"LOOK HERE, PHILIP—didn't I see a new wing on that Danbury plant of yours?"

"You did. And if you had spent less time ogling my charming new beauty consultant, you might have noticed I'm breaking ground for another. She's married, by the way."

"Oh, I see. Tell me—how does this completely idiotic business of yours keep on growing?"

"HA! Idiotic, eh? Do I detect a note of ghoulish envy? No matter. WOR is one reason. The only reason as far as advertising is concerned. There wasn't a hare's chance to hounds of my ever making a go of it until I began offering samples on a 15-minute show over WOR."

"Indeed?"

"Yes, my dear fellow. Indeed! Indeed! Indeed! Indeed! I got a dealer-distributor reception about as warm as a December dawn when I tried to launch it in New York. But WOR took care of that. Sent customers asking, prodding, demanding. Set the town on end, actually. Complete distribution the first year; 100% sales increase the second, same the third year, and still going up." ★

"Amazing."

"Reticent as ever, aren't you, Robert?"

★The characters in this brief sketch are fictitious. But the results aren't. They are excerpts from one of WOR's 110 success stories—the greatest collection of success stories ever gathered by any station anywhere.
Why did they write WLS

Our listeners in Midwest America wrote us another million letters in 1949 to tell us their radio wants—to get needed information for better living from Feature Foods, Dinner Bell Time, Kitchen Club, Farm Bulletin Board and other service programs—to play “Stumpus” with our Buccaneers and Rangers—to thank us for the Midwest’s most complete weather and market service—to request tunes of their friends who star on the National Barn Dance—to ask WLS editors and stars to talk or entertain at their meetings—to get copies of Dr. Holland’s inspirational messages or School Time scripts—and perhaps most of all to show the interest and confidence they have in the station whose 50,000-watt, clear channel signal is always the “voice of a friend.” That’s why...

1,092,039 letters came to WLS in 1949—more than 21 million letters in 20 years to...

Number 1 in a series showing the quantity and quality of response to WLS service and programming.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by JOHN BLAIR & COMPANY
WOAI’s Primary Market has always been a bright spot in the nation’s economic picture. Today, day and night, a half-million families who spend over a billion dollars over grocery, drug and other retail counters, have the WOAI listening habit! (Check Hooper or BMB). • Already rich in oil, cotton, cattle and other agricultural products, WOAI’s Southwest now is one of the nation’s industrial hot spots! (Ask your Banker). • That means more people who make and spend more money on more products! There’s no substitute for WOAI’s coverage of this ever richer market. • Hooper’s latest Listening Area Index shows WOAI with two times as many listening families daytime, three times as many nighttime, as the next most listened to station. For availabilities... (Ask Petry).
Upcoming

Feb 1: U.S. Cuban Conference on NRABA assignments, Radio Direction, Havana, Cuba.


Feb. 8-10: NAB Board of Directors, San Marcos Hotel, Chandler, Ariz.

(Other Upcomings on page 28)

Bulletins

BRISTOL-MYERS, New York, through Doherty, Clifford & Shenfield, New York, preparing spot announcement campaign to promote economy size Ipana toothpaste on more than 100 stations in 35 major markets starting in February. In addition, booklets will be used on its two network shows, Mr. District Attorney (NBC) and Break the Bank (ABC).

MEDIATION session Friday failed to break deadlock between Radio & Television Directors Guild and radio networks and WOR-TV New York. Neither side budged, union sticking by its $300 video demand and companies offering current $135. Strike deadline tomorrow midnight. Membership meeting of guild scheduled for tonight. New York State Mediator Mabel Leslie holding time open today and tomorrow to try last minute effort to end impasse.

MILLER ISSUES REP ET COMR. JONES' LETTER

BATTLE of words between FCC Comr. Robert F. Jones and NAB President Justin Miller resumed Friday. Judge Miller issued statement in reply to Commissioner's Jan. 25 answer to his "Dear Bob" letter of Jan. 19 (see exchange of letters page 22). In latest episode, Judge Miller chided Comr. Jones on his "philosophy" as federal official. Statement follows: "Apparently Comr. Jones misconstrued completely what I said in my letter of Jan. 19. I am sorry that he did not understand either the intent or meaning of my words and that he read into them such fantastic implications; but I am happy, nevertheless, that this has provided an occasion for the Commissioner to make even more clear the philosophy which underlies his behavior as a member of a high government body."

BAB FURNITURE ANALYSIS

BAB's first TV retail information folder, dealing with furniture, mailed to stations Friday. Beginning next month, when banks will be subject, both radio and videotapes of folders will be released simultaneously. Two TV bonus issues in near future will deal with laundries and dry cleaners, and jewelry business, subjects already covered in radio releases.

MBS APPOINTS

SIDNEY P. ALLEN, of Mutual sales staff, named assistant to vice president in charge of sales.

Business Briefly


MAY BUY o M & C Foods Co., Chicago (Italian specialties), considering radio and TV through newly appointed agency, Morris F. Swaney, Chicago; Howard Medici, account executive. Firm has used both media.

RMA TUBE PRODUCTION FOR NEW SETS EXPANDS

OUTPUT of receiving tubes for new radio and television sets increased in 1949, Radio Mfrs. Assn. announced Friday. Total tube output down due to drop in replacement needs.

Production totaled 198,753,295 tubes in 1949 compared to 204,720,378 in 1948. Of 1949 total, 147,260,436 went into new sets, compared to 140,182,214 in 1948. Replacement tubes were 51,492,859 in 1949 compared to 44,538,169 year before. Export production last year was 10,972,845, slightly under 1948, with 1,655,717 for government use which almost doubled 1948 figure.

December tube production well above figure in same month of 1948 and only slightly under that for November 1949.

TWO JOIN NBC SPOT

ROBERT Z. MORRISON Jr. and Bernard H. Pelzer Jr. appointed account executives in NBC's national spot sales department. Mr. Morrison, recently with WFIL Philadelphia, was with NBC's network division in 1945-46. Mr. Pelzer was recently advertising consultant to food and drug concerns and former director of radio at Owen & Chappell and network program supervisor at Benton & Bowles.

WINS OFFER PENDING

FORMAL reretion of offer of International Ladies Garment Workers Union to buy WINS New York from Crosley Broadcasting Corp. had not been acknowledged Friday. Offer renewed in midweek, pending response from Crosley, union undecided whether to file amended application for WINS facilities to replace one dismissed last week by FCC because of lack of engineering information.
Salem in the heart of the rich, fertile Willamette Valley, is the political hub of Oregon, second city of the State, and geographically almost in the center of KGW's powerful north-south transmitter signal.

Salem's metropolitan population has doubled in the last 10 years...its greatest growth has come since the close of the war. Dairy and agricultural products and their processing, pulp and paper mills, and lumbering give year-round employment and keep Salem's economic level far above the State's average.

KGW DELIVERS Salem... as it delivers Comprehensive Coverage of the rest of the fastest-growing market in the nation.

**KGW**
**PORTLAND**
**OREGON**

**AFFILIATED WITH NBC**
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
AMONG NATION'S Top 100 Markets*

SERVING THE TRI-STATE AREA (PENNA., OHIO, NEW YORK)

POPULATION 383,000
AREA'S ONLY 5000 WATT STATION
BUYING INCOME $537,923,000
RADIO EQUIPPED HOMES 96.8%

For complete details about this rich, metropolitan market served by WIKK consult: TAYLOR-BORRROFF & CO., Inc.

*SALES MANAGEMENT 1949
Switch to Escape!

Several million people know that a good way to get away from it all is to flip a radio switch and listen to “Escape.”

For “Escape” is a one-way ticket away from the humdrum. It’s high adventure in far places, as told by the world’s best tellers—in the tradition of Kipling, Conrad, Bierce, Stevenson, Poe.

All this comes tidily wrapped in a CBS Package that’s been steadily snatching high ratings right out from under the nose of top-Hooper comedy.

Very good for a sponsor who likes to get away from it all—at a profit.
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<thead>
<tr>
<th>DAY/TIME</th>
<th>SUNDAY</th>
<th>MONDAY - FRIDAY</th>
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<td>9:00 AM</td>
<td>Concert Hall S</td>
<td>World News</td>
<td>E. Power Biggs, S</td>
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<td>9:15</td>
<td>Voice of People's Church of Christ</td>
<td>World News</td>
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SUNDAY:

- **9:00 PM**
  - Adams &amp; Westmoreland
  - Patricio Sobral
  - Mrs. McLean

- **10:15**
  - Stan: Show Me the Way
  - Miss. Kitty

- **11:00**
  - Mrs. McLean
  - Miss. Kitty

MONDAY - FRIDAY:

- **9:00 AM**
  - ABC
  - CBS
  - NBC

- **12:00**
  - ABC
  - CBS
  - NBC

SATURDAY:

- **9:00 AM**
  - ABC
  - CBS
  - NBC

- **12:00**
  - ABC
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- **1:00**
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**BROADCASTING**

The Newsweek of Radio and Television

January 10, 1959

Copyright 1959
That is if the show is good—and to show you how good WCAU's local programs are, put your finger on Pulse*. WCAU rates all 5 of the top 5 daytime shows. By night WCAU is tops, too, with 3 out of the top 5 nighttime locals.

It's why Philadelphians look upon WCAU as their station. It's why local businessmen look to WCAU for fast dollars-and-sense results. Add the star-studded array of CBS talent and you know why WCAU will outperform Philadelphia competition for you.

Buy time on WCAU, where time's well spent.

*Pulse of Philadelphia
JAMES C. SHELBY, assumes duties as radio and television director of Mc-
Cann-Erickson, Chicago, Feb. 15, replacing KENNETH CRAIG, who re-
signed to become assistant to CBS President H. Leslie Atlass [BROADCASTING, Jan. 9]. Mr. Shelby, former staff announcer for WROK Rockford Ill., and KFAC Los Angeles, has been with agency since 1941.

BILL S. BALLINGER, radio and television producer, joins New York office of Campbell-Ewald Co. as head of new programming department, in addition to his current video operations. For past five years, he has written, directed and produced number of TV shows in Chicago. Among them are Mr. Black and At Our House. Prior to that, he was head of M-K-N Radio Productions.

HUBERT C. SHERK, formerly with Maxon Inc., New York, joins Blow Co. as account executive for Lava Soap division of Procter and Gamble.

JAMES E. HANNA, recently appointed head of radio and television department of N. W. Ayer & Son, New York and Philadelphia [BROADCASTING, Jan. 25], elected to agency's board of directors.

JOHN F. LAFARGE, formerly with Hewitt, Ogilvy, Benson & Mather as vice president, joins copy department of Blow Co., New York. He also worked with Young & Rubicam and N. W. Ayer & Son, Philadelphia.


BOB KNAPP, with Schwimmer & Scott Inc., Chicago, for past 10 years, becomes radio and television copy chief.

L. G. MOSELEY and NORMAN MORRIS, both members of Blow Co., for past year, appointed co-managers of agency's San Francisco office, succeeding L. J. HANNAH, resigned.

NELSON FUQUA, formerly of Ruthrauff & Ryan, joins copy staff of Henri, Hurst & McDonald Inc., Chicago.

CHARLES K. WALDEN, partner in recently disbanded agency of Boone, Sugg, Tevis & Walden, San Francisco, joins Walter McCrery Inc., same city, as account executive.

ARTHUR MAYER joins creative and contact staff of Edward A. Grossfeld Agency, Chicago. He previously was at Olan Adv., same city.

FRANK FLINT, radio director of McKim Adv. Ltd., Toronto, appointed director of radio and television. He recently returned to Toronto after extended tour of U. S. TV production centers. JAMES A. BROMLEY, formerly of CFRB Toronto, joins radio production department of McKim.

FRANK WALSH joins copy staff at Beaumont & Hohman, Chicago, after working for John W. Shaw Agency, same city.

HERBERT BRETT, producer-director at KPIX (TV) San Francisco for a year, joins Malcolm-Howard Agency, Chicago, as television coordinator. He worked as studio technician at WKBV (TV) Chicago two years and instructed at American Television Institute, also Chicago.


LEONARD V. STRONG 3d, formerly with Foote, Cone & Belding and Paris & Pearl; New York, joins O'Brien & Dorrance Inc. New York, as member of copy department.

HARLEY LEFFT, formerly head of agency bearing his name, joins Avery & Bruguier, San Francisco.

KENCLIFFE, BRESSLICH & Co., Chicago, moves to new and larger offices in LaSalle-Wacker Bldg., 221 N. LaSalle St., on Feb. 1.

KNIGHT & RUSSELL Inc., opens offices at 8301 Beverly Blvd., Hollywood. Partners are VICK KNIGHT, radio producer and one-time head of radio department of Blow Co. and vice president of Foote, Cone & Belding; and HENRY RUSSELL, NBC Western Division director of music. CHARLES WALTON acts as industrial consultant; T. B. KNIGHT is legal counsel.

DUANE JONES, president of Duane Jones Co., New York, appointed chairman of promotion committee of New York Heart Assn.'s 1950 campaign to raise $750,000 during month of February.

TV-PAYOFF

Client says: "it sells...we're sold"

James Ratto, Sales and Publicity Director, THE HECT CO.

(March 10, 1950)

SHOP BY TELEVISION

WMA-TV, Washington

is a "first" for this town, and possibly for the country, in TV retail merchandising. Now beginning its third month, the program has pleased its sponsor, the Hecth Co., large department store here, that after buying time was expanded from its original 15 minutes to a full half-hour. A typical promotion show, lasting 7:30-8:30, appears almost every week. The show is a "shopping service," rather than entertainment, and is that merchandise is displayed on the program which is actually bought during and immediately after the telecast. A trio of eye-dining models appears on the set taking phone orders and opening accounts, including the ringing of the telephone bills is audible to the audience, thus adding to the show's un-doubtedly serving to lure other.

Format of the program is fairly conventional, with Ruth Conde, di-
rector of Women's Activities for WMA-TV, and Jackson Weaver, while her announcer, Jackson Wes-
ver, doubles as funnyman and sto-"head of new agency's programming department, for sale on the program--the accent is on low cost items. This tends to slow the program at times, lest the customer becomes fatigued by its dull-
.addHandler, Mr. Weaver is an occasional wisecrack from Weaver, and usually has the added interest of new and unusual gimmicks.

Miss Conde, an accomplished em-
cer and thoroughly keep the audience in line at any time and in mer-
chanting, keeps things rolling even under the handicap of lack of variety, as in last Tuesday's 4 program, when a succession of faces and voices grew monotonous. She does not really need any help from any other source, however, for the show is well written, and should be an island of the mad house at this time of the year. A study of Weaver's bids for laughs are not al-
tways successful, but there's no question that his role on the show can be developed into successful and amusing, The package was never intended as a team, for they've been at it a long time.

The idea for the show, which was dreamed up by the agency, is a
one and a natural for video. The prospect of cramming the ch-
channels with too many of them would be a frightening one, but, in modern day, it's something different and quite viewable.

Represented by ABC Spot Sales

The Evening Star Station

WMAL TV

WASHINGTON D. C.

January 30, 1950 - Page 11
Feature of the Week

Robert F. Williams, WCHS.

THIS year's American Heart Assn. national campaign will get off to a palpitating radio start on Feb. 2, with a TV counterpart on Feb. 7. Ted Mack's Original Amateur Hour for Old Gold cigarettes (P. Lorillard Co.) on ABC this Thursday, 9-9:45 p.m., will be changed for the night to VIP America.

On All Accounts

If great-grandfather Irwin had never fought with George Washington during the Revolutionary War, who knows what changes there might have been in the life of his namesake, George Washington Irwin, whose childhood naturally was cluttered with cherry trees and honesty.

George Irwin doesn't seem to have fared too badly, however. For, though he didn't grow up to be father of his country, George W. Irwin did become the father of a Beverly Hills (Calif.) advertising agency. Irwin Co. Inc. came into being Jan. 1 of this year after George and his partner Phil D. McHugh dissolved Irwin-McHugh Adv. to set up separate agencies.

New in business at 239 S. Beverly Drive, George Irwin anticipates billing of over $500,000 this year, half of that to be in radio and television. Currently he is conducting sportscasts and time signals on California stations for California Central Airlines; spots and programming on Los Angeles, New York and Miami stations for Columbia Air Coach System, and local programming and spots for Firestone Tire and Rubber Co., all Los Angeles. For Budget Finance Plan, who recently sponsored James Roosevelt Show on ABC, he is planning a new network show in February. Several of his accounts will go into television in the near future.

No novice in either advertising or radio, George has eight years of advertising agency experience behind him, is vice president of KCMJ Palm Springs, Calif., in which he controls an interest, and is now in his 15th year of radio announcing, currently doing five weekly sportscasts for client Beverly Hills Ford on KMPC Hollywood.

Born April 1, 1914, in Pittsburgh, George was the second of his family to receive the illustrious name. His grandfather was the first. George's interest in radio started when he received an early Atwater Kent radio set which he listened to religiously. In high school he shared his interest in radio with one for farming. After school hours he was behind a mike, setting and announcing on WCAE and KDKA Pittsburgh; on week-ends and summers he was behind a shovel farming on the family homestead outside of Pittsburgh.

He completed his last year of high school in Los Angeles where the family moved in 1931. Then fol-
WCAO has the biggest audience of any radio or television station in Baltimore!

*Hooper Station Audience Index for the City of Baltimore, November-December, 1949; Total Rated Time Periods.

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
The NEW ERA in Thesaurus

HERE THEY COME . . . with all the polish, the bigness, the listener-appeal it takes to sell local advertisers. The commercially-styled RAY McKinley and ALLEN ROTH shows are just two of the profit-earning packages brought to you by the New Era in THESAURUS. More top

Ray McKinley
and his Orchestra

"The Most Versatile Band In The Land"
featuring
RAY McKinley
his vocals, his drums
and DALE NUNNALLY

Each program opens and closes with a warm personality touch as Ray sings over his famous theme music. It's a quarter-hour show, available for immediate and continuous broadcast one-or-more times a week.
names, more top shows than ever before are now yours. And with them you get comprehensive programming, promotion, publicity . . . continuity . . . current hit tunes! Network-quality production. Take the NEW THESAURUS route to more sponsored programming!

Smoothly-styled openings and closings by the Roth Chorus over theme music set a distinctive mood for this half-hour program series, available for immediate and continuous broadcast 3-or-more times a week.

RADIO CORPORATION OF AMERICA
RCA Victor Division
120 East 23rd Street, New York 10, N. Y.
Chicago- Hollywood
PARKER PEN Co., Janesville, Wis., appoints Tatham-Laird Inc., Chicago to service advertising on new product and its test campaign that cannot be handled by J. Walter Thompson Co., New York, because it has conflicting account. JWT continues to handle all other advertising of Parke Pen Co.

COTT BEVERAGE Corp., New Haven, Conn., appoints John C. Dowd Inc., Boston, to handle plans for extensive sales expansion program throughout New England. Radio and television will be used.

STERLING INSURANCE Co., Chicago, radio user, appoints Reincke, Meyer & Finn to handle advertising.


GENERAL BAKING Co., New York, for Bond Bread, adds WLWC (TV) Colmar bus for time signals seven days weekly. Company, through BBDO, also renew its three time signals daily, Mon.-Fri., on WNHC-TV New Haven Conn.

C. A. SWANSON & Sons, Omaha (poultry processor), names Tatham-Laird Chicago, as its agency. Media schedules have not been set. Account executive is Charles Standen.


RCA-VICTOR and six RCA-Victor distributors in Trenton, N. J., area, begin series of cooperative programs over WTTM Trenton. Schedules are for 12 weeks and include Trenton Merry Go Round, Household Hints, Trenton Quiz, The Waiting Well, 989 Mystery Club, Talk of the Town and 920 Mint-Quiz.

Network Accounts • • •

BOWEY'S Inc., Chicago, for DarRich chocolate flavored milk, will sponsor Stars over Broadway on Mutual Saturday, 5:30-6:45 p.m. in each time zone starting Feb. 25 through Sorensen & Co., also Chicago. Bowey's is basing its 1950 sales effort on show, and local dairies will cooperate in tie-ins. Radio Harris will originate her movie personality commentary in New York.

FABST BREWING Co., Milwaukee, will sponsor boxing from St. Nicholas Arena, New York, on CBS-TV Wednesday nights starting March 1 for nine weeks through Warwich & Legler, New York. Fights will be telecast 9 to 10 p.m. CST and are timed to coincide with campaign on sale of bock beer, which firm has not produced since 1940. All other beer and ale products will be advertised also.

EAGLE LION FILMS, Hollywood, beginning early in February, will employ extensive radio campaign over Yankee Network in New England on behalf of "Guilty of Treason," new production.

LIGGETT & MYERS TOBACCO Co. (Chesterfield cigarettes) through Cunningham & Walsh Inc., sponsors Arthur Godfrey Digest, new Saturday evening half-hour program on CBS. Series reviews highlights of morning show, CBS, 10:15-11:15 a.m., Mon.-Fri. Company also sponsors 11-11:30 portion of morning show and Arthur Godfrey & His Friends on CBS-TV Wed., 8-9 p.m.

Adpeople • • •

ANDREW L. ROWE, formerly general sales manager of Elgin National Watch Co., Elgin, Ill., appointed vice president in charge of sales, marketing and advertising. He succeeds H. J. SCHAEPFER, retired. Mr. Schaeffer will continue as consultant to sales department of company.

SHERMAN ROGERS, formerly with L. C. Cole Co., joins advertising department of Shell Chemical Corp., San Francisco.

HY FREEDMAN, for past three years in sales department of Hunt Foods Inc., Fullerton, Calif., named assistant merchandising manager in charge of publicity and public relations for firm.
He Rides the Eastern Iowa Range Via WMT

Ridin', ropin' and singin' his triple-threat way into the radio lives of millions, Gene Autry is as much at home with a rope in the saddle as he is before the mike with a western song. His popular "Gene Autry Show" is another in the long list of exclusive CBS programs brought to Eastern Iowa by WMT.

In addition to outstanding CBS entertainment, WMT offers complete news coverage and intensive farm programming to a "city" larger than Washington, D.C., spread out over the richest land in the world. When you've something to sell in this balanced farm and industrial market, use popular WMT. The Katz man has full details.
It's rare enough to see one puss in boots. To get two pussy cats in two boots is a right neat trick.

There's a neat (and easy) trick to buying radio time in Baltimore. You just spend a little bit of money on W·I·T·H, and then see big things happen!

You see, W·I·T·H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get big results from small appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!
HEARINGS ON THREE BILLS

By JOHN OSBON

CONGRESSIONAL hearings on three major radio bills—providing a new measure to create a "super FCC," establish new regulatory sanctions, and assure broadcasters' immunity from political libel suits—are being examined by the House Interstate Commerce Communications Subcommittee last Thursday to start about Feb. 20.

Aside from the new bill (HR 9349), introduced Tuesday by Subcommittee Chairman George Sadowski (D.-Mich.), the measures are the Senate-approved FCC reorganization bill (S 7930) written by Sen. Ernest W. McFarland (D.-Ariz.), and the bill (HR 2410) introduced by Rep. Harry Sheppard (Calif.), to divest networks and equipment manufacturers of radio station ownership.

Rep. Sadowski's measure, covering only a portion of the subjects he had outlined the week before [Broadcasting, Jan. 23], may be followed by another bill dealing with additional phases. The Congressman confirmed that he is having material drafted for such a measure, and said "if I like it, I may introduce it."

Replacement Measure

Such a bill, if introduced, presumably would be intended as replacement for the McFarland Bill, which deals specifically with procedural matters. The subject was discussed at Thursday's meeting of the communications subcommittee, and it was indicated the group will take up the McFarland measure in toto during the hearings.

Although he challenged some portions, particularly a restriction on FCC's anti-trust authority, Rep. Sadowski denied that the McFarland bill is "dead" or that he is opposed to it in principle. "I still have not given up on the reorganization aspects," he said.

Meanwhile, his assertion that he introduced his bill as a means of acquainting his subcommittee with "substantive problems" of radio received speculation that there would be no concerted drive for enactment. He had said the week before that "we may not press for legislation."

He said he hoped to complete the three-bill hearings in six weeks—by about the end of March. However, there loomed a possibility that the hearings would not open by the Feb. 20 target date, or at least would not get into swing until later.

The Sadowski Bill would:

1. Create an independent 5-man Frequency Control Board which would have broad powers over the existing FCC and absorb some of its major functions as well as replace the Interdepartmental Radio Advisory Committee (IRAC) as agency for government allocations.

2. Give FCC additional administrative sanctions—power of suspension, levying of fines and issuance of cease-and-desist orders—over licensees and permittees.

3. Render licensees immune from civil or criminal actions for libelous statements in political broadcasts.

The proposed Frequency Control Board would apportion frequencies between government and non-government users, make assignments to government stations, and prescribe rules to govern FCC's assignments to private users.

This "super FCC" also would take over FCC's task of negotiating international agreements, subject to control of the President and assisted by the State Dept. Additionally, it could veto any proposed FCC reorganization bill which would:

1. Cause "harmful interference" to any government user, or
2. Violate any prescribed board regulation covering FCC frequency assignments to non-government stations.

Defense Requirements

A Military Liaison Committee would be established which could, if it felt the board had acted "adversely" to needs of national defense, take the matter up with the Secretary of Defense, and, with his consent, take it to the President for final decision.

Rep. Sadowski cited the Commission's backlog of applications whose processing, he said, has been delayed for months and even years. He noted individual FCC members

(Continued on page 48)

RADIO'S AUDIENCE

BMB Study Shows Increase

By DR. KENNETH H. BAKER

RADIO'S audiences have been rising since the war and Study No. 2 of Broadcast Measurement Bureau will show this upward trend when detailed surveys go into the mail, probably tomorrow (Tuesday).

Disclosure of increased listening to stations since BMB's Study No. 1 was released in the spring of 1946 will provide a new fund of facts for use by individual stations in the competitive media battle.

The vast store of information on who listens to what stations will provide agencies and advertisers with the material they have for guidance in spending the $429 million a year for radio time.

Since the reports are not yet in the mail, agency and advertiser reaction is not available. These groups have taken an important role in planning and executing one of the most controversial projects in broadcast history.

However, BMB has on hand full data on the audiences of all non-subscriber stations as well as subscribers. That data BMB has been authorized to release in a limited way never exactly defined. Lack of funds and personnel have made any detailed analysis of subject full returns impossible to date, but Dr. Baker hoped to be able to develop a few highlight conclusions over the week or two which he can discuss on Tuesday.

Advance sampling indicates the small stations have gained listeners, partly at the expense of the high-power stations. This is not surprising in view of the postwar licensing policy of the FCC which has resulted in a tremendous increase in the number of stations, largely low-power.

With 625 station subscribers for its second study, BMB mailed out (Continued on page 50)
MACDONALSFIELD TO NBC

Joins Network on Feb. 1

NBC ANNOUNCED last week that Edward D. Madden, former executive vice president and director of the now-defunct American Newspaper Advertising Network, would join the network as assistant to the president. [CLOSED CIRCUIT, Jan. 23.]

Mr. Madden's precise duties at NBC have not yet been determined, it was said. He goes to NBC Feb. 1.

Mr. Madden is the second executive to be imported from outside the broadcasting field into the top NBC hierarchy in recent weeks. Victor T. Norton, former president of American Home Foods Inc., was hired as vice president for administration a fortnight before [BROADCASTING, Jan. 16.]

Yet to be named to the staff level of NBC management is a public relations chief. It was believed that a selection for this position would be made shortly.

Mr. Madden, before joining the newspaper network in May 1946, had been with McCann-Erickson since 1944.

He started at McCann-Erickson as an account executive on Standard Oil; later organized the agency's sales promotion and publicity departments, and then became director of new business.

Before joining the agency he served variously as vice president in charge of creative merchandising of Keiterlinus Lithographie Co., Philadelphia, co-manager of the direct mail merchandising division of Reuben H. Donnelly Corp., and assistant manager of the Chicago office of the American Hard Rubber Co.

WITT RESIGNS

Leaves CBS To Join Kem Co.

HARRY W. WITT, for the past several months executive on special assignment for CBS Hollywood, resigns executive Feb. 1 to become a vice president of Harry H. Kem Co. Ltd., Beverly Hills, Calif., real estate, property management and insurance firm.

Prior to returning to CBS in November 1949, Mr. Witt was for 18 months general manager of KTTV (TV), Los Angeles Times-CBS-owned station.

For four years before that he was assistant general manager of CBS Western Div. and KNX Hollywood, first joining CBS in 1936 as KNX sales manager. Previously, he worked in the same capacity for KFJ Los Angeles.

CM&SS AGENCY

To Get Eight Smith Clients

CARLOCK, McLintock & Smith Inc., New York, newly established agency [BROADCASTING, Jan. 21], will acquire eight clients of the Paul Smith Advertising Agency, when the latter agency is merged with the former.


SACKS TO RCA-NBC

Leaves Columbia Records

EMANUEL (Mannie) SACKS resigned last week as vice president and director of Columbia Records Inc. to join RCA-Victor Div. and NBC as director of artists relations Feb. 1.

Mr. Sacks' appointment to serve both RCA-Victor and NBC in artists relations will not change his operation or present personnel in either organization, Frank M. Folsom, RCA president, announced.

With Columbia Records since 1940, Mr. Sacks was associated with Music Corp. of America for seven years before that time, and prior to that was director of public relations and in charge of the artists bureau of WCAU Philadelphia.

AAAA MEET SET

Sawyer Keynote Speaker

SECRETARY of Commerce Charles Sawyer, also president of WIZE Springfield and WING Dayton, both Ohio, will be keynote speaker at the annual dinner of the American Assn. of Advertising Agencies meeting March 30-April 1 at the Greenbrier, White Sulphur Springs, W. Va. Secretary Sawyer's March 31 address will mark his first appearance, since the formation of the Commerce Dept.'s new advertising advisory committee, in two all segments of the advertising industry.

Theme of the AAAA convention will be "Advertising's Responsibility in an Expanding Economy."

Members of the Assn. of National Advertisers, meeting March 29-31 at the Homestead in Hot Springs, Va.—near White Sulphur Springs—will be invited to attend AAAA sessions on March 31 and April 1.

The operations committee of the AAAA board of directors, headed by Clarence B. Goshorn, of Benton & Bowles, New York, is planning the convention program.
GROSS TIME SALES of the four nationwide radio networks during November 1949 totaled $15,855,787, according to data released last week to Broadcasting by Publishers Information Bureau. Based on records of individual sponsored programs on the networks, calculated at the one-minute rate without discounts, PIB data show the network gross time sales as $171,391,283 for the January-November period. Compared with 1948, the network gross time sales were down 8.8%, the 11-month figure is down 5.9% from the total for the same period of 1948.

CBS was top network in gross time sales in November, but NBC was less than $600,000 behind, making the two practically tied for first place for the month. For the first 11 months of 1949, NBC was the leader by a margin not quite as significant. What is significant is that CBS showed a gain in 1949 over 1948, both for November and for the 11 months, while all the other networks showed losses for 1949 as compared with 1948 for the month and the 11 months (Table 1).

Procter & Gamble was the leading buyer of network time in November, spending $1,452,804, more than twice as much as Sterling Drug Inc., which ranked second with time purchases of $724,002. Table II lists the top ten users of network time in November and the gross time purchases of each.

Foods and food products were advertised more extensively than any other group promoted by network advertising in November, using $4,074,456 worth of network time that month. This product category also ranked first for the January-November period, accounting for gross time purchases of $40,-970,118.

Toiletries ranked second, both for November and the 11-month period; smoking materials were third in both lists, drugs fourth and soaps and cleansers fifth. Automotive advertising ranked sixth for both November and the 11 months. Gasoline and motor oil and other fuels ranked seventh in November, ninth for the January-November period; candies and soft drinks were eighth for the month, seventh for the 11 months; jewelry and allied products ranked ninth in November, 12th for the 11 months; the miscellaneous class, including religion, pets, luggage, etc., ranked 10th for November, 11th for the 11-month period.

Full analysis of the combined network gross billings by product groups for November and January-November 1949 and 1948, comprises Table III. Table IV shows the leading advertisers of each product group for the month of November 1949.

DOLLAR volume of the radio manufacturing industry reached an all-time peak of $850 million in 1949, 13% above the $750 million figure in 1945, according to Raymond C. Cosgrove, president of Radio Mfrs. Assn.

Preliminary RMA estimates are based on total set sales at the manufacturer level. Converted to retail values, the industry's production exceeded $1.3 billion in 1948, not counting TV installation and service charges.

"The high rate of TV set sales, especially during the last quarter, the industry in 1949 did the greatest volume of business in its history," Mr. Cosgrove said. The receiver sales figures, he said, were the result of greater value, accounted for more than 65% of the set industry's gross income or close to $560 million.

"The output of well over 2,800,000 TV receivers represented more than $875 million at the retail level, he said. He added that the value of TV receivers manufactured in 1949 was twice that of all TV sets produced between the end of World War II and the close of 1948.

A public investment of over $250 million is represented in the retail value of the 4 million TV sets produced since the war, Mr. Cosgrove said. He reminded that the 1949 sales were accompanied by substantial cuts in prices of TV receivers as a result of economies achieved through increased output and passed on to the consumer.

Table Model Cuts

The average price of a table model TV set, at the factory level, is more than 25% under the 1948 figure and 35% under 1947, he said. Table models comprise 60% of TV sets sold in 1949.

Mr. Cosgrove observed that TV screens are steadily growing in size.

Radio set sales in 1949 amounted to $290 million at the factory, he said, following a "remarkable recovery" in the fourth quarter. Total production was about 10.5 million units. Sales of auto radios rose to 3.5 million units, an all-time record. He estimated there are now 14.6 million auto sets in use.

The sharp upsweep in radio set sales in late 1949 "would seem to belie the prophets of doom who were recently forecasting the early death of radio," he said.

"An increasing number of TV sets are being equipped with radio reception facilities—FM or FMAM—so that even the television set owners are by no means entirely lost to radio," Mr. Cosgrove said. "Outdoor listening has been widely increased through the heavy sales of both auto and portable radios."

Set industry employment is at a peak time level, he said, taking its place among foremost industries of the nation.

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PIB Reports Nov. Near $850 Million

'T49 SET SALES

All-Time High of $850 Million

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January 30, 1950 • Page 21
NAB BOARD HEADACHES

By J. FRANK BEATTY

NAB'S BOARD OF DIRECTORS will meet next week in Arizona to take stock of the revamped head- quarters operation and to make it click despite a shrinking pocket-book.

