this cover cost WOR $600.00 to tell you—

...that one sponsor made $8.00 in sales for every dollar he spent on WOR.

...that the sponsor of a one-minute commercial talked to 11—yes, 11!—people for every penny he spent on WOR.

...that over 44% of all spot advertising placed in New York is placed on WOR.

But (we're referring to the cover's cost) it's worth it...
and it's worth your time to phone or write

WOR

—that power-full station at 1440 Broadway, in New York
Mastery in the air combines experience, skill, initiative, and split-second timing.

Who on the Virginia broadcast scene best epitomizes these qualities?

Who but WMBG... first in Virginia to broadcast a commercial program, first to broadcast during the daylight hours, first to install a merchandising department, holder of many firsts.

Who but WTVR... the South’s first television station, first in the nation to sign an NBC affiliated contract.

Who but the Havens & Martin Stations, FIRST STATIONS OF VIRGINIA.
NOW! WJZ-TV
IS TELECASTING FROM THE WORLD'S TALLEST BUILDING — THE EMPIRE STATE!

WJZ-TV now transmits from the Empire State Building... the highest building in the world... the ONE best-of-all television antenna location in New York that covers the vast Metropolitan area. It's the same location as used by NBC for WNBT.

For advertisers, this is important news: it means a brighter, clearer, sharper television picture on WJZ-TV for programs and products. AND, it means a larger television audience in the world's Number One market. It means that you now get more viewers for your television dollar on brighter, clearer, sharper Channel 7.

And it is less expensive to put your television program on WJZ-TV—because WJZ-TV offers advertisers the finest studio facilities in the East. The gigantic new ABC Television Center on West 66th Street has the best modern equipment, spacious prop-storage rooms, scene-painting shops, carpentry shop, etc.—everything under one huge roof to save you time and money in television production!

WJZ-TV CHANNEL 7
NEW YORK

American Broadcasting Company
BROADCASTING

Closed Circuit

SHARP revisions in promotion film “Lightning That Talks” were indicated last week following preview at NAB board meeting at Chandlertwo. Preponderant view was that film, produced by All-Radio Presentation Committee, as distinguished from NAB, required radical surgery, and several directors have announced intention of postponing or canceling presentation in their area unless sweeping changes are made.

IN RE “Lightning” NAB board acted to make known its views to All-Radio Presentation Committee and to networks which had helped to produce the film. According to report of Underwrite project (Mutual did not participate), chain affiliates hearing of Hollywood premiere versus listening drew strongest criticism.

BBDO, New York, preparing spot announcement campaign for Jelke Good Luck margarine, Chicago, to start late February and early March.

SAME AGENCY also has recommended radio and TV spot schedule for early spring to United Fruit Co. Definite decision for all media expected early this week.

WITH VIEW of utilizing economic knowhow of Richard P. Doherty, its labor relations and (Continued on page 90)

NAB Board Votes Million Dollar Coverage Plan

NAB BOARD at closing meeting at Chandler, Ariz., Friday voted to proceed with plan for organization of new million dollar Audience Measurement Corp. to succeed Broadcast Measurement Bureau, expected to commence dissolution next month (see early story page 19).

Board adopted report submitted by NAB General Counsel Don Petry for BMB, providing for cooperation with advertisers and agencies in creation of new all-inclusive corporation. Next step is formal meeting of BMB tripartite board in early March to evaluate Study No. 2, released Jan. 31, and begin dissolution. Emphasis was placed on protection of NAB’s $100,000 loan to BMB in dissolution process, which would include payment of obligations and securing of BMB’s physical assets and properties.

Five well-known broadcasters have expressed their willingness to serve as incorporators of new company. They are J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMBN Marion, Ohio; Frank King, WMJR Jacksonville, and Clair R. McCollough, Steinman Stations.

Report states that upon approval of advertisers, agencies and broadcasters who will be incorporators, articles of incorporation will be filed in Delaware, and first meeting of new board will be authorized to adopt by-laws.

Proposed corporation would have $1 million authorized capital. All stock would be $10 par, common.

Formal SEC procedure probably not necessary if no more than 30,000 shares are sold during any one year. Taking over of BMB activities, assets and liabilities, Mr. Petry said, will depend upon (a) acceptance of second BMB study; (b) extent of financing of new corporation; (c) action of board of directors of BMB and new corporation.

Decision to appoint a general manager completed work of NAB’s Structure Committee, which has had project under way for more than year.

New organization chart of NAB evolved as result of board action at Chandler meeting Friday, which authorized appointment of newly-created post of general manager and elimination of Radio Division, looks like this: At top level, President Miller, to whom new general manager reports. Bracketed under general manager at same level are Television, BAB, secretary-treasurer, and FM. At second level, still reporting to general manager, were engineering, employe-employer relations, government relations, public affairs, research and legal.

Selection of person to fill general management position subject to board confirmation. Board was probing for names last Friday, and it was indicated that selection would be made outside present staff, although this was by no means definite. Maximum salary is $25,000.

Special meeting of NAB board will be held co-incident with annual convention in Chicago next April to confirm selection of new general manager.

Board agreed tentatively that annual series of district meetings should start shortly after Labor Day and continue through October, with interval in November of about 20 days to allow for national political elections and for regular quarterly board meeting.

Commenting on board action, Judge Miller said:

The need for a person to assist me in administering association affairs becomes evident when one remembers that I spent all but 50 of the working days in 1949 outside of Washington, principally on district meetings and speaking tours in behalf of our members.

Board authorized Judge Miller to appoint staff members for terms longer than one year.

Immediate audit of NAB’s books was ordered. The auditing system will be revised to accommodate accruals from BAB revenues from sale of its services.

Board, after hearing report on Lorrain-Manfield anti-trust case, decided against participation at this time. Similarly, board marked time on occupation tax cases, stemming from (Continued on page 90)

Upcoming

BUSINESS BRIEFLY

FALSTAFF BUYS: Falstaff Brewing Corp. will sponsor Meredith Willson show, “The Egg and I,” as a weekly, quarter-hourly transcribed, in special 40 station market in more than 20 states [CLOSED CIRCUIT, Jan. 30]. Mr. Wilson will double as maestro and emcee. Agency: Dance-Fitzgerald-Sample, New York.

UNIVERSAL PROMOTES: Universal-International, New York, ready to use spot announcements in most key cities to promote motion picture, “France.” Budget for film said biggest in company’s history, topping expenditure on “The Egg and I,” greatest to date.

FILM DEBUT DEFERRED: ANNUAL DINNER PROPOSED:

PREMIERE showing of All-Radio Presentation film, “Lightning That Talks,” slated March 1 in New York, postponed Friday. All-Radio planning committee to meet Tuesday in New York to consider changes proposed by NAB board after Chandler, Ariz., preview, according to Gordon Gray, WIP Philadelphia, president of All-Radio.

NAB board members invited to take part in re-editing discussion. New York launching dinner has potents of becoming annual event at which All-Radio will be presented and prospects with such talent as Bob Hope, Arthur Godfrey and Fred Waring’s troupe in line.

Upcoming


(Other Upcomings on page 78)

Bulletins

ELECTION of two new vice presidents of Broadcast Music Inc. announced Friday. Roy Harlow, former director of station relations, becomes vice president in charge of station relations; and Jean Gelinger, active in foreign business of BMI, becomes vice president in charge of foreign relations. New officers elected at meeting of all directors, which also approved BMI’s 10th anniversary celebration, reaching peak at NAB convention April 12-19.

ELGIN AMERICAN Division of Illinois Watch Case Co. appoints Russel M. Seeds Agency, Chicago, to handle estimated $1 million account. George Bayard, executive vice president, is account executive. Media details to be set in forntight; both radio and TV expected to be used as in the past.

Business Briefly

FALSTAFF BUYS: Falstaff Brewing Corp. will sponsor Meredith Willson show, "The Egg and I," weekly, quarter-hourly transcribed in special 40 station market in more than 20 states. [CLOSED CIRCUIT, Jan. 30]. Mr. Wilson will double as maestro and emcee. Agency: Dance-Fitzgerald-Sample, New York.

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NAB board members invited to take part in re-editing discussion. New York launching dinner has potents of becoming annual event at which All-Radio will be presented and prospects with such talent as Bob Hope, Arthur Godfrey and Fred Waring's troupe in line.
The offer was made on WKMH's 5:10 P.M. broadcast. Five gallons of free gasoline would go to the first 50 persons calling. The offer was a frank test of WKMH's listenership and ability to draw response. The result?

The calls that cracked
The Michigan Bell...

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

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

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

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Fred A. Knorr
President and Gen. Mgr.

1000 WATTS
FULL TIME

WKM
1310 KC

Weed and company
National Representatives

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!
Cut YOURSELF A PIECE OF CAKE—as large a piece as you choose!

- Flint's huge $288,000,000 retail sales cake is well worth cutting and WFDF's sales knife is the tool to use to get your share!

Why? Because the majority of Flint's retail sales go to advertisers on WFDF for a very good reason:

According to Hooper, more Flint trading area radios are tuned to WFDF morning, afternoon and night than to all four of the other local stations combined! Through the day, WFDF has two to five times as many listeners as any other local station.

And remember this! Prosperous industrial activities in Flint make possible the exceptionally high $5,764 average effective buying income per Flint family.

For a sizeable share of Flint's big retail sales use WFDF and cut yourself a piece of cake—as big a piece as you choose!

910 Kilocyles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville.
Memo to

WORLD-Affiliate Stations!

Another sensational money-making series — exclusive in your World Program Service Library — will be mailed to you on February 17th — Watch for it!
When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives

JOHN BLAIR & CO.
Again the selling power of KEX gains national recognition! "For outstanding interpretation of the Food Life-Line of America" the Grocery Manufacturers of America award First Prize to Kay West, whose participation program (1:30-2:00 PM, Monday through Friday) is must listening with so many women in Oregon and Washington.

Whatever your product, you can attract a tremendous Pacific Northwest audience through the program power and kilowatt power of Portland's KEX! For availabilities, check KEX or Free & Peters.
ALLIED KNITTING MILLS (Fashion knit ties) buys all available spots on WQYN (FM) WGHIP (FM) and WFDQ (FM), all New York, in connection with airing of basketball games which Allied is sponsoring carried by New York Independent FM stations [Broadcasting, Jan. 30].

JOHN WOOD Co., Chicago and Conshohocken, Pa. (Pennfield and Merio automatic water heaters), enters radio and TV for first time Feb. 17 when it releases one-minute TV spot, six one-minute recorded commercials and four station breaks to its wholesalers and dealers nationally for co-operative sponsorship. Additional broadcast advertising may be used later. Agency: Waldie & Briggs, Chicago. Peter Frantz is account executive.

IDAHO CREAMERIES, Boise, Id., (Arden milk & Sunfreeze ice cream), appoints Ross Jurney & Assoc., Salt Lake City, to handle advertising and begin sponsorship of Story Princess, children's show, over network of southern Idaho stations. Account executive is A. H. Garrigues.

ALTES BREWING Co., Detroit, purchases total of 1,040 five-second spot announcements, and 660 chainbreaks over WXYZ Detroit. Spots are to be carried between today (Feb. 13) and end of year. Agency: McCann-Bricson, Detroit.

LOUIS L. LIBBY FOOD PRODUCTS, Long Island, N. Y., appoints Paris & Pearl, New York, to handle advertising of its line of pre-cooked frozen foods. Test campaign which includes radio currently being used in New England.

HAPPINESS TOURS Inc., Chicago, sponsoring Crusade in Europe on WENR TV (ARC) Chicago for 26 weeks, Sunday, 3:36-4 p.m. (CST) through Engage Adv., same city.

BOSCO, New York (chocolate milk drink), through Robert W. Orr & Assoc. New York, starts advertising campaign using participation programs in following markets: One in New York, one in New Haven and four in Boston.

L'CHAYIM KOSHER WINE, Fresno, launches spot campaign, through CV. Corp. in major national markets including New York, Chicago, Milwaukee, San Francisco and Los Angeles. Biow Co., San Francisco, is agency directing campaign.

Network Accounts • • •

GREEN SPOT Inc., Los Angeles (canned orangesauce), Feb. 1 renewed 4 a.m. four weeks Tues., Thurs., quarter-hour sponsorship of half-hour Surpriz. Package on 14 ABC Pacific stations and plans to expand to five quarter-hours weekly on 70 stations in 12 states. Agency: Philip J. Meany Co., Los Angeles.

S. C. JOHNSON & Son, Racine, Wis. (wax) to sponsor Fibber McGee & Molly on TV if March 1 Hollywood audition is favorable. Program would be live in Hollywood, kinescoped in East, starting in September. Agency: Needham, Louis & Brophy, Chicago.

PILLSBURY MILLS Inc., Minneapolis, buys sponsorship of 10:15-10:30 a.m. segment of hour-and-a-half-minute Arthur Godfrey Time on alternate days on CBS beginning April 10. Agency: Leo Burnett Co., Chicago.


Adpeople • • •

J. HARRY APELER, former southern regional sales manager for Lever Bros., Atlanta, appointed eastern regional sales manager with headquarters in New York; HERMAN L. WIENEKE, formerly Philadelphia division sales manager for Paldo, succeeds Mr. Apeler in Atlanta, and R. HOWARD YATES, formerly field supervisor in Houston division, becomes Philadelphia division sales manager, following Mr. Wieneke.

HOMER REPROGLE, formerly national sales manager, promoted to newly created position of vice president in charge of trade relations of American Home Foods; LAWRENCE J. SAUERS, eastern regional manager, succeeds Mr. Replogle as national sales manager. EVERETT B. ALLEN, sales control manager, promoted to merchandising manager of American Home Foods.
The Arrowhead Network

WEBC - Duluth-Superior  WEAU - Eau Claire
WISC - Madison        WJMC - Rice Lake
WHLB - Virginia       WMFG - Hibbing

Covering 453,114 Radio Homes in Minnesota and Wisconsin

announces the appointment of

Ra-Tel
REPRESENTATIVES, INC.

as national representatives
effective February, 1950

OFFICES:
NEW YORK, CHICAGO, OKLAHOMA CITY, DALLAS,
ATLANTA, LOS ANGELES, SAN FRANCISCO

St. Paul-Minneapolis Representatives
Bulmer & Johnson

Marlin E. Smythe
National Sales Manager

WEBC
Duluth-Superior
where everyone in radio hangs his hat...

It's symbolic, of course—but it's also true. BROADCASTING-TELECASTING is the common meeting ground of everyone concerned with radio and TV, and it's been that way since back in 1931 when the first issue of BROADCASTING came off the press.

There are a lot of measurements that traditionally gauge the success of a publication. You can apply them, one by one, to the stature of BROADCASTING—and the result is consistently good.

But the one we like best...the one we think makes the most significant sense...is the way BROADCASTING appeals with equal magnetism to all the different groups of people who depend on broadcasting for their livelihood. It's a balanced kind of circulation.

That includes the advertisers themselves, agency account executives, agency time buyers—as well as the men who actually run stations. What's more, BROADCASTING is first choice among the people who control life-blood advertising budgets spent on radio. You can reach them all with a single roll down the BROADCASTING alley.

Figures? Proof? Sure. “First choice among advertisers, agencies, time buyers...“BROADCASTING carries more radio news, features, advertising linage than any other...” “Survey after survey shows...”

Facts—of course. But what they actually mean is a lot more important to you than the comparisons themselves.

They mean that—to influence the really important people who decide what advertising expenditures shall be spent where—you need one and only one publication. It does the whole job.

Yes, BROADCASTING is the name. Everybody hangs his hat there. It's a good place for you to be seen by the people you want for your clients.
FOR DATA DEMONS...

- The largest and oldest publication in its field, with 15,300 weekly paid circulation.

- More paid circulation among radio advertisers and agencies than any competing publication.

- The highest survey-proven readership of all radio trade journals.

- Home subscriptions (in addition to office copies) by key advertiser and agency personnel controlling more than 85% of all national radio expenditures.

- More advertising linage annually than all other radio journals combined.

- An advertising cost—to reach these decision-making advertiser and agency readers—of less than one cent per impression!
for 20 Years!

Mobile's
DOMINANT STATION

WALA

SHARE OF AUDIENCE *

<table>
<thead>
<tr>
<th>Time</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st 8 A.M.—12 Noon (Mon. through Fri.)</td>
<td>29.4</td>
</tr>
<tr>
<td>1st 12 Noon—6 P.M. (Mon. through Fri.)</td>
<td>41.0</td>
</tr>
<tr>
<td>1st 6 P.M.—10 P.M. (Sun. through Sat.)</td>
<td>46.2</td>
</tr>
<tr>
<td>1st 12 Noon—6 P.M. (Sun. Afternoon)</td>
<td>31.2</td>
</tr>
<tr>
<td>1st 8 A.M.—6 P.M. (Sat. Daytime)</td>
<td>31.9</td>
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</tbody>
</table>

* HOOPER STATION AUDIENCE INDEX NOV.—DEC. 1949

On All Accounts

TOM LOSEE's parents wanted him to be a doctor. Tom never got his M.D. but instead followed his own inclinations and ended up with an M.E. after his name—for McCann-Erickson. Account executive on Westinghouse, the Brooklyn-born and Duke-educated Mr. Losee has been with the agency for 14 years.

Tom began his business career with the Abraham Strauss department store in Brooklyn. He advanced there to the position of assistant buyer before leaving for a merchandising job with the American Can Co.

In 1936 he joined McCann-Erickson, and a scant year later he was promoted to the post of account executive on the Axton-Fisher account where he helped service a $400,000 spot campaign.

In 1939, he became account executive for Nujol, Mystol, and Plit which had a million-dollar radio appropriation.

When, in 1944, the agency acquired the Westinghouse business, the tested talents of Mr. Losee were appropriately rewarded and he was named account executive.

That he has merited the authority has been repeatedly illustrated by the success he has achieved with the programs under his guidance. These include the Ted Malone Show, five times weekly on ABC; and one of the most successful prestige programs on television, Studio One, Monday on CBS-TV.

Hundreds of case history letters from distributors describing the potency of Studio One flow across Tom's desk. In fact, he estimated, as a result of this response, that Westinghouse can demonstrate its products more effectively in more homes in one week through its TV show than it could in one month in the old manner of store demonstrations.

When McCann-Erickson bought the program for Westinghouse last May it was carried on 12 stations. Today less than a year later, approximately 41 stations are carrying it.

One of radio's most popular executives, Tom Losee was born on July 14, 1912, a twin brother of Wilmot Losee, sales manager of WINS New York. He is married to the former Powers model, Jeanne Grandeman. They have two children, Tom, 9, and Alan, 5. The family lives in West Hempstead, L. I.

Tom's hobbies are tennis, golf and swimming.

Feature of the Week

SOMETHING more than courage threads the story of Hugh Edward Sandefur's record program on WSON-AM-FM Henderson, Ky. Accolades for an M.C. who knows his music and knows how to introduce numbers on his show are commonplace. But when the M.C. is, and has been for some time, flat on his back with arthritis, that's another story.

According to General Manager Hecht S. Lackey, Mr. Sandefur has suffered with his affliction for about 15 years. It has left him with his hands free but his body nearly immobile. From his bed Mr. Lackey introduces his platters over a mike that has the goose-neck anchored to a specially built overhead frame. A telephone line connects him with the station. Beside the bed is a power unit and amplifier which steps up the sound that is carried by phone line to WSON's transmitter. At program time, mike cut-out is used to connect Mr. Sandefur with Engineer...
Here’s Money in Your Pocketbook

Greater Operating Economy
Lower Initial Cost
Longer Life

You save from every angle when you buy and use transmitters employing Eimac tubes. Saving starts with the initial tube cost... you save again every hour you’re on the air because of higher tube operating efficiency... and you save still further by staying on the air more hours without service shutdown.

Take as an example of Eimac tube economy the rugged 3X2500F3 triode pictured above. Initial cost is $180.00 each, yet as power amplifiers they will provide 5 kw output per tube... that’s lots of watts per dollar cost. The dependability of this tube and its high frequency version (type 3X2500A3) has been proven over many years by thousands of hours of life in AM, FM, and TV service.

These tubes are the nuclei around which modern transmitter circuits have been developed and built.

Let us send your engineering staff complete data on the 3X2500F3 and other Eimac tubes for broadcast service. A letter to us will bring the material by return mail.
FOR THE '50 DECADE
FIVE THOUSAND WATT 1

Mr. Broadcaster:

Each new year has brought improvements in Gates engineering design; many have benefited every broadcaster. Believing stanchly in progress, we firmly believe this latest Gates engineering achievement will provide a new high in quality radio broadcasting and like all engineering progress should be--provide impressive price reduction and of much more importance almost unbelievable operating expense reduction.

Gates Radio Company

FIVE KW. BC-5B TRANSMITTER SI

Has five R. F. stages with four audio stages; Class B modulators. Inve will meet full F. C. C. Three power supplies. Transformer and reactor. ±1.5 Db. Noise 60 Db unweighted; Distortion 3 even better in between. Illustrated) 165" by 49" Power and modulation consumption at 100%.

WASHINGTON, D. C.
GATES RADIO COMPANY
WARNER BLDG.
TEL. METROPOLITAN 0522

INTERNATIONAL
ROCKE INTERNATIONAL CORP.
13 E. 40th ST., NEW YORK CITY
TEL. MURRAY HILL 9-0200

GATES RADIO MANUFACTURING EN QUINCY, IL
Gates announces a new modern transmitter reducing operating expense over $1000.00 annually.

**Fications:**

3X2500F3 power with pair 3X2500F3 edback employed but elements when omitted. Feedback employed but lamented when omitted. Modulation transient 30-10,000 cycles with 100% modulation 50 and 7500 cycles, space with phasor (as phasor 125" by 49"), elements excluded. Power station only 18.5 KW.

There is no investment in power tube cooling radiators and about one-half ordinary investment in spare tubes. With one major blower — less motors to maintain and consume current. Lower plate voltage (5000 volts compared to the usual 8000) means reduction of insulation problems and greater immunity to breakdowns and costly part replacements. Power factor at 5KW. is 90%.

And performance — thoriated tungsten power tube filaments provide consistent 60 Db. or better noise reduction while tube and component adjuncts contribute naturally to lower distortion, especially at higher frequencies.

A NEW HIGH IN — PERFORMANCE — QUALITY — ECONOMY — GATES BC-5B

Say Men! — that puts 5 kw. operating expense almost in the 1 kw. class.
NORTH carolina is the south's number one state

and north carolina's No. 1 salesman is

50,000 watts 680 kc

nBC affiliated

raleigh, n. c.
free & peters, inc.
national representative
JUDGE IS BOSS

By SOL TAISHOFF

A NONE too tranquil atmosphere, the NAB Board of
Actors' meeting at Chand-

ard was tabled.

rillard Jr., who retired as execu-

there were many mentioned

the post of general manager.

ber President Miller would go

17,500 to

A. D. (Jes-

creation of the new post came

a proposal for appointment

the first half

the Army account was being handled

The sharp station reaction was

proverbial in that radio had

air Force recruiting in the first half

Although Grant Advertising, Chi-

this subject was one of na-

broadcast dominated by the

and Air

February

13, 1950

$7.00 A YEAR—25¢ A COPY

NAB General Manager To Be Appointed

A number of board members felt

Miller had spread himself

The proposal, however, was

responsibility for this condi-

In September rounds out five years as paid pres-

Among the recommendations for

$25,000.

The vote for BAB

Broadcast Advertising Bureau

The Finance Com-

FREE TIME REVOLT

By ED JAMES

(See Editorial page 10)

STATIONS throughout the country

in revolt last week against

organizations conducting paid

advertising campaigns in other media.

The sharp station reaction was

proverbial in that radio had

been excluded from advertising

appropriations for Army and Air

Force recruiting in the first half

of 1950 [BROADCASTING, Feb. 6].

Although Grant Advertising, Chi-

cago agency now handling the

Army account, advised BROADCAST-

ing that radio would get a large

share of the budget beginning in

January, the fact that no radio
time was included in the Army's na-
tional advertising plans until then

was enough to encourage some

stations to suspend Army programs
to announce that they had been

It was believed likely that the

Army incident would serve as an

agent for the crystallization of

widespread action by stations on

the entire subject of the abuse of

radio's historic willingness to
donate its time to public service
causes.

That this subject was one of na-

tional interest among broadcasters

became evident a fortnight ago

when the NAB Unaffiliated Sta-

tions Committee adopted a resolu-
tion calling upon the NAB board
to review the entire problem of

free time [BROADCASTING, Feb. 6].

Protests to Grant

The revolt of stations against the
discriminatory practice followed by

organizations that solicit time from

radio while buying space in other

media was manifest in several ways.

Many stations protested to Grant

Advertising and, on a perhaps more

immediately responsive, front to

their Congressmen. The exact vol-

ume of such correspondance was

not disclosed, but it was known to

be considerable.

Some stations reported they had

cancelled all further Army shows

and announcements pending the

resolution of radio to the

national advertising appropriation.

Broadcast Advertising Bureau

and national station representa-
tives were keeping stations advised

on the Army issue, and BAB has

planned talks with the Army.

The protests to Grant Advertis-

ing were of no more than academic

significance insofar as the Army-

Air Force budget for the first half

of 1950 was concerned. The ex-

clusion of radio from those funds,

it was learned, was made when the

Army account was being handled

by Grant's predecessor, Gardner

(Continued on page 76)

Discrimination Hit

(Continued on page 76)
LEVER MULLS
Bob Hope Tape Request

LEVER Bros. execs, Bob Hope and his manager, Jimmy Saphier, met in New York last week to solve three problems: (1) taping of the Hope show, (2) renewal of the Hope contract and (3) clearance from Lever Bros. to tape a daytime disc jockey show for another advertiser, Borden Co.

Charles L. Luckman, former president of Lever Bros., had turned down Mr. Hope's requests to tape the program, but the comedienne is understood to feel that the new management might be persuaded to allow him to do so.

The renewal date for the contract between the company and Mr. Hope is understood to be late this month.

Borden Co. through its agency, Kenyon & Eckhardt, New York, has offered Mr. Hope a five times weekly recorded disc jockey show, for a daytime broadcast. Mr. Hope is said to be ready to sign the Borden contract if clearance from Lever Bros. is forthcoming.

At the end of March, the Lever Bros. executives had not yet announced their decision.

Meanwhile, however, the company had notified one of its agencies, J. Walter Thompson, to drop sponsorship of its television show, The Clock, on NBC-TV, effective March 9. This marks the first cancellation of advertising for the company since the recent resignation of its president, Mr. Luckman.

The Ilka Chase TV show announced earlier as in the negotiation stage will start however in mid-March on CBS-TV for a Lever Bros. product, Harriet Hubbard Ayer.

FREQUENCY STUDY
Truman Not to Name Board

PRESIDENT TRUMAN does not plan to appoint a board to study use of government frequencies, particularly among governmental agencies, he said at his Thursday news conference.

Asked if such a plan was in the works, he said he hadn't thought about the subject. The government already has a board (Interdepartment Radio Advisory Committee) to deal with this problem, he added, explaining that he didn't see any need for a new committee.

Miller Is Chairman

NAB PRESIDENT Justin Miller has assumed chairmanship of the Radio Committee of the Citizens Committee for the Hoover Hug, according to Dr. Robert L. Johnson, national chairman and president of Temple U. Judge Miller said he was heartily in sympathy with the committee, adding it "is giving the people of America a priceless chance to understand the complex problems of their government."

LEVER MULLS
Bob Hope Tape Request

LEVER Bros. execs, Bob Hope and his manager, Jimmy Saphier, met in New York last week to solve three problems: (1) taping of the Hope show, (2) renewal of the Hope contract and (3) clearance from Lever Bros. to tape a daytime disc jockey show for another advertiser, Borden Co.

Charles L. Luckman, former president of Lever Bros., had turned down Mr. Hope's requests to tape the program, but the comedienne is understood to feel that the new management might be persuaded to allow him to do so.

The renewal date for the contract between the company and Mr. Hope is understood to be late this month.

Borden Co. through its agency, Kenyon & Eckhardt, New York, has offered Mr. Hope a five times weekly recorded disc jockey show, for a daytime broadcast. Mr. Hope is said to be ready to sign the Borden contract if clearance from Lever Bros. is forthcoming.

At the end of March, the Lever Bros. executives had not yet announced their decision.

Meanwhile, however, the company had notified one of its agencies, J. Walter Thompson, to drop sponsorship of its television show, The Clock, on NBC-TV, effective March 9. This marks the first cancellation of advertising for the company since the recent resignation of its president, Mr. Luckman.

The Ilka Chase TV show announced earlier as in the negotiation stage will start however in mid-March on CBS-TV for a Lever Bros. product, Harriet Hubbard Ayer.

FREQUENCY STUDY
Truman Not to Name Board

PRESIDENT TRUMAN does not plan to appoint a board to study use of government frequencies, particularly among governmental agencies, he said at his Thursday news conference.

Asked if such a plan was in the works, he said he hadn't thought about the subject. The government already has a board (Interdepartment Radio Advisory Committee) to deal with this problem, he added, explaining that he didn't see any need for a new committee.

Miller Is Chairman

NAB PRESIDENT Justin Miller has assumed chairmanship of the Radio Committee of the Citizens Committee for the Hoover Hug, according to Dr. Robert L. Johnson, national chairman and president of Temple U. Judge Miller said he was heartily in sympathy with the committee, adding it "is giving the people of America a priceless chance to understand the complex problems of their government."
CUBAN SHUFFLE

POINTMENT of a new top- 
level slate of communications of- 
ficia in Cuba delayed U. S.-Cuba 
gotations on NARBA assign- 
ments again last week, but revived 
S. optimism for a successful 
outcome.

President Carlos Prio Socarras 
announced the appointments in a 
3 broadcast, one week after 
a surprise resignation of Com- 
munication Minister Arturo Ilias 
and the selection of Carlos Maris- 
ly as acting minister [Broad- 
casting, Feb. 6].

The appointments:
Sergio Clark, a former minister 
communications, was returned 
that post.
Dr. Jose R. Gutierrez, head of 
a Cuban delegation to the 
ARBA conference at Montreal 
was, as appointed deputy 

Guillermo Morales, formerly in- 
spector general of radio, was 
med director of communications. 
Ledo Antonio Marti, an editor, 
was made inspector general 
radio.

 Favorable Reaction
News of the appointments 
ought a generally favorable re- 
ion in U. S. broadcasting quar- 
s. It was greeted as an antilde 
reminded spirits occasioned by 
esignation of Mr. Ilias and 
temporary appointment of Mr. 
ristany, chairman of the 1946 
iban delegation which won sub- 
ntial NARBA concessions. 
Mr. Maristany, it was reported, 
s to run for election to the 
ongress from the Province 
atanza.
Mr. Clark, the new minister, is 
scribed as an able executive who 
generally respected by U. S. 
oadcasters. He was minister in 
6, before which the confer- 
ce of that year was held.

With the shakeup among radio 
officials, the negotiations between 
U. S. and Cuban delegations with 
respect to NARBA assignments 
permanently delayed. Stated to 
open Feb. 1, the discussions had 
been delayed during the first week 
by the resignation of Mr. Ilias.

Authorities were hopeful late 
last week that the conferences 
got into full swing and again 
to show progress in the near 
future. Purpose of the sessions is 
to reach agreement on Cuban and 
U. S. channel rights. Differences 
on this score forced the current re- 
cess in the full NARBA confer- 
ce last December when the U. S. 
jected Cuban demands as being 
too far-reaching.

The full conference is to resume 
in the U. S. at some time between 
April 1 and Sept. 1. Mexico, which 
not participated up to now, 
has indicated a willingness to join 
the sessions if she is given time to 
prepare, which would indicate a 
resumption nearer Sept. 1 [Closed 
Conference].

