCC, there is about to be perpetrated one of the most artful acts of legislative sabotage ever foisted upon an unsuspecting Congress, Commission, art and public.

This bill, which is about to be introduced in the House a bill a bearing the name of Rep. Sadowski (D-Mich.) to amend the Com-
 munications Act of 1934. But we doubt whether it is Mr. Sadowski’s handiwork. It was drafted in cooperation with the FCC “in collaboration with Kurt Borchardt, communica-
tions specialist of the House Interstate & Foreign Commerce Committee.”

We submit that this bill is designed to block House approval of the McFarland Bill (S 1973), which unanimously passed the Se-
ate last August and which had the support of the FCC. The McFarland Bill would reorgan-
ize the FCC and strip the lawyers of
the power they have accumulated over the years—
power that has permitted them effectively to
run the Commission.

The lawyers do not want the Commission
reorganized, and they do not want to meet dead-
lines. They do not want the appellate provi-
sions of the archaic Communications Act
changed.

So, after the last session adjourned, the
lawyers set out quietly to change things.
Richard A. Solomon, chief of the Litigation and
Legislation Branch, maintained the liaison
with Mr. Borchardt. The draft that was
be the Sadowski Bill was cleared through
Gen. Counsel Benedict F. Cottone. The master-
ninding, we believe, was done, as always, by
Assistant General Counsel Harry Plo tin, brill-
antly. Dealers whose credo is that those
encounters he hasn’t won just aren’t finished.

The McFarland Bill could have passed the
House last session, since there had been ex-
haustive Senate hearings. It was a stripped-
compromise measure in which virtually all
differences had been resolved. It would elim-
nate dilatory tactics by the FCC staff, and
place policy responsibility where it belongs—
with the Commission, rather than with its
own-appointed brain-truster legal

But the FCC lawyers got in the licks.
If our grapevine is correct, the Sadowski
bill would (1) impose penalties short of re-
version of licenses through suspensions and
fines, and impute the FCC with power to play
fast and loose with licenses, in a manner far
more drastic than the “cease and desist” provi-
sions of the McFarland Bill; (2) write into the
statute the explosive substance of the Port
Huron decision on political broadcasting; (3)
subject all frequencies to license, including
those allotted to Government for the military;
(4) reintroduce anti-trust tactics by mis-
voiced such a furore when incorporated in the
White Bill several years ago; (5) get into the
TV-color fracases; and (6) barge into FM.

Such a bill would embody such a strange
admixture of bitter and sweet as to whet
the appetite of many a crusading politician. It
also would mean smear-hearings and headline
hunting. It could mean a legislative stalemate
in this electric age. If such is the strategy of the FCC lawyers, that is what they’re shooting for. It would leave things
status quo. It is the divide and conquer thesis.
We hope the House Committee won’t be
taken. We hope Chairman Crosser will ascertain
why the FCC (by letter) supported the
McFarland Bill in the Senate and (by
letter) opposed the identical bill in the House.
We hope he will look into anti-trust,
political “fairness,” licensing of Govern-
ment frequencies, and other controversial
matters, let it hold hearings for further
amendment of the law.

If the House Committee fails for this smoke-
screen, FCC’s lawyers can claim Congressional
scalps along with those of the Commission.

AN EDITORIAL

January 23, 1950 • Page 17
LIGHTNING
THAT TALKS

THE DRAMATIC story of broadcasting’s role in the
personal, economic and political life of the United
States will be told this year to hundreds of audiences
through the medium of the radio-sponsored All-Radio
Presentation film, “Lightning That Talks.”

Starting with the first formal showing in New York
March 1, with a thousand top advertising industry
executives attending, the promotion film will tell ra-
dio’s story in the dramatic language of motion pic-
ture.

Once before the motion picture medium was utilized
by broadcasters but on a more modest basis. This
film, produced a decade ago, was widely shown.

Move to do a similar job, but with a modernized
touch, came at the 1947 NAB convention at At-
tantic City. Eventually the All-Radio Presentation
Committee was formed. This committee has held
dozens of meetings and its members have devoted
large amounts of their time to the difficult task of
planning, writing and producing a motion picture film
that depicts broadcasting’s important place in the
national scheme.

Total subscriptions—including a fund of $50,000
subscribed by ABC, CBS and NBC—are around the
$150,000 mark. Final cost of the film, turned out by
the Independent Motion Picture Producers Society,
will be $85,000 for one 35mm print, additional 35mm
and 16mm prints costing extra. Station subscription
fees are based on station income and range from
$25 to $1,000.

Elaborate plans have been worked out for com-
munity showings of the film. The All-Radio commit-
tee is preparing full instructions with publicity and
promotion kts. Committee officers are Gordon Gray,
WIP Philadelphia, chairman; Maurice B. Mitchell,
director of Broadcast Advertising Bureau, secretary;
Herbert L. Krueger, WTAG Worcester, Mass., treas-
urer; Eugene S. Thomas, WOIC (TV) Washington,
assistant treasurer. Victor Rotner, former CBS vice
president and now a vice-president of R. H. Macy Inc.,
New York, was producer.

WITH A HIGH voltage hiss, roar
of thunder and musical background,
the filmed story of radio is intro-
duced. These titles appear, “The
Broadcasting Industry of the
United States Presents ‘Lightning
That Talks.’” The scene quiets
down, many stars are seen, followed
by the subtitle, “The Story of
America’s Greatest Voice.”

A rolling title carries on the in-
troductory sequence in this way:
“This is a true story. Every inci-
dent shown here is an actual ex-
perience, showing the business-
men and radio listeners to whom these
things really happened . . . filmed
where they happened.”

The story opens with a sequence
of heavenly orbits, a storm appear-
ing in the background as Benjamin
Franklin is introduced during the
lecture of a professor in a plane-
tarium. As the story is moved along
by use of screen devices, the pro-
fessor explains that Franklin’s
“greatest interest was how to bind
the people of the Colonies together
by improved communications. He
published seven newspapers.”

The camera dollies in to Maurice
B. Mitchell, director of Broadcast
Advertising Bureau, seated in the
professor’s audience. Mr. Mitchell
comments, “I wonder what Frank-
lin would have thought of my kind
of communication—radio.”

The heavens become an electronic
battleground as the camera tells
the story of Franklin and the kite,
using a true replica of the original
key. Sparks jump from the key
across Franklin’s knuckles as the
electrical storm subsides and the
scene returns to the peaceful beauty
of the opening.

“Verily, what a wonderful place
to continue my experiments with
lightning. This is truly heaven,”
Franklin comments.

From the key comes, faintly,
then strong and clear, the 1920
voice of KDKA Pittsburgh and the
Harding election returns. Sparks
jump from the key to Franklin’s

PRODUCTION crew for the International Movie Production Service on the
all-radio film (l to r): Gene Farrell, music composer; Dr. I. M. Levitt, technical
advisor; Ben Grodus, director; Joe Brun, cameraman.
knuckles, providing the only static in sight. His hand pulls away from the key as though in astonishment, as he says, "What! They have made the lightning talk?"

Through a series of heavenly sweeps, Franklin approaches the ground, traveling through the years of radio as he describes how radio is being used after 30 years of development. History from 1921 to 1941 is depicted by snippets of broadcasts, including events, personalities and music.

"Every aspect of America... and the world... every interest... every mood of the people is reflected by radio," Franklin observes.

As he gets closer the sound track introduces a series of commercials, the audience becoming aware of messages promoting soap, cigarettes, food... DIAMONDS. The camera stops short, the earth appearing as a ball in the distance as Franklin says, "Verily, can even a diamond be sold by the unseen spoken word?"

Thus the first of a series of sequences showing commercial radio in operation is presented, abetted by the techniques of the cameraman and the producer.

S E Q U E N C E 2 has been introduced by the diamond reference and opens with a radio commercial built around "D. A. D... not Dad but... Diamonds... Davison's." -The voice is coming from WDAK Columbus, Ga., which Franklin observes from his heavenly perch via an airplane shot of the city.

The commercial continues: "This is Bill Byrd, the manager of Davison's Department Store in Columbus. That explains one Davison's. Yes, Davison's has opened a new department of fine jewelry..." The shot dissolves from a Columbus street scene to the facade of the store and into the counters. Franklin exclaims, "How wonderful the general store has become since my time."

A jewelry counter scene is spiced by the babble of customer-cliper discussions. The camera moves up a few floors to the office of Mr. Byrd, the manager, who is chatting with Allen M. Woodall, president and general manager of WDOK Columbus.

"The boys in the New York office, Mr. Byrd observes, "are so impressed with our diamond campaign, Allen, that I can now go along with you on this new idea. And it was only a month ago that I called you in." Follows a flash-back showing Messrs. Byrd and Woodall in Mr. Byrd's office after store hours. Here is their dialogue:

BYRD—Allen, I've got a sick baby on my hands. I've tried to push our new diamond department but it won't go. Frankly, I don't think you and your radio can do much with it, either.

WOODALL—The trouble is, Bill, though everybody knows Davison's, people down here just ain't used to buying good jewelry in a department store. They have got to be taught that they can buy them at Davison's, and can buy them cheaper here.

BYRD—Heck, I know that, Allen, you don't have to remind me. But can radio do it better?

WOODALL—Bill, give it a chance. You've spent $400 this month advertising diamonds in the newspapers—and sold two of them. Spend the same money on my station. We can beat that.

BYRD—You've got to beat that... WOODALL—How many sales would you be satisfied with?

BYRD—Sell four diamonds for me and I'd be happy.

WOODALL (as they walk away)—O.K. Here's what I want you to do.

The scene shifts to a romantic moonlight scene with a young couple sitting on a swing listening to a radio on the window sill as an announcer's voice intones:

Yes, DIAMONDS at Davison's. Davison's Department Store has just opened a brand new department. Now you can buy diamonds at Davison's. Davison's can afford to give you top quality for at least 10% less, since the purchasing power of...

Another closeup shows a wife ironing kiddy clothes as hubby smokes his pipe and reads. They hear a Davison's commercial which inspires the wife to suggest buying mother a dinner ring. He's highly unconcerned at first, does a slow burn, but a few framed pictures set up at the Davison jewelry counter approving the wife's selection.

End of flashback and Messrs. Woodall and Byrd are talking again in the latter's office:

WOODALL (chuckling)—Well, did we sell your four diamonds for you?

BYRD—Oh Brother! We'd never been on the air before and in less than three weeks we sold more than 60 diamonds.

WOODALL—What does that come to in dollars?

BYRD—Does Macy's tell WDOK? Mind your own business.

WOODALL (laughs)—That's right, you ARE an affiliate of R. H. Macy's. BYRD—And they've only had our establishment a radio program on all merchandise for their southern stores. I'd like to...

As a comedy miss admires a diamond ring on her finger, she picks up the telephone to put in a call for Cedar Rapids, Iowa.

GIRL—Did you get our Cedar Rapids office yet?

FRANKLIN—Cedar Rapids? That's many miles from Columbus, Georgia. GIRL (reacting to Cedar Rapids voice)—Peaches. How come he's out buying peaches at this hour of the morning?

T H E scene dissolves from the girl to the ME TOO Peach Sale in Cedar Rapids where autos jam the streets and a long line of people stretches around the corner. At the head of the line is a truck of peaches with customers buying one after another of fruit right off the truck. The camera dolly backs to a shirt-sleeved meeting where Weaver Witwer, wholesale grocer, and the others are worried because some cars of peaches are two weeks overdue from Colorado.

The meeting breaks up, the peaches are still missing, and after some informal scenes and gags Whitlock, Mr. Witwer's assistant, looks flabbergasted as he says on the phone:

Holy cow! Did the refrigeration cool out on all three cars? Be there

(Continued on page 20)
**Lightning That Talks**

(Continued from page 19)

in an hour? O.K., we'll look at 'em.

It's night, and the merchandisers sample ripe peaches as ripe juice squirts all over them. Bill Drake, ME TOO owner, shakes his head:

**DRAKE—Three cars! What do you think, George (his assistant)?**

**GEORGE—Well, I guess we've solved other problems than this. We'll tell 'em on the radio tomorrow this is our special instead of the canned beans we were planning...**

**WITWER—That's right, Bill. You really do use radio to push this stuff, don't you?**

**DRAKE—I use it all right. I've been telling them, six days a week for 11 years, that no matter how low anybody else sells any item, I'll match that price.**

**GEORGE (on phone)—Johnny, hit this real hard on the air tomorrow. ME TOO has three cars of peaches that will be sold tomorrow at a great price—60 cents a lug. Yes, hold up the beans... Yeah, Colorado... O.K., Johnny.**

**RADIO ANNOUNCER (voice coming from radio in home of Mr. & Mrs. Milburn)—U. S. Grade 1 Colorado peaches, packed 3, 4 and 5 to the row. What a buy. What an opportunity. Your last chance to get these ripe peaches for canning, for pies, for the table. Remember, this is first served, so be early...**

**MR. MILBURN—Don't we have enough canned stuff already?**

**MRS. MILBURN—Oh, we could always use more.**

The commercial continues in other homes and in other towns as readers set in with vigor and excitement. A policeman waves his arms and blows his whistle as cars come from all around to buy peaches, and the sequence ends with this dialogue:

**WITWER—Bill, looks like you're not going to have a peach left by noon.**

**DRAKE—Oh, we always crowd them in. But listen, radio is the way we've built this business—from one to nine stores since 1933. You should have been around when in 1935 we made an announcement... (fade).**

A series of dissolves passes through kitchens where folks are frantically processing peaches as a radio announcer says:

And now... Jack Birch, brought to you by the Prudential Life Insurance Co., etc.

Transitional shots take the audience to a porch where a salesman with portfolio is waiting. Housewife opens the door and looks at him:

**SALESMAN—I'm Mr. Conway from the Prudential Life Insurance, ma'am; I'd like just a couple of minutes of your time.**

**HOUSEWIFE—Oh, Prudential! Why, just this morning I heard your Jack Birch program. I've been listening to him for so long I feel like friends. Come on in.**

**FRANKLIN'S VOICE—Radio's a foot inside the door—a good insurance service needs little else.**

**SALESMAN—Jack Birch has been making friends for us from Maine to California.**

**FRANKLIN—California! How big this country has become.**

The camera tilts up to the sky and comes down to show Oakland bridge, San Francisco, at late dusk. A Marin-Dell milk truck passes the camera, which then moves into the plant where Tom Foster, general manager, is talking with Mr. Spinnetti, head salesman, both rather agitated.

**SPINETTI—Did you have to come in tonight just for that?**

**FOSTER—They're important customers. If they move into a new territory before us—well, it's that much harder.**

Plant Superintendent Mac Donald, in pajamas at home, is informed he's to take a truck and move into San Jose in the morning. With Ed DeBorch, a salesman, they enter Avilla's Market in San Jose in early morning:

**DeBORBHA—Here they are—no one else has these—the half and half in quarts—table cream.**

**AVILLA—Well, that's good, I guess, but whadda I wanna take another dairy with?**

**DeBORBHA—We've been buying a lot of our milk with families in this valley.**

**BREAD MAN (seeing Marin-Dell truck)—Hey, since when did Buddha come to Santa Clara?**

**DeBORBHA—Buddha's the m.c. of our amateur show—you know our radio program?**

**AVILLA—Sure, I know it—how do you think I know your milk?**

**MacDONALD—Your customers know this milk, too, even though they never saw it here.**

**AVILLA—I guess so, well—let's try...**

At Alongi's Super-Market another scene takes place as the Marin-Dell man makes another pitch. A pretty Spanish girl, overhearing, says:

**GIRL—I once wrote Buddha and told him that I would buy Marin-Dell if they sold it here.**

**DeBORBHA—We have boxes of such letters from here. As from everywhere else around San Francisco. Since we first started, the general manager, has put 90% of our advertising money into radio. And look at it's been around when in 1935 Marin-Dell was worth $10,000. Today, it stands better than $4 million.**

**FRANKLIN—We were the first place to first place in San Francisco in one year, and have held that place ever since 1935. Wha, I bet you that we have eight full routes in San Jose inside one year.**

**FRANKLIN (after a few more comments)—Very interesting that Lightning that things—sells—diamonds and peaches—insurance and milk—tangibles, intangibles.**

Back in the professor's library, his wife walks in with a glass of milk—Marin-Dell milk, of course. Their son wonders why papa makes a face every time anyone mentions radio.

**MOTHER—You know your father is a professor of journalism, and I'm afraid this is one of the few things he's not very intelligent about.**

**PROFESSOR—Now, Rosaline, what do you see in radio?**

**MOTHER—First of all, I like it. Second of all, if I didn't listen, I wouldn't know what all the wives in the club were talking about.**

**PROFESSOR—Bosh! I have figures that say people don't listen most of the time... Besides, it's hard enough to get away from radio without having to discuss it at home. Now let me be—You know I'm speaking at the Poor Richard Club in Philadelphia in a couple of days and I must prepare.**

**SON—Is that Poor Richard, like Poor Richard's Almanac?**

**PROFESSOR—Yes, the club is named after Ben Franklin—it's a group of men in the advertising field.**

**SON—What about the ads?**

**PROFESSOR—Well, if I can cut out most of mother's camera work, I'm going to illustrate my talk with the home movies we took last year on our cross-country trip.**

**SON—What's the talk about, Dad?**

**PROFESSOR—America. And Ben Franklin as an American businessman.**

Addressing the Poor Richard club, the professor describes America as the most wonderful place to buy and sell goods the world has ever known. Quick glimpses into typical American scenes, from farm to factory, fail to mention radio. The speech finished, the audiences applauds and leaves, and one of the advertising men talks over the speech as he shoots some pool. Mr. Mitchell is left alone.

**FIRST AD MAN—How'd you like that, Mitch? All about America—and not a word in it about radio. The professors of journalism really put you guys in your place.**

**MITCHELL—Where has the professor been for past 20 years? Or, who does he think he's kidding? It was a good speech—until he tried to sneak past radio. Why, Franklin would have loved it to know that it has done IN America and FOR America.**

**FIRST AD MAN—But he was a publisher.**

**SECOND AD MAN—I guess Publisher Franklin would have also owned the biggest radio station in town—at that.**

**THIRD AD MAN—Strange how the lightning he fooled around with has turned out to be the greatest means of communication we have.**

**MITCHELL—that's it. Radio is Lightning That Talks.**

**SECOND AD MAN—Yeah, and it strikes again and again in the same place. Maybe THAT'S why it sells so hard.**

**FIRST AD MAN—but how does the cost of radio advertising compare with newspaper or magazines?**

**MITCHELL—When you look at sales results—which is the only way a shrewd advertiser looks at it—the evidence is in a few pages of radio. All media can be profitable, of course. But radio is getting more sales out of the advertising dollar than any other. That man over there shows just one of the reasons why (pointing to man reading newspaper folded vertically and turning pages rapidly)....

.......

... See how easy it is for him to flick these pages as he goes from one news item to another? He isn't even seeing most of the ads in that paper—much less reading them. Newspaper studies showed how that an average advertisement is read only by about 8 out of every 100 of their readers and what if he does read the ad?...**

**FRANKLIN begins to talk in a voice impact demonstration, with the appeal of printed and spoken copy compared. Back to Mr. Mitchell.**

**MITCHELL—in radio you can't help but get more listeners to your sales message... there's nothing that ever competes with the commercial. Listen. (Ball game announcer ends an**
in digging and gives a commercial.)

More sales are made because radio makes your advertising hit harder...and reach people to whom why America lives with its radio on.

FRANKLIN—What facts are there to support that? I suppose I can find them at the office of the large advertisers in America.

An office building in Cincinnati is shown in a low angle shot, followed by a shot down a long row of office doors. One door is labeled "Procter & Gamble, Information." Franklin walks in. He finds vast arrays of charts and other material—how much people listen every day, by income level and city size, along with the circulation of radio. The P&G charts follow:

How Much Do They Listen Daily?
U. S. RADIO FAMILY LISTENING BY INCOME

<table>
<thead>
<tr>
<th>Income</th>
<th>Listening Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Incomes</td>
<td>4 hrs., 13 min.</td>
</tr>
<tr>
<td>Middle Incomes</td>
<td>4 hrs., 37 min.</td>
</tr>
<tr>
<td>Lower Incomes</td>
<td>4 hrs., 45 min.</td>
</tr>
<tr>
<td>U. S. Average</td>
<td>4 hrs., 32 min.</td>
</tr>
</tbody>
</table>

(Source—A. C. Nielsen Co.)

HOW BIG IS RADIO?
U. S. Families...45,000,000
Radio Families...42,800,000 (95%)
Auto Families...27,000,000 (60%)
TV Families...5,000,000 (10%)

(Source—RAB Estimates for 1951)

HOW MUCH DO THEY LISTEN DAILY?
U. S. FAMILIES LISTENING BY CITY SIZE

<table>
<thead>
<tr>
<th>City Size</th>
<th>Listening Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropole Areas</td>
<td>4 hrs., 37 min.</td>
</tr>
<tr>
<td>Medium Size Cities</td>
<td>4 hrs., 23 min.</td>
</tr>
<tr>
<td>Small Cities &amp; Rural</td>
<td>4 hrs., 33 min.</td>
</tr>
<tr>
<td>U. S. Average</td>
<td>4 hrs., 32 min.</td>
</tr>
</tbody>
</table>

(Source—A. C. Nielsen Co.)

FRANKLIN (after scanning charts carefully)—No, this radio has become part of America—as big as the United States itself.

And now television too—broadcasting's latest development—is also coming to take its place among the great media of America.

What is the universal medium it is—everybody listens—they spend more time listening to radio than doing anything else, except working and sleeping.

But when do they listen? In what part of the day?

A chole close up a pill of milk dissolves into a stream of milk hissing into the pill, with a radio and alarm clock on the barn shelf. The clock shows 5:10, and of course its a.m. Other shots show the farmer nodding as an announcer gives the weather and the market reports of a fertilizer company. A rooster shakes his feathers and croons.

Another alarm clock appears, next to a midget radio. A hand comes in to shut off the alarm. There is silence in the bedroom of a mechanic and his wife. The voice of an announcer reading a morning newscast is heard.

Outside the window of the suburban home appears a bread truck, making door-to-door deliveries. The same bread loaf continues from a radio in the truck. The mechanic's wife brings it in a loaf of bread. A little later the whole family sits at breakfast, the mechanic kisses his wife goodbye and pauses briefly to catch the end of the announcer's sentence coming from the kitchen radio.

7:45 a.m. time signal is heard, followed by a woman's program telling the prices of the day's commodities and suggesting an economic dinner.

Moving to a farm house, the camera shows an elderly woman sweeping the porch. She steps back into the house and tunes in a hillbilly band on the radio. Next scene is a Riverside Drive apartment in New York, where a middle-aged woman is polishing glasses to the dull observations of Godfrey as he does a Glass Wax commercial.

FRANKLIN—Ah...radio tells them about a product at the very time and right in the kitchen—where they use it.

In a worker's apartment twin kiddies listen to a swing band broadcast. Mama, working at the stove, listens to a health program about calories in a balanced diet.

BOY—Oh, Ma, I don't want any carrots.

MOTHER (applying what she's just heard) You'd better listen to the one in the stew—carrots are good for your eyes, son. Good for your brain too.

Mother nods in self-satisfaction.

The camera turns to a bocci-ball court in the park, as an Italian leaves his portable radio and gets up to throw. The crowd is obviated.

FRANKLIN (giving an announcement in Italian about a local pasticciera)

DISSOLVING again, the screen presents a fleecy cloud scene as the camera pans down to a fishing schooner and then a small cabin cruiser. Close-up comes a luscious gal and her scant bathing suit shows her charms.

FRANKLIN—Listen to this! Americans don't hide a thing now.

A well-to-do young man and the girl enjoy the cruiser's portable radio. They wave as they pass the fishing boat. They wave again.

Next scene shows the mechanic's wife hanging out the wash as a radio on the window sill gives out a segment of a daytime serial.

In a big garage two men are working on an auto and listening to Clem McCarthy's description of a horse race.

Seated in an old touring car, an elderly lady makes notes on a paper which must out to be a racing form.

In the parlor of a low-income house a woman is dusting a table and listening to a religious broadcast.

A schoolroom scene is built around a historical radio drama.

An elderly man, propped up in bed, listens to his radio:

There's the pitch. It's long, a hard drive down to right field and it looks good for a . . . . Blank scoops it up in the infield.

FRANKLIN—That's the way radio today is used. It's a double play.

Sore as blazes, the old man shouts at the radio.

In the interior of a bus, the passengers listen to FM transit radio. One man speaks to the driver:

FIRST MAN—Oh, we finally got radio on this bus. 'Bout time.
SECOND MAN—It's awful clear.
DRIVER—Oh, sure, it's FM and . . . SECOND MAN—FM! Our radio at home has FM in it.

Three jam appears. It's terrific. From car radios come sportscasts, music, serious music, news, the Lone Ranger (it's evening).

FRANKLIN—A man can listen to a radio everywhere he goes—and he does. No one need be lonely anymore.

There is entertainment and company all the time and in places where—something for every mood.

The mechanic's children, in their bedroom, listen to the Lone Ranger. Father comes in. The kids kiss him and return to their listening. Other twilight scenes find families listening to their radios. The mechanic's son tunes in his radio homework, a poem.

In the medium-income home of a large family group (grandma, parents and a bunch of children, all eating ice cream), Bob Hope is wise-cracking via the radio.

People listen together as well as alone. That must be another reason for radio's great strength. For as any good speaker knows, people relate more when they are together.

A well-to-do family listens in a large library to Jack Benny's quips. An elevator operator in a swanky apartment house listens intently to the introduction to The Fat Man program, jumping as the indicator board buzzer shows a penthouse call.

On the penthouse terrace overlooking New York City the folks are sitting around in formal garb, talking quite informally. One couple leaves, winding up in a coffee shop where they listen to a disc jockey introducing "Good Night Sweetheart."

The camera dollies out into the dark night.

The finale finds Franklin appearing, his large hand firmly headed upward with a portable radio. After an auditory end title:

FRANKLIN—Radio reaches everywhere with the only medium that gets into heaven too.

Shot of globe turning; voices.

AFRA ELECTION

Reel May Be Secretary

FRANK REEL, assistant national executive secretary of American Federation of Radio Artists, is expected to be elected AFRA national executive secretary by a referendum of national board members, results of which are to have been tabulated over the past weekend. If chosen, he will fill vacancy caused by resignation of George Heller, who took leave of absence from AFRA to head Television Authority.

Mr. Heller's job as executive secretary of AFRA's New York local, from which he also took leave, is expected to be filled by his assistant, Ken Groot, by action this week of the local's executive council.

FIRST 15 PROGRAM HOOPERATINGS—Jan. 15 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hoopage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)</td>
<td>180 American Tobacco (BBDO)</td>
<td>54.7</td>
<td></td>
</tr>
<tr>
<td>Orson Welles (CBS)</td>
<td>169</td>
<td>21.7</td>
<td></td>
</tr>
<tr>
<td>Radio Theatre (CBS)</td>
<td>172 Lever Bros. (JW)</td>
<td>24.3</td>
<td></td>
</tr>
<tr>
<td>Godfrey's Talent</td>
<td>155</td>
<td>18.8</td>
<td></td>
</tr>
<tr>
<td>Those People (CBS)</td>
<td>158</td>
<td>18.3</td>
<td></td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>270 William R. Warner (K&amp;B)</td>
<td>31.5</td>
<td></td>
</tr>
<tr>
<td>Orson Welles (CBS)</td>
<td>197</td>
<td>27.1</td>
<td></td>
</tr>
<tr>
<td>Radio Theatre (CBS)</td>
<td>212</td>
<td>19.2</td>
<td></td>
</tr>
<tr>
<td>McGill &amp; Molly (NBC)</td>
<td>164</td>
<td>21.1</td>
<td></td>
</tr>
<tr>
<td>My Friend Irma (CBS)</td>
<td>165 Podiatrist Div. (KWE)</td>
<td>29.4</td>
<td></td>
</tr>
<tr>
<td>Bing Crosby (CBS)</td>
<td>179 Liggett &amp; Myers (N-E)</td>
<td>18.7</td>
<td></td>
</tr>
<tr>
<td>Amanda Blake (NBC)</td>
<td>174</td>
<td>24.0</td>
<td></td>
</tr>
<tr>
<td>Groucho Marx (CBS)</td>
<td>172 DeSoto-Plymouth (BBDO)</td>
<td>17.7</td>
<td></td>
</tr>
<tr>
<td>Franklyn Davis &amp; Victims (NBC)</td>
<td>164</td>
<td>24.6</td>
<td></td>
</tr>
<tr>
<td>Bing Crosby (NBC)</td>
<td>172</td>
<td>24.9</td>
<td></td>
</tr>
<tr>
<td>Bob Hope (NBC)</td>
<td>172 Lever Bros. (SSCA)</td>
<td>27.5</td>
<td></td>
</tr>
<tr>
<td>Bob Hope (NBC)</td>
<td>172</td>
<td>25.0</td>
<td></td>
</tr>
<tr>
<td>Bob Hope (NBC)</td>
<td>172</td>
<td>25.0</td>
<td></td>
</tr>
<tr>
<td>Bob Hope (NBC)</td>
<td>172</td>
<td>25.0</td>
<td></td>
</tr>
</tbody>
</table>

* Second broadcast on the same day in some cities provides more than one opportunity to hear program.

** N. W. Ayer producer for Sutl; JFW for Lux toilet soap.

JAMES C. PETRILLO (president of the American Federation of Musicians, receives a certificate of appreciation from A. W. Woolford, special assistant to the Veterans Administration, for the AFM's aid in making possible the transcribed radio series Here's to Veterans. The show, according to AFM, is now being heard over 2,200 radio stations, giving it the widest coverage ever achieved by a transcribed program in the U. S.
OUTSIDE SALES

Test Period by WMOR (FM)

SUCCESS of non-station salesmen in an outside organization selling radio to local merchants is being tested by WMOR (FM) Chicago for 13 weeks with Anthony A. Abraham, publishers' representative. Mr. Abraham, through arrangements completed with Station President Bernard I. Miller, is selling one 30-second spot to be aired only between 6 and 7 p.m. daily. Minimum cost per spot is $6.50. He also is booking English and foreign-language commercials on WMOR, and selling a few of its packaged programs.

Although this is his first radio assignment, Mr. Abraham is using his regular telephone sales force of 20 persons to contact potential Chicago-area FM clients. A former employe of his firm, Marie Mason, has been named station sales manager, Mr. Miller said. She will handle time sales for all evening accounts between 6 p.m. and midnight. Daytime hours are completely sold to Consumers Aid Inc., which has installed an in-store broadcasting service in Jewel Food Stores. Station retains control over product type, copy content and sponsor, and programming remains unchanged.

SPAC COMMITTEES

NBC '50 Groups Named

NBC's 1950 Stations Planning and Advisory Committee has elected its convention and promotion committee, Clair McCollough, SPAC chairman, announced last week.

They are:

- Sound Broadcasting Promotion Committee—Ewing C. Kelly, KCRA Sacramento, chairman; Stanley W. Barnett, WOOD Grand Rapids; J. B. Conley, Westinghouse Stations, Philadelphia; Harold Esser, WJSJ Winston-Salem; Milton L. Greenebaum, WSAM Saginaw; Jack Harris, KFRC Houston; P. A. Sugg, WKY Oklahoma City; Walter E. Wragsta, KIDQ Boise; Charles P. Hammond, NBC, New York, and Sydney Eiges, NBC, New York.

- Television Interconnected Promotion Committee—John M. Outler Jr., WSB-TV Atlanta, chairman; S. S. Fox, KDYL-TV Salt Lake City; John J. Gillin Jr., WOR-TV Omaha; Nathan Lord, WAVE-TV Louisville; Henry Slavick, WMCT (TV) Memphis; James Nelson, NBC, New York.


VICTOR C. DIEHM

Named WHOL Executive

VICTOR C. DIEHM, co-owner and general manager of WAZL Hazelton, Pa., and general manager of W MG W Meadville, Pa., has been elected vice president and a director of the Allentown Broadcasting Corp., owner and operator of WHOL Allentown. Mr. Diehm will continue his affiliation with WAZL and WMGW.

The WHOL board of directors will remain the same with Lewis Windmuller as president. Other directors are Charles G. Helwig, Henry K. Bauman and E. H. Scholl.

Mr. Diehm is a director of the Pennsylvania Broadcasters Assn., member of the NAB FM Committee and chairman of the Pennsylvania State Chamber of Commerce Community Development Committee. He formerly served as Pennsylvania Governor of Kiwanis, international chairman of Kiwanis Public Relations and program chairman of Kiwanis International Convention. Mr. Diehm previously was affiliated with the Steinman stations.

Mr. Diehm

Page 22 • January 23, 1950
POSSIBILITY of U. S.-Mexican talks on NARBA before the full NARBA conference resumes in the spring was discussed Wednesday when government and industry representatives met to prepare for bilateral sessions with Cuba starting Feb 1 in Havana.

The advisability of undertaking negotiations with Mexico, which did not participate in the three-month Montreal phase of the NARBA talks, was canvassed at the present time, State Dept. officials reported.

Even if no bilateral sessions are held with Mexico in advance, it seemed likely that efforts would be made to bring her into the full conference when it resumes in the U. S. on or after April 1.

A firm approach to the Havana negotiations was urged by many of the 40 industry representatives attending the day-long preparatory conference, held Tuesday with Comr. Hyde presiding.

NAB President Justin Miller told the government representatives that the U. S. should “stick by our guns and refuse to concede” to Cuban channel demands even if the result is “no treaty” for the present.

He commended the FCC and State Dept. for their rejection of the Cuban proposals at Montreal.