The board faces interlocking problems of staff operation that stem from structural changes, concentration of power in the president's office, transfer of the budget to an April 1 fiscal-year basis and some symptoms of dissatisfaction with the way things are going in Washington.

On top of that the board must decide whether to stop the current 12¾% trimming in members' dues and perhaps increase the dues in some of the low-income brackets.

Then there is the proposal of a three-committee group to re-work the whole structural chart [Broadcasting, Jan. 16].

With such perennial problems as BMB, Broadcast Advertising Bureau and dwindling membership on its agenda, the board, 8-10 gathering at the San Marcos Hotel, Chandler, Ariz., promises to be a spirited session.

The board itself has drawn some criticism for selection of the southwest site in view of the expected weather.

Final Meeting For 7

Seven directors will be attending their final board meeting because of the new two-term limit on directorships. Eighteen of the 27 directorships are at stake in election to be completed next month.

The committee plan to change the new NAB structure is understood to have aroused little enthusiasm last week when the board's Structure and Operations Committee in Washington. The committee also held a joint session with the board's Finance Committee.

Having spent more than a year studying and refining the new NAB structure, the Structure Committee is believed to feel there is nothing seriously wrong with its system. The basic charting has been done and the task of making it work is in the hands of President Justin Miller, committee members believe.

The tri-committee discussions ended in an agreement involving some 25 broadcasters from all segments of the industry plus a half-dozen board members, had brought to the fore the concern that some of NAB's internal affairs, including the functioning of the new Radio and Television Divisions.

Changes Suggested

The three committees had been called together as the result of a board directive last November, the board desiring their ideas on how the two divisions should fit into the board's executive functioning. After voting a strong endorsement of President Miller, the tri-committee group suggested a series of changes in the new structure.

These changes included re-setting of the chairman's executive-treasurer's job into secretary-field director and a top-level treasurer-general manager; pulling of administrative tasks from the division board and relative independence for Broadcast Advertising Bureau. The Structure Committee didn't buy this package but actual decision is up to the board. Judge Miller was dubious about the proposals.

Last week NAB received both praise and criticism from Ralph N. Weil WVO New York general manager. Mr. Weil wrote a letter in which he congratulated the recently-elected chairman, but a member of NAB but he blamed some of the industry's problems on internal haggling and extravagance at NAB headquarters (see front page story).

Mr. Weil is a member of NAB's All-Radio Presentation Committee, which has guided planning and production of the in-house promotion film, "Lightning That Talks," soon to be premiered [Broadcasting, Jan. 23].

Second attack was delivered by FCC Comm. Robert P. Jones who charged Judge Miller and NAB with representing "power segments" of the industry (see story on page 54).

The Finance Committee went over the association's budget problems at length last week. A year ago NAB had envisioned 1949 income of $80,000, with a budget of $74,773. This would leave an excess of $45,727.

At that time the picture was rosy. Then ensued a flurry of resignations that brought membership down from a peak of 2,003 at the end of 1948 to 1,767 last July 1. The late 1948 total included 1,270 AM, 656 FM and TV stations.

By last July there were only 1,133 AM, 548 FM and 8 TV members.

Some of the resignations involved high-bracket stations so NAB set out to acquire new members among the independents. The drive centered around the autumn district meetings. By November the membership had been brought up slightly to a total of 1,785, including 1,452 AM, 515 FM, 37 TV (mostly AM video affiliates).

As of today, the total is 1,786, including 1,154 AM, 501 FM, 37 TV stations (179 by AM). The membership had been absorbed at the close of 1949, but FM membership in NAB has declined. Associate membership has ranged between 69 and 76. At present it is 72.

Dues Question Grows

With membership down, the dues question becomes more important. Last July the board cut dues 12¾% to meet what was described as a widespread industry demand. At the same time it wielded the axe, the association cut its budget nearly $75,000 to a figure of $701,511.

At last November's board meeting it was evident that expenses were running ahead of income. This trend has continued, it is understood, and cancellation of the (Continued on page 53)

JONES HITS NAB

and its president, Justin Miller, were charged last week by FCC Comm. Robert P. Jones with speaking "for the power segments of the industry."

The charges were made by Comr. Miller following a hearing before the American Marketing Assn. [Broadcasting, Jan. 23].

Comr. Jones' letter both Jones and the NAB apart for reference to FCC's role in color television's development. He accused Judge Miller of "joining forces with those who wish to lock color with nothing," and interpreted his comment as "some confirmation" of charges by small broadcasters that NAB speaks for large broadcasters.

Judge Miller's letter had commented particularly on this paragraph of Comr. Jones' speech:

When private enterprise seeks out the potentially profitable market for the installation of clear-channels and regions in highly congested areas, I find it difficult to see that such action. That is the kind of enterprise I have defended all my public and private life. But, when private industry already has a guaranteed market to accomplish the same thing in television, or when I think it attempts to use the Commission to eliminate the natural forces of competition between established black-and-white and in- fant color, I draw the line. When the industry tries to use the Commission to thwart or delay realizable service for towns

JONES after Judge Miller had commended Lina, that calls for some noise and infelicitous action.

Text of Judge Miller's letter to Comr. Jones follows:

I have read with very great interest the address which you delivered on Jan. 17, 1950, before the American Marketing Assn. It was a very spirited defense of the ideas attributed to you in the press and not there clearly expressed. I agree with you in the conclusion which appears in the third-from-the-last paragraph on page 15 of the address. On the other hand, I am sure you would agree that the use of the power of the government to suppress assembly-like action before the laboratory work has been done which is necessary for the development of new industrial procedures.

Somewhere between the kind of repressive action set out in the third-from-the-last paragraph of your address and the method of a Stalin who attempts to dictate the procedures of science, there lies a happy medium and one by which you might be clearly qualified as you, should be occupying a position from which that happy medium may be intelligently pursued and in which I most heartily feel you are working.

Text of Comr. Jones' Jan. 24 letter to Judge Miller follows:

May I thank you for your letter of the 19th with reference to my address before the American Marketing Assn. I am, however, concerned by your intimation that the power of government is being used or there is a threat that it may be used to force assembly-like action on the laboratory work has been done which is necessary for the development of new industrial procedures.

I feel that a former Judge of the Court of Appeals, a lawyer who has spent many years as head of the NAB staff, holds himself out as an expert on the Communications Act and the Constitution, should lend currency to this false shibboleth in the color proceedings. All that is involved in these proceedings is: Shall color be suppressed by keeping the standards exclusively for black-and-white television so that the American public will be deprived of color television? I have obviously misunderstood your speech, and I am surprised that a man who has so frequently called attention to the Commission abuses in many fields of broadcasting would suggest usurpation of power that the Commission or its staff has never even claimed.

Certainly you would be the last one I would expect to interpret the Commission activities as forcing anybody to manufacture anything. There cannot be any misunder- standing on this point, and the lawyers on this point. And the in- dustry doesn't misunderstand it either; witness its long record of not opposing FM sets to meet the public demand.

With reference to television, there (Continued on page 54)

Answers Miller
WHEN an affiliate station executive is notified that a network star is coming to his town, his first thought is to double the supply of aspirin in his desk drawer. Too often, Mr. Big Name turns out to be Mr. Little Man, bringing with him assorted cases of jitters, recriminations and other troubles.

So, when the perfect guest-star comes to your city he deserves not only a tribute, but for the good of the industry, his methods of operation should be explained to other travelling celebrities.

Jack Benny and his first-team were in Houston, to entertain at the Charity Bowl Football game, Dec. 17. Although my years of hinterland-radio have brought me into contact with most of the network big names, I had never worked a show with the laugh-master before. When I learned he was coming I doubled my aspirin supply.

Anybody want to buy some aspirin cheap? My supply is still intact.

Let's take a look at the visit, from its inception, and point out the results of the expert handling of his appearance. First, an affiliate is usually notified by his network relations that such and such a star will be in his city on such and such a date and will the affiliate please contact him upon arrival. This, of course, gives the station-executive no time to plan anything until he has consulted with the Great Man, after his arrival.

In the case of Jack Benny's appearance in Houston to take part in the charity show, this first station hardship was adequately avoided. Several weeks before his arrival I received a letter from Irving Pein, promotion manager of Amusement Enterprises, Mr. Benny's holding company. Irving invited suggestions as to what we would like to do with and for Jack log changes, the lack of advance notice, the engineering failures because of lack of time for lines and facilities, the nerve-wracking rush and bustle.

Point number three: No network star can be expected to remember the call letters of every affiliate in every city. Very often, in the past, stars from our network have come to town and have done shows on other stations under the delusion that they were building ratings on their own network station. In this case, Mr. Benny and his people were told to look for our special-events man, Lee Fallon, who was at the station at dawn to meet them, along with mike-men from other stations in town. Result, we got a fine beat interview on their arrival.

Point number four: The traveling team itself usually has at least one officious, bossy individual who tells you what, where, when and how Mr. Big will be seen and interviewed. There were none of these in the Benny entourage.

First, Jack Benny himself is one of the few really important radio people who is calm, affable, friendly and a reliable ad lib artist. Then with him, Phil Harris who, in spite of his standing, seems as appreciative as a puppy for any attention paid him. Mr. Harris is, as an old New Yorker, willing to work with Jack Benny himself and gives you a show every time he hits the mike and the same goes for Artie Auerbach, Benny's Mr. Kitsel.

Pleasing Cooperation

John Tackeberry, the writer who came along with Mr. Benny, could be seen the weak-point from our experience with other stars who brought writers along. Instead, he worked with us so smoothly and easily as though he were a writer in our own staff, turning out material for our local shows as good as any Sunday night's show script.

Then, Hilliard Marks, producer of the Benny show. Here, too, we were wary. We had had producers come down on us like trip-hammers, trying to do everything but tell us how to tie our shoe laces. Not so Mr. Marks. With quiet, unobtrusive control he handled himself and cast, including some of our own people, with absolute efficiency.

And so with the rest of the Benny party. The point here is, of course, that too many visiting stars bring hectic Hollywood characteristics with them, who manage to antagonize everyone on the affiliate-station staff, create utter confusion and

WHEN MR. STAR Comes to Town

By MONTE KLEBAN
EXECUTIVE STAFF, KTRH HOUSTON

PRE-BROADCAST dinner is held to put the audience in a quick-laughing mood. At the head table are (l. to r.): Ray Hendon, KTRH assistant manager; Glenn McFarland, owner of KXYZ Houston; Jack Benny; Jesse Jones, KTRH owner and former Secretary of Commerce; Mrs. Jones; Phil Harris. In the foreground at right are Lee Fallon, KTRH special events director; and Polly Beelow, local belle.

JESSE JONES (l.), owner of KTRH, welcomes Jack Benny to Houston. At the close of his network broadcast, Mr. Benny quipped, "Mr. Jones appeared through the courtesy of the National Bank of Commerce."

THERE is nothing a listener likes more than to have a network star visit his town, but the trouble these "visiting firemen" can cause the local station is an old story to veteran broadcasters. Most of this trouble could be avoided, Monte Kleban believes, by careful planning and cooperation from all concerned. Approaching the problem from the affirmative side, Mr. Kleban outlines the success of Jack Benny's visit to Houston, showing point-by-point how these arrangements can be applied to any local appearance of a name performer. "Many times in the past I have wanted to write an article like this," Mr. Kleban said, "but every time it would have been on the camping-cynical side. At last I had an opportunity to do a job from the affirmative instead of the negative side." Mr. Kleban is on the executive staff of KTRH Houston, with duties as "planning and advisory consultant on all phases of the station's activities." He joined KTRH in March 1949 after serving as program and production manager of WOAI San Antonio.

January 30, 1950 • Page 23
ONE OF RADIO'S top salesmen is the director of NAB's Broadcast Advertising Bureau, the industry's answer to "negative" selling tactics of the white space media. The BAB directorship has rested since its organization last spring in the experienced hands of Maurice B. Mitchell, at that time director of NAB's predecessor Dept. of Broadcast Advertising.

For several months "Mitch," as he is universally known, has been advising advertisers at advertiser meetings in every part of the United States. He has given them intensive one-day courses in radio selling and how to meet competition. Then he has given his oft-heard "Mitch's Pitch" at meetings of retailers and other businessmen, spending about as much in travel as he has on the podium and in his New York office.

**MITCH'S PITCH**

**SALESMANSHIP** is the real key to obtaining a satisfactory share of the total advertising dollar. And the successful advertising salesman is usually the man who is best informed about all the other media to which his clients may be exposed.

All media are successfully selling their wares in places where effective radio selling can drastically reverse media decisions. This kind of radio selling can best be done by the radio salesman—local or national—who incorporates these facts into his selling story:

- Radio does the best job of describing its audience.
- Radio gets the most attention.
- Radio is the most penetrate.
- Radio costs less.
- Radio gets results.

Radio does the best job of describing its audience. Magazines and newspapers use "net-paid" circulation figures. These are comforting indices on a space-buyer's desk, handy facts for an advertising manager. But they're really meaningless, as indeed buyers of advertising will admit. They don't measure the audience the advertiser really wants to know about. Advertisers want to buy impressions—not just advertising.

Both newspapers and magazines have taken a cautious peek at the real size of the impressions they deliver to an advertiser. The facts were shocking—2% actual readership to a 70-line newspaper ad—a 5% average actual readership to a full-page black and white advertisement in Life. This was a hard story to tell to advertisers who were sold on printed media's favorite laissez-faire basis, sometimes known as "transportation," most of whom firmly believed they were getting, as readers, the total paid circulation.

It was, in fact, too hard a story to tell. Thousands of advertisers, large and small, have yet to hear it. Dozens of others are still accepting advertising agency coverage and cost comparisons which match this meaningless "net paid" data against radio's count of actual exposure to advertising.

Yet in the hands of every radio station equipped with a BMB measurement, or even with a diary study, telephone coincidental, or other form of audience measurement, is the best argument of all—a count of the audience to the advertiser's message. No radio salesman has adequately represented his medium in a competitive situation until he has invited comparison on this basis.

Radio's research bill in its short 30 years of existence far exceeds the combined research investment of all other media since their inception. First really to care about the audience to its advertisers' messages, first to tailor its listener services to the proven likes and dislikes of its audience, radio has been and will apparently continue to be America's most open-faced advertising medium.

An experienced station and network salesman and station manager before he joined NAB, Mr. Mitchell has acquired a varied experience in competitive selling that puts him in a unique industry position. He augments that experience with service on newspaper advertising staffs and knows all the favorite answers of the space media.

At the autumn NAB district meetings he insisted that salesmen learn thoroughly the arguments of competitive media as well as those of broadcasting. In this article, which is an abbreviated report on an article appearing in the 1950 BROADCASTING YEARBOOK, he sums up the competitive situation, with basic information every salesman should have at his finger tips.

**Here's How To Beat Media Competition**

83 million radios in 33,280,000 homes

52 million newspapers combined daily net paid

24 million magazine homes (total reading)

There are no skeletons, no "reducible factors" in radio's standard measurement totals.

Radio gets the most attention.

In the average radio family, listening averages 10 hours 53 minutes daily. Newspapers' best claim, made by the defunct ANAN, reached 9 hours, 18 minutes per family per day but few papers care to try to document these figures.

Statistics on Reading

A recent diary study in a major market showed an average reading time of 58 minutes per day per adult—only 7 minutes of newspaper reading per day for those under 18. Magazines just don't belong in this league. A recent "Saturday Evening Post" survey, triumphantly disseminated by that periodical, claimed top readership among magazines with 2 hours 54 minutes of total reading per weekly issue.

Of all these attention measurements, only BMB's radio data seems to have been produced in the regular research channels by a continuing research arm of the industry. When other media get into this kind of self-examination, they do it in the manner of a woman with a "new look" short haircut—can't wait for it to grow long again.

The People Look at Radio, Radio Listening in America (both of them NORC studies available through NAB's Research Dept.), and the March 1949 Fortune study of radio listening, are good reading for the salesman who wants full information.

Formulas for Computing Media Costs-per-Thousand

To Compute Radio's Cost-Per-Thousand: Find the audience (number of people) to a specific radio program. Divide this figure into the time cost. Result: The actual cost of making a thousand advertising impressions on listeners to that program—not to the entire station program schedule.

The formula:

**Time Cost**

**Program Audience** = Cost-per-thousand

Impressions

To Compute Newspapers' Actual Cost-Per-Thousand: Translate newspaper "net paid" circulation into "readership" by multiplying circulation by 2.3 readers per copy (a most generous multiplier). Reduce this readership total to the actual readership of the specific advertisement (Newspapers can now furnish this data. So can the hundreds of radio salesmen who have "The Continuing Study of Newspaper Reading"). This gives the actual number of people who have "noted" this ad. Divide this figure into the space cost. Result: The actual cost of making a thousand advertising impressions on readers of that ad.

The formula:

1. ABC circulation x 2.3 = total readership
2. Readership of paper x .9 readership to specific ad = actual advertising impression
3. Space cost = cost-per-thousand

To Compute Magazines' Cost-Per-Thousand: The same formulas used to compute newspaper cost will work on magazines.

(Continued on page 51)
OVERTIME PAY

McComb Issues New Regulation

OVERTIME pay need not be based on special talent fees in addition to regular pay, under a regulation issued Thursday by William R. McComb, administrator, Wage & Hour Division, Labor Dept.

The regulation was handed down under terms of amendments to the Fair Labor Standards Act of 1938. The amendments were enacted by Congress last year.

Issuance of the regulation culminates a long fight by Richard P. Donnelly, director of the NAB Em-
ployer-Employer Relations Dept., to eradicate a freak situation peculiar to the broadcasting-telecasting in-
dustry.

Unique Situation

Under terms of the original law, broadcasters were required to in-
clude special commercial fees and advertising fees in their overtime pay figure on which overtime cal-
culations were based in the case of announcers, artists and actors.

This situation had no parallel in American industry and forced broadcasters to pay as much as an estimated million dollars a year.

Mr. Doherty appeared before a House Labor subcommittee last March to protest the inequities in the law and their unfair hardship to broadcasters. As a result the corrective amendment was included in the committee print of the 1938 amendments and it was duly enacted by Congress. Since enactment, Mr. Doherty has conferred frequently with Federal officials in connection with drafting of the regulations.

The new overtime principle con-
forms to the general policy in AFRA contracts and AFRA did not contest the revision of the 1938 law.

The amendments include a general nationwide increase in mini-

mum wages from 40 to 75 cents an hour. First requirement of the new rule of interest to broadcasters is the overtime payment affects “an employee having regular duties as a staff performer” who participates in a particular commercial or sust-
in program or series of pro-
grams. Contractual spot announce-
ments are included.

Second requirement specifies that the extra payment be made under an employment contract or un-
standing or a collective bargaining agree-
ment, in a specific amount agreed on in advance of the perfor-
mance.

Extra Payment

As defined by the administrator, extra payment also means a specific payment to supplement thestraight-time and overtime compen-
sation the individual earns for his ordinary staff duties.

Covered by the regulation are ac-
 tors, singers, dancers, musicians, comedians “or any person who en-
tertains . . . and who actively par-
ticipates in such capacity in the

actual presentation of a radio or television program;” but does not include script writers, stand-ins, directors, engineers, electricians or stage hands.

Not yet clear is whether the status of fees outside of stretch in lieu of over-

time.

Freeing of broadcasters from the extra payment requirements over-
time calculations assumes added importance in the case of AM sta-
tions taking on TV. The overtime job general increases substantially in these cases.

Formal complaints against sta-
tions for violation of the old law have been relatively few.

Overtime compensation applies to work in excess of 40 hours a week.

Jelke Appoints BBDO

JOHN F. JELKE Co., Chicago, a Lever Bros., Inc., division, has appointed BBDO, New York, to handle its advertising. The company former-
ly was handled by Tatham-Laird Inc., a Chicago agency which re-
signed the account when Lever Brothers moved its headquarters to New York. The company is said to be a more than a million-dollar account.

Mr. McPhillips Named

ARThUR McPHILLIPS, traffic manager of WJR Detroit, has been named assistant sales manager by Hal S. White, general manager and assistant to the president. A member of the WJR staff for 20 years, Mr. McPhillips has been acting as sales manager during the extended ill-
ness of Sales Director Arch Shaw. He will work under Mr. Shaw when the latter returns.

ALL-RADIO FILM

Release Set for March 1

GENERAL release date of the all-
radio promotion film, "Lightning that Talks," was set last week as March 1 by the All-Radio Presentation Committee.

The film will be available to sub-
scribers for local presentation a day after that date. The committee aid it would begin confirming showing dates to subscribers by Feb. 10.

Meanwhile it was announced that 28 new subscribers had been added to the list, representing an increase in total receipts to $135,-

00.

The committee, meeting Thurs-
day at Broadcast Advertising Bu-
reau headquarters in New York, pointed out that subscriptions would be closed to newcomers effec-
tive March 1. The move is in line with the local showing in each community.

Members of the committee last week were busy organizing an ini-
tiation meeting to be held with the showing of the film in New York March 1. A thousand leaders in radio and ad-
vertising will be invited.

McComb Issues New Regulation

OVERTIME PAY

SALES of WNEW New York and WWDC Washington ap-
proved by FCC last week along with approval to trans-
er of WDLF DeLand, Fla. One AM and three FM out-
lets were deleted by the Com-

mission. Requests for con-

tents to sent were filed by 10 stations. Details of these and other FCC actions are found in FCC Recapitu-
late on page 84 and Actions of the FCC beginning on page 76.

50 'Yearbook' Streamlined

Mr. McPhillips

Mr. McPhillips

Canadian and U.S. international stations; European stations; non-

commercial FM outlets, and TV applications pending.

A complete analysis of 1949 radio- and TV station expenditures is included [BROADCASTING, Jan. 23]. An informative article by Maurice B. Mitchell, director of Broadcast Advertising Bureau, compares the results with those of other media and another feature piece covers the all impor-
tant question of program rates—in both radio and TV. A "How To Apply for a Radio Station," again is included, plus a summary of FCC rules and regulations.

In all, the 1950 YEARBOOK in cludes over 55 directories, provid-
ing data for all segments of the radio, television and advertising industry. Included among them are: Radio and TV station re-

presentatives of the U.S. and Canada; consulting radio and TV engineers; regional networks of the U.S.; ad-

vertising agencies handling radio and video accounts; U.S. and Canada; and national and regional radio and TV advertisers in-
cluding their agency; over 500 firms offering such services as arranging and production of TV programs, recording and script writing ser-
vice, talent, production and syndi-
cated programs; AM, FM and TV equipment manufacturers, includ-
ing items that range from trans-
mitters to cutting needles; stations identified with newspaper owner-
ship; radio and TV reference books; major awards and citations; state broadcasters associations; stations under group ownership; professional and technical schools for radio and TV; frequency meas-
uring services, and numerous other services related to the business of broadcasting.

Advertiser Information

A large section is devoted to the

networks, giving lists of executive personnel with titles. Also in-
cluded is a listing of advertisers for each network—AM and TV—plus a map showing the location of affiliated stations.

Radio and television highlights of 1949 are covered in chronological order. Other sections of the 1950 YEARBOOK are devoted to members of the radio correspondents gal-

leries of Congress; the FCC; NAB, TBA and other radio and television groups, and unions active in the radio-TV fields.

Copies of the 1950 BROADCASTING-

TELECASTING YEARBOOK now are in the mail to BROADCASTING sub-

scribers. Additional copies are available at $5 each from Wash-

ington headquarters, 870 National Press Bldg.
FCC's Powers?

ON THE HEELS of a court decision affirming its right to pass upon a newspaper applicant's alleged monopolistic practices, the FCC last week called an oral argument for Feb. 13 to help shape its policy toward violations of any U. S. law unrelated to radio.

Upon the outcome will depend FCC's action on some 10 or 12 applications currently being held up because the applicants or licensees have been found by a federal court to have violated some other law. Among the practices under scrutiny are monopoly, restraint of trade, unfair competition and the like.

FCC's order suggested that participants in the oral argument over "at least" the following points:

1. The authority of the Commission to consider in its licensing of broadcast stations the fact that an applicant or licensee has violated a law other than the Communications Act of 1934 as amended. If the Commission has such authority, is there any basis for the FCC not considering such violations?

2. If the Commission has such authority, whether there is a procedure or result in any of the following types of situations. In this connection it should be remembered that the FCC is empowered to give to the situations involving both comparative hearings and non-comparative hearings:

(a) where the finding of the violation is in a civil or criminal case;
(b) whether the finding of violation is by the Commission or by a lower federal court;
(c) where, after the finding of violation, a decree is entered by a non-judicial agency which results in the elimination of the practice which was a violation of federal law;
(d) whether there has been no finding of violation but a suit has been filed alleging a violation;
(e) where there has been no finding of violation and no suit has been filed alleging a violation, but the Commission is in possession of information which shows that there has been no finding of violation.

Persons wishing to participate in the argument, FCC said, must file a notice accompanied by a brief or memorandum by Feb. 6. They will be permitted to "address themselves to any and all points they deem relevant."

Anti-Trust Laws

The study stems from a 1948 Supreme Court decision holding the major motion picture producers to be in violation of the anti-trust laws [Broadcasting, June 21, 1948]. FCC made plain shortly afterward that it was considering the question of whether a violator of the anti-trust laws is qualified to operate a radio station.

Among those whose applications have been held up or acted upon conditionally pending a decision was WNEW, owned by WNEW Pictures, which has petitioned for regular licenses on grounds of compliance with its consent decree in the anti-trust case; Allen B. Du Mont Labs, because FCC has tentatively held that Paramount's 29% interest amounts to control of the company; Schine Chain Theatres, which owns WPTR Albany; 20th Century-Fox Film Corp.; Westinghouse Broadcasting Corp., and General Electric Corp.

FCC's order came Thursday, just three days after the U. S. Court of Appeals for the District of Columbia upheld its right to deny a newspaper's radio application on grounds of monopolistic practices, whether the specific practices are forbidden by law or not.

The court said Monday in a unanimous decision affirming the denial of AM and FM applications of the commonly owned Mansfield Journal and Lorain Journal in Ohio [Broadcasting, July 19, 1948].

"We hold . . . that it was fully within the Commission's jurisdiction to hear evidence on the alleged monopolistic practices of the applicant, regardless of whether or not such practices are forbidden by statute, and to deny the licenses upon its finding that such practices had in fact taken place and were likely to carry over into the operation of the radio station."

FCC had ruled that the Mansfield Journal, only newspaper in Mansfield, attempted to coerce advertisers into exclusive advertising contracts and to refrain from using the rival newspaper. The Commission also held that the Journal showed hostility toward WMAN by refusing to carry its program logs and by urging to the public something favorable about the station. The purpose, FCC said, was to suppress competition and secure a monopoly.

Denial Theory

The Lorain Journal application was denied on the theory that its owner, the Peoples Broadcasting Co., should not be allowed to operate a station at Lorain. Both newspapers are owned by Isadore and S. A. Horvitz. Spokesmen said there has been no decision on whether to seek Supreme Court review of the appeal court's decision.

The Lorain Journal meanwhile is appealing this denial to the Ohio Supreme Court, on a Justice Dept. charge of violating anti-trust laws via allegedly monopolistic practices affecting WEOL, Ellyria-Lorain [Broadcasting, Dec. 12, Nov. 21, Sept. 25, 1948]. The Justice Dept. lost its bid for a pre-eminent injunction against the newspaper pending trial of this case.

In the FCC case the court's opinion, written by Judge George T. Washington with Judges Wilbur K. Miller and David L. Bazelon concurring, rejected the newspaper's claim that FCC had violated the rights of a free press. Said the court:

. . . The Commission did not deny the stations, merely the newspaper. The paper refused to print certain items or because it refused to serve certain advertisers... The Commission concluded that those practices were followed for the purpose of securing competition. Similarly, it would appear that the Peoples Journal was not denied a license because it was a newspaper, but because it used its position as sole newspaper in the community to achieve a monopoly in advertising and news dissemination. Such a denial does not constitute a violation of the First Amendment.

. . . Surely . . . the way the newspaper is operated, in relation to other newspaper or broadcasting material. The Commission did not, in any manner, attempt to censor the editing and publishing of the newspaper. This order does not require Mansfield to cease from any of the practices engaged in to the end that the sanctions of the Commission's findings are to determine appellant's qualifications to become a licensee. As such they imply on the face of the order that they would be violated by a trial by jury.

Cite Congress Sanction

"The fact that a policy against monopoly has been made the subject of criminal sanction by Congress as to certain activities does not preclude an administrative agency charged with furthering the public interest from holding the general policy of Congress to be applicable to all applicants for each and every license."

Persons seeking to operate radio stations were also placed in mind of the "criminal sanction" in the Justice Dept. case, the court said. Such a case, the court held, figures in the sanction of the First Amendment.

FCC's decision in the case was reached on a 3-2 vote, Comrs. Jones and Sterling dissenting and Comrs. Webster and Hennock not participating.

The Mansfield Journal was applying for a 250 w daytime grant on 1450 kc in Mansfield. The Lorain newspaper was applying for a 250 w daytime station on 1450 kc. The Lorain newspaper was applying for a 250 w daytime station on 1450 kc. The Lorain newspaper was applying for a 250 w daytime station on 1450 kc.
NAB CONVENTION

CHICAGO AGENDA IS SET

THREE-DAY Management and three-day Engineering Conferences, along with half-day FM and full-day independent station sessions, will top the week-long NAB convention to be held April 15-19 in the Stevens Hotel, Chicago.

The special FM meeting will be held 9:30-12 noon, Monday, April 17, with the formal gavel-pounding scheduled at the noon luncheon. As was the case last year, independent stations will have their own meeting Sunday the 16th, with special registration.

Schedule of events for the 28th annual convention was drawn up Wednesday at a Washington meeting of the NAB board’s Convention Committee. Committee members taking part were Howard Lane, WJJD Chicago, chairman; Charles C. Caley, WMWD Peoria, Ill., and James D. Shouse, WVL Cincinnati.

Sitting with the committee were NAB staff officials including C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director; Neil McNaughten, engineering director. Everett Dillard, KOZJ Kansas City, a board member, attended the portion of the meeting at which FM was discussed.

The week opens with registration Wednesday, April 12, for the Engineering Conference. Business meetings will be held Thursday, Friday and Saturday. Only Sunday event, aside from registration for the Management Conference and the customary side meetings, is the Independent Session.

MANAGEMENT SESSIONS

After the Monday meeting, a FM meeting, management meetings will be held through Wednesday morning. The Wednesday meeting, adjoining at 1 p.m., will be devoted to television. The annual luncheon will be held Tuesday evening.

Space is being allotted under direction of Arthur C. Stringer, NAB special services director, for the annual exhibition of heavy equipment in the basement lobby of the Stevens. Later space will be assigned on the fifth floor for light equipment exhibits of transcription firms and other associate members.

In its discussion of plans for the FM meeting the NAB board committee rejected a proposal for an all-day session on Saturday, the 15th. The committee agreed many of the FM station executives who planned to attend the management sessions might not be able to arrive in time for Saturday discussions.

Instead of Saturday the committee picked Monday morning, with the understanding the FM meeting must break up before the opening luncheon. Besides, a Saturday meeting would have required an extra registration fee.

Interest in the FM meeting is expected to be high in view of the recent merging of FM Assn. into NAB. Among topics slated for the agenda are Storecasting, transit and functional (leased receiver) services, from which many FM out-

lets now receive substantial income.

The question of AM-FM duplication will be taken up along with methods of promoting FM locally. Possible participants in the program will be representatives of Radio Mfrs. Assn. who would be asked about the FM set production problem, and agency executives.

The questions and mail-poll techniques are other suggested subjects.

Last year the first “Independents’ Day” drew a heavy registration. The day-long meeting was a dynamic scene and a long list of speakers covered a wide range of topics. Plans for the meeting will be taken up at a meeting of the NAB Unaffiliated Stations Committee, slated Feb. 2-3. Committee chairman is Ted Cott, WNEW New York.

WBT BLAST TRY

POLICE HOLD IBEW MEMBER

Police Hold IBEW Member

POLICE in Charlotte, N. C., early Thursday morning charged Sterling L. Hicks, businessman of the IBEW in that city, with conspiracy in the attempted dynamiting of WBT Charlotte’s 429-foot radio tower Jan. 22.

Acting on a tip, police investigators uncovered five sticks of dynamite planted at the tower’s base. After removing detonators, they waited for Chesley M. Lovell, who, unaware of their presence, reportedly lifted the fuses. Mr. Lovell, a Columbus, S. C., house-painter, said by police to have “a long criminal record,” admitted Tuesday that he had been “hired” to dynamite the tower.

According to reports last Thursday, Mr. Lovell, upon further police questioning, had revealed additional information leading to the arrest early that morning of Mr. Hicks. WBT said Mr. Hicks was one of the technicians involved in a feud between the station and the IBEW culminating last fall in charges and COUNTER-charges [Broadcasting, Oct. 17, 31, 1949].

Police said the questioning of Mr. Lovell had led to the arrest of a nephew, Burris Boyd, also of Columbus, who, according to the reports, would be charged with introducing Mr. Lovell to Mr. Hicks. Police Chief Stanhope Lineberry, of Mecklenburg County, disclosed two complaints had been placed against Mr. Hicks, charging conspiracy with Mr. Lovell to damage WBT’s property in gaining access to the tower, and in obtaining dynamite in an attempted use of explosives to damage another’s property.

ENJOYING a chat at the two-day meeting of CBS executives and affiliates in the 4th and 5th Districts in New Orleans are (l to r): Ken Gildens, WKRG Mobile; Lou Hausman, CBS AM-TV dir., adv. and sales; Howard Summerville, WWL New Orleans; Charles Cruftchfield, WBT Charlotte, N. C.

RADIOGRAM

ARALD RUSSELL (r), national commandant of the Amvets, sits in for a recording of Amvets USA, dramatic series presented on WRC-NBC Washington. With Mr. Russell is Robert J. Enders of Robert J. Enders Advertising Agency. The Enders agency is handling the Amvets account.

A 35mm film record, including commentary, of New York’s Mayor William O’Dwyer’s marriage and honeymoon trip in Florida is presented to Mayor O’Dwyer (r) by Joseph H. McConnell, president of NBC. Shot by NBC-TV cameramen, the film also were shown over the Camel News Caravan.