Meanwhile, FCC Comr. Rosel H. 
Hyde, chairman of the U. S. de- 
legation to Havana, and his col- 
leagues were treated to a detailed 
exposition of Cuba's NARBA pos- 
sition as seen by Dr. Nicholas Men- 
doza, former director of radio.

In a full-page article titled 
"NARBA, or The Case of the Dog 
in the Manger," which appeared in 
the Havana Post of Feb. 8, Dr. 
Mendoza said: "Since technical 
progress has not eliminated inter- 
ferences, Cuba proposes to retain 
the Sovereign Rights to use all 
channels, and insists on the con- 
clusion of a Regional Agreement 
that will reduce interference to a 
minimum."

Failure Cited
Calling attention to U. S. fail- 
ure to decide the long-pending 
clear-channel case, he asserted: "
. . . while indecision reigns, the 
dog in the manger neither assimil- 
ates its clear channels, or allows 
Cuba to munch at them."

Dr. Mendoza charged that the 
old NARBA's 650 mile rule "was 
nothing more than a clever subter- 
fuge" to keep Cuba from using 
U. S. channels.

He summed up Cuba's attitude 
toward U. S. clear channels as fol- 
lows:

... Cuba will respect adequate pro- 
tection to U. S. stations that use 
the service area of today, in conformity 
with principles of good engineering, 
and as regulated by the Atlantic City 
Radio Regulations, but will simul- 
taneously use their identical channels 
not to impede placing 
useful signal in Florida, because the 
stipulation not to use those channels 
was a self-imposed limitation valid 
only during the term of the contract, 
and NARBA's extension has expired.

Will Cuba agree to similar limitations 
as to some of the old clear channels? Without a doubt, the an- 
swer is clear: in view of the fact 
and it reasonable; that in so doing, it 
obtains guarantees that it can satisfy 
its broad broadcast needs; yet it ar- 
ives at that conclusion freely; and 
this can be achieved only across a 
conference table. The flow and 
give of law and take may seek its 
level in balanced compromise.

Dr. Mendoza, who was one of the 
leaders in the original NARBA 
movement, said that since NARBA 
March 29 "Cuba has not 
grabbed or assaulted the prop- 
y of any other nation, nor of 
any of its citizens." Cuba has, he 
said, "made use, and is determined 
to continue making use of, those 
facilities it needs."

Warning Sounded
He sounded an implied warning 
that Cuban demands now may be 
even further reaching than those 
of the past. He noted that the re- 
quest of the U. S. for the "hard 
and 46, and in 1947 all fell short of 
those made at Montreal last fall.
He said AM channel demands 
that virtually reached their peak. 
From now on, while pressure for new facilities in the standard AM band existed, the 
USA, the same pressure will 
continue increasing in Cuba."

SCOTUS Hits FCC

THE SUPREME COURT made 
clear last week that FCC has no 
authority to meddle with the 
right granted to contracts 
radio stations and others.

The Commission's disapproval 
contract, the court held, does 
in itself invalidate the contract. 
The ruling came in a 7-0 deci- 
sion striking down a contract 
Southern Broadcasting Stations Inc. 
its suit against the Georgia School 
Technology [WGST Atlanta] 
for recovery under a contract which 
FCC banned [Broadcasting, June 
13, Dec. 12, 1949].

In an opinion which also ques- 
tioned FCC's handling of the case, 
Justice Stanley F. Reed wrote for 
the court:

... Under the present statute, the 
Commission could make a choice 
itself whether or not to license 
e, i.e., to grant or deny the license 
the basis of the situation of the 
applicant.

It could insist that the applicant 
change its situation even after it 
gained a license, and it could not as 
act to help the applicant to change 
situation for the applicant. 
The public interest, after all, is in the 
effective use of available channels, 
and only to that extent in what particular 
applicant receives a license.

The Court recognized the "hard 
choice" which required FCC to 
condone violations of its rules by 
approving the license application, 
and pointed out the public's 
advantage of a station under the 
management of the [school's] 
Board of Regents.

"Hard Choice"

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approving the license application, 
and pointed out the public's 
advantage of a station under the 
management of the [school's] 
Board of Regents.

FCC legal authorities denied 
the ruling would affect FCC's famed 
how Port Huron decision or other policy 
regulations, including relatively 
new rules banning station sales in 
which time is reserved as part of 
the sale.

The Port Huron decision pro- 
hibits censorship of political broad- 
casts but takes the position that 
state libel laws will not apply since 
political censorship is forbidden by 
the Communications Act in 
specific terms.

They also felt the decision in-
tensifies the broadcaster's dilemma.

If the Commission approves a 
broadcaster's contract and then 
changes its mind, they said, the 
broadcaster would face (1) denial 
of license or failure to abrogate 
the contract, or (2) the possibility 
of being sued if he does abrogate 
it.

They pointed out that the Su- 
preme Court's decision leaves 
WGST in the same position which 
FCC in its decision had tried to 
avoid—that is, faced with liability 
under a contract which which the 
Commission feared would endanger 
its financial stability.

The contract, drawn up in 1943 to 
replace a management agree-
ment which FCC had objected, 
provided for the state-owned 
control over the management 
group, Southern Broad-
(Continued on page 78)

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STATE CONTRACTS

IGRAM scheduling and other 
options of "Mutual" interest com- 
complied the attention of these sta- 
and network executives in Hol- 
wood recently after the Arizona 
workigned itself with Don Lec- 
uelo. To r: Albert D. Johnson, 
general manager, KOY Phoenix; Pat 
mbell, vice president in charge of 
tion relations, Don Lee, and John 
ogg, KOY president. Arizona 
work comprises KTC Tucson, 
SKUN Bisbee and KOY.

ROADCASTING • Te le casting
By FLORENCE SMALL

T HE PACIFIC COAST Borax Co., Los Angeles, spends half a million dollars a year on advertising, and for 20 years its every appropriation has been channeled into radio.

For two decades the company has relied exclusively on radio to sell its products, 20 Mule Team Borax and Boraxo. Recent sales data reveals that radio has responded yeomanly to the trust, doubling the already prodigious sales of the products since 1940.

For the past five years the destiny of the account has rested high on the stalwart shoulders of The Sheriff, an action-packed western program heard on ABC Friday, 9:30-9:55 p.m.

But for all his dering-do, The Sheriff—all man and two yards high—owes his existence, as well as a great measure of sales success, to a woman. That woman is Mrs. Dorothy McCann, vice president of McCann-Erickson.

Mrs. McCann's first affiliation with the Borax account dates back to 1930 and marked a significant sign post in the productional development of radio itself.

** Dramatic Shows Then Were New to Radio **

Most of the radio programs of that day were musical shows. There were only one or two dramatic offerings on the air. One of them was Real Folks, sponsored by the Cheseborough Mfg. Co. (who now sponsors Dr. Christian). Real Folks was Mrs. McCann's first radio production, started in 1928. Its mushrooming success led the McCann-Erickson agency to recommend to the Pacific Coast Borax Co. that it embark on the new dramatic form to sell its products.

** Show Runs Continuously From 1930 to 1944 **

In spite of the deep rooted feeling in the radio industry that the audience would not understand drama which they could only hear and not see, the Pacific Coast Borax Co. had the vision to realize that radio drama could become the most basic entertainment of all. And so a new dramatic radio show Death Valley Days, was launched. Depicting stories of the Old West in the region where borax was mined, the show was inaugurated on Sept. 30, 1930, on NBC.

It rapidly became one of the favorite listening periods on the air, bringing a new breadth at romantic flavor to radio. Continuing unbrokenly to 1944, the program was heard for the latter the years on CBS.

In 1944, however, the program which in a sense set a pattern for modernity, was itself supplanted by a more modern program. Seeing to retain the feel of the West while adding the extra allure mystery, Mrs. McCann conceived the idea for The Sheriff. It was an immediate success; old listeners remained and new ones were added. And most significantly, sales of 20 Mule Team Borax and Boraxo continued to build.

The program has a consiste Hooper rating of 9 or 10 and considered by the network to be one of its anchor shows for Friday night programming. The role of Sheriff is played by Don Brigg His girl-friend, Jan Thackery, portrayed by Helen Claire. If consultant on psychology, the Professor, is played by William Pomer.

** History of Borax Co. Is Drama Itself **

Hardly less enthralling than of its dramatic presentations is the history of the Pacific Coast Borax Co. itself. That history actually

---

Mrs. McCANN

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The Old and New West HELPS RADIO SELL FOR BORAX

THE 20-Mule team re-assembled for the Death Valley Centennial Celebration held in the valley on Dec. 3, 1949. Wagons shown are the original wagons, largest ever made.

* * *

Dramatic Shows Then Were New to Radio

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TWO DECADES ago, the Pacific Coast Borax Co. turned to radio with a conviction that broadcasting could do a selling job for them. So strong was its faith in the medium that every advertising dollar was channeled to broadcasting. It's been that way ever since. The consistent Hooper and the continuing allegiance of the listeners to the sponsor’s products was all the proof that Pacific Coast Borax Co. needed... and received.

... The Story of a Firm Whose Advertising Has Been Exclusively Radio

again with the chance visit of a 'amp prospector to the Nevada desert cabin of Aaron and Rosie Winters, a pair of disenchanted ut hospitable gold seekers.

The stranger told the Winters of mineral reputedly abounding in hat area. He referred to it as borax, a term then unknown to the Winters. The prospector showed them a sample of the material, and prophesied that greater fortunes could be made from this treasure f the earth than from gold.

Electrified, Aaron Winters re-solved that he had seen an abundance f what looked like the mineral in a region of nearby Death Valley. But he kept the recollection to himself.

* * *

Containing his eagerness, he inquired of the stranger how one could tell borax from the similar appearing white flaky rock ger-nate to the area. In reply, the itinerant prospector took from his jack a flask containing a chemical mixture, poured some for the Winters, and explained that if, with the application of this chemical and a lighted match, the material turned green, it was indeed borax.

The next morning Aaron and Rosie Winters trundled excitedly across the desert, down into Death Valley and to the region where he had remembered seeing the white substance. Eagerly they collected their samples and waited for dark to make the fateful acid test.

With the fading of day's last shadow, Aaron Winters nervously deposited his find in a prospector’s tin. Rosie Winters held the chemical over the tin and poured. Aaron struck a match and held it to the substance. The material glowed green! The Winters had made their find—and with it had founded a new industry.

* * *

20-Mule Teams Used To Transport Mineral

The development of the industry, however, had to wait on the sur-mounting of imposing physical difficulties. The borax had to be mined and moved. Death Valley is the lowest point in the western hemisphere, flanked on either side by tremendous volcanic ranges. The nearest railroad was 165 miles away.

To overcome this geographical obstacle, the mine operators (who had since bought out Aaron Winters’ interest for $20,000) brought in 20-mule teams. Twenty mules, pulling giant wagons weighing 8,000 pounds, each loaded with 10 tons of borax, carried the commodity across the 165 miles to the railroad, thus solving the trans- portation problem and suggesting the name for the product.

* * *

Currently, borax is mined in the Mojave Desert just south of the original discovery in Death Valley. A great mill works day and night preparing the raw product for shipment to the refinery. Locomotives haul the borax up to the main line of the railroad.

20 Mule Team Borax is used specifically as a laundry aid—to sweeten the wash, help the soap to do a faster, better job. Housewives use it also for dishwashing, for cleaning kitchen pots and pans, to clean wood work, nickel, enamel, porcelain. 20 Mule Team Borax also is used in many manufacturing processes.

Boraxo is a special combination of 20 Mule Team Borax and fine toilet soap. It is used as a hand cleaner. Boraxo is supplied in dispensers in most of America’s big industrial plants, for the use of workers. * * *

Today the Pacific Coast Borax Co. is owned and operated by Borax Consolidated Ltd., London, Eng. Desmond Abel-Smith is chairman of the board and Frederick A. Lesee and A. H. Reid are joint managing directors.

In America, company head-quarters are located in Los Angeles with Frank M. Jenifer, president, and J. M. Gerstley, vice president and general manager.

CANDID shot during a recent program catches the dramatics of (1 to r) Don Briggs (the Sheriff), Helen Claire (Jan) and William Podmore (the Professor), central characters in the show.
WDSU CHANGES

AM-TV Programming Divided

DIVISION of the WDSU Broadcasting Services’ radio and television program departments into two separate operational entities was announced last week by Robert D. Swezey, general manager of the New Orleans outlets.

Mr. Swezey said managers were appointed for each media after the WDSU plans board concluded that executive personnel would be unable to divide their duties and obtain maximum results.

Stan Holiday, appointed radio program manager, will also serve in an advisory capacity to television. Ray Rich has been appointed television program manager and will be available in an advisory capacity to radio. Television operation will be handled by Carl Junker. Mr. Swezey also announced the appointment of Leroy Laudermilk as musical director.

Other Changes

The musical department under Mr. Laudermilk, specials and special events under Mel Leavitt and women’s programs under newly appointed Joyce Smith will continue to function interchangeably between radio and TV, Mr. Swezey stated.

Time sales for radio and television will continue to be handled by one department but the station is contemplating the establishment of separate sales forces for each medium, Mr. Swezey added.

Mr. Rich

Mr. Holiday

WACP PURCHASE

WJLK Bids For Ownership

ACQUISITION of WACP-AM-FM Asbury Park, N. J., by WJLK(FM) there was announced last week by Thomas B. Tighe, WJLK manager. Consideration is understood to be in excess of $50,000. Formal application for FCC approval is in preparation.

WJLK, owned by the Asbury Park Press, began operations on 94.3 mc with 1 kw two years ago. WACP, assigned 250 w on 1310 kc, was established there in 1927 and since 1946 has been owned by the Charm Candy Co. WJLK and WACP are to be combined under WJLK call letters. The WACP-FM operation on 107.1 mc would be dropped. Headquarters for the operation will continue in the Asbury Park Press Bldg.

WACQ CHANGES

THE PROACTIVE MOVE

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“Due to technical difficulties beyond our control, the program ‘Precious Prodigies’ will NOT be heard at this time!”

TRANSIT RADIO LEGAL? Suit Filed In D. C.

FIRST step was taken in testing the legality of transit broadcasting, in at least one city, with the filing of a suit in Federal District Court in Washington, D. C., on Feb. 8.

Two components of radio-equipped vehicles in Washington also looked for results in Congress. A bill (HR 7150) introduced Feb. 6 in the House by Rep. Walter Norblad (R-Ore.) and referred to the House District Committee, would prohibit “commercially sponsored radio broadcasts on streetcars and busses in the District of Columbia.” A fine of $2,000 would be imposed upon a company for each day it continued to violate the law.

At the U. S. court in Washington, a bill of complaint seeks a permanent injunction against Capital Transit Co. (WWDC-FM Washington provides broadcasting services) to bar operation of any form of broadcasting in its vehicles. The suit is filed by Hector G. Spaulding, of the law firm of Spaulding & Reiter, Washington [Broadcasting, Feb. 8]. Mr. Spaulding is legal counsel for the Transit Riders Assn.

Meanwhile, a decision is awaited on another maneuver by the association and Washington attorneys Guy Martin and Franklyn Pollak—an appeal for a rehearing before the Public Utilities Commission which ruled transit radio “not inconsistent with public convenience, comfort and safety.”

Mr. Spaulding told Broadcasting the complaint would be “carried to the Supreme Court if necessary.” He added, however, that the injunction request would be dropped should the commission “modify or rescind its action.” Date for the opening of the argument has not yet been set.

The complaint read in part:

“Through the operation of these installations defendant violates its

public and contractual duty to trans- port passengers, hinders the service of members, quiets it; inflicts on them a nuisance; it wrongfully invades their privacy; it restricts their freedom of thought; it seeks to make an unearned and unaccustomed income out of their helpless position by selling to advertisers the opportunity thus to commit unfair aggression upon them; it violates also its duty as a common carrier not to interfere with the free exercise of their faculties by a significant number of riders, which may lessen their efficiency and even endanger their health.”

CHICAGO DISPUTE

Mediation Effort Seen

CHICAGO office of the Federal Conciliation and Mediation Service is expected this week to call a meeting of management from WHFC Cicero and WSBC-WXRT (FM). Chicago on complaint of International Brotherhood of Electrical Workers (IBEW), Local 1220. The union is seeking wage increases for six engineers at each station as an afteroom of salary gains from four other Chicago stations where it has jurisdiction.

Local 1220 seeks mediation after a unanimous strike vote by card feature and WSB-C. The station’s program with the National Indian Council, and since been under fire. The station manager has announced the union will seek return to WHPC the WHFC, also has been informed officially of the union wage demands.

BMC CLINIC

Pacific Coast Sessions Si

FIRST Pacific Coast BMJ program directors' and librarians' clinic will be held at KJIH Hollywood studios on Wednesday (Feb. 15). Approximately 200 persons are expected to attend.

Robert J. Burton, BMI New Yor vice president in charge of pub- lisher relations, as principal speaker will discuss "Applicable of Copyright Law in Broadcasting" by Calvin J. Smith, vice president at general manager of KFAC Los Ang eles and NAB 16th District direc tor, will talk of "Importance a Clinic at Program Level."

Other speakers and their su jects are as follows: Carl Bres ter, KFVD, "Building Station's Financially Through Programming"; Charles Clifton, KRKD, "Program ming for the Listener"; Carl Leavitt, "Importance of Program Content and Sequence"; Robert Brown, KNBC TV) "TV Ve sus AM and TV Programming Problems." Disc jockey session wil be participated in by Al Posk KPI, David Anderson, WB; Tr. Hanlon, KNX; Bob McLaughlin KACL. All stations are in Los Angeles.

"Who Licenser? What Tune?" will be discussed at music clearances roundtable. Participants include Alex Petry, NBC; Marty Hubbi ABC; Robert Shepherd, KJIH; Am Brenton, CBS; Charles Hamilton KFI.

Participating in librarians’ pan- discussion are Norma Barnett KGJF Los Angeles; Dale Babcock KKL; Nancy Bashed, KNX; Ed Kent, KFAC; Jerry Sybilru KMPF; Jane Russell, KFWB.

Glenn Dolberg, BMI West Coast field representative, is to preside over the all-day sessions.

WUCF ON AIR

Akrone Daytimer Start

WUCF Akron, new 1 kw station operating daytime on 1150 kc made its debut yesterday (Feb. 13) under the independent owner of the "independent news" show, "diferent" music li brary and loca civic and sport events.

Mr. Elliot

Opening day—highlighted viewpoints local and national celeb rities and a preview of the station’s program activities with the entire staff.

Stress of programming will be on news coverage with a four-man staff and area correspondents contribut ing. The station's music staff is headed by Mr. Elliot. George Stropoe is business manager.
Radio Rallies Again FOR THE MARCH OF DIMES

HE ENTIRE broadcasting industry this year again formed solid front as battle lines were drawn in the annual fight against infantile paralysis. The March of Dimes campaign and which ended Jan. 31, as national campaign because this year’s slogan was “Pass the Hat.” Working with representatives from the National Infantile Paralysis headquarters in New York, Joseph T. Mathers, commercial manager, organized the drive in which over 125 hats from famous people were used in a public collection taken up by high school students. In one day the students turned in over $1,400 in coins.

WLAN: Following its customary procedure on public service, WLAW Lawrence, Mass., cooperated with campaign leaders by donating part of its-lobby as the focal point for the Essex County Infantile Paralysis Drive involving operations in 34 communities. The outlet also devoted two hours and 35 minutes weekly to the cause. Arthur Flynn, sportscaster, served as county radio chairman, and the distribution and guidance of the county campaign emanated from WLAW headquarters.

WJNR: An hour-long variety show broadcast from WJNR Newark, N. J., helped mark the campaign’s opening in that area. Arranged by the Essex County Chapter of the March of Dimes, the broadcast featured performances by leading entertainers.

WTIC: In Hartford, Conn., WTIC opened its 10th annual Mile of Dimes campaign in cooperation with the Hartford Courant. By the end of the drive, the joint radio-newspaper project was expected to exceed its aim for five miles of dimes, or $44,500. Individual and group gifts were acknowledged daily over WTIC in noon-day broadcasts from a 50-ft. Mile of Dimes stand erected on a sidewalk in the heart of Hartford’s shopping district.

WHOM: In cooperation with the anti-polio campaign, WHOM New York prepared a special series of transcriptions that were made available free of charge to all stations broadcasting in the Italian language. Perrucio Tagliavini, Metropolitan Opera tenor, was featured on the transcriptions.

WICH: In Norwich, Conn., Sportscaster Mel Allen officially opened the New London County polio campaign at an open sports show at the town hall. Brought to Norwich by the Elks, Mr. Allen also made special wire recordings for WICH which remained on the air 24 hours a day until $15,000 was raised.

WCCO: Sixteen WCCO Minneapolis personalities participated in an "all-out" effort to raise funds for the polio campaign through the "Iron Lung Baby" contest to give little David William Wells a new and additional middle name. David was born last November; his mother has been an iron lung patient in a Minneapolis hospital since September. Prizes amounting to $16,500, including $5,000 in cash and five automobiles, were awarded before the contest closed. General Sales Manager Gene Wilkey had sworn he’d "eat his hat" if the entries in this year’s contest exceeded 1,949. The complete returns reached 146,000—a healthy 12,000 more than the 1949 record—General Manager Wendell B. Campbell ordered the hat delivered to Mr. Wilkey’s office. Mr. Wilkey was happy to concede.

WEIM: Over 800 telephone calls and more than $1,000 in March of Dimes pledges were accepted by Dave Rodman from his studio on WEIM, Phila., during its regular Rhythm with Rodman broadcasts over WEIM Fitchburg, Mass., to that cause.

KCRB: A two- and one-half hour broadcast over KCRB-AM-FM Enid, Okla., brought in nearly $2,700 donated by listeners during a telephone request show. Mayor Herbert Barnett made a special plea for contributions. A local cafe was the high bidder for a cake which the restaurant sold slice by slice the following day with all proceeds going to the campaign.

KTHT: In Houston, KTHT’s new studios were the scene of the city’s radio March of Dimes drive. Program Director Ted Nabors led the Giant Jamboree to a $23,000 success. The all-star show included a cross-section of the area’s talent. Highlight was tender of a $20,000 check by H. R. Cullen, Houston philanthropist.

KIND: A four-hour broadcast of live talent aired by KIND gave a boost to the March of Dimes campaign in Independence, Kan. Performers from southeastern Kansas and northeastern Oklahoma donated their services in return for contributions accepted by telephone and collected by members of the Business and Professional Women’s Club, sponsors of the local drive.

WLAN: The entire staff of WLAN Lancaster, Pa., joined in giving a March of Dimes party during the local fund drive. Starting at 11:15 p.m., listeners were requested to telephone re-

(Continued on page 84)
**EXCISE TAXES**

**Hearing Planned for Feb. 15**  
(Also see story TELECASTING 8)

HEARINGS for excise tax revision are scheduled tentatively this Wednesday (Feb. 15) by the House Ways and Means Committee. Agenda calls for five days of hearings on all phases of excise tax proposals, including the Administration's request of a levy on TV receivers [BROADCASTING, Feb. 6], a committee spokesman said Thursday. The committee acknowledged that some requests to testify from objects to the TV tax have been received.

The House committee plans detailed hearings on the entire question of tax revision to continue possibly as long as two months. An executive session then will be held to prepare a committee bill, embodying all excise tax proposals, which is expected to be introduced by Committee Chairman Robert L. Doughton (D-N. C.).

**WKY Affiliation**

WKY Oklahoma City, which plans construction of a new building to house studios and offices, is an NBC affiliate. WKY was incorrectly listed as an ABC affiliate in BROADCASTING, Jan. 30. KTOP is the ABC affiliate in Oklahoma City.

**MUTUAL executives met the Chief Executive when board members visited the White House on Feb. 3** [BROADCASTING, Feb. 6]. They are (l to r): James E. Wollen, treasurer, MBS; Emmanuel Donnet, counsel, MBS; J. R. Poppele, WOR New York; Lewis Allen Weiss, Don Lee; H. K. Carpenter, WHK Cleveland; Sterling Graham, WHK and Cleveland Plain Dealer; Benedict Gienbel Jr., WIP Philadelphia; Theodore C. Streibler, WQ; and MBS board chairman; President Truman; Frank I. White, president, MBS; Ray Flisik, auditor, WIP; Gordon Gray, WIP and J. E. (Ted) Campea, CKLW Detroit.

**FOREIGN LANGUAGE**

**12 Stations Form Network**

ORGANIZATION of the Foreign Language Quality Network, comprising some 12 affiliate stations in major cities, is now completed, Claude Barrere, general manager of the network, announced last week. Network headquarters are at 70 E. 45th St., New York City.

**PASADENA SHIFT**

Feb. 16 Set for Shuffling

RADIO ACTIVITY involving birth death, and change of residence takes place in Pasadena, Calif., Thursday (Feb. 16) when KAL goes on the air at 6 a.m. that day, operating daytime only on 143 kC. Owner is John H. Poole, who also owns KSMA Santa Maria, Calif., and ultra-high frequency experimental television station KM 2XAZ Long Beach.

Aubrey Ison, former general manager of KAGH, will set in the capacity for the new station. Several other KAGH staff members also will be retained by KATL, including Allen Berg, program director, and Rowland Gibbs, sports director. Joe Thompson, former NBC director and assistant manager of Hollywood office, Sullivan Stufer, Colwell & Bayles, join station program department. Station has offices and studios at 42 E. Green St.

KWKW, 1 kw station owned by Southern California Broadcast Co. which purchased KAGH and KARS (FM) facilities, goes on the air at same time on the former KAGH channel at 1800 kc operating on a full-time basis for the first time. Station will operate FM facility as KKW-FM. William J. Beaton is general manager of the station. Dick McGarvey will join the sales department at that time.
CUDDLE UP, HONEYBUNCH!

This young orangutan wants to cuddle up with the pretty little cocker and get to be real pals.

Time buyers like to cuddle up, too—to real bargain radio buys for their clients. In Baltimore, it's easy. They just buy W-I-T-H—the BIG independent with the BIG audience.

W-I-T-H, you know, regularly delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H.

That means that just a little money goes a long way on W-I-T-H. Get W-I-T-H on your schedule fast! Call in your Headley-Reed man for the story today!
BANK ADVERTISING

BAB Gives Selling Tips

RADIO can assist banks to use advertising effectively and at less cost than almost any medium, but broadcasters must strive in every community to keep local banking institutions sold on the strength of the medium.

Cooperatively-sponsored network programs or specially transcribed radio dramatizations, prepared by the American Bankers Assn., are generating a new source of interest among banks in radio as a retail advertising medium. Yet a disturbing decline in the use of radio is evident—a fact which should command the attention of all broadcasters.

This word of caution and a host of facts and figures are contained in a February report on banking compiled for the industry by Broadcast Advertising Bureau as part of its selling-retailers series.

Over 2,000 banks are now using radio, compared to 146 in 1937, and nearly 100 such institutions undertook co-op network ventures during 1948, BAB points out. Despite the interest in radio, however, banks have been spending the majority of their advertising appropriations in newspapers, BAB reports. On the other hand, readership of bank ads is "notably low," it adds.

Advises Analysis

Pointing out that for every 10 accounts a bank must add a new one each year, BAB urges broadcasters to analyze bank prospects; pattern program, time and frequency after bank policy; suggest use of the BAB ad services; encourage co-op advertising among regional associations; exhibit the BAB slide film, "How To Turn People Into Customers," before local groups; recommend exploitation of banks' seasonal business; capitalize on increase in banks' checking services.

The ABA advertising service is available for as little as $150 for 52 programs in towns under 20,000 population, with possibilities of participating sponsorship and thus lower cost, BAB points out. ABA service includes Series A (30 dramatizations covering all types of loans) and Series B (26 dramatizations written around theme of money management).

The report, which also covers bank functions, classifications and other aspects, cites banks' local sponsorship of such programs as Fulton Lewis jr., America's Tour Meeting of the Air, and others.

During 1947, for example, 97 bank sponsored 46 co-op programs on 1,069 stations comprising the four networks. Favorite show forms was newscasts.

Report can be obtained from BAB, 270 Park Ave., New York 17, N. Y.

IDEA MAKER

KIRO Airs Student's Show

A new idea that originated in the classroom will be introduced to the public Feb. 25 over KIRO Seattle in a 15-minute program called Mystery Movie Star. The show, which offers a $100 prize to a listener guessing a star's name, was conceived in Prof. Milo Ryan radio advertising class at the U. of Washington.

When Prof. Ryan assigned term paper—to study needs of Seattle business concern and work out a hypothetical radio advertising campaign—Student Harry Schmidt plunged into the project with high fliers. Harry's "probable firm" was the Hamrick Theatres, Seattle chain, for which he works up an idea and a script—and received a good grade. Prof. Ryan was so impressed with the result that he took the program idea to KIRO.

From there, the program began rolling. Account Executives Tom Chase, of KIRO, presented details to Hamrick, the sale was consummated and the show scheduled. Mr. Chase helped Harry polish for broadcast. Chief clip in weekly quiz involves dialing the telephone and counting clicks. Promotion tie-ups are being used by the station and Hamrick. Sidelight: Harry Schmidt, while writing term papers or studying for a concessions manager for competing theatre chain.

AFA Meet Planned

THE 10th District convention of the Advertising Federation America will be held in Amarillo Texas Oct. 22-24, according Monte Rosenwald, president of the Amarillo Ad Club and chairman of the convention committee. Mr. Rosenwald, a partner in Southwestern Advertisers, Amarillo agency, announced that convention committee chairmen had been appointed as that plans for the session were being formulated at a series of get-together meetings.

COMPLAINT by Federal Trade Commission that Continental Radio Tu Co., Chicago, engaged in deceptive misleading practices in the sale of radio tubes has been generally denied by Continental Corp., Chicago. Hearings will be held, FTC added.
Radio in Salt Lake City Gets Results
ZCMI Department Store
has won the coveted
NRDGA GRAND and FIRST PRIZE
for Beamed Radio Programs

Plus
3 FIRSTS • 2 SECONDS
in 5 Classifications
in the 5 to 15 Million Dollar Volume Group

Again ZCMI and Salt Lake City radio stations win top honors in annual National Retail Dry Goods Association radio program contest held recently in New York City. With three first place and two second place awards for programs beamed to specific audiences in five classifications for stores with $5 million to $15 million volume, ZCMI also won the First Award and Grand Prize for groups of beamed programs. A year ago this same store won two first and one third and received "special commendation for the best overall job of radio programming for a retail store."

Special credit is due the following additional persons who are responsible for these achievements: Harold H. Bennett, vice-president and general manager of ZCMI; E. Geoffrey Gouge, sales promotion manager, ZCMI; Frances Peterson, advertising manager, ZCMI; Edward E. Kay, radio and television director of the David W. Evans Advertising Agency; Francis Urry, producer of "Land of Make Believe," KSL; Ted Kimball, producer, "ZCMI Utah Symphony Hour," KSL; Gordon Owen, creator, "Home Maker," KALL.

KALL
MBS

KDYL
NBC

KSL
CBS

KUTA
ABC
WDSU-TV
hits a new note...

HIGH "SEE"!

ONE 3-MINUTE SPOT
SELLS OVER $1500.00 TO
TV-WISE NEW ORLEANSIANS!

LEGAL CLINIC
N. Y. Radio-TV Sessions Set

Lawyers will receive a thorough
grounding from experts in the many
legal problems of radio and
television in a series of six weekly
sessions to be held under the auspices of the Practicing Law Insti-
tute in New York beginning Feb.
28.

Program of lectures and panel
discussions, to be held each Tuesday
at the Roosevelt Hotel, were an-
ounced last week by David M.
Solinger, New York attorney and
course chairman. Speakers will in-
clude representatives from the net-
works, NAB, FCC, ASCAP and
other fields.