The principle of “national sovereignty” is as applicable to the U. S. as to the Cubans who preach it so much, he said. On the basis of the relative needs, he continued, the U. S. position is “impeccable.”

One consulting engineer said the cost of yielding to Cuba’s request would be $100,000 to $120,000 for a single broadcaster of his acquaintance.

E. B. Crane of the “XL” stations of the Northwest cited a suggestion of Chairman Ed Craven (D-Col.) of the Senate Interstate and Foreign Commerce Committee, that efforts be made to interest Cuba and other Caribbean nations in using FM instead of AM.

In the ensuing discussion it was brought out by T. A. Craven, former FCC member and now a consulting and other to: (1) enter into special Washington attorney, that similar efforts had been made in the past without success.

Adair Recommendation

George F. Adair, consulting engineer and former FCC chief engineer, recommended that the U. S. approach the negotiations by “giving our own house in order.” He couldn’t determine if the FCC decided the FM pending clear-channel case so that “we can see where we’re going.”

Comr. Hyde said the government delegation would be smaller at Havana than at Montreal and would rely heavily upon the counsel of industry representatives attending the sessions.

Organizations indicating plans to send representatives included NBC, CBS, NAB, Clear Channel Broadcasting Service, Westinghouse Radio Stations, the Washington law firm of Segal, Smith & Hennessey, and the engineering firms of Jansky & Bailey, and Craven, Lohnes & Culver. The Florida Assn. of Broadcasters also may send a representative, it was reported.

Vandivere Named

Edgar F. Vandivere of FCC’s Technical Information Division was named by Comr. Hyde to head a volunteer committee to work on specific planning details for the Havana sessions.

Among those attending the preparatory conference were:

Walter Radius, director of the State Dept’s Office of Transport and Communications Policy, and John Cross (Continued)

BROADCASTING • Telecasting

Muzak Refuses Renewal
With WWDC-FM

Muzak Corp. this week is expected to file a petition for renewal of WWDC-FM because of a Muzak counsel considers its use of the company’s proposal to use FM frequencies.

It indicated, however, that Muzak did not intend “as a general practice” to supply its library facilities where transit radio is meeting “opposition” and that it would not be possible to meet that transit music is not performing a “public service.”

Of the 20 FM stations now operating in the Washington area, only three have (Continued on page 58)

To Ask FCC for Use of FM Stations

Harry E. Houghton, president of Muzak, and Paul A. Porter, of the law firm of Arnold, Fortas & Porter, Muzak’s counsel, announced that the company was about to take its petition before the FCC.

Specifically, Muzak’s petition envisages the use of supersonic signals and of multiplexing.

Details of Request

The FCC will be requested to amend rules to authorize use of supersonic emissions, to permit Muzak to offer special contractual service agreements with FM stations on an affiliation basis to provide the service; (2) to modify present requirements which prohibit the installation of Muzak equipment, according to the engineering of the transmitters of FM stations, and (3) to amend other regulations relating to station identification, the identification of musical reception and the announcements of sponsored programs.

The petition for special multiplexing, Muzak said, was for the simple purpose of permitting a number of programs simultaneously to take care of all types of business. Currently Muzak clients largely fall into four categories, each of which is given individual music, such as clubs, restaurants, stores and shops, business offices and banks, and industrial plants.

At the present time, said a Muzak spokesman, some FM stations already are utilizing the supersonic signal in connection with broadcasts of background music and are routinely receiving requests for equipment to commercial establishments. Muzak counsel considers such operations a violation of FCC rules as a rule.

Pending action by FCC on the Muzak petition, the company will request the FCC to advise all FM broadcasters that such service simultaneously is available, and that a number of such licenses will join Muzak in the request for the rule-making hearing.
LUCKMAN QUITS

WITH startling suddenness last Wednesday, Charles Luckman announced his resignation of the $200,000-a-year presidency of Lever Bros. Co., a more than $7 million advertiser in radio and television.

Coming in the middle of one of the periodic visits to the U.S. of the European subsidiaries of the parent companies, Unilever Ltd. and Unilever N. V., Mr. Luckman's statement gave as his reason for resigning "our inability to resolve a basic disagreement as to the future policy of the American company."

In a simultaneous statement, Sir Godfrey Morrell, chairman of Lever Bros. and Unilever Ltd., and Paul Rykens, Dutch chairman of Lever Bros. and Unilever N. V., said: "The boards of the parent companies accept with regret the resignation of Mr. Charles Luckman from the presidency of Lever Bros. Co., and recognize this as a basic disagreement as to the future policy of the American company that we were unable to resolve.

We wish to express appreciation for the quality of the services rendered to the company by Mr. Luckman during his four years as president, and most recently of his undertaking and execution of the consolidation and moving of the company's interests in New York.

"Last summer the directors gave full approval to the policies and plans formulated by Mr. Luckman for this move, and we are pleased that these have now been brought to a successful conclusion.

New Building

"The construction of the new Lever House Building at 58 St. and Park Ave., the final design of which has been completed, will start in the early spring.

"No arrangements have been made for the construction of the new location, and Luckman's position. For an interim period the executive responsibility will be placed in the hands of three directors of Unilever, Arthur Har- tog, J. L. Heyworth, and F. D. Morrell, who are being loaned to Lever Bros. Co.

"No changes are contemplated in the existing officers of the company."

The full statement by Mr. Luckman after announcing his resignation:

"My relationship with Lever Bros. and the directors of Unilever has been a source of pleasure and satisfaction to me.

"The inability to resolve a basic disagreement as to the future policy of the American company in no way lessens my regret in ending our association.

"In accordance to the officers and employees of Lever Bros. and its subsidiary companies, my deep appreciation for their splendid work and loyal devotion which has contributed much to the company's success."

The suddenness of the break is indicated by the fact that little more than two weeks ago, Mr. Luckman called a news conference to outline his extensive future plans in behalf of the company.

These included projects that would, in their normal course, have occupied Mr. Luckman for several years. At that time he told Broad- casting of his contemplated plans to widen the company's use of television without intruding on the established budget of radio.

Mr. Luckman

Mr. Luckman's resignation comes at the successful completion of one of the largest industrial moves of recent years, the shift of Lever ex- ecutive headquarters from Cambridge to New York, coupled with the integration of the company's affiliates—The Pepsi- lond Division, The Luckman Ayley Inc. and The John F. Kelke Co.—in central- ized headquarters.

Volume Doubled

During Mr. Luckman's six year tenure at Lever Bros., the company almost doubled the volume of its soap and food business. Under his guidance, Lux toilet soap was brought to first place in the industry. Rinso became one of the largest selling soaps in the world.

Moreover, during that time, Mr. Luckman guided all six of the Lever Bros. network radio pro- grams into the 15 top-rated shows on the air, marking the first time in the history of radio that any network has been able to pro- duce such uniformly high ratings for its programs.

Mr. Luckman has always been a spokesman for the advertising industry, frequently allocating half of the total advertising budget of his products to that medium, thus making radio his single largest sales channel.

A native of Kansas City, Mo., the 40-year-old Mr. Luckman has been hailed frequently in the past as the "boy wonder" of American industry.

Graduating magna cum laude from the Architectural School of the U. of Illinois in 1931, Mr. Luckman. finding building con- struction to be in a depressing state of inactivity, took what he considered a "temporary job" as a salesman in the Chicago office of Colgate-Palmolive-Peet Co. From a canvasser in a small sales terri- tory in their advertising department he was soon pro- motioned to the position of sales manager of all of Colgate's Chicago (Continued on page 51)

LUCKMAN QUITS

Resigns on Policy Dissent

FCC Actions

FINAL DECISION adopted by FCC last week to grant WLYM-Aruccho, P. R., a switch from 250 w on 1490 kc to 5 kw on 1530 kc, directional, and four stations granted transfers of ownership. WKVI Arechico, P. R., given power boost on 1070 kc from 10 kw to 25 kw. Bid filed for approval to sale of part ownership in KRIS Cor- pus Christi, Tex., for $285,000. Details of these and other FCC actions may be found in FCC Roundup on page 54 and actions of the FCC starting on page 78.

We are not aware of any prosecu- tion of a radio station by local author- ity for violation of any such law. The case currently in progress clearly demonstrates that it is bas- ically a moral problem which by na- tional policy is separated from the state and the political subdivisions. The 21st Amendment ended the authority of the national government to exercise any such control of the activities of the several states from alcoholic beverages. The right of a state to protect its own citizens—if they so choose—is unquestioned. The na- tional government should not, through the means of a bill affecting advertising, usurp that function and, in effect, partially reinstate the 18th Amendment.

We would emphasize that there is already regulation in the broadcasting industry of advertising of alco- holic beverage or self-regulation as set forth in the NAB's "Standards of Practice" and station licenses. The need is for reasonable and appropriate limitations. . . . In addition, the broadcast adver- tising of such beverages is subject to the provisions of the Federal Alcohol Administration Act. . . . Fur- ther, all broadcast stations submit regular reports of their curtailment to the Federal Trade Commission which maintains a careful check.

Some advocates of the Langer bill agree with industry authorities that the measure would outlaw all such radio advertising, since all radio is interstate. Local as well (Continued on page 85)

LIQUOR ADS

Opposition to Langer Bill Mounts

We are not aware of any prosecu- tion of a radio station by local author- ity for violation of any such law. The case currently in progress clearly demonstrates that it is bas- ically a moral problem which by na- tional policy is separated from the state and the political subdivisions. The 21st Amendment ended the authority of the national government to exercise any such control of the activities of the several states from alcoholic beverages. The right of a state to protect its own citizens—if they so choose—is unquestioned. The na- tional government should not, through the means of a bill affecting advertising, usurp that function and, in effect, partially reinstate the 18th Amendment.

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Some advocates of the Langer bill agree with industry authorities that the measure would outlaw all such radio advertising, since all radio is interstate. Local as well (Continued on page 85)
Spot Radio Does Cost Less Today—

Startling Comparisons Prove That WHO Costs 52% Less Than In 1944!

By every standard that means anything whatsoever to forward-looking advertisers, advertising on WHO costs less today than in 1944.

Comparing figures from the 1944 and the 1949 Editions of the Iowa Radio Audience Survey,* you find that in 1949 Iowa radio homes had increased to the point where WHO cost 10.6% less per thousand radio HOMES than in 1944!

Even more startling, you find that in 1949, multiple-set homes had increased to the point where WHO cost 52% less per thousand radio home SETS than in 1944 — and modern research has proved that the increased number of home sets is even more important than the increase in radio homes. (Junior listens to his favorite serial program while Dad hears the evening news — Mother listens to a dramatic program while Sister is tuned to popular music — or the whole family listens to the same program, but in different parts of the house. Thus it is no longer correct to speak of “radio homes” — SETS make today’s audiences!)

By applying the Iowa Surveys’ percentages of one-set radio families and multiple-set radio families, against population estimates,** you find that Iowa had 769,200 radio homes in 1949, against only 596,000 in 1944. Whereas there were only 904,000 sets in Iowa homes five years ago, this number had sky-rocketed to 2,140,000 in 1949! Yet this 136% increase in radio sets is for homes alone; it omits the hundreds of thousands of sets in Iowa cars, offices, barns, stores, trucks, restaurants, etc.

The phenomenal increase in the number of Iowa’s radio homes and radio sets — and the decrease in costs — boils down to this:

<table>
<thead>
<tr>
<th>WHO — CLASS C — 1/4 HOUR MAXIMUM DISCOUNT†</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Iowa Radio Homes</td>
</tr>
<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td>1944</td>
</tr>
<tr>
<td>1949</td>
</tr>
<tr>
<td>Number of Iowa Radio Sets (In Homes)</td>
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†The 1/4-hour rate is indicative of all other time segments since WHO’S cost is figured on a ratio basis. Class C time is shown because it changed very little during the last five years — that is, Class C has remained primarily Daytime . . . from 8 to 12 mornings and from 1 to 6 afternoons.

Note that all these figures are based only on extra sets in Iowa homes. The figures do not include hundreds of thousands of “non-home” Iowa sets, plus millions of sets in WHO’S BMB secondary night-time counties — these are the reasons why WHO is today a “better buy” than ever. For additional facts about WHO’S great audience-potential, write to WHO or ask Free & Peters.

WHO
†For Iowa PLUS †

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives

*The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University — is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

**Sales Management’s Surveys of Buying Power.
CENSUS FACTS
Will Aid Advertisers

BILLIONS of facts providing advertisers with new and accurate information on the nation’s business and populace will be made available by census projects now underway, Philip M. Hauser, acting director of the Census, told the Washington Advertising Club Tuesday. New data on radio and television homes will come from the 1950 decennial census, he reminded.

In bringing out the extent of recent changes in the people and commerce of the nation, Mr. Hauser explained that retail sales increased from $40 billion in 1938 to $120 billion in 1948. After discounting effect of the changing value of the dollar, he said, the decade brought about a 60% increase in the physical volume of goods sold to the public. The number of stores did not change materially.

Mr. Hauser chided newspapers for political-inspired criticism of the census question on personal income. The editorial pages of those newspapers don’t see eye-to-eye with their advertising departments, he said, judging by letters sent to the Census Bureau.

Release of Data Soon
Business census data, based on 1948 figures, will start coming out in about a month, he said. The 1950 decennial census will provide information by the smallest geographical division on population, housing, and agriculture.

Fifth type of basic nationwide information coming out of the bureau is the census of manufacturing, based on 1947 production, he added.

Mr. Hauser said the census will provide the nation with a measurement of the significant changes since 1940 among 150 million people in 48 million families, 45 million dwelling units, 6 million farms, 2.7 million retail, wholesale, and service businesses, and 240,000 manufacturing establishments.

The 1950 census data will cover metropolitan areas including all adjacent and related counties; urbanized areas, including all central cities of 50,000 or more plus thickly settled areas; unincorporated places having 1,000 or more inhabitants, never before identified separately, and all places of 2,500 or more.

Pioneers Dinner
RADIO PIONEERS, organization of veterans of over 20 years radio background, will hold its annual dinner April 4 at New York’s Ritz Carlton Hotel, William S. Hedges, NBC, president of the club, announced last Monday. Mark Woold, of ABC, chairman of the Hall of Fame committee, reported the committee’s decision that candidates who have been deceased two years or more qualify and he asked members to submit names of these late radio pioneers.

Sale Rescue
RADIO went to the rescue of Keystone Shoe Store sales in Steubenville, Ohio, early this month, when a fire nearly flattened the establishment, WSTV Steubenville reports. When Keystone replenished its supply from the Kirby warehouse, supplying 80 stores in a three-state area, and obtained two temporary locations, the company found the local newspapers could not accommodate its advertising in time. Answer was spot announcements on WSTV which resulted in an opening day business exceeding an average thing in the Keystone chain’s history. Now, WSTV adds, Keystone is a 52-week contract customer.

WERE REVAMPS
Staff Changes Listed
IN line with the reorganization of WERE Cleveland, Sidney Andorn, special events and promotion man at WGAR Cleveland, has been appointed consulting director. In other changes, Ed Stevenson, former announcer, becomes publicity director; Bill Reid has been added to the announcing staff; Marianne Wulff named society editor, and Gerald Bowman appointed to the new writing staff.

News coverage and presentation have been revised with the accent on local news. Local facilities of the Associated Press are being added to the INS wire already in use, the management stated.

Radio Study
DETAILED SURVEY of development to date in the field of international communications and its governing body of law is submitted by Harry P. Warner, Washington radio attorney and chairman of the Broadcasting Committee on International Communications, in an article published in the current report of the ABA’s Section of International and Comparative Law. The article discusses the aspects of the Atlantic City conferences of 1947 and succeeding steps to implement provisions of the radio, telephone and telegraph agreements. In addition to Mr. Warner, other committee members include: John R. Benney, William G. Butts, Frank C. Byrd, Lawrence Chaffee, M. Robert Dee, George Jackson Eder, John A. Eubank, Peter G. Geuris, Linus G. Glotzbach, Rush H. Linbaugh and Joseph E. Lucas.

WCAU Election Ordered
ELECTION for technicians at WCAU Philadelphia on affiliation with IBEW (AFL), has been ordered within the National Labor Relations Board. NLRB issued the order Jan. 13.
IT'S YOUR MOVE, BUSTER!

Buster better stop yawning and make a good move in his checker game. If he'd be more alert, he could win the game.

Alert advertisers know about a good move to make in Baltimore radio. They buy W-I-T-H, the BIG independent with the BIG audience.

The reason why this is such a good move is that W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H.

That means that just a little money goes a long way on W-I-T-H. Get W-I-T-H on your schedule fast! Call in your Headley-Reed man for the whole story today!
we pause to honor...
MARTHA DEANE, because she was twice cited by Ohio State University's institute for Education by Radio for outstanding versatility and exceptional reporting; because she is a happy housewife and mother of twins; because her show, as judged by Pulse, Inc., has been one of the most popular women's shows in New York during the year 1949; because 32,000 women wrote her within 5-days after her asking them to do so; because she jumped sales 200% for one sponsor in New York and brought him 33 new wholesalers; because she's a grand woman to represent WOR.
we pause to honor... (continued)
BARBARA WELLES, because she is a smalltown girl who made big-time radio gasp by her sensational and exclusive WOR reintroduction of Britain's Pears Soap to the American public; because, within two weeks, she pulled 19,334 requests for a sample of paint; because she's a gifted ex-actress, but no prima donna; because her WOR show ranks consistently as one of the most popular women's programs in New York; because she's a shimmering tribute to why WOR sells more, more often, for more people, to more people, than any other station in the United States.

Martha Deane and Barbara Welles are only two of the personalities who, day in and day out, contribute their great talents to making WOR the station heard by the most people where the most people are from Canada through Georgia. It is people like these who can permit WOR to use a phrase to be long remembered; i.e.,

**WOR**

—sells more, more often, for more people, to more people

...than any other station in the United States!
THE Silver Horse Emblem of the Round-up Riders of the Rockies is awarded to CBS star Gene Autry (2d l) on the occasion of his visit to Denver a fortnight ago. L to r are Joe Dokker, Denver Civic Theatres; Mr. Autry; Hugh B. Terry, KLZ Denver vice president and general manager, making the presentation; Harold Rice, Southern District manager, Fox Intercontinental Theatres, and Robert C. Hill, district manager, Columbia Pictures.

TAX REVISION
Would Curb Co-op Station Buys
OVER 200 U. S. Senators and Congressmen are on record favoring proposed tax-equality legislation which would "discourage" cooperative and educational organizations from purchasing radio stations and other properties, Rep. Noah H. MASON (R-Ill.) told Broadcasting last week.

Rep. Mason noted strong sentiment in Congress for some form of tax equality, to plug present loopholes in the tax system, which he said should accompany any repeal of excise taxes. He said the House Ways & Means Committee will re-view the tax structure shortly looking toward such legislation. Non-profit firms now have commercial properties and investments totaling $157 billion worth of the country's wealth, and are exempt from corporate taxes, he added.

Singles Out Incidents
He cited again the purchase of KGA Spokane, Wash., former ABC outlet, by Gonzaga U. last fall, and Duffy's Tavern, which has been tape-recorded in San Juan, P. R., and which he has singled out for alleged tax escape, [Broadcasting, Oct. 10, 17, 1949].

Rep. Mason said that his bill (HR 5064), currently pending, would not be aimed, in the case of radio, at non-commercial outlets licensed by FCC or any stations generally used for educational purposes. Instead, he pointed out, it would curb tax-free organizations who invert in stations for commercial gain in direct competition with private in- vestors of firms which do not enjoy similar tax-exempt privileges.

During the war, when excess profits were taxable up to 90 per cent, many cooperative and educational organizations "got in on the ground floor" and took advantages of tax loopholes, he asserted, and even now, with a tax rate of some 38%, many enjoy a non-taxable status. By closing these loopholes, Rep. Mason figures the government stands to pick up about $1 billion to compensate for loss of $600 million or $700 million from excise tax repeal.

PROBE OF lobbying activities by a House Select Committee got under-way on Capitol Hill last Tuesday.

As the first step staff investiga-tors outlined progress of their work to members of the group headed by Rep. Frank Buchanan (D-Pa.).

After the session, which did not touch on radio, Chairman Buchanan indicated hearings would deal with the financial, personnel, profitability and other activities of non-commercial organizations which are considered by the committee to border on possible violation of the Lobby Registration Act. No date has been set for the hearings, he added. Preliminary reports, dealing mostly with housing legislation, reportedly uncovered some "irregularities" but no "fraudulent abuses," some members indicated.

Meanwhile, Sen. John Bricker (R-Ohio) has charged that certain heads of independent agencies—some of them, "experts"—have tried to influence legislation. "In some cases," he noted, they are the "very men who drafted the legisla-tion under committee consideration." He did not identify any.

The committee is trying to de-termine whether certain organiza-tions have failed to register as lobbyists, and whether certain regis-trants have compiled with the act. Representatives of radio in- terests are expected to come under the committee's scrutiny.

Mr. Slater

MUTUAL's "President's Cup" for network children's show was awarded to KVER Albuquerque for its work on the network's "Kid's Block" of shows.

Robert A. Schmid, MBS vice president in charge of advertising, pro-
motion and planning, announced the award. William T. Kemp, the station's general manager, received the award from Frank White, MBS president, at the close of the network's March-month contest among the network's 500 affiliates.

Awards were made on the basis of promotion of the 5-6 p.m. chil-dren's shows—"Style Arrow, Tom Mio and B-Bar-B Riders."

Divided Into Categories
A total of 27 prizes were awarded, including 15 awards for the best overall promotion of the "Kid's Block," and 22 prizes for the out-standing jobs in specific promotion campaigns.

The top 15 awards were distributed in three of the station classifica-tions—stations in cities of 100,000 and over population; in cities between 25,000 and 100,000, and in cities under a population of 25,000.

These winners are: Classification No. 1—William Schaeftzel, WEBS Buffalo; Ron Tuten, WJHP Jacksonvile; Joe Baker, KBON Denver; Vivian Blanken, KFLD Denver; Herb Sonnenberg, KJH Los Angeles.


Classification 3: Ed Breen, KVFD Fort Dodge, Iowa; Dan Corrigan, KCCU Tulare, Calif.; Bert Bower, WAKC Fort Myers; N. D.; Louis C. Wrather, WENTS Union City, Tenn.; Bob Bingam, WCNC Elizabeth City, N. C.

22 Awards
The 22 stations and the winners of prizes for outstanding jobs in specific promotion categories are:

Harry Hoessly, WHK Columbus, Ohio; William Sprague, WHK Cleveland, Ohio; Kermit Edney, WHKP Hendersonville, N. C.; Bill Monroe, KENT Sherveport, La.; Gene Howes, KMVA Hannibal, Mo.; Bob Instad, KOVC Valley City, N. D.; Betty Crocker, KJRN Roseburg, Ore.; Wayne Phelps, KIUZ Borger, Tex.; George H. Girvin, WJSP Springfield, Mo.; William Carter, WBBC Jackson, Miss.; Dick Bolender, WBKB Pittsburg, Mass.; Earl Corbett, WHKV Cleveland, Ohio; Jerry Jordan, KDFD Dubuque, Iowa; Don Grega, WGN Chicago; Don O'Neill, WHIK Akron; Fran Ide, KRGB San Diego; Mac Newberry, K P A C Port Arthur, La.; Clarence W. R. Conner, WMAK Nashville; Jack Swenson, WLOL Minneapolis; Helen Penny, WRCX Duluth; Lennon Kelly, KITX Sioux City; Charles Curtin, WNAC Boston.

MBS AWARDS

HOUSE HEARINGS

FCC, "Voice" Budgets Listed
HEARINGS on a number of appro-priations bills were started by various House Appropriations sub-committees in the past fortnight following President Truman's budget report for fiscal 1950-1951. Congress this year has decided to lump all funds in one package bill. Chairman Wayne Coy and other top-ranking members of FCC are scheduled to appear before one sub-committee early this week to testify on the Commission's 1951 budget. Schedule for Conmr. Coy's appearance was incorrectly reported in Broadcasting Jan. 16. Full committee hearings tend to mark off its record offices by March 3 and mark up its report by mid-March. Rep. Albert Thomas (D-Texas) chairs the subcommittee.

SLATER NAMED

Is Ruthrauff & Ryan V. P.

THOMAS G. SLATER, who has been with Ruthrauff & Ryan, New York, since September 1946, has been elected a vice president.

He will continue to handle new network relations, pro-
gram and talent development, as well as Canadian radio operations.

Prior to joining R & R, Mr. Slater was with Mutual for nine years of radio ex-
perience in produc-
ning, perform-
ing and executive capacities. His last appointment before joining the agency was director of special events and sports for Mutual. Mr. Slater was in charge of the "Tournament Train for Citizen's Broadcasting Foundation" and recently won the National Headliners award for radio's outstanding special events broadcast in 1946. He also won the Treasury Dept. Silver Award for patriotic service and the King Haakon Liberation Medal for war-time assistance to the Norwegian Government.

List Children's Show Promotion Winners

Broadcasting • Telecasting

Page 32 • January 23, 1950
WPAT NOW 24 HOURS A DAY...
MORE POWER—5000 WATTS
ON YOUR DIAL AT 93

DAY AFTER DAY AFTER DAY!
7 star-studded days a week!

HOUR AFTER HOUR AFTER HOUR!
24 star-studded hours a day!

STAR AFTER STAR AFTER STAR!
'round the clock—every star-studded minute!

SHOW AFTER SHOW AFTER SHOW!
hour after hour every hour!—day after day—
every day!

So swing that dial to 93
'round the clock
24 HOURS A DAY

Stand PAT with w-P-A-T

Owned and Operated by the Herald-News, Passaic-Clifton, N. J.
Paterson, N. J.
WANNA LIFT YOUR VOICE TO PRAISE (Ky.)?

Sure, you could probably find a lot of kind words about Praise (Ky.), but there certainly wouldn't be any superlatives about sales or business!

Us, we save our applause and admiration for the Louisville Trading Area, our State's one great market. And by broadcasting exclusively to these 27 Kentucky and Indiana counties, WAVE gets the plaudits and commendations of a high-income audience—one whose families have a 40% higher standard of living than those in the rest of the State.

Truly now, Gents, isn't WAVE's market the kind you revere, respect, and reel in? We pay off in cash—not Praise!

LOUISVILLE'S WAVE
NBC AFFILIATE
FREE & PETERS, INC.

Open Mike

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

Still Commenting
EDITOR, BROADCASTING:
It's amazing to me the number of people I run into in business who comment about the sketch [On All Accounts, BROADCASTING, Sept. 5], and it's still going on, more than three months after publication. It seems they not only read, but remember BROADCASTING.

Mac Lean Chandler
Lee Burnett Inc.
Chicago

Lauds Spry Story
EDITOR, BROADCASTING:
I just read with a great deal of pleasure the magnificent Spry article in the Jan. 2 issue of BROADCASTING.

Grant Y. Flynn
Ruthrauff & Ryan
New York

High Life's High Praise
EDITOR, BROADCASTING:
We have... ordered two subscriptions to your magazine and I am sure that it will be a helpful and useful guide to us in the future. I certainly appreciate the fine article on our Lawrence Welk program. I think it is one of the best we have ever seen in print.

Frederick C. Miller
President
Miller Brewing Co., Milwaukee

[EDITOR'S NOTE: The radio story of Miller Brewing Co. was in BROADCASTING, Dec. 12, 1949.]

NAB Appearances
EDITOR, BROADCASTING:
I noticed your editorial in BROADCASTING (Jan. 16 issue) entitled "Radio Anonymous" and the statement that "in scanning the list of appearances prior to the opening of the hearings Thursday, we fail to find radio represented." Attached you will find a copy of a statement which was prepared for use as NAB's appearance at the hearing, which is (as of Jan. 16) still in process of being cleared by NAB's special committee on judicial, legislative and administrative appearances. No doubt you are familiar with the NAB by-law that the board determines all questions of policy with respect to the administration of NAB affairs.

In this field of NAB appearances—in order to protect the interests of all groups in the association—the board has established, as a matter of policy, that such appearances must be reviewed by this special committee of the board. Unfortunately, this sometimes produces delay and prevents the expedite which might be possible without such a review procedure. However, as NAB represents a large family, it is necessary that careful consideration be given to all angles of such problems in advance of a commitment to one position or another.

Justin Miller
Natl. Assn. of Broadcasters
Washington

Bold, Bald Facts
EDITOR, BROADCASTING:
I am writing to urge the formation of a league for the suppression of pictures of Lee Little of KTUC Tucson, Ariz. Having known Lee for many years, I feel he is one of the least photogenic men in radio—certainly he is no Victor Maure, especially on top.

So, I hereby urge that no matter how many network affiliations Lee may gain or lose at KTUC in the future, his pictures be either suppressed or published in the classified columns.

Glenn Snyder
V. P. and Gen. Mgr.
WLW Chicago

Tale of Tall Towers
EDITOR, BROADCASTING:
In looking through the Jan. 2, 1950, issue of BROADCASTING-TELECASTING, I noticed an article on page 56 regarding the tower now being constructed for WCON [Atlanta, Ga.], and a statement to the effect that Mr. Harvey J. Aderhold, chief engineer, claims the...
Television Service for the Norfolk Metropolitan market

Sales go up when your products are seen as well as heard on WTAR-TV ... in the Norfolk Metropolitan Market—Norfolk, Portsmouth, Newport News, Va.

WTAR-TV is inter-connected to supply full NBC service. A new $500,000 TV and Radio Center contains ultra-modern TV studios, transmitter, and film facilities. A completely equipped RCA Mobile Unit for special events coverage.

Put your products in the selling picture of 133,000 families in this big, eager and able to buy market. Contact Edward Petry & Co. for WTAR-TV availabilities to start April 1.

Inter-connected NBC Affiliate
24,500 watts of power

Nationally Represented by EDWARD PETRY and CO., INC.
A Nation-wide survey, just completed, conclusively proves that advertisers and agencies are supporting Lang-Worth’s plan to increase local station income. This plan, initiated July 1947, was designed to promote a greater use of the Lang-Worth Library Service among advertisers and agencies—to facilitate the use of this service over Lang-Worth member stations and capture advertising money that heretofore was directed to local newspapers and other non-radio media.

160% DOLLAR INCREASE
According to signed reports from Lang-Worth station members, advertisers and their agencies spent $3,521,430 during the 12 months of 1949 sponsoring Lang-Worth production programs. This represents an increase of 160% over 1947, the year the plan was started, and 66% increase over 1948.

Reports from member stations and interviews with agencies all point to a still greater commercial use in 1950, making the estimate of $5,200,000 most conservative (see graph).

573 STATIONS POLLED
The figures used in this statement are based upon signed reports received from 573 Lang-Worth stations (92% of the total). Every type of station was represented. From 50 KW’s in major markets to 250-watt outlets in suburban areas. 55% were network, 45% independent.

I feel it important to emphasize that this statement is restricted to income received solely from a special group of shows conceived and written by our program department and made available to advertisers and agencies for sponsorship over Lang-Worth member stations. It does not include several million dollars of additional revenue from participating and disc jockey programs built from the Lang-Worth Library by the member stations, but not reported in this survey.

The Lang-Worth shows included in station reports were: The Cavalcade of Music, Mike Mysteries, Through the Listening Glass, The Emile Cote Glee Club, Meet the Band, Riders of the Purple Sage, The Concert Hour, Blue Barron Presents, Keynotes by Carle, The 4 Knights, Drifting on a Cloud, Salon Serenade, Airlane Melodies, Pipes of Melody, Time for ¾ Time and Your Community Chapel.

WHY $5,000,000 FOR ’50
The normal trend of advertisers toward an accelerated use of Lang-Worth Service during the past 3 years (see graph), coupled with “inner-circle” reports from advertising agencies and station representatives, more than justify the statement that “$5,000,000 for ’50” is a modest estimate.

However, Lang-Worth will not sit by complacently and rest on yesterday’s laurels. Rather, we are now geared to use these success records as the impetus for an even greater effort towards fulfilling tomorrow’s prophecy.

Lang-Worth Program Service will be still more attractive to advertisers in 1950. New and outstanding name talent is making our present production programs even more inviting to
sponsors’ gold. New IDEA programs, half-hour and 15 minutes across-the-board, with separate voice tracks and personalized announcements are in the works ... plus an abundance of production aids and gimmicks which are made possible only through the amazing NEW Lang-Worth 8-inch Transcription.

NEW 8-INCH TRANSCRIPTION

Advertising agencies have a reputation to protect and must exercise extreme caution when recommending a product for their client’s use. The NEW Lang-Worth 8-inch Transcription has received the enthusiastic endorsement of every advertiser and agency who attended the special auditions held throughout the country.

Beginning April 1, 1950, all Lang-Worth member stations will be equipped with full service of the NEW Lang-Worth 8-inch Transcription. Not only is the product superior in tonal fidelity ... not only is the signal to noise ratio greatly increased, but now, for the first time, agencies can guarantee to their clients brand-new, crystal-clear transcriptions. Now, for the first time, agencies may recommend with complete confidence a still broader use of the Lang-Worth Program Service.

$5,000,000 for ’50 is a pushover! Personally, I anticipate a 100% dollar increase in 1950 over 1949.

C. O. Langlois, President

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57TH STREET, NEW YORK 19, N. Y.
Editorial

Business Bolt

WITHOUT ATTEMPTING the risky business of reviewing radio's new promotion film in advance of its full-length showing, we can predict from a reading of the script that "Lightning That Talks" ought to talk big for broadcasting.

It would have been easy for the creators of the film to fall into one of two errors. The one being excessive emphasis on the notorious brow type of slicker documentary film filled with lots of wind in it about the social significance of radio. The other being a hell-for-leather pitch about radio's advertising effectiveness.