THE American Legion’s “Tide of Toys” campaign finds an enthusiastic backer and contributor of toys and other items in G. A. Richards (center), owner of KMFC Hollywood, WJR Detroit, WGR Cleveland. With him are Cordyson T., Millard, Hollywood Post 43, and Harry Myers, S. Calif, chairman of drive.

ONE of 300 pies sent to advertisers and agency executives in “Cut Yourself a Bigger Piece of a Bigger Pie” ad drive of WGR Cleveland is received by Albert A. Sommers (seated), v. p. and mgr., Cleveland office, McCann-Erickson. Standing (l to r): Messenger John Garfield, WGR sales; Robert Daily, M.E.

AFTER their long recuperation from serious injuries suffered in the airplane crash that took the life of Buddy Clark, singer, Jennings Pierce (l), manager of station and guest relations, NBC Westen Div., and Frank A. (Bud) Boren, NBC Western Div. sales mgr., greet each other on return to work.

BROADCASTING * Telecasting
H todd is President Of New CBA

REPRESENTATIVES of 26 Colorado stations attended an organizational meeting of the Colorado Broadcasters Assn., held at the Broadmoor Hotel in Colorado Springs last Tuesday. Officers elected were: Rev. Howard, KFXJ Grand Junction, president; Robert D. Ellis, KGCH Pueblo, vice president, and Al Meyer, KMYR Denver, secretary-treasurer.

Business included naming of a board of directors and approval in general of terms by-blaws drawn up by a committee consisting of Messrs. Howard, Ellis and Meyer and James Russell, KVOB Colorado Springs.

The groundwork for last week's session was laid during a meeting of station executives from Colorado at the NAB district convention held at Salt Lake City in December.

Active membership will be limited to licensed broadcast stations or those holding construction permits in the state of Colorado. Persons or organizations engaged in activities allied with radio broadcasting are eligible for associate membership, without the voting privilege, it was stated.

The objective as outlined in the non-profit organization's by-laws, include: "To promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcast industry."

The state is divided into five districts and one director is chosen from each for a two-year term. There are six stations in each district, except for District 2, which numbers seven. At last week's meeting the following board of directors was named:

District 1: (stations West of the Continental Divide) Mr. Howell

District 2: (cities North of Den- ver) Doug Kahle, KOOL Port Collins

District 3: (Denver) Mr. Meyer

District 4: (Colorado Springs, Pueblo, and Canon City) Mr. Ellis

District 5: (other Southeastern Colorado stations) Ed L. Allen, KGW Alamosa.

In addition to those previously listed, the following attended the session:

Floyd Baskette, U. of Colorado; Raymond M. Becker and Raymond Becker Jr., KRLN Canon City; Frank Bishop, KFEL Denver; Justin D. Bradshaw, KLKM Lamar; John L. Buchanan, KTLM Denver; Dee E. Crouch, KDZA Pueblo; George Cory, KLUB Montrose; Jack P. Duhoberly, KLMO Longmont; C. L. Dunes, KGW Alamosa; Cun Hecker, KYV Inver Grove; Jack Hitchcock, KCOL Fort Collins; Vir N. James, KVHI Salida; Ewoudley, KYVO Greeley; Dick Miner, KRLA Craig; Pat O'Brien, KIUP Durango; W. D. Pyle, KYOD Denver; John J. R. Bostick, KDRO Colorado Springs; Dale Scott, KCSJ Pueblo; Russell Shaffer, KBQI Boulder; Frank Bross, KFON Fort Morgan; Hinworth, U. of Colorado; Hugh B. Terry, KJZ Denver.

NEW YORK FM Pool To Boost Medium

FOUR independent New York FM stations have decided to pool resources to underwrite programming, and Zenith Radio Corp. of New York has agreed to underwrite expenses of the first venture—a basketball series.

This was announced last week by August A. Rickert, program director of WFUV-FM, Fordham U. station. The other stations, WGHF (FM) WPDR (FM) WYFN-FM, will carry the series and be permitted to find sponsors for the games as well.

Initial games in the series will be Cornell-Fordham, Feb. 1, from Ithaca, and Fordham-Syracuse, Feb. 2, from Syracuse.

KYA SALE

Selling Sign Seen This Week

PURCHASE OF KYA San Francisco for approximately $200,000 by J. Elroy McCaw and Mr. Schiff, publishers of the New York Post [BROADCASTING, Jan. 22], was expected to be completed early this week with signing of legal papers in New York. Sale is subject to FCC approval and Price includes $155,000 plus net quick assets.

Mr. McCaw is owner of KELA Centrala and with Mr. Keating, West Coast station representative, is a shareholder in KPOA Honolulu and KLZ Denver. Mr. McCaw also is a stockholder in KYAK Bonton, Wash.; KVOB Colorado Springs, Col., and KALE under construction in Richland, Wash.

Operating on 1380 kc with 5 kw day and 1 kw night, KYA recently moved to new studios in the Fairmont Hotel Bidg. Station was purchased by Mrs. Schiff in 1945 at a reported price of $400,000. At one time she included it in a package sale with KLAC and KLAC-TV Hollywood for $1,045,000. Shortly after Warner Bros. withdrew from the group of the package late last year, Mrs. Schiff announced the Hollywood stations were not for sale and withdrew them from the market. Don Fed- derson is general manager of KLAC and KLAC-TV and execut- ive vice president in charge of Mrs. Schiff's radio property.

When transfer of ownership is made, it is understood that J. G. (Gil) Patridge, former owner of KGIL San Fernando, Calif., will continue as KTA general manager. With recent appointment of general man- ager of KROW Oakland for the past four years, who joined KYA as commercial manager two weeks ago, is expected to continue in that capacity.

Upcoming


Feb. 6-9: CAB board of directors, King Edward Hotel, New York.

Feb. 9-10: CBC board of governors meeting, Ottawa.

Feb. 12: Owner Broadcasters Assn., Hotel Marion, Little Rock Ark.

Feb. 10-11: CBC board of governors meeting, Royal York Hotel, Toronto.


NAB GUESTS

Canadians Study FCC Role

MEMBERS of a Canadian radio group observing the operation of U. S. regulatory commissions and members of the FCC were among guides for a National Association of Broadcasters meeting at Washington. The Canadian guests, who will submit a report on radio regulation to the Royal Commission on Arts, Letters & Sciences, were Guy F. Herbert, member of the executive committee of All-Canada Mutually Operated Stations; Donald Tavish, attorney and part owner of CKRC Winnipeg, the Winnipeg Free Press and other radio-newspaper interests.

The dinner was described as a goodwill gesture designed to promote cooperation between Canadian and American broadcasters. Report on Their tour will be submitted to the Royal Commission in April.


Representing the NAB headquarters staff: Neil McNaughton, engineering director; Forney A. Rankin, government relations director; Ralph Hardy, Radio Di- vision; George E. Markham, Television Division; Robert C. McCollough, public affairs director; Don Petry, general counsel; C. E. Arney Jr., secretary-treasurer.
62...Yes, sixty-two

Romantic Cycles*

62 individual transcribed production units comprising gems from Broadway's smash musical shows... performed by star soloists, large orchestra and chorus... directed by showdom's finest master-conductors... all with specially arranged vocal and orchestral scores... big-production performances up to thirteen minutes playing time each.

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<th>26 musical miniatures of the following all-time footlight favorites:</th>
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<td>Annie Get Your Gun</td>
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<td>Bloomer Girl</td>
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<td>Babes In Arms</td>
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<td>Carousel</td>
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<td>Eileen</td>
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<td>Irene</td>
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<td>It Happened In Nordland</td>
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<td>The Only Girl</td>
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<td>Princess Pat</td>
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<td>The Red Mill</td>
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<td>The Student Prince</td>
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<td>Sweethearts</td>
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<td>Oklahoma</td>
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<th>36 magnificent medleys featuring melodic echoes from hits of the Great White Way, including:</th>
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<td>Lady Be Good</td>
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<td>Cat And The Fiddle</td>
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<td>New Moon</td>
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<td>Three's A Crowd</td>
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<td>George White's Scandals</td>
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<td>Maytime</td>
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<td>Girl Crazy</td>
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Romantic Cycles*... a plus value to all Associated transcribed library subscribers

Another exclusive, but EXCLUSIVE feature of

Associated

THE BASIC RADIO PROGRAM SERVICE

ASSOCIATED PROGRAM SERVICE ★ 151 West 46th Street ★ New York 19, N.Y.
Mr. Deal

The football season just ended, he said, also was the largest sportscasting season in the company's history. More than 110 broadcasts and 11 teletcasts of football games were sponsored by the company during the season.

"Our basketball sportscasts now getting underway," Mr. Deal said, "reflect the increasing importance of sports-radio-TV in our advertising as we participate in a competitive race for business during 1950."

A total of 253 games will be aired this season, he said, over a total of 32 prominent independent stations plus the Intermountain Network of Idaho and Utah.

The company has signed for exclusive broadcasting rights to the games of 17 leading colleges and universities in seven states.

Commenting on the commercial value of its sportscasts, Mr. Deal said:

"We are aware of the large and interested audience we serve with these sportscasts and have made a special effort to increase the effectiveness of our commercial messages. We are using a new sales twist. In addition to the long familiar slogan, "Play Sports with Associated," we are using the new slogan, "You don't have to buy to be welcome." With this approach, we give attention to both the quality of the dealers Flying 'A service, and the willingness with which it is given."

**SDG MEETING**
**Re-elect Glenn President**

RE-ELECTION of Jack Glenn as president of Screen Directors Guild was announced following the organization's fifth annual convention in New York on Jan. 21.

Mr. Glenn said the Guild's television research committee, headed by John Flory, will investigate the problem of improving television pictures.

In addition, a Guild meeting with eastern film producers will discuss the raising of picture standards, including television films. The Guild's public film forums will be held four times a year instead of two, and one will be devoted entirely to television films. The Guild also will give an award to the best television film directed by one of its 125 members.

Others elected:
- Dana Noyes, first vice president;
- Coleman Landis, second vice president;
- Leslie Roush, recording secretary;
- John Flory, corresponding secretary;
- Murray, treasurer; Joseph Henabery;
- Noyes, first vice president;
- William Resnick, Herbert Kerkow and Howard O'Neill, board members; and William Alley, Broder, Petersen and Samuel Datlowe, auditing committee.

**KVAK Sale**

Transfer Is Completed

CONSUMMATION of sale of KVAK Atchison, Kan., by S. H. Patterson for $45,000 to Griffith-Buenning Broadcasting Co. was effected Jan. 22. KVAK reported local station.

Transfer was approved by FCC in early January [Broad-
casting, Jan. 16].

Mr. Patterson was required to sell KVAK because of overlap with his KJAY Topeka. New licensees of KVAK is a partnership of James M. Griffith, former manager of KSEEK Pittsburgh, Kan., and Paul H. Buenning, ex-manager of WBBZ Ponca City, Okla. Mr. Griffith becomes KVAK general manager with Mr. Buenning as sales manager. Paul Pitts is program director and Lowden Gintrey is chief engineer. KVAK is assigned 1 kw on 1470 kc.

**California Meet**

CALIFORNIA STATE Broadcast-
ers Assn. will hold its annual business
ness meeting Feb. 17 at Roosevelt
Hotel, Hollywood. Speakers will in-
clude Maurice B. Mitchell, direc-
tor of Broadcast Advertising Bu-
reau, New York; Richard Doherty,
NAB director of employer-employee
relations. Arthur Westlund, KRE
Berkeley, will preside.

**L. M. POAST**

Joins Consulting Firm

EXPANSION of the Washington radio consulting engineering firm of Craven, Lohnes & Culver to in-
clude LaVerne M. Poast as a partner was announced by the firm last week. The firm name is unchanged.

In the consulting engineering field for almost 16 years, Mr. Poast received the BS degree in electric-
rical engineering from the U. of Wisconsin in June 1938. He was with Janisky & Bailey, Washington, from 1935 to 1941, except for nine months' postgraduate work in com-
munications engineering at Ohio State U. in 1939-40. From 1941-44 he was in the radio section of the
National Bureau of Standards.

He joined the consulting office of Worthington C. Lent in Washington in 1944, leaving to serve with Columbia U. Division of War Research.

He received a certificate of appreci-
ation from the War and Navy departments for "outstanding serv-
Ice" to the Office of Scientific Re-
search and Development during the
war years.

In 1946 he rejoined Mr. Lent as a partner in Lent & Poast. In April 1948, after dissolution of that firm, he joined Lohnes & Culver, which became Craven, Lohnes & Culver in January 1948 when former FCC
Comm. T. A. M. Craven joined the original partners, George M. Lohnes and Ronald H. Culver.

Mr. Poast is in the Munsey Bldg.

**WAYNE COY**

To Address Oklahoma U. Meet

WAYNE COY, FCC chairman, has accepted an invitation to be principal speaker at the fifth Oklahoma U. radio conference March 12-14. "Broadcasting to Educate," Competitive Democratic "Nation" will be the theme of this year's conference, according to Dr. Sherman P. Law-
ton, conference chairman and co-
ordinator of radio instruction at Oklahoma U. Students from re-

cional colleges and universities will share the conference with profes-
sional radio leaders and station personnel, Dr. Lowton said.

**AP Officers Re-elected**

ALL incumbent officers of the Pennsylvania-Delaware Associated Press Radio Assn. have been re-
elected, the AP announced last week. They are Joseph E. Baudino of KDKA Pittsburgh, president; George Coleman, WGNI Scranton, vice president; Ed Obrecht, WPEN Philadelphia, 2d vice president; Jack Hooper, WHGB Harrisburg, 3d vice president, and Joseph Snyder, chief of the Pennsylvania AP bureau, secretary.
all this...

Baltimore

and Maryland too*

why buy 2 or more...
do one big job on “Radio Baltimore”

* WBAL covers the rich Baltimore area, Maryland, and sizable chunks of Virginia, Delaware and Pennsylvania — an area with over 4,225,000 people who spend more than $3,290,000,000 annually in retail sales.

Represented nationally by Edward Petry Co., Inc.

WBAL
50,000 Watts
NBC Affiliate
Feature
(Continued from page 13)
show also is unusual—advance billing for the program has been given in the somber Senate chamber and written into the Congressional Record. And the P. Lorillard Co., which will relinquish announcements for the two shows, is paying all expenses as a gesture to enrich the heart drive's fund.

In its sundry talent the program will have Vice President Alben W. Barkley and probably Mrs. Barkley. Producers at deadline were counting on the nation's famous newlyweds to render a duet of "Wagon Wheels." Both Democrats and Republicans will forget this is an election year and promote their musical abilities; the military's high brass will be unified on the harmony issue.

Mr. Mack told Broadcasting the VIPs are certainly "a fine bunch" with which to work. Cooperation, he said, is 100%. However, as the men who set dates during the three weeks of rehearsals in Washington's Hotel Willard will attest, sometimes Congressional committee hearings can stampede schedules.

List of headliners on the show reads more like a page out of the Congressional Directory than a theatre's cast. House Speaker Sam Rayburn (D-Tex.) will sit beside Ted Mack to ring the gong. Barbershop quartets consist of Democratic Reps. Oren Harris (Ark.), Tobey Morris (Okla.), J. Frank Wilson (Tex.), House Whip Percy Priest (Tenn.), leader; Republican Reps. Harry L. Towe, Millet Hand (both N. J.), Frank Fellows (Me.), Minority Whip Leslie C. Arends (Ill.), leader. Director of both teams is Secretary of the Interior Oscar L. Chapman.

A Navy trio, featuring an ad

mural and captain at the piano and Capt. W. Gordon (Slim) Beecher Jr., USN, composer of "Old Hawaii," on the guitar, makes up a specialty act. Advance notices are enthusiastic. As Lou Goldberg, producer, puts it, "There's been a lot of necessary pushing around. But the VIPs don't mind it a bit. They're cooperative and helpful—real diplomats." Working with Mr. Goldberg is Director Lloyd Marx.

Special Train Planned
The entire program will be about 2 1/2 hours with 45 minutes devoted to actual broadcast. Mr. Mack said the format conforms to his regular show with telephone numbers given for voting, the usual interview and then the acts in sequence. The Feb. 2 show will be held at Washington's Constitution Hall. The TV program will originate in New York at the International Theatre at Columbus Circle.

THE SOUTH BEND MARKET MUST BE COVERED...AND ONLY

WSBT COVERS IT!

WSBT completely covers this marker—and what a market! Its heart is South Bend and Mishawaka, two adjoining cities with a combined population of 157,000. The total population of the South Bend market is over half-a-million, while 1948 retail sales totaled more than half-a-billion dollars!

In addition to its complete coverage of the South Bend market, WSBT's primary area includes another million people who spent 911 million dollars in retail purchases in 1948!

The South Bend market is one of America's biggest and best. It must be covered! It is covered by one station—and only one.

No other station, Chicago or elsewhere, even comes close.

WMCA Spans Atlantic
PORTSMOUTH, England, recently was reported in the listening range of WMCA New York. The station received a letter from R. T. Coales of Portsmouth, who congratulated WMCA on "putting such a nice signal into Portsmouth."

Two special train cars and an airplane are reserved for Feb. 7 to transport VIPs who will appear via video. There will be an "aftershow" that night as well. Proceeds from both shows will go to the heart fund.

A highlight of the broadcast is the Celebrity Symphony featuring tubs, washboards, bass fiddles, harmonicas, mandolins, etc. High ranking officers of all services, including Gen. Carl (Tocny) Spaatz, former Air Force chief, will participate. Rep. Louis C. Rabaut (D-Mich.), a tenor who sang his way to Congress in 1934, will be soloist. In the group is Paul Porter, former OPA Administrator, one-time FCC Chairman, and now an attorney practicing before the FCC. He will "thump a tub." Theme is a Washington parody on "Camptown Races" led by Sen. Estes Kefauver (Tenn.), wearing the coonskin cap with which he campaigned for his Democratic seat in the Senate.

A "Capital Chorus," made up of Senators and House members, includes Sens. Robert Taft (R-Ohio) and Claude Pepper (D-Fla.) and both barbershop quartets. Also on the agenda is an imitation of Winston Churchill by Rep. Dewey Short, Missouri Republican. Rep. and Mrs. Daniel J. Flood (D-Pa.) will present the "budget scene" from "Life With Father." Rep. Heva Beck Bosone (D-Utah) will sing. Rep. Frances P. Bolton (R-Ohio) will sing "Brahms' Lullaby." Finale will be an onslaught of voices of some 500 persons.

Rehearsals turned Capitol Hill and some embassies a bit closer to Tin Pan Alley and most likely a "first" was registered in Secretary of the Senate Leslie Biffle's office in the Capitol last week when a group of Democratic Senators went over a number for the radio show.

In the Congressional Record, Sen. Alexander Wiley (R-Wia.) announced the broadcast, date, place and time and recommended both Ted Mack's organization and Old Gold cigarettes for their efforts.
RCA Remote Amplifier
Type BN2A
—with self-contained battery kit

Now—this remote amplifier

✓ operates from a self-contained battery
✓ operates from an a-c line

Here it is—RCA’s Portable Remote Amplifier type BN2A, with the new self-contained battery kit. It is the same in every respect as the standard BN2A amplifier, but it provides instant selection of a-c or battery operation—with everything in one package, batteries and all.

The new self-contained battery kit is actually a top cover which replaces the one on the standard amplifier. The kit includes: a-c receptacle, ac-dc selector switch, battery holder, new cover, and handle—yet the assembly is so compact that it adds only ⅛-inch to the overall height of the original amplifier.

NEW LOW PRICES* Type BN2A

- With standard cover... $425.00 (less tubes)
- With self-contained battery kit... $462.00 (less tubes and batteries)

Take advantage of the best buy in remote amplifiers... at new low prices. Order your BN2A Remote Amplifier... either the standard or the self-contained battery model... from your RCA Broadcast Sales Engineer. Or order from Dept. 19AE, RCA Engineering Products, Camden, N. J.

SPECIAL! New Battery Cover Kit—

—for owners of the standard BN2A Remote Amplifier
✓ Remove present cover
✓ Slip new kit cover into place
✓ No tools needed

PRICES*

Battery Cover Kit (less batteries), MI-11279 $37.00
Standby Battery Kit, MI-11281 $7.66
*Prices apply only within continental U. S. A.

Audio Broadcast Equipment
Radio Corporation of America
Engineering Products Department, Camden, N. J.

In Canada: RCA Victor Company Limited, Montreal
RCA AWARDS
15 Employees Are Cited
THE RCA-Victor Award of Merit for 1949, the highest award established by the company for outstanding salaried employees of the year, was presented Jan. 21 to 15 employees of the RCA-Victor Division at the annual dinner meeting of the RCA-Victor Award of Merit Society in Philadelphia.

Witnessed by 45 recipients of previous years' awards and the company's executive staff, the awards were presented by J. G. Wilson, executive vice president in charge of the RCA-Victor Division. Principal address of the evening was made by Frank M. Folsom, president of RCA, Joseph E. Elliott, vice president in charge of consumer products and chairman of the 1949 awards committee, present at the event.

Comprised of a scroll citing the recipient's achievements and a gold watch mounted on a money-clip, the Award of Merit was established by RCA in 1945 to recognize annually 15 salaried employees for extraordinary achievement in the performance of their jobs.

Winners of the award for 1949 are:

Henry G. Baker, vice president, general manager of the Home Instrument Dept., Jack P. Bartlett, general engineer of the commercial plant, Camden, engineering Products Dept., David D. Cole, chief engineer, Home Instrument Dept., at the home office; Glenn L. Dimmick, director of engineering, the advanced development group, sound engineering section, Engineering Products Dept., at the home office; Harold M. Emkin, Indianapolis plant manager, Home Instrument Dept.; Robert C. Gray, assistant manager, Television Operations Section, RCA Service Co., Inc., at the home office; Clarence G. Hart, manager, equipment development engineering, Tube Dept.; Alva R. Hopkins, manager, sales division broadcast section, Engineering Products Dept., at the home office.

Also, Edward C. Hughes Jr., assistant to L. W. Peegarden, vice president in charge of technical products at the Tube Dept. home office; John A. King, plant manager, Harrison plant, Tube Dept., John R. Meagher, television specialist, RCA renewal sales, Tube Dept., home office; A. A. Pulley, manager of the recording section, Record Dept.; Harry R. Randolph, general plant manager, Tube Dept. at home office; Raymond W. Saxon, home instrument field sales representative for the Western Region; Frank Sleeter, director of Plant Engineering Dept., at the home office.

Howard To Amend
ROYAL V. HOWARD, consulting engineer and ex-director of NAB's Engineering Dept., last week petitioned FCC to amend his application for a new station in Honolulu as to request 850 kc in lieu of presently specified 850 kc, with 250 kw fulltime, and to remove the bid from hearing with request of Island Broadcasting Co. for 850 kc at Hilo. In early January Mr. Howard received a grant of his bid but FCC later withdrew the authorization when it learned of the Island Broadcasting request, designating the two for hearing.

In Buffalo you can go places fast with WGR
...AND ITS HIGHER-TAN-EVER HOOPER RATINGS

EDGAR BERGEN • ARTHUR GODFREY • BOB HAWK • SUSPENSE
LUX RADIO THEATRE • MY FRIEND IRMA • JACK SMITH • THE F.B.I.
LOWELL THOMAS • HALLMARK PLAYHOUSE • SING IT AGAIN • REELAH
DICK HAYMES • EDWARD R. MURROW
MR. & MRS. NORTH • THE GOLDBERGS
LUCY • ABBE BURROWS
MR. KEEN • CRIME PHOTOGRAPHER
JOAN DAVIS • GROUCHO MARX
MR. HAMLEON • DR. CHRISTIAN
BING CROSBY • BURNS & ALLEN
EVE ARDEN • AMOS 'N ANDY
JACK BENNY • INNER SANCTUARY
RED SKELTON • MYSTERY THEATER
PHILIP MARLOR • GAH BUSTERS • DINAH SHORE • GENE AUTRY
HIT THE JACKPOT • WE, THE PEOPLE • VAUGHN MONROE • CONTENTED HOUR

Leo J. ("Fitz") Fitzpatrick
L. R. ("Ike") Lounsberry

W BRODACSTING • Telecasing

Mr. DeMoss

JOHN J. GILLIN is general manager of WOW Inc.


E. K. Hartenbower, general manager of KCMO Kansas City, Mo., elected member of advisory committee working with ABC's board of directors for third year. He represents Dis- trict 3.

J. Wagner, assistant manager of WLEC Sandusky, Ohio, named "Young Man" for Youth by Sandusky Junior Chamber of Commerce.

John Tho-rwald and Cal-thal Van Der Brugh, general and assistant manager, respectively, of KWBE Beatrice, Neb., elected members of Radio Pioneers of America. Both men have been in the industry for 25 consecutive years.

Frank White, president of MBS, commissioned as Honorary Colonel on staff. Governor of Oklahoma.

James C. Burcham, member of the board of KWK St. Louis, elected president of Globe-Democrat Publishing Co., St. Louis.

Frank P. Schreiber, manager of WGN Chicago, elected honorary member of Epsilon Pi Alpha, radio fraternity, at Greenacastle, Ind.

Howard Bedford, owner of CHYV Niagara Falls, Ont., re-elected vice president of Greater Niagara branch of Canadian Cancer Society.

A. T. Shields, manager of WLDY Lady smith, Wis., is the father of a boy, John Webster, born Jan. 19. Mr. Shields is former Corinne Kopp, promotion manager of KWNO Winona, Minn.

REBROADCASTS to Rocky Mountain and Pacific Coast areas started by National Farm & Home Hour with stations in those time zones recording and playing back program at other periods. Show is re-done "live," except news and pickups of U. S. Dept. of Agriculture, which are recorded from the first broadcast. Rebroad- cast affects 33 stations.
REPORTER • SUPER SALESWOMAN • AUTHOR

Mary Margaret McBride

"The First Lady of Radio"

In addition to her NEW YORK broadcast... NOW BRINGS THIS NATIONALLY KNOWN PROGRAM TO THE MIDDLEWEST ON WGN 9:15 - 10:15 A.M. MONDAY thru FRIDAY

Now, your products can be sold by Mary Margaret McBride in the great WGN listening area. Her 15 years in radio have been years of radio's most successful selling... See what her sponsors say:

- "In my entire twenty years' experience as president of an advertising agency, I know of no sponsored program that can accomplish such phenomenal results."—Agency

- "Nothing we have done has produced such widespread and favorable general comment on the part of both consumers and dealers, as our association with you."—Sponsor

- "Since you started broadcasting, our sales have pretty nearly doubled. Our increase one year was better than 65%."—Advertiser

IN OTHER WORDS: IT'S RADIO'S MOST FABULOUS PROGRAM!

Participations in the program are limited

Call your WGN representative for complete details today

A Clear Channel Station... Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eckelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
718 Lewis Bldg., 333 SW Oak St., Portland 4
THE LATEST WCKY STORY

Dear Time Buyer:

In 1949 more advertisers used WCKY (346 to be exact) than at any time in our 20 years of service. There is only one reason for this large increase in advertisers. They have found that they reach more people for less money.

WCKY HAS THE AUDIENCE
WCKY HAS THE POWER
WCKY PROVIDES THE COVERAGE
WCKY IS LOW COST

LOOK AT THE FACTS - - -

AUDIENCE

WCKY IS EXCEEDED IN AUDIENCE BY ONLY ONE STATION.

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% of Audience*

COST

WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

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<td>68.00</td>
<td>359.25</td>
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Open ¾ Hr. Daytime Cost**

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

* - 8AM-8PM Mon.-Fri., Nov.-Dec. Pulse
** - Standard Rates & Data Jan. 1950

INVEST YOUR AD DOLLAR WCKY’S-LY
THE LATEST WCKY STORY

POWER

WCKY IS AS POWERFUL AS ANY STATION IN THE UNITED STATES.

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COVERAGE

WCKY HAS THE COVERAGE.

WCKY has the reputation of being the outstanding mailpulling station in the United States. This mail comes from all 48 states with 90% of it from 15 Eastern states. Check BMB when it is released for the full coverage story.

With these facts, you too can see why more and more advertisers are getting larger audience at less cost on WCKY. Anyway you look at it—

IN CINCINNATI,
YOUR BEST BUY
IS WCKY

FOR YOUR 1950 CAMPAIGN IN CINCINNATI, WCKY IS YOUR LOGICAL FIRST CHOICE

Sincerely,

[Signature]

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
The Rich, Full Life

ONLY ONE conclusion can be reached in reading Life’s announcement that in 1949, for the second successive year, the magazine’s gross advertising billings were bigger than those of any other single medium—$12 million more than the runner-up, NBC.

The conclusion is not that Life is priced too high; plainly its numerous advertisers must not think so. The conclusion can only be that no one is cheaper.

In 1949’s first nine top billing media, based on authoritative Publishers Information Bureau figures, there are four national networks and five magazines. Life leads everyone. Life and the other top-rated magazines are hard to beat financially and to sell.


The vexing conundrum of this situation is why a national radio network should be led by anyone at all. Compare the products:

Once a week Life delivers 5,000,000 copies of a magazine that runs more than 100 pages. Every day a nationwide radio network delivers around 18 hours of programming—available to a majority of 42,000,000 radio homes. Precise statistics on network listenership are hard to come by, but one can derive the devastating CBS estimate of last year that its aggregate weekly audience was 99 million.

It is doubtful that the most imaginative Love researcher could multiply that magazine’s readership to anything approaching the figure that the most modest network can claim.

Yet Life’s total gross billing in 1949 was $76,346,757. NBC’s were $64,031,296 and CBS’s $43,092,248.

The Saturday Evening Post, a weekly with a circulation of slightly more than 4 million, had gross billings of $59,289,119. ABC’s were $42,842,864.

Three other magazines also were ahead of Mutual in 1949. Time, a weekly with a circulation of little more than 1.5 million, billed $23,771,732. The Ladies’ Home Journal, a monthly of just under 4.5 million circulation, billed $22,743,529. The American Weekly, claiming more than 9.8 million circulation, billed $18,389,671. Mutual billed $18,078,695.

It is not necessary to inquire more deeply into a subject that radio and magazine publishers each year try to conclude that a network that distributes 18 hours of programming every day to untold millions of Americans is priced at bargain basement rates when its total billings fall short of those of a single magazine that reaches a smaller audience less often. It might be more apt to compare the audience of a single station to the circulation of a single magazine.

Radio does not, however, appeal only to the bargain basement shopper. It is acting with no regard for realism if it fixes its rates as though its appeal were so confined.

Stiletto Out; Machete In

RADIOMAN didn’t have long to wait.

Last Tuesday, Rep. Sadowski (D-Mich.) dropped the hammer on his bill (HR 1949), to amend the Communications Act of 1934. This some 24 hours after we had commented that a bill would be offered and that it was contrived to block the Senate-approved McCarran-Bill as an attempt to restore equity and justice in FCC procedures.

We reproved ourselves for rank understate- ment. We characterized the upcoming bill as a “Legislative Stiletto” forged by the FCC legal minions, not with the hope of passage, but to retain the status quo, and thereby their own stranglehold on radio administration.

It’s more of a legislative machete. Or guillotine. And it is more aptly titled the Sadowski—Cotton—Plotkin—Solomon Bill.

You can read the Sadowski Bill, brewed and packaged in the FCC’s Law Bureau, elsewhere in this issue. It shouldn’t be taken too seriously as a legislative threat. It hasn’t a Chinaman’s chance of passage. It is “strike legislation,” full of blatant part. The reasons will be evident.

More than that. It obviously is but the first “take” of that which the lawyers wanted. Whatever section of legislation we ever see Government printer’s ink is doubtful. Procedural and organizational provisions, which in the McFarland Bill would have restored policy direction to the FCC where it belongs, are absent. Mr. Sadowski makes no mention of them. Maybe some people were in a hurry to get something—anything—before the House Committee, thus snatching the ball from under his own feet.

Hence, the delaying action already begins. It will take weeks to get from the various agencies and departments of the Government their reactions on so complex a measure as the Sadowski Bill.

All seems to be (Continued on page 40)
CONFLUENCE*

where the CONFIDENCE
of millions meets the
INFLUENCE that sells!

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

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

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

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

(Continued from page 38)

later to the day, Mr. Hanna was named manager of WGY WGF M and WRGB.

His first real introduction to radio had come during the hey-day of Major Bowes. Mr. Hanna, in conjunction with G. Emerson Mark- ham, former manager of GE's Schenectady station and now head of NAB's Television Division, devis ed a series of community talent contests. Touring upstate New York, the two contacted various GE dealers throughout the area, arranging the amateur talent series. This series culminated with a broadcast in Schenectady with district talent winners participating. From then on, Bob Hanna gave a little more thought to the idea of entering radio.

Guiding the three GE stations takes more than a share of Mr. Hanna's time. He manages, however, to serve as a vestryman at St. George's Episcopal Church, a member of the Chamber of Commerce, a member of the Better Business Bureau's board of directors, and he is a past president of the Lions Club.

Mr. and Mrs. Hanna—she is the former Elizabeth Anderson of Toled o, Ohio—were married in 1930. They have three children. Fourteen-year-old Judith is musically inclined. Bill 16, devotes much of his energy to high school sports, especially track and baseball. The eldest, Robert III, 18, is a student at Clarkson College of Technology where he is majoring in mechanical engineering.

An admirer of the outdoors, Mr. Hanna puts the emphasis on golfing, gardening and flowers. Nowadays, he admits, fishing in some Adirondack lakes cuts into his golfing time.

Bob Hanna's philosophy of station operation was outlined clearly and with simplicity in his statement upon assuming the management of WGY WFGM and WRGB. He said: "There will be no fundamental change in the philosophy of the General Electric stations. We will continue to serve you as we have for the past 27 years, the kind of entertainment information or programs, that you wish to have. We realize that we are coming into your homes at your invitation. We appreciate that privilege and hope to leave you with the desire to invite us in again and again."

WKTY to ABC

WKTY La Crosse, Wis., will become an ABC affiliate May 1, replacing WLOX La Crosse, a 250 w station, the network announced last week. WKTY operates fulltime with 1 kw on 580 kc and is managed by Verli Bratton.

ERIC PAIGE, formerly of WPGH Pittsburgh, WMRN Marion, Ohio, and WARD Johnstown, Pa., appointed national sales manager of WHAY New Britain, Conn.

R. W. EVANS, member of KCMO Kansas City, Mo., sales department since 1946, appointed national sales manager of station.


FRANK JUNELL, formerly director of station relations for Southwest Network and in charge of sales and promotion for KROD El Paso, Tex., appointed director of sales for KCBD Lubbock, Tex.