Business aspects, practices and
techniques for lawyers who repre-
sent stations, advertisers, adver-
sising and talent agencies and copy-
right owners will be covered, with
emphasis on current problems. Sub-
jects marked for discussion com-
pare program content, agreements
with announcers and entertainers,
package agreements, licensing and
special problems peculiar to televi-
sion.

Those scheduled to participate, in
addition to Mr. Solinger, include:
Gustav Margraf, NBC vice presi-
dent and general attorney; Robert P.
Myers, NBC assistant general attorney;
Joseph A. McKenna, ABC general
attorney and vice president; Howard L.
Hausman, CBS vice president; Don
Petty, general counsel; NAB; Herman
Finckelstein, ASCAP; Edward G. Wil-1
son J. Walter Thompson Co.; Harry Plot-
kis, assistant general counsel, FCC.

Jules Herbuveaux Sr.

JULS HERBUVEAUX Sr., 77,
father of Jules Herbuveaux, tele-
vision manager at NBC's Central
Division, died Feb. 1, 0 in Chicago
after a long illness. Funeral serv-
ices were conducted Wednesday
morning, and were followed Thurs-
day by burial in Utica N. Y. An-
other son and two daughters sur-
vive.

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 29,581,000, the 1949 estimate of Total United States Radio Homes. (1) Homes reached during any part of the program, except for homes listening on 1 to 5 minutes.

PA. BROADCASTERS
Diehm Names Sub-Chairmen

Sub-Chairmen of the mem-
ship committee of the Pennsylvania
Association of Broadcasters have been
announced by Chairman Victor D.
Diehm, partner and general mani-
ager of WAZL Hazleton.

The sub-chairmen are:
Dale Robertson, WSCR Scranton
Northeast District; Charles Petri,
WUL Shamokin, North Central
Division; David Potter, WNAE Warren, North
west; Robert R. Nelson, WAR Johnstown, Southwest; E. J. Hir-
berger, WEDO McKeesport, All-
gheny County Region; Thoms Metzger, WMRF Lewistown, W.
South Central; Arthur McClure,
WGPA Bethlehem, Southeast; Boba Clipp, WFIL Philadelphia, Phila-
phia County Region.

PRIZE PROGRAMS
Women Show Approve

According to a recently con-
pleted survey by Guide-Post Re-
search, most Pittsburgh housewives
are in favor of "give-away" pro-
grams. In the survey it was ex-
plained to 1,412 women that legs
sation was being taken to try an
prohibit "give-away" programs an-
asked: "Do you think Stop th-
Music and Philadelphia prize pro-
gram should be banned?"?

Of the women voicing an opinion
63% were in favor of continue-
the shows and 37% were for bat-
ing them. One-third of those in-
terviewed had no opinion. Includ-
ing those who are indifferent to
the situation, a very small pro-
portion of the public is again
give-aways, the firm said. Replac-
ments of prize shows will not
likely arise from more interesting
and less costly programs than fro
legal action, according to Guidi-
Post.
71%... Of all AM-FM-TV broadcasters use Andrew Transmission Lines and Fittings

The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

Leadership in Service Too!
Only Andrew offers you complete installation service including engineering proof of performance. Work is done by factory engineers, placing complete responsibility upon ANDREW.

Andrew Corporation
363 East 75th Street - Chicago 19
World's Largest Antenna Equipment Specialists

Transmission Lines for AM-FM-TV • Antennas • Directional Antenna Equipment • Antenna Tuning Units • Tower Lighting Equipment • Consulting Engineering Services
GRAY NAMED
Army Secy. Heads U. of N. C
SECRETARY of the Army Gordon Gray, broadcaster and newspaper publisher, was chosen president of the U. of North Carolina last week. According to the Secretary, he will remain at the Pentagon post for several months before assuming the university position not later than Sept. 1.

Secretary Gray is president an owner of WJW, Winston - Salem, N. C, WMIT (FM) Charlotte, president of Piedmont Publishing Co., publisher of the Winston Salem Journal and Twin City Sentinel. As the university’s new president, Secretary Gray, who has held the Army post since last June, will succeed Sen. Frank P. Graham (D-N. C.), who resigned as university president last March when appointed to fill a U. S. Senate vacancy.

New Duties
In his new post, Secretary Gray will head UNC proper at Chapel Hill, N. C., the North Carolina State College at Raleigh, N. C., and the Woman’s College at Greensboro, N. C. His name was the only one submitted to the university board of trustees on Feb. 6, making his election unanimous. He served in the N. C. State Senate in 1939, and again in 1946. President Truman appointed him Assistant Secretary of the Army in 1947 an Under Secretary last May. A successor to Mr. Gray’s secretary position had not been named at the time of his resignation announcement.

APPLIANCE TRADE
Finds Radio Ads Mean Sale
DISTRIBUTORS of home appliances throughout the Southeast are setting up and taking notice these days of the success of radio advertising.

Responsible for this is Calvin L. Mitchell, president of Southern Appliances Inc., rated the largest distributor of home appliances in North and South Carolina. Mr. Mitchell has placed, through Boettiger & Sumners, Charlotte agency his eighth radio contract since last July. Three additional contracts are reported to be under consideration.

Southern Appliances’ most recent program is a quarter-hour for Leonard (refrigerators, range: water heaters and freezers) on WBT Charlotte’s Grady Cole Time. This program is directed to the farm home audience. Mr. Mitchell apparently has found in radio advertising the results he was looking for when he said: “All I ask of advertising is that it ring the cash register.”
WEMP Serves the Milwaukee Empire with a Truscon Steel Radio Tower

- Millions of people are concentrated in the rich industrial and agricultural area that comprises the Milwaukee empire. Adequate coverage of this intensive listener audience made a radio tower of the most modern design a paramount requirement.

- WEMP radio personnel enlisted the services of Truscon radio engineers, long skilled in designing radio towers to meet specific conditions all over America. Promptly and efficiently, Truscon engineered and erected the 456 feet high over-all, self-supporting tower shown here, with its Western Electric 6-unit cloverleaf FM antenna.

Another
TRUSCON
TOWER OF STRENGTH
456 FT. HIGH

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection... tall or small... guyed or self-supporting... tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio— or to any convenient Truscon District Sales Office—will rate immediate, interested attention... and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
March of Dimes

(Continued from page 25)

The Bake Cake.

KRNT: As 1,500 people cheered, $59,697 pennies were dumped onto a Des Moines stage in a “Polio Parade of Pennies,” feature of the weekly broadcast of the Hey Bob Safety Show on KRNT. Many of the coins were contributed by Hey Bob Club members, now totaling 12,500 youngsters, while other contributions were mailed to the KRNT show m.c., Bill Kelley. The new Notre Dame football captain, Jerry Groom, a surprise guest on the broadcast, showed up with a sackful of coins from his teammates.

WMWM: The annual March of Dimes program in Des Moines, Conn., got an opening kickoff from WMWM with an hour and a half of local entertainers and speakers. Mayor Howard E. Houston emceed and introduced both talent and speakers on the program. The annual WMWM auction for the campaign was held throughout the afternoon with listeners asked to phone in their pledges. Seven hundred dollars was taken in.

KYA: Almost $3,000 was poured into San Francisco’s depleted March of Dimes fund by Hormel’s Deli Gore of KYA. Money was contributed by listeners to an all-night Disc Jockey Drive for Dimes show. Conceived by Mr. Gore, the session ran from midnight to 7:30 a.m.

WKDN: In Camden, N. J., Announcer Harry Smith of WKDN promoted the March of Dimes on his Monday-Saturday disc show, Polla Patch, drawing a daily average of 40 letters midway through the drive. With a 10-cent minimum set, individual contributions went as high as $6.

KVOR: Drawing on its experience during the war, when KVOR Colorado Springs, Col., sold over $3 million in War Bonds in a single day, the station ran a half-hour auction of merchant-donated items for the March of Dimes campaign. According to Everett Shupe, station and commercial manager, total raised was $750 which, together with contributions from another program, Number Please, accounted for about 10% of county’s quota of $25,000.

KXOK: A white elephant auction sale, with all proceeds to go to the March of Dimes, was promoted on KXOK St. Louis by Charley Stookay and Hal Fredericks on their respective shows, Song and Dance Parade and Town and Country.

WDZ: During the March of Dimes fund campaign in Decatur, Ill., WDZ conducted a contest on the air between two of its staff members. Marty Roberts, the station’s farm director, and Hugh Gray, staff announcer and disc jockey, bet with each other to determine which one would raise the larger amount of contributions for the Infantile Paralysis Fund. Called “Dollars for Dimes,” the plan called for Mr. Roberts and Mr. Gray to dedicate musical selections and announce the names of donors.

WATR WBRY WWCO: All three Waterbury, Conn., stations cooperated in the drive for funds with a five-hour disc jockey Dance Jambores at the Waterbury State Armory. An admission charge of three dollars was collected by eight disc jockeys in half-hour shifts. The eight were Wally King, Al Vestro and Charlie Bengston from WATL, Al Dary and Bob Holzer from WBRY, Bob Grager, Gene Valantine and Jim Logan from WWCO.

WERE: In an opening day drive, WERE Cleveland kicked off the 1956 Cuyahoga County March of Dimes campaign with a collection of $1,365.12. From sign-on to sign-off, the station’s talent “auctioned off” rare records, p e r s o n a l l y autographed discs, a pedigreed dog, tickets to a hit Broadway show and many other items donated by WERE’s personnel. The final March of Dimes headquarters designated WERE as the official local kick-off station.

WFMY-TV: When John Payne, motion picture star, appeared in Greensboro, N. C., to open the city’s 1956 Infantile Paralysis Fund drive, his busy schedule didn’t allow time to stop by WFMY-TV stations. So Ted Austin, program director, and Bob Comfort, one of the station’s engineers, equipped themselves with a Polaroid camera and flash attachment and caught up to Mr. Payne at the Central Carolina Convalescent Hospital, Greensboro’s own contribution to the anti-polio fight. There they took a picture, and within half an hour, the camera print was viewed on WFMF-TV.

WMF: In Cedar Rapids, Iowa, WMF raised $6,500 the last week of the drive from Kelly’s Ice Cream outlets. At the contest pitting the morning and daytime announcers against each other, the winning team proved to be the better team and succeeded in drawing contributions of $1,500 more than their co-workers WMF reports.

WEHI: Larry Bomer, WEHI announced March of Dimes activities with Charlie Lawrence, radio chairman of Boston’s March of Dimes campaign, to head the drive in the city’s 12 local stations. The jockeys operated out of the Army booth on Boston Common Recording equipment was set up and the announcers took turns conducting programs similar to their air shows. Models circulated through the crowd with containers collecting dollars and dimes for the fund.

WLBY: The lagging polio fund at Ladysmith, Wis., was spurred when WLBY was asked by local March of Dimes officials to call for a full match of the county goal of $5,000. Disc Jockey Tom Anderson opened his Platter Parade program with mention of the policy. WLBY’s ten-foot radio-equipped cars were stationed in various parts of the city, waiting for orders to auction prizes in various games for contributions. By this and other programming aids, WLBY succeeded in raising close to $1,000 for the fund.

WHAY: After an all-night March of Dimes frolic at the local high school auditorium, WHAY New Britain, Conn., reported the campaign had brought in $5,000 in one hour. With proceeds amounting to over $1,000, WHAY also contributed to the campaign with solicitation of donations and interest shown by such showmen as Cart Clements on his Moonlight Matinee show. Many radio, stage and local personalities appeared on both programs.

WLOI: Contest with a first prize of an all-expense paid trip to Miami, a $250 ladies wrist watch and daily prizes of a full year of automobile “free passes” were part of the March of Dimes contribution by WLOI La Porte, Ind. WLOI officials report over $1,400 was collected in the contest. Listeners were asked to identify the “mystery voices” (movie stars Chester Morris and Sonny Tufts), and send an accompanying contribution with each entry. Mr. Morris spoke at a dinner climaxing the campaign.

WOTW: In Nashua, N. H., WOTW added its share to the March of Dimes when Sportscaster Ed Leelas and Colacoeer Fern Proulx pooled efforts on a program for the local high school benefit game. Listeners were requested to phone in their pledges to WOTW or send certificates to March of Dimes headquarters. By final whistle time, a substantial amount was raised, station officials report.

KRIC: Starting on the opening date of the March of Dimes drive and continuing through to March 31, 1956, the Camden-Round Rock, Tex., nickel invited a Beaumont celebrity to spin the platters and make a personal broadcast from the air in support of the campaign for each radio station. Wade Ryder, KRIC program manager, reports the program created a lot of
In Detroit, WWJ is more than a great radio station... more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance... resulting in increased sales in a market that did three billion dollars retail business last year!
March of Dimes
(Continued from page 34)

favorable comment and had a large following.

KSOO: At KSOO Sioux Falls, S. D., Program Director Ray Losfrenness and Newsman Orrin Melton cooperated in getting the 17th National Air Guard Squadron in Sioux Falls for a flight to Hot Springs, S. D., to make a recorded program in the polio wards of the Lutheran Hospital. Although hampered by bad weather, airmen and studio representatives accomplished their mission, and the half-hour program was presented on KSOO.

WXGI: Disc Jockey Harry Curran of WXGI Richmond, Va., didn't have much of his pay check left—if any—during the March of Dimes campaign. To help put the drive over the top, Mr. Curran made a bargain with listeners to his Curran's Corner that he'd match in amount any contributions to the campaign they sent in along with their requests. Since he is a man of his word as well as a man of his music, and since he received many contributions, other WXGI staff have admiringly nicknamed Mr. Curran "Empty Pockets Curran."

KORN and KLJV: When the second annual "battle of two cities" for the March of Dimes between Huron and Mitchell, S. D., was conducted KLJV Huron and KORN Mitchell canceled all commercial programs after 9:30 that evening. Hooked together with telephone lines as last year, both stations presented talent from the Mitchell Corn Palace and the Huron College Auditorium. Listeners were urged to contribute dimes in place of speeches selected by members of the Junior Chamber of Commerce calling at homes by car.

WKRT: Impetus was given the March of Dimes by WKRT Cortland, N. Y., when one afternoon was turned over to a request show to promote the drive. Aided by a staff of telephone operators, Herb Raxter and Fred Elliott did their best to play all the requests, which were sent in accompanied by pledges to the campaign.

KOIL: Omaha's March of Dimes campaign was given a helping hand by KOIL when the Downtown Kiwanis Club and Lions Club held their annual race to see which could collect and lay out the longest line of dimes in a half hour. Four KOIL loudspeakers were installed at the scene, one of Omaha's busiest downtown street intersections, as the service clubs started laying dimes collected throughout the city. The Kiwanians emerged victorious and the March of Dimes benefited by some $700.

WSNY: In Schenectady, N. Y., the infantile paralysis fund was given $1,263.20 after WSNY cleared its commercial schedule for 13 hours and staged its March of Dimes Radio Day. The public was invited to phone in and make pledges of aid along with requests for selections. An announcement for commercial time was handled by more than 40 civic and business leaders.

WBBS: For one day, WBSS New Bedford, Mass., eliminated all commercials from 7 p.m. to midnight to present an all-telephone request program devoted to accepting pledges for the March of Dimes. A total of 1,868 phone calls were received, of which 1,518 were pledges totaling $1,592.16. In telephone office counted 2,982 incompletes calls, making a total of nearly 5,000.

WGLN: The Glen Falls, N. Y., area one of the hardest hit during the last polio epidemic, staged a campaign in the drive on WGLN when Dorothy Beckwith and Bill Kroug asked their listeners to "vote" for the victory of the March of Dimes. To facilitate the election, a voting ballot was placed in the local newspaper.

WLOK: The tables were turned on Tommy (Welcome Traveler) Bartlet when WLOK Lima, Ohio, said "Welcome traveler" to him when he flew to Lima for a special interview with WLOK's Command Performance show. The NBC outlet had Mr. Bartlett's engineer's cap auctioned off for the March of Dimes fund.

CHARLESTON DISC JOCKEY'S: Charleston, S. C., Disc Jockey Bi Hedgepeth, of WCSC, spearheaded formation of the Charleston Assn. o Disc Jockeys as an outgrowth of cooperative effort on the part of the disc jockeys connected with the five Charleston stations to raise money for the March of Dimes. Disc jockeys played tunes requested for each dollar contributed.

WHRC-AM-FM: A dozen language were used on one show to voice the March of Dimes appeal by WBEC AM-FM Carson City, in that city radio kickoff. Representatives of na

(Continued on page 72)

KUOM CONCERTS
Minn. U. Airs Symphon

WITH the emphasis on "humanizing their symphony orchestra pro grams," KUOM Minneapolis, the U of Minnesota's non-commercial outlet, again this year is giving to priority to the planning and pres entation of programs aimed a building interest in the fame Minneapolis Orchestra.

Conducted by Antal Dorati an produced by Burton Paulu, KUOM manager, 38 special programs ar brought to listeners in the upper Midwest this season. Eighteen of the broadcasts are des signed for young listeners in schools—the other 20 for an adult audience.

The "humanizing" aspect prob ably receives its heaviest empha si on the day preceding each of the scheduled young people's concerts. The Minnesota School of the Air presents a symphony preview which three pupils from public parochial and private schools dis cuss the next day's concert with Dorati. In addition, KUOM presents previews for adult audiences of the 20 regularly scheduled evening concerts during the symphony season.

BROADCASTING • Telecastin
"In response to your request..."

Collins offers studio equipment that embodies your specifications

The Studio equipment you get from Collins contains more than good components and workmanship. Your wishes and requirements, based on the experiences of Collins engineers that have designed hundreds of installations, are reflected in each unit or complete, specially engineered installation. Consult the Collins speech equipment catalog for every requirement. Everything from wire to custom built apparatus is described in it. Write to Dept. BC-5, Collins Radio Company, Cedar Rapids, Iowa, to obtain your copy.

26W FEATURES
- Low noise and distortion.
- Adjustable input and output levels.
- Complete accessibility without removing from cabinet.
- Two meters give visual indication of operating conditions.
- Limiting action (in db) indicated by meter on the front panel.

These units have many more features. Complete information is given in the Collins speech catalog which is yours for the asking.

212A FEATURES
- Ten independent input channels (eight low level and two high level).
- High level mixing on all low level channels.
- Remote override for remote following a remote. Also remote cue.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

212B FEATURES
- Seven independent input channels (six low level and one high level).
- High level mixing on all low level channels.
- Studio talkback through interlocked circuits to prevent program interruption.
- Constructed for complete accessibility while in use.

FOR BROADCAST QUALITY, IT'S...

Collins Radio Company, Cedar Rapids, Iowa
We have EARNED NEER AND RECORDING. CHIEF ENGINEERS any disks Radio 8-inch. I think of Omaha, Nebraska Radio. Distortion quality Station. Station is auditioned eight inch Missouri. The lack of new- inch audio perfection. We have auditioned your 8-inch transcription samples and found them very much to our liking, not only because of the size but the excellent reproduction.

Radio Station WLIB

Topeka, Kansas

Your new 8-inch transcriptions have the finest tonal quality of any disks I have ever heard. Their outstanding clearness gives FM listeners the ultimate in transcribed music.

Radio Station WNEW

New York City, N.Y.

(Telegram)

AFTER HEARING LANG-WORTH'S NEW TRANSCRIPTIONS MUST WIRE CONGRATULATIONS FOR BRILLIANT CONTRIBUTIONS TO RADIO AND RECORDING. CHIEF ENGINEER THINKS IT SUPER YOU'VE EARNED OUR RESPECT.

Radio Station CFCH

North Bay, Ontario, Canada

We have auditioned and compared the new 8-inch transcription. The quality is excellent. All-in-all we think this is a marvelous idea.

Radio Station WIL

St. Louis, Missouri

Received the audition samples of the new eight inch transcriptions and think they are terrific! We are waiting with great anticipation the arrival of this library.

Radio Station WHHM

Memphis, Tennessee

We have auditioned your new 8-inch transcription samples and have found them very much to our liking, not only because of the size but the excellent reproduction.

Radio Station KFAB

Omaha, Nebraska

The quality is very good. The lack of distortion is amazing.

Radio Station KBID

Butte, Idaho

I think that Lang-Worth really has something. Was very much amazed at the quality.

Radio Station WCAU


Just heard your new 8-inch transcription. It’s sensational! Congratulations!

Radio Station WSPR

Springfield, Mass.

Everybody at our station agrees that your new 8-inch transcription is the best we’ve ever heard.

Radio Station KCKN

Kansas City, Missouri

Our Engineering Department and Production Manager are highly favorable towards your new disk. We like the full tone range...we also like the uniformity of the cue-ins.

Radio Station KFFA

Helena, Arkansas

Again commend you for the new 8-inch transcription. Hats off to the men who developed it. It’s the utmost in total fidelity.

Radio Station WMMW

Marion, Connecticut

We believe you have the one and only revolutionary idea in the whole transcription industry. The new 8-inch discs are marvelous! Keep them coming!

Radio Station WJEJ

Hagerstown, Maryland

Lang-Worth has out-done them all with the new 8-inch transcription. The quality is perfect. We sincerely hope that our names will be at, or near the top of the list when you start dishing them out.

Radio Station WBCF

Pittsfield, Mass.

Outstanding reproduction.

Radio Station KDAL

Duluth, Minnesota

Musical selections sounded more “like live” with more brilliance and sparkle but with no loss of bass.

Radio Station WDBJ

Bristol, Virginia

The samples of your 8-inch transcription are A-1. With minimum surface noise and practically no distortion, they definitely hold their own with any others. The added advantages of size and weight should make them outstrip the field.

Radio Station WXGJ

Richmond, Virginia

Your new 8-inch samples tested. Engineers and announcers like them very much.

Radio Station WHGN

New Brunswick, New Jersey

The program and engineering staffs are more than satisfied with the quality and modulation percentage of the new records. Congratulations for the long step forward your firm has taken in making a good product better.

Radio Station WANN

Annapolis, Maryland

Your new recording is the Rolls Royce of the transcription world. The quality is superb...the tone brilliant...the uniform, two revolutions cueing is a three-star improvement.

Radio Station WROK

Syracuse, Pa.

The new Lang-Worth platters are terrific in every respect! Quality better and most certainly they are great space savers. Congratulations! When do we get the new library?

Radio Station WCPQ

Cincinnati, Ohio

Our entire staff endorses your new 8-inch transcription. Quality wise it is "tops". The positive cueing device is an engineer's dream fulfilled.

Radio Station KCEA

Los Angeles, California

Compared with other transcriptions, the new Lang-Worth 8-inch recording proved entirely favorable in all respects. Thanks too for solving our space problem.

Radio Station KTSM

El Paso, Texas

Reaction here is that you have done one of the finest jobs of recording we have ever had the pleasure of listening to.

Radio Station WCPS

Tarboro, North Carolina

Remarkable "presence" and brilliancy. My reaction to the transcription was most pleasant. Made standard transcriptions sound "flat".

Radio Station WHNC, WHNC-FM

Henderson, North Carolina

It is the consensus of opinion of the management, program department, engineers and several disinterested persons that this is the best transcription they have ever heard.

Radio Station KFDM

Brownwood, Texas

We think the new 8-inch disk is the finest thing you have ever produced.

Radio Station KGVO

Missoula, Montana

Very good...Extremely low surface noise...in fact, none at all and it is a great improvement over the older types of transcriptions.

Radio Station WCPM

Middleboro, Kentucky

Your new 8-inch Transcriptions are by far the best yet produced.

Radio Station KSWO

Lawton, Oklahoma

Very good. The quality of reproduction is flawless.

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LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N.Y.
Editorial

How Big Is Radio?

NOW THAT estimated net time sales of U. S. radio for 1948 have been added up ($429 million for AM broadcasting), small, crying cries may be expected to be heard protesting that radio is: (1) the Eden of profit-mongers, (2) big business and hence monopolistic, (3) both.

Such are the recurring laments of the bureaucrats and do-good economists, and the only noteworthy characteristic of all of them is that they are untrue.

According to this publication's estimates, the total time sales of AM radio—national network, regional network, national and regional non-network, and local—amounted to $429,900,000 in 1948. Now $249,900,000 is a lot of money, viewed in a lump. But no one corporation or group in the business of broadcasting got its hands, even momentarily, on more than a fraction of that sum. And no corporation or group kept as profits more than an infinitesimal fraction of the sum.

It is interesting to compare the sales of the entire AM broadcasting field with the profits of a single corporation in another field. General Motors, for instance.

In 1948, the latest year for which GM has issued its annual report, the after-tax profits after the sales of the national and regional networks, and the sales of the four national radio networks and of both stations combined, were $440,447,724. That is $11 million more than the total sales of radio.

For 1948 U. S. Steel Corp. has just reported profits of $112 million. But, as compared to sales, the net income of the corporation and its subsidiaries was $440,447,724. This is $11 million more than the total sales of radio.

To our knowledge there has been no recent interest, even by the most avid anti-big-business elements of the government, in questioning the legality of either the General Motors or AM radio operations, a fact we are pleased to observe.

This being so, the cries against broadcasting bigness ought to be small indeed, too small certainly to be heard above the winds of Capital Hill, even over the blats of the bureaucrats who are disposed to regard a radio license as a key to the mint.

HAROLD TUCKER WEBSTER, one of the New York Herald Tribune Syndicate's veteran cartoonists, has for years been using as one of his regular topics "The Unseen Audience." Through his incisive pen he has taken some murderous digs at radio and radio listeners. In one of his latest on this subject Mr. Webster, perhaps unwittingly, went a long way toward making admirers. His picture showed Mr. Average Man answering a coincidental poll. Mr. A. M. says: "I'm listening to the NBC network. My wife is watching the shows on TV. My son is in his room listening to a breakfast food show. My daughter is tuned to a hair tonic show. Our cook is listening to a beauty lotion show. Our dog is stone dead and is sleeping peacefully."

Sounds as though tax-wise Uncle Sam is in income foolish.

Free-Time Philanthropy

DETERMINATION of a growing number of broadcasters to quit playing ready prey to pop-monger platitude to causes which unashamedly beg time from radio while willingly paying their way in other advertising media is a natural consequence of a long and sorry history of abuse of the public service responsibility of broadcasting.

Because it operates at the whim of government license, radio, more than any other medium, is susceptible to organized pressure. It is no secret that among organizations with a view to propound, the belief is widely held that they have but to phone a radio station, mutter darkly of letters to the FCC and forthwith be accorded—free, of course—the 7 to 8 p.m. period of Sunday evening to bespeak their cause.

It does not seem to strike such organizations as inconsistent that, coincident with their demands for free time from radio, they may be buying space from magazines or newspapers at regular rates.

Undeniably however such practice is not only inconsistent but unprecedentory. The result of many broadcasters' interest in military causes is the Army, at least during the first half of this year, cannot come as a surprise to any lucid mind. The wonder is that the reaction did not set in long ago.

We do not suggest that the announcement by Grant Adv., the Army's new agency, that radio will be given a considerable share of the budget for the fiscal year beginning July 1 was inspired by the recent protests of broadcasters. We doubt, however, that radio's share was at all endangered by the protests.

The record of broadcasting in providing support for good causes is unmarred by that of any other medium. The industry's reputation in this regard will be improved—not impaired—if broadcasters insist upon their inclusion in campaigns like the Army's as participants, not dupes.

Brake on Progress

IF UNCLE SAM really doesn't want to let television grow too fast—and the charges have been made—the new TV excise tax proposed by Treasury Secretary Snyder [BROADCASTING, Feb. 6] provides an excellent way of slowing that same industry down.

It's stranger than it is—that this government spokesman should send the House Ways and Means Committee an eloquent argument about the way excise taxes are hurting business and the need for lower rates. Then in the same message that so forcefully explains why cuts are necessary, Secretary Snyder calls for a new 10% tax on television sets.

If excise taxes are crippling important segments of the American economy, why then are they suddenly suggested for the industry that highest government officials predicted would lead post-war socio-economic development?

Unfortunately it's the smaller companies and the small-income people who would be most seriously affected by this proposed TV set tax. Manufacturers cause is brought prices within reach of the average family by production ingenuity and intense competition. Now they would be facing a high—10%—tax that promises to slow down this employment-producing phenomenon that has made American progress possible.

All this comes at a time when FCC's drawn-out freeze prevents normal development of an industry whose growth will assure an even greater volume of corporate tax receipts.

Sources as though tax-wise Uncle Sam is in income foolish.

Our Respects To—

GEORGE FRANCIS ISAAC

LOOK FOR the man who fashioned WCFL Chicago into a major contender for the midwest advertising dollar and you inevitably wind up with George Francis Isaac.

During the past year and a half under his tenure as commercial manager, WCFL, now with 50 kw, has rapidly extended its influence over and beyond the four-state area covered by its signal.

Day and night, wherever he may be, Mr. Isaac argues quietly that WCFL is "the midwest's best radio buy." And with rates less than one-third those of Chicago's four other fulltime 50 kw stations, WCFL makes sense to dozens of Chicago and New York buyers.

If its revenues of the past year continue to mount, the nation's first and only AM labor station may well join the nation's top stations in programs and facilities. Every penny poured into its coffers since it was founded in 1936 has been ploughed back into operations. This policy is now paying off in a dominant schedule of sportscasts, sparkling local programs, network shows, and a tight workmanlike operation. This is good sales ammunition for Mr. Isaac, who invites clients to come get on the bandwagon while costs are low.

Equipment-wise, the station already boasts one of the finest transmitters known to radio engineering, and the studios and executive offices, high in the American Furniture Mart on Chicago's Lake Shore Drive are ultra-modern.

When William A. Lee became head of the Chicago Federation of Labor in 1946, a new and colorful figure entered radio. Long famous in labor and civic circles as president of Chicago's blue ribbon Bakery Drivers' Union and trustee of the International Brotherhood of Teamsters, he soon asserted his astute business leadership at WCFL.

He looked for a new sales manager and found Mr. Isaac, a 20-year veteran in radio, within his own organization. Mr. Isaac's experience as commercial manager of WGN Chicago and with advertising agencies, as well as his success at WCFL, made his selection a natural.

George Isaac has been a salesman since his boyhood days in Mankato, Kan., where he was born Nov. 12, 1902. He worked both as a newspaper delivery boy and behind the counter of a grocery store. At Mankato High School, where he played a fast game of basketball in addition to his part-time employment, he won a scholarship to Northwestern U.

This free tuition helped, but hardly paid expenses at college, so Mr. Isaac became interested in the business end of Northwestern's

(Continued on page 42)
Business is always better in Washington, D.C.

Building construction in Washington, D. C., increased last year more than in any other major market: residential up 85%, non-residential up a booming 275%.

And Pulse reports that WTOP's share of audience is always building: now 36% larger than any other station.
KYW SHIFT

Rawlins Named Manager; Begley, McCall Resign

STAFF realignment of Westinghouse Radio Stations Inc.'s KYW-AM-FM Philadelphia was announced last week by Walter E. Benoit, vice president.

L. R. Rawlins, formerly manager of industrial relations of the firm, has been appointed KYW manager to succeed Robert E. White, who has been transferred to Westinghouse's KDKA Pittsburgh.

At the same time, two resignations of KYW executives were announced by Mr. Benoit. They are Program Manager James P. Begley and Sales Manager Harvey McCall Jr.

Mr. Begley has been succeeded by Franklin Tooke, formerly program manager at KDKA since 1942. Robert H. Teter, of the KYW sales staff since 1927, has replaced Mr. McCall as sales manager.

Mr. Rawlins joined the Westinghouse parent company in the industrial relations department of the Louisville Ordnance Plant in 1942. He served in various industrial relations capacities until his transfer to the radio stations subsidiary in 1946 with the title of manager of industrial relations. Prior to 1942, Mr. Rawlins was active in accounting and merchandising. He is a native of Jackson County, Ohio.

While attending DePaul U. from which he graduated in 1934, Mr. Tooke won a $1,000 President's Fellowship entitling him to a year's study at the American Academy of Dramatic Arts. He joined Westinghouse at WOWO Fort Wayne in 1935 and was transferred to KD KA in 1941.