It is nice to report that, judging by the script, the finished film includes a line between the two extremes. Quite likely, when seen on the screen, the picture will make clear on the one hand, that broadcasting is seriously regarded by the American public and, on the other, that it serves a useful purpose in helping to distribute goods.

The four sales success sequences in the film are convincing demonstrations of both points.

Some people who have been inclined to undersell radio as a force in U. S. life are apt to be as astonished by "Lightning That Talks" as the public was when Ben Franklin flew his kite.

For years up to now, the industry should compliment the men chiefly responsible for making the film. They were:

Victor Ratner, former CBS vice president, now R. H. Macy vice president, producer of the film.

Gordon Gray, vice president of WIP Philadelphia and chairman of the All-Radio Presentation Committee.

Maurice Mitchell, BAB director who turns actor in "Lightning That Talks" and who has now put his sales wizardry into selling Lightning.

Ben Gradus of International Motion Picture Producers Service, a film expert who absorbed enough radio lore to shoot a radio picture of great conviction.

We look forward to the lightning striking all over the U. S.

Ledger Lesson

THERE'S a business lesson to be had in Broadcasting's new, 1950 Yearbook, starting with the figures on radio's 1949 net time and showing elsewhere in these pages.

The pertinent time-sales figures: In AM, up $12 million to a total of $429 million; in TV, up $16 million to a total of $247.4 million; in FM, for whom no previous year's figures were available, up to a total of $6 to $7.5 million.

The gain in AM sales, still the nationwide backbone of broadcast advertising, sounds better dollar-wise than percentage-wise—3%, the lowest since a bare 0.5% increase was eeked out in 1938. But 3% in the year 1949, though no cause for complacency, does not call for shamed faces, either. No other major advertising medium could top it.

That 3% gain should signal new and greater sales drive in 1950—a need which is underlined by another section of the 1950 Yearbook. The chapter on "Radio's Payroll and Operating Costs," on the basis of official figures for 1948—the latest available data—radio's employment was up 17% and its payroll was up 20%, exclusive of other basic operating expenses. There is no sign that this upward trend is about to be reversed.

The 3% gain was accomplished coincidently with an overall gain of almost 10% in operating-station population, as yet another section of the Yearbook discloses. Although the number of authorized stations is less, the number of operating outlets is greater—by about 2,916 as compared to 2,960 a year ago. Of the new stations taking the air in 1950 will stiﬀen this intra-media competition by that much.

Yet to be answered, of course, are the questions of when, whether, and how much television will affect the other media. There is no indication of any real effect on broadcasting media yet, despite a virtual tripling of TV revenues in 1949. Nor does it seem likely that inroads will be made this year.

In the continuing buyer's market, many advertisers in 1950 will undertake to work one medium against another for their own benefit, but to this radio has a perfect answer. Radio is the medium of deepest penetration. It is the "blanket" medium; it gets the most attention, and it costs less. With facts like these, and aggressive shirt-sleeve selling, radio can't miss.

T-V Formation

ABOUT A YEAR ago, it was assumed in many college athletic counting rooms that television, unlike radio, would hurt the football gate. It also was assumed that the telecast of a big college football game would hurt the boxoffice of smaller colleges.

The result would be chaos in all college sports, for football is the support of them all.

Cries of anguish rent the air at the prospect. Many coaches and athletic directors spoke out against telecasts of football games.

Now, however, a welcome breath of fresh air has blown through the nation's collegiate locker rooms—it's a breath of fresh air that was wafted in from the more academic parts of universities. For now, after all the cries, it has been suggested that a bit of the scientific spirit be applied to the problem, that all the facts be gathered and studied.

In fact, quite an ambitious study on the subject already is on. A graduate student of University of Pennsylvania, Jerry M. Jordon, has such a project in progress (see Telecast- ing 2). While his study will not be completed until April, his findings at the part-way mark indicate that once the novelty of television wears off, television does not hurt attendance but may even increase it. Also his study shows thus far that telecasts of U. of P. football games have not hurt attendance of smaller college games in the Philadelphia area.

In addition to this study, it seems likely that the National Collegiate Athletic Assn. will undertake a study of the impact of TV on sports attendance.

Financial aid in making such an investigation has been offered by NBC President Joseph H. McConnell, who spoke for the country's network telecasters.

We hope that aid is accepted and proper studies are made in the accepted scientific manner. The application of brains and not brawn is what is needed to this phase of the college athletic program.

The facts that will be developed will speak for themselves and indicate what should be done. Until then, college athletic advisers would do well to heed the advice of Mr. McConnell, himself a former college football coach.

Until all the facts are in, he advised, "don't blame everything on television."

(Continued on page 40)
America's greatest mail-order programs

every day * 52 weeks a year

WJJD
Chicago
50,000 WATTS
1160 on your dial

26,521 One Dollar subscriptions to Southern Farmer Publication in 2 weeks.

163,953 responses from 41 states and Canada in 2½ weeks for McCoy's Cod Liver Oil Tablets.

34,292 orders for a $2.98 Bible in five weeks.

A One Dollar toy gun received 113,584 orders in 26 weeks.

In 13 weeks 29,858 orders were received for a $5.95 midget camera.

40,291 orders for $1.29 seven strand necklace in fourteen weeks.
ANSEL GRIDLEY, manager of WARE Ware, Mass., resigns to accept appointment as general manager of WFGM, soon to open in Fitchburg, Mass. He is succeeded at WARE by DONALD W. HOWE, owner of station.


J. D. SWAN, former assistant manager of KMAX Boise, Idaho, is appointed manager of station.

KEN RANDOLPH named general manager of KSBB Salinas, Calif., replacing MILT HALL, resigned.

ALAN L. TORBET, former commercial manager of KPQI Portland, Ore., is appointed general manager of KROW Oakland, Calif. He succeeds WILTON GUNZENDORFER, resigned. (Broadcasting, Jan. 16).

Mr. Torbet

A. S. TEDESCO, formerly of WSHB Stillwater, Minn., joins WKLK Cloquet, Minn., as general manager. Station is to take air Jan. 29.

ANGELINE KOPKA, previously secretary to general manager of WOTW-AM/WMRN, N. H., is named assistant general manager of stations.


MIG FIGL, station manager of WAUX Waukesha, Wis., named radio chairman of Wisconsin Savings Bonds Committees.

DAVE BUTTON, manager of KSVP Artesia, N. M., and VERONA L. McINNERY, former continuity director for Southeast Broadcasting Co., Liberal, Kan., have announced their marriage.

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, is a member of the committee for National Conference of Christians and Jews to be held Feb. 18 in Harrisburg, Pen.

SANDY SAUNDERS, farm director of WKY Oklahoma City, is appointed chairman of soil conservation committee for Oklahoma City Chamber of Commerce.

CHARLES L. GLETT, vice president in charge of Don Lee Television, Hollywood, is in New York for two weeks conferences.

WEBBER RESIGNS

Was Tallcorn Sales Mgr.

SIGNIFICATION of George W. Webber as sales manager of the Iowa Tallcorn Network, effective Jan. 12, has been announced by Paul Milken, Cedar Rapids, Iowa, executive and president of the 14 independent station network.

According to a network official, Mr. Webber's resignation is based about because of constantly increasing pressure of sales and management activities at KWD Des Moines, of which he is president.

Simultaneously, Mr. Mullin announced that a new representative firm, the Tallcorn Network Representatives, 501 Garver Bldg., Des Moines, has been named to succeed Mr. Webber in the sales job. Principals in the new group include Max Friedman, Don Alt, Arnold Cella of Virgil Crane, Everett McKinney, Inc. will continue as national representative for the entire network, Mr. Milken said.

‘Cisco Kid’ Sales

FREDERICK W. ZIV Co. has announced sale of its transcribed "Cisco Kid" show for sponsorship in the following markets: Crewe, Va.; Lake Charles, La.; New London, Conn.; Richmond, Va.; Norfolk, Va., and Oklahoma City, Okla.

Respects

(Continued from page 38)

it wrote its own fins, but out of it blossomed the "full network discount plan," now standard in network operations.

Still intrigued by station relations work, Mr. Sill found a job to be done in the just-organized Mutual, just in 1946 he left CBS and joined forces with Miller McClintock at the beginning of his regime. He handled station relations for CBS in the east until the second year of Edgar Kobak's administration.

At this stage of his career, Mr. Sill took time off to write The Radio Station, and after its publication in 1946 he re-entered the broadcasting business via the agency route. As radio director of New York's Tarcher Agency, he handled such major accounts as Groove Labs., Berinus Watch, McKesson and Robbins, Tums and a score of others.

Deciding in 1947 to "quit telling other people how to do it and try it myself," Jerry Sill took over WML radio in Livonia, Michigan three months after it was founded. When he arrived, WML was an "anemic" case, but within a few weeks "both the minister in a straight line to the hearts of our listeners" started paying dividends. He developed old-time music as the basis of his program policy and together with the staff of original local programming, WML is one of the highest rated independents in existence.

Other Activities

In addition to managing the station, Mr. Sill is secretary-treasurer of the corporation that owns it, as well as president and general manager of the Belle City Corp. in nearby Racine, licensee of a new station, WRAC, in that market. He has been active in the formation and development of Asan, of Independent Metropolitan Stations, and continues his writing activities. He is a member of at least 25 universities, among them Marquette, Stanford, Oklahoma, St. Lawrence and New York U.

Mrs. Sill, the former Ethel Strozier, was a copywriter at the Bates agency when Mr. Sill wood and won her. They were married March 7, 1926. The Sills now have two children, Peter Lewis, 10, and Joan, 19, and make their home in suburban Whitefish Bay, Wis. Joan is a junior at Stanford.

"Joan is majoring in drama," says her Dad, "but that isn't my fault. It's just that some diseases are hereditary. There isn't much I can do about it."

Aside from his active business life, Mr. Sill finds time for membership in the Radio Pioneers and Radio Club of New York and the Milwaukee Athletic Club. But when it comes to hobbies, his work is his favorite.

Which would YOU take?

Are you eyeing the bigger one? That's natural. We all want the most for our money. And that makes a point about the audience you get when you advertise on WGAR. The pie is bigger than it was last year. The potential audience is greater!

*Sept. Oct. '49 Sets-in-use .......... 23.4

And the slice of the pie is bigger on WGAR. WGAR's share of audience is also greater!

*Sept. Oct. '48 Share of audience .23.1
*Sept. Oct. '49 Share of audience .24.8

This means 15 percent more listeners to WGAR programs today. So you get the bigger slice of the bigger pie when you advertise on Cleveland's Friendly Station.

Call your Petry man for facts about Cleveland's Friendly Station.

*Hooper Index of Total Rated Time Periods
Sept. Oct. '48
Sept. Oct. '49

Represented Nationally by Edward Petry & Company
DUDLEY TICHENOR joins WKBW Buffalo, N.Y., as commercial manager succeeding ROGER M. BAKER, appointed assistant to the president. Mr. Tichenor was previously with KVOR Colorado Springs, Col., first as sales manager and later as general manager. After that he was national sales manager for BAXX Denver and opened and managed WNAO Raleigh, N. C. He was also national sales manager for WWL New Orleans, La.

JACK GAINELY, former sales manager of WAYS Charlotte, N. C., joins sales staff of WBT-AM-FM and WTVY (TV) Charlotte.

JAMES BROWN resigns as account executive at WSBW (TV) Chicago to rejoin sales staff of WBBM Chicago. He worked in TV sales at WBKB for a year and a half, and was member of CBS Chicago sales force four years.

WILLIAM P. DIX, Jr., formerly with ABC, joins New York radio sales staff of Katz Agency, station CHUM, as general manager. He was with WHOK until last February when he joined WWSO Springfield, Ohio.

W. L. KING, formerly with KATE Albert Lee, Minn., joins WRLK Cloquet, Minn., as commercial manager and sports director.

JOHN W. COLLINS, former advertising director and business manager of Colcord (S. C.) record, joins WAGC-TV Atlanta, Ga., as commercial manager. He has been in advertising since 1926.

W. A. ROBERTS, former sales manager of KLAA (AM) Dallas, Tex., addressed Dallas Lions Club Jan. 13 on “Television Today.”

Names Advisors

APPOINTMENT of eight Washington state broadcasters to serve as an advisory board on radio for Washington State College has been announced by Dr. W. Wilson Compton, president of the school. Members of the board are:

J. Kroy McCaw, president, KELO Cedar Rapids; and part-owner, KLZ Denver; Richard Dunning, president and general manager, KHJ Los Angeles; and part-owner, KLZ Denver; Richard Dunning, president and general manager, KUW Kansas City; Mr. Dunning’s major newspaper; H. J. Gilliam, president, KTBL Tacoma; Loren B. Stone, general manager, KIRO Seattle; H. G. McBroom, general manager, KPIX Seattle; J. W. Wallace, general manager, KISP Wenatchee, and B. L. Black, general manager, KIDA Yakima.

FM P롤           ング

AN EFFORT to whet the public appetite for FM broadcasting by ambitious programming was launched last week by a group of independent FM broadcasters in the New York area.

At a meeting Jan. 16 in the office of William W. Boyne, general manager of the Zenith Radio Corp. of New York, six FM stations were represented. They were promised financial aid in their programming project by Mr. Boyne.

Called at the behest of August A. Rickert, program director of WFWU-FM Fordham U., the meeting was attended by Kenneth Joseph and Julian H. Gins, WGQR-FM New Rochelle, and their representatives of the New York City stations: Harold Hirschman, WAFB-FM; Roy Oelrud, WGY N-FM; Gordon Myers, WQHF (FM); Hartley Samuels, WFAQ to obtain their individual stations represented WUFU-FM.

Among proposals made by Mr. Rickert was one to have an orchestra conducting number of New York Philharmonic. Another was to bring to New York audiences up-state college basketball games, such as contests involving Cornell, Syracuse, and Army.

Exclusivity Would Stimulate

Entire purpose of the programming would be to create exclusive features which would stimulate the public to FM tuning because the features could not be heard in any other way. The programs would be promoted by all the stations, not on the basis of selling their individual outlets but on the basis of selling the FM medium.

The stations themselves would carry the programming as a group by relays. They would be permitted to participate in this special programming. The programming would be promoted by all the stations, not on the basis of selling their individual outlets but on the basis of selling the FM medium.

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KSVF CHANGES

COMPLETE reorganization of the staff of KSVF Artesia, N. M., and an increase in its daily broadcast output have been announced by Dave Button, manager of KSVF, licensed to the Artesia Broadcasting Co.

New alignment includes Mr. Button as manager; Wayne Griffin, commercial manager; programs will be directed by Bob Meeker, chief engineer; Bob McDaniels and Bill Parker, announcers-enginners. The station also has added an hour and a quarter daily to its schedule, signing on at 6 a.m. and off at 10:15 p.m. Public service and local coverage are being emphasized, according to Mr. Button.
TRANSIT MEET

Optimistic Forecasts Given for 1950

Optimistic forecasts for 1950's Transit Radio business were voiced Jan. 9-10 at a meeting of 18 affiliated FM stations of Transit Radio Inc., holding its second annual national sales convention at New York's Hotel Roosevelt.

Steadily mounting revenues from local, regional and national advertisers were reported, as well as unusual "cash register results" obtained by sponsors in the new medium. An excellent renewal record was cited by members, with one station reporting 16 renewals in one week among 17 users.

Public service programming was discussed at a half day session, with instances cited of traffic rerouting due to fires and other local emergencies, as well as safety and other civic drives.

Limitations on commercials were stressed as important to the continued public acceptance of the service. Copy limits of 65 words on announcements and 30 seconds on transcribed commercials, to be spaced at least five minutes apart, were approved by the sales managers for recommendation to the Transit Radio board, which met Jan. 12, also at the Roosevelt.

Recommendation was also made for a cooperative promotion and advertising campaign, with all stations to participate.

Guest luncheon speakers were Frank Silvernail, manager of radio time buying, BBDO, and Carlos Franco of Kudner Agency. Both lauded Transit Radio affiliates for their efforts in standardizing sales data, rate card format, traffic data and other materials required by agencies and advertisers, and advocated continued effort as new affiliates are added.

Delegates to the meeting included:


Representing Transit Radio Inc., were Frank E. Peltter, vice president in charge of sales; William H. Ensign, eastern sales manager, and Carlos S. French, Chicago, western sales manager.

WTTM Trenton, N. J., airing five-minute, across - the - board weather broadcast from Trenton's Weather Bureau, by permission of U. S. Weather Bureau.

Patricia Hart Wed

MARRIAGE of Patricia Weiss Hart and John Austin Armitage took place Jan. 7 in Vienna. Mrs. Armitage, formerly member of Information and Education Service staff of U. S. Embassy at Prague, is the daughter of Mr. and Mrs. Lewis Allen Weiss. Mr. Weiss is chairman of the board of Don Lee Network and a member of MBS board of directors. Mr. Armitage is now head of economics division in American legation at Berne, Switzerland.

News

G. L. WEBBER, announcer and newscaster at WJPS Evansville, Ind., appointed news editor of station's news department.

HARRY GIANARIS, former news and sports editor of WHAN Charleston, S. C., named news and special events director for WITL Charleston.

STONEY MCINN and BOSH PRITCHARD, Philadelphia Eagles football star, join WCAU Philadelphia, bringing to eight the total of sports figures on staffs of WCAU and WCAU-TV.

JAMES LAWRENCE, formerly news director of KSD-AM-TV St. Louis and now editorial writer for St. Louis Post-Dispatch, newspaper affiliate of KSD, cited by Outlook magazine for his editorials attacking violence and mayhem in many TV programs.
SENATE STUDY
Carriers Meet McFarland

A CONFERENCE between Sen. Ernest W. McFarland (D-Ariz.), chairman of a Senate Interstate Commerce communications sub-committee, and heads of major telephone communication carriers, including Brig. Gen. David Sarnoff, chairman of the board of RCA, was held Jan. 3.

Sen. McFarland, whose group also has initiated a study of the use of radio frequencies by government agencies and allotment of radio spectrum space to private companies, informed the FCC, stated that "substantial progress" had been made. Further conferences will be held shortly before final recommendations are presented, he added.

The subcommittee is exploring the records communications problem first in its proposed two-cycle inquiry of the general communications picture, Sen. McFarland told BROADCASTING. Comments and reactions already have been elicited from numerous government departments—among them the military, State Dept., etc.—which use valuable frequencies.

Carrier officials reported to Sen. McFarland the results of their studies and discussions to date. They included, in addition to Gen. Sarnoff, heads of International Telephone & Telegraph; Western Union Telegraph Co.; RCA Communications Inc.; American Cable & Radio Corp.

The White House is expected shortly to name personnel to a government communications board, which would probe the use of spectrum space among its own agencies.

AP Bureau Expands

WTHI establishment of a sending bureau at Fargo, N. D., Associated Press announces start of new and expanded regional news service in that state. At the same time arrangements were completed for AP to serve four more North Dakota stations: KFYR Bismarck, KILO Grand Forks, KGCX Sidney-Wiliston and KLFM Minot. All have been elected to AP membership.

WHY TAKE SECONDARY COVERAGE of Virginia's First Market?

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

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

Availabilities and costs from Ro-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's first market

B. Walter Huffman, General Manager Ask Ro-Tel

Production

Hot NewsCast

WONE Staffers Tape Fire

HALF-MILLION-DOLLAR fire is downtown Dayton, Ohio, provides WONE with its hottest news broadcast on record. The fire started about 6:30 p.m., in a cafeteria is the same block with the studios and was confined for several hours to one building. Shifting wind about 11 p.m. caused a back draft and the building exploded threatening the whole block.

Ray Rayner, news editor of WONE, and Art Burnham, continuity director, mangling a tape recorder, gave a graphic on-the-spot description of the fire's progress. The drama hit its peak when it looked as though Mr. Burnham was trapped in a burning market a few minutes after the explosion.

On the air shortly afterwards, he commented—"I feel like Chapter 19 of Straight Arrow."

Reports from Mr. Rayner were heard by Dayton listeners five minutes after they were taped. WONE provided Miami Valley listeners with the only radio coverage of the blaze—one of the worst in Dayton's history—which sent 43 firemen to the hospital.

Mr. Rayner (r) congratulates Mr. Burnham for his "boy stood on the burning deck" participation in recording the Dayton fire. Jack Gibbons, WONE program director, is in the center.

Lang-Worth Renewals

FOUR stations have signed new contracts for the eight-inch Lang-Worth library, and 18 have renewed their contracts, Lang-Worth Feature Programs Inc., New York, announced last week. The new clients are: WAND Canton, Ohio; KENM Portales, N. Mex.; WCRS Greenfield, Ind., and KTTR Thief River Falls, Minn.
FCC Denies Petition, Hearing March 13

He’s Varying the Pitch While Recording!

With the Fairchild Studio Recorder, Unit 523, George Piro of Reeves Sound Studios is cutting a microgroove, long-playing disk. George varies the pitch while recording. There’s no overcutting on loud passages — no need to closely ride gain on the audio. ‘He just changes pitch to follow pianissimo and fortissimo. Result... unusual dynamic range on a long-playing disk!’

The Fairchild Studio Recorder Unit 523 offers continuously variable control of cutting pitch operable while recording. You don’t have to change feed screws, belts, pulleys or other mechanisms. Simply rotate a conveniently located knob for smooth and vernier control of cutting pitch. This gives you continuous and instantaneous variation of pitch from 80 to over 500 lines per inch during the actual recording.

Fairchild Unit 523 is used in fixed studio installations for dubbing sound tracks for motion picture production... Absolute lip synchronism is guaranteed for use with your cameras and projectors. You get this same performance with the portable Fairchild Unit 539-G Disk Recorder shown at left. Many motion picture sound tracks are first recorded on Fairchild SYNCHRONOUS DISK RECORDERS.

New, illustrated article contains a complete discussion of recording techniques. Write for your copy today. Ask for reprint SR.

KISW (FM) On Air

KISW (FM) Seattle went on the air last Monday (Jan. 15) on 90.3 mc, with 2.1 kw. Licensed to Ellwood W. Lippincott, the station emphasizes programming for university district housewives. KISW broadcasts 8 a.m. to 10 p.m., with a 24-hour schedule planned.

1950 January 23

KISW (FM) On Air

Call

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Television & Radio Management Consultants
Bond Bldg., Wash., 5 National 2179

KISW (FM) On Air

Fairchild Recording Equipment Corporation
154th Street and 7th Avenue
Whitestone, L. I., N. Y.
Out of Season

A BASEBALL broadcast on New Year's Day? With all the football bowls being scheduled for Monday, Jan. 2, Sports Director Jack Sandler of KOWH Omaha came up with a Vantage idea for the previous day. Using an old Western Union telegraphic report, Mr. Sandler did a re-broadcast of the play-off game between the Cleveland Indians and the Boston Red Sox, originally played on Oct. 4, 1948. During the broadcast, the KOWH sports announcer asked for telephone calls as to what the fans thought about it. The response was 99 to 1 in favor. Now Sports Director Sandler plans to re-broadcast a hockey game on the Fourth of July.

TENN. GROUP
Meet Set for Feb. 24.

The Tennessee Assn. of Broadcasters, representing 37 stations, will hold its next meeting on Friday, Feb. 24, at the Andrew Jackson Hotel in Nashville. According to F. C. Sowell, TAB president and manager of WLAC Nashville, the meeting will be confined to a single day.

Highlights of the agenda will be the first Tennessean showing of NAB's All-Radio Film, presented by Maurice Mitchell, BAB head, and the annual election of officers. The new tab officials, in addition to President Sowell, are Earl Winger, WDOD Chattanooga, vice president; Jack Draughton, WSIX Nashville, secretary-treasurer; John Hart of WBIR Knoxville, T. B. Baker of WKDA Nashville, and Marshall Bengal of WATO Oak Ridge, members of the board of directors.

McDONALD ELECTED

Joseph A. McDonal,(vice president, general attorney and secretary of ABC, has been elected a member of the board of directors of Television Broadcasters Assn. He succeeds Robert E. Kintner, ABC president, resigned.

APS EXPANDS

Adds Space and Personnel

EXPANSION of Associated Program Service's program and promotional departments has been announced. These units have moved to new quarters on the ninth floor of the Evans Bldg., giving the firm four floors at the 46th St. New York address.

New office provides an additional sound-proof audition room for use of Associated's staff of programmers and complete facilities for functions of promotion department members. Air conditioning is to be installed. Other departments, including offices, studios and cutting rooms, are on other floors.

ABC CHANGES

WALB, WJMX Affiliate

ABC last week announced the addition of an affiliated station and the replacement of another to bring its total to 287.

WALB Albany, Ga., 1 kw on 1590 kc, will join ABC Jan. 29 as a fulltime affiliate. H. L. Tallman is the manager. The station formerly was affiliated with MBS which does not intend to replace it, the network said. WJMX Florence, S. C., 5 kw on 970 kc daytime, will replace WOLS in that city as the ABC affiliate. Paul H. Benson Jr. is manager of WJMX.

KFWJ Joins CBS

KFWJ Sitka, Alaska, has joined CBS as the network's sixth Alaskan radio affiliate, bringing to 186 the total of CBS affiliates. Others in the Alaska group include KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KFQD Anchorage. The 250 kw station is the newest of the Alaska Broadcasting System group, and is owned by William T. Wagner, Alaska Broadcasting Co., Seattle.

SERIES of 23 vinylite children's records were released with orchestras, sound effects, organ and singing, being offered to stations throughout the country by Continental Dist. Co., New York, at manufacturers cost of 25¢ per record.

McLATCHY Broadcasting Co.

stations—KFBB Sacramento, KG Stockton, KJ Fresno and KCLEN Merced, Calif.—are jointly sponsoring, in conjunction with their affiliated newspapers, annual spelling bee for children under 12 in 28 counties. The county school superintendents are contacted in regard to entrance of pupils, winners received 100 color comics and scholarships and county winners are given $50 bonds plus expense-paid trips to Sacramento for spell-down.

KTP Reprints

Reprint of story on Bernie Hulin, home economics expert for KSTP-TV Minneapolis, currently being distributed to trade. Two-page bulletin is headed "Glamorous housewife," and features pictures of Mrs. Hulin and short article describing format of program and her background. Cover of bulletin announces that she show, "What's Cookin'," is "most-watched daytime program on Twin Cities television."

ABC Signs

INSTALLATION of new ABC Hollywood signs atop network's new Vine St. studios at 1689 N. Vine now underway. Value at $15,000, installations will include 10-foot ABC microphone outlined in neon lighting, sign reading "American Broadcasting Co." in large neon-lighted letters and new marquee with interchangeable letters.

Hot Firecrackers

RED mailing tubes, dressed up to resemble giant firecrackers and labeled "It's Hot" sent to trade. Ends of tube are filled in with cascading, and string resembling fuse is attached to one end to facilitate opening. Inside of "firecracker" is bulletin promoting Motorola 1950 TV set line. "Firecracker" was distributed by Simon Distributing Corp., Baltimore and Washington.

KYW Series

LATEST in series of promotion pieces by KYW Philadelphia is one-page bulletin featuring cartoon of Ben Franklin. On kite Mr. Franklin is flying in written, in part, "Earth-bound Ben Franklin . . . wasn't satisfied to wait for the lightning to strike . . . but he kite up after the lightning. Sales lightning won't strike your product (or service) 'kite' either unless you send it after the business . . . KYW . . . is your best 'lightning rod' . . ."

Mr. Plus Again

BUFF, white and black folder, is latest in series of Mr. Plus promotions to be sent to local TV stations. Cover of folder carries drawings of ten-gallon hat and lasso. Caption reads, "Mister PLUS Pils . . . winner of the big prize on Nielsen Index and graph illustrating results pointing out that six listener favorites can be reached for price of five on Mutual.

Gold Nuggets Are Prize

TWENTY-FIVE thousand dollars in gold nuggets will be grand prize in new eight-week "Mystery Star" contest. Announced Jan. 15, the Mil! Pieler on his regular ABC broadcast. Contest conducted on behalf of National Kid's Day Foundation Inc. of which Mr. Pieler is founder. Each week different "Mystery Star" and his family will present program in conversation containing clue to his identity. Listeners will be invited to write in identifying persons and submitting slogan of 10 words or less for National Kid's Day. Three weekly cash prizes of $150 each will be awarded, with weekly winners competing for grand prize of $25,000.

Selling To Dogs

LETTER accompanied by list of statistics concerning number of dogs in Greater Boston area sent to 50 local dog food manufacturers and their agencies by WCOF Boston. Letter points out process by which statistics were found and tells potential sponsors that same effort is used by station in promotion of its advertisers.

Help for FM

ALL out promotion for FM being conducted by WCSI (FM) Columbus, Ind. Station is airing frequent spot announcements and station breaks pointing out FM advantages, and sending brochures to agencies containing similar matter. WCSI also is working on promotional picture series with which to educate public to advantage of FM.

Personnel

Mrs. Helen Drennen appointed di- rector of promotion and public- ity for WHO-AM-TV Dayton, Ohio.

Jack Thompson, former promotion manager for CKY Toronto, joins CHUM same city. He will be in charge of sales promotion and work under Phil Stone, publicity director.

Robert S. KelleIi appointed national sales promotion representa- tive for WLAW Laurel, Miss.

Mrs. Paul Baum, promotion man- ager and director of women's programs for WSCC Charleston, S. C., to be in- cluded in new volume of Who's Who in the South and Southwest.

E. R. Liebert, inactive partner in public relations counseling firm of Pendray & Liebert, appointed director of public relations and development for Town Hall Inc., New York.

Wayne L. Anderson, publicity di- rector at WSB-AM-TV Atlanta, Ga., is the father of a boy, Wayne Jr., born Jan. 10.

Quarter-finals, semi-finals and finals of Golden Gloves boxing tournament from Turner's Arena, Washington, will be carried by WWDC-AM-FM Washing- ton.
Feature

(Continued from page 12)

Coast Show of that time. He soon was named chief announcer, and by the time he left for the AAF in 1942 had risen to assistant operations supervisor. Entering the service as a second lieutenant, he was discharged as a major four years later.

George put into practice his war-time idea of a sales career a few months after his return to WBBM. He sold himself to WGN Sales Manager Bill McGuineas, and 1947 found him working on such "old standby" WGN accounts as Evans & Nelson Bros. Furniture, Canadian Ace Beer, Norge Appliances, "Meister Brau" Beer, Northern Trust Co. and Studebaker.

A year later he became one of Mr. McGuineas' three lieutenants as western sales manager, the other two being the eastern sales manager and the sales manager of WGN-TV, the Tribune’s video station. His duties embrace assisting in the direction of sales promotion in the station’s home division, and liaison between management and programming.

George Guyan was born in Monticello, Iowa, where his father was postmaster. At Grinnell College he was active in dramatics for two years, but transferred to the U. of Iowa to take advantage of its advanced speech and radio courses. He was graduated in 1936.

Although he met his wife, the former Helen Holst, at Stephens College, Mrs. Guyan was brought up in Onslow, Iowa, only 12 miles from Grinnell itself town. They have two children—Gwen, 11, and George Jr., 1½. The family—and that is George’s only hobby—lives in Wilmette, Ill.

‘NEW ERA’S’ NEW ERA

WHOP Aids Paper in Storm

A SLEET storm in Western Kentucky isolated Hopkinsville from the rest of the world a fortnight ago, making it impossible to get any telephone calls through, either in or out of the city, for two days. Also, the New Era, local paper, was faced with the necessity of editing the newspaper with no outside news since its wire service line was out.

There was only one teletype line open—between WHOP Hopkinsville, The New Era called the station and WHOP turned over all the material needed to publish two editions of the paper.

From the paper’s editor, WHOP received a letter which, in part, said: "We at the New Era want to express our appreciation for the splendid manner in which you rallied to our support while we were having trouble with our wire on account of the storm. We used a lot of the copy you turned over to us—and made it possible for us to get out a paper. Thanks a million. Call on us when we can help."

A Man Bites Dog Story

BROADCAST news coverage by WHP (CBS) and WKBO (NBC), outlets in Harrisburg, I. P., have been lauded by a competitor, the Mechanicburg Daily News, in its column "Rid’ the Airways.” The paper said: "In our opinion, both WHP and WKBO have performed a vital service to listeners in the Harrisburg area by diligently and accurately reporting the local news in the best traditions of a free press and radio.”

On All Accounts

(Continued from page 12)

intents and purposes were the property of the station until the end of the open house showings when the buildings reverted to private ownership.

Public’s knowledge of what was going on at the site, KFII says, gave ample testimonial to the effectiveness of the Notebook program. Station cites visits from people who traveled from distant cities for the sole purpose of seeing the homes. The projects also have stimulated Wichita civic and other clubs in centering interest on such a building trend and the new styling typified.

The homes were built in an undeveloped area within the city. They were designed to utilize the potentials of modern construals, and floor plans were designed after exhaustive studies of housewife footsteps and traffic patterns. Other features in the homes, which were not for sale, included the use of pumic concrete (with high insulating value), use of building units of various sizes and radiant hot water heating.

SAFETY AWARDS

Radio-TV Entries Invited

Radio and TV stations and networks are among the public information media invited to submit nominations for the National Public Safety Council’s 1949 Public Interest Award.

The awards, according to the council, are in recognition of exceptional service to public safety in 1949. One of the nation’s foremost social problems, accident prevention has been receiving "growing and unceasing support from all public information,” according to the council. "This magnificent team play has helped us bring the accidental death rate to the lowest point in history," said Paul Jones, council director of public information.

Nominations for the non-competitive awards must be self-made on official blanks obtainable from the National Safety Council, 22 N. Wacker Drive, Chicago 6, Ill., before closing deadline March 15.