JAMES RANGER, formerly with KAFY Bakersfield, joins sales staff of KWG Stockton, Calif.

CONTINENTAL RADIO SALES appointed national representative for WIFM Elkin, N. C.

DON FROST, previously in sales departments of NBC and WABY Albany, N. Y., appointed commercial representative for WCAU-TV Philadelphia.

A. R. MacKENZIE, formerly personnel director of All-Canada Radio Facilities stations and office, appointed sales manager of CFAC Calgary, key station of All-Canada organization. He has in recent years been advisor on public relations and policy to Canadian Assoc. of Broadcasters.

KARL R. SUTPHIN, ABC Central Div. promotion manager, appointed to network sales staff in Chicago as account executive. He will be succeeded Feb. 1 by DEAN LINGER, promotion-publicity director of WXZY Detroit. Mr. Sutphin, who has worked in promotion 17 years, joined ABC Chicago as assistant promotion manager in 1944. Following January he was named department manager. He is former sales service manager of WLS Chicago. Mr. Linger, central division publicity writer for two years, worked as Mr. Sutphin's assistant in promotion until January 1949 when he was transferred to Detroit.

HALSY V. BARRETT, formerly in spot sales department of DuMont Television Network, transferred to network sales department. Other changes: ARTHUR C. ELLIOTT, previously local sales service manager, appointed to succeed Mr. Barrett in spot sales and WILLIAM WALLTERS appointed local sales service manager.

LARRY FRAIBERG, formerly with Anton of California, fruit package distributor, joins KSPR-EPX San Francisco sales department.

ED HEWITT, formerly with KROW Oakland, joins KGO San Francisco sales department, replacing HARRY MORRIS, resigned.


GEORGE DIEFENDERFER, NBC Chicago network sales account executive, is the father of a boy, Alex, born Jan. 16.

Pa. Meet Planned

TENTATIVE arrangements for the annual meeting of the Pennsylvania Assn. of Broadcasters were made at a meeting of officers and directors at Harrisburg, Jan. 17. According to present plans, the meeting will be held during May, with the details to be worked out by a committee headed by Gordon Gray, WIP Philadelphia. PAB officers include: President, Frank R. Smith, WBVP Beaver Falls; vice president, G. C. Moss, WITF Bloomsburg; secretary, David Bennett, WKBO Harrisburg; treasurer, George E. Joy, WRAK Williamsport.

WHAT POPULATION FIGURES do agencies use?

A survey by the Metropolitan Group found that 21 out of 22 leading advertising agencies use population figures from —

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10; Reservations Close Feb. 17; Copy March 10)

Page 40 • January 30, 1950
THE IDEAL VISUAL TRAFFIC CONTROL SYSTEM

Boardmaster

Your COMPLETE SCHEDULE at a GLANCE
Save time and enjoy smoother operation with this valuable tool. Gives the information you want in 10 seconds. Across-the-Board at a Glance—all Programs and Announcements in correct sequence.

Used by over 1500 AM, TV & FM stations as the ideal VISUAL Traffic Control System.

Programs SPOTTLIGHTED With COLOR
Six color signal system tells you in a split second all Open Time, Commercials, Sustainers, etc. Color helps to identify Local Shows, Network Programming, Participating or Public Service.

You can quote Availabilities to advertisers on the spot, check expiration dates, see any product conflict and prevent mixups before they happen.

Price including cards $49.50 F.O.B. New York

The BOARDMASTER is made of Aluminum with Black Anodized finish. Size, 24"x38½", correct size for seeing entire board at one glance. Weight, 9 lbs. Compact, attractive.

Accommodates 18 or 20 hours daily, 7 days a week. Separate cards for each quarter hour and stationbreak. Also, cards for Participating, 5 and 10 Minute Shows. Cards available in White, Blue, Green, Canary, Salmon & Buff colors.

CARDs WITH FINGER-TIP CONTROL
Simply type or write program titles, sponsors’ names, etc., on quality index card strips (1), snap inserts out with fingers (2) and post on board by anchoring corners in grooves (3). Cards Snap-In & Flip Out instantly.

Supply of 150 card strips furnished FREE with each board to install your system and fill future needs. Additional strips available 35¢ to 50¢ a dozen.

MAIL TODAY FOR IMMEDIATE DELIVERY

Graphic Systems, 55 West 42nd St., New York 18, N. Y.

Gentlemen: Please ship via Railway Express ........ boards, $49.50 each, F.O.B. New York (less discounts shown at bottom for more than one unit). We are to receive 150 FREE card strips with each.

Name ......................................................
Station ..................................................
City ....................................................... State

Discounts: 2, 3% 3, 10% 4, 12½% 5, 15% 6, 18%

(We Pay Shipping Charges When Payment Accompanies Order)

BROADCASTING * TELECASTING

January 30, 1950 * Page 41
WLIB EDITORIALS
Reports FEPC Stand Preferred

WLIB New York reports a heavy response to its three-day editorial series on behalf of a national Fair Employment Practices Commission. Station says it has received hundreds of letters praising the campaign for civil rights [BROADCASTING, Jan. 25].

In broadcasting its editorial position on FEPC and civil rights, WLIR claims it is one of the first stations in New York to take advantage of the FCC’s relaxation last June of the Mayflower rule, which now permits broadcasters to editorialize.

WCCO Transmitter
NEGOTIATIONS covering purchase of a new Western Electric 250 kw AM transmitter by WCCO Minneapolis-St. Paul, CBS outlet, are nearly completed, Wendell B. Campbell, WCCO general manager, has announced. Installation of equipment is expected to begin shortly, with new facilities to be used sometime this summer. Transmitter will be installed in the present WCCO building at Anoka, Minn. Replaced Western Electric equipment will be used as an auxiliary transmitter, according to present plans. Station also plans to use present tower-type antenna system, install and a new transmission line.

GROCER BOY...

DULUTH, MINN.—"I deliver the goods in America’s 51st Food Market," says Otto Mattick from his radarcruiser courier. He’s right. With KDAL’s dominance of the audience in the Duluth-Superior Market (see Hooper, any report) KDAL is the outstanding medium to sell food products in this heavy eating area. With KDAL’s Certified Promotion back of your radio campaign, your sales per radio dollar will amaze you. Got a food product you’d like us to sell for you?

LEW WALKER, announcer and continuity writer, KBFF Great Falls, Mont., named program director succeeding W. J. TOWNSE, who continues as assistant manager of station.

MRS. BEE REED, formerly traffic manager at WKNB New Britain, Conn., named WFJN St. Johnsbury, Vt., as traffic manager. She replaces ROSE REAT, resigned.

LOU TINNEY joins WCSS Amsterdam, N. Y., as fulltime staff announcer. He formerly was with WGLN Glen Falls, N. Y.

ART THORSEN, former script editor at Foote, Cone & Belding, Chicago, joins continuity staff at WBBM Chicago. He now writes The Billy Leach Shows, Show Tune Time, Music Please, Rhyme Does Pay and The Meadow-Larks Show.

JERK COHEN, drama critic for Pittsburgh Post-Gazette, will do show, Critic’s Column, Sunday, 6:45 p.m., on KDKA Pittsburgh.

BEN PARK, producer of national award winning Chicago documentay, It’s Your Life and Report Uncensored, joins program staff of WNBQ (TV) Chicago Feb. 1 as producer. He will create and develop all new NBC Chicago video programs.

DAN PETRIS, who joined staff three months ago, is now program director. He is former assistant professor of speech at Creighton U. and educational director of WOW and WOW- TV Omaha.

FRED BEMBERTON, formerly sports and special events commentator for BBC in Manchester, England, is with commercial staff of CKSF Cornwall, Ont., since Dec. 5, appointed program director for CKSF.

DOROTHY FOWLER, new to radio, joins WPAY-AM-FM Portsmith, Ohio, as continuity writer.

ROBERT L. McKEE joins WGN Chicago announcing staff. He formerly was with WCAE Pittsburgh.


ROSS R. ROWLANDS, formerly of Great Falls, B. C., and later with CKDO Oshawa, Ont., returns to CKCW as program director.

PRESTON STOVER, director of special events and weekend shows, now KOAE Philadelphia, appointed manager of program operations of station.

JOBY REYNOLDS, formerly of Joby and Mr. McGee Show on WOL Washington, becomes star of Joby Reynolds Show on WPOT that city, 10:45-11 p.m., Sunday.

LES CARMICHAEL, formerly of KODM Des Moines, Iowa, joins KWK St. Louis announcing staff, replacing LEE CAVANAGH, resigned to enter business.

FRANK BUTLER, formerly of KFAM St. Cloud and KSTP Minneapolis, Minn., joins WCCO Minneapolis as announcer. He formerly was with KBFF, but left in 1949 to Freeport, Illinois.

JERRY CROCKER, formerly operations manager of WISR Butler, Pa., named head announcer and featured disc jockey of WCEU Akron, Ohio.

HERB McFARLAND, formerly of WFNC Fayetteville, N. C., joins announcing staff of WKIX Columbia, S. C.

NORM FISHER, formerly of announcing staff of KBFF Great Falls, Mont., and before that publicity director of CJOC Lethbridge, Alta., resigns from KBFF to join KGEX Kallaspin, Mont., as program director.

BIL BROWN, JACKSON WEAVER and GIL HODGES, producer, announcer and writer respectively on The Nancy Hour, Saturday, 11 a.m. over ABC and WMAL Washington, awarded citations by Navy. All are staff members of WMAL.

DOUG SETTERBERG, producer-announcer for KOMO Seattle, has penned “Mr. Park’s assistant” as "Sew Up In My Winter Underwear,” a novelty song. Numbers have been recorded.

GEORGE FISHER, of Columbia Pacific Network news writing staff, is the father of a girl.

PHILIP MORRIS
FTC Asked for Re-Trial

PHILIP MORRIS & Co., charged with misrepresentation in its radio and newspaper advertising in a complaint dating back to 1942, has asked the Federal Trade Commission for a re-trial in its case.

Attorneys for the cigarette firm, which is charged with making certain "medical claims" for its product, placed the motion before the commission in a hearing in Washington Jan. 18. FTC is expected to hand down its decision in the near future. Approval of the motion conceivably could prolong the case another two or three years, a government attorney said.

An FTC trial examiner previously had handed down a report backing up the government stand, but FTC remanded the report which it described as "insufficient" and thus upheld Philip Morris' claim that the report failed to comply with the Administrative Procedures Act. It took note of certain of the firm's objections as charged by its attorneys, FTC ruled.

Subsequently the trial examiner, Andrew B. Duval, died and the membership of the commission changed substantially, it was pointed out. The firm had submitted an oral motion in hearings last spring. Hearings also were held in 1946 and 1947.

The complaint cites advertisements which claim that the cigarette is "less irritating" gives no "cigarette hangover," and that "no other cigarette can make that statement." Allen C. Phelps is the government attorney.

Murphy to Emceee

GEORGE MURPHY, motion picture actor, will m. c. the special radio-television show as part of the Republican Party’s Lincoln Day Box Supper in Washington Feb. 6, Rep. Carroll D. Kearns (R-Pa.) has announced. ABC will originate the AM broadcast, and arrangements are underway for a television pickup of the show. Rep. Kearns will produce the program.

55.0 "HOOPER" *
* (average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
WBIM
5kw ABC 1kw
(d) AM
(s) FM
Rep: HOLLINGBERY
This is it in a nutshell!...

Graybar recommends the sensational 21B microphone

... because it combines unparalleled technical qualities plus the advantages of inconspicuousness. It doesn't obscure the performer's countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don't sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blast-proof, shockproof, omnidirectional . . . and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.

Graybar Brings You Broadcasting's Best . . .
Amplifiers (1,20)
Antenna Equipment (20)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
Speech Input Equipment (20)
Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
Turntables, Reproducers, and Accessories (7,17,20)
Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By . . .
1. Alle: Lansing
2. Ampex
3. Blaw-Knox
4. Bryant
5. Communication Products
6. Crane-Kinds
7. Firstchild
8. General Cable
9. General Electric
10. General Radio
11. Hubbell
12. Hugh Lyons
13. Karp Metal
14. Machlett
15. Melantron
16. National Electric Products
17. Presto
18. Triangle
19. Webster Electric
20. Western Electric
21. Weston
22. Whitney Blake

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4457

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hamsher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5300

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 5-7100

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Foss, Geneva 1621

NEW YORK
F. C. Sawyer, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-3403

PITTSBURGH
R. F. Geossett, Allegheny 1-4100

RICHMOND
E. C. Tomo, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkard, Newstead 4700

Distributor of
Western Electric products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR
DAVID H. LION, vice president of Spectrolox Television Corp., resigns to join Fletcher Smith Studios Inc., New York. He will be director of sales and producer on special accounts.

JACK STEWART, formerly head of his own Hollywood agency, and before that director of radio writers department of William Morris Agency, Beverly Hills, Calif., joins Frank Cooper Assoc., Hollywood, as executive. He will specialize in building of radio and television programs.

GREY ADV., New York, signs with A. C. Nielsen marketing research firm for its Class A national radio index.

LEONARD L. SYNN, vice president and program director of International Trans-Video, New York television packaging company, resigns his post to re-enter advertising agency field as TV production executive.

JACK LOW, teacher at Hal Styles School of Radio and Television, Beverly Hills, Calif., is the father of twins, Jack and Jill.

HARRY S. GOODMAN Productions, New York, announces assumption of sole sale rights in U. S. and possessions of Doctor's Orders, series of 52 quarter-hour transcribed programs.

Series produced by Radio Providence, Providence, R. I., MCA Artists Ltd., New York obtains It's in the Bag, new daytime TV program, for representation. Show is owned and produced by WILLIAM VON ZEHLE.

Equipment
EDMOND G. DYETT Jr., production manager of Heron Hoerner Scott Inc., Cambridge, Mass., elected director and assistant treasurer of firm, which makes Dynaural amplifiers, noise suppressors and pocket-size sound level meters.

MICHAEL J. KINGSLEY, executive vice president of Vidcraft Television Corp., New York, TV set manufacturer, promoted to presidency of firm. He also has been corporation's general manager since its start in August 1948. He succeeds LEOPOLD GOWINSKI, retiring president who has been elected board chairman. JAMES STEWART, retiring chairman, elected chairman of company's executive Providence, MARVIN R. LIVINGSTON, director since company's inception, elected secretary, succeeding ARTHUR W. KANN, who continues in his original capacity of treasurer. Elected vice president was ROBERT W. ROSENBLATT, also one of firm's original directors.

JOHN F. HOGAN, recently manager of Newell-Simmett's industrial department, establishes his own consulting service on industrial and trade advertising. Service, located at 245 East 17 St., New York, is offered to both agencies and industrial companies, for a non-competitive price with agencies.

ELECTROVox Co., East Orange, N. J., announces production of new magneto phonograph needle tip which will play both microgroove and standard record grooves with equal fidelity, firm claims.


LEE McCANNE, vice president of the agency, now joins Rochester Chamber of Commerce.

ALLIED Radio Corp., Chicago, announces release of new, low-priced magnetic tape recorder. Unit is light and compact and has list price of $99.50.

'BARGAINS'
Close Scrutiny Planned
CLOSE SCRUTINY of radio commercials offering sensational "bargains" is being planned by the Better Business Bureau of New York City, according to Hugh R. Jackson, president, in the BBB's monthly memo.

Mr. Jackson noted that a recent radio commercial offering "sensational five giant inflated toy animals" for a dollar brought the Bureau a flood of complaints. Such listener reaction has inspired the "close scrutiny" policy, he indicated.

WLK Plans
New Building and Studios
PLANS for construction of a new building to house studies and offices of WKY Oklahoma City have been announced by E. K. Gaylord, president of the Oklahoma Publishing Co. The plans also call for construction of a new studio and other facilities for the firm's WKY-TV, Mr. Gaylord said.

The move was made after the directors decided, during their annual meeting, not to renew the lease on the present WKY space in the Skirvin Tower, Mr. Gaylord said. WKY, ABC affiliate, has been in the Skirvin Tower since 1936. Studios of WKY-TV, on the air commercially since June 6, 1949, now are located in The Little Theatre of Oklahoma City's Municipal Auditorium.

Two new directors of the Oklahoma Publishing Co. were named during the annual meeting. They are Don C. Dickinson, vice president of the Security Trust and Savings Bank, San Diego, Calif., and O. C. Brown, advertising director of the Oklahoma Publishing Co.

WANT THE FACTS IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER
ANNOUNCEMENT

National Board of Fire Underwriters
GOLD MEDAL AWARDS for 1949

Here's hats off to the press and radio!
The newspapers and radio stations of America did an outstanding job of helping their readers save their lives and property from the devastating effects of needless fires in 1949.
The press and radio have campaigned for better fire departments, better water supplies, and greater public consciousness of the danger of fire.
To honor those newspapers and radio stations whose public service efforts in this field have been most outstanding, the National Board of Fire Underwriters again in 1950 will make its Gold Medal Awards.
A Gold Medal or $500 in cash will be awarded to the daily newspaper, weekly newspaper and the radio station which, in the opinion of impartial judges, has contributed most to the betterment of its own community through public service in fire prevention.
Newspapers and radio stations which conducted public service campaigns in fire prevention during 1949 are invited to submit exhibits. Exhibits should be in scrap book form and mailed before Feb. 28, 1950. Exhibits should cover the calendar year 1949.
A nomination blank is being mailed to all newspapers and radio stations. If you do not receive one, or wish further information, address Gold Medal Awards, National Board of Fire Underwriters, 85 John Street, New York 7.

NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 7, N. Y.

The Roll of Honor Last Year

DAILY NEWSPAPERS
GOLD MEDAL
Staten Island, N. Y., Advance

Honorable Mention Citations
Santa Ana, Cal., Daily Register
Burlington, Iowa, Hawk-Eye Gazette
Waltham, Mass., Daily Tribune
Philadelphia, Pa., Inquirer
Memphis, Tenn., Commercial Appeal
Port Angeles, Wash., Evening News

WEEKLY NEWSPAPERS
GOLD MEDAL
Lapeer, Mich., County Press

Honorable Mention Citations
South Bend, Ind., Township News
Hammond, La., Sunday Sun
Blackduck, Minn., American
Starkville, Miss., News
Tranack, N. J., Sunday Sun
Honeoye Falls, N. Y., Times
Williston, N. D., Farmers Press
Lansdowne, Pa., Delaware County Times
Glenwood City, Wis., Tribune

RADIO STATIONS
GOLD MEDAL
WOWO, Fort Wayne, Ind.

Honorable Mention Citations
KNBC, San Francisco, Cal.
WEBR, Buffalo, N. Y.
WNEW, New York City
KELO, Sioux Falls, S. D.
KOGT, Orange, Texas
Hearings on 3 Bills  
(Continued from page 19)

and staff have spent a substantial amount of time on general frequency allocations problems and international negotiations, and observed:

"It is my hope that my proposal to create a Frequency Control Board will so lighten the workload of the Commission that the backlog can be eliminated and that the Commission can become current in its work."

Rep. Sadowski said he had no criticism of present operation involving the relationship of FCC and IRAC, and thought they should be congratulated for having operated "this inadequate machinery so long without a serious breakdown."

Charges Recalled

But he called attention to charges that private applicants have "come out second best," and that FCC has been given for distribution only "that portion of the spectrum that has been left over" after government agencies through IRAC have taken what they wanted.

"This is a serious charge, indeed, and in a democracy it is poor business to leave the participation of an important natural resource . . . as between federal government and non-government users, to a planless system of compromises between two public bodies . . ." he asserted.

He said his proposal was in line with a report of the House Select Committee, under Chairman Clarence Lee in 1945, which felt that before power to make assignments to government stations is delegated to an independent body, Congress should review the whole question.

Regarding sanction provisions in his bill, Rep. Sadowski noted that the only present punishment for violation of FCC rules is revocation, and cited the Commission's recent Don Lee decision in which it voted for license renewal for want of a penalty less severe than a "federal sentence" [Broadcasting, Jan. 2].

The Sadowski Bill would authorize FCC to revoke licenses or permits, or suspend licenses for a period up to 90 days for false statements knowingly made to the FCC; conditions which would have warranted denial of an original application; willful or repeated failure to conform to license requirements or to the Communications Act or FCC rules, and for violation or failure to observe cease-and-desist orders. Various federal monopoly proceedings could also be instituted against station licensees, permittees or networks tending to "induce or coerce" other licensees or permittees to violate FCC rules and regulations, or to follow a "course of action" which would justify denial of license or permit.

Forfeitures up to $500 per day for any offense could be demanded by the Commission in lieu of suspensions or revocations, and in cease-and-desist actions could be levied in addition to such orders. Cease-and-desist orders and revocation or suspension must be preceded by a show cause order and opportunity for hearing.

Sadowski made plain, with respect to FCC Chain Broadcasting Regulations, that he wants information from the Commission, networks, broadcasters, and the Justice Department on current monopolistic practices of networks.

Some Provisions Opposed

Additionally, he made clear that he opposes provisions of the McFarland bill which he contends "floods on up" anti-trust restraints.

Under the McFarland bill, FCC would be divested of revocation power over licensees whom the courts have found guilty of antitrust violations (though the courts could revoke as an additional penalty, and FCC consideration of a licensee's qualifications would not be impaired), and thus eliminate one phase of the "double jeopardy" which broadcasters have long opposed.

Rep. Sadowski's proposal to render licensees immune from any political libel action in any court—local, state or federal—seeks to eliminate the conflict between state libel and federal law against censorship, as envisioned in FCC's famed Port Huron decision. The licensee would remain civilly and criminally liable, however, for any statements made by him or anyone under his control.

Sec. 315 of the Communications Act would remain unaltered in that licensees, once having agreed to permit use of their stations, may not alter or censor broadcast material, nor could they refuse equal time to opponents.

The decision to hold hearings was confirmed after the executive meeting. While members generally felt hearings were necessary, a review of the Michigan Democrat's new bill, it is understood there was a move to have the subcommittee act solely on the McFarland measure.

Rep. Sadowski, in his statement Tuesday accompanying the bill, said he noted "a great deal of pressure emanating from various quarters that his subcommittee might concentrate on the Senate-passed FCC procedural bill."

But, he stated:

The Committee on Interstate and Foreign Commerce will have the opportunity to study these substantive problems since it held its last comprehensive hearings on amendments to the Communications Act in the summer of 1942. Since then, many new problems, I need mention only television, have arisen, and many new members have joined the Committee who have never had occasion to study the problems connected with the various aspects of radio and radio communications. I believe it would be unreasonable to expect this committee to do, in connection with the consideration of S. 1973, the kind of job which it is accustomed to do unless the committee first gains a clear understanding of the substantive problems involved. Therefore, it is my purpose to bring before the committee some of the most important substantive problems connected with radio and to do that in the most concise form possible, namely, that of placing before the committee appropriate amendments to the Communications Act and the field of radio. That is the sole reason for my introducing this bill at the present time.

Rep. Sadowski cited possibility of continuous sessions, if possible, but authorities thought it more likely they would be held in "takes," each lasting from seven to ten days and spaced apart because some communications subcommittee members also serve on other groups.

In addition to questions of network regulations, political libel capability, special space and administrative sanctions, Rep. Sadowski's subcommittee also, will elicit views of AM-TV broadcasters, networks, and FCC on color television and channel allocations, radio fraud provisions, FM allocations, appellate and other changes contained in the McFarland bill [Broadcasting, Jan. 28].

Objections, some of them shared by the Commission, are sure to be aired during the hearings. These include questions involving dead lines on FCC action on applications; removal of the Commission's power of such Commonwealths cited in anti-trust violations; role of special services and safety functions in FCC operation; interpretation of "parties in interest" concerning intervenors in license cases, and others.

Authorities have indicated, also, that certain sections in the McFarland bill may be amended—chiefly those covering anti-trust; singling out FCC Commissioners for salary raises to $15,000 (where now they receive $16,000 through legislator passed last session), and stipulating that the officers shall have a legal assistant. There is feeling that any such legislation should cover all independent agencies, not just one—where civil service is concerned.

MASON MURDER

Smithwick Given Life Term

VERDICT of guilty was returned last Wednesday night against Sam Smithwick, Jim Wells County ex-deputy sheriff, charged with murder in the fatal shooting of W. B. Mason, KBKI Alice, Tex., news-caster, last July 29 [Broadcasting, Aug. 1, 8].

Sentence of life imprisonment, was imposed by the court at Belton, Tex. The prosecution had sought the death penalty.

WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE, BEST PROGRAM FACILITIES, AND NOW—

5000 Watt Output!

Jos. Weed & Co.
350 Madison Ave., New York, Can Tell You More About

CHNS

Halifax, Nova Scotia

Page 46 • January 30, 1950  
Broadcasting • Telecasting
For most American workers, and for most American businesses, 1949 was a "good year."

For most of the nation's 400,000 coal miners—and for the coal business—1949 was a very black year.

That was because a powerful union monopoly "blacked out" 110 of the permissible 298 working days—called the miners off their jobs—and denied the operators the use of their own property and facilities!

Those 110 BLACK DAYS cost the individual coal miner an average loss of about one-third of a year's pay in 1949. What good does it do the miner to get the highest rate of pay in any major industry if he can work only on such days as the UNION says he is "able and willing?"

Those 110 BLACK DAYS cost the miners' Welfare Fund many millions of dollars—for how can a royalty tax be paid on coal that isn't mined?

Those 110 BLACK DAYS cost the coal business, the railroads, and local communities that are largely dependent on coal, hundreds of millions of dollars in loss of income.

Those 110 BLACK DAYS cost the American people millions of tons of coal needed for home-heating, and for the production of goods which the public needs.

Those 110 BLACK DAYS are the price all America has been forced to pay—in just one year—because just one industry has been dominated by the monopoly control of just one union. If it can happen in the coal industry, can it not also happen in other major American industries such as the steel, rubber, railroad, and automobile industries?

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!
appointed by the President, by and with the advice and consent of the Senate. The persons nominated for appointment as members shall be selected solely on the basis of established records of distinguished service in the fields of (A) radio and television, or (B) public affairs. The President shall designate one member as Chairman of the Board.

"FUNCTIONS OF THE BOARD"

"SEC. 372. (a) The Board is authorized and directed to formulate such plans and policies with respect to the utilization of the radio spectrum, with particular reference to the apportionment of frequencies between Government and non-Government uses, as it deems necessary for the accomplishment of the purposes declared in section 1 of this Act."

"(b) For the purpose of effectuating the plans and policies formulated pursuant to subsection (a), the Board is authorized and directed to:

"(1) allocate frequencies and bands of frequencies and cancel or modify any such allocation;

"(2) assign frequencies to Government stations and cancel or modify any such assignments; and

"(3) prescribe regulations to govern the use of radio frequencies, to the extent necessary to protect the use of radio frequencies by all the people of the United States.

"(c) The Board shall disapprove the proposed assignment or renewal of the assignment, by the Commission, of any frequency to a non-Government station where such assignment would cause harmful interference to any Government use of radio or (B) would violate any regulation prescribed under paragraph (3) of subsection (b)

"ORGANIZATION OF FREQUENCY CONTROL BOARD"

"SEC. 373. (a) The term of office of each member of the Board shall be ten years, except that (1) any member appointed to fill a vacancy occurring prior to the expiration of the term for which his predecessor was appointed shall be appointed for the remainder of such term; and (2) the terms of office of the members first taking office after the date of enactment of this Act shall expire, as designated by the President at the time of appointment, one at the end of two years, one at the end of four years, one at the end of six years, one at the end of eight years, and one at the end of ten years, after the date of enactment of this Act. Members shall constitute a quorum of the Board. Each member shall receive compensation at the rate of $15,000 per annum. Each member of the Board shall be a citizen of the United States. No member of the Board shall engage in any other business, vocation, or employment that of that of serving as a member of the Board.

"(b) The Board shall appoint and fix the compensation of such personnel as may be necessary to carry out the provisions of this title. Such appointments shall be made and such compensation shall be fixed in accordance with the provisions of the civil-service laws and regulations and the Classification Act of 1940, as amended:

Provided, That the Board may employ such technical and professional personnel and fix such compensation without regard to such laws as it may deem necessary for the discharge of the responsibilities of the Board under this title. Officers and employees of any other department or agency of the Government may, with the consent of the head of such department or agency, be assigned to assist the Board in carrying out its functions. The Board may, with the consent of the head of any other department or agency of the Government, utilize the facilities and services of such department or agency in carrying out the functions of the Board. The Board shall be authorized to accept and utilize the services of voluntary and uncompensated personnel and to provide transportation and assistance as authorized by section 5 of the Act of August 2, 1946 (5 U.S.C. 73b2), for persons serving without compensation.

"MILITARY LIASON COMMITTEE"

"SEC. 374. There shall be a Military Liaison Committee consisting of representatives of the National Military Establishment detailed or assigned thereto, without additional compensation, by the Secretary of Defense, in such number as he may determine. The Board shall advise and consult with the committee on the allocation or assignment of radio frequencies required for the purposes of the national defense. If the committee at any time concludes that any action, proposed action, or failure to act on the part of the Board with respect to the allocation or assignment of radio frequencies for the purposes of national defense, is adverse to the responsibilities of the National Military Establishment, derived from the Constitution, laws, and treaties, the Board may remove such action, proposed action, or failure to act to the Secretary of Defense. If the Secretary concurs, he may refer the matter to the President whose decision shall be final.

"ADVISORY COMMITTEES"

"SEC. 375. (a) The Board is authorized to appoint such advisory committees as it deems necessary to advise the Board on matters arising in connection with the administration of this part of the Act. The members of any such advisory committee shall receive compensation at the rate of $25 for each day engaged in the business of the committee, but shall not receive remuneration for their services in such other office, or positions.

"ANNUAL REPORT"

"SEC. 376. The Board shall render an annual report to the President for submission on or before the 15th day of January of each year to the Congress, summarizing the activities of the Board and making such recommendations as it may deem appropriate. Minority views and recommendations, if any, of members of the Board shall be included in such report.

"SECURITY"

"SEC. 377. The Board, after consulta-
ON BEHALF of a client, Washington Attorney Paul M. Segal, a Norman McClellan, a frequent FCC last week for postponement of a hearing in which he is slated to appear Feb. 14, giving this explanation: "The oldest son of Paul P. and M. Segal is to be married at Denver, Col., on Feb. 19 and Paul M. Segal has entered into no agreement or other social or cultural engagement with regard to the festivities customarily preceding such an event. The violation of any of those commitments would be a source of domestic and community distress and embarrassment."

"Of "Frequency Control Board."

Section 6. Notwithstanding the amendment made by this title, all assignments and agreements heretofore made under part III of title 372 (b) and 373 through 379 of part III of title 373 of the Communications Act of 1934, as amended, shall continue in effect according to their terms unless the Commission shall have vacated or modified in accordance with law.

Sec. 7. The provisions of this section and subsection (b) of section 372 (b) and 373 through 379 of part III of title 373 of the Communications Act of 1934, as amended, enacted by this Act, shall take effect on the date of the enactment of this Act. The remaining provisions of this Act and of such part III of title 373 of the Communications Act of 1934, as amended, which is hereby amended to read as follows:

"Title II—Miscellaneous Provisions

Section 201. Section 312 of the Communications Act of 1934, as amended, is hereby amended to read as follows:

"Administrative Sanctions

"Sec. 312. (a) Any station license may be revoked or suspended within ninety days of the effective date of the order in which such license is granted or on any normal application."

"(b) For willful or repeated failure to operate substantially as set forth in the license;"

"(c) For willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act or any rule or regulation of the Commission authorized by this Act or any treaty ratified by the United States;"

"(d) For willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act or any rule or regulation of the Commission authorized by this Act or any treaty ratified by the United States;"

"(e) For the licensees or permittee (or such licensee's or permittee's control or controlled by, or under common control with, such licensee or permittee) has engaged in a course of conduct designed to deceive, induce, or coerce any other license or permittee to violate or fail to observe any of the provisions of this Act or any rule of regulation of the Commission, or (B) to engage in any course of conduct which, under any rule or regulation of the Commission, would warrant the Commission in refusing to grant a license or permit to such other licensee or permittee;"

"(f) For violation of or failure to observe any rule or regulation of the Commission issued under this section."
Radio's Audience
(Continued from page 19)

650,000 ballots in March and April, getting back about 55% of usable returns. Tabulations began June 1, transferring the information from the ballots to some 5.5 million IBM punch cards. The completed reports will be mailed to all station subscribers, each receiving the details on its own coverage. Copies of these station reports also will be mailed to members of the Assn. of National Advertisers and the American Assn. of Advertising Agencies requesting them.

The difference between the first and second surveys is that the 1946 study asked what stations the respondent listened to at least once a week, day and night. The 1949 ballot asked what stations were listened to six or seven days (or nights) weekly, what one was heard three to five days weekly, and which were listened to one or two days a week.

New Information Added
This new "composition of audience" information was added to the study with the expectation it would refine the BMB measurement of station audience to provide a more efficient tool for the buying and selling of time. It also was expected to eliminate many of the complaints that followed the release of the first study reports.

Three years ago BMB followed publication of the individual station reports with an area report book giving details of day and night audience for each subscriber station serving every county and major city in the country. The relatively small percentage of station subscribers to the second BMB study would make an area report for the second study of little value unless non-subscriber data were also included. Poor planning and because of the expense entailed, it is doubtful that such a report will be issued this time.

BMB Undecided
Future of BMB, following completion of the current study, is still unresolved. The ANA and AAAA, as well as many individual advertisers and agencies, have wholeheartedly endorsed the BMB type of audience measurement and urged that it be continued. But the broadcasters as a group seem unwilling to assume responsibility for its upkeep. Several reports have posits that BMB be reorganized as a stock company along the lines of BMI have aroused only mild interest. Perhaps next week's NAB board meeting will produce a more likely-looking formula for keeping BMB alive.

NAME MULLEN
For Radio Pioneers Head
FRANK E. MULLEN, chairman of the board of Jerry Fairbanks Inc., film producer, and formerly NBC executive vice president, has been named president of the Radio Pioneers, to succeed William S. Hedges, NBC, whose term expires April 30. O. Caldwell served during the past year as vice president and treasurer, with Mr. Mullen as vice president. Others nominated: Arthur Church, KMBC Kansas City, Mo., 2d vice president; Paul W. Morency, WTIC Hartford, vice president and secretary; Carl Haverlin, president of BMI, vice president and treasurer; J. R. Poppele, WOR New York, vice president, and Martin Campbell, WPAA Dallas, vice president.