Mr. Teter, native of Boston, was active in the advertising field with N. W. Ayer & Son, Philadelphia; H. M. Dittman Advertising Agency, and A. E. Aldridge Assoc. before joining KYW in 1947.

Gilbert To Speak

EUGENE GILBERT, director of Gilbert Youth Research and Gilbert Television Research, will speak on "How the Videmeter Measures TV Impact," tomorrow (Feb. 14) at a luncheon session of the American Marketing Assn. radio-television group at New York's Hotel Shelton.

ROAD SHOW . . .

DULUTH, MINN.—"They keep telling me, 'Let's keep the show on the road.' That's all I hear," snoototes Otto Mattick as he hits the trail on his private train car. "So I cruise the Duluth-Superior area continuously, keeping KDAL and CBS personalities and programs before the public." He does, too. KDAL's never-ending promotion of its features has kept KDAL at the top of the Hooper's for a long time. Of course, audience dominance like this means successful selling for KDAL advertisers. Are you one now?

Current availabilities may be had from Avery-Knodel. Now is a good time to get on KDAL.

Dunkirk Argument

OPPOSITION of WBNY Buffalo, N. Y., to FCC's new station grant to WFCB Dunkirk, N. Y., despite WBNY's claims of objectionable interference was argued Feb. 3 in the U. S. Court of Appeals for the District of Columbia [Broad- casting, June 27, 1949]. WBNY, n.signed 550 w on 1490 kc, objected to Commission's grant of 500 w on 1410 kc to WFCB. Before the court, WFCB and FCC argued that WBNY's claim of interference was without sufficient engineering support, while WBNY contends its measurements were made by Commission standards.

Respects

(Continued from page 40)

Mr. McCall also served on the faculty of the University of Notre Dame business school, and prior to that he was a sales manager of one of the Big Ten's better humor magazines. He remained at school during the summer sessions as publisher of the Daily Northwestern campus newspaper.

Finishing school in the spring of 1940, he joined the advertising department of the Chicago Tribune, and after five years in various divisions was selected to head up WGN's commercial department. In those fast-moving days as WGN sales manager, Mr. McCall signed the original contracts between Mutual and its first stations, and he was a member of the first MBS board of directors.

In 1927, he joined the former Lord & Thomas advertising agency as radio director. Some of the most successful Chicago originations of the '30s were conceived, promoted and sold by Mr. Isaac. A brief excursion into the station representative business preceded his employment by WCFL.

Owner of WCNT Centralia, III., Mr. Isaac gets a broad view of radio, but finds it unnecessary to visit this southern Illinois property often because his resident manager, Jack Flanagan, "is doing a swell job."

Married In 1928

Mr. Isaac and Iris Detweiler of Chicago were married Sept. 4, 1928. His bride was an accomplished soprano, having studied abroad for several years as a young woman. There are two children—Jacqueline, 16, a student at New Trier high school in Winnetka, Ill., and Gerry, 13, who attends grade school in nearby Glencoe, on Chicago's North Shore, where the family resides.

A Saturday golfer, Mr. Isaac belongs to the Skokie Country Club. He also holds memberships in Phi Gamma Delta, his college fraternity, and Sigma Delta Chi, professional journalistic fraternity to which he was elected while at Northwestern. He belongs to the Northbrook Sports Club and is active in the Chicago Radio Management Club.

Janet MacRorie

JANET MacRORIE, 60, one-time director of continuity acceptance at NBC, died Feb. 4 in New York after a long illness. Miss MacRorie served with NBC from 1934 to 1941 as continuity acceptance chief, and in that capacity established many standards still in use today. Since leaving NBC she had been associated variously with the Office of War Information, the Canadian Broadcasting Corp. and in public relations capacities.

A TOTAL of $286,000 in new business has been signed by WPAT Paterson, N. J., in the past three months. Herman Hess, commercial manager, has announced.
Radio broadcast engineers will appreciate the new
EKOTAPE
Broadcast Model 107

The NEW EKOTAPE Broadcast Model has been designed especially to meet the many requirements expressed by broadcast station engineers as their ideas of an ideal tape recorder. Every facility at the command of Webster Electric Company has been used to make this the most outstanding achievement in tape recorders at a price that places it within reach of all broadcast stations, large or small. Check the features listed here, then have your nearest dealer demonstrate the tone perfection, simplicity of operation and its absolute dependability.

EKOTAPE is distributed by Gray-bar and independent distributors in all major cities.

WEBSTER ELECTRIC

A Few of the Many
SPECIFICATIONS and DETAILS
Compact and portable; units may be removed for installation in standard R. A. M. rack. It can be purchased less carrying case.

Powerful oversize two speed synchronous motor; heavy flywheel and special drive give constant tape speed.

Tape speed 15" per second for full half hour or 7½" per second speed for full hour program.

"A" "B" Selector switch for tape or program.

Switch connects VU Meter for measuring either recording or output level.

Safety button prevents accidental erasing of a recording.

Operator is able to start recording on cue without time lag.

Triple heads, erase, record and playback assure neutral tape and distortion-free playback.

Overall frequency response is ±2db 60 to 12,000 cycles at 15" per second tape speed. ±2db 60 to 7,000 cycles at 7½" per second tape speed.

Write Today For Complete
Specification Sheet
EVENING newscast on KOMO Sea-
ttle should carry news accentu-
ing the right side of local and
world events, its sponsor, Fisher
Flouring Mills, decided. Accordingly,
when only the city's top ten
best news is included in rundowns, aired at 11 p.m.
nightly. "Bedtime Club" members, groups of listeners who were
pleased by cheerful news plan, are
issued certificates of membership.
Green and white certificate carries
pictures of owls playing horns, vio-
lines, etc., as paws on their names,
great horned owl, screech owl, etc.
Wise owl is shown reading book
marked "KOMO."

Bird and Beard
COLORFUL promotion piece sent to
trade by KMOX St. Louis features
pictures of bird from cuckoo clock and
modem "Rip Van Winkle." On cover,
salesman is pictured sleeping under
tree with long beard curled around
him. Cuckoo bird prepares to
wake him with microphones marked KMOX.
In rapid succession, bird tells salesman
to keep KMOX's leadership 15 years
ago. Top of pages in booklet picture
salesman sleeping with his beard grow-
ning longer as text recalls statistics
concerning station's prominence. At
end of book, salesman receives shave
and prepares to sell KMOX to his cus-
tomers.

Finding Sponsors
COVER of promotion piece prepared by
WBMB Chicago shows drawings of
radios of all sizes and descriptions.
WBMB microphone and caption, "Look
for others sponsors ..." complete cover.
Inside announces that "more (adver-
tisers) use WBMB than any other ra-
dio station in Chicago." After turning
page into red cellophane, same draw-
ing as on cover is seen, with listen-
ers filled in.

Lapel Pins
MINIATURE golden town, suitable for use as a woman's lapel pin, was
sent to trade editors by Kenyon &
Eckhardt, New York, last week to pro-
ounce "Radio's Feminine Touch" sent
to trade by BAB. Pink folder features
illustrations used in booklet which has
been prepared by BAB and presented
to radio's feminine audience.
"Radio's Feminine Touch" is 22-page booklet
designed for distribution to retail stores
radio's appeal to women buyers. It is
prepared in such a way that facts con-
cerning particular women's shows on
specific stations can be inserted. Case
histories illustrating radio's success
with women buyers are included.
Complete supply is priced at $2.50. Postcard
to be used in ordering is attached to
folder. Also included is small booklet
explaining the function and introduc-
ing key personnel of BAB.

Letter Opener Announces
CARD to which letter opener bearing
call letters of WBBM Columbus, Ga.,
has been attached, announces new ad-
dress of station. Opener is made of
plastic, and card bears drawing of sta-
tion's emblem. Ad by as of WBBM
now is 1350 13th Ave., Columbus.

Blurb for MacPherson
REPRINT of article concerning Stew-
art MacPherson, quiz master on WCCO
Minneapolis, sent to trade by station.
Article gives history of Mr.
MacPherson and sums up some of the
techniques used by him which proved
popular in England. Article appeared in
Jan. 19 edition of Minneapolis
Morning Tribune.

Eight Times Around
FOR eighth consecutive year, KFAB
Omaha, Neb., is sponsoring 4-H Club
Timely Topic Public Speaking Con-
tests. Series of state-wide elimination
contests choose two final winners, one
boy and one girl, each of whom is
awarded $250 scholarship to U. of
Nebraska.

Television Seminar
TELEVISION seminar was conducted by
WLWD (TV) Dayton as part of three-
day Public Information Special-
ists' Conference at Wright Pat-
terson Air Force Base. Seminar con-
sisted of addresses by station officials
outline of departmental coordination
and forum, followed by inspection of
WLWD facilities, including mobil
unit. Representatives of Army, Navy
Marine, Civil Air Patrol and aircraft
industry took part in telecast which
concluded seminar.

Sizing Up Network
QUARTET of brochures stressing sta-
tion coverage and growth of network
have been distributed by ABC-TV, wi
stress fee for use of local stations
Lower ... Bigger ... Better. First
piece, "Higher," points up WJZ-TV
New York, transmitter and antennas
to top of Empire State Bldg.
Second, "Lower," cites lower produc-
tion costs for ABC-TV advertiser
"because ABC's New York Televisio
Center has every production facility
right in the same building where th
programs go on the air." Third bro
chure refers to ABC Pacific Coast TV
headquarters—"bigger than any othe
station in the world." Last headed "Better," emphasizes wide cov
erage through its five O & O TV sta
tions in top markets—New York, Chi
cago, Los Angeles, Detroit and San
Francisco.

Short Stops
LATEST promotion in Mutual's "Mi
Plus" series is blue folder, reprint from
trade press. Folder, bearing picture of Mr. Pius dressed as police
man holding sign reading "Mr. Pius, St.
Stop," has been sent to trade. Folder proclam,
that 29.8 second stop on Mutual wil
make dealer's hands in next point up Mutual's ability to enable station
to identify local dealers on network
shows.

Personnel
RANDY SMITH, advertising and pro-
motion manager of KOA Denver for
past eight years, resigns effective
March 1 to join KNBC San Francisco
in same capacity. In new position he
will succeed ETHEL GILCHRIST
who is leaving to set up residence in
Los Angeles. Prior to joining KOA
Mr. Smith was with Western Adv.
Livingston Adv. and Buchanan & Co.
He is succeeded at KOA by M.
HYMER, former assistant
news editor.

PAT TETZLAFF, new to radio, joins
WWJ Cleveland as promotion and pub-
licity director. He formerly was with
insurance trade press on Pacific Coast

HAL L. NEAL, with WXYZ Detroit
since 1943, appointed advertising, sales
promotion and public relations manager
of WXYZ-AM-FM-TV, succeeding DEE
LINGER, resigned to become advertis-
ing and sales promotion manager of
ABC Central Div., Chicago, effective
Feb. 15.

ART GRAY, promotion manager of
WTJJ (TV) Miami, Fla., is the father of
a girl, Meridith Ann, born Feb. 1.
His wife, MRS. BEA GRAY, is former
copy chief at WTVJ.
BETTER SCHOOLS
Pull 600 Million Impressions

MORE than 600 million listener impressions were scored in 409 net-
work messages on behalf of The Advertising Council’s Better
Schools campaign from August 1949 to January 1950, William R.
Baker Jr., executive vice president, Benton & Bowles Inc., told the Ad-
vertising Club of Boston last month.

That radio support, he said, is equivalent to 40 times the circula-
tion of the Bob Hope Show of Dec.
20, 1949, or a coverage equal to 100
chapters of a national daytime serial like Portia Foss Life.

In addition, Mr. Baker said, the total
listener impressions would be swelled by numerous local mes-
cages carried by individual sta-
tions. He said that business men
had contributed more than $2 mil-
ion in space and time to the 1947-48
campaign. He expected the current
drive to exceed that record.

Canadian Set Sales

ALL PREVIOUS records for sale of
radio receivers in Canada were
broke during December when 108-
84 receivers were sold, according to a report of the Radio Manu-
facturers Assn. of Canada. Pre-
vious record was set in November
1947. A total of 729,970 sets were
sold in Canada in 1949 with a re-
etail value of $84,470,021.

ADVERTISING Week annual observ-
ance will be held May 1-6.

The stars of today and tomorrow are

Your’s for more Sales
... with the new era in
Thesaurus
“Thes the Benecita Show”

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

February 13, 1950 • Page 45
L E E H O N, assistant program director in charge of operations at WBBM-CBS Chicago, begins work today (Monday) at the New York network staff under direction of FRANK B. FALKNOR, vice president in charge of program operations and former manager of WBBM. Mr. Hon worked at the Chicago station 18 years except for his period of war service.

ED PENNEY, formerly staff announcer with WEIM Fitchburg, Mass., appointed program director and chief announcer of WFGM same city.

DAVENPORT SMITH, formerly with WSTC Stamford, Conn., and later staff announcer, newscaster and director of special events for WBRC Birmingham, Ala., appointed program director and production manager of WBRC.

CHARLES HERBERT, for past year freelance radio director, and before that radio director with N. W. Ayer & Son Inc. for five years, joins ABC Hollywood director staff. He replaces CLAIR WEIDENAAR, resigned to join KULA Honolulu as program director. Mr. Weidenaar had been with ABC for past four years.

EDMOND O'BRIEN, film star, signed as lead in weekly 30-minute CBS package Yours Truly, Johnny Dollar which resumed Feb. 3, Friday, 10-10:30 p.m. (EST), with West Coast transmitted repeat, 8:30-9 p.m. (PST).

JIM O'CONNELL, formerly with WTAW College Station, Tex., joins KORA Bryan, Tex., as staff announcer.

JERRY LESTER, comedian, named m.c. of Saturday 9-10 p.m. Cavalcade of Stars, on DuMont Television Network.

FRED P. HASELTINE, formerly disc jockey with WDCN Durham, N. C., joins announcing staff of WNEI Richmond, Va.

JAY SNYDER, formerly with WLXZ LaCross, Wis., joins KFH Wichita, Ks. as announcer.

KATHERINE CARY IGLEHART, formerly operations assistant with WAAM (AM) Baltimore, appointed traffic manager of station.

BOB CROSBY, formerly with KSET El Paso, Tex., joins announcing staff of WTOL Toledo, Ohio.

CHARLOTTE GARNER, formerly with KBGS Harlingen, Tex., and WSAZ Huntington, W. Va., joins WCKY Cincinnati. She will be heard on Marv Mrones show and assist in continuity department.

JOE TRAVIS, former disc jockey for WALL Middletown, N. Y., joins announcing staff of WGBB Freeport, N. Y.

HARRY LUKINS, formerly with WAVE Louisville for seven years, and later with WIBC Indianapolis, rejoins WAVE-TV as announcer and newscaster.

JACKLYN SROUFE appointed music librarian at KIRO Seattle, effective Feb. 24. She succeeds JOYCE WELTY, resigned.

KENNETH ARMSTRONG, formerly of WBKE Muskingon, Mich., joins announcing staff of WTAM Cleveland, replacing ROBERT SHELLEY, rejoined to join WMRC Greenville, S. C., as disc jockey.

MRS. CONNIE STACKPOLE, director of New England Board, showed heard on several Yankee Network stations, joins Granite State Network as director of The Connie Stackpole Show. Network consists of WOTW Nashua, WBRR Manchester, WTSV Claremont and WWNWH Rochester, all New Hampshire.

DON SMITH, formerly with WBNs Columbus, Ohio, joins WBIZ Youngstown, Ohio, as announcer.

CARL LAWTON, formerly with Northeast Airlines in public relations and sales roles, appointed film librarian for WHZ-TV Boston.

ELLEN HARRIS, women's commentator of CBC Vancouver, is in Great Britain and Europe gathering material for her broadcasts.

BOB CROSBY returns as m.c. of CBS Club 15 March 27 replacing DICK HAYMES. Show is sponsored by Campbell Soup.

AWARD as "Traffic Safety Man of the Year" is presented to Roger W. Clipp (2d r.), general manager of WFIL-AM-FM-TV Philadelphia, the Inquirer stations, by the Philadelphia Highway Traffic Board. Presentation was made Feb. 7. Also holding an award for his contributions is Inquirer Reporter Owen F. McDonnell (l). Congratulations are offered the recipient by Bennett E. Tousley (2d l.), board's education and publicity committee chairman, and J. C. Furnas (r), author of "And Sudden Death" and other magazine articles on safety. Mr. Clipp received honors for his part in organizing and promoting the "Silly Willie" two-month safety drive in that city.

RELIGIOUS RADIO

RRP Questions FCC Stand

RELIGIOUS Radio Assn. has told FCC that "we see no justification for raising the question of the First Amendment with respect to the licensing of religious radio stations."

FCC referred to (1) FCC's call for a hearing on the constitutionality of allocating FM frequencies for religious stations, as requested by the Southern Baptist and Texas Baptist conventions, and (2) an FCC examiner's recommended denial of an application of the Reorganized Church of Christ of Latter Day Saints, Independence, Mo., pending decision on the Baptist petition [BROADCASTING, Nov. 21, 1949; Jan. 2].

Calling attention to the Supreme Court's McCollum decision, which held the federal government may not aid any religion or all religions, RRA President Edward J. Heffron contended that "If the Commission uses the McCollum decision against religious radio stations, logic would require it to apply the same rule against all religious programs on commercial stations."

Mr. Heffron said at least 21 stations would be affected if FCC should decide against licensing religious radio outlets, and that in his opinion all religious programs would be ultimately affected.

REGULAR Saturday morning show, Breakfast in Dayton, over WING Dayton, serves breakfast to its audience for charge of 50c. Tickets to show are sold out now for every Saturday through July 15, station reports.

HOOVER REPORT

Wash. State Stations Lauded

EFFORTS of Washington State stations to promote public understanding of the Hoover Report have been characterized as an "outstanding job in the public interest" by Dr. Raymond B. Allen, chairman of the Washington Commission on Federal Reorganization.

Dr. Allen, who served on the Eberstadt "task force" committee of the Hoover Commission and who last summer directed the medical services of the newly unified Defense Dept., reported that 24 stations in Washington State gave more than 18 hours of free time to the educational effort of his committee in the past three months.

Most widely used, Dr. Allen said, have been three transcribed programs, one recorded at KIRO Seattle, another at KJR Seattle and the Greatie Forum, which was used on its regular schedule of six stations throughout the state. Other cooperating stations cited by Dr. Allen include: KRRK Everett, KEBO Bremerton, KBBK Mt. Vernos, KOMP Port Angeles, KXXL Blaine, KXMO Tacoma, KXVX Olypm, KOMW Omak, KVOS Bellingham, KVLG and KWIF Wenatchee, KYAK Kima and Kit Yakima, KWSC Pullman, KXBS Benton, KXWL Longview, KXNW and KFJO Spokane, KXU Walla Walla.

WBIZ To Join ABC

WBIZ Eau Claire, Wis., will join ABC, effective March 1. The station will be the 288th affiliate of the network. WBIZ operates with 250 w on 1400 kc, and is owned by WBIZ Inc. It also is an affiliate of MBS.
SELLING NEWS

WIKY Tells Audience Why

LISTENERS to WIKY-AM-FM Evanston, Ill., 9 a.m. newscasts were introduced to daily explanations of the whys and wherefores of radio news during a recent two-week sponsorless interlude, the station reports.

Purpose of the one-minute “les- sons”—the time slot on sponsor- hiatus for the five-minute news- cast—was to explain “why WIKY newscasts are different,” why they are listened to, the job of radio news and how news is gathered for a broadcast, John Munger, news director, explains.

Taking the listener behind the scenes, the promotion-education series pointed out family listening, good taste, human interest, con- versation style of writing, editing, qualified news personnel, news sources, sports radio items, wire services use and fact-reporting. Mr. Munger says that’s how we put five-minute newscast to work for us; how we think we sold news with words.

RADIO NEWS COURSE

U. of Minn. Sets Feb. 17-18

CLIPTON UTLEY, national news commentator for WMAC-NBC Chi- cago, will be the featured speaker when the U. of Minnesota School of Journalism holds its fourth an- nual radio news short course at Minneapolis, Feb. 17 and 18. He will talk at a dinner in the Radia- son Hotel, Feb. 17. The Minnesota Associated Press Broadcasters are meeting in conjunction with the course.

Among other scheduled speakers for the course are:

Wallace E. Stone, manager of KILO Grand Forks, N. Dak.; John F. Meashe, manager of KYSM Mankato; Art Stringer, manager of WMT Cedar Rapids, Iowa; Tom Giese, manager of WCCO Minneapolis; W. Earl Hall, man- aging editor of Mason City, Iowa; Globe Gazette, and university profes- sorship Joe Harrewich, Mitchell V. Charninley and Charles E. Swanson.

Radio News Play

RADIO news emphasis now is on the national and local scene, taking the play from international affairs as com- pared to 1945, according to a survey announced Feb. 3 by ABC editors of "Eeso Report- er" broadcasts over WJZ, New York. Comparison of six days in January 1945 with same period this year revealed international play de- creased from 69% to 12.8%; local jumped 19.6% to 40.5%, while national rose 17.9% to 46.7%. "Eeso Reporter," broad- cast Mon.-Sat., 7:55 a.m., 12:30 and 7:55 p.m., is sponsored by Standard Oil of New Jersey, through Marschalk & Pratt, New York.

SALES STUDIES

Ohio Group Names Plan Unit

SALES research and training plans will be studied by an educa- tional committee appointed by Carl George, president of the Ohio Assn. of Broadcasters, to work out plans that will benefit both Ohio State U. and Buckeye stations.

The committee, which will co- ordinate its efforts with those of Dr. Kenneth Cameron, Ohio State U., is composed of the following: Hugh Higgins, WMOA Massillon; chairman; St. Al Heiser, WLEC Sandusky; Robert Mason, WMRN Marion; Bill Orr, WBNS Columbus; Robert Runnstrom, WCOL Columbus; William Sprague, WHK Cleveland, and Harvey Young, WHIO Dayton.

Platters to Politics

MYRON J. BENNETT, former disc jockey, has entered the guber- natorial race in Iowa on the Demo- cratic ticket. Primaries will be held in June. Mr. Bennett used radio two years ago to help win the election to the safety commissioner post in Des Moines he now holds. In that capacity, he is head of both police and fire departments. Stations at which Mr. Bennett formerly worked include WCKY Cincinnati, KRNT Des Moines, KXK St. Louis and KSQ Des Moines.

ROBERT Moore

Heads Transradio Press

ROBERT E. L. MOORE, vice president of Transradio Press Service since 1945, has been elected presi- dent of the corporation, Herbert Moore, founder of the company and board chairman, announced last week. He suc- ceeds Dixon Stew- art, Transradio’s president since 1945, who has been given a new assignment in the field of visual news dissemi- nation.

Re-election of Rex R. Goad as vice president in charge of news operations was also announced. Mr. Goad is Washington bureau man- ager and has been with Transradio for 16 years.

Robert Moore, 40, joined Trans- radio immediately following its or- ganization in 1934. He established the company’s Washington bureau and served as bureau chief until 1937 when he made a country-wide tour to establish new bureaus and extend Transradio’s facilities. He later served as assistant to the president, Southern division man- ager and covered the invasion of Europe. He is a charter member of the National Assn. of Radio News Directors.

ROBERT F. HURLEIGHTH, news direc- tor of WGN Chicago, is the father of a boy, Steven Lankford.

RURAL Radio NETWORK

22% Sponsor Gain Reported

A GAIN of 22% in number of sponsors using Transit Radio was reported in the final two months of 1949, according to a listing of station reports released last week by Transit Radio Inc., Cincinnati.

During December a total of 459 sponsors used Transit Radio on the 14 stations releasing reports, as com- pared to the previous report for October of 376 sponsors on 13 stations, the music-as-you-ride firm revealed. Largest gains were re- corded among appliance and furni- ture dealers, clothing and depart- ment stores, florists and jewelers, with no classification showing a decrease," Transit Radio reported.

WDBC New Facilities

WDBC Escanaba, Mich., owned and operated by the Delta Broadcasting Co., has inaugurated new facilities operating on 880 kc, 1 kw. Affiliated with the Escanaba Daily Press, WDBC formerly operated on 1490 kc, 250 w. John P. Norton, pub- lisher of the newspaper and presi- dent of the broadcasting company, said formal dedication of the new facilities is planned for late in February or early March.

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MITCHELL MILLER, former director of popular music, Mercury Record Corp., joins Columbia Records Inc. as director of popular records division.

RCA'S THESARUS Record Library Service releases to subscribers two new transcribed radio shows, Music by Ruth and Ray McKinley and His Orchestra.


WABF (FM) New York, renewes its contract with Columbia Records Inc. for Thursday evening broadcasts, 6 p.m.-midnight, for third successive year.


GENERAL ELECTRIC Co. signs two-year agreement with A. C. Nielsen Co., Chicago, for its television index service.

G. P. MacGregor Electrical Transcriptions moves to 5 N. Wabash Ave., Chicago, Room 1612, from 612 N. Michigan Ave. WILLIAM M. MERZ Jr. is Chicago manager.

RICHARD DRUKKER last week was elected president of the North Jersey Broadcasting Co., operator of WPAT-AM-FM Paterson, N. J. Mr. Drukker succeeds his brother, Dow H. Drukker Jr., publisher of the Herald News, Parsippany, N. J., who will continue as a director of the broadcasting company.

KTFI for Chevrolet

Triple-Program Campaign Fits Sale Mkt

KTFI Twin Falls, Idaho, has put some starch and vinegar in a selling campaign for Chevrolet which it believes proves the 1 kw NBC outlet can do as good a job as any metropolitan station.

As described by Manager Florence M. Gardner, KTFI aimed its sights on a threefold program schedule and hit the target on his bullseye. The station's task was to put over a big promotion drive for six local Chevrolet dealers. Cruz of the campaign was to make as many people as possible aware of the GM automobile and familiar with the Chevrolet dealers in the area.

Toward this end the dealers pooled resources, enough to purchase three half-hour periods of Class A time that included: A dramatic mystery show, Box 15, Mayfair Transcription Co. package, Sunday, 7:30 p.m.; a pop-concert music program, Cavalcade of Music, Lang-Worth produced, Monday, 8:30 p.m., and a western song-fest "hit parade" type program, The Magic Valley Hayride, station-produced, Saturday, 6:30 p.m.

The triple-day schedule was chosen, and the times staggered, in order to reach a greater cross-section of listeners during their "at-home" hours. The shows also were in the peak of a time, thereby fitting into a pattern of top rated programs.

While the absolute effect of such a campaign is difficult to measure, direct evidence was obtained that many potential Chevrolet buyers visited their dealers to ask questions about the car after having listened to one of the program's series. That was success enough for Chevrolet, KTFI reports.

The catch-all, the station points out, was the attempt to reach a highly varied listening audience during the equally as varied "at home" nights and time periods. However, each of the programs was fitted into a night when the network had similar type programs scheduled.

Along with this radio promotion, mats supplied by the packagers were inserted on the radio log page of the daily newspapers and various other displays used throughout the area. Allowance for flexibility permitted the dealers' names to be mentioned on each program in a rotating schedule, with two different dealers usually named on a single program.

ATTENDING remote pick-up of 1950 Chevrolet showing, a feature of KTFI's campaign, are (l to r): C. N. Curruthers, Chevrolet district sales manager; H. Spence, Glen Jenkins Chevrolet Co. sales manager; Jack Farrar, special events announcer, KTFI, and Glen Jenkins, dealer firm's owner and manager.
FRANK GOLDBEIN named chief engineer at WMOR (FM) Chicago, succeeding David B. 'IVAN, resigned to work with James J. Everett Engineers, Evanston, Ill. Mr. Goldstein's new assistant is Walter Childress Jr.

L. McKenna, formerly manager of industrial Products Section of Engineering Products Dept. of RCA Victor, Camden, N.J., appointed assistant to W. W. Watts, vice president in charge of RCA Engineering Products Dept.

SPEARS MALLIS, recent graduate of Chicago Television Institute, joins WTVJ (TV) Miami, Fla., as engineering assistant under direction of Jack Shay, technical director. Herbie Fields, student at Radio & TV School of U. of Miami, joins WTVJ as cameraman and sound technician.

Paul Kelly, formerly chief engineer of WNNI Wabash, Ind., joins WCHM (FM) Columbus, Ind., as engineer.

Harry Maule, member of NBC Chicago engineering staff 15 years, promoted to supervisor of TV field engineering operations. He replaces Courtenay Snell, transferred to NBC New York.

Ivan Izenberg, WNJR Newark staff engineer, and Edith Levin, of Gordon & Rudnick Adv., New York, have announced their marriage.

RCA Engineering Products Dept., Camden, N.J., announces production of power control unit for mobile TV pickup equipment, providing power consumption readings and permitting regulation of input and output voltages from central point in unit.

HOOKER-FREDERICK

New Production Firm Formed

A NEW corporation, West Hooker-Frederick Productions Corp., New York, has succeeded the former West Hooker Telefeatures Inc. West Hooker, head of the former concern, is president of the new firm located at 2 W. 46th St., Frederick Klein is vice president and treasurer.

The new company, Mr. Hooker will produce not only radio and television shows but also theatrical and motion picture enterprises.

LATEST news and developments in field of magnetic tape recording are featured in Magnetic Ink, new monthly publication of Magnecord Inc., Chicago tape recorder manufacturer.

Radio Rescue Call

IT didn't take long for KLFY Lafayette, La., on the air only a month to discover radio's emergency usefulness. An automobile accident outside of the station's downtown hotel studios last month seriously injured a woman and her eight-year-old daughter. Bill Patton, newscaster, described the scene from an open sixth-floor window, thus being first with the news. When he aired an appeal for an ambulance, one was rushed to the scene within one minute, KLFY reports. Sixty seconds later still another ambulance appeared. KLFY operates on 1390 kc with 500 w.

AMONG visiting dignitaries and station executives present at formal opening ceremonies of WPW are (l to r): Co-owner Murphy, Mayor Robert Connell of Central Falls, R. I., Sen. Green, Pawtucket's Mayor McCoy and Co-owner Hyasco.

WPW ON AIR

New Daytime Independent

WPW Pawtucket, R. I., owned and operated by the Roger Williams Broadcasting Co., went on the air last month with opening ceremonies marked by congratulatory addresses by visiting dignitaries and opening of open house.

Among organizations represented at the ceremonies were the Chamber of Commerce, school and police departments and members of the clergy, as well as business establishments.

Scheduled programming began the following day. Mr. Hyland reported that during the first day two half-minute pleas for blood donors were answered by 20 volunteers within a half hour after a local woman underwent an emergency operation. On Jan. 26, the new outlet's facilities were turned over to the March of Dimes campaign.

A daytime independent, WPW is assigned 500 w on 1380 kc.

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WCKY Success

REX DALE'S Makehelele Ballroom on WCKY Cincinnati has proved so successful that show, exactly as programmed, can now be heard in Puerto Rico. The program director of WZQ, 50 w Air Force Radio Service station on the island, wrote and asked WCKY Station Manager Charles H. Topmiller for a copy of the Makehelele Ballroom theme and a format of the show. It seems WZQ had received many requests for a show of this type. So, Mr. Topmiller obliged with the ballroom theme and a 15-minute dice of the ballroom background. The WZQ program director says the show is now becoming one of the most popular programs aired in the Puerto Rico area.

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The station with the fabulous personalities and the astronomical Hoopers.

The station with the fabulous personalities and the astronomical Hoopers.

The station with the fabulous personalities and the astronomical Hoopers.
Open Mike

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

'Most Valuable' Stories
EDITOR, BROADCASTING: Your article "Mitch's Pitch" in the Jan. 3 issue of Broadcasting plus the "How Do Radio Results Compare With Those of Other Media" article in the 1950 Yearbook number are two of the most valuable pieces that have ever been published anywhere concerning radio. We have been doing similar things locally but never have had shown to us in one place the basic formula and the details of completely offsetting the misapprehension that too many advertisers have.