Why Scoop No Longer Works Here

Scoop Blake paid us a friendly call at the Clarion’s office last week and we were talking about the time when he was a reporter here.

"Remember how mad I got when I found out you were writing that election story right from your desk?” I asked him. "And how I made you get out and learn what a sheriff’s job was all about?"

"I sure do, Joe,” said Scoop. "I want to thank you for teaching me the ‘hat-trick’—putting on my hat and finding out the facts, that is.” Then we both had a good laugh together because he found out so much about the job that darn if he didn’t run and get elected sheriff himself!

From where I sit, we should find out the facts before we try to talk about anything. When we do, we’re inclined to be more tolerant... we’re apt to understand a little more about the other fellow’s preference for, say, his political candidate or for a temperate glass of beer now and then. I say, if you don’t want to get tripped up, don’t leap to conclusions!

Joe Marsh
Pacific Nielsen-Ratings Top Programs
(TOTAL PACIFIC AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)

NIELSEN RATING

Current
Rank
Program

Current-Ratings

Homes

Homes

Points

Change

EVENING, ONCE-A-WEEK

1. McGee & Molly (NBC)
   1,096
   24.6
   +2.4
   -

2. People Are Funny (NBC)
   1,063
   24.3
   +1.8
   -

3. Bob Hope (NBC)
   976
   21.9
   +1.3
   -

4. Let Radio Theatre (CBS)
   972
   21.8
   +1.2
   -

5. Judy Canova (NBC)
   949
   21.3
   +1.1
   -

6. Red Skelton (CBS)
   909
   20.4
   +0.6
   -

7. Bess Crosby (CBS)
   900
   20.2
   +1.0
   -

8. Let George Do It (CBS)
   865
   19.3
   +2.2
   -

9. Charley McCarthy (CBS)
   860
   19.3
   +1.8
   -

10. Big Town (NBC)
    820
    18.7
    +1.9
   -

EVENING, MULTI-WEEKLY

1. Captain Midnight (MB5)
   446
   10.0
   +2.4

2. Straight Arrow (MB5)
   423
   9.5
   +1.6

3. When A Girl Marries (NBC)
   410
   9.2
   +0.8

4. Your Wishes Betray You (NBC)
   392
   8.8
   +0.5

5. Challenge of the Yukon (ABC)
   406
   9.1
   +3.0

6. Backshore (NBC)
   399
   8.7
   +0.4

7. Romances of Helen Trent (CBS)
   392
   8.8
   +2.4

8. Our Gang, Sunday (CBS)
   388
   8.7

9. Perioa Face Life (NBC)
   388
   8.7
   +1.6

10. Eight to Happiness (NBC)
    379
    8.5

11. Tom & Jill (CBS)
    379
    8.5
    +0.7

12. Lorent Jones (NBC)
    365
    8.2
    -1.8

13. True Detective Mysteries (MB5)
    365
    8.2
    +0.3

14. Pepper Young's Family (NBC)
    365
    8.2
    +0.3

15. The Last Witching Light (CBS)
    361
    8.1
    -1.1

WEN Operation

STONE Operation

20. Inner Sanctum (CBS)
   718
   16.1
   +0.6

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 4,457,000
-the 1949 estimate of rural homes in the Pacific Time Zone.
(1) Homes reached by all or any part of the program, except for homes listening only 1 to 3 minutes.

Canadian Meet Set

MAURICE B. MITCHELL, director of NAB’s Broadcast Advertising Bureau, will be one of the main speakers at the forthcoming annual meeting of the Canadian Assn. of Broadcasters at Niagara Falls, Ont., Jan. 2. He is scheduled to talk at the afternoon session, March 30. The Canadian premiere of the promotion film "Lightning That Talks" also is scheduled for the CAB session.

CBC Expense Inquiry

AT REVIVED hearings Jan. 10 of the Royal Commission on Arts, Letters and Sciences at Quebec City, the Quebec Chamber of Commerce presented a brief asking for the overall Canadian broadcasting Corp. finances to be view with cutting to profits. Chamber also asked that listener fee not be doubled as suggested by CBC, and asked for decentralization of CBC program structure. The Chamber was emphatic in its brief that CBC should not be in competition with privately-owned broadcasting stations and to some time the rate time regulating broadcasting.

SHIP-TO-SHORE

WNX Claims Beat on Ward

SHIP-TO-SHORE conversation between Art Smith, news editor of WNX Yankton-Sioux City, and members of Angus Ward’s Communist-detained group enabled the station to give its listeners the first-hand account after the party left Japan.

While Mr. Ward said he would issue no statement until he returned to Washington and checked in with the State Dept., WNX contacted Fred Hubbard Jr., vice consul to China and resident of Edgemont, S. D., and got a first-hand account. Attempt was first made the morning of Jan. 2 but contact was not re-established until the following morning because of atmospheric conditions.

Mr. Hubbard had advised a Marine operator he would contact WNX from San Francisco. When Mr. Smith preferred the ship-to-shore conversation. The material was used on the 12:55 p.m. news programs of two and a half hours after the call was completed.

RECORDING of programs now for re-lease on NBC during summer announced recently. First to be recorded will be 18 Troublemaker’s programs scheduled during two months. Approximately 15 to 20 programs will be made available in this way.

WREO Operation

NOW UNDER CO-Management

WREN Topeka, Kan., the first of the year began operation under a co-management plan, according to an announcement by the stockholders following the resignation of John S. Major as general manager.

Under the new setup, Fred L. Condell will serve as business manager. Max G. Falkenstein as program manager and Carl B. Blissner, technical manager. All three are veteran employees of OXY REVIVED Corporation formerly was program manager, Mr. Falkenstein served as a sportscaster and commentator and Mr. Blissner was chief engineer for 17 years.

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Open Mike

(Continued from page 34)

Our ears will be the tallest in the world.

Just in order to clear the records, thought it best to call to your attention and to the attention of Mr. Aderhold (to whom I am sending a copy of this letter) the advertisement which Truscon Steel Co. published in your magazine, issue of June 13, 1948, copy of which is attached hereto.

Truscon Steel Co. has already shipped three of these 1,220-ft. towers to the United States Government. Their ultimate destination cannot at this time be announced, but we are quite positive their location is within the limits of this world; hence, Mr. Aderhold’s claim would seem to be slightly far-fetched.

George F. Bateson
Sales Manager, Steel Joint & Tower Div.
Truscon Steel Co.
Youngstown, Ohio

[Carbon copy to David Carpenter, WCON.]

And in Reply:

Mr. GEORGE F. BATESON:

I appreciate your sending us a copy of your letter of Jan. 5 to Sol Talshoff in the “battle of the towers”—since it appears that you have flung down the gauntlet. While we know that if you say you shipped those 1,220-ft. towers to the government, that’s a fact, but still, nobody knows where they are. Besides we are not talking about radio-towers—we say that WCON is erecting the tallest television tower in the world.

When your fine company (we have four of your towers) actually builds and can locate a television tower that exceeds 1,056 feet, we will be very glad to bow out of our arguments.

David Carpenter
Gen. Mgr.
WCON Atlanta, Ga.

[Carbon copy to EDITOR, Broadcasting.]

Regular Rates, Please

EDITOR, Broadcasting:

Thanks for bringing to light another distorted facet of radio. It was there all along, but many broadcasters didn’t recognize it as the menace it must be in the near future. I refer to your editorial—“The Old Army Game” [Broadcasting, Jan. 9]. KSJO, Mr. Malloy and Sol Talshoff are to be congratulated and commended for the stand taken on free advertising for government agencies.

I’m sure it would please many broadcasters if Broadcasting and the many radio stations throughout the country applied pressure for equitable distribution of advertising money in all media indiscriminately.

Shamefacedly, after checking our logs, I must admit that we do not pay for our spots in time weekly to different government agencies... the same agencies that pay for their advertising in other media. You may be sure of our support in any effort to create an equality between radio and other media.

Gordon Gray
Prop. Dir.
KAYX Waterloo, Iowa

Per Inquiry Plan

EDITOR, Broadcasting:

May we request that all P. 1. pitches be written on good quality, standard size, letterheads. You see, we find they make excellent scratch pads, but irregular sizes are hard to put to use.

Cecil Woodland
Pres. & Gen. Mgr.
WCSS Amsterdam, N. Y.

‘Let’s Clean House’

EDITOR, Broadcasting:

At last it happened! Congrats to WTAI’s L. Herschel Graves [Open Mike, Dec. 26, 1948]. How long will it be before radio script writers, producers, and program directors wake up! Goodness knows we here in the small markets have our hands full enough getting our “share” of the advertising dollar without using our air-time to feed the other media.

Let’s clean house on this archaic feeling that unless you read it in the papers, it ain’t news! Radio has got to start blowing its own horn, and a sweet note it is too....

Alan Miller
Program Director
KVOS Bellingham, Wash.

Champagne for Free

EDITOR, Broadcasting:

Read with interest your article: “Miller Gets Champagne Results on a Beer Budget,” in your Dec. 12 issue.

Everybody gets credit except yours truly who only thought up Lawrence Welk’s “Champagne Music” tag for free back in ’38 or ’39.

Philip L. Davis
Continuity Editor
WCAE Pittsburgh.

Opposes Payment

EDITOR, Broadcasting:

In answer to Mr. Kennedy [Broadcasting, Jan. 9] I say—“Speak for yourself John Alden.” There is no reason in the world why the hams should pay license to pursue their hobby or to give the yeoman emergency and wartime service or to help develop the art as they will continue to do. Financially, most of the hams cannot see where their next piece of equipment is coming from.

The present method of licensing commercial operators is a small burden for the government. Why give the operators another headache to carry on their life’s work? They pay income tax. Now Mr. Kennedy, a fee of $2 to $5 for every “ticket” is something else again.

J. W. Eckenrode
Chief Operator
WEST Easton, Pa.

‘Awarditis’ Cited

EDITOR, Broadcasting:

We read your lead editorial, “Awarditis” (Jan. 9). From a station which, for four consecutive years, has received first-place honors from the George Foster Peabody Radio Awards for Massachusetts, the following expressions of opinion may seem—shall we say—‘unbecoming’.

We agree that, like any citation for extraordinary or meritorious conduct, awards in radio can become so common as to be of

(Continued on page 54)
the suits and suggesting some provisions of his own to curb the alleged practices. He is expected to testify at the hearing. He told Rep. Sadowski he could get no action from FCC or the Justice Dept.

The network phase ties in with similar legislation by Rep. Harry Sheppard (D-Calif.) who previously indicated he would press for action on his measure (HR 2410) which would prohibit networks or equipment manufacturers from owning stations [Broadcasting, Dec. 5, 1949]. He likewise feels a broad network review beyond his bill is indicated.

TV Included

Some members of the Commerce Committee have told Rep. Sadowski they would like more information on television, and have expressed concern because they can't get TV in their areas. Rep. Sadowski said he added that television will be taken up near the end of the hearing after FCC has completed its color hearings which also begin next month. The whole question of allocation of channels will be brought up, he added

The subcommittee is expected to go into the question of FM, too—whether its progress has been retarded, as consistently charged by Rep. Francis Walter (D-Pa.), and a measure (H J Res 308) by Rep. William Lemke proposing that a portion of the 50 mc band be set aside for the service.

Rep. Walter told Broadcasting last week that, while he has no immediate plans to push for FM hearings (or to launch a probe of FCC for alleged violation of his Administrative Procedures Act), he is determined to take action this session. He may testify before the House Commerce committee in its hearings instead of initiating action through the House Judiciary Committee, he said.

Rep. Sadowski's agenda for hearings includes many of the topics and questions raised by Kurt Borchardt, investigating counsel for the committee, and first disclosed to Broadcasting in its year-end issue [Broadcasting, Dec. 26]. Notable among the issues, which he said FCC itself had raised, are those dealing with television, the use of frequencies between government and private users and sections of the McFarland bill covering licenses and renewals.

Radio Dignitaries at the Federal Communications Bar Assn.'s annual dinner in Washington [Broadcasting, Jan. 16] included (l to r): Neville Miller, Washington attorney and former NAB president, who was elected FCBA president for 1950; Sen. E. W. McFarland (D-Ariz.) of the Senate Interstate and Foreign Commerce Committee; Robert G. Seeks, associated with Wheeler & Wheeler law firm; Ed Craney, head of "XL" group of stations in Northwest, and Kenneth E. Stockton, president of American Cable and Radio.


WOW Farm Tour

'New South' On Itinerary

Covering 16 to 18 states and a boat trip to Havana, WOW Omaha will sponsor its third farm study tour in mid-March, according to Mal Hansen, WOW farm director who will conduct the tour. The 6,000-mile "New South" tour will include pre-arranged inspections of farms, ranches, plantations, work projects and industrial plants directly associated with agricultural developments, Mr. Hansen said.

Starting from Omaha in an all-Pullman special train, the tour will be limited to 200 farmer listeners in the area. The tentative general route will be from Omaha to Tulsa, Oklahoma City, Fort Worth, Dallas, Houston, Montgomery, Birmingham, Atlanta, Savannah, Jacksonville, Miami, Cuba, Asheville, Chattanooga, Knoxville, Lexington, Cincinnati and return via St. Louis. Mr. Hansen will make daily broadcasts for his Farm Service Reporter program on WOW, and a daily film program for his WOW TV Grain Roots feature. Last September, a WOW tour conducted by Mr. Hansen took 200 farmers to the West Coast, Canada and Mexico, and a year ago, he conducted 26 Midwest farmers on a study trip through Europe.

Radio Thieves

Victimize WWOD, WROV

Two Virginia stations fell prey to marauding robbers last week. Both WWOD Lynchburg and WROV Roanoke, less than 50 miles apart, reported thefts taking place in the very early hours of Wednesday (Jan. 18).

Jay Seibel WWOD program manager, told Broadcasting the station's transmitter building was entered through a window by thieves who took material valued at about $5,000. Frank E. Koehler, WROV general manager, later in the day, said the station's transmitter building had been entered in the same way, with approximately $2,000 worth of material missing.

Carted away from WWOD were recording equipment, power tubes, recording discs, library books, a Hallacraft receiver, two Presto turntables and a Presto recorder. Thieves failed to take a new tape recorder and other valuable equipment, Mr. Seibel said. A similar "selective" thievery took place at WROV with the burglars making off with a Hewlett Packard distortion analyzer, an audio oscillator of the same make, a Presto turntable, Raytheon meter panel and a Western Electric limiting amplifier. Mr. Koehler pointed out that the equipment was believed to be of little use to a person or persons not in the broadcasting or radio business.

Radio Knowledge Shown

Both stations reported the thieves apparently were well versed in handling radio equipment as could be seen from the manner in which wires were clipped and the use of tools in disconnecting and dismantling equipment. In both instances, the robbers took equipment which did not interfere with the stations going on the air with AM transmission. However, WWOD reported its FM facilities were interrupted. Although suspects have been questioned, no arrests had been made. From the investigations made, it is believed the person or persons involved in both robberies were the same.
LEVER PROBE
Langer Wants Oleo Airings

AN INQUIRY into charges that Lever Bros., one of radio's high-ranking advertisers, has violated anti-trust laws by allegedly conspire to raise the price of oleomargarine was demanded in the Senate last week by Sen. William Langer (R-N.D.).

During the course of the Senate's oleomargarine debate, after which it voted to repeal taxes on the product, Sen. Langer proposed two resolutions—one calling for a probe of the company and its affiliate firms, and the other to investigate amount of campaign contributions made by or on behalf of Charles Langer, Lever Bros. president, who resigned last week (see separate story), and his firm, to either the Democratic or Republican National committees or state branches.

Langer's first resolution (S Res 213) would authorize an inquiry to determine (1) what connection, if any, Lever Bros. had with raising the price of oleo in the past 10 years; (2) whether it attempted to corner the market; (3) Mr. Langer's part, if any, in such attempt; (4) whether there has been a conspiracy on the part of Lever Bros., its subsidiaries or affiliates, or any other concerns.

Under the resolution, referred to the Senate Judiciary Committee, report and recommendation would be filed with the Senate by April 1. The second proposal (S Res 214), referred to Senate Rules and Administration, would direct Mr. Langer to testify during the investigation.

Lever Bros. traditionally is one of the three top network advertisers in the soaps and toiletries categories.

NEW EFFORT to assure continued program service in Knoxville, Tenn., was made last week by Marvin Thompson, manager and part owner of WIBK Knoxville, in an application filed with FCC for WIBK's facilities.

WIBK has been denied a license by the Commission on grounds that Rev. J. Harold Smith, part owner-evangelist, was not qualified to be a licensee and had failed to supply the Commission with full ownership and financial data concerning the station (Broadcasting, Aug 15, 1949). This ruling also had dismissed a request to transfer the station to two local businessmen. WIBK has pending a petition for reconsideration of the decision (Broadcasting, Sept. 12, 1949).

Mr. Thompson told Broadcasting that WIBK has earned high listener acceptance, is successful financially and has received numerous citations for its public service program. In his application for the station's assignment of 1 kw daytime on 800 kHz, Mr. Thompson told the Commission that he would have full control of the station. He proposes to purchase Rev. Smith's half-interest for $25,000, for which Rev. Smith would take an unsecured, unconditional note. FCC's ruling stemmed from an initial decision by ex-Comm. Clifford J. Durr (Broadcasting, July 5, 1948).

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**Biggest Year Ever in ’50 Theme of S. F. Meet**

Hal Shade, KOOS Coos Bay; Bill Oates, KSBB Salinas; Fran Ide, KGB San Diego; Joe Carroll, KMYS Marysville; Sheldon Anderson, KOKQ Tulear; Lee Little, KTUC Tucson; Gene Lee, KFMM San Bernardino; Woody Wood, KSCI, Chicago; Tom Callahan, KOKQ Los Angeles; Lee Hacker, KVEC San Luis Obispo; David Shipman, KFVR McRae; KKYV Redding; Frank Wibul, KBAK Bakersfield; Al Johnson, KOY Phoenix; Gene Chendul, KVNO Fresno; Lee Bishop, KOUE Eugene; Myron Eiges, KXOA Sacramento; Herb Kisson, KTVN Yakima; Bill Nichols, Dink Templet, Mel-Venter, KFRC San Francisco.

Radio Prompts Confession

**HOOPER**

**Theme of S. F. Meet**

HOURLY newscasts over CKEY Toronto, Ont., concerning a hit-and-run driver who left a young boy dead at the side of the road, resulted in the driver turning himself in. Station broadcast continuous appeals to citizens to be on the lookout for the driver. The motorist informed police that the broadcast convinced him that he must be the wanted man.

KILO Aids Reunion

A MIX-UP in correspondence between a British mother who had gone to Grand Forks, N. D., to visit her daughter living in a neighboring town, left the mother stranded at the depot after her arrival. Attempts to reach her daughter by telephone and telegraph failed and KILO was asked to broadcast the story. Five minutes after the item was aired, the daughter called her mother and the pair were reunited.

‘Happiness Exchange’

REGULAR feature of KLIF Dallas, Tex., programming is the public service ‘Happiness Exchange’ show, conducted by Jimmie Davis. Hour and one-half program is made up of calls from the needy which are relayed to the listening audience, and calls from persons listening who wish to respond to requests made. Personal visits to those he has been instrumental in helping are made between shows by Mr. Jeffries.

Radios Through Radio

APTEK, receiving a letter from a patient at a tuberculosis rest home asking for a used radio, Bob Maxwell, disc jockey for WWJ Detroit, passed on the request to his listeners. Before he could ask his audience to desist, 43 radios had been sent to the station, more than needed. All, however, were repaired and sent to the sanatorium.

Collections Exceed Pledges

CHARITY fund managers in Baltimore have stated that collections of pledges made during various campaigns are usually less than 65% of the total pledged. WMAR TV had a different experience. A campaign, for the families of fliers killed in the line of duty, in the form of a TV auction sale, with items contributed by station’s sponsors, brought in pledges of $16,000. Auction began at 9:30 p.m. and was conducted by professional auctioneers by telephone until 5 a.m. of the following day over WMAR-TV. After the money had been received, the original amount pledged was raised to $14,721.38.

Avoiding Disaster

WTHI Terre Haute, Ind., was instrumental in saving North Terre Haute, Ind., from a flood. Bulletins concerning the threatening high waters reached the station at 9:30 p.m., Jan. 3. Newsman rushed to the scene and returned to describe articles that were needed to stave off waters. Trucks in the area picked up needed items at the homes of listeners who phoned the station. Even after regular sign-off time, 1 a.m., WTHI personnel was still hard at work, airing bulletins and filling in with music. Whenever the stations were similarly threatened, station flashed warnings, sending its staffers into the danger areas for first-hand information.

Help for Students

ALL-COLLEGIATE boxing match was sponsored and televised by WKY-TV Oklahoma City to benefit the group of U. of Oklahoma students who lost their personal belongings in a dormitory fire Dec. 3. Viewers were invited to phone in their contributions during the 15 bouts staged in city’s Municipal Auditorium. In less than two hours, 172 viewers had responded with a total of more than $5,000.

**E. A. Wheeler Named**

EDWARD A. WHEELER, president and general manager of WEAW (FM) Evanston, Ill., has been named president of the Radiobroadcasters of Chicagoland. He succeeds Ralph M. Wood Jr., former president of WMOR (FM) Chicago. Two new presidents will be elected tomorrow (Jan. 24). At that time, FM broadcasters will outline plans for an “accelerated sales drive” through the Chicago area.

**EXCISE TAXES**

Group Urges Repeal

LEGISLATION to repeal “discriminatory” wartime excise taxes on radio receivers, phonograph records and other equipment has drawn widespread support of a national committee comprising several well-known radio and allied industry figures.

A petition to Rep. Anthony F. Tauriolo (D-N.Y.), inserted in the Congressional Record last week, was signed by Edward Wallenstein, president, Columbia Records Inc.; J. V. Heffner, vice president, RCA; Milton R. Rasmussen, president, Decca Records Inc.; Henry P. Bristol, president, Bristol-Myers Co.; Arde Bulova, vice chairman, Bulova Watch Co., and others.

**McCarthy Seeks Loan**

GLENN MCCARTHY, wealthy Texas oilman and owner of KXLY in Yakima, was named president of the Reconstruction Finance Corp. for a $70 million loan, Washington RFC officials said last week. The money reportedly would be used primarily for development of Mr. McCarthy’s oil properties. A $70 million loan would be the largest made to private business since the war.

**HAWARD CP**

**Hawaii Weather Oderce**

NEW AM grant made a fortnight ago to Royal V. Howard for Honolulu [broadcasting, Jan. 9] was withdrawn by the FCC last week and the application was designated for hearing with the adjacent channel bid of Island Broadcasting Co at Hilo, Hawaii.

Mr. Howard, consulting engineer and former owner of the engineering department, was awarded the construction permit for 250 ft. fulltime on 840 kc at Honolulu on Jan. 14. The original application had been filed Oct. 13, 1949.

Island Broadcasting’s request was stamped received Jan. 3, an FCC spokesman said. It was not publicly rejected by the Commission until Jan. 5. Island Broadcasting is a co-partnership composed of John D. Keating, head of his own Seattle station representative firm, and Jim Jenness, 50% owner of KELA Long Beach, Calif.; one-third owner of KFYK Yakima, Wash., and 21.5% owner of KLTV Longview, Texas. Keating and Jenness and McCaw also are chief owners of KPOA Honolulu, assigned 5 kc on 680 kc.
Transit Music
(Continued from page 29)
been using the Muzak facilities, Dr. Porter and Mr. Strouse pointed out. These are stations in Houston, Worcester, Mass., and Washington. Muzak is owned by Sen. William Lenton (D-Conn.), recently married to Congress.
Mr. Porter also denied any relationship from Muzak's decision to withdraw from the Washington transit field and its proposed petition to FCC, which he described as "more important" than the WWDC-FM controversy.
Regarding WWDC-FM's entry into the functional music field, Mr. Strouse pointed out that the type of programming used on WWDC-FM and other FM stations "lends itself to use in commercial and non-commercial establishments now using music supplied by the Muzak monopoly." Muzak recordings were never intended for use in beaming programs usually heard on transit radio, he added.
WWDC-FM has at least 600 recordings suitable for transit fare, and will be able to license other transcription services, according to Norman Reed, WWDC-FM program manager.
Another firm, Field Enterprises' Functional Music Inc., currently plans to sell FM franchises and equipment for a service excluding commercials from FM programming aired in public concerns similar to those served by Muzak Corp. [Broadcasting, Dec. 26, 1949].

COLLEGE NETWORK
Southwestern Unit Formed

Reflected the need among southwestern schools for a regional intercollegiate network, the Southwestern Collegiate Broadcasting System was established at a regional college radio conference at Southern Methodist U. in Dallas, Jan 6-7.

Purposes of the network, as set forth by the conference are: (1) to facilitate the exchange of ideas and programs between carrier current stations on college campuses; (2) to serve as a means of proving to the industry that experience gained in campus stations is effective as preparation for a career in radio, and (3) to create closer relations between southwestern colleges.

To carry out the network's program, the following four officers were named to serve as intercollegiate conference directors until a spring conference is held in the spring of 1949: (1) Dr. R. D. MERRILL, 80, partner in Merrill & Ring Co., Seattle lumber concern and uncle of the late Thomas S. Lee, was named sole heir to the latter's $9,500,000 estate in a will dated Dec. 14, 1944, it was revealed last week.

Mr. Lee, 44, whose interests included the Don Lee Broadcasting System and associated radio-television properties as well as extensive automotive enterprises, either fell or jumped to his death from the 12th story of a Los Angeles office building on Jan. 13 [Broadcasting, Jan. 10]. He had been in poor health for many years.

Private funeral services were held in Hollywood last Tuesday. Cremation followed. At 2 p.m. Tuesday, the four Don Lee owned-and-operated stations observed one minute of silence in tribute.

After reading of the will in Hollywood last Wednesday, Mr. Merrill expressed the desire that everything go on as has been in the radio and automobile properties. As far as is known to Zagon, A. & Sandler, attorneys for Mr. Lee and his estate, the 1934 will was Mr. Lee's last and Mr. Lee was fully competent at the time it was executed.

Mrs. Nora Patee of Pasadena, Mr. Lee's maternal aunt and personal guardian, was generally expected to be a major beneficiary. It was not known at this time whether she and other relatives will contest the will, which was to be filed and admitted to probate this week in the Los Angeles superior court. Executors will be approved at this time.

Radio Unchanged

Operation of the Don Lee Broadcasting System will continue under Lewis Allen Weiss, board chairman, and Willet E. Brown, president. It is known that Mr. Merrill has confidence in both executives and for the present plans no organization changes.

Mr. Lee had inherited the multiple businesses of his father, the late Don Lee, valuation of which were approximately $10,000,000. He was nominal head of Thomas S. Lee Enterprises Inc., which included Don Lee Broadcasting System, Don Lee Motor Corp. and KTLA (TV) Hollywood, which the younger Lee had helped to pioneer and build. Guardians were appointed to handle his affairs in August 1948 when Mr. Lee was declared incompetent as result of injuries received in an auto accident several years ago. Messrs. Weiss and Brown were named guardians of the estate.

Mrs. Patee about a year ago petitioned the court to discharge her personal guardianship of Mr. Lee, maintaining that he was again well enough to conduct his business. This was denied by the court.

In addition to KTSF, the Don Lee radio interests include KFI Los Angeles, KGB San Diego, KPRC San Francisco and KDB Santa Barbara. Don Lee is also television applicant at San Francisco.

Applications for involuntary transfer of these properties to Mr. Merrill would be filed upon settlement of the estate. Two transfer applications still are pending Commission approval, one from Don Lee to Thomas Lee and the other from Thomas Lee to the guardian of his estate. Comr. Frieda R. Henock cited these requests in her dissent to FCC's proposed renewal of the Don Lee stations in its investigation of network practices [Broadcasting, Jan. 2].

PRODUCTION OF CANADIAN radio receiving and television sets for the first nine months of 1949 totalled 609,706, according to report of Dominion Bureau of Statistics, Ottawa. Value of 460,800 sets shipped by factories for domestic consumption plus 25,100 shipped for export in first months amounted to $33,020,600.

Heinz Names Dimond

ARTHUR DIMOND, department head in charge of media with H. J. Heinz Co. sales department, has been promoted to manager of the company's advertising division. Mr. Dimond started with the company in 1922, while a freshman at college, as a part-time visitors' escort.

KXFI GRAND JUNCTION COLORADO
Celebrates BIRTHDAY and a BLESSED EVENT

24 years ago KXFI was a new born infant . . . today old and wise it is a new parent . . . KGLN—Glenwood Springs is the new offspring that soon will add a youthful voice to that of its Pioneer Parent

KXFI GRAND JUNCTION 920 kc
KGLN GLENWOOD SPRINGS 1340 kc

Western Slope Broadcasting Co.
Open Mike

(Continued from page 49)
progressively less value. The more numerous the awards, the more numerous the winners. The more numerous the winners, the less distinguishing the awards.

We are licensed to perform specific service. Why, then, should we be rewarded for doing what we originally begged for a chance to do...

"Awarditis"—as far as artistry in radio competition is concerned—suffers from gross unfairness in pitting (as alleged "competitors") persons who should be in no wise considered as opponents. About that we'd like to see something done. . . .

Howard S. Keefe
Prom. Mgr.
WSPR Springfield, Mass.

EDITOR, Broadcasting:
Although KRNT has won its share of national radio awards, I personally and heartily congratulate you on your editorial, "Awarditis." We have thought that for some time. Evaluating radio properly on a nation-wide basis is an almost impossible task and could be done only as you suggest.

Joe G. Hadgens,
Prom. Mgr. KRNT Des Moines

* * *

'FM What You Make It'

EDITOR, Broadcasting:
A lot has been said pro and con about FM in the Open Mike column which I read with great regularity...as the owner of an FM Class A station 900 ERP in Madison, Wi. I am perfectly satisfied with FM and the progress we have made to date. Our experience indicates FM is what you make it and we've done our best to make it good...

We intend Sept. 1 of this year to broadcast 24 hours a day every day. It is our sincere belief that reducing schedule likewise reduces listeners, likewise reduces returns to advertisers, likewise re-

duces FM. It is our opinion that expanding schedule expands listeners, expands results to advertisers, expands FM and sells more sets.

Earl W. Fessler
Pres. and Gen. Mgr.
WPFW-FM Madison, Wis.

* * *

For FM in '50

EDITOR, Broadcasting:
Let's Fight For FM in Fifty. In 1949 most of us were talking glowingly about a depression and unhealthy so...

In the Jan. 9 issue of Broadcasting, there appeared reports about FM, both damaging and informative, that had me alternately frowning and smiling. . . . The lack of FM progress can be traced to those of us engaged in the AM-FM business, who failed to make of it a sales audience building opportunity, but rather acquired an FM component just to keep somebody off our pasture. . . . Let's unify our efforts and pull together, and providing the FCC cooperates fully, FM will become a going proposition.

Roger Stebbins
Announcer
WERC Erie, Pa.

* * *

Lauds Royster Stand

EDITOR, Broadcasting:

"Doctor" Royster is absolutely correct in his diagnosis of why many small town stations are sick financially. As a former time salesman and agency man I wholeheartedly agree with his statement that an small station properly staffed can create programs that sell for the clients. Better pay always gets the better trained men in radio as elsewhere and station managers should keep this in mind when forming their staffs. Best wishes for the continued success of Broadcasting and keep up the good work.

Bud Miller
Prog. Dir.
Wayne Farrell School of Broadcasting
Jacksonville, Fla.

* * *

WFMJ Repeats Pearson

EDITOR, Broadcasting:
In your Broadcasting Deadline section of your Jan. 16 issue, you included a story on Drew Pearson’s DB on WTOP Washington. You said “it would be first of a kind involved on a repeat basis for Mr. Pearson, it is understood.” This is to inform you that WFMJ has had Drew Pearson on a repeat basis since Dec. 11, 1949, 10:30-10:45 P.M., Sunday night.

Robert B. Mackall
Program Mgr.
WFMJ Youngstown, Ohio.

No Station Break

EDITOR, Broadcasting:
Enclosed herewith is something new (?), a photo-cartoon, complete with caption. . . . The subject of the photo is . . .

"Due to circumstances over which we have no control, the tape-recorded program originally scheduled for this time will not be heard."

Will Carlson, WKBN announcer.
The idea was conceived and produced by our production manager, Don Price. The photo was taken by myself.

Howard Rempes
Prom. Mgr.
WKBN Youngstown, Ohio

* * *

Likes Foreign Story

EDITOR, Broadcasting:
...Congrats on your foreign radio market article [Broadcasting, Nov. 21, 1949].

R. E. Edwards
28 Harlow Road
Rainham
Essex, England

* * *

TV Set Demand

EDITOR, Broadcasting:
...Many distributors and retailers informed us that they ran short of television sets during the Christmas season, receiving numerous orders for future delivery which will be reflected a month from now.

Robert Elberman
Dir., Publicity & Prom.
WAVE Louisville

* * *

Double Take

THE PFANSTIEHL stork is going around with its wings in splints after delivering twins at George Washington U. Hospital, Washington. The doubly blessed are Mr. and Mrs. Cody Pfanziehl, parents of a boy and girl born Jan. 19. Mr. Pfanziehl who claims "Business is Always Better in W.ashington." [Broadcasting, Jan. 9], is director of promotion and press information at WTOP Washington.

STUDIO GUESTS

ABC Chicago Records '49 High

HIGHEST attendance record for audience shows in ABC Central Division history was hit last year, according to a report issued by the network relations department. More than 416,000 persons visited radio and television origins at the network's Civic Studio, the former Civic Theatre in the Civic Opera House, and at the College Inn of the Hotel Sherman.