Mr. Mullen

Gray Eyes UNC Post
SECRETARY of the Army Gordon Gray, owner of WJSI Winston-Salem and WMIT (FM) Charlotte, N. C., and publisher of the Winston-Salem Journal and Sentinel, has indicated his willingness to be considered for the presidency of the U. of North Carolina, his alma mater, it was reported last week. Gov. Kerr Scott stated the nominating committee has suggested Mr. Gray for the post to the executive committee of the university's board of trustees.

Elbrook Joins Mogul
Rae Elbrock, formerly radio timebuyer for the Bruck Agency, New York, has joined Emil Mogul Co., New York, as radio and television timebuyer.

EVICTION SUIT
WILM Wilmington, Del., and the Delaware Broadcasting Co. have petitioned a city court to enjoin WDEL Wilmington from evicting it as the owner and operator of the transmitter and tower site and use of the site and tower at 1100 kw, WILM on 1450 kw with 250 watts.

The suit, which seeks preliminary and permanent injunctions against eviction, also seeks to enjoin sale of the site or equipment to anyone who did not own or have notice to WILM. WDEL had served notice on Ewing B. Hawkins, president and general manager of WILM, to vacate by Jan. 31 (today).

WILM's suit claims the eviction, if it materializes, would virtually force it "out of business," or compel the Delaware Broadcasting Co. to lease or buy the transmitter site at an "exorbitant" price, which it described as an "attempted forfeiture," which would lead to "irreparable damage."

The court was asked to order WDEL to give WILM notice ranging:

KFI0 SALE
Louis Wasmer To Pay $30,000
RE-ENTRY of Louis Wasmer into Spokane, Wash., site was reported proposed last week with announcement he has purchased KFIO Spokane for $50,000 subject to FCC approval. Transferring papers were to be filed Friday.

Mr. Wasmer, who sold KGA Spokane (1510 kc, 50 kw) for $425,000 last summer to Gonzaga U. [Broadcasting, Aug. 29, 1949], acquired KFIO from its sole owner, Arthur L. Smith, who told FCC he wished to retire because of poor health. KFIO, independent outlet on 1330 kc with 250 kw, has operated in Spokane since 1922 and has been under Mr. Smith's ownership since 1929. Mr. Smith will cancel notes totaling some $65,000 which he has loaned to Spokane Broadcasting Corp., KFIO licensee, if the sale to Mr. Wasmer is approved.

Mr. Wasmer holds 40% interest in KOI Seattle and 52% in KXXL Missoula, Mont. He is also applicant for 1 kw fulltime on 960 kc at Pasco, Wash., which bid has been designated for competitive hearing with request for Cascade Broadcasting Co. Inc. for same assignment at Richland, Wash.

FBI Network
A SPECIAL emergency radio communications system is maintained by the Federal Bureau of Investigation to link its field offices in all parts of the U. S. in event normal communications are broken by war, sabotage, floods, or other forces. FBI Director J. Edgar Hoover, who revealed the existence of the FBI network in Congressional testimony released last week, said it is independent of commercial media of communications and also is independent of radio and ground communications networks of the armed forces.

WELDU Asks Injunction Against WDEL
WDEL Wilmington, Del., and the Delaware Broadcasting Co. have petitioned a city court to enjoin WDEL Wilmington from evicting it as the owner and operator of the site and use of both stations. WDEL operates on 1100 kc with 5 kw, WILM on 1450 kw with 250 w.

ing from three months to a year, at least, before the latter's use of the transmitter site and equipment can be terminated.

Both stations have been occupying the same transmitter site on E. 35th St. off Governor Printz Blvd. WDEL uses one tower, while WDEL utilizes four. The suit alleges that when WILM was sold in 1944 to Alfred G. Hill, former stockholder in Delaware Broadcasting Co., an agreement to share the transmitter site and towers stipulated termination only after 30 days' notice on the part of WILM or a year on the part of WDEL, of which Clar R. McCol- lough, WDEL vice president and general manager.

After negotiations failed in December 1949 for purchase of the WDEL transmitter, according to the suit, WDEL served notice WILM could continue operating there if it paid a monthly rental fee of $1,000, which the plaintiffs charged was "exorbitant and unreasonable."

No Rent
The original agreement provided that WILM would not have to pay rent to WDEL and that, in fact, no rent had ever "been demanded by the defendant corporation," the suit alleges.

In the summer of 1948, Mr. Hill and other stockholders of Delaware Broadcasting Co. sold their interests to the Hawkins Broadcasting Co. and Mr. Hawkins, co-plaintiffs in the suit. James H. Steinman and John F. Steinman, original WILM owners and now majority stock owners in WDEL Inc., were named as co-defendants in the suit. The Hawkins asked the court to dispose of WILM in accordance with FCC's ruling against multiple station ownership.

WEVD 5,000 WATS 1320 K.C.
PROGRAMS OF DISTINGUISHED FEATURES IN:
- ENGLISH
- JEWISH
- ITALIAN
- 3 RESPONSIVE AUDIENCES
- 3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
SEE US AT WHO'S WHO
AMERICAN ADVERTISERS' WEEKLY
WEVD 717-110 W. 46 ST.
HENRY GREENFIELD, Mgr. DIRECTOR.
N.Y. 19
Mitch's Pitch
(Continued from page 44)

A M I
Newspapers point
lect.
American magazines can deliver a
of
examination
ies
Radio
BROADCASTING
look
and
Circulation
ANPA has pointed
an
of
circulation
bought
home
his
where
nation's largest maga-
(New
Washington's
advertising
3,077,190
-1949)
C.
Area
pene-
-77
-77
-1949
St. Louis
BMB (1946)
St. Louis
mag-
25%
the
This penetration is much shal-
lower than radio's is borne out by
examination of the facts in indi-
vidual cities, as well as by the ob-
rives
30,000,000
differential
between
sets
and
newspapers.
In one major eastern city, 25%
of the total population, when asked
by the newspapers, reported that
they saw advertisements in newspapers at
least once a week.
Magazines can be dismissed as
having only splinter circulation.
As even the Bureau of Advertising
of ANPA has pointed out, the eight
great circulation leaders among
American magazines can deliver a
combined audience of over 24,000,-
000 homes. And even if an adver-
tiser bought all 6 or 7 of these mag-
azines, he'd be missing 17.5% of
the homes that get no maga-
azines at all.

NBC's Promotion
This comparison of the penetra-
tion of major media will prove out
in practically any market you
select. Note that NBC has the
point home promotion for two areas
in which it operates stations

New York Area
Radio—total WNBC audience—
daytime
3,077,100
Magazines—total circulation in
area (nation's largest maga-
line)
1,301,672
Newspapers — total circulation in
area (New York's largest
newspaper)
2,220,466
Washington, D. C. Area
Radio—total radio audience—
daytime (BMB—1949)
316,590
Magazines—total circulation in
area (nation's largest maga-
line)
156,421
Newspapers — total circulation in
area (Washington's largest
newspaper)
245,246

This difference in radio's pene-
tration as compared with other
major media becomes even more
pronounced in less urban areas,
where newspapers circulate thin-
s out quickly outside of the city zone,
and where individual magazine
circulations are negligible factors
in covering the whole market.
Circulation measurement
are more than a definition of the size
of an advertising medium. A
manufacturer, for example, should
look at circulation figures to prove
to himself that he is spending
advertising dollars for impressions
made where his products are sold—
not just in the areas where the
newspaper or magazine is
will his advertising work for all
his dealers, for all his company

salesmen? Radio will pass this
and other tests with a far higher
score than printed media.

Radio costs less. It costs less no
matter how you figure it, but if you
toss aside the concept of cost that
printed media have been peddling
for the many years, and compare the
actual cost of the goods de-
ivered to the buyer, then the cost
picture in favor of radio is as-
to surely as a second source be-
ings to measure what he is really
buying—impressions—then radio's
genuine economy becomes dra-
matically apparent.

Perhaps one of dozens of illustra-
tions that might be worked out to
demonstrate radio's low cost as
compared with other major media.
Let's take Louis. Louis, a large,
fairly typical, centrally-located
market. A leading St. Louis radio
station is reported by BMB (1946)
as reaching 616,080 radio homes in
the 77 Illinois and Missouri counties
comprising the St. Louis area. Us-
ng this as a base, how does Life
magazine—the nation's largest—
compare? Its circulation in these
same counties is 59,003. Radio
(one station) reaches 10 St. Louis
homes to every Life copy sold.

Projection Used
But Life claims a total "audi-
cence" far greater than its circula-
tion. It uses a 5.1 multiplier to
produce its total readership. Let's
project Life's 59,033 copies into
"audience." Result: 301,170 readers.
How about the radio, audience?
Using the normally-accepted figure
of 2.9 persons per family, radio
reaches a total of 1,786,652 people
in this same area. In terms of
people reached in this area, one
radio station outshines Life, six
to one.

Now how does a newspaper ad-
ter at St. Louis? His space bill for a
$25 line advertisement
in a leading St. Louis newspaper
would total $315, for which
he could expect 54,209 readers
to his advertisement. Cost per thou-
sand—$5.83. A little more spent in
radio—$587.50 on a leading station,
"the kind we'd have to buy in 470-
771 listening impressions. Cost per
thousand impressions: 72¢.

Omitted from these formulae

HARRY BANNISTER (l), general
manager of WWJ-AM-FM-TV
Detroit, accepts the Seward
Award from Police Commissioner Harry S. Toy.
The award cited Mr. Bannister for "excellent and valu-
able cooperation in the promotion of personal and
traffic safety programs during 1949."
**When Mr. Star**
(Continued from page 28)

- nated, inviting the city's V. I. P. to topgals. Through this, we stirred wider publicity and build up.

Point number six: Jack Benny, John Tackeberry, Hilliard Marks, Phil Harris, Artie Auerbach and the entire cast of our new-regional show, put as much time and effort into the writing, rehearsing and producing of the program as though it were a TV origination. When the show hit the air, it was network calibre, the kind of program the several million listeners in Texas expect to hear from a man named Benny. This is probably the most important point of all.

Most of the stars who come our way should have stayed home in the first place, as far as helping themselves, their shows and their sponsors are concerned. Nothing will lose ratings faster for a performer than to hit a town and disappoint the local and regional listeners. I have seen Hoopers fall after appearances by stars in local markets. Jack Benny is due for a rise in Texas.

Point number seven: Too few stars realize that the affiliate station which carries their program is composed of people. If these people are well-disposed toward them, their programs surely have a better chance than if they aren't. The Benny troupe made friends of every one on the staff. I have seen other stars convert former friends into detractors. Even though we are local radio people, we are human and have our weaknesses.

In a Nutshell

Here, then, is the net result of the Benny visit to Houston from the affiliate-station personnel standpoint. Our promotion people, when they allocate spot announcements, newspaper ads and stories promoting our shows will hit the Benny show more often than they did. Our commercial and public-service departments will somehow find ways to keep demands for time by politics and other events away from the Benny show time. (I know of one specific case where a so-called star appeared in a city where he antagonized the staff of a station. It was odd, during the next political campaign, how many candidates demanded and got the time at which that star's show should have been broadcast. He never recovered his ratings in that market.)

Our engineers will remember the pads on the back, instead of the usual carefree and complaining and will ride the show, each week, more carefully than any other on the schedule. Our merchandising man will go a little further helping to sell Benny's sponsor's products in our market. And so on down the line.

Finally, comes the question: Is it wise for network stars to make appearances in local markets? As a gray-beard of local radio who has handled these people and the tangible results over a period of years I'd say that the best insurance a radio-star can have for lasting popularity and high ratings is to get out and around the country, especially for charity purposes as Jack Benny does. The top names, Hope, Crosby, Benny, seem always on the move. They go where the people are, the people who are called for ratings and who buy the products they advertise.

For a concrete example of appearance-importance, look at the life span of the Dr. J. Q. show against the hundreds of other static quiz-shows which have come and gone. There is nothing a listener likes more than to have his star visit his town.

But, and this is a very big but, these appearances can do more harm than good if not handled properly. Everyone can't be a Jack Benny or a Phil Harris, with their charm, modesty and ability. But every network "name" can work carefully to make his appearance smooth and successful. Instead of taking in laundry to supplement his income, Jack Benny might well give a course of instruction to radio celebrities on how to get along with the public on tours.

K & F EXPANDS

**Adds to S. F. Staff**

**JOHN WILEY, manager of the extended office of Kenyon & Eckhardt Inc., San Francisco, last week announced initial additions to his staff.**

New staff members include: Dick Morris, formerly freelance artist, art director; Patrick Warfield, formerly with Donahue & Co., New York, copy chief; Ralph Grady, formerly with Brisacher, Wheeler & Staff, production manager, and Beatrice Baker, formerly with J. Walter Thompson Co., San Francisco, media assistant. Virginia Stone continues as office manager. William B. Lewis, vice president and general executive, and Davis C. Stewart, secretary, are in San Francisco to assist Mr. Wiley in the expansion program.

MORE than one first class letter in every 1,012 which arrives at the Chico, California post office goes to WLS, the city, station reports. Postal survey showed total of 1949 incoming letters to be 1,789,401,287. WLS' share was 1,092,039.

### National Nielsen-Ratings Top Programs

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Previous Rank</th>
<th>Program</th>
<th>Current Rating Home (000)</th>
<th>Current Rating Home %</th>
<th>Points Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Lux Radio Theatre (CBS)</td>
<td>10,802</td>
<td>75.7</td>
<td>+3.4</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Jack Benny (CBS)</td>
<td>8,752</td>
<td>72.6</td>
<td>+0.6</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>8,328</td>
<td>71.7</td>
<td>+4.5</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>My Friend Irma (CBS)</td>
<td>8,075</td>
<td>71.2</td>
<td>+1.3</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Amanda, Andy (CBS)</td>
<td>7,974</td>
<td>70.9</td>
<td>-0.5</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Charlie McCarthy (CBS)</td>
<td>7,798</td>
<td>70</td>
<td>-0.9</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>7,521</td>
<td>69.9</td>
<td>-1.8</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Red Skelton (CBS)</td>
<td>7,653</td>
<td>69.7</td>
<td>+1.0</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Wally Winchell (ABC)</td>
<td>7,612</td>
<td>69.6</td>
<td>-0.5</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Bob Hope (NBC)</td>
<td>7,317</td>
<td>69</td>
<td>+1.9</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>Fanny Brice—Baby Snooks (CBS)</td>
<td>7,426</td>
<td>69</td>
<td>-0.8</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>Inner Sanctum (CBS)</td>
<td>7,285</td>
<td>68.7</td>
<td>+0.6</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>Gypsy Rose Lee (NBC)</td>
<td>7,341</td>
<td>69</td>
<td>-0.7</td>
</tr>
<tr>
<td>14</td>
<td></td>
<td>Bob Hawk (CBS)</td>
<td>7,167</td>
<td>67.7</td>
<td>+0.6</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>Jack Benny (CBS)</td>
<td>7,038</td>
<td>67.3</td>
<td>+1.1</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>Herb Hoefield (CBS)</td>
<td>7,019</td>
<td>68.6</td>
<td>-0.7</td>
</tr>
<tr>
<td>17</td>
<td></td>
<td>Dennis Day (NBC)</td>
<td>6,999</td>
<td>68</td>
<td>-0.5</td>
</tr>
<tr>
<td>18</td>
<td></td>
<td>Mystery Theatre (CBS)</td>
<td>6,853</td>
<td>66</td>
<td>+0.4</td>
</tr>
<tr>
<td>19</td>
<td></td>
<td>Your Hit Parade (NBC)</td>
<td>6,590</td>
<td>65.9</td>
<td>+1.3</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td>Ken (CBS)</td>
<td>6,656</td>
<td>65.9</td>
<td>-1.6</td>
</tr>
</tbody>
</table>

*NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,287,000— the 1949 estimate of Total United States Radio Homes. (1) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.*

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**WHOM Asks Intervention**

WHOM New York, which claims to air more foreign language programs than any other station in the area, last week petitioned FCC for leave to intervene in the Feb. 6 oral argument on the Boston 650 kas case. It proposed to use the 650 in a pending decision in this proceeding criteria for the value of foreign language broadcasts.

Issued by Hearing Examiner Hugh B. Hutchison, the initial ruling proposes to grant the 650 a kws, 950 kcs assignment of the now-defunct WOR World to Pilgrim Broadcasting Co. and to deny the competitive bid of the other groups [BROADCASTING, Nov. 7, 1949]. The foreign-language proposal of one of the latter applicants drew the comment of the examiner that such programs tend to prevent assimilation of minority groups into the national unity.

WHOM told the Commission such broadcasting is in the public interest and that the potential foreign language audience in the U. S. is between 15-million and 20 million. The station said "large numbers" of these people "depend upon their foreign language broadcasting for information, education and entertainment" and that these minorities have equal right with others for access to media of communication.
NAB Board Headaches

(Continued from page 29)

12½% discount as well as boosting of dues in some brackets may be necessary if 1950 income is to be brought above $700,000.

One suggestion proposes to increase minimum (Class A) dues from $7.50 to perhaps $15, Class B from $15 to $20 or $25 and so on through the low-income brackets.

Proposals for membership drives have come up at every board meeting held in the past year. Fees of several high-income stations that resigned last year have by no means been offset by large numbers of small-station members who entered the fold.

Some weak spots exist with only one of about 10 stations belonging to NAB in the case of at least two cities.

BAB Budget

With BAB riding on a wave of membership popularity, the proposal to give it a budget of at least $200,000 a year will be carefully considered. This will be perhaps $75,000 more than the committee anticipated for the budget level. The division operation at NAB headquarters also will require a substantial budget.

Last November the board did not consider any division or department proposals of any length. Some director feeling on the subject cropped up at the January tri-committee meeting, resulting in a compromise suggestion that the BAB and Television Divisions be reduced to departmental level.

Attending the meeting of the Finance Committee last Monday and Tuesday were John F. Meagher, KYSM Mankato, Minn., chairman; Harold E. Fellows, WEEI Boston, and Clydie W. Rembert, KRLD Dallas. William B. Quarton, WMT Cedar Rapids, and HARRY E. SPENCE, KXRO Aberdeen, Wash., did not attend.

At the brief Monday meeting of the Structure Committee, meeting, were: CLAIR R. MCCOULLOUGH, WGGAL Lancaster, Pa.; Campbell Arnaux, WTAR Norfolk, Va.; Everett L. Dillard, KOIZ Kansas City; Paul W. Morency, WTIC Hartford; Mr. Meagher. Henry W. Slavick, WMC Memphis, did not attend.

Mr. Well's letter to Judge Miller, after pointing out that WVO will remain an NAB member for the time being, lists several favorable signs in the NAB operation. These include creation of the Unaffiliated Stations Conference and functioning under Ted Cott, WNEW New York; action taken in customs regulations covering imported news tape, and high price of tape itself.

Some of the things that weren't so pleasing. First he attacked what "would seem to be a thoughtless attitude" on the part of NAB executives toward the matter of expenses, citing the advertising slogan, "Spend every dollar of the client's money as if it were your own."

Carrying the economy theme further, Mr. Well criticized holding of board meetings in "remote resort spots" farther away from major cities. "I have heard that in the case of the Phoenix meeting," he wrote, "there was opposition to the choice of that city because of the travel expenses of NAB department heads."

The economy motif was applied to WNEW, Mr. Well. He referred particularly to "big printing bills" for two-color cards used in the co-op file sent to member stations.

Getting personal without mentioning names, Mr. Well observed that "some NAB personnel tend to take a cavalier attitude toward broadcasting problems of which they happen to know little. This attitude of the broadcasters is a highly complex and varied one, and it should be the point of view of the NAB experts that not even they can know everything."

NAB Blamed

Mr. Well blamed NAB in part for some of the problems now facing the industry. "There isn't any question that a whole series of difficult problems beset our industry today," he wrote, "but it seems to me that there is a lot of these problems directly from the ineffectuality that exists within the NAB itself. I would like to see an end to the internal bickering and jockeying for position which appears to affect the NAB, and instead of this, an atmosphere of unity and cooperation."

"However, I do not feel at the present time that by leaving the NAB WVO would help correct these conditions. There is no doubt that the industry needs a strong, unified approach. So long as the time come when we think that the NAB is beyond hope as the organization the industry needs, we will pull out. But that time is not yet."

Another New York independent, NNEW, had resigned from NAB in mid-January because it felt it could spend its annual $7,000 fee more constructively on new programs.

FM DRIVE

Carolina Broadcasters Promote Increased Sales

A GROUP of FM broadcasters are FM to listeners in an attempt to push Carolina FM to the fore in the Carolinas. This Wednesday (Feb. 1) a "Spend every dollar of the client's money as if it were your own."
Jones Hits NAB  
(Continued from page 22)  

is no connotation in this hearing that the Commission is going to consider a blue- 

print which has served the con-  
gested areas with multiple service and  
the spaghetti сети with little or no service. I have  
have always thought of the NAB as representing  
the little guys. But, I am not suggesting  
bers of the industry as well as the big  
and powerful ones. I was therefore  
shocked to have in black and white  
from you some confirmation of the  
accusations that have been made by  

WHERE DOES MBMB get its basic figures?  

Number of radio families in specific counties is determined by  
applying the MBMB per cent of radio ownership to the total number  
of families as shown by—  

SALES MANAGEMENT’S “Survey of Buying Power.”  

(1950 Issue May 10; Reservations Close Feb. 17; Copy March 10)  

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(Continued from page 22)  

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(1950 Issue May 10; Reservations Close Feb. 17; Copy March 10)
TRY DUMONT'S

Daytime television

YOU'LL GET A LOT
FOR YOUR MONEY

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

DuMont's Newest

SHoppers' Matinee

An afternoon in an imaginary department store with
delightful segments on food, fashions, glamour, homemaking,
photography, song and entertainment.
What's New in Television? Take a Look at WPTZ!

Highest Rated Local Program
In All Television!

Based on the December survey of the American Research Bureau, WPTZ's hour-long Western feature, "Frontier Playhouse" is the highest rated local program on any station in any city! The December survey shows that it pulls down a whopping average rating of 49.7.

Translating this rating into terms of people and homes based on Philadelphia's current set census of 350,000 receivers, "Frontier Playhouse" each evening reaches 644,000 people. And lest some scoffer says, yeah, but it's a kid audience—we hasten to point out that the A.R.B. survey indicates that of the total audience, 364,000 are adults.

What's the secret of "Frontier Playhouse" success? Frankly, we're not too sure ourselves. Certainly, it isn't because Philadelphians are starved for Western features. There are at least two or three on the air each day, sometimes more.

Can WPTZ's Westerns be that much better? We're inclined to doubt it even though we screen and select them with considerable care.

Somehow we suspect that the success of "Frontier Playhouse" goes right back to the preference Philadelphia's television audience consistently shows for WPTZ . . . a preference that has grown up through years of careful programming, superior technical skill and professional presentation that can come only with years of television broadcasting experience.

If you're considering television time to reach the Nation's second largest television audience . . . if you would like to join the 133 advertisers who are currently buying time on WPTZ to tell their story—give us a call or see your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building Philadelphia 3, Penna.
Telephone: LOCust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
EXECUTIVES of television stations, networks, advertising agencies and program packaging firms will participate in the annual television clinic of Television Broadcasters Assn. Feb. 8 in New York.

The list of speakers for the one-day sessions, to be held at the Waldorf-Astoria, will include the following representatives:

Edward Lamb, president of WICU (TV), Erie, Pa., and WTVN (TV), Columbus, Ohio, will talk about profitable affiliated stations.

Local television packages will be treated by Russ Johnston, vice-president of Jerry Fairbanks Inc.; Ralph Cohn, manager of the TV department of Screen Gems Inc.; and Maurice Riffkin, executive of Frederic W. Ziv Television Programs Inc.

Ernest de la Osa, NBC director of personnel and labor relations, will talk on the jurisdictional problems of television. Ned Irish, vice president of the Madison Square Garden Corp., New York, will discuss the future of sports in TV.

Mowrey To Participate

Participating in the roundtable discussion will be Paul Mowrey, ABC national director of television program sales, as moderator, and representatives of television networks.

The annual meeting of TBA members will precede the clinic sessions.

Mr. Poppele will make his annual report and directors will be elected. Directors whose terms expire are Paul Ralbourn, vice president of Paramount Pictures; Frank M. Russell, NBC vice president, and Ernest B. Loveman, vice president and general manager of WPTZ (TV), Philadelphia. Two vacancies on the board will also be filled, one left by the resignation of G. Emerson Markham, who before recently joining NAB was station manager of WRGB (TV), Schenectady, and the other by the resignation of Robert E. Kintner, ABC president. Mr. Kintner's place on the TBA board has temporarily been filled by Joseph A. McDonald, ABC vice president.

APPLICATION for FCC approval of the $755,000-plus acquisition of KBTB (TV) Dallas by the Dallas Morning News, owner of 50 kw WFAA, was filed with the Commission last Thursday [CLOSED CIRCUIT, Jan. 22].

In addition to the $755,000 cash purchase price, the sales contract provides for the News to pay KBTB's net operating losses, up to $25,000 a month, from last Jan. 1 to the date of transfer.

The sale was announced by E. W. (Ted) Dealey, News president.

The station, on the air since last Sept. 17, was built at a cost of $427,593 by Tom Potter, multimillionaire oil man who told FCC he wishes to sell because of the pressure of other business interests. He would have served the new management as an advisor.

Martin B. Campbell, general manager of WFAA, would also have supervision over the television operation, upon FCC approval of the transfer. FCC was told that an "integrated operation" is anticipated and that it is expected that KBTB's present staff of about 50 persons will be absorbed in the overall operation.

KBTB, on Channel 8 (180-186 mc) with effective radiated power of 27.1 kw video and 15.5 kw audio, will use kinescope recordings of the NBC, ABC, and DuMont television networks pending completion of the coaxial cable for direct connection, FCC was told.

"We will also devote much time to local programming," Mr. Dealey said, asserting that "talents of the WFAA forces will be combined with those already trained to television at KBTB." The station now uses DuMont and Paramount film shows.

WFAA has a pending television application which will be withdrawn upon FCC approval of its acquisition of KBTB.

Mr. Potter has operated the station in the name of Potter Television Broadcasting Co. His son, Jack I., is president and Curtis Sanford is vice president and general manager. Larry DuPont is production manager and Morris G. Barton is chief engineer.

With Mr. Dealey's announcement of the sale, Mr. Potter said he "would feel that the welfare and destiny of KBTB could be secured best by experienced radio hands." He said, "Mr. Dealey has invited me to continue my participation as best friend and severest critic, and I am happy to think that KBTB and I will be together for a long time."

Operating Losses

From the time it went on the air in mid-November until Dec. 31, according to data filed with FCC, operating and other costs of KBTB totaled $155,700 while income amounted to $27,770, leaving an overall net loss of $128,000 for that period.

The transfer application was filed with FCC by the Washington law firms of Loucks, Zias, Young & Jansky, representing A. H. Belo Corp., owner of WFAA and the News, and Welch, Mott & Morgan, representing the Potter interests.

The transaction was handled through Dallas Rupe & Son, underwriters.

Mr. POTTER

Mr. DEALEY

Mr. CAMPBELL

January 30, 1950
ONLY a short year ago the two-million-plus dwellers in the rugged tri-state area around industrial Pittsburgh were patient-ly awaiting the advent of this new-fangled television business they had been hearing and reading about.

The relatively high-spending inhabitants of the area, dwelling in houses perched on hillsides and in rolling valleys, wondered if they would be denied visual broadcasting because of the tricks nature had played on the terrain. After all, this was the hallowed radio city that had spawned the pioneer KDKA.

For two centuries the area has been taking advantage of Mother Nature's whims to build up the vast system of factories, mines, farms and commercial enterprises reaching out from the Golden Triangle.

Now the tri-state populace is a well-developed television area despite its relative TV infancy. Just last week civic and industrial leaders gathered in Pittsburgh's historic Duguesne Club to salute the founders of WDTV (TV)—Dr. Allen B. DuMont, pioneer TV inventor and developer, and Comdr. Mortimer W. Loewi, director of the DuMont Television Network.

Occasion of the celebration was WDTV's first birthday. Those who took part looked around this young enterprise, Pittsburgh's only TV outlet, and what they saw was good. They looked at that relative rarity in modern business—a television station that is making money, perhaps as much as $7,000 or $8,000 a month after operating overhead and depreciation.

And most unusual of all, they observed a station that has made money almost from the moment it entered the commercial air of the nation's eighth ranking market. Today the area has 65,000 TV sets and there are scarcely any blind spots in the tumbling terrain.

Many years before television became an industry, Dr. DuMont had figured Pittsburgh as a good city. After the war he still felt that way and was one of the first to apply for a Pittsburgh TV permit.

When the time came for action, Julian Armstrong, then director of planning and licenses, coordinated the operation while Rodney D. Chipp, DuMont network director of engineering, supervised technical activities with Raymond W. Rodgers, then and now station engineer.

On Nov. 27, 1948—10:57 p.m.—WDTV sent out its first signal—a picture of its "test pattern." On Jan. 11, 1949, Pittsburgh's "Window on the World" was formally inaugurated with the linking of the East-West coaxial cable. On Jan. 12 it began its first commercial operation. Nine days after East-West television made its first appearance on the new station, the inauguration of President Truman was offered—the first of many special events that WDTV was to bring to the Pittsburgh area.

As WDTV headed into its second year, Comdr. Loewi could look with satisfaction upon the outcome of the policy which he had laid down for the DuMont owned-and-operated station.

"We felt that in view of the fact that WDTV was the only station in one of the country's major cities, we must break with the past, if necessary, to assure its viewers the very best in programming and the business world the utmost our facilities could provide in reaching an excellent market.

"For that reason, we granted WDTV's management virtual autonomy and encouraged it to pick and choose among all programs on the air. As a result Pittsburgh viewers see not only the best programs that DuMont has to offer but the best on all other networks as well. In fact they enjoy nine of the top 10 television programs on the air today."

"That is an established policy that we intend to maintain because WDTV—on account of the freeze—will likely remain Pittsburgh's only station for some time to come."

At the present time the station broadcasts on the average of 54 hours per week. Approximately two-thirds of its programs are picked off the coaxial cable; the other third is produced locally on film, slides and balopticon.

**

DURING December, the station had 103 hours, 50 minutes of air-time sponsored by 43 network advertisers, 60 hours and 44 seconds sponsored by 40 regional and national advertisers, and 3 hours, 40 minutes and 20 seconds sponsored by local retail advertisers. Between 70 and 80% of the station's income was derived from local sales.

At WDTV they like to talk about their success stories, a phenomenon not uncommon in the electronics arts. There's the story of Frigidinner, for example. Frigidinner makes a frozen dinner packaged in a disposable aluminum tray. The product had never been advertised in the Pittsburgh area when the manufacturer decided to crack the market.

Through Rothman & Gibbons Agency, Frigidinner bought a WDTV half-hour ahead of the Oct. 1 professional football game. For programming the firm used film highlights of a local high school game that had been played the previous afternoon. At the end of the commercial, the Frigidinner phone number was flashed on the screen five seconds and announced just once.

And what happened?—fifty phone calls came through the Frigidinner board during the football game followed by another 250 after the game.

"Hmmm!" said Frigidinner executives, wondering how long this sort of thing had been going on. They promptly signed for a one-minute spot Monday through Fri-day. Ever since, they have averaged more than 150 calls per announcement. Sometimes the number has passed 300.

Calls are fine, of course, but Frigidinner wanted sales. So the snapping in this success story is the fact that a high percentage of these calls result in actual Frigidinner sales.

Though enjoying a link into the cross-country coaxial cable, WDTV set out to establish local character. One of the first results was a daily newswrap program. As civic-minded as a chamber of commerce, the station filmed leading local events and donated generous program time to civic, charitable and religious causes as well as defense recruiting drives, March of Dimes and related projects.

The film idea caught hold. At the same time WDTV took the air there were two industrial film companies in the city, one 16mm and one 8mm. Arrival of television in the city has brought five more 16mm companies into operation.
one of many side benefits accruing to the area.

The early newsreel was titled "Pitt Prowede," featuring film highlights of local events and presented six days a week. Producer is Packaged Programs Inc., also filming a daily 15-minute show for housewives, Home Is Happiness.

While "Pitt Prowede" was getting a foothold in the tri-state area, one of Pittsburgh's largest retailers, Jerome Donahoe, began to envision TV's advertising potential. He is president of the Donahoe's Food Stores, a Pittsburgh institution favorably known to the oldest inhabitants.

Mr. Donahoe decided to put some of his advertising budget in the brand new medium, using the strictly practical approach of the successful retailer. TV could prove itself as an effective medium, he figured, if it could stimulate over-the-counter sales in Donahoe's stores. The way to do this, he decided, was to use a show concerned with items of interest to Pittsburghers since the chain is concentrated in the city. He recalled the greater reader appeal of local newspaper items over national news in newspapers. The answer was "Pitt Prowede.

Now, how about commercial treatment? Mr. Donahoe decided to sell visually a specific item of merchandise, advertise it in no other medium, put a time limit on response, and thereby appraise TV's effectiveness.

THE Donahoe campaign provided Pittsburgh's first television success story. It worked like this:

A story board was prepared on a cheddar cheese selling for 95¢ a pound. The manager of Donahoe's cheese department was shown cutting a slice of cheese from a large wheel, tasing it, and inviting viewers to come in to any Donahoe's Food Store within 24 hours. A lure was offered in the form of a pound of Donahoe's My-Te-Good macaroni to anyone who asked for the television special.

The next day 80 customers responded, sending the cheese sales curve soaring. Encouraged, Mr. Donahoe tried a pound box of Fifth Avenue Candies the next week. The result was even more impressive. The box was a half-pound box of bon bons. Again the offer was advertised in no other medium and again the time limit was 24 hours. The response doubled as 156 persons went to Donahoe's stores for the TV special. No price reduction was made on the special.

Remember, this was still the first month of WDTV's operation and there were no earlier TV stations in the city to stimulate set sales. Third offer of six bottles of ketchup for $1 with a free can of tomatoes brought 213 customers and the fourth sold over 600 pounds of coffee.

The "Prowede" has built up a wide following. Among sponsors are a group of cooperative trucking companies and a group of auto dealers.