Ralf Brent
Sales Promotion Manager
WBBM Chicago

Praises 'Mitch's Pitch'
EDITOR, BROADCASTING: I want to congratulate you on the article "Mitch's Pitch" in your [Broadcasting, Jan. 30] issue, and to ask what you thought of the idea of your publication printing Mitch's entire pitch, which is available on platters, but at a cost that the stations who need it most cannot pay (even though they should). Just an idea that I know would be deeply appreciated.

Ernest L. Spencer
General Manager
KVOE Santa Ana, Calif.

* * *

Gallbladder Answered
EDITOR, BROADCASTING: Mr. Ed Galbladder, radio instructor of Statesville, North Carolina, in his letter to the Editor, BROADCASTING, Feb. 6, asked for assistance in getting all network programs every night in the week regardless of atmospheric conditions. I can appreciate the gentleman's difficulties in trying to get good consistent reception, for I experienced the same problem when I resided in another of the underserved areas, Michigan's Upper Peninsula.

There is only one solution to the problem of inadequate radio coverage in Mr. Galbladder's area, which is typical of so much of the United States. To better serve these small towns and rural areas, the clear channel stations must be given increased power to surmount the barriers of distance and high atmospheric noise levels.

Our neighbor, Mexico, is using power in excess of 50 kw on all six of its clear channels, whereas stations in the United States are stymied from improvement in service because of an archaic power limitation (50 kw).

There is no reason why small town and rural listeners should not have service somewhat comparable to that enjoyed by their city friends. Increased power on clear channel stations is the answer, and the FCC has the authority to grant it.

Ward L. Quaal
Director
Clear Channel Broadcasting Service
Washington D. C.

* * *

Praises Bob Hawk
EDITOR, BROADCASTING: I enjoyed Mr. Kleban's story about Jack Benny's trip to Hous ton [Broadcasting, Jan. 30]. I had a similar experience several years ago when Bob Hawk came to Charleston, W. Va., where I was then operating WCHS. Bob came to do his quiz show and emcee a local talent show. It was a hoot.

He was far more gracious than any of the local people and certainly set a fine example.

Howard L. Chernoff
V. P. and Gen. Mgr.
San Diego Journal
San Diego, Calif.

* * *

Todd Makes KAKE
EDITOR, BROADCASTING: A word of thanks for a publication that brings a report of the up-to-the-minute, nation-wide activities in the radio industry to my desk every Monday morning.

I would like to point out an error in the Closed Circuit column of Jan. 16 stating that Mr. Todd, the unopposed nominee to the 12th District directorship, is from KFBI Wichita, Kan. Mr. Todd is manager of KAKE, the Mutual outlet in Wichita.

C. Dale Allen
Chief Engineer
KTSW Emporia, Kan.

* * *

Roger M. Wise
ROGER M. WISE, 52, authority on electronic tubes, died at Temple U. Hospital in Philadelphia Feb. 5 after a short illness. Mr. Wise had served as a special consultant to Philco Corp. on vacuum tubes for the past three years. His company, Roger M. Wise Co., had been acquired by Philco. He was associated with the radio-TV industry for 29 years. Mr. Wise is survived by his wife, a son, his mother and three sisters.

ALL hockey and basketball games at U. of Denver, Denver, are being broadcast by students in university's radio department over KXEL-FM Denver.

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52, authority on electronic tubes, died at Temple U. Hospital in Philadelphia Feb. 5 after a short illness. Mr. Wise had served as a special consultant to Philco Corp. on vacuum tubes for the past three years. His company, Roger M. Wise Co., had been acquired by Philco. He was associated with the radio-TV industry for 29 years. Mr. Wise is survived by his wife, a son, his mother and three sisters.

THAT "thing" pointed to by An-nouncer Bob Daniels, of KDAL Duluth, Minn., is his "static eliminator" which he has invented to counter telepher and machine responses charged with static electricity, plague of many a radio newsman who has found garbled type as a result. The "thing" consists of a milk bottle filled with water, a piece of cloth, wires and string. KDAL-CBS says it will supply details to an interested party, although "patent has not been applied for..."
Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!

TELEVISION

America's Window on the World
515 Madison Avenue, New York 22, N.Y.
ALL THIS AND 3 NETWORKS TOO

Lou Emerson keeps 'em laughing as ranch cook on TV Dude Ranch. Below: Pedro Gonzales makes a hit as a ranch guest.

Lovely Rosita's personality shines in her Latin songs.

Mel Winters, his piano and Jeremiah Tommy and The Professor.

Vocalist Melissa Smith's style wins her a big following.

Johnny Dugan's Tree House features Bud Vinson and Uncle Dick Perry. There's a long waiting list for every show.

Lower left: Dance instructors Bud and Marie Nash entertain with folk and popular dances.

Since opening day, WOAI-TV has presented a weekly average of 10½ hours of local programming combined with top shows from THREE great TV networks to build and hold an enthusiastic audience. To entertain and sell South Texas there's no substitute for San Antonio's FIRST television outlet, WOAI-TV.

Represented Nationally By Edward Petry & Company, Inc.

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

Page 2 • TELECASTING February 13, 1950
HOW TO TURN RED INK BLACK

Main Topic at TBA Clinic

By BRUCE ROBERTSON

VIDEO ECONOMICS, methods of TV station operation, sales and programming leading to increased revenue and decreased expenses, held the center of the stage Wednesday at the Television Clinic conducted by Television Broadcasters Assn. at New York's Waldorf-Astoria Hotel.

Other current TV issues, such as union jurisdictional disputes, network affiliation on an interconnected or non-interconnected basis, and the place of sports in the program schedule, got their due share of time in the day-long agenda, which started off on schedule under the sharp eye of Charles C. Barry, ABC program vice president, who served as clinic chairman.

But the main interest of the more than 400 TBA members and guests at the session was focused on the all-important question of how to turn the red ink on their monthly balance sheets to black.

How one TV operator has done that trick was described by Edward Lamb, owner of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, who stated that "both stations have been in the black since the day they opened."

"There is nothing unusual about this," Mr. Lamb continued. "I say that any TV station in the United States can be operated at a profit."

Mr. Lamb's secret is a simple one—"don't buy anything you don't need. Use what you have to the limit. Where other stations say 'one show, one camera,' he stated, "we say 'one camera for all shows.'"

He admitted that with increasing programming he is now getting a second camera for each station, but, he declared, "We don't have a lot of fancy-pants equipment lying around in the garage."

Despite the dependence on network and film programs implicit in single-camera operation, Mr. Lamb stressed his stations' emphasis on local and public service programming, which, he declared, "pays off at the box office. You know," he added, "that in local programming you receive your full rate card and do not give the network 70% of the amount of the sponsor's payment."

Detailing his stations' finances, Mr. Lamb reported: "The income of one station is roughly $30,000 a month, but is rapidly increasing as we go into more and more afternoon programming. Our expenses are approximately $17,500 a month, including wages of $4,500, depreciation in the amount of $4,000 a month, films, promotion, taxes, maintenance and miscellaneous costs totaling $9,000 a month. We depreciate our mechanical equipment at the rate of 20% a year and buildings, as well as other equipment in accordance with the schedule set by the Internal Revenue Bureau."

Outlines Staff

"We have 17 employees at each plant. These include a general manager, three salesmen, a program director, three studio technicians (including cameramen and film editor), a chief engineer and five engineers and three office girls, one of whom handles program and traffic matters, another bookkeeping and the third stenographic matters."

Mr. Lamb asked why TV, even as a "blue chip big business" needs "such elaborate but unused plants. The viewer is impressed only in what appears on the screen and not with the chromium in the studio."

The viewer is not impressed when a telescopr proudly boasts of losses running as high as $100,000 a month. Hooperaings do not follow the telescopr's profit and loss statement."

John H. Boyle, director of television at WAV-TV Louisville, a non-interconnected station at present, said he has "a few shudders whenever I think about the cable coming through in October."

Reporting that WAV-TV now gets 30% of its card rate for network commercials, he said that when it becomes an interconnected

(Continued on Telecasting 18)

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TELEVISION Broadcasters Assn. board of directors elected last Wednesday include (1 to r): Standing—Will Bolt, secretary-treasurer, TBA; F. M. Russell, vice president, NBC; George Storer, Fort Industry Co.; Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Seated—Joseph McDonald, vice president, ABC; Lawrence Lowman, vice president, CBS; J. R. Poppele, WOR New York, TBA president; Ernest Loveman, vice president, Philco, and Paul Reib block, vice president, Paramount. Not shown is Director R. A. Borel who did not attend the clinic. (See story, Telecasting 18).

Page 55 • BROADCASTING February 13, 1950
NEW ORLEANS is half old and half new. That goes for its architecture, its economy and its culture. The combination adds up to a market saturated with the heritage of European forebears and the efficiency of civilization's most advanced techniques.

This is the market that WDSU-TV invaded 14 months ago with a thumping 31 kw television signal, confident that the haven of diversified cultures, fun-loving people and high-buying families would admit the newest of media to its bosom.

Behind this business and artistic venture was the Edgar B. Stern family, for decades prominent in New Orleans' economic and cultural growth. They knew how well the commercial foundations of the city had been established and they sensed the eagerness of the thriving community for televised recreation and entertainment.

The Sterns—Edgar B., Edgar B. Jr. and Philip M.—bought the WDSU properties in the autumn of 1948. Among assets was a CP for WDSU-TV, with construction well advanced. A Harvard-educated electronic engineer, Edgar B. Stern Jr. assumed the presidency, with the senior Stern as board chairman and Philip as board member.

Regular commercial telecasting started Dec. 18, 1948, less than a year after the FCC granted its CP. In February 1949, Robert D. Swesey, former vice president of MBS, became executive vice president, and the new management affiliated WDSU-TV with all four TV networks and struck up an alliance with the New Orleans Item.

AND how's business at WDSU-TV?

Very good, thank you, and getting better every day. Almost every spot is sold—about half network and half local. The station is preparing to move into daytime programming. Every month the gross is increasing. Furthermore, the Stern family is pouring a substantial sum into new facilities, headed by an office building and adjoining studio plant.

Set sales are soaring and store shelves were stripped during the pre-Christmas weeks. This pace continued through January. Since February a year-ago, the number of sets has increased from 3,000 to nearly 18,000.

It's no wonder the city likes television, with the fabulous sources of program material. Really, the place is a program director's dream. Where else, WDSU-TV's operators ask, can a station offer the series of Mardi Gras spectacles, including bizarre pageants, parades, balls and street scenes? Or the series of Sugar Bowl events? Or the every-night doings in the Bourbon Street spots with their Dixieland entertainers?

Pile on top of this list the sports, concerts, dramas and aquatic events for which the city is unique, plus the normal quota of daily doings in the nation's No. 2 seaport, and you have the stuff that WDSU-TV's staff has at its disposal—plus the pick of the programs kinescoped by all four nationwide television networks.

There's nothing quite like—anything like—the new WDSU-TV headquarters in all American radio and television. Located in the heart of the Vieux Carre (French Quarter), the century-and-a-half-old structure is ornamented by two typical New Orleans balconies, overlooking the sidewalk.

Known as The Brulatour Court Bldg., it is one of the more famous buildings of its type in the city.

WDSU-TV Brings Modern Television To Beautiful Old New Orleans

The charm that surrounds WDSU-TV quarters.

The upper wrought-iron balcony is featured by a fan-shaped "garde de frise" originally designed to keep marauders from entering via the adjoining building.

Erected in 1816 by Francois Seignouret, who bore a masket in Gen. Andrew Jackson's Battalion of Orleans, the building has been a center of art and commerce. In 1900 William Ratcliffe Irby, banker and tobacco manufacturer, acquired the property, renovated it and installed an elevator and large pipe organ.

Offices of station executives and personnel are located on the second and third floors, including large audition and conference room, film library, projection room and employe lounge. Studio facilities are in temporary quarters on the third floor pending completion of an elaborate new studio building.

THOSE accustomed to the architecture of the glass-and-chromium cult will get a shock when they enter this antique home of an ultra-modern electronic enterprise, dominated by the French Quarter motif. They will find themselves ushered into a courtyard and seated at a table midst the lush flowers, trees and shrubbery of the semitropical region.

A maid serves coffee (Luzianne, courtesy of the sponsor). Visitors sip the sturdy brew for which the city is famed as they take in the patio's banana trees, palms and other flora.

Surrounding this bedecked patio are all the scientific marvels of the twentieth century. Work is moving along rapidly at the adjacent studio building covering a 60x200-foot area. WDSU's engineers have followed the basic concepts that a TV studio should be as large as space permits, and should be on the ground floor with an entrance accommodating the largest rolling vehicle.

The video studio will be 60x100 feet, with arched interior 35 feet high. It is patterned after Hollywood sound stages, with master control room overlooking the sets, catwalks, permanent sets, pro-rooms, film laboratories and similar accessories. Three other studios are interchangeable for AM and TV. They include recording facilities, client's booth and related facilities. The building also will house a large workshop, lounge and reception hall. Overall area of offices and studios is 22,000 square feet.

Several blocks away is the transmitter, housed atop the Hibernia Bank Bldg., tallest in the city. Tower installation followed NBC's Empire State Bldg. pattern. The
5-foot BCA batwing antenna carries the 5 kw signal from the BCA transmitter out over a vast area with a kick of 31 kw. Reports of very regular reception cover pots as far away as Alexandria, a. 150 miles to the northwest, and consistent reception over an area including parts of Mississippi and Alabama.

During its first year, WDSU-TV ad to get along with a converted Rice on the top floor of the bank building as the main studio. Another office was converted into a ticketing office, and a small control room. The penthouse even had a balcony.

All this squeezing and pigeonholing will be avoided in the new studio. Control equipment is custom-built. High-powered producers will have a view of the entire main studio. Dual switching units are provided for rehearsals while other programs are on the air.

This ingenious use of limited space is an old story in the television industry. WDSU-TV was opened with substantial quotas of genuity and the results surprise even those who thought and talked about the difficulties. They do it in the wide-open spaces of the new studio building may surprise everyone.

To handle its local networks, WDSU-TV has a custom-built TV studio with two cameras and a TV station manager's car.

ANYONE familiar with the commercial, educational and recreational facilities of New Orleans knows that the citizens wouldn't sit it up with inferior TV programming.

Messrs. Stern and Sweezy were quite aware of the community's tastes and they have been closely watching every move made by this powerful local group. Let's do a slow job on the outside; then we'll set the scene outside, and it's a good idea, too.

The four-network package has given a solid foundation of national program fare. It might have been simple to get by with occasional local programming and a lot of cheap film, but the management committed itself to high-quality production. It has gone in heavily for community telecasting.

Early 1949 a list of sports events was cut down. It included basketball, baseball, wrestling, horse racing, and similar events. Professional baseball wasn't available but the American Legion games developed a heavy following. Last fall WDSU-TV telecast the Tulane football schedule on film.

And the Sugar Bowl football games for the past two years have been telecast by Gillette, Maison Blanche, a local department store, and the Seven-Up Bottling Co. were sponsors for the balance of the Sugar Bowl events.

The Mardi Gras—well, there's nothing to match it in all America. WDSU-TV has been on the television scene quite a while, and New Orleans television has been all over the town filming Mardi Gras events. As was the case last year, the whole package of parades, balls, and similar events is sponsored by the General Electric distributor.

In spite of extremely cramped facilities, studio programming at WDSU-TV has been intensive. Single-camera operation has provided an excellent challenge to program builders, who offer distinctive and novel presentations, both sustaining and commercial. It has been the proving ground for the new major operation.

The development of local talent has been proceeding steadily. The Dixieland bands, of course, are heard frequently. A talent show titled New Voices, originating in the Roosevelt Hotel, has developed a roster of good local talent.

Local professional talent such as Fat Pichon and Claire Nunn formed the basis for sound local shows. Miss Nunn plays the piano as well as sings, and does her own commercials.

Joyce Smith's Floral Trails, a weekly garden show, and Mrs. La Mode, on which she presents interesting people and unusual events, with something for every member of the family, and Sharkey's Dixieland music further stimulate the local picture.

With this backlog, WDSU-TV is about ready to move into daytime programming. Lee D. Richard's late afternoon show, a participating program with pictorial chatter on creole cooking, will be a vital factor in the new daytime schedule.

Still other shows will feature dishes from New Orleans's famous restaurants. A daily Shopper's Guide is slated for programming, along with another newcomer to the afternoon stanzas, Man About Home, with tips for the harried housewife on household repairs and maintenance. Fashion shows have already proved themselves, and it is hoped that a new format will solve the disc-jockey-problem.

there's nothing too novel for WDSU-TV's programmers. Recently they completely rebuilt a fat woman. With the TV camera on her, the lady went on a diet and took a course of massage and beauty treatments. They really made her for the TV audience, and the series ended she had shed some 60 pounds.

Fortunately, New Orleans in early TV days was blessed with courageous sponsors. Maison Blanche department store and Seven-Up jointly sponsored boxing and wrestling. Public Service and Coca-Cola signed up for basketball. Motorola put an ad on horse racing.

Outdoor sports are on a year-round basis and Jack Heine has sponsored hunting and fishing charter programs, Outdoors in Louisiana. D. H. Holmes department store sponsored the Korda film series, as well as live variety shows. Brown's Velvet Ice Cream picked up the Telekida juvenile show.

Regal Bees buys sports and Dixie Bees sponsors Telekida as well as five minutes of stills depicting local and national news, using photos

from the New Orleans Item.

With all this programming, what do sponsors think? The answer to what sponsors think can be found around the sales department of the TV station. WDSU-TV has a bulging file of success stories. Just a few days ago, for example, Salem Fluorescent Maintenance Service sponsored two film programs, its TV debut. From a $100 time-talent budget, Salem received calls that netted over $1,000 in new business.

Last month D. H. Holmes Co. sponsored a 15-minute musical program, Concert Miniatures, 7:30-7:45 p.m. One commercial was devoted to Schiffer Printers draperies, only promotion for the Nil-Art Co. product. During the week following the program 72 persons went to the Holmes drapery department and specifically asked to see the TV-promoted draperies, resulting in sales totaling $1,565.60.

Another time Maison Blanche sold its entire stock of 14 outboard motors through a 2-hour TV spot. And at Holmes they recall the time a basketball interview with Cliff

(Continued on Telecasting 10)
SAMPLE RATE CARD

TO AID TV broadcasters in establishing uniform rate practices, Telecasting Broadcasters Assn. last week released a sample form for videorate cards. Three-fold pocket-size card, evolved by the TBA commerce operations committee and its rate card subcommittee after more than a year's study, is divided into nine sections: Basic air time rates, announcements, participations, discounts on time charges, rehearsal charges, film facilities, remote pickup facilities, theatre studios and general information.

Figures used in the sample card are for illustrative purposes only, TBA pointed out. "At no time has there been any intention of establishing any particular set of dollar rates since this, obviously, can only be determined by the individual stations themselves," a note on the front cover states. "Rather the sample dollar figures contained in this card are used to indicate recommended discount procedures and rate relationships according to time units."

The discounts recommended by TBA are: Less than 13 times, no discount; 13-25 times, 2.5%; 26-38 times, 5%; 39-51 times, 7.5%; 52-103 times, 10%; 104-165 times, 12.5%; 166-207 times, 15%; 208-259 times, 17.5%; 260 times or more, 20%.

TBA also recommends that Class A time cover the hours 6-11 p.m. Monday through Friday and noon-11 a.m. Saturday and Sunday, with Class B as 5-6 p.m. Monday through Friday, and Class C as all other times. Class B rates are two-thirds of Class A, and Class C one-third of Class A. Ratio of time charges on the sample card is: 45 minutes, 80% of the hour charge; 40 minutes, 75; 30 minutes, 60%; 20 minutes, 50%; 15 minutes, 40%; 10 minutes, 35%; 5 minutes, 25%.

Card contains the following schedule on length of commercial copy, noting that exceptions may be allowed on occasion:

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<thead>
<tr>
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<th>All Other Program</th>
</tr>
</thead>
<tbody>
<tr>
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<td>After</td>
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<tr>
<td>60</td>
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</tbody>
</table>

C. J. WITTING

APPOINTMENT of Chris J. Witting as general manager of the DuMont Television Network was announced by Commr. Mortime W. Loewi, director of the network in a statement prepared for release today.

In his new position Mr. Witting will direct and coordinate activities of the entire network including 52 affiliates, Commr. Loewi said. Appointment was in recognition of the growth of the DuMont network, with the past year, he added, citing gross billings in excess of $3 million—triple those of 1948.

Mr. Witting joined DuMont in June 1947 after long experience in industry and show business. Previously he was with Price, Waterhouse & Co., where he supervised a number of assignments including radio. He also served for several years as controller of USO-cam shows.

KTSI (TV) EXPANDS

13 Feature Movies Acquired

ACQUISITION of series of 13 feature movies and contemporary increase in KTSI (TV) Hollywood kinescope programming was announced by Charles L. Glett, vice-president in charge of Don Le television, following his return from a two-week eastern visit.

Included in the group of motion pictures for which station has obtained exclusive release are Action for Slender, Woman Alone. Amazing Adventure and Ten Days in Paris. Added kinescopes being considered are DuMont network's quarter-hour programs, Easy Aces and Manhattan Spotlight and New York wrestling bouts. Selection of new mobile equipment for KTSI will also be announced shortly, according to Mr. Glett.

"INTRODUCTION to Televisi*n powder added to curriculum of U. of Washington's Radio Education Dept. Pullman, Wash.

WESTERN FILMS .mean LARGE AUDIENCES

And WGN-TV's "Trail Blazer's Theater" is no exception.

In the short time "Trail Blazer's Theater" has been on WGN-TV, its ratings have risen to the point where more than 183,000 Chicagoans watch these films each quarter hour—five days a week, 5:30-6:30 p.m.

Add the great hold-over audience from the preceding "Small Fry Club" to the appeal of western films, and you'll see why "Trail Blazer's Theater" consistently draws record audiences.

But the most amazing thing about this feature is the price—it's phenomenally low for participations or sponsorship of the whole program. Just imagine, you can buy participation announcements for less than the one minute night time announcement rate.

Here's one of the best buys in television. You'll be thoroughly convinced when your WGN-TV representative shows you the facts and figures.
WOR-TV NEW STUDIOS
Station Opens Central-Control Facilities

A portion of the new WOR-TV master control. Equipment at right is associated with film camera control.

WOR-TV New York last week opened its new studios in New York's Television Center and simultaneously moved its TV master control here from the New Amsterdam Roof Theatre.

Complete facilities comprise three studios, control rooms, master control, rehearsal and dressing rooms, offices and reception lobby. Under the new setup, all camera control operators are located in a centralized camera control center. Other innovations include flexible studio lighting systems (employing fluorescent features), technical refinements and intercom positions. Studios A and B, each 43 by 68 feet, comprise the playing area available at the center.

Studio C contains film projection cameras and associated equipment. Each studio has a separate control room. Studios A and B each contain four studio cameras. Studio C's film projection booth has three 16mm film cameras which can be fed from two 16mm film projectors, two 35mm projectors and several slide projectors.

All film, audio and video facilities are arranged so that the program director has directly before him simultaneous monitors on four of his normal studio cameras; two preview monitors, and a line monitor. Thus, all sources of signal can be previewed and the picture can be properly lined up before being switched to the program line.

Master control, consisting of six incoming channels with four outputs, provides for either simultaneous or independent audio or video switching. Each outgoing channel has a picture and an audio monitor.

Television Center is at 20 W. 67th St. WOR-TV also has studios in the New Amsterdam Roof Theatre on West 42nd St. One of these is an audience studio with a seating capacity of 450. Signals from these studios are fed into the 67th St. master control from their associated control rooms.

THEATRE SALE
NBC-TV Buys in Chicago

FIRST PROVISION for TV audiences at NBC Chicago was made last week when Victor T. Norton, NBC vice president for administration, signed a long-term lease with J. J. Shubert of the Select Theatre Operating Co. for the 52-year-old Shubert Theatre. The 1,300-seat legitimate house will become the Midwest's largest TV theatre, according to NBC Central Division Vice President I. E. Showerman. Contract length and costs were not given.

NBC expects to spend $100,000 initially for equipment, including three or four new cameras and control room fixtures. Maintenance engineers surveyed the site Thursday, although the only remodeling expected to be done is that required for special television equipment.

First show to originate there will be WNBQ-NBC-TV Chicago's one-hour segment of the network's two and one-half hour Saturday evening participation show, scheduled for Feb. 25.

Long-range plans for studio usage include origination of additional audience shows, especially daytime ones. NBC-TV Chicago has no TV audiences now because of space limitations.

Mrs. Roosevelt's Show

MRS. FRANKLIN D. ROOSEVELT'S NBC-TV series, Today with Mrs. Roosevelt, was to begin yesterday (Feb. 12). The first show of the series, aired Sunday, 4-4:30 p.m., was to feature Albert Einstein, David Lilienthal, Sen. Brian McMahon (D-Conn.), and Dr. J. Robert Oppenheimer, president of the Institute for Advanced Learning at Princeton, in a discussion on the hydrogen bomb. Dr. Einstein was to appear on film.

90,000 Television Sets ...With Only ONE STATION Within Tuning Distance!

The Owners of These Sets Live in America's 9th LARGEST MARKET ...and the One Station Which Delivers This ENTIRE AUDIENCE to EVERY ADVERTISER Is

KSD-TV
The St. Louis Post-Dispatch Television Station
Channel No. 5...
First in St. Louis!

NBC, ABC, CBS and Dumont Networks

National Advertising Representatives:
FREE & PETERS, Inc.
AMID WARNINGS by Comr. E. M. Webster that the American concept of free broadcasting may be subjected to a "momentous change," FCC has granted approval with multiple reservations to the Zenith Radio Corp. request to test Phonovision publicly in Chicago.

Zenith was the first to file order for thorough exploration of Zenith's plans to test its "pay-as-you-see" system of TV. (Telecasting, Dec. 12, 1949), the Commission majority order set out to help settle some of the issues for such a ruling. This ruling, however, was attended by:

- Hearings by Comr. Webster in his dissent that the majority action is contrary to FCC's own rules, violates basic allocation principles, may require Congress' re-creation in the near future, and may have far-reaching effects—which FCC can't control on the public and the TV industry.

- Announcement by Zenith's Comr. E. F. McDonald, a few hours after grant, that the experiment will be delayed at least a week because public opinion in Chicago will favor the public pay for "good" entertainment via TV in their own homes.

Lengthy Hearing Not Necessary

The Commission majority held it was satisfied a lengthy hearing was not necessary. This view of Zenith's allegations that the test sought only to determine public acceptance of the principle of "pay-as-you-see" was soon found valid for 90 days from last Thursday and to employ Channel 2 (64-660 mc) facilities now being used experimentally by Zenith's KSXX-BS Chicago, is subject to following conditions:

1. Action shall not be construed as determining that such experiment is will be in public interest beyond expressing form of broadcasting whether Phonovision or any such system constitutes a practical solution to the problem because the Commission's enunciation standards are so limited that for all practical purposes they are written in stone and apply to the patent or upon the claims of patents already granted to one company with the right to sub-license them.

2. The effect of writing such standards has been to discourage the development of new television techniques—justifies tests without prior hearings in this case. He said:

"Television, unlike other forms of entertainment, is a practical solution to the problem because the Commission's enunciation standards are so limited that for all practical purposes they are written in stone and apply to the patent or upon the claims of patents already granted to one company with the right to sub-license them.

"The effect of writing such standards has been to discourage the development of new television techniques—justifies tests without prior hearings in this case. He said:

"Television, unlike other forms of entertainment, is..."
THE ED WYNN SHOW
sponsored by
Camel Cigarettes, a
CBS Package Program
that's top-rated, and
makes more people
laugh than anybody.

For another top
CBS Package Program
ready right now
to go to work
for an advertiser,
turn the page.
ABE BURROWS ALMANAC is the kind of high-flying comedy CBS Package Program that's geared to a big pay-off for any smart advertiser.

Funny man, funny songs, gifted guests all add up to a hilarious Burrows-type show called an almanac... but it's hardly anything like Poor Richard's.
Each Case Needs Individual Study

By JOSEPH A. MCDONALD
ABC Vice President and
General Counsel

The question of music rights in TV has been carefully considered, particularly in connection with the ASCAP negotiations, but a glance at the program schedules shows the present and growing importance of drama. The clearance of dramatic material for broadcasting presents some very interesting questions as a matter of law and good business judgment.

An adequate treatment of this subject would probably be a cross between a review article and a book. However, this is intended to be a brief general summary of some of the practical questions involved in clearing literary material for dramatic presentation in revision. In this form it is hoped that it may be of some help to telecasters in general and to their programming people in particular.

The clearance of material for any form of broadcasting is logically subdivided into a consideration of the status of music on the one hand and literary material on the other. Aside from certain technical differences stemming from the provisions of the copyright act itself, the most significant difference between clearance in the two fields is that in the case of music many of the questions involve nondramatic renditions and are determined on the basis of industry-wide agreements with groups controlling the performing rights such as ASCAP, BMI and SESAC, or a representative of groups of owners such as the Music Publishers Protective Association.

Cases Differ

In the field of literary material, however, the status of each work has to be examined as a special case. Naturally, these special cases fall into one or more of several categories of legal relationship and some literary agents do represent a number of authors, but by and large the rights are individually controlled. To use a real estate analogy, the clearance of a dramatization for television broadcasting is like examining the title to a piece of individually owned residential property, whereas the clearance of musical material is often more akin to making a case with the owner of a large apartment house.

Under our copyright statute the exclusive rights granted to the owner of dramatic material may be boiled down to the grant of an exclusive license (1) to publish, (2) to translate, (3) to perform and (4) to record the work. The significance of the last two to broadcasting is obvious.

As is well known, some plays are written as plays; others are dramatizations of nondramatic works. In either case the basic work may be copyrighted under the statute. The essential features of statutory copyright distinguishing it from common law rights are that the owner of a statutory copyright has an unlimited period of time in which to enjoy his exclusive rights. He gets the additional advantage, in the event of infringement, of minimum damages in case actual damages cannot be proved as well as an allowance for counsel fees, and he runs no risk of losing his exclusive right through an unintended publication which might be deemed to have been authorized by him. It is important to note that the owner of a statutory copyright has an uncopyrighted drama on the stage, whether for a paid audience or not, and on radio and television broadcasts without "publishing" the work in the copyright sense and thereby losing his exclusive rights.

As a matter of practice, plays are usually produced on Broadway without being copyrighted until such time as the author and his publisher decide to publish the drama in book form. This has the effect of lengthening the period of statutory protection by the length of the run prior to the publication of the book and at the same time securing the benefits of statutory protection in the work after its publication.

To determine who owns the right to perform and record a specific piece of literary material, it is necessary to start with the man who wrote it. Obviously, one way for a television producer to be sure of his material would be to write it himself. This is not entirely impossible, because material produced by an employee belongs to the employer, as though the employee had written it, subject to such provisions as there may be in this respect in the contract of employment or in any applicable collective bargaining agreement.

While a certain amount of literary material might be produced in this way, home-grown, a major part of the dramatic program schedule will of necessity require the obtaining of such material from outside sources. Such material is available in various forms. First, it may be nondramatic literary material capable of dramatization by writers working as independent contractors, by specially engaged writers, or by staff personnel. It may already exist in dramatic form, but in most cases it will require adaptation to television production techniques, or at least it will need condensation as a matter of timing the program.

In addition, the television broadcaster will have available for consideration a great amount of nondramatic material already recorded on film. This may be film made primarily for exhibition in motion picture theatres, or primarily for television broadcasting or both. In dealing with dramatic material in motion picture form, an obvious short cut is available in the clearance of film obtained from responsible sources.