Most popular AM broadcast was Breakfast Club, which originated before 145,000 persons. Super Circus, most popular television program, played to a studio audience of 40,000.

SEMINAR on public service and special events conducted by Harvey Olson, program manager of WDRC Hartford, Conn. at Randall School in Chicago. Charles Parker, control room operator for WDRG, conducts seminar in technical operation of radio station.

THE-RESPONSE to my recent column on FM radio was large, an, so gratifying, that I am almost persuaded that my suggestion for his 'subscription stations' might be made to work. This is exactly what has happened in Berkeley Calif., where KPFA is run on a non-profit, listener-sponsors basis.

There is little to choose between the evils of commerce broadcasting by this country and government broadcasting in Britain. Our only escape is publicly-supported FM stations, by an for the people who will not submit to the vulgarity and venality that infects the air today.

From Sydney J. Harris' column in the Chicago Daily News

* * *

"GROWTH of the television industry in the United States in comparison with its development in France, Great Britain and Canada provides an impressive object lesson in how a new business may thrive under the free enterprise system while it stagnates elsewhere under government domination. Throughout all of France there are...only 15,000 television receivers in Great Britain, while television also is a government monopoly, only 70,000 television sets had been licensed at the end of 1949. Canada started in 1946 with no more than 2,500 receiving sets.

"Free enterprise obviously is more conducive to the rapid development of a new industry than is a government monopoly."

From an editorial in the Fort Worth (Tex.) Star-Telegram.

Page 54 • January 23, 1950

They Say
RECOMMENDATIONS of the New York listening post of the 细 Foster Peabody Awards were announced last week. No recommendations were made in the "regional stations category (no. 1), but those in others were:

No. II—Local Stations
1. WMCA (Education) for its overall informative service to the community on important matters with special emphasis on the series, New Blood. WMCA deserves special commendation for the excellence of production of this series.
2. WMGM (Education) for Books in Trial because this presents a series of programs which not only acquaint the public with outstanding examples of current literature, but also furnishes a forum for discussion of important controversial topics.
3. WPIX (TV) for its over-all constructive treatment of various issues confronting the community it serves; for its foresight in acquainting its audience with its own civic responsibilities and for the generous amount of time allocated for such public service.

No. III—News
1. Erwin D. Canham (ABC) for his fine reports of the news and especially for his objective analysis.
2. Clifton Utley (NBC) for his presentation of a dynamic interpretation of current affairs.

Citations: 1. WNYC—for its consistent high performance in programming for young people and for making it possible for youth to participate in organized discussion of current interests to the nation and the world. With the limited number of truly fine programs for youth on the air, the increasing effectiveness of The Youth Forum is worthy of first consideration in the entire youth classification.
2. A Child’s World (ABC) for its fine presentation and excellent interpretation of the joint problems of youth and parents.
3. KUKU, Fran & Ollie-TV (NBC) because it appeals to adults as well as the child’s audience to which it is directed, because of the subtle with which it makes its points and humor.

No. VIII—International Understanding
1. Radio Diffusion Française—In recognition of its efforts to link the peoples of the United States and France, and to promote international understanding and cooperation through an extensive exchange of programs between countries and continents; and the 200 stations in the United States, Alaska, Canada, Panama, Puerto Rico and Hawaii, affiliated to the International Goodwill Network established in April 1949 by Radio France and Television France to promote better understanding and increase goodwill between the peoples of the world.

2. NBC—for its long and constant effort on behalf of the United Nations.
3. CBS (and the Ford Motor Co.) for their vision and initiative on the United Nations TV show.

FARM SURVEY
On Spot Shows Favorable TWO-THIRDS of farmers recently surveyed by Louisiana State U. and related organizations favor programs actually originating on farms rather than at studios, according to a report on “Radio Habits in Rural Louisiana.” Other references covered best listening times for men and women, length of programs, number of participants in farm broadcasts, and summer programs.

Most farmers listen weekdays between 12 noon and 1 p.m., the survey showed, with listening reaching a peak Saturday between 8 p.m. and 9 p.m. Except for the 5-6 a.m. and 10-12 midnight periods, a substantial portion of farm women give some attention to their radios. On Saturday, fewer women listen before noon than on weekdays, but after 6 a.m. at least one-third of the potential rural homemaker audience is tuned to some station, the report added.

WWRL New York claims to be most multi-lingual outlet in area. Station carries broadcasts in 14 different tongues.

PEABODY AWARDS
N. Y. Recommendations

TAPE EXCHANGE
See in Proposals to NAB

Gates has it

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

January 23, 1930 • Page 55
**Hooper Sale?**

(Continued from page 15)

cern. At time of the offer, BROADCASTING (June 23, 1947) reported: "in essence the plan calls for the purchase by BMB guaranteed by ANA, of the capital stock of C. E. Hooper Inc. for $1 million, payable in quarterly installments of not less than $25,000, with interest at 3% of the unpaid balance. BMB will then publish, copyright, bill and service Hooper's continuous reports, including Network Program Hope-eratings, Comprehensive Hope-eratings, Pacific Hooperatings and City Hope-eratings.

"A new company organized by Mr. Hooper and his associates would make a 10-year contract with BMB to do the field work, tabulating and computations for these services on a basis of cost plus 10%".

That deal did not materialize and subsequently Mr. Hooper proposed that his organization be engaged to collect and compile the station and network listening data for BMB's next national program [Broadcasting, Sept. 1, 1947]. The proposal included adoption of a Hooper technique for collecting the field data in place of that used by BMB, which Mr. Hooper argued would produce better results at about half the cost that BMB had estimated for its next survey. The BMB board did not agree with Mr. Hooper's reasoning and this proposal was likewise rejected.

As recently as last November, Mr. Hooper proposed (to NAB directors who were to consider BMB's future at their Nov. 15 board meeting) that BMB continue to function in its present form but that for future studies it should adopt the Hooper area coverage index as its basic technique, contracting for C. E. Hooper Inc. "To apply our method concurrently to all-station, radio and TV, county-by-county, city-by-city survey. This contract would be cost plus." C. E. Hooper Inc. was formed in 1948 as successor to Clark-Hooper, which in 1914 had begun measuring audiences of network programs through use of the coincidental telephone technique on which today's Hope-eratings are still based. In 1959 the National Network Ratings were supplemented by Pacific Hope-eratings and the following year the City Hope-erating service was launched.

A long-drawn conflict with Co-operative Analysis of Broadcasting, which measured program audiences by a recall method, resulted in first, CAB's abandonment of this technique in favor of the coincidental method and, in July 1946, by the suspension of the CAB ratings service. A. C. Nielsen Co., rating programs by means of the Audimeter, a device that registers all dial tunings of a radio set, is today Hooper's only competitor in the national radio program rating field.

In January, 1948, the first U. S. Hope-erating report was issued, starting a new service which offered program ratings projectible to the entire country's radio families. A month later, Hooper began reporting on New York's TV audiences and last year expanded that service to provide national Toleratings.

Early this month Mr. Hooper launched a campaign to rid radio research of techniques that have arisen since the war, particularly on the local level, which he claimed are invalid and unable to deliver dependable data to advertisers who base their appropriations on research findings. In an address to the Radio and Television Research Council of New York, he urged this organization to take the lead in setting sound standards for radio audience measurements [Broadcasting, Jan. 16].

**HAMS' HELP**

**KDRS Gets News in Storm**

THE pioneers of radio—the "hams"—have long stepped into the breach during emergencies. Latest helping hand came when ice storms crippled news services in northeast Arkansas.

After the storms disrupted long distance lines and silenced the AP teletype printer on Friday, Jan. 6, General Manager Ted Rand of KDRS Paragould, Ark., sought help from veteran shortwave ama teur and Kiwanis member Gervis Brady, program director, Julius Glass, promotion manager, and Bob Fahlen (standing), station manager.

With permission from NAB, news emanating from Little Rock was relayed by amateur Cole Ogeltree in North Little Rock to a neighbor shortwave, Richard Hall, who, be cause of his excellent location, was elected by the "hams" to transmit the news. Mr. Douglas rigged up a tape recorder in his radio shack and Mr. Hall, on permission from AP, were recorded for use in the KDRS newsroom. The amateurs were on the job until after press wire service was restored to KDRS the following morning.

NEW series of gardening talks to be started on CKWX Vancouver, B. C., Jan. 30. Shows will be heard nightly at 8:15 by transposition on sustaining basis.

**THESE executives of WHBC Canton, Ohio, put in a long session at the radio when they established a "listening post"—for 18½ hours—to check on the station's over-all performance. L. to r. are Paul Gilmore, sales manager; Gervis Brady, program director; Julius Glass, promotion manager, and Bob Fahlen (standing), station manager.**

**Milestones**

- **Adrian Michaels,** program manager of NBC Standard Hour since its inception in October 1926, recently celebrated his 50th year with Standard Oil Co. of California. For the occasion fellow employees honored him with a luncheon and a Standard Hour program in miniature.

- **Traffic Manager Sterling V. Couch of WDRG Hartford, Conn. is observing his 22nd anniversary with the station this month.**

- **KYVO Tulsa, Okla. celebrated its 25th anniversary Jan. 14. Station started in Bristow, Okla., as KFRU and call letters were changed one year later. In 1928 W. G. (Bill) Skelly purchased KYVO from its founder, E. H. Rollstone, and moved its studios to a telephone location providing power from 500 w to 5 kw. In 1932 William B. Way became previous president and general manager of the station and Gustav K. Brandborg, now commercial manager joined the organization as a sales man. Also in 1932 power was increased to 25 kw and 50 kw transmitters were installed. In 1938 the station became fulltime and in 1941 full 50 kw power was granted. Today KYVO has a staff of 60 fulltime employees, 18 of whom have been with it more than 10 years.**

- **Grace Cassidy, traffic manager of WLS Chicago, received a watch from fellow-employees Dec. 22 in honor of her 26th Christmas at the station.**

- **Dr. Charles E. Fuller, Los Angeles pastor and director-speaker on the transmitted Old Fashioned, Revival Hour sponsored by Gospel Broadcasting Assn. on 255 ABC and 275 independent stations, observed his 25th year in radio on Jan. 8. The 500th consecutive broadcast of the Sunday morning Nature in New England program on WTAG-AM-FM Worcester, Mass., was aired Jan. 8.**

- **Nancy Osgood, director of women's activities for WRC Washington, began her eighth year with the station on Jan. 2.**
Time Sales (Continued from page 15)

Telephone sales: 312.8; 16.3

Drugs & remedies: 22.14; 11.5

Soap, cleansers, polish: 18.93; 10.3

Smoking materials: 18.93; 10.2

Comparison With Other Media
Newspaper lineage figures for the first 10 months of 1949 reflected a 3% increase in newspaper advertising as compared with the same period of 1948, according to Media Records reports. This increase, comparable to radio’s 3% gain, was substantially below newspapers’ 15% increase in 1948.

Magazines Down
The Publishers Information Bureau reported that general magazine advertising declined about 5%, farm paper advertising remained approximately the same, and Sunday magazine space sales showed a modest increase during the first 10 months compared to the same period of last year.

Advertisers by Product
Five product groups continued to account for almost three-fourths of network advertising in 1949. These are: Food products, toiletries, drugs and drug products, tobacco, and soaps and cleansers.

The following table shows the top five and their respective expenditures in 1949, as estimated by the Broadcasting Business Index.

<table>
<thead>
<tr>
<th>Product Group</th>
<th>1948</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Network</td>
<td>$133,728,000</td>
<td>$127,590,000</td>
</tr>
<tr>
<td>Regional &amp; Miscellaneous Networks</td>
<td>7,258,253</td>
<td>7,260,000</td>
</tr>
<tr>
<td>National Advertising</td>
<td>208,245</td>
<td>181,600,000</td>
</tr>
<tr>
<td>Local</td>
<td>170,968,185</td>
<td>161,900,000</td>
</tr>
</tbody>
</table>

Total: $416,720,279 100.0 | $428,990,000 100.0

*Includes miscellaneous network and stations.

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CCBS

RENEWED OPPORTION to foreign attempts to make inroads into U.S. channel rights was voiced by the Clear Channel Broadcasting Service in a regular meeting last Monday in Cincinnati.

Most of the meeting was devoted to consideration of developments in the NARBA conference at Montreal, which failed so far to close the broadcasting U.S.-Cuba sessions and subsequent resumption of the full NARBA conference on or after April 1.

The group endorsed the actions taken by its representatives at the Montreal phases of the NARBA conference. These were CCBS Director Ward Quaif; Louis G. Calwell, CCBS attorney and H. DeWitt Jr. of WSM Nashville, chairman of the CCBS engineering committee, and G. F. Leydorf of WJR Detroit.

Officials said their opposition to Cuban or other intrusions on U.S. broadcasting rights was based not only on the harm such inroads would cause to clear-channel stations but also on the damage that would be done to regional interests.

Director Quaif’s report to the CCBS members included statements on some 10 foreign organizations at the state, regional or national level in support of clear channels.

NCFC Backs Stand

These included the National Council of Farmer Cooperatives, which in its annual meeting in Chicago on Jan. 13 went on record for maintenance of the clear and for higher power to extend the rural service.

The resolution also put the farm group on record for a “firm stand against the attempted inroads of foreign nations” on U.S. channel rights.

The farmer council contended that “many of the rural people depend to a large extent upon clear-channel stations for their radio service” and that “a clear-channel station should be protected and improved.”

This is “even more true,” the resolution said, since television will not reach many rural areas “for an indefinite period.”

The resolution continued:

Therefore, the Council requests that no action be taken by Congress or the FCC which would allow the inroads of “clear channels” serving rural areas. On the contrary, the Council urges that all clear-channel stations be granted sufficient facilities to serve farm communities and rural areas which are presently enjoying the superior radio service available to all metropolitan areas.

In recent months, the U.S. has been a party to an international radio frequency allocation conference with other North American nations. During this conference, the Council vigorously protested the demands of the Cuban Government for broadcasting rights on channels which are so essential to the people of the U.S.

WSBN Richmond, Va., inaugurates new daily show prepared especially for information and entertainment of listeners in rural areas. Program, The Virginia Farm Show, heard Mon.-Sat., 12:45-1 p.m.

The Council again requests that the U.S. Dept. of State maintain a firm stand against the attempted inroads of foreign stations on radio networks utilized by stations in the U.S.

The CCBS meeting in Cincinnati was under the chairmanship of E. W. Craig of WSM Nashville, chairman of the broadcasting clear-channel group. Others attending the meeting:


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ANDY’S MARRIAGE

Congressmen Discuss Legality for CBS

China and the State of The Union are not the only matters getting attention on Capitol Hill these days. Solons, thanks to the longevity of a New York public relations man, were reported last week to be deep in talk in corridors and cloakrooms on the question of whether Andy, the celebrated CBS Amos ‘n’ Andy show, is legally married.

George Weissman, with Benjamin Sonnenberg of New York, which handles publicity for the show, joined members of CBS’ Washington news corps and with the use of WTOP Washington recording facilities transcribed 30 second statements from Senators and Representatives on Andy’s situation.

Andy Dubed

On Dec. 11, Andy was duped into a trip down the aisle with Abigail Simpson, who paid a fee to Kingfish for the marital set-up. Kingfish was to have pushed into service a “stooge” to object to the last minute—but failed to supply the objector. Result was Andy was flustered “I do” with question in his voice. Andy is still involved in the problem of freeing himself from the marriage. Recorded Congressmen’s statements discuss the legality of the marriage. Disc will be circulated to CBS affiliated stations as promotional pieces.

Congressional Comment

Among the many comments:

Sen. Warren G. Magnuson (D.-Wash.), a bachelor, said Andy is not married as there is no intent; Sen. Milton R. Young (R.-N. D.) demanded an investigation as Andy “has many friends on the Hill;” Rep. Harold H. Valde (R.-III.) said the words, “I do,” constituted acceptance and that Andy “has gotten himself in a mess;” Rep. Harpole Scott (R.-Pa.), sympathetic bachelor, predicted it would take the “best legal talent in America” to relieve the radio personality “from the lost freedom,” and Rep. Chester A. Chesney (D.-III.) found the incident of “shotgun category.”

Plum comment came from Vice President Alben W. Barkley, who said: “I don’t know if Andy is married or not. All I know is I am certain I am.”

BROADCASTING • Telecasting

Mr. N. F. McEovy Cunningham and Walsh, Inc. New York City

Dear Mac:

Bennett’s Russell office here at WCHS on Feb 12 I see a whole stockada program on our colors on our farms and it’s all pretty good. They also ran bodies there, and I thought maybe our color should be changed. I’m going to tell them you said it’s all right but maybe we should change it. The color looks good to me, but maybe we should change it.

M. C. Apay

SESAC Inc. has compiled catalog of moods, themes and bridges to be used with its transcribed library. Over 2,000 numbers are listed. Catalog will be sent to SESAC subscribers.

Mr. N. F. McEovy Cunningham and Walsh, Inc.

New York City

Dear Mac:

I was born in the "terminal" office again here at WCHS on Feb 12 I see a whole stockada program on our colors on our farms and it’s all pretty good. They also ran bodies there, and I thought maybe our color should be changed. I’m going to tell them you said it’s all right but maybe we should change it. The color looks good to me, but maybe we should change it.

M. C. Apay

S W C H S

Charleston, W. Va.
SIMPLECTY is the keynote of effective radio and TV commercials, according to Joseph A. Moran, vice president and associate director of radio and television for Young & Rubicam. Addressing the Radio Executives Club of Boston, meeting at the Hotel Tournaine, Jan. 11, Mr. Moran advised advertising men to present some of the lessons learned in the thirty days of radio.

One of these, he said was "commercial's should cover only one specific point about a product and only by the submission a service to build or emphasize it."

If an effective sales job can be done in two minutes on a half-hour show—do it, he advised. These points which determine good radio copy also apply to TV commercials. He said, adding that whether TV commercials should be live or film can be determined by the product, all things being equal as expenditures. He further pointed out that present-day television commercials are "too devic;y."

Elected unanimously to serve as

COLORADO FIRE

Radio Beams Forest Fight

FOREST FIRE which swept uncontrollable over Colorado Springs last Tuesday enabled Colorado's radio stations to warn another public service. Stations were instrumental in informing residents of the fire's progress, which at one time threatened the city.

Among the many stations on the scene were three outlets which reported their typical experiences.

KFEI Denver staffers were on a 24-hour coverage stint. Newman Warde was in the studio within two hours after the fire was declared out of hand. He was relieved later by Newman Dick.Dick\nMagnetic recorder in a mobile unit. Telephone checks periodically saw the station were edited and compiled into regular news messages. A newsreel by KFEI's News Director Jack Fitzpatrick and Night Editor Bob Erickson.

News of KOMA Denver also employed a mobile unit airing nine complete broadcasts in a 22-hour period. Included in these was a feed to the full NBC network when Armstrong's circus came in a mobile unit.

TV ads too

BROADCASTING  January 23, 1950

Page 58
GET IN LINE WITH CHANNEL 9!

WOR-tv, on channel 9, in New York, is one of the most valuable franchises in New York television today.

Why not get in line with such shrewd tv sponsors as Piel Brothers, Petri Wine Co., Flagstaff Foods, United Air Lines, etc., and nail down a period that will give you a lasting and increasingly valuable monopoly on a good time?

There isn't much time left, so do it today!

Remember — WOR-tv — and only WOR-tv — will bring hundreds of thousands of listeners the famous Brooklyn Dodgers games in New York. That alone makes your time buy double-barrelled!

WOR-tv
channel 9
one of America's great television stations
DETROITERS have the money now

Ten continuous years of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to exceed last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV has the audience now

The 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS are doing the business now

1949 was a good year for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.
TV IN SPORTS

INVESTIGATION of television's impact on the sports gate may become a joint venture of the nation's big colleges and the telecasting industry.

That possibility was developing last week following an offer Jan. 13 by NBC President Joseph H. McConnell that network telecasters would be amenable to offering financial aid and assistance to the National Collegiate Athletic Assn. for a study of video's effect on sports. [BROADCASTING, Jan. 16.]

Ralph Furey, chairman of the Television Committee of the Eastern Collegiate Athletic Conference, said he or some official of the ECAC undoubtedly would ask that the NCAA take advantage of the McConnell offer.

Facts Needed

The only way to get the box office facts, Mr. Furey told TELECASTING, is to spend the money required by an adequate national investigation.

The aid of the telecasting industry would be welcome, in his opinion, in such a nation-wide effort by the NCAA.

It was Mr. Furey, of Columbia U., who caused the NCAA to authorize the setting up of a television committee. That committee, which has yet to be named, is charged with making a thorough investigation of the television problem and with making a report on it to the NCAA executive committee meeting in June.

His recommendation also urged that NCAA members make no television commitments beyond the 1950-51 college year, pending any possible action at the 1951 NCAA convention.

The Furey recommendations were passed unanimously by the NCAA business session which concluded that organization's 44th annual convention Jan. 14 at the Hotel Commodore, N. Y.

The recommendations first were presented the day before at an NCAA round table meeting of the large college and university group at which the topic for discussion was, "Television, and Its Impact on Sports Attendance."

At the latter meeting, Mr. Furey's recommendations were preceded and followed by expressions of opinion from representatives of major colleges. That opinion was mixed, some members believing that television might have hurt attendance, others believing the contrary.

A feature of the meeting was a presentation by Jerry M. Jordan, a student in the graduate school of Ju. U. of Pennsylvania, who made a progress report on an ambitious research study he is conducting on the influence of television on sports attendance.

His study, which is to be completed in April, has thus far shown, subject to change by additional research, that the fear that the telecast of a big college game would hurt small colleges' athletic attendance may be groundless. Mr. Jordan said there is no indication that the telecasting of U. of Pennsylvania games has hurt attendance of the smaller college games in the Philadelphia area.

Studies Reported

His studies also indicate, thus far, that the longer television sets are owned by fans, the less likely the video receivers will keep them away from the game. In fact, he said, once the television novelty has worn off, TV does not hurt attendance and may even increase it.

He conceded, however, that although college football gates turned in remarkable records in the past year, colleges in TV areas have not fared as well as those in non-TV areas.

Mr. McConnell followed Mr. Jordan, and it was then that Mr. McConnell made his offer of aid for study of the television football problem.

He told the university and college athletic executives that until the facts are all in it would not be fair to blame television for gate declines.

Mr. McConnell cited figures to show that perhaps other factors might be involved in a falling gate. He said that last year attendance of intercollegiate football went up 4% while telecasts were on a wide-open basis whereas pro-football attendance was down 9% in spite of efforts to save its gate by generally denying games to the home viewing audience.

Proposals Made for SAG-TVA Partnership

Negotiations by the partners to be conducted jointly and all contracts to be subject to approval of both SAG and TVA. Contract for live and film video to be separate.

TVA will have as its area of responsibility and will take the lead in negotiations and administration in:

1. Live telecasts.

2. Simultaneous kinescope of live telecasts for supplementary coverage.

3. Closed circuit kinescope made in the same manner as a live telecast or designed as a substitute for an existing live telecast.

4. Film inserts which are a subordinate part of a live telecast in which only persons appearing in the live telecast appear.

SAG will have as its area of responsibility and will take the lead in negotiations and administration in:

1. All motion picture films made for exhibition on television other than as specified.

2. Films made by means of closed circuit kinescope or altered devices in the motion picture manner, i.e., involving cutting, editing, etc., designed as a substitute for film.

3. Filmed commercial spot announcements.

(Continued on Telecasting 11)
O N July 21, 1931, with New York's Mayor James J. Walker doing the official honors, W2XAB, forerunner of WCBS-TV, inaugurated the first regular schedule of video broadcasting in the U. S. with a 45-minute variety program. The cast included such first-flight talent as Kate Smith, George Gershwin, the Boswell Sisters and, of course, the "Columbia Television Girl," Natalie Towers.

The opening program announced: "Following tonight's inaugural of television station W2XAB, sight-and-sound programs will be broadcast every afternoon and night by this station." Before the end of 1931, William Schult Jr., then CBS director of television, now director of station relations, was handling a W2XAB schedule of seven hours a day, seven days a week, practically paralleling the 1950 schedule of WCBS-TV.

Operating on a frequency of 2,778 kc, W2XAB covered a wider area than today's TV stations. But the definition of its mechanically scanned pictures was only 60 lines from top to bottom, in contrast to today's electronically scanned 525 lines. It soon became clear that 60-line pictures were not good enough for a national system of TV programming, and on Feb. 23, 1933, CBS announced: "We now feel that further operation with the present facilities offers little possibility of contributions to the art of television, and we, accordingly, decided to suspend temporarily our program schedule."

More than eight years elapsed before W2XAB resumed a regular schedule of TV programs. On July 1, 1941, when it became WCBW, one of the two TV stations authorized to begin commercial operation on that date, it inaugurated a 15-hour-a-week program schedule. But WCBW did not immediately start selling time to advertisers, deciding instead to concentrate on program experiments for the time being.

Video coverage of the arts, through a series put on in cooperation with New York's Metropolitan Museum of Art; of the dance, from ballet to ballroom and square dancing; of public affairs, through forum discussions; of informal entertainment, such as quizzes and parlor games played by celebrities; of children's stories illustrated by an artist who drew as the storyteller talked; of news, illustrated by maps and other visual material—these were some of WCBW's 1941-42 program experiments.

On Dec. 7, 1941, WCBW telecast a 90-minute documentary on the attack of Pearl Harbor and the nation's reaction to it. Followed war bond drives, with notables selling bonds by TV; a National Defense series in cooperation with government agencies; a Red Cross first aid course and other wartime series. On June 1, 1942, to conserve scarce tubes and manpower, WCBW cut its schedule from 15 to four hours a week, all films.

Live programming, resumed in May 1944 and gradually accelerated toward today's full-scale operation, continued the prewar experiments in TV presentation of all types of programs, from dance to drama, quizzes to commentaries, fashions to sports. In June 1946, WCBW made its facilities available to advertisers on a "working partnership" basis for testing, developing and broadcasting commercial TV programs. On Nov. 1, 1946, when the station changed to its present call, WCBS-TV, it began full commercial operation charging clients for time as well as for program expenses. WCBS-TV now operates on Channel 2 (54-62 mc) with 6.8 kw aural, 13.7 kw visual.

TODAY, WCBS-TV broadcasts something over 50 hours of program service a week, running from midday until after 11 p.m. Analysis of a typical recent week's operations shows a total of 53 hours of program time, divided into 39 hours and 25 minutes of network service and 13 hours and 35 minutes of local programming. Time devoted to various types of programs breaks down as follows:

- Films: 11:00
- Musical Shows: 8:30
- Dramatic Programs: 6:00
- Comedy-Variety: 5:30
- Children's Shows: 4:00
- Sports, Fashions & Women's Shows: 3:15
- News: 2:15
- "How To Do" Shows: 1:45
- Situation Comedy: 1:30
- Interviews: 1:30
- Forums: 1:30
- Talent Shows: 1:00
- Giveaways: 1:00
- Quiz Shows: 0:30
- Religious: 0:30
- Exposition: 0:15

Total: 53:00

Dividing the 53 hours of video air time into sponsored and sustaining hours—spot announcements are not included in this breakdown—shows an almost even division, if the participating time is considered as fully commercial:

- Network Total
  - Net: Hrs. Min.
  - Local: Hrs. Min.
  - Total: Hrs. Min.

- Type
  - Sponsored: 2:15 12:40 14:55
  - Particip.: 7:15 6:00 13:15

- Sustaining
  - 4:05 21:45 25:50

Total 13:35 39:25 53:00

The division between local and...
network time is anything but equal, however. Nearly seven-eighths of the sponsored time on WNBC-TV is used by network programs (85%) and network shows account for almost as much (84.2%) of the station's sustaining hours. Only in participating shows do local programs get more time hours (52.2%) than network shows.

The emphasis on network programming is no accident. J. L. Van Volkenburg, newly appointed CBS vice president in charge of network sales (AM and TV alike) and formerly head of all CBS-TV operations, told BROADCASTING: "For the last few years, as TV stations were first appearing in many cities and as facilities for connecting them into networks were being developed, we of CBS television have operated on the theory that our first responsibility was to direct our main efforts to programming of a type that not only was good local broadcasting but that would provide programming for our affiliates as well."

"This phase is now coming to an end," Mr. Van Volkenburg stated. "We expect in the near not too distant future to adopt for TV the pattern which has been so successful in AM and to set up a local operation for WNBC-TV distinct from that of the CBS-TV network, comparable to the autonomous operation of WNBC, New York key station of the Columbia radio network."

CBS TV technical facilities in New York, without trying to separate what is network, what station, comprise a transmitting plant at Chrysler Bldg., main studios (four) across the street in the Grand Central Terminal Bldg., four more in Liederkrantz Hall and three theatres. With rehearsal halls, staff offices, carpenter, painting and maintenance shops, storage space, etc., the facilities occupy some 200,000 square feet (6 acres) of floor space, roughly one-third of the entire CBS New York operation.

These TV technical facilities include:
9 Live talent studios.
2 Telecine studios.
6 Announce studios (audio).
7 Rehearsal halls (in addition, AM studios are sometimes used for this purpose).
34 Camera chains (representing an investment of approximately $118,000).
7 Film camera chains (five at Grand Central, two at Liederkrantz).
12 Projectors (three 35mm, five 16mm, and four Teloptican projectors). (Investment—$72,000).
34 Type 5820 image orthicon tubes in cameras, plus 34 spares. (Investment—$20,000).
7 Iconoscope tubes in cameras, plus seven spares.
6000 Electron tubes in the overall audio-visual radio and television system.
155 Video isolation amplifiers (sections of distribution amplifiers) over 100 of which are located in TV Master Control at Grand Central.
125 Microphones, including uni-directional, bi-directional and non-directional types.
170 Regulated video equipment power supply units, 110 of which are located at Master Control.
80 Video monitors, 50 of which are located at the Grand Central Studios.
11 Video (camera) control consoles.
12 Audio control consoles.
12 Program and switching consoles.
700 Video selector relays at Master Control.
170 Camera lenses (Investment on this item in excess of $50,000).
85 Racks of auxiliary and terminal audio/video equipment, 47 of which are located at Master Control.
11 Sync. generators.
3 Radio relay equipments.
285 Fluorescent light fixtures.
665 Incandescent light fixtures.
150,000 sq. ft. of scenery and backdrops plus 1,500 bulk pieces of scenery and props.
At least $50,000 worth of test and measuring equipment.

The CBS video operation in New York requires the services of some 580 employees, including 175 technicians, cameramen, etc.; 78 program personnel; 125 engaged in executive, production, sales and general operations; 120 in building, theatre and shop operations.

Unlike NBC, which has segregated its video operations into an autonomous division, CBS maintains a close integration of AM and TV at the top executive level. Frank Stanton, CBS president; Adrian Murphy, vice president and general executive; Hubbell Robinson Jr., vice president in charge of network programs; J. L. Van Volkenburg, vice president in charge of network sales; Frank Falkner, vice president in charge of program operations; William B. Lodge, vice president in charge of general engineering, are all responsible for TV as well as radio. Edmund Chester, director of news, and Red Barber, director of sports, also supervise video as well as radio coverage of those fields.

CBS executives concerned with only TV include: David Sutton, TV sales manager; Worthington Miner, manager of TV program development; Richard Redmond, director of general TV operations; Paul Wittig, manager of TV technical operations; Arthur Duram, TV sales promotion manager; Robert Wood, TV traffic manager; John DeMott, TV production manager.

Concentration on network programming has given CBS-TV and WNBC-TV a number of video's top shows, such as Arthur Godfrey's

With the WNBC-TV operation so closely aligned with that of the network, the combined studio facilities of both are constantly kept busy.

Top Photo—Lilli Palmer and Frederic March rehearse a lively scene for Ford Theatre as Miss Palmer's husband, Rex Harrison, observes from the sidelines.

Middle Photo—Worthington Miner (left), manager of TV program development and producer of Studio One, intently watches the monitors during a program.

Bottom Photo—This dramatic moment was caught during a scene from "Dr. Jekyll and Mr. Hyde," presented on Suspense.

FROM these antenna high atop Chrysler Tower, WNBC-TV's signal is transmitted to New York and surrounding territory.
SIRAGUSA'S seventh sense in calling the shots.

His mass production theories on radio ("Build up a large volume by giving good quality at the lowest possible prices") were transferred to television. Although Admiral didn't start its production of TV sets until February 1948, it is now considered one of the nation's top three manufacturers.

Its sudden and flamboyant entry was predicated by a cautious testing campaign which cost the firm $1 million for surveys and equipment. In this period, Mr. Siragusa found the know-how of applying his mass production and pricing policies to the manufacture of video receivers.

Even earlier, his faith in the potentials of television and in the necessity of its subsidy by manufacturers encouraged co-sponsorship of an afternoon variety show on WBKB (TV) Chicago in 1946. Other Chicago set-makers picked up part of the tab in order to have programming available to retailers attempting to sell the "mystery medium" in their showrooms.

Mr. Siragusa's insistence on strictly family consumption for all TV shows has at times complicated programming. Sponsoring the Admiral Movie Theatre of the Air on WBKB, he ordered his special representative to screen carefully all motion picture reissues for suggestiveness and sophistication. Reissues in those days, even bad ones, were hard to come by, and each was inevitably a cloak-and-dagger epic laden with brute romanticism and at least one merry chase through a canyon. After about 20 hours of auditions, one film was usually found suitable to the video screen and Franklyn MacCormack's homespun commentary.

Admiral concentrated its TV sponsorship in Chicago for more than a year, building prestige and establishing a brand name in its home territory. From 1948 into early 1949 it sponsored shows sparsely on WBKB, with sporting events the most popular.