Duquesne Brewing Co. sponsors a local and national sports newsreel plus news events on the lighter side. It's called "Viz Quiz" and features Pie Traynor, ex-major league baseball player, and Ken Hildebrand.

George Drake Bakery buys the Al Morgan Monday evening program off the DuMont network cable. When the pianist brought his act to Pittsburgh recently, the Copa night club where he appeared broke all records and he's coming back in March.

WDTV pays particular attention to children, education and outstanding sports events. The Pittsburgh area saw telecast baseball for the first time when the station brought in the 1949 All-Star baseball game and carried the 1949 World Series. Home coverage of the Pirates baseball club was snapped by the club's refusal to permit telecasting of its games—the only major league club to take this view. But refusing to take "no" for an answer when the Pittsburgh Steelers, the local professional football team, refused to have its games telecast "live," WDTV won approval to record them by film, and in this manner, succeeded in bringing the grid games to the TV screen.

WDTV was instrumental in the rebirth of wrestling and boxing in its area. The Zivic Arena, managed by one-time Welterweight Champion Fritzie Zivic, was opened with a full schedule of wrestling and boxing with credit for their appeal given to WDTV's presentation of wrestling.

In discussing the region's acceptance of television, WDTV General Manager Don Stewart remarked: "In Pittsburgh, television is becoming an ever increasing factor in everyday life and in the entertainment and advertising world. WDTV desires to serve the needs of the community from the standpoint of offering its facilities to educational, religious, civic, business and industrial groups."

Reviewing the year, he stated: "From the outset of operation the station has shown a steady growth. With the upward trend in 1949, I look for even greater results in 1950.

"Advertisers in the Pittsburgh area have shown a favorable attitude toward television and are most cooperative; they are helpful in planning their needs and the trend is toward greater use of television as a medium for selling."

With the start of DuMont's daytime programming last month, WDTV advanced its going-on-air time to 12 noon Monday through Friday, running until approximately midnight.

Saturday and Sunday programming had been instituted long before at the specific request of viewers unable to get their fill of television during the week. On Saturday the station goes on the air at 2 p.m., and on Sunday at 4:30 p.m., remaining on until about midnight on both nights.

The station never hesitates to break its regular program schedule to bring Pittsburgh any event of major importance, and its decision to interrupt regular schedules often results in additional success stories. Such an occasion was the Wettlel-Charles heavyweight boxing championship.

On the day of the title fight, six special announcements and a 15-minute program telling viewers of the title bout telecast were made on behalf of Kep's Electric Co., distributor in the Pittsburgh area for Admiral and Sunbeam products. A prize was announced for the largest number of viewers per set.

The promotion brought in over 19,000 responses from Pennsylvania, Ohio, West Virginia and New York. Letters included names and addresses of viewers. Many submitted photographs. Viewing audiences ranged up to 200 persons.

WDTV's staff includes some 30 employees with 12 in administrative work, seven engineers, two salesmen and two announcers. Station is located in the City Bldg., in the heart of the Golden Triangle. The transmitter is at 1410 Grizella St., on the Northside, highest point in Allegheny County.

The station transmits on Channel 3 with a 5 kw DuMont transmitter delivering 16.6 kw visual and 8.3 kw aural power. The antenna is 550 feet high, 818 feet above average terrain.

Film equipment includes two 16-mm projectors, a balopticon, one flying spot scanner which will accommodate standard slides, and other material.

Basic Class A rates for one hour are $350; basic Class B rates $175. Headed by General Manager Stewart, 4 top personnel at WDTV includes Leslie Arries Jr., in charge of program operations; Larry Israel as sales director; John J.

(Continued on Telecasting 12)
CONTROVERSY surrounding sports telecasts could be settled—or at least would subside somewhat—if the flow of objective reports on the spectacle were maintained.

That is the opinion of N. W. Ayer & Son Inc., Philadelphia advertising agency, which last week released preliminary findings of a report by Jerry N. Jordan, 21-year-old U. of Pennsylvania graduate student [TELECASTING, Jan. 25].

N. W. Ayer said it made the findings public to clear up "garbled reports" about the survey's sponsorship. Although Mr. Jordan is the son of Clarence L. Jordan, executive vice president of the Ayer firm, the agency claims no sponsorship credit for the work. N. W. Ayer is one of the many organizations furnishing information but, the agency emphasized, that fact does not alter the "complete" objectivity of the study carried on by young Jordan with both sports organizations and university authorities.

Jerry Jordan's preliminary findings indicate that while TV has hurt sports attendance in some cases, the agency may increase gate receipts in the long run.

Partial results of the study have been distributed to leaders in college football and professional baseball. Ayer said these have been instrumental in helping maintain the sports TV status quo for at least another year, when final results of this and other studies are available, the agency pointed out.

The Ayer announcement traced the danger to the enjoyment of millions of new TV sports fans posed by dipping sports attendance figures during the summer and subsequent moves for a "partial blackout" of sports telecasts in 1950. It cited sentiment among certain segments of the sports world to ban TV at their events although most big ball clubs and the National Collegiate Athletic Assn. decided to stand pat until final research findings point the way for a decision in 1951.

The points arrived at in the preliminary findings by Mr. Jordan are:

The longer a person owns a TV set, the more interest he becomes in buying tickets to attend sports events.

Baseball does not seem to be as sensitive to TV as football. Set owners of less than a year attend about as frequently as non-owners and owners of two or more years attend more frequently. Samples show a higher percentage of TV owners present as non-owners.

Among other factors influencing attendance, apparently management, personnel income and team performance are much more important than TV.

Football colleges did not fare so well in TV areas in comparison to colleges in non-TV areas. However, there have been signs in some instances of colleges in TV areas of high saturation that showed an increase.

Small football colleges did not appear to be hurt by TV in the same degree as large colleges in their area.

Mr. Jordan in his survey included a breakdown of set owners sampled in a 50-mile radius of Philadelphia, through personal interviews, mailed questionnaires and telephone calls. In addition, actual attendance figures of baseball and football in 522 cities and towns. All the other numerous factors which could affect attendance figures are being studied and evaluated, he said.

Organizations cooperating and furnishing information for Mr. Jordan's study are major league sports ball clubs, National Assn. of Professional Ball Clubs (minor league), International League, United Press, television and sports publications, 88 TV stations, the Atlantic Refining Co., N. W. Ayer & Son Inc. and a large number of colleges and universities, including NCAA members.

Pulse Reports

Top 10 N. Y. Shows

THE TOP 10 television programs for New York during the week of Jan. 3-9 as reported by The Pulse Inc. were:

**ONCE-A-WEEK SHOWS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee Star Theatre—Tues.</td>
<td>7.0</td>
</tr>
<tr>
<td>Toast of the Town—Sun.</td>
<td>11.0</td>
</tr>
<tr>
<td>The Goldbergs—Mon.</td>
<td>12.8</td>
</tr>
<tr>
<td>Studio One—Mon.</td>
<td>13.9</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. zombie—Wed.</td>
<td>15.7</td>
</tr>
<tr>
<td>Suspects—Tues.</td>
<td>12.0</td>
</tr>
<tr>
<td>Light's Camera—Fri.</td>
<td>16.1</td>
</tr>
<tr>
<td>Philo Playhouse—Sun.</td>
<td>20.3</td>
</tr>
<tr>
<td>Fireside Theatre—Tues.</td>
<td>26.0</td>
</tr>
</tbody>
</table>

**MULTI-WEEK SHOWS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howdy Daddy—Mon.—Fri.</td>
<td>17.8</td>
</tr>
<tr>
<td>Captain Video—Mon.—Fri.</td>
<td>22.1</td>
</tr>
<tr>
<td>Small Fry Club—Mon.—Fri.</td>
<td>12.5</td>
</tr>
<tr>
<td>Son of Fury—Mon.—Fri.</td>
<td>11.5</td>
</tr>
<tr>
<td>Junior Padres—Mon.—Sun.</td>
<td>11.7</td>
</tr>
<tr>
<td>Kukla, Fran &amp; Ollie—Fri.</td>
<td>11.5</td>
</tr>
<tr>
<td>Camel News Cartoon—Mon.—Fri.</td>
<td>11.0</td>
</tr>
<tr>
<td>Western Funtastic—Fri.</td>
<td>10.9</td>
</tr>
<tr>
<td>Children's Theatre—Mon., Wed., Fri.</td>
<td>9.1</td>
</tr>
<tr>
<td>Holoway Showroom—Mon., Wed., Fri.</td>
<td>9.0</td>
</tr>
</tbody>
</table>

**ARBA Report For Washington**

FOLLOWING the lead of New York NBC stations, Milton Berle's Texaco Star Theatre also headed the TV rating list in Washington, according to the latest American Research Bureau report [BROADCASTING, Jan. 25].

Conspicuous by its absence from the Top 10 listing was Arthur Godfrey's Talent Scouts. This strange turn of events—the program having been in third place for December—was caused, according to ARB, by a comparatively new full-length feature film series, Mystery Theatre, on another station.

Strong competition also tended to lower the rating of other programs. Fred Waring, for instance, lowered Philco Playhouse, while wrestling and boxing telecasts hurt Studio One, The Goldbergs and Break the Bank. Suspense was kept down by competition from Life of Riley, according to American Research Bureau.

The firm reports that as a result of this highly competitive evening (Continued on Telecasting 13)
Announcing
a new eyeline for
the San Antonio skyline

KEYL
THE NATION'S NEWEST TV STATION
—FIRST ON THE AIR IN FIFTY!

top television entertainment
for Texans in the
San Antonio trade territory

Channel 5

AFFILIATED WITH DUMONT,
PARAMOUNT FILM NETWORK
Represented Nationally by

Adam Young Television, Inc.

San Antonio Television Company
Business Office, Studio and Transmitter
atop the Transit Tower, San Antonio, Texas
NBC SAT. SERIES

Revising Plans, FCC Told

NBC TOLD FCC last Thursday that it was preparing new plans to replace the projected 2½-hour Saturday night television series which had prompted Allen B. DuMont Labs to call for an FCC investigation [TELECASTING, Jan. 9].

Gustav B. Margraf, NBC vice president and general attorney, wrote FCC:

"... NBC is withdrawing the order which it placed by telegram dated Dec. 28, 1948, with its interconnected television affiliates for 8-10:30 p.m. (NYT) Saturdays for 13 weeks commencing Feb. 4, 1950. A new plan has been formulated which we expect to offer to the stations within the next few days."

Earlier, in response to FCC's request for information as a result of the DuMont protest, Mr. Margraf had told the Commission that for the present it would withhold "affirmative action" on its original 2½-hour plan. He gave this assurance in conjunction with a request for "an additional reasonable period of time" in which to submit "further considerations" with respect to the 2½-hour plan.

NBC had stipulated that at least 15 affiliates must accept the 2½-hour, 18-week series. There was no official indication of how many did accept, but some authorities said it was fewer than the required number.

DuMont, operator of a rival TV network, had charged NBC was trying to "freeze out" competition. NBC contended in reply to FCC that its offer to take 2½ hours of affiliates' time on Saturday night was intended to be subject to the terms of affiliation contracts (or other arrangements, where formal affiliation contracts had not been signed).

Thus, Mr. Margraf wrote, "it was the intent of the telegram, and it is believed that it was so understood by the stations," that program material offered by NBC would be subject to the station's right to refuse, reject and substitute for any program which they considered unsatisfactory, unsuitable, or not in public interest.

DENIAL MADE

The letter denied that NBC's telegram to DuMont Network Director Mortimer Loewi was an offer for NBC use of the entire DuMont network. It was applied only to DuMont's WDTV (TV) Pittsburgh, "with respect to which NBC has arrangements for 'sub-announcing' NBC's programs," Mr. Margraf asserted, adding that this was "the only reasonable interpretation which could be placed upon the telegram."

He also denied that NBC's offer involved payment of each station's "full half-hour rate." He said:

... The telegram stated that the station would be paid regular compensation based upon its half-hour rate. It was the intent of that provision, and it is believed that it was so understood by the stations, that the compensation ... would be the percentage stated in the network's agreement with the station of the half-hour network rate specified in the agreement.

NBC's plan anticipated that several advertisers would sponsor the Saturday night series. Their commercials were to be telecast on a rotating basis. Each half-hour period was to contain three one-minute commercials, followed by a 30-second station break. The sponsors were not identified.

CTI COLOR

FIRST public demonstration of color TV in the West was staged last Thursday and Friday by Color Television Inc., San Francisco, participant with CBS and RCA in the current FCC color hearings.

The public showing was staged in Emporium department store. There were strong protests to the demonstration by Northern California TV distributors and dealers who feared the showings would hurt sales in the area.

The show, a half-hour talent production featuring Del Courtney, disc jockey on KPIX (TV) San Francisco, and Eileen Christopherson, singer, was microwaved from CTI laboratories at 30 Sterling St. to KPIX studios in the Mark Hopkins Hotel and retransmitted by KPIX on its Channel 5.

CTI projection type color receivers were set up in the Emporium auditorium to receive the color telecast. Home receivers in the area received the show in black-and-white.

Arthur Matthews, president of CTI, said the colorcasters achieved a picture definition of approximately 350 lines.

On the color receivers, reception was steady and true with no break-up of color, even during fast motion such as the waving of flags and brightly colored scarfs. Definition of the picture was clear.

The public showing last week was preceded by a series of private closed circuit showings for manufacturers' representatives, industry people and newsmen [TELECASTING, Jan. 16]. FCC officials, who had earlier planned to visit San Francisco for the test showings, were unable to make the trip.

CTI is scheduled to demonstrate its system before the FCC Feb. 20, to be followed by comparative tests with the CBS and RCA systems.

Public Demonstration Held on Coast

CBSTHE COLOR TV crusade was taken to Capitol Hill last week with a special showing of its system to Senators and members of the House of Representatives. Senators and wives were guests of CBS at a demonstration in Washington's Walker Bldg. last Monday [BROADCASTING, Jan. 16].

The network, which has been showing its system to the public since Jan. 12 (first showing presented to Congressmen), registered the following comments from legislators who viewed the showing:

Sen. Charles W. Tobey (R-N. H.) was quoted to be fascinated by color, saying: "This is tops in television entertainment. It's the ultimate." Iowa's Sen. Guy M. Gillette, a Democrat, said: "It's astonishing what has been developed in color television. My only criticism is that the color is almost too vivid. However, it is a marked advance over black-and-white."

Mrs. Herbert H. Lehman, wife of newly-elected Democratic Senator from New York, thought the showing "very exciting" because "color always has meant very much to me," Sen. Edward Albert (R-Minn.) who attended the demonstration with Mrs. Thye, said the color was excellent and that they liked the showing since "these pictures are more natural in color and clearer than black-and-white."

Sen. John J. Williams (R-Del.) who said he and his wife did not own a black-and-white set, had this to say, according to CBS: "This is wonderful."

The demonstration was presented for House members Wednesday and Thursday (Jan. 25-26). Also on the invitation list were members of the President's Cabinet. While only a few Senators appeared at the Monday showing, they had many emissaries in the attendance of their wives, assistants and other Capitol Hill personnel. Today, CBS has scheduled previews for top echelon from the Pentagon and other major government departments. Supreme Court and other judicial members of the federal courts in Washington will be guests of CBS at a later date in the week.

WBAP-TV Newsreel

WBAP-TV Fort Worth's station-produced newsreel, Texan News, carried eight of the 10 best Texas news stories of 1949 named by the Associated Press, four of them fed by WBAP to NBC-TV for network showing, the station says. The 10-minute newsreel is aired at 6:45 p.m., five days a week, using coverage by staff camera-reporter crews.

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* * *

BROADCASTING • Page 62
to demonstrate the use of the product in the home, has great possibilities to promote the sale of food and household products."

The Brooklyn Union Gas Co. has been using time on Market Melodies. The firm has participated in radio occasionally in the past, but feels that television really can do a better job for it. The company’s food demonstrators are on Market Melodies every Thursday. They give cooking hints and show how an appetizing dinner can be prepared in their half-hour period. The cooking is done in the Market Melodies kitchen, beautifully equipped with modern automatic gas appliances—a Servel gas refrigerator and a Roper automatic clock-controlled gas range. This big utility company feels there is a great advantage in being able to show its appliances in use.

Salesmen Enthusiastic

One of the most enthusiastic sponsors is the maker of “Minwax”—a furniture polish. The firm has a 15-minute demonstration one day a week to show how to finish furniture. William Mackey, the sales manager of the company, said they were convinced by their own salesmen that they should buy time on Market Melodies. Said Mr. Mackey:

“The salesmen were sold on the show because, you know, salesmen are naturally lazy, and they could see this would be a really easy way to sell our product.” The “Minwax” people feel that on television they can do something educational as well as sell. Refinishing shows such as these tell the audience how to finish everything from a book-end to a bed, both antiques and new pieces. One day they brought in some boys from a manual training school to do the finishing that day there was no commercial.

The “Minwax” people also do a lot of newspaper advertising and have used some spots on the best daytime radio programs. But they are convinced Market Melodies is for them. They have some interesting figures on costs. On cost per inquiry basis they figure $4.50 per inquiry on newspaper, contrasted with only $1 per inquiry on Market Melodies. They’re planning some advertising for other cities and you guessed it—they’re using television.

Among the regular sponsors on Market Melodies is Stahl-Meyer for its canned Meat products, “Snow Bell,” and they use the time on the Show of Lakes Bros. statement, which is 

**Market Melodies**

**WJZ-TV’s Daytimer Earns Advertiser Accolades**

BY MARJORIE DORRANCE
Account Executive
French & Preston

**DESPITE** the general neglect of daytime telecasting, Market Melodies on WJZ-TV New York is one show that has become as popular as it deserves in a little over six months on the air. Bucking baseball competition all summer in its time period, Tuesday through Saturday from 2 to 4 p.m., it has forged ahead retaining old sponsors, picking up new ones and turning down those that could not be accommodated. Of the six original sponsors, four are still with them—one, a seasonal, cancelled at the end of the summer—and eight, new steady ones have been added. One-shots are frequently dropping in when the time is available.

One session with lovely Anne Russell and big, friendly Walter Herlihy, who emcees Market Melodies, helps convince a sponsor that this show is for his product—especially if he wants to sell to women. Anne and Walter really know how to appeal to the ladies. Listeners write in and say that it’s a relief to find two emcees who talk like normal people about things worth hearing.

They work their commercials into interesting, chatty conversations so easily that you don’t realize they’re selling until you find yourself going out to buy the product. Their line

**of patter plus many welcome features—such as cooking demonstrations, fashions, interior decorating, interviews with women’s club members, dancing lessons, knitting instructions, up-to-the-minute news, tips on hair styling and make-up, guests with unusual products, and talent from radio, stage and night clubs—really “gets over” to the audience and pays off for a sponsor.**

**Mail Response Heavy**

If you have a food product to sell, Market Melodies is the place to sell it. About 65% of their mail is requests for recipes—the response to pamphlet offers is tremendous. A brochure suggesting ways to prepare chicken that was offered three times brought in about 8,000 requests. Frances Foley Gannon, from the Dept. of Markets, who was on the show Jan. 5, has been swamped with cards asking for her food purchasing booklets. On the average, the show has a steady pull of about 5,000 pieces of mail a week.

If life ever seems too hectic for the principals of Market Melodies, a talk with any of their enthusiastic sponsors makes their efforts seem worthwhile. Hugh J. Davern, vice president in charge of merchandising of the Grand Union Co., says:

“We have used the television show Market Melodies consistently since its origin in May of 1949. According to results of test, we feel that television, due to its ability

Direct sales record to show. They received 284 orders from one announcement for a $15 reconditioned vacuum cleaner, $600 worth of sales apiece from a series of announcements for a $2.95 Jiffy Stitcher, 700 sales from five announcements for a $2.95 set of plastic Christmas tree ornaments, and 300 sales from one announcement for a $1 set of toy balloons. These figures represent substantial profits for sponsors when you consider that one-minute announcements cost $120 (per).

The future for Market Melodies, Emeeces Anne Russell and Walter Herlihy, Producer and Owner Arthur E. Modell, Associate Producers Charles A. Harbruck and staff looks increasingly more interesting. They’re all young, quick to catch what’s going on, and well equipped with a tongue-in-cheek attitude to withstand the gaff of a two-hour daily show. There has never been a script for the show. Anne and Walter use their own ideas for anything, including commercials. And if you think television sponsors aren’t imaginative about what they want included in their commercials, you haven’t heard Market Melodies.

**Planning Sequel**

At the moment Modell-Harbruck Inc. are working on the idea of an additional show that will be similar to the Holiday Hints that Anne and Walter did for them right before Christmas. Holiday Hints proved itself a money-maker and boosted among dealers an interest in anything, including commercials. And if you think television sponsors aren’t imaginative about what they want included in their commercials, you haven’t heard Market Melodies.

**Business of Telecasting**

One of a Series

January 30, 1950
There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people in front of the television screen. It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture on the screen. For it is the result of creative programming which alone can sustain this kind of impact...building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create—but he needs the magic of CBS to hold it.

CBS TELEVISION
**Reel Takes**

**IRVING MACK**

**HERE'S A REASON why Ffilmack Trailer Co.'s sales letters pack a wallop.**

Letter-writing is the boss's hobby.

In fact, Irving Mack, who founded the Chicago film trailer firm 30 years ago, has little trouble with any diversion that fails to contribute to Filmack's prosperity. He went to college only after he realized Northwestern U. had a few courses that would aid him in his business.

And his friends note with amusement that, although for five years it seemed he had raised three sons to be soldiers, he now has them exactly where he always planned they should be—at Filmack.

Son of a Centerville, Iowa, grocer, Mr. Mack moved to Chicago at the age of 13. He attended Wende
dall Phillips High School in the days before it became famous as an all-Negro institution. Still in his mid-teens, he became assistant publicist of WYD, director of White City Amusement Park, on Chicago's south side, and at 18 joined the Jones, Linick & Schaefer film exchange. Five years later, Universal Film Co. named him exploitation manager for its Chicago territory, and in 1919, at the age of 24, he organized Filmack.

His first accounts were the Midwest, Terminal, and Piccadilly theatres, but he soon added Ascher Bros., Lubliner & Trinz, Selznick Pictures, Metro, Goldwyn (prior to formation of M-G-M), and others to a roster of film exhibitors that now stretches across the nation.

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**FCC FREEZE**

**LIFTING of the FCC freeze on TV** competitive television transmission advocated by Dr. Allen B. DuMont, in an address Tuesday at the first Pittsburgh (see TELECasting, page 4).

Dr. DuMont was principal speaker of the dinner, Comdr. Mortimer W. Loewi, director of DuMont Television Network, welcomed dinner guests on behalf of the network, and Donald A. Stew-

In the first and most important TV problem, Dr. DuMont said, is to provide more channels for the black-

 (**Continued**

Dr. DuMont Urges Action
In WDTV TV Talk

By 1951, Dr. DuMont predicted, 25% of all Pittsburgh families will have TV sets despite the one-sta-
tion limitation. Black- and white should be allocated now, letting color come when it is "more com-

At a news conference Dr. DuMont predicted 75% of homes will have TV receivers within five or six years. He said WDTV hopes to have programs originating from local studios by autumn. The sta-
tion will welcome TV competition in the city, he explained, because it will stimulate set sales and busi-

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**Another FIRST for KDYL-TV**

Afternoon programming aimed at women (naturally) marks another important "first" for Salt Lake's first TV station.

Availabilities during this 3 to 5 p.m. period are unusually attractive.

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**PACKARD TV**

Places Horton on ABC

PACKARD MOTOR CAR Co., Detroit, Mich., Young & Rubicam, New York, will sponsor EdwardEverett Horton in a half-hour TV show on ABC-TV starting March 25. This marks Packard's first use of television in its promotional campaign. 

The production, as yet untitled, will have a mythical hotel for its setting. Rights have been acquired to use the characters and compositions, including the musical vignettes, which will form a musical basis for the weekly telecasts. Mr. Horton will play the role of Hotel Manager. Monte Preser will be in charge of production.
ABC FILM PACE

'Crusade' To Show Profit

ABC’s $400,000 film series Crusade in Europe, based on Gen. Dwight D. Eisenhower’s book, may turn out to be a profitable venture for the network if it can continue to market the 26-week series at the present pace.

The series, first sponsored by Time magazine on its initial run, is now in its second run on a syndicated basis. More than 30 stations have bought it, 15 of which are running it sponsored. It is expected that the second run income will add $120,000 to ABC coffers.

ABC will have the right to a third run of the series. If it can duplicate the income of the present series, it was acknowledged by Ludwig Simmel, in charge of ABC cooperative sales, ABC will show a profit on this venture, which was regarded last May as the most ambitious film series made to date for television.

The film is being released to stations on a sustaining basis at 25% of their network rates and on a commercial basis at 50% of their national evening rates. The latter, depending on location, ranges anywhere from a low of $75 to a high of $1,000.

Mr. Simmel said that when Crusade was first offered as a syndicated series in December, sales were slow. Most purchases of the series came in during the past three weeks and are still coming in, he said.

TV PACKAGERS

Face Talent Problem

ONE of the biggest problems advertising agencies have experienced in dealing with television packagers is that the shows presented too frequently depend on talent that can’t be delivered. Sylvan Tapping of Kenyon & Eckhardt, last week told a meeting of the Television Writers Group in New York.

He cautioned writers against planning shows that depended on stage or screen stars whose contracts make television appearances impossible.

At the same time, he emphasized, a show idea without talent is seldom good enough to clinch a sale for an independent packager.

Because of the talent problem, he said, agencies prefer to deal with established package firms and the networks rather than with individual packagers. However, a person with an exceptional idea who can not deliver the talent may sometimes sell his idea to an agency on a royalty basis, he said.

Irvin Paul Sulds, president of Irvin Paul Sulds Inc. and president of National Society of Television Producers, said that television is currently in an era of low-budget shows because of inadequate circulation to justify a sponsor’s spending more. He looked to the lifting of the FCC freeze before circulation would expand.

NEW TV STUDIO

ToAnimateVideo Films

BILL STURM Studios has been organized to produce art work and animation for television, commercial and educational motion pictures and slide films. It also will produce live action pictures.

The firm is comprised of Bill Sturm, Crestes Calpini and Albert D. Hecht. Office will be at 53 East 9th St., New York.

Mr. Sturm has worked at Max Fleischer Studios, Walt Disney, Fletcher Smith Studios and Loucks & Norling. Mr. Calpini, a former president of Screen Cartoonists Guild, worked at Famous Studios.

Mr. Hecht, a member of the production committee of the National Television Film Council, has been an account executive for such TV film accounts as Botany Mills, Lucky Strikes, Sheffield Dairies and others.

Telestatus

(Continued from Telecasting 6)

picture such programs as Hopalong Cassidy, seen Sunday afternoon with very little competition, and Super Circus, in a similar situation, appear high up in the rankings.

Washington's Top 10 television programs for the week of Jan. 8-15 are reported by ARB as follows:

1. Texaco Star Theatre 67.9
2. Hopalong Cassidy 51.1
3. Godfrey & Friends 47.1
4. Toast of the Town 46.3
5. Stahl the Music 44.5
6. Super Circus 44.0
7. Amateur Hour 42.6
8. Frontier Theatre 41.6
9. Flinsides Theatre 40.6
10. Boking (N. Y. Fri.) 38.4

TELEVISION Workshop sponsored by WMAL-TV Washington and American U., that city, currently being conducted for 15 weeks in station’s studies. Enrollment is limited to 20 persons with radio or motion picture production experience. Course being conducted by Van Beuren W. DeVries, WMAL-TV producer.

Well! Well! Well!

LOOK WHO'S HERE! THE MOST-WELCOME GUEST HAS ARRIVED! THE PARTY CAN GET GOING GOOD NOW.

He's not a big high-pressure tycoon (50,000 W.), nor is he a loud-shouter (250 W.). He's just a guy everyone knows—and likes tremendously.

He's WKRC, dominating the evening field in Cincinnati.

What about TELEVISION?

Hasn't made a bit of difference. Though tee-vee has grown by leaps and bounds in Cincinnati, WKRC continues to grow, to attract more listeners every day.

Yes, it's no wonder Cincinnatians are saying: "More of our friends and neighbors listen to WKRC than to any other Cincinnati radio station."

WKRC

CBS IN CINCINNATI

Nationally Represented by the KATZ AGENCY

Radio Cincinnati Inc. WKRC(AM) . . . WKRC(TV) . . . WCTS(FM)

Affiliated With Cincinnati Times-Star

Page 67 • BROADCASTING

January 30, 1950 • Page 13
On the dotted line . . . .

PARTICIPATING in presentation of a Ford franchise to Detroit's Walker Motors, telecast on Walker-sponsored WXYZ-TV wrestling show, are (l to r): Gil Schoefer, pres., and Tom Walker, v. p., Walker; Larry Doyle, Ford regional sales mgr.; Eric Williamson, Ford Detroit asst. sales mgr.

PLACING Greater Boston Pontiac Dealers Assn. sponsorship of Roller Derby on WNAC-TV Boston are, seated (l to r) Linus Travers, WNAC-TV v. p.; Latham Clark, N. E. Pontiac mgr.; Dudley Talbot, pres., Greater Boston Pontiac Dealers; standing, George Steffy, WNAC-TV, Wm. J. Small, Small Agency.


IT'S smiles all around after hair stylist J. Baldi (l) contracts to continue for another 26 weeks his participating spots on the Gibson & Pierce Holiday House program over WTVJ (TV) Miami, Fla. Congratulating him are Alex Gibson (l) and Jackie Fierce, stars of the show.

TO Ald De Dominics (l), secretary-treasurer of WNHC-TV New Haven, Conn., goes the distinction of being the first to complete arrangements for an NBC television affiliation contract for 1950. The ceremony is witnessed by E. B. Lyford of NBC-TV stations relations department.

OWNING and operating its own TV studio, with programs to be transmitted by WSYR-TV Syracuse, Syracuse U. is entering the field of television, Chancellor William P. Tolley announced Saturday. Studio construction is slated to begin shortly on the Syracuse U. campus.

Syracuse U., Chancellor Tolley pointed out, becomes the first institution of higher learning to embark on a full-scale cooperative venture in television training and programming. He said the university is making extensive plans for the development of TV in the fields of adult education and public service programming, training of personnel and research.

Planned 10 Years

Chancellor Tolley said that TV at Syracuse U., planned for 10 years, has been made possible through funds held in reserve for the purpose by the university for many years and through WSYR-TV which has offered its transmitter for telecasting university programs. About four years ago, he stated, WSYR-TV granted funds to the university for television research. The station also will finance the link to its transmitter and will defray a portion of the costs of studio operation.

Citing the cooperation between a commercial television station and a large urban university, Dean Bartlett of Syracuse U. said: "We believe that the plans that have been drawn for television at Syracuse U. are among the most significant developments of what promises to be the most vital area of mass communication."

Programs of the university will originate in its present Studio "A" and will go by coaxial cable and relay to the WSYR-TV transmitter at Sentinel Heights. Beginning March 1, Prof. Kenneth G. Bartlett, director of the radio-television center, expects to broadcast a minimum of three hours of live talent programs each week from the studios.

Commenting on the school's plans, Col. Harry C. Wilder, president of WSYR-AM-FM-TV, said: "For many years the support of WSYR for the AM and FM educational broadcasting of the radio center at Syracuse U. has been recognized in industry and educational circles as a pioneering example of the mutual benefits commercial broadcasters and educational institutions can and should gain by close and friendly association."

"Just as we have taken pride in our small part in the development of Syracuse U.'s radio center under Chancellor Tolley and Dean Bartlett into the outstanding educational radio center in the nation, so we are glad to move on into this great, new field of television with so progressive and vigorous an educational institution."

Facilities will include a three-camera chain and film camera although use of film will be chiefly incidental to the live programs. Arrangements also are being made for the pick-up of remote events from various strategic campus locations such as the stadium and lecture and concert auditoriums.

PROGRAM TAGS

Asks FCC To Require Notice

FCC WAS ASKED last week to require television stations to announce at the beginning of each program whether it is (a) live, (b) film, or (c) kinescope recording. The request came in a letter from Charles W. Curran of New York, who said he was not employed in television but was writing as a "television viewer."

He said the quality of each type of origination varies, with "kinescoping being about one-third as satisfactory as live programming." If viewers were told in advance what type each program would be, then needless adjustment of sets might be reduced, he said. The change he requested would involve amendment of Sec. 3.688 of FCC's Rules, dealing with "mechanical reproductions."

WHAT BASIC MARKETING FACTOR is used by radio and TV manufacturers?

Every single one of the five largest producers of radio and TV sets uses—at a basic marketing factor— "% of U.S.A. Potential" from—

SALES MANAGEMENT'S "Survey of Buying Power."
**WOR-TV Weather Aids**

WOR-TV New York, which has installed a thermometer and wind velocity indicator on its 810-foot tower in North Bergen, N. J., at a point 1,000 feet above the Hudson River, has started furnishing weather information to the New York Weather Bureau. The FCC has said the highest point from which the New York Weather Bureau will receive regular official reports.

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**RELAY LICENSES**

Renewals to Crosley, Philco

EXTENSION of licenses to April 1 was given by FCC last week to two experimental TV relay stations used by Crosley Broadcasting Corp., and to 10 similar relays used by Philco Television Broadcasting Corp. Both firms were informed that in the future they will have to prove common carrier facilities are inadequate.

Crosley uses the relays to interconnect its WLWT (TV) Cincinnati, WTV-2 (TV) Dayton and WLWD (TV) Dayton, Ohio, while Philco uses its relays between New York and Philadelphia in connection with its WPTZ (TV) in the latter city.

FCC pointed out that this policy was consistent with that announced in the overall television interconnection and rates proceeding which has been underway for more than a year. The Commission ruled in late December that AT&T March 1 must allow interconnection of its inter-city TV relay facilities with WLWT and WLWD, and 10 casters until the FCC finds that the common carriers have ample facilities to fill this need [TELECASTING, Dec. 28, 1949].

Denies Three Others

Meanwhile, last week FCC denied license renewal to three other experimental TV stations owned by Philco because they are operating in the commercial TV band on 204-216 mc and Philco "has had ample time to apply for frequencies allocated to TV auxiliary broadcast stations." The Commission also denied further temporary extension of March 1 to Don Lee Broadcasting System for its experimental TV station KM2XBA (formerly W6XDU) Los Angeles because Don Lee, "despite notifications, has not sought renewal to a properly allocated band from its present frequency 510-518 mc."