If the broadcaster has confidence in the supplier of the film, its purchase or lease with appropriate warranty and indemnity provisions eliminates as a matter of concern the clearance of the copyright. In the absence of notice of claims made by others with respect to such material. Even in the latter case, depending upon the standing of the supplier of the film, it might well be decided to proceed with the performance unless enjoined and merely pass on to the supplier the obligation of defending any suit which might be started and to pay any damages which might be found to be due.

On the other hand, in many cases it will be highly desirable, either because of the unwillingsness on the part of the supplier to give a warranty of indemnification or because of the cause of uncertainty as to his ability to respond to claims of infringement, to check back to ascertain the true location of the performing rights.

Examine Contract

The first thing to bear in mind in making such a search is that the film itself may be, and probably is, copyrighted. The copyright owner has, of course, all rights in the work but this is of significance only when dealing with the copyright proprietor himself. In most cases the deal will be with an individual who has physical possession of a reel of film, and the problem is to ascertain how he came by it and what rights he obtained with respect to its use as distinguished from the mere right to hold possession of the print itself. The logical way to proceed is to ask the contract under which the holder of the print obtained the right. This in turn leads to the inquiry of where the one from whom he obtained the print obtained it and under what circumstances. Just as in the case of examining the title to a piece of real estate, it is necessary to go back step by step until proof is obtained of a license to perform the film from the copyright owner.

At this point you must stop again and consider whether to rely (Continued on Telecasting 16)
REACTION of adults and children to television movies is covered in the latest "Television Audience of Today" report released by Advertest Research, New Brunswick, N. J.

In the New York-New Jersey television homes contacted, hour length video movies were the preference of adults and children alike. A half-hour film presentation was second most popular length, with third, fourth and fifth choices going on down the line—quarter-hour, 10-minutes and 5-minutes, respectively.

Feature attractions were found to be the most popular type of television movie. Both children and adult viewers enjoyed star vehicle shows and comedy shorts. Feature attractions were reported in second and third place, respectively. Although the children also placed comedies shorts in third place, western features and animated cartoons placed first and second.

Weekly Television Summary

Based on Feb. 13, 1950, TELECASTING Survey

| City          | Outlets On Air | Number within samples of estimating | Source of estimating
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Chevrolet Spots Top Advertest Ratings

In TWO separate studies of television spot commercials just released by Advertest Research, New Brunswick, N. J. It was reported that the Chevrolet announcement had the highest impact ratings for January and that spots adjacent to high-rated programs are not a value as formerly believed.

In commenting on the ad recurrence problem, Seymour Smith, Advert test director who conducted the survey, said: "Our preliminary find ing results, a high rated show, to a high rated show may enable; to be seen by a greater number of viewers, the spot is proportionately not as well reman hered as the same spot next to a lower rated program. Thus, it terms of impact of the sales message, the spot adjacent to the lower rated program may actually outweigh the higher-rated ad acon".

The analysis reportedly is based on research material drawn from the September through January is survey of the Advertest Television Spot Report and is based on 6,000 personal interviews.

Given a hypothetical case, Advertest expands the theorem as follows: "Let us say 100 people see spot A adjacent to a high-rated program. However, only 20% of these people remember the sales message. Spot B adjacent to a lower rated program is seen by 80 people but 90% grasp the sales message. Thus, the lower-rated ad actually delivers more sales impact than the higher-rated ad.

The top 10 ranking spots:

1. Chevrolet 643.74; Bulova 483.76; Hi-V $50; Pal Mall 909.50; Lucky Strike 365.75; Tide 383.80; Philip Morris 386.78; Ovaline 188.76; Pepsi Cola 185.28; Gulf Wine 187.

** WOAI-TV Changes Survey Method

EXPLANATION of the large increase of TV set figures in San Antonio in the past fortnight comes from WOAI-TV that city. Station reports that a new method of re-aligned survey is being used which embraces all known distributors. The more accurate method shows 2,217 TV set installs. WOAI explains that these figures point up the station's "true position as an enthusiastic TV market." The wide range between this new figure and that used before was caused by earlier reports compiled by the station solely from individual set registrations by owners, WOAI adds.

** TELECASTING
Right from the start, February, 1949, WHIO-TV became Dayton's FIRST television station. Look at the record!

**FIRST** Dayton television station on the air.

**FIRST** and only Dayton owned and operated TV station.

**FIRST** Dayton station on the cable.

**FIRST** with the best local programs and the finest network shows from CBS, ABC, and Dumont.

**FIRST** with viewers according to latest Hooperating.

**FIRST** with local and national advertisers.

WHIO-TV is now and will continue to be "Dayton's First Television Station."

Television Sets in WHIO-TV area: January 1, 1949—2,685 sets; January 1, 1950—36,000 sets. Those in the know buy WHIO-TV. For availabilities, contact your nearest Katz Representative.

Affiliated with The Dayton Daily News and The Journal-Herald

Represented nationally by The Katz Agency, Inc.
**DuMont Appeal Increases 'Lift Freeze' Tempo**

DR. ALLEN B. DuMONT's "lift the freeze" appeal was presented to New Jersey legislators in Washington last Tuesday [TELECASTING, Feb. 6]. However, its consideration may not begin until the House Interstate & Foreign Commerce communications subcommittee gets into hearings on the Sadowski measure, tentatively to begin Feb. 20 [BROADCASTING, Feb. 6].

The subcommittee, headed by Rep. George Sadowski (D-Mich.) whose bill (HR 6649) would set up a "supplemental FCC" and effect legislation has been awaiting clearance of the Feb. 20 hearing date before completing its list of witnesses to be called to testify.

Sen. Robert C. Hendrickson (D-N. J.) and seven New Jersey Representatives addressed Dr. DuMont's telecast from the Senate Hotel. At the breakfast, DuMont, president of Allen B. DuMont Labs, which employs several thousand workers in New Jersey manufacturing plants, outlined the threat posed to jobs of many workers in the state by the continuation of the freeze on television equipment.

Rep. Charles R. Howell (D-N. J.) told TELECASTING the Jersey group was sympathetic in general to Dr. DuMont's explanation of the situation. However, a full understanding was reached among some of the Congressmen that "the Sadowski hearings would include a study of the situation as presented by Dr. DuMont."

**Sees Congressional Action**

Meanwhile in New York, spokesmen said Thursday Dr. DuMont was optimistic that Congress would take some action to lift the freeze. What steps would be taken were not disclosed.

It was revealed in Washington that a suggestion had been made by a Congressman attending the breakfast that Rep. Charles A. Wollerton (R-N. J.), ranking minority member and former chairman of the House Interstate & Foreign Commerce Committee, might be prevailed upon to press the TV allocations matter to the subcommittee. Dr. DuMont revealed an understanding was reached among some of the Congressmen that "the Sadowski hearings would include a study of the situation as presented by Dr. DuMont."

Prior to Dr. DuMont's conference with the legislators the industry executive vigorously pursued his campaign to persuade FCC to lift its 17-month television freeze by sending his aide, Dr. Edward C. Johnson (D-Col.) for insisting on color standards before new black-and-white channels are allocated.

**Hits Johnson**

Dr. DuMont charged that Comr. Senator Johnson is "primarily" responsible for "damping up television's progress" in 89 markets which enjoy no TV reception and in other areas as well. He scored both for "refusal to face reality" and furthering the color issue, which he asserted, has "mired television in a rainbow-hued swamp that will drag our industry crawling on its knees."

The attack on the two government officials was delivered at a three-day television and industry trade show in New York.

Dr. DuMont, whose remarks paralleled previous assertions on the TV freeze [TELECASTING, Feb. 6, Jan. 30], said FCC has "seemed all too willing to cause the situation" of Sen. Johnson as chairman of the Senate Interstate & Foreign Commerce Committee. "While Comr. Senator Johnson has no eye nor ear for anything that doesn't look or sound like color."

Furthermore, the freeze has caused loss of employment to "tens of thousands" in manufacturing of tubes, receiver components and transmitter gear, he said.

"Thousands in sales, advertising and merchandising are adversely affected," he continued, pointing out that "millions of Americans are being deprived" of TV entertainment. He noted that only 10

new stations can be constructed until the freeze is removed, and urged those present at the New York sessions to write members of Congress.

Dr. DuMont also pointed out that this was not the ultimate color TV picture desired. However, he declared, "we have finished the foundation."

He explained the solution of the color stability problem was the last major technical hurdle to be overcome . . . No fundamental problem remains to be solved. Our engineers can now work on the refining and simplifying the system." No refinement timetable was cited.

One 16-inch and three 10-inch direct view color receivers were used in the demonstration, all driven by the r-f and i-f stages of RCA's all-electronic, "compatible" color television system—automatic synchronizing and color phasing—was demonstrated in Washington last February, 1949 for Washington and New York viewers. The development was shown FCC and TELECASTING for¬ nightly ago [TELECASTING, Jan. 23].

**Dr. E. Engstrom**

Dr. E. Engstrom, vice president in charge of research, RCA Labs, told newsmen the job ahead now is that of refinement. He also indicated RCA's single-color television system was ready to exhibit in the near future.

The demonstration was held at NBC's WRC Washington studios in the Trans-Lux Bldg. The network's WNBW (TV) there transmitted color signals via its regular Channel 4 (66-72 mc) facilities at the Wardman Park Hotel.

**RCA Color Improvements Seen in D. C. Showing**

FINALLY "basic" improvement in RCA's all-electronic, "compatible" color television system—automatic synchronizing and color phasing—was demonstrated in Washington last February, 1949 for Washington and New York viewers. The development was shown FCC and TELECASTING fort¬ nightly ago [TELECASTING, Jan. 23].

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The RCA officials and technicians attending the demonstration evidenced their faith in the new achievement by "sitting on their hands" throughout the show. In previous showings, done with electronic color-locking, they frequently were adjusting sets to keep color and registry constant. This color "wandering"—variations of hues on a particular receiver as well as between receivers—was particularly plaguing RCA's initial record demonstration for FCC last fall and supplied opp¬ osing color TV camps with coun¬ ter-argument [TELECASTING, Oct. 17, 1949].

Color fidelity and detail showed improvement over previous demonstrations, according to many ob¬servers, but a green hazing effect was noted at times in subject high¬lights. In some instances green hazing was observed across the top of the picture and a similar red¬dish hazing across the bottom. RCA technicians explained this de¬fect was caused by the poorer qual¬ity of the dichroic mirrors em¬ployed to converge the three color images onto the viewing surface.

Dr. Engstrom pointed out that this was not the ultimate color TV picture desired. But, he declared, "we have finished the foundation."

He explained the "solution of the color stability problem was the last major technical hurdle to be overcome . . . No fundamental problem remains to be solved. Our engineers can now work on the refining and simplifying the system." No refinement timetable was cited.

One 16-inch and three 10-inch direct view color receivers were used in the demonstration, all driven by the r-f and i-f stages of (Continued on Telecasting 19)
THE TV HABIT

TELEVISION exerts a "profound" influence on family habits, and this influence is certain to become greater as the industry develops, according to a survey of 400 families conducted in Washington and suburbs by Charles Alldredge, Washington public relations consultant.

Television's demand for close attention is responsible for most of the changes in family habits including less movie attendance, according to Mr. Alldredge, which makes that it is possible to listen to a broadcast while doing something else, but TV demands more attentiveness.

Survey Sponsors

Mr. Alldredge said the survey was sponsored by Washington Star (WMAL-TV), WTTG (TV), NBC, Columbia Pictures Corp., Loew's Washington Theatres, Warner Bros., Motion Picture Theatre Operators of Washington, Motion Picture Theatre Operators of America, Zenith Radio Corp., and Fiduciary Trust Co. of New York.

Condr. E. F. McDonald Jr., Zenith president, commented Thursday that newspaper accounts of the survey had been misinterpreted by the public. He contended the results indicated only large-scale, long-range benefits from TV for the motion picture producing industry since millions of TV-equipped homes will be able to see the rest films at a fraction of present cost of going to the theatre and still give the producer a greater return.

The Alldredge study indicates that theatre attendance has been "deeply affected" by competition of TV programs, especially in the case of adults. If this trend continues, it is suggested, "radical changes" can be expected in the business of exhibiting motion pictures.

The average family attends movies 1.27 times per month after getting a TV set compared to 4.51 times prior to getting TV, according to Mr. Alldredge. This is a reduction of 72%. Child movie attendance drops from 6.13 to 2.75 times a month, or 64%, he found.

in the case of families having owned TV: All two years or longer, movie attendance drops from 5.8 to 1.5 times a month, with children dropping from 6.1 to 3 movies a month. This is construed as an indication that habits once changed by television remain changed.

"To the question, 'How many hours was your radio used before you bought a television set?', the answers were: Day, 3 hours 35 minutes; Night, 3 hours 42 minutes.

"These families reported an average use of their radios at present as being: Day, 2 hours 64 minutes; Night, 24 minutes.

"To the question, 'Do you use radio in preference to television when both are available?' the reply was: Yes, 17%. Among the television set owners who say they listen to radio programs occasionally, a number state they did so because of the superiority of news programs on radio."

Prior to TV the two-year television-owning families used their radio 2 hours 30 minutes a day and 3 hours 30 minutes at night. Now they use radio 1 hour 56 minutes during the day and 16 minutes at night, it is indicated, with only 14% reporting they used their radios when television programs were available.

Reading Cut

Adults reported TV had cut magazine reading 22.6%, books 29.1% and newspapers 4.7%.

The survey does not bear out the impression that TV can exert a negative effect in sports and kids attendance.

In showing the persistence of TV's impact as revealed by separate data on families owning sets two years or more, the study shows that adult set owners in this group read magazines 18.9% less, books 33.7% less and newspapers 4.7% less. Their children read magazines 7.9% less, comics 12.9% less and books 12.9% less.

In the two-year group, football attendance is down 80%, baseball 54.9% and wrestling and boxing 53.7%.

Wives in this group stay at home 46.5% more, husbands 51.4% more and children 68.5% more than before they owned a TV set.

MAHOOLO NAMED Head of TBA Service Unit

BARRY MAHOOLO of the American Heritage Foundation has been named chairman of a committee for TV public service programming formed Thursday under the aegis of Television Broadcasters Assn.

Serving on the new committee with Mr. Mahoolo are: Edward Blashfield, WMAL-Ch. 7; J. J. Hovorka, NBC; Bud Broy, Protestant Radio Commission; Royce W. Coats, Protestant Scouting of America; Henriette Harrison, YMCA; WYCA; Betty Dixon, Drivers Aid Society; Harold Franklin, Institute for Democratic Education; Richard Yio, TBA.

RANK MOVIES Video Rights to KECA-TV

EXCLUSIVE television rights to 39 J. Arthur Rank feature movies was given to KECA-TV Hollywood in contracts signed in Hollywood last week.

The amount involved was not disclosed. The TV station acquired a two-year license to the films, televising of which will start later this month.

THE 1950 BROADCASTING YEARBOOK

free to new subscribers

Copies for Current Subscribers Now in Mail

MAIL COUPON TODAY!

U. S. SHOWINGS Three-Part Demonstration Set

THE DEMONSTRATION scheduled March 27-April 7 to show U. S. television to experts of other countries [TELECASTING, Jan. 16] will be held in three parts, with showings successively in New York, Philadelphia, and Washington, the Commerce Dept.'s Office of International Trade announced last Thursday.

The demonstration will be one of a series presented for the television committee of the International Radio Consultative Committee (CCIR), looking toward recommendation of a single set of TV standards to member governments for possible adoption on a regional or world basis.

The U. S. demonstrations will be conducted in the New York area March 27-31; in the Philadelphia area April 3-5, and in Washington April 6-7. The international group will visit Paris and Eindhoven for the French and Dutch demonstrations April 29-25, and London April 27-May 4.

Just Out!

February 13, 1950

Study Shows Movie Going Down

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Teletie
(Continued from Telecasting 5)
Wells, Tulane coach, sold 75 sets of a child's basketball game.

Guiding lights behind this fast-moving station are Messrs. Stern (Jr.), and Sweezy. Louis Rea, formerly commercial manager of WWL New Orleans and general manager of WABR Mobile, heads the AM and TV sales staff.

AM and TV programming has recently been split, Stanley Holiday concentrating entirely on AM with Ray Rich taking over the TV duties (see story page 24).

John Muller, former MGM newsreel cameraman, is technical and camera director, and Carl Junker is television operations director. Chief engineer is Lindsey Riddle, in radio two decades. Assisting him in television engineering is Carlos Dodd, formerly of WBAP Fort Worth, Ray Luizza directs promotion and publicity, and Ed Dorrity is continuity director. Gay Batson is chief staff announcer.

Class A one-hour one-time rate is $200, taping down to $150 on a 200-time schedule. Film Class A rate is $150 for a one-hour time.

WDUS-TV is represented nationally by Blair TV Inc. Effective radiated power is 30,000 watts v 15,400 watts audio, on Channel 6 (82-88 mc).

...where
462,700 people
spend
4,641,000
hours
weekly

WLS-TV
Television
WLS-T
CHANNEL 4
CINCINNATI
CHANNEL 5
DAYTON
CHANNEL 3
COLUMBUS

Tel/TV

WLS-TV Affiliates
WOL-TV Ames, Iowa, will join the CBS Television Network effective Feb. 20, Herbert V. Akerberg, CBS vice president in charge of station relations and a CBS West Coast lawyer. Simultaneously, both NBC-TV and DuMont Television Network also announced addition of WOL-TV as an affiliate. Signing of WOL-TV as an affiliate brings the number of stations to 57, NBC's to 59 and DuMont's to 54.

Sen. JOHNSON'S REPLY TO JAGG GOULD

Calls for Industry-FCC Cooperation

SEN. ED C. JOHNSON (D-Col., FCC's chief Capitol Hill watchdog, said last week he agreed FCC should "call in the representatives of all networks and ask them to keep their heads together on matters which are in the public interest.")

His assertion was made in a letter to Jack Gould, New York Times radio editor, who had offered the suggestion in a Jan. 29 column on the plight of television in the freeze.

The letter was prompted by Mr. Gould's statement that FCC "has been altogether too susceptible to the beck and call of Sen. Edwin C. Johnson, . . . who persists in issuing communiques on what the Commission should or should not do in highly technical matters.

"Sen. Johnson said "I do not deny that I watch the FCC's actions closely; the law directs me to do that." But he reiterated that he was "not remotely responsible for the freeze or for the engineering facts which have brought it on and which are keeping it on. I am not omnipotent; I can not alter scientific facts."

The Interstate and Foreign Commerce Committee chairman agreed with Mr. Gould that FCC "needs some real gumption and backbone to assert its proper authority, and that gumption should be used, as it is now used, to not let certain publications in the interest of their advertisers call to the tune." In my opinion the Commission is asserting its authority properly in the public interest by holding the current hearings. . . ."

Mr. Gould's column contended FCC "has no real reason" for continuing the freeze, since both mono- and stereo color use 6-meets-channel was in the meantime, felt FCC could act in the industry representatives and, in a head-knocking session, see that govern-

DuMONT NETWORK Affiliates Form Committee

COMMITTEE designed to establish and maintain close liaison between officials of the DuMont Television Network and its affiliates management was organized last week at a two-day meeting of DuMont TV affiliates in New York.

Mortimer C. Watters, vice president and general manager of WCPO-TV Cincinnati, was named chairman of the new group. Kenneth Stowman, WFIL-TV Philadelphia, is vice chairman.

Other members named to the liaison committee were Vernon Brooks, WGN-TV Chicago; Paul Adjani, WHEN (TV) Syracuse; Sid DeLauria, W72-TV New Haven; Franklin Snyder, WXEL (TV) Cleveland; John Ros- siter, WTVN (TV) Columbus, and William Fay, WHAM-TV Rochester.

UNITED FRUIT SIGNS

UNIVERSAL FRUIT Co. last week became the first sponsor to buy a piece of NBC-TV's Saturday night two-and-a-half-hour variety comedy show. The company, through BBD0, New York, will use one commercial a week.

TV Drama Rights

(Continued from Telecasting 11)

on the standing of the producer or copyright owner of the film and assume that he acquired the right to make a motion picture using the dramatic or other literary material employed in the film and to license its performance in television. If such material was produced by an emplow produc producer, the employer then could acquire complete rights with respect to its presentation in any medium, including television. However, it is entirely possible that the producer, in and for consideration of a new dramatic property, may have acquired the rights to perform it in motion picture theatres only. Some one other than the producer may have the right to perform the basic dramatic material in broadcasting or to make radio adaptations of the original drama, or of the original non-dramatic literary material on which the drama is based, and to broadcast such adaptation. If this be so, then it must be considered whether the holder of the right to broadcast an adaptation of the basic work has television rights or merely the rights for aural broadcasting.

This brings us back to the fundamental problem of ascertaining the location of the television rights in dramatic material whether or not the material has been recorded for television. This inquiry may be approached with the realization that the holder of all rights in literary material may make a number of different grants of rights with respect to the use of such material. He may publish it in book form, authorize its dramatization and television legitimate performance, and among other things authorize a motion picture producer to film it and to exhibit the film in an unlimited manner or with certain restrictions on the dates of exhibition. It is quite usual to exclude from a license authorizing a motion picture version of a drama to be produced broadcast rights except for the purpose of promoting the film. The language of such exclusion and exceptions may be specific or they may present difficult questions of interpretation. Ordinarily, provisions permitting broadcast performance of a work for promotion purposes would be limited to the broadcasting of comparatively brief segments consisting of a few scenes, in all likelihood
cases done by one or more of the actors who appeared in the original motion picture. In the case of such an exception in favor of television broadcasting, the footage available or television rights which may be limited to short clips or trailers specially prepared and possibly requiring approval in advance by specified interested parties.

Each transaction involving a grant of performing rights has to be examined carefully in the light of its own facts and circumstances in order to determine the true intent of the parties and the history of the rights. Naturally, some cases may become extremely complicated, but there are some general rules or principles which may be useful as guides.

Through the years, as new media came into use, forerunners of our problems in television arose. Prior to the invention of motion pictures, or example, a dramatic performance right was a fairly simple and unambiguous thing. There might have been some argument as to whether it covered performances in certain countries only, or without limitation throughout the world; it was no doubt that the parties had in mind was the presentation of the play by actors on a stage.

The advent of motion pictures introduced a new complication. In an early case arising shortly after the invention of motion pictures it was decided that a grant of dramatic rights prior to the general use of television would be deemed limited to aerial broadcasting, even though television was merely one form of broadcasting. It is likely that most courts faced with such a problem of interpretation would decide that what the parties had in mind was the system then in general use, namely, aerial broadcasting or, in the popular sense, "radio and not television." This is not withstanding the fact that radio communication is defined in the Communications Act as the transmission by radio of pictures as well as sounds of all kinds. The industry is generally in the habit of distinguishing between "radio" on the one hand and "television" on the other—using the word "radio" as meaning sound only and leaving to the word "broadcasting" the overall meaning, covering both aural and visual transmissions intended for reception by the public generally, as opposed to point-to-point communication. In other words, there is a difference between television broadcasting and radio broadcasting. Does this surprise anyone in television?

An Example

Let us take a particular case in which a sponsor wants to use a drama on broadcaster's television network. Drama, by playwright, was copyrighted and published ten years ago after two years on Broadway. Publisher and playwright granted film rights to Hollywood. Playwright retained dramatic performing rights but granted Hollywood "broadcast" rights for promotion purposes. Agency deals with publisher, as well as playwright, because of publisher's specific interest in broadcasting rights under the publishing contract.

The broadcast rights granted Hollywood are obviously limited to promotion of the picture and all seems clear until an agency executive points out that in order to reach the non-interconnected stations on the network kinescoping will be involved. Question: Does Hollywood, to which the film rights have been given, hold the key to the deal or may sponsor proceed under license from publisher and playwright only, regarding the kinescope film as merely incidental to the network operation? Answer: Study the film contract carefully with a good lawyer.

---

THE BIG HIT AT THE TBA TELEVISION CLINIC

New York, N. Y. February 8, 1950

Just off the press

Catalog of Bridges, Moods and Themes
—Rave Notices!—

Another SESAC Service

Tailored for TV - AM - FM -

A compact and comprehensive compilation of more than 1200 dramatic musical backgrounds of selections contained in the SESAC Transcription Library . . . saving you money and man hours . . .
carefully checked and timed by program experts . . . complete with cross references and index.

The new enlarged SESAC Transcribed Program Service
over 3500 standard selections for as low as $40 a month.

SESAC, INC.

475 Fifth Avenue
New York 17, N. Y.

February 13, 1950
station this revenue will be substantially reduced. Furthermore, he said, network programs on the cable will knock out the station's most popular programs, sports events, which in Louisville occur almost entirely at night.

A check of the present announcement schedule, Mr. Boyle reported, showed that network announcements during the station's six-day operating week, counting only those falling in network option time, amounted to a total of 15, achieved by double-spotting, he said that under network requirements as an interconnected station, WAVE-TV could handle only 45 announcements in the same period of time.

A better than 50% loss in spot revenue represents a sizeable decrease in income in an operation of this size, Mr. Boyle noted. "It could be made up only by expanding our daily operation to accommodate these announcements. This in turn means the elimination of feature and production personnel. Our consideration of this situation leads us to believe that operating as a non-interconnected station for as long a period of time as possible possesses very definite advantages for us as regards revenue." He concluded, "There is only one drawback to this decision, and that is that when the cable comes to Louisville we can do only one thing—enjoy it."

Interconnection Praised

Paul Adanti, general manager of WHEN (TV) Syracuse, which recently "went on the cable" after a year of non-interconnection network service, said: "Interconnection is the magic word that opens doors to new and exciting opportunities. It enables buyers' resistance, that means of all removes the psychological block that everyone, including agency and network people, seems to have toward the non-interconnected station."

He noted that improvement in kinescope quality during 1949 now makes possible "a fairly accurate facsimile of interconnected operation of kinescopes" at non-interconnected stations and added that, aside from some sports and other special events shows of sitcom nature, most TV programs lose nothing by being delayed.

A little consideration of the non-interconnected station as a home market, the selling network to be judged strictly on its merit as a market, rather than as a poor relation waiting for the magic tentacle of AT&T to raise it from ragged existence, is definitely in order, he added.

Mr. Adanti concluded, "Further, it would obviate the terrific hassle that exists in the sales situation, finally hooked into the cable which results in a complete reshuffling of time schedules, networks and local advertisers."

"We are just beginning to emerge from that haze at WHEN and, believe me, I know whereof I speak. A non-interconnected station isn't going to shortchange itself by holding out optional network time against the day when it is going to have a smile like that because it's that slot that should go into that time slot is finally bestowed and local sponsors who have bought into that time and are getting results show a surprising degree of satisfaction that in shoving out those shows, the net result is a local program schedule which is undiluted, unless considerable diplomacy or expensive farsightedness is employed.

Strange Situation

"To me, the whole situation is unnecessary and decidedly ungood for the industry. It just doesn't make good sense to me to see the horn of plenty opening in a new and mediocre market with a close to zero set population just because it is not permissible to locate on a cable run, and see a much better, and further developed market, being stunted in its growth with the fact that AT&T is not expanding in its direction fast enough." The three things agencies want most from TV broadcasters, Rod-

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Inevitably, over programming.

Advertisers, which advertisers, sedulously sported sales, which advertisers, sedulously sported sales, retailers, and selling the advances to pay for their reductions, Mr. Cohn asked:

"Why isn't it possible for a producer or distributor to get advances from stations, advertising agencies, or local advertisers, so that he can start production? I doubt that the initiative and trust that characterized the past will bear fruit. The long business has gone out of our lives."

Outlines Finance Plan

"Most television stations, owned as they are by newspapers, AM broadcasters, or motion picture exhibitors, can raise enough cash to help finance reliable producers. So can very many large local advertisers or their agencies. The producers then in turn can deliver programs so that the stations can sell the very programs that are local to advertisers, in place of using this time for dreary sustaining or penny-pinching live shows, which now characterize much local programming. It will take foresight and guts to get it started but such a plan would pay off in tremendous dividends to stations, advertisers, and last but not least, to most struggling television film producers."

Thirty-five different unions have applied to NLRB for jurisdiction over some group of TV employees. Ernest de la Ossa, director of NBC's personnel department, told the clinic (see chart of unionizing or section on recognition by NBC). Inevitably, jurisdictional problems have arisen, he said, as new unions formed exclusively for television come into conflict with older labor organizations which would like to extend their radio, stage or screen jurisdictions to include TV.

The American Federation of Musicians has jurisdiction over musical films for TV, except for audition purposes or for delayed broadcasts of network programs, presents a major labor relations problem, Mr. de la Ossa stated. He reported that a TV broadcasters' committee plans to meet with AFM officials within the next month to attempt to work out a plan to remove this restriction.

Unlike most sports promoters, who seem to feel that telecasting of sports events cuts down the paid admissions, Madison Square Garden wants its events "fully televised." Ned Irish, executive vice president of the Garden, declared. The Garden, he said, has been unable to find any adverse effect of TV on attendance, and he said a network package program producer, is anxious to sell TV all the programs it can.

Irish Hits Networks

Berating video broadcasters, particularly the networks, for buying Garden events now as they did a few years back, Mr. Irish charged them with short-changing the many viewers who bought TV sets primarily to get movies programs.

"We have been told," he said, "that the high cost of the rights was the cause of the blackout. Perhaps that is true but our opinion is that this is an excuse. ... Sports at today's prices for a complete hour or two-hour program certainly cost less than the basic talent than in any other form of entertainments, without all the extras for studios, script writers, rehearsals and scenery that go with other live shows."

Mr. Irish suggested that "perhaps the charges for an hour or more on a network prove the stumbling block. Or agency and sponsor objections to sports, in addition to costs, may be due to a feeling of frustration because creative instincts get no scope. Auditions for talent and the decisions regarding choice of talent are lacking in sports."

Tom McMahen, of N. W. Ayer & Son, gave an off-the-record report on a survey of the effects of television on attendance at sporting events now being conducted by Jerry Jordan, graduate student at U. of Pennsylvania [TELECASTING, Jan. 30]. Preliminary results indicate that other factors affecting sports attendance may be of equal or greater importance than TV, Mr. McMahen said.

Paul Mowrey, ABC national director of TV program sales, served as moderator for a panel discussion of the eventual headquarters of television programming in the country. Charles Underhill, CBS vice director of programs, said that television will "inevitably follow talent, wherever it is." James Cadigan, director of programming for the DuMont TV Network, said that dramatic programs probably will come mostly from New York, where "a wealth of talent is always available at a price TV can afford."

Mr. Lansberg was positive that Hollywood will become the country's TV capital for the same reasons it is now the film production center - scenery, good shooting conditions, etc., plus the services established for the movies which make sets, props and costumes of any type immediately available, plus also the wealth of talent attracted to Hollywood by the movies but ready to work in TV.

TBA President J. R. Poppele was toastmaster at the luncheon session, which presented a special performance of "Stop the Music" and a talk by Milton Berle on an actor's view of television.
Blaw-Knox is building
MORE RINGSIDE SEATS
for the fast-growing TV audience

Not complete stations, of course, but those outward and visible
signs of top video transmission efficiency—Blaw-Knox Antenna
Towers... Electronic Engineers know what they want, and
know what suppliers can best meet their requirements. For the
design, fabrication and erection of their antenna support,
Blaw-Knox comes to mind first because it "came to radio" first.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2058 FARMERS BANK BUILDING - PITTSBURGH 22, PA.
SCHOOL FM
Meet Is Held At DePauw U.

TERMED a “grass-roots” movement, what is claimed to be the first conference on low-power educational FM in the country was held Jan. 27-28 at Greencastle, Ind., where DePauw U. was host to a group of educators interested in the problems of low-power FM. The conference was called by schools now operating 10 w FM educational stations or those contemplating such operation.