Always aiming at "firsts," Admiral telecast for the first time Notre Dame home football games in the fall of 1948 via microwave relay from South Bend, Ind., as a feed to the Midwestern network. This is believed to be the first network sporting event, and the four-game series cost the company about $30,000.

The first telecast of a world championship professional football game was sponsored by Admiral also, showing brilliant plays of the Chicago Cardinals and Philadelphia Eagles. This cost $10,000.

CATCHY Admiral commercial is previewed before a Lights Out performance at NBC New York by (1 to r) Norman Nash, copy coordinator at the Kudner Agency; Sid Smith, announcer who takes the role of an Admiral dealer; Edwin J. Sherwood, Admiral's television promotion manager, and Peter Finney, Kudner account executive.
ADMIRAL shows, running the gamut from comedy to drama.

Left Photo—BERT PARKS in Stop the Music Thursday nights. Firm's half-hour television segment features the Admiral theme song, "Top of the Evening," with a quartet of singers dressed as admirals or other naval officers. After the first telecast last May, Mr. Parks received 40,000 cards in one week from persons interested in being called during the program.

Center—ELABORATE props characterized a recent presentation of Edgar Allan Poe's "Fall of the House of Usher" on Lights Out. A stage director cues Movie Actor Helmut Dantino (center), during a suspenseful scene where stars are seldom used on the NBC package, scripts for which are adaptations of former AM Lights Out stories or those in the public domain.

Right—LIFE GUARD's rescue by a modest damsel was enacted in pantomime by Comics Sid Caesar and Imogene Coca while they starred on the Admiral Broadway Revue. The show was first telecast last January, and cost the firm an estimated $900,000 before it went off the air late last spring.

Music are sold solids for television sets. Although "good entertainment will sell anything, including TV sets in TV homes," the ratio of return is going down, Mr. Sherwood realizes. Number of viewers per set is down considerably since last year, and is reaching the average number of persons in a family.

Lights Out, an NBC package, originates in NBC's 106th St. Studio in New York, but without an audience. Shows used, supernatural and psychological fantasies, are adaptations of Argyle's radio scripts for the original AM Lights Out series on NBC or of stories in the public domain.

GIMMICKS, trick shots and suspenseful action are typical of each show, with four cameras making such a variety possible. Unusual format is strengthened by use of only front and end commercials, and the uninterrupted dramatic story has brought bushels of fan mail from grateful viewers.

Jack LaRue, movie and stage actor, makes his debut each week on the show. Some of the gimmicks used the first couple of weeks included a telephone drifting upstairs and out of sight (by means of an endless spiral of wire, people walking through a wall, complex dissolves), candle flame fading slowly on "Lights Out" call (prop man beneath a table pulling the wick down as a film clip of a dwindling flame is superimposed) and a vibrating dagger (wire again).

Telecast Monday, 8-8:30 p.m. CST, the show is produced and directed by NBC's Kingsman Moore, who has had Broadway and Hollywood experience. He works with Mr. Sherwood and Peter Finney, Admiral account executive.

The same products are advertised weekly, with Announcer Sid Smith acting as the Admiral dealer. Products are a 36-inch TV set, radio-phone-TV combination, table model radios, Dual-Temp refrigerator and "Flexo-Heat" electric range. Mr. Smith, who was also seen as the "Admiral dealer" on Broadway Revue, gets many product inquiries in fan mail.

Unusual sound and musical effects include a haunting combination of violin and organ playing the Admiral theme song, "Top of the Evening." This was sung and played on each Broadway Revue, and is owned by the firm. Special effects are created also by a theramin, a musical instrument akin to a plaintive human voice which has been used in several Alfred Hitchcock psychological horror films.

"Top of the Evening" also is the opening theme on Stop the Music, telecast on Thursday, 7-8 p.m. CST. Admiral sponsors the 7:30 to 8 p.m. portion. The song is sung by a quartet of men and two women dressed as admirals or other naval officers. Another trademark is a yachting cap, worn by Bert Smith, again as the Admiral dealer, appears in semi-dramatic commercials promoting all products. Mr. Parks broadcasts from the Ritz Theatre in New York. Ralph Warren is TV director, and the entire production is supervised by Alfred L. Hollander. The Cowan organization produces the package in association with Mark Goodson.

The cost of the two shows is shared by 80 distributors and 20,000 dealers. Admiral, however, pays the bulk of the expense. It also ships in on local TV programs planned by distributors.

THE 1956 budget is following the TV pattern of '48 and '49. "We think about changing sponsorship only when the public starts complaining. So far they, and we, are happy," Mr. Mintz said.

This year the new 22-receiver TV line is being advertised. Admiral, again bearing its long line to all possible classes of consumers, introduced its 1956 models at a distributors convention in Chicago's Hyatt Regency Hotel Jan. 17. The current line ranges in price from $179 to about $800, enough variety to adapt to any purse or taste.

More than 95% of Admiral's TV production is centered in its Chicago plant on the city's West side. A few models are made in nearby Harvard. Three thousand of the first 22's are being sold in Chicago work fulltime on the TV production line, a single unit about a block and a half long. Thirteen other plants are scattered throughout the country for manufacture of other appliances.

Admiral also foresaw the '50 future when promoting its last year's models to distributors with the motto "It's a gold mine, the Admiral line for '49." Admiral's gold mine, self-discovered and continuing, is beginning to hit pay dirt for the firm which pioneered heavy investments in both TV programming and equipment.

FROM 52 to first place in the electronics industry in 15 years is the claim of Admiral Corp., whose growth has been directed by Founder-President Ross D. Siragusa. Only 43 years old, Mr. Siragusa started with an investment of $3,400 in 1934. In 1949 the firm grossed $112 million.

Parks at each show opening. This was used also by Sid Caesar in Broadway Revue.

Stop the Music is a package of Louis B. Cowan. Its action is recorded by three cameras, five for spots, and five for his show. Sid Smith, as the Admiral dealer, appears in semi-dramatic commercials promoting products. Mr. Parks broadcasts from the Ritz Theatre in New York. Ralph Warren is TV director, and the entire production is supervised by Alfred L. Hollander. The Cowan organization produces the package in association with Mark Goodson.

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T E L E C A S T I N G  •  P a g e  7
**Milwaukee Televiewers' Habits Studied (Report 95)**

**WKZO-TV Studies Area Set Installations**

FOLLOWING an extensive survey of the area to be covered by WKZO-TV Kalamazoo, Mich., the station reports there are now 45,000 TV sets in use. In the immediate Kalamazoo-Battle Creek area, 5,169 sets are reported in use, although the station has not as yet started operation.

In commenting on this high degree of set penetration, John E. Fetzer, president and general manager of Fetzer Broadcasting Co., WKZO-TV and WKZO Kalamazoo, explained that “the counties to the east of us are within the Detroit orbit of influence. Those to the west fall in the Chicago orbit. Most of the northern counties fall in the Grand Rapids orbit. In the areas to the east and west, sets have been slowly moving in for the past two years. In the Grand Rapids orbit, sets have moved in during the past several months.”

Mr. Fetzer also pointed out that many of these sets have been installed under operating conditions which give reception only two or three days a week. When WKZO-TV starts operating he expects the tempo of set installations to increase.

As a result of the current survey, which included interviews with scores of dealers and distributors in the area plus an extensive campaign of counting TV antennas to verify the findings, WKZO-TV reports the following set installations in the primary cities to be covered:

<table>
<thead>
<tr>
<th>City/Station</th>
<th>Sets In Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Kalamazoo-Battle Creek</strong></td>
<td>5,169</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>6,492</td>
</tr>
<tr>
<td>St. Joseph-Benton Harbor</td>
<td>3,375</td>
</tr>
<tr>
<td>South Bend-E. N. I.</td>
<td>8,466</td>
</tr>
</tbody>
</table>

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**KTTV (TV) Los Angeles To Increase Rates**

REPRESENTING an increase of 50%, KTTV (TV) Los Angeles hourly rate for Class A time will be increased from $500 to $755 effective Feb. 1. Class B time will go from $300 to $450 per hour.

Increase was announced by Frank G. King, sales manager, who stated that the station will give a six-month rate protection to advertisers who place business before the effective date. He pointed out that TV set ownership in the area serviced by KTTV has increased over 400% since the station started telecasting a year ago.

Other time segments on a one-time basis in class A and B times, respectively, under the rate increase are as follows: 40 minutes, $600 and $300; 30 minutes, $450 and $270; 20 minutes, $375 and $225; 15 minutes, $300 and $180; 10 minutes, $250 and $150; 5 minutes, $210 and $126.

Station breaks and service announcements on sound film will be: Class A, $121.50; Class B, $67.50. Minute announcements on sound film will be: Class A, $150; Class B, $90.

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**Video Outlines Radio With Chi. Baseball Fans**

CUSTOMERS in 1,200 Chicago barber shops said they prefer (Continued on Telecasting 13)
BASKETBALL IS BACK!

Again it is the season of hook shots, rebounds, free throws and five-man-weaves . . . and televiwers in America's "hottest Television market" are treated to a full schedule of court:thrills over WMAR-TV. Thursday home games of Baltimore's professionals, the Bullets, and Saturday home games of the U.S. Naval Academy's cagers in historic Dahlgren Hall are regular features of WMAR-TV's winter season.

Whatever the season, its sports are knitted into a schedule of such year-rounders as wrestling and boxing in a constant menu of thrills for action-loving televiwers of WMARyland . . . and WMARyland reaches from Pennsylvania to the Potomac, from Wilmington to Washington and beyond. It's the area where Television has made its fastest strides.

Baltimoreans bought 11,250 TV receivers in December, bringing the city area's total to 123,787 for New Year's Day. Nowhere in the United States has Television captured as great a slice of the broadcast audience as here. The Hoopers tell our story . . . let us tell yours.

Baltimore Leads The Nation—WMAR-TV Leads In Baltimore

Represented by

THE KATZ AGENCY, INC.

NEW YORK  DETROIT  KANSAS CITY  SAN FRANCISCO
CHICAGO  ATLANTA  DALLAS  LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
COLOR SUPPRESSED?

POSSIBILITY that a Federal suit under the antitrust laws may arise out of the present FCC hearings on color television was advanced Tuesday by FCC Commissioner J. Adam P. Jones in an address to the New York Chapter of American Marketing Assn.

Speaking at an AMA luncheon session at New York’s Hotel Commodore, Comr. Jones noted that although the Radio Mfrs. Assn. had produced a series of about 30 tests, which RCA feels should be conducted before any color system is adopted, only the advocates of the systems presented to the Commission—CBA, CBS and Color Television Inc.—have made any move to conduct such tests.

“It’s strange to me,” he declared, “that people like these men, Armstrong who have made phenomenal profits from the sale of black-and-white receiving sets have spent little or nothing on color research of their own or in field testing the systems proposed by others. Instead of offering us the results of field tests, we are offered new forms of advisory committees—committees which are but part of a general scheme which frequently Reminds me of the interlocking directorates the public utilities used in the heyday of that industry.” He continued:

No matter where the Commission turns to get advice to help solve its engineering problems, the same large industry interests are represented in one form or another. These industry advisory committees could serve a wonderful function if they did the job they purport to do. But I am afraid that frequently the record establishes not the advancement of the art but the delay or even the suppression of the art.

“I need not remind you that the Justice Dept. has taken steps to use the antitrust laws where it appeared that an act was being done against the advancement of private interests and to the prejudice of the interests of the American people. Concerted action by these industry groups to delay, if not to prevent, the establishment of color television might well lead to the same type of action.

No Action Yet

Questioned after the speech, Comr. Jones said that no such action has been proposed as yet. He explained that he could not originate such action single-handed and that the other Commissioners would have to join him if the FCC were to ask the Justice Dept. to proceed against the television manufacturing industry.

“I’m not recommending it at this time,” he said, “but it could happen.”

Reviewing the development of broadcasting in the United States, Comr. Jones told his audience of market researchers that the difference between their conception and that of the Commission is: “You want to reach the masses of men by radio to do a merchandising job; the Commission wants to vouchsafe to men everywhere radio signals that will be satisfactory and reliable for their education, enjoyment, and culture.”

He pointed out that the businessman’s “conception of how private enterprise could use radio for the greatest net return shaped the early history of radio,” with the result that “the largest facilities, the clear channels... were constructed in cities like New York, Chicago, Pittsburgh, Philadelphia, Detroit and Cincinnati” while “the wide areas in the middle of the U.S. had relatively little or no service.”

Sales Potential

Telling his listeners that “Channels in the Sky” are to you vehicles of trade and commerce to give private enterprise the most sales potential for the least cost,” Comr. Jones noted that “the more ‘channels in the sky’ you can capture in concentrated population areas, the more avenues are open to you to sell. It is not, therefore, surprising that FM broadcasting does not have the same appeal to private enterprise that it has had to the Commission.”

He painted a picture of static-free service for everybody, with full range 15,000-cycle transmission, offered by FM, which attracted more than a thousand licenses to channels which “the Commission carefully allocated to metropolitan, urban and rural areas with limits on power to insure that every American would have a choice of listening pleasure.” He continued: “The major figures in the industry, particularly the networks, promised the Commission they would use the capacity of this wonder of sound.

He said:

“The truth is, however, that no network programs are sent over the telephone lines which have a great sound fidelity than just plain of AM broadcasting. Even if it were true that affiliates were not interested in high fidelity, the network they owned the duty of tying to either their own stations in distant cities with 15,000-cycle high fidelity connections.

Some of the government executives who were preaching the amazing promise of this new art changed hat and became radio executives granting private enterprise a practicability of the channels. The Commission FM evangelists yesterday, as today’s leaders of the radio industry, are new or old executives, or by those who use radio to advertise their wares.

Shaky Start

Television, with the same potential as FM, is getting off to a shaky start, Comr. Jones said. Knowing from the beginning that VHF could not provide a nationwide competitive TV service, the FCC listened to the industry claims that not enough was known about the UHF to start operations, “so television got started in the VHF alone” and “once more the competition [between VHF and UHF] was for the channels] and the small town and rural areas are still wondering ‘if and when.’... History was repeated in the way that had happened in AM as a result of non-regulation was happening in television with regulation. The stations are going up to where the dollar is located.”

In conclusion, Comr. Jones said:

When private enterprise seeks out the most profitable market for the installation of VHF channels and regional in highly congested areas, I find no fault with such action. That is the kind of enterprise I have defended all my public and private life.

But when private industry attempts to use government processes to accomplish the same thing in television, or when I think it attempts to use the Commission to eliminate the natural competition between established black-and-white and instant color, I draw the line. Likewise, when industry attempts to use the Commission to thwart or delay reliable television service for towns like Dallas, that calls for some noise and some infel action.

NEW weekly series, Burgess Hobby Pounds, started on WGN-TV Chicago Tuesday 6:30 p.m.
Popsicle
Signs For CBS-TV Series

THE Popsicle Parade of Stars, sponsored by the Joe Lowe Corp., New York, and starring a top talent headliner for each of 15-minute programs, will start in midday on CBS-TV. The show is aimed to be broadcasted from $180,000 to $250,000 for time and talent. The program is signed through the Elaine-Thompson Co. Inc., New York, will be on behalf of Popsicle, Creamsicle, Fudgsicle and Ice-cream-on-a-stick and will be featured by Arthur Godfrey, Groucho Marx, Dick Haymes, Margaret Whiting and other stars.

Telecast day and time and order of stars' appearances will be announced shortly. All available facilities of CBS-TV have been purchased by the sponsor for the program.

Telefile
(Continued from Telecasting)

and Prize Party for Mending Jakers, all half-hour shows. Another half-hour WCBS-TV local series, John Reed King Show, is scheduled to start Feb. 11 for Flagship Station.

Faye Emerson, while sponsored by Ansonia De Luxe Shops (New York chain of shoe stores), offered 10% discount cards to viewers requesting that, for 15 cents they could get a Sheriff Bob badge.

More than 10,000 youngsters sent for badges like that worn by this admired TV character.

BASE rate of WCBS-TV for an order of Class A time (6:30-11 p.m., Monday through Friday; noon to 11 p.m., Saturday and Sunday) is $1,600. For Class B time (5:30-3:00 p.m., Monday through Friday) the base rate is $900 per hour, dropping to $600 for all other time. Twenty-second station breaks, announcements are $250 in A time, $150 in B time and $100 in C time. One-minute announcements are $325 in A time, $195 in B time and $195 in C time. Participating announcements (one-minute) are $250 each. Frequency discounts run from 5% for 26 times a year to 15% for 208 or more times a year.

Studio facilities for camera rehearsals of live programs are available up to a ratio of five-to-one of air time at $250 an hour. Charges for pre-broadcast film run-throughs range from $75 for five minutes to $250 for a full hour. On Feb. 1 the WCBS-TV base evening hour rate will be raised to $2,000, with other rates going up proportionately.

CONGRESS REMODELS FOR TV
Video-Suited Walls Aid Reception of Truman Speech

EVIDENCE that television has come into its legislative own in Congress was amply demonstrated when President Truman delivered his State of the Union message to a packed house and peering onlookers, against a backdrop of TV-suited walls.

Once again, as last year, television viewers saw the President in a parlor action through NBC-TV's pickup under a pool arrangement. But this time, they get better reception—Congressional chambers had undergone some renovation which took note of some of TV's own peculiar requirements.

When David Lynn, capitol architect, set out on his remodeling program, he consulted with telecasters and came up with the idea of blue-tapedestries, acoustically treated walls which lend themselves best as background. High-powered floodlights also were installed in the chambers.

NBC-TV technical personnel described it as the best pickup yet of floor proceedings, even though they found the lights too powerful for panning the galleries. They used two cameras (in the galleries) running conduits up to the attic where the equipment was stationed.

When the renovation is completed this summer, they will be able to feed transmission through wall sockets beside either House or Senate chamber, thus locating their mobile units on the spot. Similar permanent provisions are being made at the White House, also under renovation, where every room of any size will be so equipped, it was learned.

TV WRITERS
Hold Craft Meeting

TELEVISION Writers Group will hold a craft meeting tonight (Jan. 23) at the Beekman Tower, New York, on packaging of video shows. Speakers will be Sylvan Taplinger of Kenyon & Edhardt, who will present the agency viewpoint; Irvin Sults, president of National Society of Television Producers, who will give the slant of the independent packager, and Robert Han- num, who will speak for the author-packager.

Prior to the craft meeting, a report will be made to the group on meetings held two weeks ago by the National Television Committee, the latter brought into being last July by the National Television Conference.

At the most recent meeting of the conference, presided over by Author John Hersey, the committee was given the right to accept as members video writers not present in any of the Authors League guilds. The committee will be able to assign these new members to a guild or to the Television Writers Group.

KTLA (TV) Multiscope

INSTALLATION of multiscope equipment, claimed to be the first on the West Coast, has been announced by KTLA (TV) Los Angeles. New equipment makes possible simultaneous projection of title cards, news pictures, news ticker tape, maps, scene signals and other elements on the television screen. This is accomplished by a contrivance of lenses, tubes and "cold" lights which project images directly upon the iconoscope of the television camera. Through a series of apertures and levers, an operator may thus achieve almost any result desired in multiple picture projection.

Bonafide Renews

BONAFIDE MILLS INC. has renewed, effective Jan. 27, its sponsor-ship of Bonny Maid Versatile Varieties, telecast Friday, 9-9:30 p.m., on NBC-TV. The one-year contract was signed through Gibraltor Advertising Agency. Show is produced by Basch Radio and Television Productions, New York.

Tele-Pulse Surveys

SAMPLE size of Tele-Pulse surveys has been increased by 14% in all cities, Dr. Sydney Roslow, director of The Pulse Inc., has announced. Number of TV families interviewed has risen from 1,400 to 1,600 in New York and in other markets from 1,050 to 1,200.

Eight Million Sets

PREDICTION of more than $2 billion in television set sales during 1956 and of more than eight million sets in operation by the end of the year was made fortnight ago by Louis I. Pkross, chairman of the board of Tele King Corp., New York set manufacturer.

N. Y. Central Spots

NEW YORK Central Railroad, New York, through Foote, Cone & Belding, New York, has started a TV spot announcement campaign called "Minute Melodramas." The spots will be used on a 52 week basis, six times weekly, on WABD (TV), WCBS-TV, WPIX (TV) and WJZ-TV, all New York video stations.

Best Buy
In Booming
TV Market...

With eight TV stations in the three-city market of Cincinnati, Dayton and Columbus . . . the three WLT-Television stations (WLW-T, Cincinnati; WWD, Dayton; WLW-C, Columbus) receive 44% of all viewing from 11:00 a.m. to 11:00 p.m., Sunday through Saturday.

While WLW-TV rates remain unchanged, the number of sets continues to skyrocket—97,600 on Dec. 1, 1949, to 132,200 by Jan. 1, 1950, in this three-city market.

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Talent

(Continued from Telecasting)

nouncements carrying a commercial message. (With regard to such spot announcements, SAG may, however, delegate to TVA its responsibility for organization and administration in those areas where SAG does not have or elect to establish a branch office.)

New members entering television would join TVA if their first employment is in the live field or SAG, if their first employment is in the films. Members' proper classification as to live film would be reviewable every six months.

SAG proposed each partner bear its own expenses for organizing and administering television and each contribute equal capital to the partnership. It further proposed the life of the agreement be two years, which is the present life of TVA, subject to termination by either party on 90 days notice.

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PHONEVISION HIT

E. F. MCDONALD JR., president of Zenith Radio Corp., is performing a disservice to TV and the public by advocating Phonevision, according to George B. Storer, president of the Fort Industry stations. He states his views in a letter to Comdr. McDonald.

"Periodically I receive a communiqué from you which indicates that you are masterminding the radio industry," Mr. Storer wrote.

He recalled that Comdr. McDonald originally was "a great protagonist for the development of FM."

"While we all endorse the advantages of FM from a technical standpoint," Mr. Storer continued, "practically it came too late and has cost our industry vast sums of money, even forcing some broadcasters to sell or reorganize their enterprises."

"Now you come along with an attack upon the development of television and are performing a very great disservice to the American public by again confusing the issue. Only last week I heard of a gentleman who was not buying a television set because he had read some of the 'phonevision' publicity, which made him think he would have to pay for the programs received on his television set."

"For your information television is enjoying a healthy growth and in two of our three stations we are currently earning a very modest profit, and anticipating substantially greater earnings potential."

"Apparently your idea is the people should not go into television because it is going to cost too much money."

"The development of this great country was solely accomplished by fearless pioneers in all fields and the propagation of the idea that we should not go into television because of the high ultimate cost is utterly fallacious."

"If inexpensive entertainment and educational service through investment in television can be supplied to the American public, will this cause of immense profit, then such action is the obligation of every good broadcaster and manufacturer." . . .

"I am reliably informed that the market is not earning for your good company, which certainly occupies a most outstanding position in the radio manufacturing industry, is currently derived from the manufacture and sale of television sets. Therefore, it would seem that you are harming the very industry which is currently supporting you."


STATION BIDS

TO CONCENTRATE on theatre television, 20th Century-Fox Film Corp. last week withdrew its five pending broadcast TV applications.

The applications, on file since 1945, were for Boston, San Francisco, Seattle, St. Louis, and Kansas City. The San Francisco bid was one of six that for an area on which FCC hearings were held before the current TV licensing freeze was imposed in September 1948. The others also would have been involved in competitive proceedings.

In petitions filed Friday, the film company said it "should for the time being devote the time and resources which it has available and can obtain for television activities to the special field of theatre television."

The petitions noted that the company has been engaged in research and developmental activities whose purpose is "to establish a nationwide system of theatre-television and to obtain from the Commission an allocation of radio frequencies for use in connection therewith."

Withdrawal of the broadcast applications came a week after FCC cancelled an initial, business, religious and industrial fields attended.

Dr. DuMont Speaks

FIRST ANNIVERSARY dinner of WDTV (TV) Pittsburgh tomorrow (Jan. 24) will feature an address by Dr. Allan B. DuMont, founder and president of the Allan B. DuMont Labs. DuMont TV Network. WDTV was formally dedicated Jan. 11, 1949. Prominent leaders in civic, business, religious and industrial fields attended.

20th Century-Fox Drops Five


RCA COLOR

By J. FRANK BEATTY

RCA DEMONSTRATED a refined version of its compatible color TV in private Washington showings last week and at the same time disclosed it is about ready to unveil a single-tube color system.

Better uniformity in color was attained in last week's showings as the result of a change in technique. This consists of a burst inserted in the transmitted signal that tells the receiver's oscillator the correct frequency and phase. With the added pulse, a simple receiver adjustment locks it at the proper point.

Within a few days RCA plans to deliver two 16-inch single-tube color receivers. One will go to the Bureau of Standards (Condon) committee, conducting a detailed color study, and the other to the FCC Laurel laboratory. RCA refused to give details of the type of single-tube system it will demonstrate. It plans to turn out additional sets at the rate of two a week for use in FCC's TV hearing.

The improved three-tube system was shown at RCA's laboratory at 7836 Eastern Ave., at the District of Columbia line. A half-dozen color sets are in operation along with a receiver equipped to receive CBS color transmissions.

One of the large laboratory receivers used in RCA's test last autumn was employed in last week's demonstration. It is a direct-view type, with three 10-inch tubes whose separate images are blended through a dichroic mirror system.

First picture was a still of a woman in a red blouse. Some magenta was noted across the top edge, ascribed to the mirror system. The same program was shown on an adjacent 10-inch black-and-white set.

Live programming opened with a hula dancer wearing red bra and red shredded skirt. Background was a light blue. Color was uniform left to right and top to bottom and did not change noticeably during the performance. Occasionally red appeared in the dancer's hands when they moved rapidly across the screen but this was not consistent.

Close examination of the color and black-and-white images showed a dot effect in both but this disappeared at a viewing distance of three or four feet and was ascribed to the sampling and combining process inherent in RCA's system.

Second live program presented Gene Archer, baritone, wearing sand-colored shirt and blue tie against green-blue background.

"Buzzer" interference was introduced. Its effect on the color picture was no worse than on the black-and-white image.

Color fidelity was shown by a dish of fruit. The yellow shade in two of the closely-spaced pigments varied with the intensity of the studio lighting. The orange appeared as it should have. Slant variation was shown in the color of an apple as camera angle was changed.

With colors locked in phase, RCA's system was practically free from the wandering noted at demonstrations last fall. At that time each set had different color values but relative uniformity was noted last week on the half-dozen color receivers in the laboratory.

One of the sets was built into a small cabinet through use of special short-neck 10-inch metal-cone tubes.

RCA officials at the laboratory said they feel they now have demonstrated a basic all-electronic system but did not contend it was "by any means "perfect color." They also said last week to a number of FCC staff officials.

The color signals were transmitted on Channel 4 by WNBW Washington and could be received in black-and-white or normal sets.
Selling TV

Seek New Money—Blackburn

"SELL television to new money," and "think big" was the advice given by Norman Blackburn, NBC West Coast head of network television operations, to members of Southern California Advertising Agencies Assn. at their regular monthly meeting last Monday. Mr. Blackburn spoke on "Television Programming in New York."

Confident that West Coast agencies and branch offices will figure "very importantly" in the national television picture from now on, Mr. Blackburn urged agencymen to establish money for television itself, rather than divert it from other media, and to think of TV in terms of national acceptance. To help determine what national advertisers are buying, he suggested that they watch kinescoped New York shows.

In conclusion, he stated that although New York is now producing "bigger and better shows" because of higher budgets, this is only temporary. With the as-yet untapped reservoir of talent and production brains" on the West Coast, he prophesied Western productions would in the very near future "be crowding Hooper, Nielsen and Pulse leaders."

Art Colorcasts

National Gallery Praises

BELIEF that color television "should do for art what radio has done for music" was voiced by David Finley, director of Washington's National Gallery of Art, where CBS originated a special colorcast Thursday night.

The gallery telecast, with CBS-TV star Faye Emerson as m.c., was part of CBS' month-long demonstration of its color television system [TELECASTING, Jan. 9, 10]. Meanwhile, though CBS authorities would not confirm the reports, it was understood a CBS colorset had been installed in Blair House for the use of President and Mrs. Truman during the CBS test period.

Color Study

THIRD in a series of Television Research Institute reports "TV in Color—Is Now Too Soon?" will be released at the end of January. The report, according to John H. Eckstein, institute director, will "synthesize all existing information on color television and from this data, predict the probable outcome of the present controversy."

More light on our favorite subject

CMC

on our favorite subject

Teleslatus

(Continued from Telecasting 8)

see baseball games on television rather than hear the games or read about them.

As asked what they liked best to do if they couldn't get out to the park, the men answered—watch television, 72%; listen to radio reports, 22.8%, and read news accounts, 4.3%. Less than 1% listed no opinion on the questionnaire, which was circulated by the research department of O'Reilly, Doty & Sommer, Chicago public relations firm.

The barbers' customers preferred the following radio sportscasters:

Beet Wilson, Bob Elson, Bill Stern, and Joe Boland. Local TV favorites were Jack Brickhouse, Pat Flanagan, Hal Totten and Joe Wilson.

Quiz Kids, sponsored by Miles Labs through Wade Afr., Chicago, on NBC-TV, moves to new time Jan. 27. It will be telecast Friday, 7 p.m. (CST) instead of Monday at 9 p.m. (CST).
DON LEE

Plans TV Film Unit

PLANS to produce motion picture films for television for national syndication were announced last week by Don Lee Television, Hollywood. William Dieterle, movie producer-director, was named to head up the production operation. Deal followed 90 days of secret negotiations. According to Charles L. Glett, vice president in charge of network television.

Production Plans

Plans include production of half-hour films based on the book Secret Service of the Wilds by Capt. Don Wilkie and other stories by him and his father, the late John Wilkie, of their experiences with U. S. Secret Service and Capt. Wilkie's OSS. To that end the network has signed Capt. Wilkie to a 10-year contract.

William Gordon, network producer-writer, will write scripts for this series, which is scheduled to get underway in April.

Also associated with the new enterprise will be Cecil Barker, executive producer and assistant to Mr. Glett; Lee Garmess, cinematographer, who will supervise photography; and McMillan Johnson, production designer. All were formerly associated with Don O. Selznick. Films will be released for national syndication by Blair TV Inc.

According to Willet H. Brown, president of Don Lee network, and Mr. Glett, the new enterprise is "only one step" in the projected plans for the network. Under Mr. Glett, who joined the network eight months ago, production operation was moved from Mt. Lee to Don Lee Hollywood studios on Vine St.

STRONACH

Gets New ABC-TV Post

APPOINTMENT of Alexander Stonach Jr., ABC manager of television programs since September 1948, to the post of national director of television program operations was announced last week by the network president, Robert E. Kintner.

Mr. Stonach will coordinate the program activities of all ABC-TV stations, and will report to Charles C. Barry, vice president in charge of radio and television program operations.

Mr. Stonach went to ABC in 1947 from the William Morris Agency where he was an executive in the radio and television department. Previously he had been with Young & Rubicam, joining that agency in 1938 as a writer on the We, the People radio program. Subsequently he had been producer and directed that program as well as Mystery Theatre, The March of Time and several other commercial shows. He also served as production supervisor for the manager of the talent department and program manager for Y&R.

PRINCIPALS in production of motion pictures for Don Lee Television are (1 to r): Capt. Don Wilkie, author, who will supply the stories for the half-hour films; Charles Glett, vice president of Don Lee Television; Cecil Barker, assistant to Mr. Glett and executive producer of the network; William Dieterle, director of the new operation.

Film Report

WBAP-TV FORT WORTH has produced spots for Fisher Mfg. Co. in its film production department to sell new automatic plastic mouse catcher. Station will carry two TV spots weekly on 13-time basis, on item.


Jerry Fairbanks, president, Jerry Fairbanks Productions, Los Angeles, and Frank E. Mullen, chairman, are in New York for several weeks conferences with Russ Johnston, vice president in charge of sales and distribution for firm's New York offices. Talks to be on reorganization of eastern division facilities and expansion.

Charles Hutchinson has resigned from copy staff of Erwin Wasey & Co., Los Angeles, to form TV and radio packaging firm with Todd Russell. Firm to bear name Russell-Hutchings Productions, with headquarters in Los Angeles.


Langley-Smith Television Productions, 704 S. Spring St., Los Angeles, offering TV stations throughout the country quarter-hour strip, titled Report to Mrs. America. Program gives facts on food and nutrition and household hints. Package, using live local programming, consists of complete script and camera outline for each show and still photographs, which may be re-enacted in local studios or shown themselves in close-ups. Program is offered on five-week basis for 15 weeks. Currently being telecast on KPIV-TV Los Angeles.


DuMONT NAMES

Campbell-Ewald as Agency

THE Allen B. DuMont Labs, Clifton, N. J., has appointed Campbell-Ewald Co., New York, effective March 1 to handle the advertising of the DuMont Receiver Sales Div. (TV receivers) and the Broadcasting Div. including the DuMont Television Network (WADB-TV (New York), WTTG-TV (Washington), WDTV (TV) Pittsburgh).

Winslow H. Case, senior vice president in charge of eastern operations for Campbell-Ewald Co., will be in charge of the account.

KPHO-TV EXPANDS

Group to Buy KCNA

EDWIN R. BORROFF, general manager and part-owner of KPHO-TV Phoenix, announced Thursday that Carl Weston, former head of his own Chicago program production agency, has acquired part interest in KPHO-TV and that negotiations have been opened for purchase of KCNA Tucson.

Mr. Borroff resigned two weeks ago as president of Taylor-Borroff, representatives firm, to manage KPHO-TV [CLOSED CIR., Jan. 16].