Regarding its policy on experimental television relay stations, FCC told Crosley and Philco:

As you may be aware, in its report of Feb. 29, 1948, in Docket 1, the Commission announced its policy of authorizing intercity television relay operations by microwave relay for operation by television broadcasters only until such time as common carriers have adequate intercity television relay facilities available to meet the needs of broadcasters for intercity television transmission services. This policy was recently restated by the Commission in its report issued Dec. 28, 1949, in Docket 263. In Docket 263 the latter report the Commission stated that it would maintain a continuing review of such authorizations with a view to termination thereof upon the availability of adequate common carrier facilities. It was noted in this regard that consideration would be given to the opportunity broadcasters may have had to procure their own intercity facilities.

In the light of the above report the Commission may effectuate the above policy. The policy is now being applied to all requests for authority to operate intercity television relay stations and for renewal of such authorities to obtain and furnish the Commission full information with respect to the ability of common carriers in the area involved to meet the requirements for intercity television transmission services which the operation of the television relay service under question is designed to meet. Such requirements should be presented to the appropriate common carriers in writing together with a request for a statement in respect to the ability of such common carriers to provide the requisite facilities. Copies of all such correspondence, including the replies received from the common carriers and any comments which the applicant may wish to make in the matter should be forwarded to the Commission at the earliest practicable date.

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**PETRY SET**

WHAT LOOKS LIKE a custom-made TV set in the recently opened television clients' room at Edward Petry & Co.'s Chicago office is not a set at all. The blonde mahogany cabinet, with "built-in" speaker, is a device for showing, in their natural setting, films destined for commercial TV.

Housed in a small room adjacent to Petry's plush television lounge, in the Wrigley Bldg., is a Bell & Howell 16mm sound motion picture projector which flashes its picture on the special rear projection screen of the "TV set" through use of a mirror in a small porthole in the separating wall.

The novel way of presenting TV advertising to exhibitors and prospective advertisers was developed by Chicago executives of the radio and television station representative firm after they discovered that advertisers have difficulty in visualizing TV programs and announcements, and that the company itself has trouble in presenting a clear enough description to push through sales.

Herefore, the only way an advertiser was able to see in advance what film programs or announcements he was buying — as they would look when actually televised — was to arrange a viewing at a TV station off the monitor line at a time when the station was not on the air.

Several Chicago agencies already have brought clients to the Petry viewing room, and the company is urging all those interested in commercial TV to make use of this so-called "simulated television" as a spur to sales.

**BASEBALL TV**

Eastside Buys in West

LOS ANGELES Brewing Co., Los Angeles (Eastside Beer), through Lockwood-Shackelford Adv., that city, will sponsor half this season's telecasts of both the Los Angeles Angels and Hollywood All-Star home baseball games on KFTV-TV and KLAC-TV, respectively. Both are Los Angeles stations.

Sponsorship cost for the alternating games on KLAC-TV is $60,000, with KFTV-TV price reported as between $40,450,000.

Langendorf United Bakersies, San Francisco, through Blow Co., that city, is paying $45,000 to sponsor half the AM broadcasts on an alternating games basis on KLAC starting March 28.

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**THEATRE VIDEO**

Planning Unit Underway

NATHAN L. HALPERN, television consultant to Fabian & O'Brien and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres in charge of television activities, has been named co-chairman of the theatre television planning committee of the Theatre Owners of America.

In their new posts, Messrs. Halpern and O'Brien will direct and coordinate the preparations among film exhibitors for the forthcoming theatre television channel hearings before the FCC. Marcus Cohn, TOA television counsel, will work closely with the two co-chairmen.
PHONENEVISION

Mr. McDonald Answers Storer

THE public is willing to pay for "good movies on television," Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., last week wrote George B. Storer, president of the Fort Industry stations. Mr. Storer had suggested Comdr. McDonald was performing a disservice to TV and the public by advocating Phonenevision [TELECASTING, Jan. 28].

"Your Jan. 11 letter reminds me of the movie producers of 1925 who ridiculed and resisted the advent of talking pictures, and were later bailed out of depression and led to new heights of prosperity by the very talkies they had derided," Comdr. McDonald wrote.

"We have never told anybody that he should not go into television because it is going to cost him too much money, nor have we ever suggested that Phonenevision is going to make the public pay for television programs which they now receive free.

"On the contrary, we have made every effort to have broadcasters and the public understand that Phonenevision is a supplementary service, just as phonograph records are to phonograph radio combinations, except that it is going to increase broadcasters' revenues instead of cutting into their audience as do phonograph records played at home.

Support Factor

"You know as well as I that the public will pay for anything that it wants, and you also know that if television is to depend entirely upon advertisers for support it cannot ever pay its way. Television is not only a source of entertainment, but a means of communication as well.

"You also know that the public wants to see good movies on television, and you should know, if you don't, that in survey after survey the public has indicated its willingness — nay, eagerness — to pay for seeing them.

"You say that your television stations are earning a modest profit. Congratulations! FCC reports that last year television broadcasters lost $15,000,000, and it is no secret that losses from television have in many cases sharply reduced or erased entirely the profits from highly successful AM operations.

"The fact is that nobody, until very recently, had thought to try to make a copy of what television is actually going to cost. I am indebted to Senator Wheeler for sending me a copy of the first study of this type I have seen. It is titled 'Television' and was prepared by the Faught Co. of New York. If you wish, I shall gladly send you a copy."

Comdr. McDonald said Phonenevision would provide revenue TV broadcasters badly need — a return "always greater than the sale of the same amount of time to advertisers." It would provide means to expand TV into areas that can't support stations today, he said.

Howdy Doody Patent

HOWDY DOODY, freckle faced puppet star of the NBC Television Network, is now No. 156,687 in the U. S. Patent Office—one of the first video characters to be patented. Acting on its own patent, he is designed by Robert Y. Allen, Pacific Falisades, Calif., and Melvin Shaw, Beverly Hills, Calif., assignors of the patent to NBC.

WORLD MARKET

RMA To Show American Units

FIRST U. S. effort to gain an international market for TV sets and equipment was taken last week when Radio Mfrs. Assn., at State Dept. request, named industry committee to arrange a demonstration of American TV between March 27 and 31.

RMA will conduct the demonstration for a group of European experts comprising Study Group 11 of the International Radio Conference. The U. S. group will leave last Monday in Zurich, Switzerland, to consider International television standards. RMA and several U. S. manufacturers have long been interested in TV abroad, as the knowledge can be used to improve products already on the home market.

The members of the group will include: E. F. McDonald, Zenith Radio Corp.; J. E. Bliss, RCA; and R. C. Crum, Philco. The committee plans to test American-made TV receivers and also to make a study of the conditions under which TV sets may be available to European visitors.

HITS FREEZE

Hollywood Group Asks Action

PROTESTING further continuation of FCC's television freeze as "definitely not in the public interest," the Society of Television Engineers, Hollywood, has called upon FCC Chairman Wayne Coy for action.

Written by Cameron Pierce, STE president and technical operations supervisor of KECA-TV Hollywood, the organization's communiqué, dated Jan. 19, cited six major reasons for a thaw:

1. The original intent of the "freeze" was to allow time to re-study the VHF allocation problem. Simple time has already elapsed for this study, and we believe the Commission should conclude that this ideal cannot be realized completely. Again, however, there are many months to publish immediately the VHF allocation.

2. The public interest is being directly damaged by the "freeze," because many people who want TV now cannot obtain this excellent education and educational program. Many areas have no service and cannot obtain it as long as the "freeze" persists.

3. The "freeze" is preventing the establishment of true television networks both on an interconnected and non-interconnected basis. Networks need affiliates in order to establish better programs and to improve their service to the public.

5. The arbitrary limitation on the growth of television artificially limits the potential size of the industry, and this necessarily will have a serious effect in the country and consequently slowly down the improvements in design and equipment needed for higher production automatically controlled by the "freeze" such as a television receiver. Not only are improvements in design held back, but price reductions dependent on high production are retarded. This is definitely against the public interest.

6. The color problem has really been made a part of the allocation problem, but is, in the opinion of the Commission, wrong to continue the intermingling of these two problems. It is agreed that a compatible color television system is needed. Therefore, color should no longer hold up the progress of black and white television by the artificial retarding effect of the "freeze." The public is being confused and not helped by the many press releases which are continually emanating from Washington on color. This complicated and confusing subject should not be allowed to exist on the "freeze" when the latter was originally imposed not because of color television considerations, but for different reasons. As pointed out previously, the information needed to settle the original problems of the "freeze" is now available and definitely should be used.

CHRYSLER SHOW

Strike Slows TV Debut

CHRYSLER CORP. (Dodge Motor Div.), Detroit, through Ruthrauff & Ryan, New York, is considering sponsorship of an hour-long TV show called Make A Hit With America which it was hoping to put on in April. The current strike in Detroit may delay the starting date.

The program itself will combine the American National Theatre Academy package with another owned by Martin Gosch called Make A Hit With America. The program will be a variety show and will use the stars of ANTA.

The agency is looking for a Sunday spot on one of the networks, NBC, CBS & ABC, so that performers in current Broadway vehicles can appear on the television show.

RMA last week recommended membership of a host committee and administrative subcommittee, both of which the State Dept. appointed a technical subcommittee under Dr. W. R. G. Baker, General Electric Co. and RMA Engineering Dept. director. The technical group will meet tomorrow (Tuesday) at IRE headquarters in New York.

Willard L. Thorp, Assistant Secretary of the IRE, said in a letter to RMA President formerly C. Conover that certain foreign nations are trying to obtain approval of TV standards differing materially from the U. S. standards. It is hoped by the contemplated tests, he said, "to demonstrate the effectiveness of U. S. standards. Certainly, the formalization of standards which are not compatible with U. S. standards, even though designed for the European region only, would prove a most unfortunate influence in Latin America and might cause considerable delay in the establishment of satisfactory international standards for the Western Hemisphere."
Multiple-Use Tower To Be Built

TELEVISION will add another 199 feet to the world’s tallest building, the Empire State Bldg. in New York, when a multiple-use video tower is installed later this year. The structure will provide New York telecasters with the highest telecasting transmission point along the Atlantic seaboard.

Announcement of the alteration in New York’s skyline was made last Monday by Joseph H. McConnell, president of NBC, and Lt. Gen. Hugh A. Drum, president of Empire State Inc.

Gen. Drum’s organization will finance the addition, which, at a cost estimated at half a million dol-

lars, will be the first major alteration to the building since it was opened in 1931.

The tower will be an integral part of the building’s structural frame and bring the top of the Empire State to 1,499 feet above sea level or 1,449 feet above the street.

It will afford space for simultaneous transmission by NBC, ABC and other telecasters who wish to lease facilities from Empire State. WJZ-TV, ABC’s New York station, the first new tenant, will move into the new location from its present Hotel Pierre site in a matter of days, it was announced by Mark Woods, vice chairman of the ABC board. WPIX (TV) and WABD (TV) are negotiating to join WJZ-TV as new tenants.

WNBT (TV), NBC’s New York station, will continue at the location.

Use of the building as a video transmission point started in 1931 when the late Gov. Alfred E. Smith, then president of the building, and Gen. David Sarnoff, RCA board chairman, concluded an arrangement enabling NBC to have an exclusive lease for TV transmission from the site.

NBC’s Franchise

NBC continued to enjoy that exclusive franchise until expiration of the lease last year. Consideration was then given to opening the site as a common transmission point for several stations on a share-the-cost basis.

Main advantages spoken for the common location are its height and centralized character. The height is a vital factor in clarity and range of television vision. Centralization of transmitters of several telecasters at one site is regarded as important because it will make it possible for all local video receivers to be oriented to one location for all stations using the tower.

Actual construction is expected to take seven to eight months, including dismantling of the present 61-foot antenna used by WNBT since 1946. WNBT service will not be interrupted in the interim as it has installed a temporary antenna.

Design of the new structure and antenna will be supervised by a committee consisting of O. B. Hanson, vice president and chief engineer for NBC, and Dr. Frank G. Kear, of the engineering firm of Kear & Kennedy, Washington, D. C., which represents Empire State. Consultants to the committee will be the firm of Shreve, Lamb & Harmon, architects who designed the building, and Starrett Bros. & Eken who constructed it. ABC meanwhile announced that the 26-block move from its Hotel Pierre transmission point to Empire State will require little or no changes or adjustments of receiving set antennas.

Its WJZ-TV will begin operations with a single element super-turnstile antenna from the building until a new specially designed antenna is delivered. The new job will have a diameter of 14 feet and will consist of a number of individually connected antenna segments.

ABC also has leased 3,200 square feet of space on the 85th floor of Empire State, where the network engineers already have completed the necessary wiring, duct work and transmission line installations, so when the temporary transmitter makes its mile-and-a-quarter journey it will be ready for connection.

REED NAMED

To NBC-TV Sales Post

FRANK J. REED, with NBC since 1934 except for war service, has been named manager of the network’s recently created television sales department.

Under Mr. Reed will be three units: Special service, headed by Mary Alcombrach; traffic, headed by Hamish McIntosh, and financial, headed by John J. Weir.

WHAS-TV Gets GE Unit

GENERAL ELECTRIC Co. has shipped a 12-bay superturnstile television antenna to WHAS-TV Louisville, the company has announced. This is the second such giant antenna to be manufactured by GE within the past few months. KRLD-TV Dallas, GE said, recently installed one of the largest low-band antenna ever built—a six-bay GE unit. Other GE equipment supplied the station includes a 5 kw channel transmitter, two film channels, two 16mm projectors and miscellaneous studio equipment.

WHEN TEST CITIES ARE PICKED, where do agencies get basic data?

Mr. Barrett Welsh, Research Director of Foote, Cone & Belding gives the standard answer among agency men: “Any time we need current market information for the selection of test cities, we refer to—”

SALES MANAGEMENT’S “Survey of Buying Power.”

(1950 issue May 10; Reservations Close Feb. 17; Copy March 10)
COLOR SYSTEMS
AIEE, IRE Hear Goldmark

TECHNICAL, detailed description of the three principal systems proposed for color television was given last Tuesday in Washington by Dr. Peter C. Goldmark, inventor of CBS field sequential system before a joint meeting of local chapters of the Institute of Radio Engineers and the American Institute of Electrical Engineers. Audience of 1,500 packed the Commerce Dept. Auditorium where FCC's color TV hearing has been conducted.

Following the lecture, CBS demonstrated its color TV to the group with a special showing at the Walker Bldg., site of Columbia's public demonstrations during the past month [TELECASTING, Jan. 16]. Dr. Goldmark explained differences between the CBS system and those of RCA and Color Television Inc. He was produced by Dixon Lewis, chairman of the Washington AIEE chapter, and Harry Wells, chairman of the Washington IRE chapter.

WANTS 'TRUTH'
Cohen Ad Seeks Color Facts

THE TELEVISION industry was asked last week by I. T. Cohen Advertising Agency, Washington, to "tell the public the truth" about color television. The appeal was contained in advertisements appearing in the capital city's daily newspapers.

Entitled "Color Television... When?", the two-column wide and 15%-inch deep advertisement urged the creation of an "unbiased board" including in its membership "all major television manufacturers and a representation of leading distributors and retailers, as well as televisioners themselves" to tell the "truth" about color TV.

The ad, which the agency claimed was published in the "interest of the television industry," explained the "truth" about color TV to be:

That color will some day come to home television screens, just as it came everywhere else, in a form that will be true to color.

Other advertisements have invested money in video and for those set owners who have purchased black-and-white receivers. Mr. Cohen said that since the agency handles accounts within the industry, it decided "a statement should be made to the people on whether color TV is here. The public is entitled to true facts." Part of the agency's campaign will be to evaluate comments from manufacturers "to see if the ads have any effect." Other advertisements dealing with television will be placed from time to time, he said.

EVENING course in principles and procedures of television will be offered by St. Louis U., St. Louis, beginning Feb. 8.
BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS (INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO PROGRAM SERVICE
NEW SHOWS READY DAILY.
CONTACT W. W. BLACK
25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

SHERMAN PLAN, INC.
Consultants to Advertising Agencies and Advertisers on films for television
- PRODUCERS -
TV FILM PROGRAM DISTRIBUTORS
420 VICTOR BLDG. WASHINGTON, D. C.
STERLING 9790
TV STATION MANAGERS:
Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 8-8000

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR TV SPOTS-PROGRAMS
All Production Steps
In One Organization
5039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 8-7205

SHARPA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELESCRIPTIONS
ANIMATED TV SPOTS
30-SECONDS AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

United World Films, Inc.
A SUBSIDIARY OF UNIVERSAL PICTURES
37 YEARS' EXPERIENCE
MAKING HIT MOVIES
WORLD'S TOP TECHNICAL AND CREATIVE TALENT
UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!
Sparkling film commercials complete film programs, tailored available feature, write to your cost needs films, sports, science write... WRITE... WRITE... WRITE...
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NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.
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TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
- FROM SCRIPT TO FINISHED PRINT
DINERS AND OPERATORS OF WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
Murray Hill 8-1162

Gray—O'Reilly
COMMERCIAL SPOTS
FOR TELEVISION
400 LEXINGTON AVE.
NEW YORK
PLAZA 3-1851

Page 73 • Broadcasting January 30, 1950
Another successful start with DuMont

KPHO-TV
PHOENIX, ARIZONA
Channel 5
EFFECTIVE POWER:
17.5 KW Visual
8.7 KW Aural

Commencing commercial operation on December 4, 1949, KPHO-TV has joined the ever-increasing ranks of Du Mont-equipped television stations. With its Du Mont equipment, this station is assured of lowest operating costs, finest transmission, and the all-important advantage of being able to expand its facilities in perfect step with its economic progress. Welcome KPHO-TV of Phoenix, Ariz.!

When you are ready for TV broadcasting, investigate Du Mont first! Then compare!

©ALLEN B. DU MONT LABORATORIES, INC.

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.
School Age Children
SUCCESSOR to popular series, Understanding Our Children, conducted by WQW Washington, last year, is a new series, Understanding Our School Age Children. Thirteen weekly programs will deal with child guidance and development of age group, 6-12. Show will be aired Wednesday, 2:30-3:00 p.m., beginning Feb. 8. Studio audience is admitted by ticket only, price for series being $10. Money is donated to CARE. After talks by leading child guidance experts in area, audience may ask questions. Producer and moderator is Amalie Sharfan.

Sports Figures
SPECIAL show conducted by Tom Manning, sports director of WTAM Cleveland, featured headliners in practically every important spectator sport. Called Sports . . . 1956, participants told listeners what to expect in sports during year. Speakers and fields they represented were: Ellis Ryan, president of Cleveland Indians, and Hank Greenberg, general manager, for baseball; President Bud Rand and General Manager G. M. Hendy of local arenas; Al Sulphin, basketball; Jack Ganson, wrestling; Earl Linz, bowling; W. T. Duggan, amateur baseball; Ollie Downes, amateur boxing; Larry Atkins, pro boxing; Paul Brown and Dan Sheby of Cleveland Browns, football, and Dick Whitmore, golf.

New Department
COMPLETE mobile equipment has been set aside for instant use in case of special news breaks by WTAG-AM-FM-Worcester, Mass. New special events department is headed by Announcer Jim Watson. Department is set up to cover news by tape recordings and development grams and direct handling from scenes. Coverage to WBZ began late Tuesday night (Jan. 17) with telephone recorded interview by Mr. Morris with reporter speaking directly from Brinks. Recording was aired immediately on several WBZ newscasts.

VOCATIONAL guidance program produced by Syracuse U. radio center and currently aired over WSYR, was moved to New York for two special broadcasts. Programs in series, So You Want to Get a Job, were next up in interviews with prominent men and women in various vocations by students who are interested in entering those fields. New York interviews were with Ed Herlihy of NBC on radio announcing and Mr. and Mrs. Staats Colworth on actors and actresses in radio and TV. Programs were tape recorded by Bob Nelson, show producer, and will be broadcast over WSYR late in February.

REGIONAL promotion campaigns

HOWARD J. MCCOLLISTER
Regional Representative
42600 BELLAGIO, LOS ANGELES 34 88-0170

BROADCASTING * Telecasting

January 30, 1950  Page 75
January 20 Applications . . .

ACCEPTED FOR FILING

Extension of Authority
Highland Park Baptist Church, Detroit, Mich.—Extension of authority to transmit programs to OKL-W Windsor, Ont., Sun, 8-4:30 p.m. for period beginning March 16, 1950.

License for CP

WEFP Taunton, Mass.—License for CP new AM station.

KAKC Tulsa, Okla.—License for CP to change frequency, hours of operation etc, using DA-2.

Modification of CP

Mod. CP new AM station for extension of completion date: WPKY Princeton, Ky.; KCSO Columbus, Ohio; Mod. CP new FM station for extension date: WCHB Greenwich, Conn.; WCG-A FM Atlanta, Ga.

License for CP

WLHV-FM Mattoon, Ill.—License for CP to increase ERP of CP new FM station.

License to cover CP new FM non-commercial educational FM station: KLON Long Beach, Calif.; WPWT Philadelphia.

CP to Reestablish

KFMF Monroe, La.—CP to replace expired CP new FM station.

Modification of CP

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date to 8-15-50.

WWI-TV Detroit—Mod. CP to change power of TV station for extension of completion date.

KAMC-FM Stillwater, Okla.—Mod. CP new noncommercial FM station for extension of completion date.

License Renewal

KRRA-FM Lufkin, Tex.—Request for license renewal for FM station.

Modification of CP

WDEL-TV Wilmington, Del.—Mod. CP new commercial TV station for extension of completion date to 8-23-50.

TENDERED FOR FILING

AM—1200 kc


AM—900 kc

WTCH Shavano, Wis.—CP to change from 960 kc D 1 kw to 960 kc 1 kw untl. Jan. 6.

Modification of License

KPOF Denver, Colo.—Mod. License to provide for operation during specified hours (formerly sharing time with KPKA).

January 23 Applications . . .

ACCEPTED FOR FILING

AM—1200 kc

WTVM Watervill, Me.—CP to change from 1490 kc to 250 w untl. to 1220 kc 250 w untl.

Modification of CP

Mod. CP new FM station for extension of completion date: KEBR San Bruno, Calif.; WYLC-FM New London, Conn.; WCLC-FM Miami.

KAMC-FM Stillwater, Okla.—Mod. CP new noncommercial FM station for extension of completion date.

License Renewal

KRRA-FM Lufkin, Tex.—Request for license renewal for FM station.

Modification of CP

WDLE-TV Wilmington, Del.—Mod. CP new commercial TV station for extension of completion date to 8-23-50.

TENDERED FOR FILING

AM—1200 kc

WRSO Rio Piedras, P. R.—CP to change from 1140 kc 1 kw to 1220 kc 1 kw untl.

January 24 Decisions . . .

BY THE SECRETARY

Voice of Porto Rico Inc., Area of Ponce, P. R.—Granted license for new remote pickup KA-5040.

WCMW-FM Canton, Ohio—Granted license for new FM station: Chan. 233 (94.6 mc) 175 kw, 320 ft.

WNAK-FM Natchitoches, La.—Granted license for new FM station: Chan. 253 (119.9 mc) 700 kw, 240 ft.

WALL-FM Lima, N. Y.—Granted license for new FM station: Chan. 240 (99.9 mc) 700 w, 240 ft.

WLMR-FM New Orleans.—Granted license to change name to Booth Radio & Television Stations, Inc.

WRAD Rome, Ga.—Granted CP to mount FM ant. on side of 23 AM tower.


WPLH Huntington, W. Va.—Granted CP to change trans. location, and install FM ant. on top of AM tower.


KWON Corpus Christi, Texas.—Granted mod. CP for approval of ant., trans. and studio location.

Following were granted mod. CP’s for extension of completion dates as shown: WWRT Woodside, L. I., L. I., 3-31-50; WILD Niagara Falls, N. Y., 4-1-50; WDEE Wilmington, Del., to 8-23-50; WGMF-AM Aniul, N. Y., to 7-23-50; WBCA Schenectady, N. Y., to 3-20-50; KROC-FM Rochester, Minn., to 3-1-50; WXXW-FM Albany, N. Y., to 7-13-50.

KNOX Norman, Okla.—Granted license for new AM station: 1400 kc.

WLYN-FM Lynn, Mass.—Granted license for new FM station: Chan. 286 (105.5 mc) 500 w 180 ft.

WBCU Philadelphia, Pa.—Granted license for new remote pickup KA-3552, KAG-5460.

WSPI Paintville, Ky.—Granted license for voluntary assignment of CP from partnership composed of three members, i.e. H. J. Morgan 1/3 interest; J. W. Archer 1/3 interest, and W. H. Meade 1/3 interest to W. Howes Meade.

(Continued on page 82)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
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1339 Wisconsin Ave., N. W.
Washington, D. C.

McNARY & WRATHALL
RADIO ENGINEERS
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Washington, D. C.

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

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 9-111
Washington 4, D. C.

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D1, 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
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AND ASSOCIATES
902 NAT'L PRESS BLDG. NA. 3373
WASHINGTON, D. C.

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W.
DE 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

McINTOSH & INGLIS
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984

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CONSULTING RADIO ENGINEERS
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TELEVISION AND BROADCAST FACILITIES
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SPECIALIZING IN ANTENNA PROBLEMS
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SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE 6646
Washington, D. C.

BROADCASTING • Telecasting

January 30, 1950 • Page 77
Classified Advertisements

Payable in advance—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No change of address will be made after third insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D.C. Broadcasting is not responsible for the return of application materials (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New England independent station seeking sales manager or sales representative with regional experience in the territory. Requires good contacts with key advertising character. Replies confidential. Salary plus. Box 751D, BROADCASTING.


Help Wanted (Cont'd)

Salesmen

Experienced, aggressive, personable salesman for well established station in the middle west. Beginning salesman’s commissions $5,000 to $10,000 per year. Commission plus salesmen’s bonuses. Box 871D, BROADCASTING.

Experienced time salesman car. ABC affiliate in Rocky Mountain dis- trict. Excellent opportunity. Salary plus. Write Box 822D, BROADCASTING.

Immediate opening experienced time salesman. Salary and commission to start. Straight commission after 60 days. Drinkers and smokers need not apply. Write Box 822D, BROADCASTING.

Salesmen wanted by New England 1000 watt station in prominent city to sell station. Excellent opportunities for experienced radio salesmen. Salaries based on experience and commissions. Write Box 912D, BROADCASTING.

Two outstanding salesmen, 5,000 watt metropolitan Ohio basic network sta- tion. Must have proven record and references. Give complete information in first letter. Liberal drawing account. Box 914D, BROADCASTING.

Experienced salesman for small town killing 500 watts eastern. Must need not to have eastern. Broad new operation. Territory near two of the nation’s top 10 cities. Excellent salary plus commission on the air and in the black and can add to this. Write Box 922D, BROADCASTING.

Experienced salesman for a progressive up-state independent 1000 watt station now quietly going out of business. Commissions of which now at 1000 watts is much supe- rior to any other regional station in the city. Applicants must be thorough- going, aggressive and must be a top salesman up and must be in a position to earn at least $100 a week at the standard commission pay. There is one station in this market is the third largest market in New York City and New York State Rochester. Communicate with Gordon B. Christopher, 885 W. 88th St., Rochester, New York.


Announcers

Combination man. Wyoming station. Good speaking, acting and singing. Write Box 884D, BROADCASTING.

Personality man. Need top disc jockey who can build audience and keep it. Will work on a liberal salary. Must have top records and excellent earnings. Write details. Riff-Radio-TV Employment Bu- reau, Box 411, Philadelphia.

Announcer, vet. Low, mature voice. Send audition disc, photo. If wish disc audition, please include postage, WAND, Canton, Ohio.

Announcers (Cont'd)

Combi-} node jockey with first class li-} quad million market: $72.00 Per} ary. Immediate opening. Contact Paul} Canter, NORFOLK, Va.

Men with at least five years combined electrician and radio experience to in-} stall and maintain custom built audio} devices. Must want to travel through out any area in the United States conti-} nent. Salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of ex-} perience. Box 946D, BROADCASTING.

Chief engineer for 250 watt FM station. Must have broadcast experience. Open now. Send photo and disc. Write Box 887D, BROADCASTING.

North Carolina station needs chief en-} gineer. Station now AM and FM and} with AM. Now looking for chief en-} gineer with directional operation desired. Personal discipline and a desire to} work. Wire Box 895D, BROADCASTING.

Have immediate opening for combina-} tion man. Has to be able to make tick-} et sales, do voice of concert and disc} or tape letter of interest. References. Box 953D, BROADCASTING.

Successful established Hawaiian station has good proposition for experienced radio engineer and chief engineer. Airlight time to EMV, WAT, TV. Box 942D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept sales plus commission. Guarantee to make money. Box 915D, BROADCASTING.

Topflight station manager is consider-} ing change for good sound reasons.} Currenly an eastern advertising ex-} ecutive, but previously 13 years in radio station operation. Dur-} ing this period he was a first class man-} agement and a top sales and opera-} tor. Box 921D, BROADCASTING.

Successful young manager with 15} years experience desires change. Mar-} riage and family. Must have high sales. And local programming. An-} nouncers, etc. Box 933D, BROADCASTING.

I want good announcer to work with one of the 25 AM or 7 Television stations in} Los Angeles. Now selling 1000 watt} market. Expect to sell in to the eastern market. Excellent billings. Must be qualified. Write Box 861D, BROADCASTING.

I leave, 1, slightly used deejay-pro-} grammer. Equipped with college de-} gree. Experience in local sales. Prefer-} ing buying. Pay well. Box 915D, BROAD-} CASTING.

Situations Wanted (Cont'd)

Personal time salesman, writes own} copy. Must have good speaking for-} m. Wants opportunity with progres-} sive station. No car. Box 923D, BROAD-} CASTING.

Attention midwest stations. Thorough-} ly experienced attractive, aggressive, personable, good sales re-} cords, little experience. Salary plus available, non-high pressure. Box 936D, BROAD-} CASTING.

Thoroughly experienced salesman, pro-} gram manager, copywriter, announcer,} and disk jockey with 15 years experi-} ence. Wants location in southeast or} southwest. Box 953D, BROADCASTING.

Sales manager or salesman for sale} operation. Aggressive, capable, per-} sonable city manager. Experience in} sales, production, announcing. Know disclosures and sales promotion. Ad-} vertisers. Prefer west coast, comp-} etitive wage, single. Box 944D, BROAD-} CASTING.

Announcers

Announcer, vet. graduate oldest broad-} casting school in country. Produced,} sang, emceed amateur shows in Chi-} cago. Exclusive broadcast right for} former staff, 5000 watt NBC affiliate.} by competitor station. Box 726D, BROAD-} CASTING.

Disc jockey wants to settle in east.} Now working for NBC in major city.} 25 years experience, 3 family man-} agement. Prefer New York area. Box} 956D, BROAD-} CASTING.

Announcer, overall announcing ex-} perience, has done Spot Disc, Records,} commercials. Experience with major networks, daily and weekly news-} papers, commercials etc. Some produc-} tion work included. Can be a year plus} trained. Employed 15 years in New York City. Married, col-} lege graduate, temperature sensitive,} conscientious. All replies answered.} Box 858D, BROADCASTING.

Sportscaster, disc, details, references} will prove ability. Box 845D, BROAD-} CASTING.

Announcer, 2 years experience, well earned} disc or tape letter. References. Box} 956D, BROAD-} CASTING.

Announcer, listener, thoroughly experienced announcer, former league base-} ball scout. Presently sports announcer for} radio station in Northwest. High climate, bamboo. Top references. Box} 847D, BROAD-} CASTING.

Excellent news disc. Disc jockey,} newsreader, continuity writer. Ac-} celerated background. Disc, radio references available. Thrive on hard} sell, commission. Excellent references. Box 882D, BROAD-} CASTING.

Announcer, experienced all phases. Former sports and music director. Mar-} ried. Write, Wire, Photos please. Box 884D, BROAD-} CASTING.

Three years experience, good staff} work, disc, news, commercial. Spe-} cialize in announcing. All references. Box 960D, BROAD-} CASTING.

I’m looking for that first break. De-} pendable, hard worker, 25, two years} experience, college graduate, no radio,} available, all offers answered. Box} 883D, BROAD-} CASTING.

Announcer, experienced. Taps in} commercial, news and drama. Will ac-} cept any position. Experience on any} secondary. Box 901D, BROAD-} CASTING.

Here’s a man that sells! Now the hot-} test hillbilly-western DJ in metropoli-} tan area. Shows top rated and sold} out. Want to corner the rich hillbilly market. Has already proved him-} self, five years announcing experience. He is fully interested in an opportunity. Box 918D, BROAD-} CASTING.

For lease, 1, slightly used deejay-pro-} grammer. Equipped with college de-} gree. Prefer a combination of sales and} local programming. An-} nouncers, etc. Box 933D, BROAD-} CASTING.

Chief engineer with 15 years experi-} ence. Has ability second to none, seeks} change to progressive station. Best references including present employer.} Must have $80. Box 669D, BROAD-} CASTING.

Engineer seeking better boss. Able} assume all your technical prob-} lems. Have experience in all aspects of} transmission system and any power. Also TV. Applicants to send full radio career} background and photos now. Box 451D, BROADCAST-}ing. First phone, 3 years broadcasting ex-} perience. Seeking job as combo man.} Must have $80. Box 669D, BROAD-} CASTING.
Situations Wanted (Cont'd)

Engineer, 2 years broadcast, 3 years army radio experience. Graduate R.C.A. Institute. Desires new position. Box 864D, BROADCASTING.

Engineer, also combination man, 3 years experience. FM, AM, Transmitter, Receiver, Television. References. Want progressive station. Box 901D, BROADCASTING.

Engineer desires transmitter job with progressive southern station. Louisiana, Florida, South Carolina, or Texas, good open experience, all phases. Any reasonable offer considered. Box 992D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announcing. Box 917D, BROADCASTING.

Combination engineer with 1st phone. Presently employed as combination man, desires position as transmitter or announcer for affiliated station. Single, 10 months experience, will move. Box 961D, BROADCASTING.

Dependable, witty, friendly morning announcer. 8 years experience, now employed, married, automobile. Available immediately. Box 936D, BROADCASTING.

First class radio telephone license, married, free to travel. Box 937D, BROADCASTING.