Featured speaker was Franklin Dunham, chief of radio, U. S. Office of Education, who spoke on the topic: “The Wider Use of Our FM Facilities.” He advised those interested in low-power educational stations to operate the school-owned station as a community project. He suggested an advisory council composed of community leaders to help in adjusting the program to town needs.

Also discussed were problems relating to the goals, the programming and the equipment of the station. Aids in programming were suggested by representatives from Indiana and Purdue U’s. The conference urged the FCC to authorize third class licensing for low-power FM engineers as soon as possible.

City school stations were represented at the conference by Vernon McKown, WNAS New Albany, Ind.; McCabe Day, WVSH Huntington, Ind.; and John V. Maier of Muncie, Ind., which has a station application pending. Other conferences included: Dr. H. T. Ross, Elizabeth Turrell and Charles Aschmann, WQRE DePauw U.; James Miles of Purdue U, delegate from NAB; and Martin Williams, engineering consultant, of Indianapolis.

Other guests included Blanche Young, AER treasurer, Indianapolis; Dr. Harry Skornia, director of radio, Indiana U., and Dr. L. C. Larson, audio-visual department, Indiana U.

FM RADIO STATUS
Wheeler Says Best Ever

EDWARD A. WHEELER, president and general manager, WEAV (FM) Evanston, Ill., finds the FM broadcasting industry “in the best shape it has ever been.” His prediction was voiced before the FM Broadcasters of Chicagoland, of which he was elected president a few weeks ago.

Vigorously defending FM radio, Mr. Wheeler said it is rapidly establishing itself as the preferred medium for aural broadcasting. He pointed out that there were 153 FM stations on the air as of the date of his talk—the total being 30 more than there were at the same time a year ago.

EIGHT week nationwide contest, to stimulate sales and shipments of Hunt Foods by its sales managers and salesmen, launched by company.

FOR HIRE
2 Super Salesmen

If you’re prospecting for sales in the North Country’s rich farming and industrial area, we’re interested. Our salesmen need to call on new accounts, check on old ones, and write up new opportunities. We’re interested in your suggestions and ideas for improving our sales. Send your resume to ABC, Plattsburg, N. Y.

MONE more than $16,000,000 a year is spent in the Gloversville-Johnstown area. To sell the 11,000 homes in the world’s leading glove center.

Use

WEST
Gloversville-Johnstown CBS

Take a look at these two markets — then make up your mind to get your share by using WEAV and WENT.

For availability, rates and other information, wire, write or phone

Joseph Hershey Mc Gillvara
National Representative

February 13, 1950 • Page 71

FM IN CHICAGO
United Sales Mulled

PROPOSED sale of time on member-stations of the FM Broadcasters of Chicagoland individually and/or collectively by one person will be discussed by a committee representing the commercial membership, it was decided at a meeting of the group Tuesday in WPJ, Chicago offices.

Five non-member stations attended the session and expressed interest in its objectives. They included Miss Wanda Mitchell of Evanston Township High School, Evanston, III., which plans to construct a 10 w educational station; WEPS Evie; WDEZ, Chicago Board of Education station; WBBK Chicago, FM affiliate of WBBK (TV), and WMBI-FM, Chicago.

Robert Miller, manager of WBC and WXRTFM, Chicago, was elected a member of the board. He submitted a detailed report on proposed purchase of time on his FM station by the newly-organized Better Music Committee of Chicago (see story page 87).

Group also decided to issue a monthly listing of FM highlights in the area.

COMBINED facilities of WAAT and WATV (TV), both Newark, N. J., were used in coverage of Solemn Pontifical Mass in celebration of golden jubilee of Archbishop Thomas J. Walsh of Newark.

COMBINATION WORK STUDY
NAB Finds Most Use Single Crew for AM-FM

YEARLY all stations operating simultaneous AM and FM transmitters use a single technician or single crew for the transmitters, where this is physically possible, according to a study of combination work conducted by Richard P. Doherty, NAB director of employee-employer relations.

With 1,400 single technicians, the NAB study was conducted in five major areas used in station operation: most studios were available during NAB district meetings last autumn.

This new material, the first exhaustive study ever made by NAB in the field of combination work, was submitted along with an analysis of National Labor Relations Board cases. A week ago the department sent the membership an analysis of wage-hour regulations covering overtime pay [Broadcasting, Jan. 30].

Regional Breakdown

In breaking down the combination work data, Mr. Doherty found that combination work is more prevalent in the Southeast, Southwest and West although small stations in the Northeast use combination men extensively.

As expected, the data reveal that combination work is more prevalent at small stations, fairly common at medium and almost an exception at large stations.

About one out of five small station employees pay premium wages for combination work, the station ratio ranging from 8% to 30% depending on locality. About one out of 10 medium stations pays a premium, the ratio being from 4% to 21%. In the case of the few large stations using combination men, there is scarcely any evidence that they receive premium work.

Accompanying the survey data is a discussion of arbitration decisions affecting management’s right to integrate jobs.
March of Dimes

(Continued from page 36)

tionality groups spoke in their own language urging support of the campaign. Speaking for all the people interested in the drive was Jesse D. Gross, chairman for the campaign in Stark County.

KASA: Lonnie Preston, co-owner and manager of KASA Elk City, Okla., wears clothes size 47 but he modeled a size 40 high neck suit for polio campaign. A bid of $50 got the picture posted in a window downtown and another $50 got it published. KASA also devoted an average of nine hours of Class A time per week for the last three weeks of the polio fund drive, with auction sections and an "Ugly Man Contest."

WCKY: Dick Jocko - Rex Dale, conducting a Dime-a-Tune feature for the benefit of polio victims, initiated an auction sale in order to achieve his goal of $2,000 for the March of Dimes campaign. Items auctioned off to the highest bidder among his listeners were autographed hats belonging to movie stars, Joan Crawford and Tyrone Power, the latter a Cincinnati man. Mr. Dale conducts a series of shows for the benefit of needy people throughout the year.

WPAY: A total of 500 announcements and 18 transcribed programs totalling 225 minutes was the boast of WPAY-AM-FM Portsmouth, Ohio, as the 1950 March of Dimes campaign came to an end. Nearly all the available time generally used for station promotion and other community service was devoted to the Infantile Paralysis Fund drive.

WABI: Conducted by Johnny Mac- Bas, morning man, a 4½ hour Polio Parade show was aired by WABI Bangor, Me. During the program 1,900 telephone pledges were received on four incoming lines which were busy throughout the program. Cash receipts, averaging $10 per minute, amounted to nearly $21,000.

WEAU: In Eau Claire, Wis., Baseball Commissioner A. B. (Happy) Chandler and Gene Autry, cowboy film and radio star, interviewed two children, victims of polio, over WEAU, to officially open the 1950 March of Dimes campaign in Eau Claire County. The interviews were part of a 4½ week series to spur up contributions for the National Foundation for Infantile Paralysis.

WAAM (TV): In Baltimore, WAAM (TV) presented the celebrated 8 & O Glee Club in a special program on the opening day of the drive. Speaker for the National Foundation was Dr. George E. Bennett, chairman of the Baltimore Chapter of the March of Dimes campaign.

WBZ-TV: To help kick off Boston's drive, Columnist Bill Cunningham and Cartoonist Al Capp highlighted a special WBZ-TV telecast. Five local youngsters, who had previously posed for March of Dimes posters, were included on the show, with Mr. Capp drawing his famous cartoon of Polio Kigme.

WJOY: In cooperation with the Vermont March of Dimes campaign, Jack Barry of WJOY Burlington, Vt., aired his hour-long request show, You Asked for It, direct from the polio section of Burlington's Mary Fletcher Hospital, playing requests of the patients. Mr. Barry's program recently received honorable mention from the New York Herald Tribune for placement of more than 60% of the fresh funds children in the Burlington area.

ALASKA STATIONS: The three Anchorage stations, KENI KFQD and KBEY, and the Armed Forces Station at Elmendorf Air Force Base, Fort Richardson, Alaska, combined their talents to broadcast a two-hour program in support of the March of Dimes. The show featured many leading citizens of Anchorage. Listeners were requested to phone in pledges.

WBIG: In Greensboro, N. C., WBIG reported large receipts of contributions from listeners in the area. The entire WBIG staff cooperated in efforts to put over the March of Dimes in the Tarheel State.

WBAP-TV: In cooperation with the March of Dimes campaign, WBAP-TV Fort Worth set up its remote equipment in the polio ward of the Fort Worth City Hospital for a telecast for polio patients. As a highlight, WBAP-TV star, Mary Parker, interviewed a number of young patients.

WMGB-WTRY (TV): In cooperation with the Richmond Chapter of the National Foundation for Infantile Paralysis, WTRY (TV) and its AM affiliate WMGB Richmond, presented a special program built around the needs of Richmond in the March of Dimes campaign. Speakers included the executive director of the local chapter, the director of the Medical College of Virginia hospital, a noted physician who told of the medical research being done to combat polio, and a four-year-old victim of polio.

WHWL: In Wilkes-Barre, Pa., the aim of the March of Dimes was brought home forcibly when WHWL transmit the story of a paralysis victim, form a husky football player, at Wilkes Barre Contagious Hospital. Arrange and conducted by Jones Evans, newly appointed WHWL program director in the interview with Leonhard Assarum was heard in a WHLB rebroadcast the same day.

SEATTLE STATIONS: The March of Dimes got a big send-off in Seattle when KOMO transmitted a 15-minute interview between Dick Keplinger, Seattle radio freelancer, and two March of Dimes officials and three polio patients. The program was used also on JKR KIX KRSC KOL and KING.

DuMONT: In an effort to raise $100,000 an hour to combat polio suffers DuMont TV Network scheduled a two hour Celebrity Parade for The March of Dimes. To receive contribution during the 10 p.m. to midnight period Wally Wanger models manned tele phones set up on the stage of the Adelphia Theater, New York, origination point of the telecast. A long list of Broadway celebrities appeared on the show. Hank Ladd, comedian of "Along Fifth Avenue," "Angel in the Wings," and other comedies, emceed the first hour while Bert Parks o: Stop the Music took over the second hour.

WBAL: Eddie Cantor, NBC star who originated the phrase, March of Dimes, recorded special March of Dimes Announcements and Stories with Disc Jockey Al Ross at WBAL Baltimore during the station's campaign for contributions. Mr. Cantor stopped off in Baltimore before taking off on a college lecture tour to urge all citizens to fight polio.

ABC: Celebrating the birthday of Franklin D. Roosevelt, a group of prominent personalities participated in a half-hour long broadcast on the full ABC network. Titled America Salutes Franklin D. Roosevelt's Birthday, the show also honored the 1950 March of Dimes campaign. With radio's Ralph Edwards as m.c., the program featured a recorded address by the late President Roosevelt, and speaking from New York, brief talks by Mrs. Franklin D. Roosevelt, Helen Hayes, this year's chairman of National Women's Activities for the March of Dimes.

(Continued on page 74)

"Happy" Chandler greets Roddy. Dimes campaign in Eau Claire County. The interviews were part of a 4½ week series to spur up contributions for the National Foundation for Infantile Paralysis.

"VIC" DIEHM says:

IT TAKES ALL KINDS of SHAPES to run a RADIO STATION

AWFUL!

for further enlightenment write to Vic Diehm's

WAZL

HAZLETON, PENNA.

or Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.

Page 72 * February 13, 1950
Advocates of diversity of income sources as the best backlog for community stability would find in Longview-Kelso a textbook example. They'd find proof of their theory also in the expanded buying power of the two communities...buying power YOU can tap through KGW'S COMPREHENSIVE COVERAGE.

Much of Longview-Kelso's industry...which includes the two largest lumber mills in the world...has arrived within the last ten years, keeping pace with the amazing growth of their neighbor Oregon across the Columbia River, whose population increase during this period has been the largest in the nation.

THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS Longview-Kelso...as it delivers the rest of the fastest-growing market in the nation.

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage.

AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
March of Dimes
(Continued from page 78)
March of Dimes, and Basil O'Connor, president of the National Foundation for Infantile Paralysis, founded the March of Dimes TV entrances. Continuing his drive for funds, Mr. O'Connor has arranged to appeal for funds from all parts of the country, to be broadcast on all the major networks.

WINA: Sponsored by WINA Charlo-
tetteville, Va., and the local chapter of the National Infantile Paralysis Foundation, "The WINA March of Dimes Mule Train" climaxed the city’s drive for funds. A converted bay-
wagon, pulled by four ancient mules and driven by two genuine, old-time muleteers, rolled through the city as two hillbilly bands aboard sang and played "Mule Train." Marine reservists and girls dressed in cowboy suits walked alongside the WINA Mule Train, collecting dimes and dollars in milk pails. Over $600 in cash was collected during the Mule Train’s tour, WINA reported. In addi-
tion to this, WINA’s disc jockey programs which promoted the drive throughout each day of the campaign, netted between $900 and $1,000.

NBC-TV: Launching its special Howdy Doody-March of Dimes TV Party, members of the cast of the NBC-TV puppet show staged a special rally at public schools in the New York area. Performers included Howdy Doody himself; Rhoda Mann, puppeteer on the show; Bob Keeshaw, and others, all of whom gave Howdy Doody bal-
loons to students who donated a dime to the March of Dimes. The proceed-
ings emanated from a balloon-be-
decked car parked outside the school entrances. Continuing its March of Dimes TV party, the Howdy Doody network telecast the same day had as a special guest eight-year-old Billy McCarty of White Plains, N. Y., vic-
tin of polio in 1948, who returned home with little trace of polio remain-
ing after eight months of hospitaliza-

THE RADIO JINGLE has shed swaddling clothes and donned a new suit. And, from all reports, listeners like it.

One big radio advertiser to strike a blow for the jingle’s growth from an "off-color" label to "songs which entertain" classification is the Pepsi-Cola Co. A giant step in that direction was taken last summer when the soda pop com-
pany, which made the longer drink for a nickel famous, ordered a new type of transcription from the George R. Nelson Inc., Schenec-
tady, N.Y. CBS for rebroadcast on the same day on the full network with the exception of WCBS New York. The rebroadcast, however, was heard in New York on WNYC. Others who appeared on the program included acting New York Mayor Vincent Im-
pellitteri, Helen Hayes, Elliott Law-
rence and members of the Marine Corps.

CBS: The March of Dimes opening rally Jan. 16, originating at New York’s City Hall and featuring Arthur Godfrey and Dinah Shore, was re-
corded for broadcast on the same day on the full network with the exception of WCBS New York. The rebroadcast, however, was heard in New York on WNYC. Others who appeared on the program included acting New York Mayor Vincent Im-
pellitteri, Helen Hayes, Elliott Law-
rence and members of the Marine Corps.

CBS-TV: Eeemed by hosts Dorothy Dean of CBS-TV’s Vanity Fair, the six annual March of Dimes Fashion Show, underwritten by the New York Dress Institute for the benefit of the National Foundation for Infantile Paralysis, was telecast over CBS-TV from the grand ballroom of New York’s Waldorf-Astoria Hotel. Current the-
astrical headliners in New York as well as a bevy of beautiful maquennas participated in the program.

LITIGATION PEND (Continued from page 78)

LITIGATION PEND: 

possibility of litigation over the approximately $8.5 million estat-
e of the late Thomas S. Lee, owner of the Don Lee Network and other prop-
eries, looked last week as the will be settled. The will reads: "After my death I want all of my fortune to go to R. D. Merrill of Seattle, Wash., to be divided as he sees fit." It has been reported previously that the fortu-
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Attorneys said the word "divide" may change the status of distrib-
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tions that Mr. Merrill should at-
c as trustee for all who should benefit rather than become sole legatee.

Mrs. Fry Claims

Mrs. Elizabeth Lee Fry, 35, adopted daughter of the late Don Lee, through counsel made it known Friday that she intended to claim the estate left by Thomas Lee. Jerry Geiser and Harry Mabry, attorneys, announced they had been retained to protect the interest of Mrs. Fry who was cut out $1 in Don Lee’s will.

This was made known at routine hear-
ings which at special letters of administra-
tion of the estate were

only a combination of stations can cover Georgia’s three markets

WAGA
WMAZ
WTOC

Represented, individually and as a group, by THE KATZ AGENCY, INC.

Page 74 • February 13, 1950

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PEPSI-COLA

HITS THE SPOTS WITH NELSON ET:

FULL LENGTH RECORDS

Full-length records for Pepsi-
Co. ads were arranged by the
Nelson firm. Suggestions have
been forwarded, that the company
place them on the market or dis-
tribute them for home use, as
they are suitable for phonograph sets.

Agency’s Policy

The agency firmly disagrees with
the "make ‘em mad, just so the
listen" school of thought. "W
don’t write jingles," Mr. Nelson
said, "we write songs—material
that people will want to hear—mu-
tial that will bear repeat per-
formance."

LITIGATION PEND: 

"For possibly the best and higher
priced artists—vocal and instru-
mental—in the business—trul
Name artists. We approached three production men, and in-
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Free Time Revolt

(Continued from page 19)

advertising. The first six months of 1960 are the last half of the Army's fiscal year, and appropriations for that period were made before Grant took the account.

Last week Will C. Grant, owner of the agency, advised BROADCASTING that beginning next July 1, when a new $1 million Army and Air Force advertising budget goes into operation, the allocation for radio will exceed that for any other medium.

The public information office of the Dept. of the Army promised broadcasting that 31.92% of the budget would be spent for radio—14.64% for buying time and 17.38% for reduction costs.

Mr. Grant said that only network time purchase would be made from the $1 million national Army-Air force account. Local and spot purchases will be made by Army commands throughout the country. The individual Armies will have their own budgets, Mr. Grant said.

Grant's Statement

Mr. Grant asserted that the Grant agency had recommended the use of radio by the Armies and that the agency would present a package of radio ideas at a meeting with the commanders of the Armies to be held next week.

The fact that in the budget beginning next July 1 the appropriation for radio products in excess of that for radio time was seen as indicating that the Army intended little if any diminution in its production of transcribed shows for free air emission on stations.

More than 1,000 stations now use such programs, it was learned. None of them is paid for the time.

One proposal of the UAB Unaffiliated Stations Committee at its Washington meeting a fortnight ago was that such programs—whether distributed by the Army or any other organization—be produced as open-end transcriptions, a device that would permit stations to include local sponsors' commercials in the shows.

It was pointed out that the practice of enlisting local advertisers to buy space in which to carry public service advertisements is universal among newspapers. Such agencies as the Treasury Dept., on behalf of Savings Bond Drives, circulate mat services to newspapers in which they can run them. The merchant is given a courtesy notice in the ad. The same principle could be used by stations, the Unaffiliated Stations Committee suggested.

The volume of station protests reaching Grant Advertising in Chicago, it was learned, was enough to oblige the agency to resort to a form letter with which to reply to the stations, rather than to try to answer them individually.

Write Congressmen

Stations in many parts of the country also wrote their Congressmen. A letter from John B. Browning, manager of WSBP Sarasota, to Madame Pepper (D-Fla.) was typical.

"The Army and Air Force spend thousands of dollars producing transcribed shows," wrote Mr. Browning in part, "and these shows are not worth five cents unless some radio station broadcasts them, and it has been the policy of broadcast stations, up to the present time, to run these transcribed shows free although everybody making them gets paid except the broadcasting industry."

"As far as this station is concerned we are herewith cancelling all free time given to the Army or Air Force, and I feel the radio industry throughout the United States should follow a similar move. We refuse to give away our advertising when other mediums are getting paid."

A communication received by John E. Pearson Co., New York, national station representative, indicated that Indiana stations were rebelling against free time demands.

WIRE Cancels

Daniel C. Park, commercial manager of WIRE Indianapolis and WIRE secretary-treasurer of the Indiana Broadcasters Assn., telephoned Mr. Pearson that his station was cancelling all free programs for recruiting "until such time when a proportionate share of advertising budget is diverted to radio."

"It's high time radio is recognized by such agencies as U. S. Army and the like," Mr. Park telegraphed, "WIRE is through playing the sucker role. I might add so are all Indiana radio stations."

Mr. Park's wire was a response to a communication sent to his client stations by Mr. Pearson, advising them of the discriminatory aspects of the Army budget for the first half of 1960. Mr. Pearson said:

"If any government agency or bureau has any money to spend for advertising, then radio should get a fair share of it along with printed media instead of being pressured to broadcast free of charge what the newspapers and magazines get paid for."

As station protests mounted, it was confirmed that Col. William G. Downs, who is one of the top officers in Army-Air Force advertising in Washington, had planned a conference with Maurice B. Mitchell, director of BAB, on the subject of appropriations to radio.

Because Mr. Mitchell will be traveling in the west for two weeks, Charles Batson, assistant director of BAB, probably will confer with Colonel Downs this week.

The issue was too hot to let boil unattended until Mr. Mitchell's return.

RICHARD DOHERTY
To Address Calif. Groups

RICHARD P. DOHERTY, NAB director of employer-employee relations, is to be guest speaker at the California Rural Area Broadcasters meeting in Santa Ana, Calif., Feb. 16. J. Clifford Lee, president of KFNM San Bernadino and president of CRAB, will preside.

With Maurice Mitchell, director of Broadcast Advertising Bureau, Mr. DoHERTY is also on agenda of the annual California State Broadcasters Assn. meeting to be held at Hollywood's Roosevelt Hotel Feb. 17 [BROADCASTING, Jan. 30].

WVO New York, Italian-language outlet, uses news-gathering to educate non-Italian listeners to use Italian food products. Announcements and station-breaks being used.

ADD 'EM UP
WLIO Plugs All-Day Audience

TO TRY and find out how many people actually listen all day long to WLIO East Liverpool, Ohio, Program Director Cy Newman decided to run a contest. He called it 'Add 'Em Up.'

At various intervals from 7:15 a.m. to 6 p.m. an announcer would say, "The number of the moment is — ." To get the correct total, the listener had to stay tuned to WLIO for 10 hours and 45 minutes a day and not miss a number. A $5 prize was offered for anyone getting the correct total.

A couple of hundred dollars had been set aside for the 10-day contest on the assumption that two or three people a day would guess the right answer. The first day's mail brought in 579 entries with 67 correct answers, station reports. This meant a giveaway of $335. WLIO feels it has proved a point for radio listenership against any other advertising media.

FCC Rules
RECODIFICATION of certain technical rules reported by FCC last December was further amended by the Commission last week to include earlier-omitted provisions relating to inspection of tower lights and associated control equipment and procedure in discontinuing station operation. Various cross references of other material also was corrected. Deadline for comments is March 8.

**Judge Is Boss**

(Continued from page 19)

The board approved the committee’s recommendations that the additional funds to meet the $800,000 budget be procured through elimination of the current 12 1/2% discount on dues authorized last July at Portsmouth, N. H., and via an increase in the dues for active members in various classifications. These changes the Small Stations (Class A) dues from $7.60 to $15 per month; Class B from $15 to $20; Class C from $20 to $25 and Class D from $30 to $35.

Eligibility to the FM Assn. in NAB, entailing about $15,000; an increase in the secretary-treasurer’s budget to handle membership solicitations, and lesser items such as salary increases and building maintenance.

Mr. Hardy, in his report to the board, said that he had registered under the Lobbying Act and was working closely with Congress, the FCC and with General Counsel Don Petty. Mr. Markham said he had a number of TV projects ready for action, pending clarification of the functions of his office and the arrangement of coordination with the various NAB department heads.

Speaking for the Radio, Television, and Broadcast Advertising Committee, which met in Washington a fortnight ago to advise the board on NAB structure [Broadcasting, Jan. 16], Eugene S. Thomas, WOIC (TV) Washington, said that the board had been advised that the Radio and Television Division Heads report directly to the president along with other department heads.

The board decided not to fill the district directorship vacated by the resignation of Raymond Enoch, former manager of KTOK Oklahoma City. Jack Todd, general manager of KAKE Wichita, thus was asked to the radio division (Kansas, Okla.) directorship at the April NAB convention since he is an unopposed nominee.

**TV Director-at-Large**

There were only two nominations for TV director-at-large—the incumbent, Mr. Thomas, and Robert D. Swelsey, WDSU-TV New Orleans. The board had been advised by-laws to mean that it is not necessary to nominate two other directors for the four-way contest. Thus, Messrs. Thomas and Swelsey’s nominations are tantamount to automatic election. The elections will be held this month by mail. Ballots were printed late last week.

The TV director-at-large getting the largest number of votes will serve a two-year term; the other will serve one year.

The board ruled that Charles C. Caley, WMWD Peoria, Ill., whose second term as District 9 director runs out at the 1951 NAB convention, is ineligible to run for medium station director-at-large, though he is one of the nominees [Broadcasting, Feb. 6].

The board designated John J. Gillin Jr., president of WOW Omaha, as official NAB delegate to the Canadian Assn. of Broadcasters Convention at Niagara Falls, Ontario, March 27-30. Designated as alternate was Paul W. Morency, vice president and general manager of WIC Hartford. Only one will attend.

New Members Admitted

The board voted to admit to membership 56 stations which had applied since the November board meeting. Of these, two were television stations and five were in the associate membership category.

Considerable time was devoted by the board to a discussion of the radio film “Lightning That Talks,” produced under auspices of the All-Radio Presentation Committee [see Closed Circuit, page 4] There was general dissatisfaction with the quality of the film and although the format was adopted, Director Swezey was designated to consult with the network heads and with the presentation committee on possible re-editing and remounting of the picture.

While the suggestion was advanced that the project be dropped on no formal action in that direction was taken. The picture was previewed by the board Wednesday evening with BAB Director Mitchell describing the project. He explained that the print used was in the rough and subject to further editing. Mr. Mitchell, through BAB, is handling the bookings for the film.

**Stations Joining**

All members of the NAB board were present for the three-day session except Frank U. Fiechter WALR Arlington, Va., and Mr. Caley, both of whom were tied up with FCC hearing activity in Washington. With the addition to Messrs. Miller, Mitchell Hardy and Markham, were C. E. Arney Jr., secretary-treasurer Don Petty, general counsel; Richard J. Heffner, executive director; Robert K. Richards, public affairs director, and Helen Fruth, secretary to Judge Miller.

New stations whose membership applications were approved were:

We USE time to increase your sales and profits. WGRD Grand Rapids, Michigan

BROADCASTING • Telecasting
THERE'S a bill in the U. S. Senate, No. 1847, which is designed to prohibit all advertising of alcoholic beverages across state lines. The Advertising and Sales Club of Seattle strikes back, opposing B 1847 as 'a serious threat to the freedom of the press and an unjustified restriction on newspapers, magazines and radio broadcasts doing business in interstate commerce.' The advertising club has a point. If it's legal to sell liquor, it's legal to advertise. But we sink the club's legal argument, as present, to the newspaper and the radio networks.

From an editorial in the Wenatchee (Wash.) Daily World.

* * *

ONE does not need to be a lawyer to follow the clear logic of the I. S. Court's 4-3 pleas for the District of Columbia in upholding the 'CC in the denial of radio licenses' to the Mansfield Journal and the Lorain Journal. Since the normal was found to be indulging monopolistic practices, the public interest would not have been served by granting it a license. The 'PCC has in no way attempted to censor the editorial policy of the Journal, and it is eminently clear that freedom of information is preserved when broadcasting licenses are kept out of the hands of newspapers or other operators that (so indulge). The right principle of freedom of the press ought not to be invoked in such an unworthy case. Newspapers that cry 'freedom of the press' when no threat to their freedom is involved are likely to find, in a real challenge to the press rises, that they have debased their own currency.'

From an editorial in The Washington Post.

* * *

THERE can hardly be any serious disagreement with the unanimous finding of the I. S. Court, that deals that freedom of the press is not infringed by the denial of a radio license to a newspaper which seeks monopoly control of news and advertising. The Mansfield Journal remains free to pursue all of its old policies, or any new ones equally bad. All that the (PCC) and the court have said is that it cannot do this, and at the same time operate a radio station.

"This is a sound position ... not many publishers would refuse to publish the programs of a competing radio station, or attempt, as did the Mansfield Journal, to coerce businessmen who advertise over a competing radio station." From an editorial in The Washington Evening Star.

* * *

'TELEVISION is the most perplexing problem plaguing college athletic directors today,' an executive director, declared to a graduate manager at a recent college conference meeting. 'It is wrecking college athletic attendance and is costing colleges a heavy loss of athletic revenue.' The crux of the whole thing is a matter of money. Colleges are entitled to a fair return for television rights of their athletic contests.

... Television is a big problem for the colleges. The NCAA is wrestling with it. Many college authorities are dead set against television, others are for it. ... The public at large is on the side of television, those who have sets and those who intend to buy sets.'

From Eugene H. Russell's column in The Seattle Times.

HIGHT ELECTED

Wilson, Haight & Welch V.P.
JESSE J. HIGHT, former executive vice president and a member of the agency since 1926, has been elected president of Wilson, Haight & Welch Inc., Hartford and New York advertising agency. He succeeds Howard C. Wilson, founder of the firm, who will continue to be active in the business.

Arwin J. Welch, vice president, was named first vice president, and Ronald W. Donahue and Jarvis W. Mason, vice presidents, were re-elected. Mr. Welch has headed the New York office of the agency since 1945. Harlan C. Jud, account executive who has been with the agency since 1946, was elected treasurer.

CBS Dividend

CBS board of directors last week declared a cash dividend of 40 cents a share on Class A and B stock, payable next March 10 to stockholders of record at the close of business Feb. 24.

They Say...

Charles R. Denney, (l), NBC executive vice president, finds Comedian Bob Hope's side comment to Robert Montgomery, movie, radio and TV star, and Niles Trammell (r), NBC's chairman of the board, highly amusing. The foursome gathered at a Stork Club party Jan. 30.

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Conveniently located Service-Ads, like The Cleveland Press shown here, supplement and expand the listed data with information about the market coverage of individual media.

"CONSUMER MARKETS is a quick, easy, informative reference," says one agency executive. "A delight to any media or market research department."

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Station Contracts
(Continued from page 21)

BROADCASTERS from surrounding
states have been invited to attend the NAB-Indiana Radio New
Clinic to be held Sunday, Feb. 17
at the Indianapolis Athletic Club
in Indianapolis, by Bill Warlick of
WINS. The clinic will be led by
gener clinic chairman. Advance registra-
tion has passed the 50 mark.