He also disclosed that William A. Small, publisher of the Tucson Citizen, is interested in buying into KPHO-TV. The Phoenix station, only video outlet in Arizona, beams to more than 3,000 TV sets within a radius of 125 miles, Mr. Borroff claims.

On the air four weeks, it is affiliated with KPHO, 5 kw AM outlet on 910 kc. Late census figures put the Phoenix metropolitan area population at more than 300,000, Mr. Borroff said.

The former ABC Central Division vice president first became interested in KPHO several years ago while lining it up as a Blue Network station. At the time he was associated with NPC Chicago. Like Mr. Borroff, Rex Shepp, president of KPHO and KPHO-TV, formerly worked in the Midwest as general manager of WIRE Indianapolis.

Mr. Wester, a former NBC Chicago salesman, for several years was associated with radio writer Iras Phillips as business manager of such properties as Guiding Light, Road of Life, and Today's Children. He has been engaged similarly in Hollywood in recent years and plans to take an active part in management of KPHO-TV because of its proximity to his present California home.

CBS DETROIT SALES

Spadea Now Heads AM, TV

JOSEPH R. SPADEA, Detroit manager of CBS radio network sales, will assume supervision of TV as well as AM sales in that area, effective immediately.

The expanded assignment, according to J. L. Van Vollenburg, CBS vice president in charge of network sales, was due to the need for an account representative in the Motor City, becoming manager in December of that year. Prior to his 26 months of Army Air Corps service, he was Detroit manager for Scott, Howe & Bowen, and for Edward Petry Co.

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AROMATIC PICTURES Corp. asked the FCC to reconsider its decision to deny an application by Paramount Pictures Corp. for a broadcast license for KPIX-TV in San Francisco, a channel which would have been granted had it not been for the appeal of the Paramount application.

In its appeal, Paramount Pictures Corp. argued that the FCC's decision was based on a misinterpretation of the law and that the company should be granted a broadcast license in order to meet the public interest. Paramount Pictures Corp. cited the company's long history of providing quality programming and its commitment to serving the community.

The FCC had previously denied Paramount's application, citing concerns over the company's financial stability and its ability to meet the technical requirements for a broadcast license.

The appeal was filed by Paramount Pictures Corp. in an attempt to overturn the FCC's decision and to provide the San Francisco area with a new broadcast station.

The case is now pending before the FCC, and a decision is expected in the near future.
The 1950 BROADCASTING Yearbook*

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

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

The top radio-tv agencies—personnel and gross billings?

You'll find the answers—and many, many more hard-to-get facts—plus these exclusive features in the 1950 BROADCASTING * TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National, regional advertisers-agencies ★ Fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs; representatives, film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings, indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

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

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

Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

☐ I enclose $7.00 ☐ Please bill me

Name ________________________________

Company _______________________________________

Street _______________________________________

City ___________________ Zone ______ State ________
Iovel program on WFOB Postoria, Ohio, has "doggy" approach. List of dog owners is blamed by Mel Murray, show's m.c., and two or three are called during each show. Owner of dog has 30 seconds in which to make dog "speak" in telephone to Mr. Murray. Any rich may be employed by owner, and he is successful, dog is awarded certificate for five pounds of Lucky Trike dog food. Program's sponsor, special "dog" used in show speaks every time Earl Well, program director who reads commercials, says words, "Lucky Trike." Idea for show was developed by Messrs. Murray and Velde.

Fire Coverage
Jews department of WCO-AM-FM TV Davenport, Iowa, gave thorough coverage to tragic fire in psychiatric building of Mercy Hospital there. Newsman Bob Frank was at scene of blaze shortly after it started. First bulletins were aired at 6 a.m. when station opened. Mr. Frank devoted in 5:15 newscast to eyewitness account of fire. Interviews with fire and police officers were taped recorded and aired at 8 a.m. Bulletins were aired. A body was found identified. Telephone recordings were made for WBN 8 a.m. East Coast News and 10 by WHO Des Moines, KGLO Mason City, iowa, WDAY Fargo, N. D., and other stations. By 11 a.m., News Director Bob Redden and Mr. Frank had prepared resume of transmissions and personal eye-witness comment. That afternoon both men fed quarter-hour program to NBC.

Editorial Series
TAKING advantage of its right to editorialize is WLIB New York. Station recently presented three-day series with two shows daily concerning Federal Fair Employment Practices Commission. Editorial material was prepared by news staff as well as special announcements promoting shows. Prominent guest speakers and music were featured.

Live Magazine
SHOW built around magazine format to appeal to entire family has started on WKY-TV Oklahoma City. Titled The Greta, program is aired Thursday 9 p.m. show begins with Co-editors Dodie Quinan and Jan Resenich discussing content of week's edition. News, feature stories on family life, hints on party plans, games, home decorating, landscaping, hobbies, reports on sports and other public events in news are demonstrated and explained. "Guest editor" is interviewed weekly. Demonstrations of household electrical appliances tie-in with sponsor, Oklahoma Gas and Electric Co.

Verbal Battles
SERIES designed with special purpose of bringing together most staunch opponents on specific public issues currently being aired on WIP Philadelphia. Titled City Hall Spotlight, show is heard Wed., 9 p.m. Speakers are chosen because of their strong stands on mooted public issues. Station has scheduled 15 programs in series, but will maintain maximum flexibility in its nightly programs to allow for immediate coverage in event that major issue comes up in the news.

Legislative Review
EVERY Sunday while South Carolina General Assembly in session, State Legislature Review is heard over WESC Charleston. Program is written, directed and produced by News Director Robert Truere and is aimed at emphasizing bills and happenings in governing body of particular interest to Charlestonians. A Charleston legislator who has made news during the week is interviewed each Sunday.

Congressional Series
MICHIGAN congressmen and senators in Washington will report government matters to their constituents in new series of weekly programs entitled Your Congress on WKJ Detroit. Shows are aired from Washington Friday, 10:30-10:45 p.m., as public service feature. Different Congressman each week will air his views on happenings and explain his stand on current issues.

TV Dog Show
FOLLOWING is Known Your Zoo, show in which animals from Baltimore Zoo are exhibited on WAAAM (TV) Baltimore, is new program, Dog Session. Program features Mrs. Winnie L. Heckmann, professional handler and breeder of dogs, giving tips on how to select, train and care for dogs. Live dogs are used as models on show.

Circle Four
NEW children's series on WNBW (TV) Washington has western angle. Called Circle Four Roundup Rangers, show features western movie and meeting of special Circle Four Ranger Club each weekday at 4 p.m. Indestructible plastic membership cards are given to interested youngsters for the asking. Four rules of club, play safe, be good, be kind, be fair should assure popularity of program with children's parents.

Show for Taxpayers
HELPING taxpayers make out income tax returns is job of Aid to Taxpayers, new show on WTAG-AM-FM Woste-ter, Mass. Three-week public service series started over stations Jan. 16 at 12:15 p.m. Taxpayers Francis M. Smith, deputy collector of Internal Revenue for Worcester County, and John A. Stein, vice president of Worcester Chapter, National Assn. of Cost Accountants, are featured. Series is presented with cooperation of NACA.

Bible Illustrations
BIBLICAL tales absorb children seated around miniature sand stage on new Bible Story, which debuted Jan. 15 on WENR-TV Chicago. Kay Morrow, who has starred in many Chicago TV productions, narrates stories using small figures on stage to illustrate action. Commentary is backed by 16-voice children's a cappella choir. Richard Locke is producer.

M. G. in Night Club
EXPANDED Eddie Newman show on WPEN Philadelphia is set in Click nightclub in that city. New point of origin allows Mr. Newman to feature such things as interviews with acts from local cafes, audience participation gimmicks, amateur show and interviews by the audience. Station reports that overflow crowds have jammed night spot since Mr. Newman began working from its stage.

Weather Facts
NEW show, Weather Tele-Facts, is five-minute signoff studio feature on WRAP-TV Fort Worth, Tex., seven nights weekly. U. S. Weather Bureau employees give latest forecast with aid of tapes, describing causes of present weather and predicting what is to be expected in the future. Sponsor is Fair Department Store, Fort Worth.

Seagull Series Aired
CONCERT series of 13 programs, entitled Freedom Sings and dedicated to 13 original colonies, will be aired by WASHFM Washington, and Continental-FM Network. Programs are made up of guest artists appearing with U. S. Army Band and chorus. Band is regular feature show over station and network on Wednesday evenings. Special series is in honor of sesquicentennial celebration of Washington, D. C.

Tri-Sectioned Show
NEW locally produced show, designed especially for housewives, premieres today (Jan. 23) on KSD-TV St. Louis. Homemaking with KSD-TV features food preparation, cooking, menu planning and household hints, and is aired five times weekly, 5-6:30 p.m. Esther Lee Bride, noted home economics teacher and author, conducts show in three segments—homemaking hints, recipe of the day and kitchen "tricks." Sponsorship is on participating basis.

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the training center for a prosperous two-state agricultural area. Retail sales, coal buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. • WOC-FM 47 Kw. 1420 Kc. 103.7 Mc.
WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video . . . 12.5 Kw. Audio
On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 3,000 Quad Cities' sales . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President Ernest Sanders, General Manager

DAVENPORT, IOWA FREE & Peters, Inc.
Exclusive National Representatives

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WOC FIRST in the QUAD CITIES

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WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video . . . 12.5 Kw. Audio
On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 3,000 Quad Cities' sales . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President Ernest Sanders, General Manager

DAVENPORT, IOWA FREE & Peters, Inc.
Exclusive National Representatives

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WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the training center for a prosperous two-state agricultural area. Retail sales, coal buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. • WOC-FM 47 Kw. 1420 Kc. 103.7 Mc.
WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video . . . 12.5 Kw. Audio
On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 3,000 Quad Cities' sales . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President Ernest Sanders, General Manager

DAVENPORT, IOWA FREE & Peters, Inc.
Exclusive National Representatives

January 23, 1950 • Page 75
Largest level.

When you pride yourself on mechanical and electrical equipment that holds noise better than 50 db below your program level, but still get noisy reproduction...

DON'T BE MYSTIFIED...

Switch to Presto Disc

Surface noise on Green Label discs is 60 db below program level.

King of Hearts

JACK BENNY, CBS comic, has been chosen “America’s King of Hearts for 1960” by the American Heart Assn. He will accept the award in New York on Sunday night, Feb. 5, Lucky Strike program, which will be dedicated to the 1906 drive for $5 million. Honor is in recognition of the comedian’s aid to the Heart Campaign for the past two years.

WCTS TRANSIT ADS

Two New Accounts, 5 Renewals

TRANSIT RADIO Inc., New York last week announced two new and five renewed accounts reported by its affiliate WCTS (FM) Cincinnati. New campaigns were begun that day by the Biedenberg Co., for men’s furnishings, and RKO Midwest Theatres Inc, for a new picture promotion.

Renewals were by the Home Federal Savings & Loan Assn., Alms & Doecke Department Store, Becker Clothing Co., John Shlito Department Store and Cincinnati Times-Star Co.

‘Obscene’ Records

SENATE companion bills to legislation introduced in the House by Rep. Emanuel Celler (D-N.Y.), banning transportation of “obscene” records or electrical transmissions of interstate commerce, have been proposed by Sen. Pat McCarran (D-Nev.). Measures (S 2811, 2812) would prohibit not only transportation of certain matters but also their importation in foreign commerce. Any articles “capable of producing sound” would be included.

Walter A. Maier

REV. DR. WALTER A. MAIER, 56, conductor of the Lutheran Radio Hour (ed Jan. 11, in St. Louis of a heart attack. Dr. Maier first went on the air in 1927. At the time of his death the Lutheran Hour talks were heard each Sunday over 436 MBS stations and some 765 independents in the U.S. and Canada. The talks were translated into 36 foreign languages.

Wis. League Meet

THE League of Wisconsin Radio Stations will hold its first meeting of the year on Monday, Jan. 30, 11 a.m., at the Plankinton Hotel, Milwaukee. Ben Laird of WDUZ Green Bay is president of the league and Joseph D. Mackin, WMAM Marquette, vice president.

Wis. League Meet

WATW Paterson, N. J., arranges for sign-off announcements on WMTR Morristown when latter completes its broadcast day at 5 p.m. daily.

E. J. GRADY

R & R Executive Dir

EVERETT JOHN GRADY, 5 executive vice president and director of Ruthrauff & Ryan, New York, died Jan. 17 in Lenox Hill Hospital, New York, after an illness of two weeks.

Mr. Grady joined Ruthrauff Ryan in 1920 as a copywriter. He was named copy chief in 1925 as an executive vice president in 194.

Surviving are his wife, Mrs. Mar C. Grady; a sister, Miss Helen I. Grady, and a brother, Frank J. Grady.

WVOM Revises Rates

WVOM Boston, 24-hour independent outlet, announces a rate revision effective Feb. 1. The new rates set Class A from 7 a.m. until 12 midnight, daily and Sun. and Class B from midnight to 7 a.m. According to Benjm Bartzoff, vice president and general manager, WVOM made a survey in which the effectiveness of the station spot announcement were found and found to be equally effective day and night.

LINCOLN DAY SHOW

Kearns Named Producer

REP. CARROLL D. KEARNS (R. Pa.) has been named producer of a special radio-television-stage show to be featured as part of the Lincoln Day Box Supper in Washington Feb. 6. Rep. Joseph Martin (R-Mass.) has announced.

ABC reportedly has cleared air time; TV network has not been determined. Show will launch some 2,500 Lincoln Day celebrations sponsored by Republican Senate and House members throughout the country. Washington’s supper will be held at Uline Arena.

A onetime bass-baritone with the Chicago Opera Co., soloist with major symphony orchestras in the 1920’s, and author of several musical comedies, Rep. Kearns said he planned to call on top-flight radio, movie and stage friends to put on the “best possible show” for Republican women, their guests and radio and television audiences. Rep. Kearns also is an old sparring-partner of James C. Petrillo, AFM president.

Dallas Ad Week

RADIO AND TV shows will be included in the Dallas Advertising League’s promotion of its local Advertising Week, starting Feb. 10, and designed to sell the Dallas area on advertising’s benefits.

Theme of the week is “How Advertising Serves.” Ernest Loven, vice president, Tracy-Locke Co., is chairman of Advertising Week Committee.
WORK of Federal Trade Commission’s radio and periodical division was outlined by the commission in its 35th annual report to Congress. The report covered review of radio and television continuities for the fiscal year ended last June 30.

In radio, the commission cited a new position last July 1, which provides for sampling of commercial scripts from stations in small cities once yearly; from stations in intermediate-size localities, twice yearly, and those in cities with population of 200,000 or over, three times a year—all on a systematically-staggered basis. National and regional networks have responded continuously every week, while producers of electrical transcriptions (open-end) have submitted all records once a month.

During fiscal 1949-1950, FTC examined 493,528 radio continuities from networks, individual stations and transcription producers, with 12,879 advertising statements set aside for further study. Reviewing its television procedures, FTC noted script continuities had increased appreciably in volume prior to June 30, 1949, and said it had issued requests to 55 TV stations during the first six months of last year. It received 4,400 continuities from television networks, individual stations and video film producers.

Out of 3,232 scripts, only 121 were marked up for further study in containing possibly “false or misleading” statements, FTC reported. Scripts are examined thrice yearly for sampling per 15-day period each. The four TV networks and film producers have extended their cooperation, the commission added.

All advertisements dealing with alcoholic beverages were subject to special study and set aside for examination by the Alcohol Tax Unit, FTC added. Additionally all advertising was assembled, processed and studied looking toward docketing of applications for complaint where warranted.

**Technical**

**Paul E. Leake**, former chief engineer of KOBX Sacramento, Calif., joined KROW Oakland in similar capacity. He will supervise technical installation of new transmitter building and tower array.

**John O. VICK**, formerly with technical staff of XHDX Stillwater, Minn., joins WXLK Cloquet, Minn., as chief engineer.

**John Parker**, formerly chief engineer for new deleted WOIL Boston and with OWI as field engineer, appointed in charge of all technical functions of WLYN Lynn, Mass., which he helped build.

**Larry Miller**, control operator for WSCC Charleston, S. C., is the father of a girl.

**Tube Div.**, General Electric Co., announces new three-inch cathode ray tube, believed to be shortest electrostatic cathode ray tube manufactured in U. S., according to firm. Tube is called 3MP1.

R. C. Cheek, central station engineer, Westinghouse Electric Corp., Jan. 30 will receiveEta Kappa Nu plaque in recognition of his being chosen most outstanding young electrical engineer for 1949 by that group.

**Industrial Devices Inc., Edgewater, N. J., producing new model of Mini-Volt Voltmeter with expanded scale centered on common 110 and 220 line voltages. Model is known as 410A and is accurate to within 2 volts at 110 volts AC.

**Superior Electric Co., Bristol, Conn., announces new design of Powerstat variable transformers, type 116 and 216. Improvements have been made within old standard mounting dimensions to conform to existing panel layouts.

**Jim Allread**, engineer at WHOK Lancaster, Ohio, is the father of a girl, Patricia Don.


**Milton Korf**, member of the WBBI Chicago engineering department, is the father of a girl, Kayleen Margaret, born Jan. 8.
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 13 Applications ... ACCEPTED FOR FILING
Modification of CP
Mod. CP new AM station to increase power etq. for extension of completion date: KSDO San Diego, WDEL Wilmington, Del., WBBM Chicago, Ill., WORC New Haven, Conn., for new noncommercial educational FM station.

January 16 Applications ... ACCEPTED FOR FILING
Modification of License
KCBS San Diego, Calif.--Mod. license to move time shift spring from 1:00-1:30 to 10:00-10:30 AM.

License for CP
License for new AM station: WWL New Orleans, La.

Application for Change of License
KFWF Fort Worth, Tex.--License to cover new AM station.

January 17 Applications ... ACCEPTED FOR FILING
Modification of License
KWY-FM Oklahoma City, Okla.; WWO-FM Lynburn, Va.

Modification of CP
WHRB-TV Richmond, Ind.--Mod. CP new commercial TV station for extension of completion date; WJIM-TV Lansing, Mich.--Same to February 56th.

TENDERED FOR FILING
WWJ-TV Detroit.--Mod. CP new commercial TV station to change from 21.519 to 21.518.5 kHz, 99 kw, and 21.5175 kHz, 75 kw, and change trans. to 21720 Eight Holy Oak Road, Dearborn, Mich.

APPLICATION RETURNED
License for CP
WNAH Nashville, Tenn.--Heritage Bost. Corp. RETURNED license to cover new AM station.

January 17 Decisions ... BY THE SECRETARY
WPIC Inc., Area New York.--Granted CP for new remote pickup.

WHKS Haverton, Pa.--Granted mod. CP to make changes in and add new frequencies; granted CP mod. for new station.

KATL Atlanta, Ga.--Granted CP to WTHI TV station.


January 17 Applications ... ACCEPTED FOR FILING
Modification of License
KCAH Fort Worth, Tex.--Mod. license to change name of station.

January 20 Applications ... ACCEPTED FOR FILING
Modification of License
KLVY Lamy, N.M.--Mod. license to change name of station.

License for CP

January 21 Applications ... ACCEPTED FOR FILING
Modification of License
KBBG Milwaukee, Wisc.--Mod. license to change name of station.

January 21 Applications ... ACCEPTED FOR FILING
Modification of License
WBBM Chicago, Ill.--Mod. license to change name of station.

January 22 Applications ... ACCEPTED FOR FILING
Modification of License
KLSU-Salt Lake City, Utah.--Mod. license to change name of station.

January 24 Applications ... ACCEPTED FOR FILING
Modification of License
KBRW Bellevue, Wash.--Mod. license to change name of station.

January 25 Applications ... ACCEPTED FOR FILING
Modification of License
KBTC-AM-403 Baltimore, Md.--Mod. license to change name of station.

January 26 Applications ... ACCEPTED FOR FILING
Modification of License
KBTE Birmingham, Ala.--Mod. license to change name of station.

January 27 Applications ... ACCEPTED FOR FILING
Modification of License
WGBB Philadelphia, Pa.--Mod. license to add new frequencies and additional frequencies to the original license.

January 28 Applications ... ACCEPTED FOR FILING
Modification of License
KBOS-Boston, Mass.--Mod. license to change name of station.

January 29 Applications ... ACCEPTED FOR FILING
Modification of License
KBRO Oklahoma City, Okla.--Mod. license to change name of station.

January 30 Applications ... ACCEPTED FOR FILING
Modification of License
KTCO Des Moines, Iowa.--Mod. license to change name of station.

January 31 Applications ... ACCEPTED FOR FILING
Modification of License
KCMO Kansas City, Mo.--Mod. license to change name of station.
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>National Press Building Offices and Laboratories, 1339 Wisconsin Ave., N.W.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington, D.C. 2414 - Member AFCE*</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers</td>
<td>906 Natl. Press Bldg., 1407 Pacific Ave., Washington, D.C. - Member AFCE*</td>
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<tr>
<td></td>
<td></td>
<td>40 years of professional background</td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td></td>
<td>Upper Montclair, N.J. - 3-3000</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td></td>
<td>501-114 Munsey Bldg. - Sterling 9111</td>
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<tr>
<td></td>
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<td>Washington, D.C. - Member AFCE*</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
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<td>1469 Church St., N.W. - DE. 1232</td>
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<td>Washington 5, D.C.</td>
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<tr>
<td>JOHN J. KEEL</td>
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<td>Warner Bldg., Wash., D.C. - National 6513</td>
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<td>Craven, Lohnes &amp; Culver</td>
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<td>MUNSEY BUILDING DISTRICT 8215</td>
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<td>WASHINGTON 4, D.C. - Member AFCE*</td>
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<td>WELDON &amp; CARR</td>
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<td>WASHINGTON, D.C. 1405 Connecticut Ave., MI. 4151</td>
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<td>DALLAS, TEXAS 1728 Wood St. Riverside 3611 - Member AFCE*</td>
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<tr>
<td>A. E. EARL CULLUM, JR.</td>
<td></td>
<td>CONSULTING RADIO ENGINEERS - HIGHLAND PARK VILLAGE</td>
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<td>DALLAS, TEXAS JUSTIN 8-6108</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td></td>
<td>1100 W. ABRAM ST. - AR 4-8721</td>
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<td>ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>J. R. BITTER</td>
<td>Consulting Engineers</td>
<td>4125 Monroe Street, Toledo, OH - Member AFCE*</td>
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<tr>
<td></td>
<td></td>
<td>Specializing in Antenna Problems</td>
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<tr>
<td></td>
<td></td>
<td>1011 New Hampshire Ave. - 6464</td>
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<tr>
<td></td>
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<td>Washington, D.C.</td>
</tr>
<tr>
<td>G. F. KEAN</td>
<td>Consulting Engineers</td>
<td>720 Milton Road, Rye, N.Y. - 7-1413</td>
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<tr>
<td></td>
<td></td>
<td>Member AFCE*</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>Executive Office: 40 East Ave., Line 114 Northgate Rd., Riverside, III. -</td>
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<tr>
<td></td>
<td></td>
<td>(A Chicago suburb)</td>
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<tr>
<td></td>
<td></td>
<td>Executive Office: 123 East 6th St. - Member AFCE*</td>
</tr>
<tr>
<td></td>
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<td>TV and Broadcast Facilities Design and Construction</td>
</tr>
</tbody>
</table>

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Help Wanted

Managerial

New England independent station seeking sales manager. Requires excellent track record. Inquire by letter. Box 797D, BROADCASTING.

Commercial manager who can do a real job. Requires sales background. Minimal city residence necessary. KNUB, Liberal, Kansas.

Salem &

Immediate opening experienced salesman. Past earnings over $400.00 a month. Start $250. Box 87D, BROADCASTING.

Salem. Experienced, aggressive, personable salesman for well established station in midwest area. Salary and commissions $5,000 to $10,000 per year. Must have experience. References. Photo. Box 697D, BROADCASTING.

Salem. Experienced, good salesman, interested in getting into television. East coast. Box 78D, BROADCASTING.

Salem. Experienced young salesman with references. Will offer salary, salary and commission. Will give opportunity for advancement. 1600 watt station; also FM station. Box 80D, BROADCASTING.

Salem. Experienced sales man. Will be welcomed. Small Station. Box 815D, BROADCASTING.

Salem. Experienced, click maximum profits with daytime operation. Southwestern. Write Box 813D, BROADCASTING.

Salem. Experienced time salesman with ABC and NBC network affiliation. Good secondary market. Write Box 809D, BROADCASTING.

Salem. Experienced time salesman for established 250 watt station in Louisville. Excellent proposition for man who can produce. Submit photograph, background and recommendations. Replies confidential. Box 803D, BROADCASTING.

Salem. Immediate opening experienced time salesman. Must be able to start, straight commission after 60 days. Box 807D, BROADCASTING.

Salem. High pressure boys welcome. Will offer salary and commission. Must be able to sell 'em and keep 'em sold. Let us hear from you. Box 809D, BROADCASTING.

Salem. We will answer all applications. Will cooperate to the right man. Box 889D, BROADCASTING.

Salem. Salem needed immediately. 25-35 years of age. Minimum 2 years selling radio. Must have network experience. Write Wire or phone John Allen, KVOB, Alexandria, Louisiana.

Salem. Experienced salesman for a progressive upstate independent station. Salary now going to 5000 dollars, coverage of which now at 1000 watts is much superior to any other regional radio station in the area. Excellent opportunity. Must be thoroughly versed in sales radio techniques. Work in largest city in the area. Write John Brown, Radio Station WSOX, Rochester, New York.

Help Wanted (Cont'd)


Announcers

Disc Jockey-announcer. If you are now a disc jockey or have the ability, contact us. Will take over several high-rated shows on a leading 5000 watt midwestern station. Some commercial announcing also required. Give full particulars. Including present earnings. Previous experience. References. Bonus plan, attract top personal. Confidential. Box 826D, BROADCASTING.

Announcer, at least 2 years experience, interview-ability, college reference. Reference. Write Disc Jockey-store, preferred. Midwest station. Box 789D, BROADCASTING.

Combination man. Wyoming station. Disc Jockey, Production, Programming, others. Write Box 824D, BROADCASTING.

Announced-Announcer-Engineer. Good writing ability, Project engineer. Also,letonal. Box 842D, BROADCASTING.

Announcer-musicians. Mike work days, play in modern dance band night. Personnel. Write Box 807D, BROADCASTING.

Commercial man with sports, DJ and console experience for progressive 25 kw in midwest area. Send disc, details of broadcasting experience. Box 892D, BROADCASTING.

Announcer-engineer with first class license and experience for studio positions. Experience. Photo. Box 785D, BROADCASTING.

Wanted--First class announcer. Heavy on sports and news. KVOP, Plainview, Texas.

Announcers-sell and air your shows from the heart of the world's market. WKBV, Oyster Bay, N. Y.

Technical

Men with at least 8 years combined experience in radio and television to install and maintain custom built audio devices. Must want to travel throughout the United States and Canada. Continuously. Excellent salary plus expenses. Must have audible to provide. Must have automobile drivers license. Write Personnel, Box 802D, BROADCASTING.

Chief engineer for 250 watt Rocky Mountain-network affiliate. Open now. Send photo and disc. Write Box 803D, BROADCASTING.

North Carolina station needs chief engi neer with modern knowledge and increasing AM power. Experience with directional operating desirable. First interview necessary. Wire Box 889D, BROADCASTING.

Production-Programming, others

Wanted--Experienced, woman's commentator and conductor. Must have experience in large midwest station. Send air check, references. Box 797D, BROADCASTING.

Program director-announcer wanted. Must be thoroughly experienced, have snap ideas, wide awake. Good market. East coast. No floaters. Box 789D, BROADCASTING.

Situations Wanted

Well qualified. Will accept salary plus commission. Opportunity to make money. Box 53D, BROADCASTING.

Do you want a manager who knows nothing of broadcasting? Do you want a man all-round knowledge of broadcast ing, in the midwest? He is available to west coast residents as personal interlocutor. Box 892D, BROADCASTING.

Situations Wanted (Cont'd)

Newsmen. Topflight editor, reporter, newscaster. Local news gathering and writing. Must have experience in midwestern network affiliation. Include re ferences. Box 809D, BROADCASTING.

Program director needed at once by 250 watt station in California mountain community. Must have experience in making a man all-round knowledge of broadcasting. References. Box 812D, BROADCASTING.

Southern stations—Manager who can announce, sell, program and knows engineering wants general managers job in southern station, 250 or 1000 watt station. Will consider move to west coast. Box 764D, BROADCASTING.

Manager. Especially familiar with Florida market. Aggressive, Good business sense. References. Write Box 797D, BROADCASTING.

Manager. Thoroughly experienced large and small operations. New managers encourages. Will give top position with record on accent with sales. Family man. Write Box 777D, BROADCASTING.

Combination man, Wyoming station. Disc Jockey, Production, Programming, others. Write Box 824D, BROADCASTING.

Manager. Excellent record. Will give top position with record on accent with sales. Family man. Write Box 777D, BROADCASTING.

Combination manager, former manager, program director, continuity director, desirable. Out standing record in increasing sales and delivering competitive conditions. Good record includes effective merchandising of advertising at competitive rates. References. Outstanding record in contrib ute activity in community and civic affairs. Box 802D, BROADCASTING.

Both station manager and salesman-writer. Must have experience. Must have growing pains. Hadacol, won’t help us, but a better opportunity will. Experienced, bondable, best references, late night cars. Box 889D, BROADCASTING.

Now available. Former station manager, program director, continuity director, desirable. Out standing record in increasing sales and delivering competitive conditions. Good record includes effective merchandising of advertising at competitive rates. References. Outstanding record in contrib ute activity in community and civic affairs. Box 802D, BROADCASTING.

Manager, sell and air your shows from the heart of the world’s market. WKBV, Oyster Bay, N. Y.

Salesman

I want good selling job with one of AM or TV Stations in Los Angeles. Now selling 1000 watt independent. Competitive half-million dollar eastern market. Excellent billings. WNGC New York. Now looking for a strong personality with years of experience. Reference. Box 789D, BROADCASTING.

Chief engineer for 250 watt Rocky Mountain-network affiliate. Open now. Send photo and disc. Write Box 803D, BROADCASTING.

North Carolina station needs chief engineer with modern knowledge and increasing AM power. Experience with directional operating desirable. First interview necessary. Wire Box 889D, BROADCASTING.

Announcers


Announcer, vet, graduate oldest broadcasting school in country. Produced and directed Federal League Baseball games, etc. One of the oldest nite clubs. Two years college. Former radio announcer. Consider all offers. Box 782D, BROADCASTING.


January journalism grad from Nets Dame wants announcing, writing staff, or any kind of job. Will work hard. Particulars, write Box 783D, BROADCASTING.

Announcer, single. College graduate will travel. Prefer New England states Box 849D, BROADCASTING.

Announcer, have ambition, had school ing, need experience. Salary secondary. Dependable, single, sober. Travel anywhere. Write Box 789D, BROADCASTING.

Announcer, experienced, Disc jockey, ad-lib, newscasts, commercials, con tinuous. Will work in a continuous. If telephone conversation adequate, will take letter. Box 832D, BROADCASTING.

Announcer, copywriter, salesman de sires experience in a good radio station. Limited experience, college education, etc. Married, want to begin. Young, prefer early morning, man on the ground. Will develop own ideas. Box 820D, BROADCASTING.

Announcer. Experience and ability is of little account without opportunity. Box 883D, BROADCASTING.

Announcer, experienced, live shows, DJ shows, news, western shows, movies. Looking for permanent place. What is your offer? Box 883D, BROADCASTING.

Announcer, 26, single, veteran, college, 3 years on network. Married to radio. Board and continuity experience, very well written. Has no desire for lesser knowledge of Italian, German, French, Russian, or any other language. Travel anywhere. Best references. Box 842D, BROADCASTING.

Sportscaster, disc, details references will prove ability. Box 845D, BROADCASTING.


Disc jockey, excellent. Will travel. Great records. Values ideas. Will work. Write Box 883D, BROADCASTING.

Combination man. Recent graduate, 4 years experience, seeking all-important eastern opportunity. Box 805D, BROADCASTING.

Dependable, witty, friendly, morning person. 5 years experience, married, 30. Future. Married, employed. Box 888D, BROADCASTING.

Topflight sports, news and special events announcer. 11 years Western experience. Based in southern region. 3 years news writing and announcing. Excellent experience. Started as college. 2 years magazine work. No prima donna and not afraid of competition. Will work long hours. Box 801D, BROADCASTING.

Cutting operators, experienced. Man-wife combination. Will do any phase announcing, news, sports, program work. Married, 3 children. Son in college. Wives programs, promotion, traffic and spot work. Both can sell. Interested percentage arrangement. Box 810D, BROADCASTING.
Situations Wanted (Cont'd)

Experienced engineer, AM, FM, Work-
 Just received some de-

End, excellent recommendations. Box 897D, BROAD-CASTING.

Available immediately, engineer, first

years experience, excellent knowl-

d of system and any power.

Engineer ex-Sigal Corp. man, approxi-

mately 8 years overall, broadcast ex-

perience. " lumped" or "hit-amp" systems.

B.C. 550 watt, 10 months WTNT, 890 D. C. 550 watts; 10 months WBAA, 2

Kw Augusta, Ga. 1-1 references.

Available immediately. Bryan, Sr. 1649 4th St., El. N. Wash-

igton, D. C.

Engineer—1 year broadcast experience, 1735 radio

and ham background. Prefer

AM, For large or medium market.

N. W. Cogswell Rd., El. Monte, Cali.

Situations Wanted (Cont'd)

Radio-voice, commercial experience, nec-

 essary. Will work night or weekend.

T. J. Rutledge, 110 McBride Street. Far Rockaway, N. Y.

Engineer, 1st class. Seek position in AM, FM.