Engineer, first phone. No experience, anxious to learn. Willing to travel. Box 946D, BROADCASTING.

Engineer, 1st phone. Experience 5 kw AM, 3 kw FM transmitter operation, coupled antennas 3, 6, 8, 12 years experience. Single, car, N.Y. State or vicinity. Box 950D, BROADCASTING.

Chief engineer, ten years experience, now employed, seeking permanent location. Above average opportunities. Box 967D, BROADCASTING.

First class transmitted license, experienced transmitter, console, remotes. Married, car. Will travel to northern New England area. Available on two months notice. Box 968D, BROADCASTING.

First class transmitted license, 250 w, willing to travel, vet. Box 969D, BROADCASTING.

Experience in engineering, console, transmitter, remotes, tape recording, Single, veteran, Colorado. Box 460D, BROADCASTING.


Holder of first phone license will consider position, northwest. Richard Lubbeck, Lincoln, Kansas.

Engineer, phone license holder, desires job as combination man or engineer. Age 22, 2 years experience, but ambitious and willing to learm. Will travel, 1256 N. 46th St., Omaha, Nebraska 7036.

Engineer, 1st phone, class A ham, 8 months experience, now in the service. Will travel anywhere. Albert Stefaniak, 443 W. 53d St., New York, N.Y.

Transmitter engineer experienced, with previous telephone-engineering experience. Stanley Thatcher, 647 Kim St., Lawrence, Kansas.

Sports director, experienced, all sports. Promotionally active. Also in charge publicity. Will travel, straight announcing. Single. College graduate. Experienced sports and background tell story. Box 13D, BROADCASTING.

Radio news pays off—NARID Report. News editor can build news program or pick up large newspaper operation. 10 years radio, newspapers, public relations experience on sports. References. Background disc furnished. Box 590D, BROADCASTING.

Program director, proven, record. Hypo sales, Top voice, Sports, etc. $7000 per year. College grad. Box 600D, BROADCASTING.

"I hope you lucky people! For reasons I'll be glad to explain in a letter, I'm looking for the opportunity to assume a general advertising agency, knows of the field. If you want copy that's different, let me try it. If all, copy that's readable, let me see it too. Or, if you want a continuity chief who can direct a large number of accounts, produce your test. I'll do your program, operate your board—in short, if the future is radio, please write Box 916D, BROADCASTING.

'Tell it right.' Well written, salable local news for permanent position with good station. Location not essential, now in northern Michigan. Teletype. Box 922D, BROADCASTING.

Available now for winter in east to produce, write, announce. University graduate, 7 years experience announcer to FM manager. Accept subsistence to 1st class assignment. Box 925D, BROADCASTING.

Missourian—Program director, announcer, system manager, 20 months experience, not looking for local position. Box 930D, BROADCASTING.

 Wake up, "Turntable"-independent! Try our new and wonder- ful tuning techniques. Things that non-metropolitans considered. Box 940D, BROADCASTING.

Program director, sports announcer with 10 years experience. Experienced in all phases of radio station operation. Box 946D, BROADCASTING.

Women's program director, commenta- tor, producer, system manager. 10 years experience, commercial, educational, personality presentation, authoritative appearance, interpersonal with good voice and fluent in English. Box 950D, BROADCASTING.

Can build effective programs that sell the audience and would self to listener. Equipped for all phases radio with the qualifications to solve the most vigorous policies and permitting full use professional resources with promise of success. Excellent background, references. Box 954D, BROADCASTING.

News editor—2 years major station experience plus local broadcasting. Some Technical experience, production, public rela- tions, publics, publicity. Age 27, M. A. U. graduate. Box 961D, BROADCASTING.

Has worked for newspapers in a dozen. Good writers are a dozen dimes—except me—I'll settle for half-dozzen dimes if station has future. Commercial copy, production-minded. Sample on request. Box 963D, BROADCASTING.

Wanted married vet desires radio station position, intensive training in all phases of operation. Reference stage experience, alert and dependable. Excellent references. Disc, will travel. Box 965D, BROADCASTING.

Five years experience as woman's di- rector, offers radio management. Willing to consider west coast for future opportunities. Box 970D, BROADCASTING.

Young woman, office manager, experi- enced in all phases of advertising, organi- zation, connection with larger station, radio sales. Eight years experience, best of references. For details write Box 972D, BROADCASTING.

Television

Managerial

Need TV know-how? Management and production experience. Desires to set up and operate your TV station, not in New York, but in an area 3 years active TV experience, 15 years experience represents numerous opportunity for family reasons. Box 984D, BROADCASTING.

Production-Programming, others

Sports director, experienced, all sports. Promotionally active. Also in charge publicity. Will travel, straight announcing. Single. College graduate. Experienced sports and background tell story. Box 13D, BROADCASTING.

For Sale

Stations

1800 well fillwaite successful independent station U.S. Get good money, $150,000. Must be only. Box 922D, BROADCASTING.

Growing transcription and recording business already grossing $375 weekly. Now in 250,000 manufacturing center. Opportunities, on a shoestring. 3 hours from Chicago, investment for capital gains. Fully equipped modern business. Cash $3,000. Balance terms. Box 962D, BROADCASTING.

Equipment.

Make offer FM 10 kw small transmitter. Will sell. Box 962D, BROADCASTING.

Complete RCA 72XK recording unit with MI-11850-C hi-fidelity head, plus 6 kw recording amplifier and 8 N recording turntable with i.c.-circuit, see. Good condition with little use. Make us an offer: KOSF, Nacogdoches, Texas.

RCA 250K transmitter, Ideco 1000-ft guyed tower complete with lighting equipment and Western Electric 44 FM antenna. GR type 475-C frequency monitor, Vega condenser microphone, tuner 3 standard 78" cabinets. All in first-class condition. Will sell or offer refused. WABA, Mobile, Alabama.

For sale, used WE 445A-1 transmitter, spare tubes, including tuning unit, exchange, 40 kw. Reasonable condition, make offer. KGGB, Greensboro, North Carolina.

For sale, RCA 69-C distortion meter, excellent condition, priced for quick sale, WPTF, Jennings, New York.


WANTED TO BUY

Stations

Radio executive interested buying small independent daytime station near New York. Bulletin and conditions in Box 764D, BROADCASTING.

Experienced broadcaster will pay cash for station in small western market. Prefer full time network, Texas or adjoining states. Confidential. Box 754D, BROADCASTING.

Equipment, etc.

REL FM receiver or equivalent in good condition. George Woods, WRUN-FM, Erie, Penn.

Wanted—A fifty kilowatt broadcast transmitter that does not break up to buy. Must not exceed over 18.5 kw from the power line. Must be identical to the new Gates BC-14 which will be announced in the February 13th, issue of BROADCASTING Magazine.

For Sale, etc.

Make an offer

For Leigh Tower. 400 feet. Set-up including transmitter, flasher, beacon, sidekicks. Write BOX 933D, BROADCASTING.

PATCH CORDS

6 foot rubber covered, two conductor, tube diameter with Western Electric 250K plug at each end. Price $4.80 each. Western Electric 250K plus $1.00 each. MARPET TELEPHONE 312-993-1723. 142 Ashton Place, Brooklyn 1, New York.

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 the challenge of leadership.

Station building constantly high-quality—with TV plans—wants fine staff of experienced, ambitious men who want real growth coming into the key radio stations. Each station is an integral part of a station somewhere.

Since early days of radio this man-agement has directly helped 8 men become general managers of indirectly aided two: more recently.

It provides for unusual people—at least 5 years experience—salary equal to comparable stations, plus profit-sharing PROIN, 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 exist.

Applications will be held in confidence. Send full resume, salary, experience, education, picture, anything you think helpful. You sell. There is no hurry.

No money needed. No stock to buy. Station seeks greater man-hour production thru team-work with above-average men of experience, intelligence, integrity—individuals who desire that need to make a good station which can do a bigger share of advertising in area. Good people want opportunity with good pay and good future.

THIS IS IT! BOX 906D, BROADCASTING

Production-Programming, others

"PRIZE" MAN WANTED BY RADIO SYNDICATE

One of the largest companies producing syndicated radio programs offers a top position to a properly qualified individual. To all radio men we ask is present at employed by one of the networks, by a large agency or by a prize merchandise organization. He has a wide ac- quaintancehip among manufactur- ers and an intimate knowledge of the problems of the radio awards program. His job with us will be to effect promotional arrangements with major manufacturers seeking participation on one of the country's best known syndicate give-away programs. Present employ- ment in similar work is an essential qualification. Applicants are invited to give us full information about experience, present con- nects and money wanted. All inquiries will be held in the strictest confidence. Our employees know of this ad.

BOX 960D, BROADCASTING

(Continued on page 80)
BILL CARDIN appointed night-side newscaster of KOMA Oklahoma City, replacing JERRY MARX, resigned. Mr. Cardin was formerly with KYO Tulsa.

JACK LARSON, formerly newscaster for WBUT Butler, Pa., and before that assistant news director for WEOL Elyria, Ohio, appointed news director for WCEU Akron, Ohio.

GEORGE YOUNG, veteran newspaper and radio reporter, joins news staff of WIBC Indianapolis, Ind.

ED RABBAR, CBS sports director, cited as No. 1 football broadcaster of 1949 by Sporting News.

HARRY RASKY appointed news chief of CHUM Toronto.

ROBERT ARDEN, news commentator, starts five weekly 15-minute commentaries on KFMY (FM) Hollywood.

JACK CUMMINGS, formerly sports director of WPDI Jacksonville, Fla., for three years, appointed sports director of WTJV (TV) Miami.

BRYSON RASH, special features director of WMAL-AM-TV Washington, and ABC White House correspondent, named chairman of radio and TV committee of Mile of Dimes campaign in Washington.

C. W. (Jack) JACKSON, director of agriculture for KCNO Kansas City, Mo., elected honored child, Missouri Assn. of Soil Districts.

ERNST McIVER, former CBS Washington newscaster, now syndicated radio columnist, is the father of a girl, Jane Cracker. Mrs. McIver is Washington secretary to Arthur Godfrey.

JOHNNY CARPENTER, director of special events for KOIN Portland, Ore., elected chairman of Traffic and Transportation Commission of that city.

JOSEPH IRWIN, on news staff of CKCW Moncton, N. B., and Frances Higgins have announced their marriage.

Susanna Irion

TWO-MONTH old daughter of FCC Attorney H. Gifford Irion, Susanna, was found dead by her parents Jan. 21. The child apparently suffocated under blankets in her crib, it was reported. The Irions have one other child, Christopher, age 8. Mr. Irion is with the Commission's transfer branch of the Law Bureau.

On All Accounts

(Continued from page 18)
Mr. McEniry

SALES! Silver dollars to listeners who observed their 25th birthday on same day as station.

Music Festival

SYLLABUS for 1956 Moncton Musical Festival released by CKCW Moncton, sponsor and operator of annual musical event. Festival, from May 8-12, had community service offered by station. Scholarships are available to successful competitors. Complete rules for interested contestants are given in syllabus.

Announcement Inspires PROMOTIONAL announcement on free enterprise aired by WNMPI Evansville, Ill., was heard by Cartoonist Don G. Moore of Daily Courier-News in nearby Elgin. Impressed by “effectiveness” of spot, Mr. Moore sent station an editorial cartoon contrasting British socialism and American democracy which was suggested by such copy. Copy of cartoon, with duplicate of promotion copy, being mailed by station to advertisers and clients in Chicago area.

Pie's Pulse DRAWING of chef holding large pie, cut and marked according to share of audience percentages in Washington, sent to trade by WDWC Washington. Figures are based on Pulse November and December survey. WDWC’s share is 16%. Rhyme beneath pie is, “Little Jack Horner sat in a corner, the latest Pulse survey to see. He worked out this pie, compared rates and said, “My! The best buy is WDWC.”

Coloring Contest OUTLINED pictures of “Gus the Gopher,” new feature on Mercury Children’s Records, are obtained from Mercury dealers in Boston area for children wishing to take part in new contest. Contest is sponsored by Let’s Have Fun show on WBZ Boston, which is emceed by 0-year-old Betsy King. Stuger awards were to top this picture, with giant fire patrol car at first prize. Let’s Have Fun is aired Sunday, 8-10 a.m., and features children’s stories and music.

Trips to Hollywood TWO WMAG Chicago listeners will win all-expense trips to Hollywood for listing their reasons for hearing NBC Chicago shows. Offers are now on daily Sta-Thirty Special, extended to persons 21 years or older who submit letters of 25 words or less before Feb. 1. Winners will fly to Hollywood Feb. 9, be guests on NBC’s Double or Nothing, visit numerous glamour spots and tour movie studios. Entries will be judged on originality, aptness and sincerity.

More for Mutual LATEST in series of promotions sent to trade by MBS is teastheat pressing trade magazine. Page is made up of stories concerning placing of shows on network. Large section is made by space between stories and carries caption, “The Plus difference is Mutual!”

Barker Bars CROWD gathered in Philadelphia’s City Hall courtyard recently to receive bags of peanuts distributed free from portable stand operated by man dressed as carnival Barker. Promotion was on behalf of Ford Theatre’s presentation of “The Barker.” WCAC-TV Philadelphia carried show and announced peanuts which carried name of show, time and station on bag.

Back-To-Bed Club NOVEL promotion surrounds new show of CFYV Portland, Ore. Morning man Stan Harrison conducts disc spinning program from show window of local restaurant. Mr. Harrison interviews members of “Back-To-Bed Club” clad in club’s official uniform, nightgown, nightcap and candlestick. Show cards in “studio” are announced on periods of top shows heard over CFYV. Card featuring picture of Sleepy Mr. Harrison carries club’s by-laws and is sent to members.

Promotion

WASHINGTON, D. C.
James W. Blackburn, President
Washington Blvd.
Sterling 4341-2

CHICAGO
Harold R. Murphy
Ray V. Hamilton
235 Montgomery St.
Randolph 6-4550
Exhbrook 2-5672

SAN FRANCISCO

BROADCASTING • Telecasting

Just Out!

The 1950

BROADCASTING

YEARBOOK

free to new subscribers

Copies for Current Subscribers Now in Mail

- Analysis 1949
- radio-tv adv.
- Media costs
- Radio-tv billings
- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
- 55 directories—550 p.
- complete radio-tv index

MAIL COUPON TODAY!

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG. WASHINGTON, D.C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5.50) free as part of this order. (Offer expires Mar. 31)

I enclose $7.00

Please bill me

NAME

ADDRESS

CITY ZONE STATE

YEARBOOK Special
LARGEST attendance in the history of the Georgia Ass'n of Broadcasters was reported at the Jan. 17-18 meeting held in the Hotel Dempsey, Macon, Ga. Edwin Mullinax of WLAF La Grange and WSAC Columbus, GAB president, recorded 75 broadcasters, on hand for the meetings.

Highlight of the meeting was the appearance of J. Ardell Nation, director of Boys Estate, who thanked the GAB for its support of the 1949 fund-raising campaign during which every Georgia station aired announcements and programs; a report by Lewis Doster, WGAU Athens manager and chairman of the board of trustees, on plans for staging the institute at the U. of Georgia for three days, May 18-20, and a summary of NAB activities by Director 5. Among those arrested were Allen M. Woodall, WDAX Columbus.

Mr. Woodall voiced support of BAB, stating that its "greatest sales asset is truth, and its agenda were topics dealing with licencorship.

Kilicycle's Mayor
CARTOGRAPHERS take notice! There's now a kilicycle, Ga., and it already has a mayor. He is Lewis B. Wilson (also Mayor of Macon). The Georgia Association of Broadcasters named Mayor Wilson to that office in appreciation of his courtesy to the group in extending an invitation to enter- tain with a magic show at the group's Jan. 18 meeting in Macon. Action was taken, GAB resolved, because he "has demonstrated to over the 75 radio men that he can do anything from boiling eggs to pulling rabbits out of the hat." His domain extends from 550 to 1600 kc on the broadcast band and to make it media legal includes every FM and TV channel in the state.

WABB Incident
Three more are arrested
THREE more men, one a local civil defense volunteer, were arrested Jan. 21 on conspiracy charges in connection with an assault earlier this month on Dean M. Durham, radio entertainment director of WABB Mobile [Broadcasting, Jan. 23], according to a story appearing in the Mobile Press Register, owner of the station.
The arrests, which demonstrated to local police the total number of persons docketed at the county jail, grew out of in- dictments returned Jan. 20 by a Mobile County grand jury.

Unlicensed users of WABB went on strike several months ago. On Oct. 24, 1949, a $1,000 reward was offered by the Press Register for information leading to the arrest or conviction of the person or persons responsible for pouring potent acid through cable holes.

Phone and WABB-AM-FM lines were knocked out temporarily. [Broadcasting, Oct. 31, 1949].

Record Attendance
At Macon Meet
By Examiner Resnick
KEYV Pocetalo, Ida.-Dismissed as meet- petition for extension of term of lessee Feb. 8 to file proposed findings in Doc. 1470.


(By Examiner Blumine)
Teltronics Inc., Waycross, Ga.-Granted petition to amend application to file substitute engineering report.


(By Examiner Cooper)
WJBF Augusta, Ga.-Granted petition to extend appearance in proceeding Doc. 3201 et seq.

KYVO Lubbock, Tex.-Granted peti- tion to amend application to extend interval involved since original application was filed, including items of information submitted have occurred and ascertainment of facts and conclusions of law in proceeding re application of WMAA Milwaukee.

(By Examiner Smith)
WTOB Winston-Salem, N. C.-Grant- ed petition to extend appearance in proceeding Doc. 8 to show change in facilities requested, from 350 kc 1 kw-D to 300 kc 1 kw-D and for removal of application as amended from hear- ing scheduled Jan. 24, Savannah, Ga.

(By Examiner Johnson)

January 24 Applications

AM-1430 kc
West Bend Bestg. Co., West Bend, Wis.-New AM station to change from 1500 kc 500 w to 1500 kc 500 w-D. AM DENIED to request 1500 kc 500 w D.

License Renewal
KDNA Oroville, Calif.-Request for license renewal AM station.

Modification of CP
Mod. CP new FM station for extension of completion date: KCRR Cedar Rapids, Iowa.

WDDY Silver Spring, Md.-WINS-FM Milwaukee.

WCAST Bend, Ore.-Mod. CP new FM station to change to Class A, Ch. 221 (98.1), Portland, Ore.

License for CP
License to cover CP new FM station: WTHF-Terre Haute, Ind., WSGD- FM Chattanooga, Tenn.

WFM-1750 Phila.-License to cover CP in changes for FM station.

TENDERED FOR FILING
AM-1150 kc
WCCN Mt. Pleasant, Mich.-To CP new AM station to change from 1150 kc 500 w-D to 1150 kc 1 kw D, install new trans., ant. and ground system.

AM-860 kc
KCHC El Paso, Tex.-Mod. CP new AM station to change from 860 kc 500 w D to 860 kc 1 kw D.

Modification of License
WBFB-AM Island, N. Y.-Modification of license to specify main studio location as Brooklyn and aux. studio as Staten Island.

Returned


January 25 Applications

APPLICATIONS RETURNED

WANS Anderson, S. C.-CP to change from 1280 kc 1 kw D to 1280 kc 1 kw untl. D. [Broadcasting, Jan. 23].

WTKH Shavano, Wis.-CP to change from 1300 kc 500 w untl. Ch. 13.

AM-900 kc
WIVC Eau Claire, Wis.-CP to change from 1300 kc 500 w to 1 kW-D.

Modification of CP
Mod. CP new FM station for extension of completion date: WLLH New London, Conn.

WWSN-FM Pittsburgh, Pa.-Return to ASK for CP new FM station.

WWSW-FM Philadelphia, Pa.-Return to ASK for CP new FM station.

KECA-AM Los Angeles, Calif.-To CP new AM station to change ER from 150 kw to 200 kw.

KPMN Council Bluffs, Ia.-CP to change ER from 150 kw to 225 kw.

KPGM Council Bluffs, Ia.-CP to change ER from 150 kw to 225 kw.

AM-1280 kc
Mod. CP new commercial station.

Another BMJ "Pin Up" Hit—By Duchess
The WEDDING SAMBA
On Records: Edmund Ros-Lon. 499; Guy Lombardo-Dec. 24838; Irving Fields-Vic. 20-3611; Andrews Sisters & Carmen Miranda-Vict. 20-3611; Andrew Elman-MGM 10622; Tony Pastor-Col. 38696; Martin Sisters-Col. 8265.

On Transcription: Buddy Weed—Associated; Guy Lombardo—World.

When It's BMJ It's Yours
BROADCASTING INC. 550 FIFTH AVENUE NEW YORK 18, NEW YORK
BROADCASTING • TELECASTING
20 January 1962

# CANADIAN FEES

**Board Reserves Decision**

**DECISION on 1060 fees for the Composers, Authors and Publisher Assn. of Canada (CAPAC), Canada's ASCAP, was reserved on Jan. 21 at Ottawa by the Canadian Copyright Appeal Board. CAPAC asked that fees in fees for broadcasting stations, $20,000 more than last year.

Sum is based on 14c per licensed radio receiver. Half the fee is to be paid by privately-owned stations, and the other half by the Canadian Broadcasting Corp. CBC protested the fee before the board on the ground that it only has 18 stations while there are 125 privately-owned stations. Justice J. T. Thorton, chairman of the board, stated that anyone dissatisfied with the fees fixed by the board, could contest the matter in the courts.


**Extension Granted**

**Extension of experimental TV stations granted temporary extensions of fees to be paid by privately-owned stations, $20,000 more than last year.

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FCC A c t i o n s
(Continued from page 8)

Decisions Cont.: KOLE Port Arthur, Texas; KSEE Pitts- burg, Texas; and WWBO New Bedford, Mass.—Grant- ed renewal of license for regular period.

Extension Granted: WWPG Palm Beach, Fla.—Grant- ed extension of license to June 1, 1950.

Transfer Granted: WCLD Cleveland, Ohio, and Cy N. Bahakel, d/b/a Cleveland Best, owner and operator of WBNH New Bedford Mass.—Granted Assign- ment of license from Lyle Van Valkenberg, d/b/a DeLong Best, Co. for $50,000 to John B. Stetson U. WDFL is assigned to WCLD and WDFL licensed on

2 0 0 0 k w on 1450 kc. Granted Jan. 26.

Waiver Denied: KKFM Fremont, Ohio—Waiver request for waiver of FM rules to permit KKFM to operate 6 hours a day, five days a week, and to move station from area selected by station. WAFR-FM Arlington, Va.—Denied request for waiver of FM rules to permit WAFR-FM to operate same number of hours as its associated D P A M station.

STA Denied: WVNT Bristol Center, N. Y.—Denied request for STA to operate on Ch. 23 pending Commission action on WENY Waverly, N. Y.—Denied permit to increase power of station from Ch. 27 (presently autho- rized to operate) to Ch. 35. Granted Jan. 26.

January 26 Applications

ACCEPTED FOR FILING AM—910 WKO Fort Wayne, Ind.—Granted license to change hours from 1 to 10,000, to represent limited station.

WWMC Milwaukee, Wis.—Grant application for FM station for extension of completion date.

KWOM-FM Minneapolis, Minn.—Mod. CP new non-commercial educational FM station for extension of completion date.

WDXJ Louisville, Ky.—Mod. CP new non-commercial educational FM station in 10.000, to change frequency to 88.3 mc. Granted Jan. 26. WAFS Atlanta, Ga.—Mod. CP new FM station to change studio location from Atlanta, Ga., to Macon, Ga. Granted Jan. 26.

New Applications

AM APPLICATIONS Reno, Nevada—Chet L. Greene, 1230 kc, 250 w. unlit.: construction costs $4,500, $500 to be paid by Greene. Station KXXL Reno which he sold in 1947 to Byron J. Samuel and associates (Broadcasting Jan. 2). Facilities sought are in community of same as KXXL, and low construc- tion costs request for authorization from KXXL is to be utilized. Filed Jan. 26.


S. Perry former program directo WPAT Paterson, N. J. secretary 29%, Cherub M. Dunford formerly with WPAT, treasurer 50% and John M. Phelan president 20%. WPAT is assignor and WPAT as assignee. Granted Jan. 22.

KLAS Las Vegas, Nev.—Transfer of control of WTVG Las Vegas, computer $0,000 10% interest. T. E. Eldredge, manager, of KLAS. Each of the transferees of control is to hold no more than 10% interest. Consideration $52,000. Granted Jan. 21.

KXAO Anahiem, Calif.—Transfer of control of KBXO Los Angeles, computer $0,000 to KBXO owner, to Western Broadcasting Co. Granted Jan. 21.

KXKU San Diego, Calif.—Transfer of control of KUSB San Diego, computer $0,000 to KBXO owner, to Western Broadcasting Co. Granted Jan. 21.

KWHK Portland, Oreg.—Transfer of control of KPPK Portland, computer $0,000 to KBXO owner, to Western Broadcasting Co. Granted Jan. 21.

KZBO Las Vegas, Nev.—Transfer of control of KBXO Los Angeles, computer $0,000 to KBXO owner, to Western Broadcasting Co. Granted Jan. 21.
IMPS Stressed

EDITOR, BROADCASTING:

First, let me thank you for the excellent coverage you gave our film, Lighting That Talks, in the Jan. 23 issue of BROADCASTING. Also, I should like you to know how much we appreciate your favorable editorial comments regarding the production.

However, there was one thing which displeased us greatly in this spread—and that was the incorrect graph you gave in identifying our organization. Most people know us as IMPS—and few people will associate us with the various names you have given us. They are specifically:

1. Independent Motion Picture Producers Society,
2. International Movie Production Service,
3. Though we were correctly identified in the editorial as the International Movie Producers' Service, we have to have that title prepended by "IMPS—International Movie Producers Service."

We would appreciate your printing a correction to this effect in your next issue.

Thank you very much for your cooperation.

Ben Gradus
IMPS-International Movie Producers' Service
New York

Cites Pearson DB

EDITOR, BROADCASTING:

Everybody is taking a crack at you on the Drew Pearson DB. Top this one; we are probably the only station in the country doing a rebroadcast of the FOLLOWING day at noon, of Drew Pearson since Nov. 7, 1949.

This is in keeping with our campaign, as reported in BROADCASTING, to rebroadcast night time network shows that are missed because of TV. Maybe the sponsors will wake up before the agencies and networks.

Lou Polier
Pres.
WPPA Chester, Pa.

Lauds Magazine

EDITOR, BROADCASTING:

I have been a subscriber to BROADCASTING magazine for nearly eight years and still think it's the greatest thing in print next to the Bible. . . .

Dana W. Adams
Announcer
KFDX Wichita Falls, Tex.
PARAMOUNT ON VERGE OF SELLING DUMONT STOCK

PARAMOUNT Pictures reported last week to be on verge of selling its stock interest in Allen B. DuMont Labs for price said to be in $10 million range. Sale of DuMont to a group of prospective buyers, strictly guarded secret, variously reported as General Electric, IT&T, Emerson Radio Corp., and Westinghouse Corp.

Dr. Allen B. DuMont, president of laboratory, said he regarded reports as "another rumor," and that even if sale occurred his control would not be affected.

Paramount owns about 29% of DuMont stock, for which its total investment was $164,000, according to FCC records. FCC has ruled tentatively that Paramount "controls" DuMont, but both DuMont and Paramount are opposing this ruling. As owner of all Class B shares, Paramount is entitled to name three of DuMont's eight directors.

Stock is not listed on Exchange, but financial sources estimate present market value at better than $7.5 million for total Paramount holding. It was reported that Paramount would not sell stock for appreciably less than $10 million.

AMENDMENT ACCEPTED IN BIRMINGHAM CASE

FCC MAJORITY Friday accepted amendment by Thomas N. Beach, original licensee of WTNB Birmingham, Ala., to correct defective verification application to switch from 250 kW on 1490 kc to 1 kc night, 5 kw day on 850 kc, grant of which was appealed by Johnston Broadcasting Corp., licensee of WJJD Bessemer, Ala., and also Birmingham applicant for 850 kc [Broadcasting, May 5, 1949].

In memorandum opinion and order to comply with ruling by U. S. Court of Appeals for D. C. and to begin untangling of long-pendia legal snarl, FCC majority further authorized Pilot Broadcasting Corp., present WTNB licensee in which Mr. Beach is 51% owner and Texas broadcaster, Roy Hofheinz, is 49%. It took 36 days to show it is now allowable for change of assignment in disconnected markets. FCC believes such an amendment could be set for further comparative hearing with Johnston.

Legality of majority ruling was hit in dissent by Comr. Robert Beach, who held incorrect ruling that FCC could correct defect by amendment meant it could and would correct, without, he said, he need not, 36 days to show it is now allowable for change of assignment in disconnected markets. FCC believes such an amendment could be set for further comparative hearing with Johnston.

SACKETT ADDS NEWSPAPER

SHELDON E. SACKETT, West Coast broadcaster and publisher, who has bought KRSC Seattle subject to FCC approval [Broadcasting, Dec. 25, 1949], Friday was reported buying properties of defunct Seattle Star for new paper to be called Seattle World. Purchase, from Publishers David and Tommy Stern, reportedly entailed $150,000 and handled through Henry Brodick Inc. Mr. Sackett's pending purchase of KRSC is from P. Laboratory and associates for $112,000, with sellers retaining cash on hand and accounts receivable.

AT&T HEARING RECESS

HEARING on whether AT&T should be required to interconnect TV facilities with those of Western Union recessed Friday to March 6 by FCC Hearing Examiner J. Fred Johnson Jr. after preliminary meeting of principals and two intervenors, Television Broadcasters Assn., and Phili Television Broadcasting Corp.

NBC REVISES SATURDAY NIGHT TV PROJECT

IN REVISED plan for proposed Saturday night television program—first version of which caused protests to FCC—NBC-TV has added NBC's $10,000 per week prime time show; or more stations to accept entire 2¼-hour spread, but those in markets of only one or two stations may accept any part of proposed show, broadcast over NBC.

In NBC's original order, all affiliates asked to carry all or nothing of 8:10 to 10 p.m. show. That order withdrawn and replaced by one wired to 28 interconnections last week (see story page 62).

Wire signed by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, said stations would be paid regular network rates, that they would be advised in advance of schedule for Fall 25 premieres of advertisers on program. Show is variety type, with first hour originating in Chicago and other hour-and-half in New York.

Wendt Mortimer W. Lewis executive director of DuMont Network, issued this statement:

Our complaint based on NBC's wire of Dec. 26, 1949, which sets forth its conclusions and disposition. We believe that while NBC's original order contained in the wire of Dec. 26, and that has been amended by NBC's new wire of Jan. 26, our basic objection—the right of NBC to hold the proceeds from the sale of five and a half of its stock in DuMont without divesting itself of that stock in a manner which will not seriously affect the DuMont television network—has not been addressed by the recent NBC amendment. Our complaint seeks to have the network divested of the DuMont stock and the proceeds from the sale of the DuMont stock used to strengthen the network.

ZUGSMITH, SMITH DAVIS INVOLVED IN LITIGATION

ALBERT ZUGSMITH and radio station-newspaper brokerage firm of Smith Davis emblazoned in Federal court action in New York. Mr. Zugsmith sued Smith Davis and others for $2,600,000, charging breach of contract. Mr. Davis will file cross-complaint charging Mr. Zugsmith with misappropriation of funds of Smith Davis Corp., which Mr. Davis asserts is in process of liquidation.

Mr. Davis will continue business as broker for station and newspapers in association with Vincent Mann and Howard Stark but not as corporation. In his suit Mr. Zugsmith, who was joined as plaintiff by his wife, Ruth, contends that Smith Davis Corp., of which he was officer and director, interfered with his negotiations with clients, and he claimed numerous breaches of contract.

In cross complaint Mr. Davis will charge Mr. Zugsmith with misconduct as director and officer of corporation and with misappropriating company funds for personal use. Notice of these charges was given Mr. Zugsmith in letter from Mr. Davis Oct. 11, although no court action then instituted, cross complaint will assert.

ABC PROMOTES VAN DAM

DREW VAN DAM, employment manager of ABC, promoted to personnel director, following resignation of Frederick Lynch Jr. Mr. Lynch, with ABC since 1942, appointed personnel director of Central National Bank of Cleveland.

WWOK SILENCE EXTENDED

WWOK Flint, Mich., 1 kw outlet on 1470 kc, granted additional 30 days' authority by FCC Friday to remain silent pending negotiations for sale to Ann Arbor prospect. WWOK off air since Dec. 24.

HOLLYWOOD ACADEMY ANNOUNCES AWARDS

AWARDS for "best live" and "best kine- scoped" TV shows received Friday by CBS-TV Ed Wynn Show and NBC-TV Texaco Star Theatre, respectively, at Academy of Televisi- tion Arts and Sciences second annual awards dinner, Ambassador Hotel, Los Angeles.

KTTV (TV) Los Angeles Pantomime Quiz (live) and CBS Studio One (kinescope) given honorable mentions. Other awards: (best children's) KTLA (TV) Los Angeles Time for Beany; (outstanding live personality) Ed Wynn; (outstanding kinescope personality) Milton Berle; (best film for TV) NBC Life of Riley; (best TV commercial) Lucky Strike; (best public service) ABC Crusade in Europe; (station achievement) KTLA; (best sports coverage) KECA-TV Los Angeles; (technical award) Harold Jury, Don Lee TV technician.

WISCONSIN AM GRANT

NEW AM station for Manitowoc, Wis., on 980 kc with 500 w day granted by FCC Friday to Manitowoc Broadcasting Co., owned by Edward D. Allen Jr., WMAG Chicago announcer-produ- ducer, and Edward W. Jackson, WAAT Chicago chief engineer. Estimated cost $10,475.

Closed Circuit (Continued from page 1)
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the-minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Highley, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828* People

*1940 Census
7th Oldest CBS Affiliate
KMBC OF KANSAS CITY
Represented Nationally by FREE & PETERS, INC.
5000 on 980
Programmed from Kansas City
KFRM For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
radio stations everywhere.....

BUT ONLY ONE...

Agency time buyer or Advertiser: How does this sound to you? Radio programming facilities unrivaled outside New York or Hollywood production centers... A 200 person talent staff including some of America’s biggest name entertainers... And to reach the booming Central-South market the most powerful signal now authorized any American radio station—50,000 watts on an interference-free Clear Channel.

That’s what you get when you buy WSM. That’s why with 2612 stations in this country there is still Only One WSM.

SALESMAKER TO THE CENTRAL-SOUTH