Newspaper (or small or medium market. Prefer

Station, Asheville, N. Carolina.

Radio and television station.

Top position with progressive

tainment.

Engineer, Chief, on location in

 southwest. Box 808D, BROAD-CASTING.

Television

Production-Programming, others

Girl Friday wants TV job in west. Working knowledge of TV life and

programming. Experienced organi-

zer or with small "hit-and-run" produc-

tion. Box 957D, BROAD-CASTING.

For sale

Stations

1000 watt fulltime successful independ-

ent upstate N. Y. Good money maker.

With complete turnkey for shortwave. Box 705D, BROAD-

CASTING.

For sale at a sacrifice, 230 watt day-

time and associated fulltime FM out-

let in thriving market of 100,000. Mini-

mum competition. Box 854D, BROAD-

CASTING.

Equipment, etc.

WF 63A microphone, new condition with $42A jack. $60. First check. Box 895D, BROAD-CASTING.

For sale.

firing Muzak franchise. Will sell complete installa-

tion in Miami, Florida. Skype 158.

Money paid for all Muzak equip-

ment. Box 806D, BROAD-CASTING.

Radio equipment for TV broadcast station, FCC approved. Completely rewired a month ago. Power increase, due to take-

out of operation, due to power increase. Crystal 3420 Kc. Set includes: one 250, 250 watt broadcast transmitter. Box 895D, BROAD-

CASTING.

For sale.

Film recorder set. singles 35mm-24B 3 A-channel mikes. Pre-" AMP" recorder. 35-1000 foot reels, with 1 C cutting head. Good condition. All will go. Phone: KOF, Nacodoches, Texas.

For sale.

For rent.

Box tower complete with exception of lights and insulators. Transformer, power transformer. Perfect condition. Also Shunt tuning unit.avascript. Box 874D, BROAD-

CASTING.

Radio technical mind for hire for your pro-

motion department. Experienced na-

tional news editing. advertising trained Co-

tact. Box 810D, BROAD-CASTING.

Continuity writer. Conscientious, en-

thusiastic. Excellent experience as continuity editor, seeks position in large market.

Continuity editor. Excellent references. Box 872D, BROAD-

CASTING.

Script writer, radio or television. Can
direct, announce, produce radio shows. Will

also record for TV. Telephone or write.


Age 27. Box 814D, BROAD-CASTING.

Program director. Top references on super-

visory, program building and per-

formance. Prefer market south. Box 895D, BROAD-CASTING.

Program director-announcer, 31, 9 years experience local guide to 2 kw net, college graduate, veteran. income $6,000 to

$8,000 in AM operation or CP, join progressive station. Excellent references. Box 874D, BROAD-CASTING.

Situations Wanted (Cont'd)

Morning man, 1735. Wants

voice, references. Single.

BROADCASTING.

Excellent experience in continuity, writing, including

announcing. College grad.

interested in TV. Box 852D, BROAD-

CASTING.

BROADCASTING.

Experienced engineer, studios, in-

cluding voice. Available immediately.

Box 894D, BROAD-

CASTING.

Television

Production-Programming, others

Girl Friday wants TV job in west. Working knowledge of TV life and

programming. Experienced organi-

zer or with small "hit-and-run" produc-

tion. Box 957D, BROAD-CASTING.

For sale

Stations

1000 watt fulltime successful independ-

ent upstate N. Y. Good money maker.

With complete turnkey for shortwave. Box 705D, BROAD-

CASTING.

For sale at a sacrifice, 230 watt day-

time and associated fulltime FM out-

let in thriving market of 100,000. Mini-

mum competition. Box 854D, BROAD-

CASTING.

Equipment, etc.

WF 63A microphone, new condition with $42A jack. $60. First check. Box 895D, BROAD-CASTING.

For sale.

firing Muzak franchise. Will sell complete installa-

tion in Miami, Florida. Skype 158.

Money paid for all Muzak equip-

ment. Box 806D, BROAD-CASTING.

Radio equipment for TV broadcast station, FCC approved. Completely rewired a month ago. Power increase, due to take-

out of operation, due to power increase. Crystal 3420 Kc. Set includes: one 250, 250 watt broadcast transmitter. Box 895D, BROAD-

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CASTING.

Radio technical mind for hire for your pro-

motion department. Experienced na-

tional news editing. advertising trained Co-

tact. Box 810D, BROAD-CASTING.
For Sale (Cont'd)

For sale, used WE 443A-1 transistor, share tubes, including tuning unit, remote meters, lighting choke, good condition, necessary NEWHO, Greensboro, N. C.

IF self-supporting TV-FM-AM Lehigh tower; 220 w RCA FM-transmitter; HF-frequency-modulation monitor. All or part, make offer to C. J. Morey, WNL, New London, Conn.

Wanted to Buy

Stations

Experienced broadcast engineer will pay cash for outlet in small single-station market. Prefer fulltime network. Texas or adjoining state. Box 754D, BROADCASTING.

Equipment, etc.

Wanted—Postwar 350 watt AM transmitter, air, and program-cond. Box 816D, BROADCASTING.

Wanted, 1 used kw transmitter and 1 1150 gmt tower and accessories. Box 892D, BROADCASTING.

Help Wanted

EXPERIENCED RADIO MEN! YOU CAN OWN YOUR OWN STATION

A small-town, network kilowatt in a good competitive growing community has openings for men in all departments who are seeking opportunity. Station building constantly higher quality—viv TV plant—wants fine staff of experienced, ambitious men who want some day to own all or a substantial part of a station somewhere.

Since early days of radio this management has directly helped 1 man become station-owners and indirectly aided two more; one recently.

It provides for unusual people—with at least 2 years experience, opportunities to comparable stations, plus profit-sharing NOW, plus a definite plan to aid future financing of stations to be owned by staff members, in whole or in part. Opportunities exist now and should always.

Applications will be held in confidence. Send full data—where employed, present salary, experience, education, picture, anything you think helpful. You sell us. There is no hurry. No money needed. No stock to buy.

Station seeks greater man-hour production thru team-work with above-average experience, initiative, integrity, industry, ambition. Good people are needed to make a good station which can do a bigger share of advertising and advertising. Good people want opportunity with good pay and good future.

THIS IS IT!! BOX 858D, BROADCASTING

Salesmen

ATTENTION EXPERIENCED SALES MEN

Leading Transcription Library Company has openings immediately for sales minded men with well-rounded station experience. Here’s a real opportunity to work in a business where you will sell and like to travel. Liberal salary and expenses.

Send full details of background, experience, present connection and photograph. Information will be held completely confidential and no interviews will be arranged, except by appointment. Mail applications and full information to BOX 833D, BROADCASTING

Help Wanted (Cont’d)

Sales Promotion Manager

A leading 50,000 watt station located in the middlewest is looking for a competent sales promotion manager. Network-affiliated, in a metropolitan market, this sales promotion job should be one of the best of its kind in the country. Starting pay is definitely not $10,000 but the salary certainly will be attractive. Excellent TV possibilities shortly, also. Write full details first letter to BOX 884D, BROADCASTING

Help Wanted

A good Philadelphia station is looking for a good AM time salesmen who wants to work and wants to make money doing it.

BOX 810D, BROADCASTING

School

Are you looking for WELL TRAINED MEN to operate and maintain TV, FM, AM station equipment?

Tell us your needs! Our graduates have them. School training in one of the nation’s finest Television- Radio - Electronics training laboratories. These men are high grade F.C.C. licenses and are well qualified to operate and maintain Tele- vision and Radio Broadcast equipment. Our graduates are employed by many of the best known TV- Radio Electronic concerns across the nation. Write, phone or wire.

DeFOREST’S TRAINING, INC.

2723 N. Asylum Ave., Chicago 11, Ill.

From Illinois 9-774

MISCELLANEOUS

Here’s a real opportunity for a good radio man to lease a 250 watt local station in an exclusive market in the Southwest. Ideal for a man-wife team. Combination studio and trans- mission location. Excellent living conditions.

BOX 851D, BROADCASTING

TRANSPORT POLL

Okays KBBN-FM Omaha Tes

RESULT of a public opinion poll has convinced KBBN-FM Omaha that the city wants “bus radio.” Installation of sets in 233 buses in Omaha- Council Bluffs area was completed, Paul Fry, vice president at Inland Broadcasting Co., station licensee, has announced. Cost of installation is estimated by Mr. Fry at $70,000.

The bus riders’ poll was taken Dec. 5-8. Balloting on 25 buses radio-equipped for testing pay polls would have been 84% favorable. The vote was 22,216 “yes” or 1,142 “no” to the question: “Do You Like Bus Radio?” Men were found to be 96% favorable at women 91%. Younger people were more strongly inclined toward radio-die equipped buses than were the elderly. The 25 buses were rotated on a rotating basis over main transportation routes of the Omaha & Council Bluffs Street Railway Co. and all balloting was by interview. Of the respondents 88% were regular bus riders.

BROTHERHOOD

Three Agency Men Get Award

THREE New York advertising agency executives Jan. 9 were presented with Brotherhood Awards for “distinguished civil service” at a dinner at a New York hotel. The affiliation was sponsored by New York agency members of the National Conference of Christians and Jews.

Recipients of the honor were Bruce Barton, BBDO board chairman; Thomas D’Arcy Brophy, Kenyon & Eckhardt board chairman, and Milton H. Biow, president of the Biow Co.

Toastmaster at the dinner, attended by more than 600 agency industrial, business, civic and welfare leaders, was Lee H. Bristol, president of Bristol-Myers. Mr. Bristol, in making the presentations in recognition of the recipients’ activities in building good will between faiths, alluded to their specific contributions. Mr. Biow won recognition for donating funds for a study of American textbooks to determine those that showed bias toward minority groups; Mr. Brophy’s interest in the Freedoms Train was cited, and Mr. Barton was singled out for his writings on the brotherhood of man.

FORERMR STATION OWNERS AND OPERATORS DESIRE TO RE-ENTER THE BUSINESS WILL PAY CASH

For local or regional station, network or non-network. Geographical location doesn’t matter but we are not interested in properties over 25,000 and large trading area is preferred. WE ARE NOT BROKERS BUT JUST WHAT THIS AD SAYS—FORMER STATION OWNERS AND OPERATORS. All replies treated confidentially and full information is requested.

BOX 869D, BROADCASTING

Brokers Note: If you have any stations listed that fit the above requirements please reply.
STATE DEPT. NEWS

Coverage Plans Studied

TEPS to prevent future haggling over radio pickups of State Dept. news items, speeches and related events were taken last week following meeting of broadcaster and departmental representatives.

As result of the department's bungling of arrangements for the Jan. 1 speech Secretary Dulles made in [Broadcasting, Jan. 16], broadcasters will submit a set of recommendations covering all situations of that nature.

The current effort to work out a solution culminates years of dissatisfaction with State Dept. handling of radio newsmen, marked by numerous incidents that left both parties unimpressed.

NAB President Justin Miller jumped into the current controversy with a strong telegram of rotton in advance of the Achenhome speech, followed by a Jan. 16 letter suggesting creation of an ad hoc committee to find a solution.

The next day, Tuesday, a meeting was held at NAB headquarters to discuss the whole production in detail as each group aired its problems. Attending for the State Dept. were Francis H. Rusell, director of public affairs, and William Wood, public liaison section. Representing NAB were Robert K. Richards, director of public affairs, and James W. Davis, director of programs.

Broadcasters included: John Goodman, NBC; Bryson Keller, WBRC Washington, and James W. McVicker, Broadcasters Assn. of Radio News Directors.

Mr. Keller was assigned to attend the conference by Jack Shelby, WHO Des Moines, NARD president. Mr. Shelly said NARD has notified NAB it fully supports the NAB protests to the State Dept.

Judge Miller's letter follows:

Please let me compliment you upon the significant and historic address which you delivered at the Press Club on Thursday, Jan. 12. Let me thank you for your help in the transcribing of your address for broadcasting purposes. Third, permit me to suggest that the proceedings of the conference have pretty well died down—that it might be well for representatives of the broadcasters and the news services to get together with representatives of the State Dept. to work out procedures for the future in cases of this kind.

I understand and appreciate very well the considerations which make it desirable to edit carefully either the text or the reporter's rendition of an extemporaneous address. On the other hand, I have come to favor a method of news reporting and dissemion which puts us under severe pressure to turn these items available and which makes the old editing process largely obsolete.

In this particular case, for example, the editing process which took place in the State Dept., following your add, consumed so long a time that it was impossible to make the premium evening hours when it should have gone on the air. Again, I understand that the 11:15 daily which the operator at the time of your address was different an unlayout there was a way to understand and, with one of the major networks, it was impossible to then to network the transcription after all.

The purpose of the station which arise unexpectedly unless consideration is given to them in advance. I hope it may be possible for us to set up a joint ad hoc committee for this purpose.

FCC Actions

(Continued from page 78)

Correction By FCC

WRIF-FM Alexander City, Ala.—January 8, 1950. License for new FM station, Ch. 286 (101.6 mc). 4 kw.

Actions on Motions

(By Commissioner Hyde)

Missouri, Bancroft, Co. and North Dakota, Valparaiso, Ind.—Col. Ban. Granted petition of Missouri Bancroft, Co. for experiments at Bancroft and on condition that it shall file application for North Dakota station.

FCC General Counsel—Granted petition of Winona, Minn., and Caswell, Colo. Approved a petition by Caswell for modification of license for nighttime operation, frequency WBRK.

(By Commissioner Lees)


FCC General Counsel—Granted petition of Lewiston, Maine, for change of location and make changes in proposed operation of WJLB.

(Examiner Leo Resnick)

With request for change of location and make changes in proposed operation of WJLB.

(Examiner Leo Resnick)

With request for change of location and make changes in proposed operation of WJLB.

With request for change of location and make changes in proposed operation of WJLB.

With request for change of location and make changes in proposed operation of WJLB.
NEW GRANTS, CHANGES, APPLICATIONS

**Box Score**

**SUMMARY TO JANUARY 19**

**On the Air, Applications**

<table>
<thead>
<tr>
<th>Total</th>
<th>Class</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
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<tr>
<td></td>
<td></td>
<td>2,096</td>
<td>2,087</td>
<td>33</td>
</tr>
</tbody>
</table>

**Docket Actions**

**FINAL DECISIONS**

KSDO Sioux Falls, S. D.—Announced denial of application for a non-Docket action.

**New Applications**

**APPLICATIONS**

Applications for a new AM station at Fort Wayne, Ind., to be operated by the Fort Wayne Independent Television Co., as executive director, and the Fort Wayne Board of Directors, was recently filed with the Commission.

**Case**

**Case No. 123456**

**Attorney**

Mr. Smith, Counsel for the申请人, represents the applicant in the proceeding. The case is currently in the preliminary stages of its development.

**Summary of Applications, Stations**

<table>
<thead>
<tr>
<th>Summary of Authorizations, Stations</th>
<th>On the Air, Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class</td>
<td>AM Stations</td>
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<tr>
<td>-------</td>
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</tr>
<tr>
<td>Total</td>
<td>2,096</td>
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</tbody>
</table>

**CBS WRITERS**

**Guard Molls Impending Strike**

**RADIO WRITERS GUILD tonig**

(Dec. 25) is holding a meeting—its last—before the members prepare to show from Hollywood to discuss the mo effective way to conduct a strike against CBS Hollywood (be of staff writers, and to determine what the writers' stand w.

A general membership meeting will be held to take a strike vote at downtown, the result of diplomacy between the union and the network on giving writers' opportunity to release radio writers from necessity of being available to NBC.

The four points on which agreement failed to be reached included salary adjustment (union seek $35,000, NBC $32,000), and vice versa. This is a timely move, as writers are on time seniority provisions.

**Wolf Named**

**APPOINTMENT OF SIDNEY K. WOLF**

Sidney K. Wolf, assistant general commercial director of the International Telephone and Telegraph Co., as executive director of the Municpl and Board Joint Electronic Committee was announced by the board last week. He assumed his duties last Monday. Wolf is preparing a mobilization plan to guide the military in dealing with the electronics industry [BROADCASTING, Nov. 21, 1945].

**FCC Actions**

(Continued from page 82)

**Applications Cont.**

**KQEN**

Oceanside, Cal.—License to continue the operation of a non-commercial educational FM station.

**TENDERED FOR FILING**

**Modification of License**

KOSM, Kansas City—License to change from 1510 kc to 1510 kc, w.

**Extension Granted**


**Petition Granted**

WKMU Indian Head, Ind.—Granted petition of WKMU Inc. in so far as it asks for a renewal of its station for a period of 10 years, from January 1, 1991, to December 31, 1992.

**Oral Argument**


**January 19 Decisions**

**By COMMISSION EN BANC**

**Motion Granted**


**January 19 Decisions**

**Applications Cont.**

**Extension Granted**

AM—1239 kc

WTVM Watervile, Me.—To change from 1250 kc to 1250 kc, w.

**January 19 Decisions**

**By COMMISSION EN BANC**

**Motion Granted**


**Extension Granted**


**Petition Granted**

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**Oral Argument**


**January 19 Decisions**

**Applications Cont.**

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**January 19 Decisions**

**Applications Cont.**

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**January 19 Decisions**

**Applications Cont.**

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**January 19 Decisions**

**Applications Cont.**

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**Oral Argument**


**January 19 Decisions**

**Applications Cont.**

**Extension Granted**

AM—1239 kc

WTVM Watervile, Me.—To change from 1250 kc to 1250 kc, w.
Liquor Ads

(Continued from page 24)

a network and spot advertising would be affected, they conceded.

The Langer bill, as presently constituted, broadly prohibits all alcoholic beverage advertising in interstate commerce. It includes a provision which singles out radio stations (and conceals radio’s interest in out-of-state advertising) by requiring that any advertising which does not cross into another state be of “lawful industry” as defined by the act. A clause dealing with mail, amphlets, etc. prohibits such advertising “in any place in any state.” The bill draws a line, while in “wet” states, are “dry.”

John D. Sullivan, general counsel for Advertising Federation of America, told Sen. Johnson’s committee:

“It would absolutely prevent all advertising of alcoholic beverages by duly licensed radio stations, no matter how inoffensive he advertising. Therefore, since there is no way of stopping a radio wave at a state line.”

That also was the view expressed by Rev. Sam Morris, temperance leader, to the committee, however, that the Langer bill would not affect local advertising. He labeled it a sort of “states’ rights” measure.

Sen. Warren Magnuson (D-Wash.) wanted to know whether the bill, if enacted, would not discriminate (1) against stations whose signals cross borders, presupposing such advertising were allowed intrastate and (2) against stations in one wet state whose signals cross into another wet state—thereby nullifying the regul- ations allow such advertising.

Also he asked whether the bill would not discriminate against 46 of the 48 states who voted “wet” (Mississippi and Oklahoma are dry, though they sell beer), and particularly against stations and periodicals which do not advertise in dry territory. Mr. Cloward said that was a matter for individual states to decide, and he foresaw no prohibition on local advertising as such.

Another aspect of the Langer bill almost certain to evoke opposition among some members of the Senate Commerce Committee is the Langer bill, which has in previous years, is its alleged unfairness—even “unconstitutionality.” This charge was leveled repeatedly during the hearing.

Mr. Sullivan declared the measure would in effect “punish by statute a lawful industry” by denying its right to advertise by radio and other media—and by denying advertising agencies, radio networks, etc., the right to do business with “a lawful industry.” Its purpose plainly is “not to regulate, but to prohibit,” he asserted.

Nevertheless, Mr. Sullivan continued, PTC has power to protect the public from misleading advertising; the Federal Alcohol Administration Act contains similar prohibitions; and alcoholic beverage advertising is rigidly controlled and regulated in almost every state.

The Advertising Federation of America, whose membership exceeds 25,000, comprises 131 national advertisers, 328 agencies, 59 radio companies, among other groups.

The Internal Revenue Bureau’s Alcohol Tax Unit, which supervises the Alcohol Act, threw the matter squarely back at Congress during the hearing. Carroll Mealey, its deputy commissioner, said the Treasury Dept. had “no specific recommendations.”

If such a law becomes effective, the combined radio-television industry would stand to lose an estimated $10 million in overall revenue from beer-wine-ale advertising, protecting the figure to include the local level. About 1% or 2% of radio’s national revenue would be affected.

Networks reportedly took in between $1,000,000 and $1,000,000 during 1949 in gross time sales from alcoholic beverage advertising, according to latest estimates. Spot business is expected to approximate up to $5 million in net sales, with the remainder derived from local billings.

Volume of wine advertising over radio and television stations is relatively small, but one advertiser, Fruit Industries Ltd., feels that radio and television have a “perfectly proper place” in its advertising and should not be discriminated against.

In a statement prepared for the hearing and inserted in the Consumer Record by Rep. Leroy Johnson (R-Calif.), Philo Biane, of Fruit Industries, stated:

“. . . It is perfectly possible for any member of the wine industry to handle radio and television in such a way as to be in conformity with the customs and habits of the people in any given geographical area.” Broadcasting has become local and selective, he stressed, and advertisers generally adhere to community regulations with respect to certain advertising.

He said the yardstick of good taste as sized in the wine industry’s advertising code, applies equally to radio and television.

Henry E. Abt, president of Brand Names Foundations, Inc., foresaw a destructive precedent in the Langer bill, citing dangers to the whole American system of trademarks and advertising.

Rep. Joseph Bryson (D-S. C.), author of HR 2428, also appeared briefly before the committee to explain provisions of his bill which is similar to the Langer measure.

WOR RESEARCH

Daytime Radio vs. Newspaper

SPONSORS on WOR New York daytime participating and carrier programs can reach two to nine times more women per dollar than are reached by advertisements in standard-sized New York City newspapers, according to a new WOR research study.

On comparing WOR one-minute daytime program insertions with ads in five size ranges in standard-size New York dailies, it was found that WOR thereby averaged 300 women per dollar (WPD) while newspapers scored as follows:

292 WPD for ads of 100-299 on lines 100
150 WPD for ads of 300-499 on lines 100
120 WPD for ads of 500-999 on lines 100
75 WPD for ads of over 100 on lines 100
79 WPD for full page ads

In announcing the study, Robert M. Hoffman, WOR director of research, made it clear that the newspaper figures were based on open rates and not on contract rates because of the impossibility of adjusting for contract rates without knowing what any one advertiser enjoys which rates.

Social Research School

THE New School for Social Research, 66 West 12th St., New York, has announced 14 courses in public relations and publicity for the spring term beginning Tuesday, Feb. 13. The school includes full term courses in “Basic Principles of the Mass Communication Arts,” “Editing and Writing for Television” and “International Broadcasting.”

PAPER-OWNED STATIONS

Worcester Stress Need for Separate Operations

HOW a station which is owned by a newspaper publisher can maintain complete independence was outlined by Willard C. Worchester, general manager and vice president of WIRE Indianapolis and Central Newspapers Inc., Wednesday in Chicago. He addressed members of the Radio Management Club at the regular luncheon meeting.

Discussing the relationship between WIRE and the two Indianapolis papers owned by the controlling firm (The Star and The News), Mr. Worchester deplored the secondary role relegated to “most stations owned by a newspaper in a market the size of Indianapolis. A station operating as an offshoot of a paper can never come into its own. We have always advocated complete separation of advertising, news and operational activities, but do cooperate on an exchange of local news and merchandising. Our advertising staffs, however, are organized on a highly competitive basis.”

To promote the popularity of radio as a sales medium, the parent company and its WIRE executive personnel, with key men from the town’s other four stations, introduced the Broadcast Advertising Bureau film on “How to Turn People into Customers” to 250 Indianapolis agency and client representatives.

Talking of paid program logs, Mr. Worchester explained that Central Newspapers Inc. refuses to charge for AM and TV listings in any of its papers. “We feel the radio log is a regular reader service, as important as sports scores. We wouldn’t run it free even if we couldn’t sell advertising around it.” He cited a recent readership survey of the two papers in which some subscribers were given sheets without a radio log. “We got complaints from everyone, and thus substantiated our viewpoint.” The station also takes listener surveys every three months to determine preference trends, he said.

WIRE and the papers, working closely on news gathering and merchandising, share more than 100 reporters and sales staffs of nine men.

COTTON BOWL week in Dallas gave WFAA three NBC show origina- tions. At the WFAA mike, Martin B. Campbell (l), general manager of the station, greets (l to r) Bill Stern, NBC sports director; Gov. Allan Shivers of Texas and R. J. O’Donnell, chief banker of Variety Clubs International.

Broadcasting • Telecasting

January 23, 1950 • Page 85
CAPITAL TV SET SALES GOOD DESPITE COLOR TESTS

REVERSAL of earlier trend seen Friday in two national Washington surveys indicating black-and-white television set sales not greatly affected by CBS' public demonstration of color TV.

Survey by Electric Institute of Washington, which week before had indicated sales were down and attributed it to color showing [CLOSED CIRCUIT, Jan. 16], showed in last week's returns that demonstrations' overall effect on TV set sales and in fact is helping clarify some public confusion on color question, officials reported. Institute voted to take no stand on demonstrations.

Another survey, by American Research Bureau, said it is consensus of large dealers that:

(1) Almost every prospective set buyer asks about color; (2) voice of large minority sets with color publicity; (3) "in the main these questions, while sales obstacles are not great sales"

Survey by National Broadcasting Co., by Auss, demonstrates color publicity and FCC's approval of color demonstrations, feeling that "even though color publicity does not stop sales...it does raise sales resistance".

Preliminary results of ARB telephone survey of Washington homes indicated less than 3% of non-color families said they were waiting for clearer pictures.

RAILS REVIEW TV

ADVERTISING managers of 40 American railroads discussed television formally for first time at annual meeting in Chicago Friday and Saturday. Attended by 127 club vice-presidents, radio-TV contract manager, and Roger O'Connor, transmission engineer, both of Illinois Bell Telephone Co. Members of National Assn. of Railroad Advertising Managers talked of their use and opinion of TV. Only three railroads—Union Pacific, Santa Fe and New York Central—are reported to have used TV spots before first of year. Group's executive secretary is Walter S. Jackson, of Chesapeake & Ohio, succeeding H. N. Northcott, of Union Pacific.

UNICORN TO SPONSOR

GEORGE PUTNAM's Broadway to Hollywood, DuMont TV Network show, is to be sponsored, starting Jan. 27, by Unicorn Press, New York, for Funk & Wagnalls Encyclopedia. Thirteen-week contract for telecasts, Fri., 8:30-9, will be handled by Victor Bennett, New York.

UNION'S STRIKE NOTICE

CBS Hollywood's union difficulties mounted with disclosure Friday the Office Employees Union had filed strike notice against network with National Labor Relations Board. OEU, representing 100 at CBS Hollywood, seeking wage increase, improved working conditions, and improved working conditions. Union may join International Brotherhood of Electrical Workers and Radio Writers Guild, both of which have filed strike notices, in joint action against CBS.

GUILD MEDIATION SEEN

MEDIATION expected to step back in picture this week in deadlock between Radio & Television Guild and the Writers Guild. Parties ended negotiations late Thursday "miles apart" with no further meeting set. New York State mediator offered aid last month on television recognition question and has been asked to sit on its solution to let parties reach agreement themselves.

ADVERTISING ENHANCES RADIO INTEREST, 44% FIND

ADVERTISING adds to interest of radio in 44% of cases, takes away from interest in 38%, makes no difference in 12%, according to George Gallup, director, American Institute of Public Opinion. Latest Gallup poll shows advertising adds to interest of newspapers in 75% of those interviewed, takes away from interest of 11%, makes no difference to 11%. Magazine figures in same order are 64%, 10%, and 12%.

Women found much more inclined than men to think advertising helps interest in radio or publications; people with college education object more strongly to radio commercials.

WPEN OFFERS FACILITIES IN A&P ANTI-TRUST DISPUTE


Some objections to "type of program" to air current anti-trust controversy and said it would (1) provide NAB with transcriptions for general station distribution and had (2) advised its listeners of offer in hourly newscasts.

AGENCY'S NEW SERVICE

O'BRIEN & DORRANCE Inc., New York, anounced development of new low-cost promotional plan for radio and video stations. According to William R. Seth, radio-televison director of advertising agency, whose department will handle function, it was felt much station promotion is of poor quality, and never reaches agency and advertising executives it is designed to impress.

KWTO BOOST FAVOR

KWTO Springfield, Mo., would receive approval for switch from 5 kw day, 1 kw night to 5 kw scattering of power, according to recommended ruling in initial decision by FCC Hearing Examiner J. D. Bond, issued Friday. Slight interference would result with KFDM Beaumont, Tex., and KLZ Den.

'CHICK' KELLY JOINS WPTZ

JOHN J. (Chick) Kelly today joins WPTZ (TV) Philadelphia as director of sales promotion and publicity, Ernest P. Loveman, president and general manager, announces. Mr. Kelly resigns from WCAU same city as publicity director and commercial representative.

SCAFAER JOINS PHILCO

HERALD W. SCALFEER, for 24 years active radio, electronics and television engineer, appointed special assistant to and four yearsago,Leslie J. Wells, vice-president-director of research and engineering of Philco Corp. Mr. Scafaer will handle special phases of research and engineering for Philco's Television and Radio Div.

27 TAKE 'CRUSADE' RE-RUN

UP TO Friday, 27 ABC-TV stations showing re-run of Crusade in Europe, syndicated film series based on Gen. Eisenleber's book, 11 on commercial basis (local sponsorship) and 16 on sustaining ABC-TV says new stations signing almost daily.

last week reappeared on Washington scnt which he formerly frequented with elaborat pictorial presentation of his new "Rad: Plaza," houing his MBS affiliate. His sum-

GARETT & CO. (Virginia Dare wine) through Rutherford & Rya, New York, abot to prepare the announcement campaign start in March.

GENE AUTRY, movie, radio and rodeo star as well as station owner (KOOL Phoenix, plus other minority interests), is about to invade new artistic field—comic strip newspaper syrticate.

RYAN CANDY CO., New York, preparing "Hapalong Cassidy candy bar" which will be on sale starting in February in eastern area at first. Blaker Adv., New York, its agency planning to use radio spots to introduce candy

GORHAM SILVER CO., through its agency Kenyon & Eckhardt, New York, will audition on kinescope TV program featuring Elsa Max well. Network probably to be CBS-TV.

NETWORKS ARE BEING faced with in increasingly difficult problems generating from TV's commercial come-uppence. In one major market, it's reported, an affiliate broke into 55% spot time-longer than times with spot announcements, fading out video and sound to put on spots.

EDWARD MADDEN, former managing direc-

tor of now defunct American Newspaper Ad-

vertising Network, joins NBC Feb. 1 with title of assistant to Joseph H. McConnell, NBC president. Mr. Madden, onetime executive in charge of new business at McCann-Erickson, New York, believed slated for staff-level NBC vice presidency eventually.

'TEXAS THEATRE' TOPS

THREE-CITY TV SURVEY

AMERICAN RESEARCH Bureau report leased Friday shows Milton Berle's Texas Star Theatre most popular video program through week in New York, Philadelphia, and Baltimore. Information secured through 500 "viewer diaries" in each city and cove week of Jan. 1-7.


Top Ten programs in each city reported by American Research Bureau follow:

NEW YORK—(1) Texaco Star Theatre, 64.9; (2) Toast of the Town, 53.6; (3) Talent Scouts, 52.4; (4) Godfrey and His Friends, 44.5; The Goldbergs, 41.7; (6) Philco Playhouse, 35.4; (7) Studio One, 35.0; (8) Top of the Form, 34.5; (9) Stop the Music, 31.3; (10) The Big Broadcast of 1938, 30.6.

PHILADELPHIA—(1) Texaco Star Theatre, 55.5; (2) Godfrey and His Friends, 53.1; Talent Scouts, 52.0; (4) Toast of the Town, 49.5; (5) Stop the Music, 48.3; (6) The Big Broadcast of 1938, 47.5; (7) Amater Hour, 53.2; (8) The Toast of 29.2; (9) Candid Camera, 46.2; (10) Frontier Phantom, 45.6.

BALTIMORE—(1) Texaco Star Theatre, 72.6; (2) Toast of the Town, 61.6; (3) Talent Scouts, 61.4; (4) Stop the Music, 59.6; (5) CBS Radio News, 48.6; (6) Top of the Form, 47.5; (7) The Big Broadcast of 1938, 47.3; (8) Boston, 43.2; (9) Big Story, 42.3; (10) Firestone Theatre, 40.6.

BROADCASTING • Telecastin
Welcome, friends, we take good cheer
To see your names again this year.
And may we note, with modest crowing,
Your goodly number keeps on growing!
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

More people than Los Angeles! More buying power than San Francisco and San Diego combined. That's the Bonanza Beeline - California's rich central valleys which span Nevada.

There's only one way to radio-sell this market - with on-the-spot stations - the five BEELINE stations. Beeliners, remember - druggists. They're naturally for their own stations to outdistance outsiders.

For complete Beeline coverage, use all five stations... all combination rates. Or use the BEELINE stations individually for top coverage of any major Beeline shopping area. For instance...

... here's what you should know about KFBK

The Sacramento Bee Station
(50,000 watts - ABC)

Delivers solid coverage of whole 21-county billion-dollar Sacramento market, where annual food sales alone top 222 million.

KFBK, Sacramento (ABC) 50,000 watts 1530 kc.
KOH, Reno (NBC) 1000 watts 630 kc.
KERN, Bakersfield (CBS) 1000 watts 1410 kc.
KWG, Stockton (ABC) 5000 watts 1230 kc.
KMJ, Fresno (NBC) 5000 watts 1280 kc.

SACRAMENTO, CALIFORNIA  •  PAUL H. RAYMER Co., National Representative

McClatchy Broadcasting Company