Speakers include Courtney Smith
WINS and Evwoni on the one-man
news staff; Arthur C. Stringer
NAB, director of special services
on financial impact of news; Baas
Moose, Northwestern U., on keys words; Gordon Graham, WIB
Indianapolis, on the feminine side
of the news; John A. Stempel, In-
diana U., on radio at the university

dinner, Hotel Park Sheraton, New
York.
radio-dealer group annual dinner
session, Hotel Sheraton, New York.
Course, Minneapolis.
Feb. 19: NAB Radio News Clinic, In-
dianapolis Athletic Club, Indianapolis.
Feb. 23-24: Ohio State Advertising
and Sales Promotion conference, Ohio
State U., Columbus.
Feb. 24: Tennessee Assn. of Broad-
casters, Andrew Jackson Hotel, Nash-
ville.
Feb. 28: Practicing Law Institute legal
clinic opening, Roosevelt Hotel, New
York.
March 1: Premiere of All-Radio film
Waldorf-Astoria Hotel, New York.
March 3: Postillion Ball, sponsored by
Advertising Women of New York,
New York.
March 3-4: Western Radio-Television
Conference, Seattle.
March 5: Radio and Television Award
Dinner, New York.
March 6-8: Second National Conference,
Chicago, Television Council, Palmer
House, Chicago.
March 6-9: Institute of Radio Engineers
National Convention, Hotel Commo-
dore, New York.
March 10-11: Alabama Broadcasters
annual spring meeting, Russell Erskine
Hotel, Huntsville, Ala.
March 12-14: Fifth annual Oklahoma
Radio Conference, U. of Oklahoma,
Norman.
March 28-31: National Premium Buyers'
convention, Stevens Hotel, Chicago.
March 29-April 1: ANA convention,
Homestead, Hot Springs, Va.
March 30-April 1: AAA 1950 convention,
March 30: Canadian Assn. of Broad-
casters, Niagara Falls.
April 4: Radio Pioneers Club annual
dinner, Ritz Carlton Hotel, New York.
April 12-18: NAB convention, Stevens
Hotel, Chicago.
Engineering Conference, April 12-15;
Affiliated Stations Conference, April
16;
FM Stations Conference, April 17;
Management Conference, April 18
or less.
May 4-7: Institute for Education by Ra-
dio, Columbus, Ohio.
May 9-11: IRE-AIEE-RMA Conference,
Washington.
May 22-23: North Carolina Assn. of
Broadcasters annual convention;
Charlotte, N.C.
Aug. 10-12: AFRA convention, Sheraton
Hotel, Chicago.
Oct. 22-26: 10th district convention of
Advertising Federation of America,
Amarillo, Tex.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Beacon

DADDY'S LITTLE GIRL
On Records: Phil Regan—Vic. 20-3550;
Henry Jerome—Lon. 602; Pedro Vargas—Vic. 23-1418;
Dick Todd—Rainbow 80088; Al Oxenford—Bux-
Mart 1147; Mills Brothers—Dec. 24872;
Jergens—Col. 38 939; Bob Eberly—Coral 60158;
Ray Smith—Col. 20670; Phil Reed—Dance-Tone
448; Skitch Henderson—Cap. 850; Eddie Howard—
Mercury 5371; Fred Phillips—Skatin' Toons 1100.

NEWS CLINIC
NAB-Indiana Session Se

JENCKS LEAVES NAB
Joins CBS Legal Staff

RICHARD W. JENCKS, member of the NAB legal department, has
designated to join the CBS legal staff. He will be stationed for the
time being in New York. Mr. Jencks joined NAB in November
1948 after graduating from the Stanford U. School of Law where
he received his LL.B. degree.

Born in 1921 in Oakland, Calif., he graduated in Oakland schools,
entrance to the U. of California in 1938. In 1941 Mr. Jencks entered the Navy, serving 4½ years and leaving the service as a lieutenant
commander. He served in Atlantic and Aegean waters and in the
Caribbean, where he commanded a small naval vessel. After the war
he entered Stanford Law School.

The Case of the
SKEPTICAL
BUYER

His product was home in-
vasion—big stuff.

When a KDYL salesman
said, "Let's pitch that to our
big morning show audience," the
man was skeptical ... but
said he'd try it.

He sold three insulation jobs
within a week as a direct re-
sult of a few morning spots.

That's when he called the
KDYL salesman and said,
"Run, don't walk, down to
my place so I can sign a
long contract?"

Another satisfied KDYL
client. And of course KDYL-
TV brings the same kind of
results

Salt Lake City, Utah
National Representative: John stake & Co.
KLA. SESSIONS

Doherty To Speak on Costs

ICHARD P. DOHERTY, director
of NAB's Employer-Employee
Relations Dept., will share the speak-
ers' spotlight with FCC Chairman
Ayne Coy at the annual U. of
klahoma radio conference March
11-14. Mr. Doherty will speak at a
Monday session on "Cost Factors
the Broadcasters' Profit Equa-
n." Mr. Coy will address the
Tuesday concluding banquet ses-
ion [BROADCASTING, Jan. 30].

Sessions on sales and market
opportunities, news, television and
FM, as well as on FM and education,
were listed on a partial agenda an-
ounced by Sherman P. Lawton,
conference director. Speakers in-
clude:

(Sales, R. B. McAlester, KICA Clorvis,
M.; James R. Curtis, KFRO Long-
view, Texas; Bill Hoover, KADA Ada,
Ok.; George Tarter, KCHC Endi-
an; television) Roy Secer, WBAP-
Fort Worth; Dave Festerson, KBD-
7; St. Louis; Hoyt Andres, WKY-TV
Oklahoma City, and P. M. Randolph,

Canadian Radio Engineer. Hurley Provenson, formerly
of WBCC Bethesda, Md., joins the
announcing staff. Bob Best,
Washington public relations coun-
sel, has been named to direct pro-
motion and publicity.

WASH (FM) Expansion

THREE persons have been added
to the staff of WASH (FM) Wash-
ington, according to Hudson El-
bridge, station business manager.
Howard Callahan, former assistant
to the chief engineer at U. S.
Recording Co., becomes chief engi-

er. Hurley Provenson, formerly of
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IN THE BACKGROUND is the 5 kw transmitter "giveaway" by WDAY
Fargo, N. D. Station presented it to the North Dakota Agricultural College's
leading U. S. newspapers.

Legislators on Capitol Hill took
note of the recent meeting in Cin-
cinnati during which the Clear
Channel Broadcasting Service
renewed its opposition to possible
foreign intrusions on U. S. broad-
casting rights and cited resolutions
for maintenance of the clears and
for higher power to extend rural
service [BROADCASTING, Jan. 23].

The subject crops up in Congres-
sional Record issues of Jan. 31,
Feb. 1 and 2. One took note of the
CCBS meeting with reprint of
an article appearing in the Cin-
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which quoted CCBS Director Ward
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Cuban government in Montreal
last fall, was inserted by Rep.
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Rep. J. Frank Wilson (D-Tex.),
called attention to the Dallas Morn-
ing-News, which editorially ob-
served that "rural America is dead
set against any agreement" with
Cuba that would permit inroads on
U. S. rights. Contending that
Cuba could not possibly utilize now
all of the stations which it asks
and that it may be merely "bar-
gaining," the newspaper conclud-
ed:

"The question of international dis-
tribution of frequencies has never
been given the attention that it de-
serves. This country, the home of
radio-broadcasting development, early
set up its own national domestic
regulation. But the question of power
and frequency beyond the jurisdiction
of the FCC will require all of the
official staff that we have to arbitrate.

The broadcasting business should
be done to strengthen our position
when we come to the bargaining
table.

Two rural association resolu-
tions, favoring retention of clear
canals and referred to the Sen-
ate Interstate & Foreign Commerce
Committee, were signed out by
Sen. Tom Connally (D-Texas),
chairman of the equally powerful
Foreign Relations Committee.

Both stressed the need for adequate
service to rural areas, and radio
as an important information source.

ANADIAN BOARD

Re-elects Hackbusch Chief

A. HACKBUSCH, president of
directing manager of Strom-
ning-Carlson Co. Ltd., Toronto, was
s-elected president of the Cana-
ian Radio Technical Planning
Board, at its annual convention at
Montreal last month. Gordon W.
live, chief engineer of Canadian
broadcasting Corp., Montreal, was
elected vice president, and D. D.
thornley, secretary-treasurer of
the Canadian Radio Mfns. Assn.,
as re-elected secretary-treasurer.

General re-organization of the
CRTC TV committee of CRTPB
was undertaken, with H. S. Dawn-
son, television engineer of Canadian
Electric Co., Toronto, as
board chairman and J. A.
Juimet, CBC TV director, Mon-
real, heading the TV technical
committee. This group is presently preparing recom-
mandations on Canada's frequency
allocations for TV.

National Advertisers

When shopping for Big Returns in
the Maritimes, your best "MARKET
BASKET" is CHNS. . . Ask

JOS. WEED & CO.
350 Madison Ave., New York
They also know about our new
5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

SOAP OPERAS

Massey Cites Ad Value

"SOAP OPERAS are pretty corny,"
Charles A. Massey, president of
Lever Bros. Ltd., Toronto, told the
Canadian Retail Federation in con-
vention at Toronto on Feb. 2. "But,
" he added, "one of the cardinal
points for a successful advertiser
is to mistrust his own opinion when
it comes to deciding what the pub-
lic wants."

The public has definitely proved
that soap operas attract and hold
an exceptionally large audience,
Mr. Massey stated, and the adver-
siser must give his public what it
wants. He pointed out that adver-
tising is the most economical means
yet discovered of broadening
the demand for a product, making
mass production possible, and
therefore reducing the price.

CLEAR CHANNEL COMMENTS

CONTROVERSIAL clear channel issue has commanded interest the
past fortnight in Congress and
leading U. S. newspapers.

Legislators on Capitol Hill took
note of the recent meeting in Cin-
cinnati during which the Clear
Channel Broadcasting Service
renewed its opposition to possible
foreign intrusions on U. S. broad-
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service to rural areas, and radio
as an important information source.
**FEBRUARY 3 to FEBRUARY 10**

**License for CP**

WBYT-FM Lexington, N. Y.—License to cover CP new FM station.

License to cover CP AM station change power, frequency etc.; WPTT Port Huron, Mich.; WGA1 Elizabeth City, N. C.

AM—1520 kc.

WKBS Oyster Bay, N. Y.—CP to change from 1520 kc 250 w. uni. to 1520 kc 1 kw. uni.

AM—1460 kc.

KRBC Mount Vernon, Wash.—CP AM station to change from 1460 kc 500 w. D to 1460 kc 1 kw. uni. AM-50.

AM—1140 kc.

KSOO Sioux Falls, S. D.—CP new AM station to change from 1140 kc 5 kw. L to 1140 kc 10 kw. uni. DB-14.

AM—1260 kc.

KSMU Seminole, Okla.—CP AM station to change from 1260 kc 500 w. D to 1260 kc 500 w. uni. DB-12.

Modification of License

WBPH Staten Island, N. Y.—CP to change main studio location from Staten Island to 124 Columbus Hights., Brooklyn, N. Y.

Modification of CP

Mod. CP new AM station for extension of completion date from 1959-6-11 to 1959-6-21.

AM, CP new FM station for extension of completion date from 1959-6-21 to 1959-7-8.

KWAG Davis, Pa.—CP new FM station to change ERP to 0.5 kw. DB-4.

WFLM Pittsburgh, Pa.—CP new FM station to change ERP to 0.8 kw. and studio location to Braddock Pa.

License for CP

WBUF-FM Lexington, N. C.—License to cover CP new FM station.

WFPS Elgin, Ill.—License to cover CP new noncommercial educational FM station.

WFAM-TV Birmingham, Ala.—License to cover CP new commercial TV station.

Modification of CP

KTVB Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date 5-1-50.

**TENDERED FOR FILING**

AM—1380 kc.

WAZV Zarephath, N. J.—CP new AM station to change from 1380 kc 5 kw. D to 1380 kc 5 kw. uni. DA-5.

AM—1490 kc.

WFPA Fort Payne, Ala.—Mod. CP new AM station to change from 1490 kc 500 w. D to 1490 kc 250 w. uni.

Modification of License

KFAC Los Angeles, Calif.—License to change from DA-1 to DA-5.

Modification of CP

WOKY Albany, N. Y.—Request for SSB on 1490 kc 1 kw. D 500 w. N and SSB power to be increased to 50 kw. for period not to exceed April 30.

Reimbursement of CP

WFBF New Orleans, La.—CP new AM station to replace expired CP new AM station on 1400 kc and DA-9 to 1400 kc 5 kw. uni.

**February 6 Applications**

**ACCEPTED FOR FILING**

License for CP

License to cover CP new AM station.

WEMR Pensacola, Fla.; KRKO Primghar, Iowa.

Modification of CP

WCHF New Orleans, La.—CP new AM station for extension of completion date.

License for CP

WOCW Washington, D. C.—License to cover CP new commercial TV station.

(Continued on page 88)

**RADIO-TV MEET**

**Western Session at Seattle**

PROGRAM highlights of the third annual Western Radio-Television Conference, to be held March 3-4 in Seattle, were announced last week by Prof. Edwin H. Adams, director of radio for the U. of Washington and 1950 conference chairman. Topics to be covered at the two-day meeting include radio, television and facsimile.; WPTT Port Huron, Mich.; WGA1 Elizabeth City, N. C.

**NEW BUSINESS**

**WNAX Reports High Level**

A QUARTER-MILLION dollars worth of new spots and local business is claimed by WNAX Yankton-Sioux City, on the first lap of the new year, according to Robert R. Tincher, general manager.

Mr. Tincher bases this booking on the "alertness of advertisers and their agencies to the potential of the high income agricultural areas."

He further explains that these areas are highly stable "as opposed to the stop-and-go economy of the industrial sections with their ebb and flow of labor-management strife." He adds that Mr. Tincher points out that none of the new business included network accounts, therefore it seems "to substantiate the belief that the trend is toward spot advertising because of radio time by advertisers."

World Adds 25

THE WORLD BROADCASTING SYSTEM announces 25 stations have arranged new contracts for the use of its transcribed library service. Stations are:


**FUND RAISERS**

**Hollywood Units Combine TO ELIMINATE a succession independent fund raising appeal by various charities, such as cancer fund, Food & Youth, Children's Fund, Hollywood indust leaders have organized the Rad Television-Recording Percmarine Charities Inc. to cover them in a national campaign wide effort.**

Sidney N. Strotz, administr vice president in charge of Nl Western Div., is executive cha manager. Earl Kramer, formerly a plotation manager of KNX Hol wood and more recently director the radio-television-recording dustries division of the 1949 Co munity Chest campaign, has been appointed comptroller and ca pagan director.

On the executive committee Mr. Strotz are George M. Bals Radio Writers Guild; John Bowman AFRA; Everett Crosby, president Bing Crosby Enterprises Inc.; P. Fischer, MPPA; Robert O. Rey olds, vice president and genes manager, KMPC Los Angeles Larry Shea, Artists Services In Tom Tatsumi, vice president, D. Radio Broadcasting Systems; Way Tiss, vice president, BBDO; Glen Wallichs, president, Capitol Re ords Inc.

**MONTANA GROUP**

**Forms and Elects Office ARTICLES of incorporation we adopted and new officers elected a recent meeting of Montana stations. Present membership in its new corporation titled, Montai Radio Stations Inc., includes 22 24 stations operating in the stat it was announced.

The organization's new office are: Cedar Arow, KIYI sher president; Paul McAdam Livin ston, vice president; Marion Dixon, KGVO Missoula, secretary treasurer.

**ANYWAY in offering 26 publ concerts during its 11th Annual Amer can Music Festival, Feb. 12-22.**

**USES**

**MPR**

MPR is a tapes with unlimited re directive, wide band reproduction, versatility, and economy

**PQ-A**

A tape recorder with maximum-use direc tion, wide band reproduction, versatility, and economy

**CLARENCE J. R. JACOBS**

Studio Consultants
Planning - Design - Acoustics

Box 49 - Princeton, Illinois - Tel. No. 4000

**SERVICE DIRECTORY**

**Custom-Built Equipment**

U. S. RECORDING CO.

1121 Vermont Ave., Wash. D. C. 20001

| Commercial Radio Monitoring Co. |
| Successor of COMMERCIAL AIR.AUDI. EQU. |
| Monitoring Division |
| PRECISION FREQUENCY MEASUREMENTS | |
| Operator: D. E. Derr, W362-A | |
| PHONE LOGAN 8281 | |
| Porter Bldg. | |
| Kansas City, Mo. | |

**VACANCY**

**YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—owners and managers, chief engineers and technicians—operators for AM, FM, Television and facsimile facilities.**

**TIME'S worth $125,000 has been allocated to KFI Los Angeles, a new award of NBC Hollywood-originated programs. Campaign started Feb. 6. Spots are being aired 400 times during first two weeks of campaign and 20 to 30 times per day throughout remainder of campaign.**

**BROADCASTING - TELECASTING**

**WNYC New York is offering 26 publ concerts during its 11th Annual Americas Music Festival, Feb. 12-22.**

**KAKC**

**TULSA, OKLA.**

**Registed by the World's Oldest and Largest Manufacturer of Professional Magnetic Recorders**

**Magnetecor, Inc., 350 W. Michigan, Chicago, Ill.**
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>McNary &amp; Wrathall</td>
<td>Radios, 4010 Pacific Ave., Washington 4, D.C., Santa Cruz, Cal.</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>501-514 Munsey Bldg., Sterling 9111, Washington 4, D.C.</td>
</tr>
<tr>
<td>A. D. Ring &amp; Co.</td>
<td>26 Years' Experience in Radio Engineering, Munsey Bldg., Republic 2347, Washington 4, D.C.</td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8215, Washington 4, D.C.</td>
</tr>
<tr>
<td>R. P. May</td>
<td>1422 F St., N.W., Kellogg Bldg., Washington, D.C., Republic 3984, Member AFCCB*</td>
</tr>
<tr>
<td>Andrew</td>
<td>Corporation, Specialists in Allocation + Design + Installation, 362 E. 75th St., Chicago, Ill.</td>
</tr>
<tr>
<td>Weldon &amp; Carr</td>
<td>Consulting Radio Engineers, 1405 Connecticut Ave., M.L. 4151, Dallas, Texas</td>
</tr>
<tr>
<td>William L. Foss, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc., 927 15th St., N.W., Republic 3883, Washington, D.C.</td>
</tr>
<tr>
<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Ave., Washington 6, D.C., Michigan 2261, Member AFCCB*</td>
</tr>
<tr>
<td>Kear &amp; Kennedy</td>
<td>1703 K St., N.W., Sterling 7932, Washington, D.C., Member AFCCB*</td>
</tr>
<tr>
<td>William E. Benns, Jr.</td>
<td>Consulting Radio Engineers, 3738 Kanawha St., N.W., Oldway 8071, Washington, D.C.</td>
</tr>
<tr>
<td>G. C. Hucheson</td>
<td>1100 W. Abram St., AR 4-8721, Arlington, Texas</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>Consulting Radio Engineers, 4125 Mcmee Street, Toledo 6, Ohio, Telephone—Kingswood 7631, 9541</td>
</tr>
<tr>
<td>Adler Engineering Co.</td>
<td>Television and Broadcast Facilities Design and Construction, 720 Milton Road, Rye, N.Y., Rye 7-1413</td>
</tr>
</tbody>
</table>

There is no substitute for experience.

There are 40 years of professional background.

There is no substitute for experience.
FCC Actions
(Continued from page 80)

Applications Cont.: TENDERED FOR FILING
AMI—910 kc KLCN Blytheville, Ark.—CP AM station to change from 900 kc to 910 kc.
APPLICATION RETURNED KDW Bobbs, N. M.—RETURNED Feb. 6, application for license to cover CP for increase in power etc.

February 7 Decisions . . . BY THE SECRETARY

Denial Lewis Hathaway, Casper, Wyo.—Granted license new remote pickup KCA-75.
OY-AM Pittsburgh, Pa.—Granted license new FM station WIZ-AM, (form. KIR), 1500 mc, 20 kw.
WIZZ Hammond, Ind.—Granted license new noncommercial educational FM station: Chan. 37 (88.1 mc) 15 kw.
WLAC Best, Service, Nashville, Tenn.—Granted license new CP+ license new remote pickup KA-736.
WKY-AM Kansas City, Mo.—Granted license new remote pickup KCA-746.
WCO-WO Ames, Iowa—Granted license new remote pickup KA-750.
WGRM Fremont, Ohio—Granted license new AM station; 900 kc 500 w.
WBDC Escanaba, Mich.—Granted license new FM station WIZ-AM, (form. KIR), 1500 mc, 20 kw.
WHC Bartlett, Miss.—Granted license new FM station WIZ-AM, (form. KIR), 1500 mc, 20 kw.
WWIR Winter Haven, Fla.—Granted license new CP+ license new study location.
WPSX Grand Junction, Colo.—Granted CP+ license new trans.
KMW Roseman, Mont.—Granted license new CP+ license new studio location.
KOR-AC Ord, Neb.—Granted license new CP+ license new studio location.
KGLN Glenwood Springs, Coli. —Granted license new CP+ license new trans. and studio location.

Take this KSTP Service-Ad*, for instance. It gives you useful coverage information, including a map and explanation of what it means. That's the sort of information time buyers tell us should be in Service-Ads* in SRDS, to supplement and expand the information they look for in the regular SRDS station listings.

Service-Ad* like this contribute mightily to the time-saving, pressure-easing service all spot time buyers expect of SRDS.

*SERVICE-ADS are ads that supplement the listings in SRDS* with useful information that helps buyers buy.

This is one of many Service-*Ads* that are appearing for your convenience in the monthly Radio Sections of SRDS.

Mrs. Agnes V. Foster

MRS. AGNES V. FOSTER, wife of Elbert E. Fost
WAL Lawrenes, Ma, gner manager and former media dire
to of Lower Bros, died sudden
Feb. 6 at Carney Hospital, Bosto
In addition to her husband, she
was survived by two npu.
Fm family is at 92 Cornell S
Quincy, Mass.

FCC General Counsel—Granted the petition for extension of application for WRMIL, Grand Junction, Col., for February 6, 1950.

By Examiner J. D. Cunningham


By Examiner Frenney N. Litvin


By Examiner H. B. Hutcheson

WDB Decatur, I l.—Granted author to amend application to show slight increase in size of construction, etc.; amendments approved.


FCC General Counsel—Granted further continuance of Fe application for WJZ, DC, for February 2, 1950. Hearing authorized to be held at some future date in Portage, Ore.

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LABAMA MEET

Date Set for March 10-11

NNUAL spring meeting of the labama Broadcasters Assn. has been scheduled for March 10-ll and will be held at the Russell Erkline hotel, Huntsville, Howard E. Pill, BA president, announced last week. Jack Langhorne, WHBS untallva, has been named gen-

eral convention chairman.

Registration will be held Friday afternoon. The convention will con-

clude with the annual banquet on tuesday evening. Luncheon meet-

ings will be featured both day morning and afternoon ses-

sions reserved for business mat-

ters. On the agenda is the election of new officers for the fiscal year

commencing in March. The full pro-

gram, complete with speakers, is not yet been completed, Mr. Ill said.

ACSIMILE

AIEEE Told of Flat-Scanner

N automatic flat-scanning fac-

mille transmitter, which permits

receiving of messages from thick

media, was described by Capt. W. G. Finch of Finch Telecommunica-

tions Inc., at the winter meeting of

the American Institute of Elec-

trical Engineers in New York a fort-

night ago. Flat-scanner renders

automatic card feed more easy and

ficient for the business world, apt.

Finch said.

John V. L. Hogan, of Hogan

ab, New York, at the same ses-

sion said the cost of adding a mul-

plex facsimile channel to an FM

and station is "relatively small," as the cost of operation and pro-

gramming. He said broadcasters

would enjoy a new source of income

which should "more than meet" acsimile operation expense. Titus I. Leclair of Commonwealth Edi-

tion Co. was nominated to succeed

ames Fairman as AIEEE president

effective Aug. 1.

BROADCAST time of CHUM Toronto, Ont., has been lengthened one hour

and 15-minutes.

OFFICIALS and principals of Chi-

cago Symphony Orchestra are

appearing on new weekly series

Your Symphony Scrapbook, on WMAG

Chicago, Saturday, 1:30-1:45 p.m. CST.

George Knyper, manager, and Len Ar-

nold, public relations director, discuss

music, especially major work to be per-

formed by orchestra on its Thursday and

Friday concerts in next week. Each

week a musician plays part of section

being discussed. Listeners are asked

to send in questions and anecdotes

about music, composers and musicians.

Senders of material used on the air

receive two main floor seats to an

evening concert.

"Wax Museum"

CYLINDRICAL records, of type used

on original gramophones, are basis

from which Terry Cowling, originator

and m.c. of Wax Museum on WOCP

Boston, develops his show. Mr. Cow-

ling owns 250 of the cylinders, and has

asked listeners to send theirs to him

for airing on show. Transcribed rec-

ords are made from cylinders which

feature many popular old-time enter-

tainers.

Jackpot for Bowlers

HOUR-LONG Bowler's Jackpot is re-

date show telecast from local bowling

alley by WEWS (TV) Cleveland. Program

features one-game double match in which contestants vie for

jackpot of cash and merchandise and

period of bowling instruction, during

which future attempts to make polished

bowler out of beginner in 12 weeks

during which show is scheduled. Show

is sponsored by Dad's Root Beer in co-

operation with Bowling Proprietors Assn. and features prizes contributed


is responsible for production.

Health News

LATEST news on last minute develop-

ments in field of medical science and

fields relating medicine and health are discussed in new weekly series

on WMAL Washington, Saturday, 7 p.m.

J. Edgar Carwell of District of Colum-

bia Health Dept., presents news and

acts as moderator on program. Guests

are interviewed. Show covers such

topics as hospital facilities available

to local citizens and X-ray campaigns.

Texas Open

REPORTEDLY first simulcast origi-

nating in south Texas was carried by

WOAL-AM TV San Antonio. Beginning

night of 1950 Texas Open Golf Tournament.

Three half-hour simulcasts were sched-

uled during action on last 3 days. Simulcasts were sponsored by Ford

dealers and utilized crew of 12 with

three TV cameras in action.

County History

COMPLETE and factual history of

Orange County, Calif., is being aired by

EVOE Santa Ana. Series will last one

hour and be heard Thursday, 8:30-8:45 p.m. Installments began with story of primitive Indians and will continue through coming of Span-

ish and American settlers to formation of towns and cities. Format is semi-

durographic, utilizing musical background. Series is written by Art Sperbard, EVOE pub-

licity director, produced by Donn Spencer, sales manager, narrated by Bill Burrod, sports director.

Jewish Music Month

LOCAL Jewish Community Center, in

cooperation with WCSC Charleston, S. C., is presenting series of programs celebrating National Jewish Music Month which began Feb. 2. On Sun-

days in succeeding week, programs feature typical liturgical and folk music, as well as Israeli music, are being aired. Narration is done by Mrs. Perni Baum, director of women's programs for WCSC.

Legislative Music Tastes

Two hours weekly are set aside on

Boston Ballroom, disc show aired over

WHDH Boston, by M.G. Bob Clayton,

for broadcasting results of student polls on popular music faves. State

Senate Floor Leader John Hogan, of Colum-

bia, is keeping students in line with his polls. Series is narrated by Donn Spencer, sales manager, brings in names of babys to the air.

Programs

CLASSROOM lesson is presented weekly from WAAM (TV) Baltimore in new series, Baltimore Classroom. Program start with entire class and teacher from kindergarten of local school conducting lesson from studios. Desks, blackboards, pictures and equip-

ment completing classroom have been transported to WAAM. Bus brings students and teacher to studios for

lessen telecast. Purpose of series is to enable parents to see how their chil-

dren are educated, and to demonstrate development of child from kinder-

garten through high school. A class will demonstrate each phase in un-

beared lesson.

Inquiring Parent

NEW series on KNBC San Francisco titled The Inquiring Parent is presented in cooperation with 89th dist-

RICT of California Congress of Par-

ents and Teachers. Programs are made up of discussions between par-

ents with typical problems and Dr.

Luther E. Woodward, field consultant for National Committee for Mental

Hygiene. Subjects vary between such topics as "Humor in the Home" through moral training and children's illnesses. Series is used by PTA Study Groups as material for weekly discussions.

Tax Headache Medicine

SERIES of seven special programs to help solve annual tax problem started on KNX Hollywood in cooperation with U. S. Treasury Dep't, Internal Revenue Service. Featured in quarter-hour weekly in-

formation service is Assistant Chief Field Deputy William Schwab of In-

ternal Revenue Dep't.

Brand Names Series

A SECOND SERIES of 26 spot announcements pointing out the virtues of brand names and adver-

tising is being distributed by major networks to their stations. The series was prepared by Brand Names Foundation Inc. and is the same vein as the first series, distributed a year ago.

NETWORK TESTED - HOOPER-PROVED

A COMMENTARY THAT'S DIFFERENT

DIRECT FROM WASHINGTON!

B.S. BERCOVICI

INTERNATIONALLY-KNOWN

ASSAULT & FLATTERY IS A com-

mentary on commentators. Whatever

makes news makes ASSAULT & FLATTERLY swiftly-paced, timely, thought provoking. A natural audi-

cence builder and sales promoter.

SENSIBLY PRICED: C Sustaining: $1.00, 1/week, one weekly open end. Commercial: add 15% of 1-

time. Class A, 1/4 hr., rate, f.o.b. Wash-

ington. $3.00 deposit required against re-

turn or applied first month's billing.

Write or wire . . .
Situations Wanted (Cont'd)

Situations Wanted (Cont'd)

Morni...morning show. Salary commensurate
with position or...position in progressive station.
Desire change to regional, metropoli-
...too far from town. Must be able to play horse,
play-baseball, football, basketball, football, foot-
ball. High caliber special events TV. Top
...Box 10E, BROADCASTING.

Announcer-engineer, sound engineer
for TV station on the west coast. Must
be experienced in all phases of radio-
...Bank, Philadelphia.

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be experienced in all phases of radio-
...Bank, Philadelphia.
Situation Wanted (Cont'd)

Situations Wanted (Cont'd)

ARTISTIC. Work, make tarried, Lead. Experienced chief engineer. Young! Just arrived, Western Electric Type 12D, 110E, 71E, 301E.

Situations Wanted (Cont'd)

... make up its mind later. Desires experience, sales training, married, 25. WANTED.--150 watt transmitter and Hewlett-Packard 2504A audio and on monitor type 355B. Make offer. Box 98E, BROADCASTING.

Situations Wanted (Cont'd)

.. job with a future seeks job with a future. Have what you have for a woman commen- ments, who has the same experience as a proposal. Can deliver outstanding job to progres- sive-minded women, see opportunities details. Ages, know-how. Immediately available for affiliation with an existing station. Box 98E, BROADCASTING.

Continuity: Young woman with 2 years experience (15 months as copy chief) want permanent continuity position. Prefer Midwest. References. Box 104E, BROADCASTING.

Television

Production-Programming, others

Desire any position TV station. Experienced production, direction, acting, writing. NY, married, 19, 975D. Want permanence. Best references. Box 98E, BROADCASTING.

For Sale

Equipment, etc.

Slightly used, but like new and in perfect condition. Price BF-250-A, 3 FM watt transmitter and Hewlett-Packard 2504A audio and monitor type 355B. Make offer. Box 98E, BROADCASTING.

For sale: General Radio 916A RF, bridge oscillator. Price 75. Hewlett-Packard 2504A audio and monitor type 355B. Make offer. Box 98E, BROADCASTING.

Complete 350 watt Western Electric transmitting installation in excellent condition. Includes tower. Write, Columbus, Ohio.

RCA 250 K transmitter, Ideco 400-kw tower complete with lighting system. Western Electric 916A FM antenna; GR type 475-C frequency meter, 12X06S Johnson 1-1000 millivolt meter, FM distant. Available: 335B, 112E, 975D.

Want 1130E FM transmitter, RCA 250 K watt, 475-C frequency meter, 12X06S Johnson 1-1000 millivolt meter, 112E.

Send full details of background, experience, present connection and photog- raph. Information will be held strictly confidential and interviews will be arranged at convenient times. Mail applications and full information to BOX 885D, BROADCASTING.

WANTED:

Production-Programming, others

WESTERN EMCEE WANTED

WANTED, a mail-pull salesman that can sell western music. An unlimited opportunity in one of the top mar- kets of America. The man that steps into this spot will have to be of network caliber, able to embrace live western unit as well as deliver a western disc jockey show that will be carefully produced, hold an audi- ence and sell merchandise. A tough job to satisfy, but one that believes in paying off real talent. Position is open March 1st so need all necessary details. Box 98E, BROADCASTING.

Help Wanted

Managerial

COMMERCIAL MANAGER

One of the Nation’s top independent stations, located in a large midwest city, needs a commercial manager (no direct exec- tive). Salary plus override should average $4,000 per year. Send full details to BOX 98E, BROADCASTING.

Salesmen

ATTENTION EXPERIENCED SALES- MEN

Leading Transmission Library Com- pany has openings immediately for salesmen in your particular station experience. Here’s a real op- portunity to grow to a business executive and like to travel. Liberal salary plus override

Send full details of background, ex- perience, present connection and photog- raph. Information will be held strictly confidential and interviews will be arranged at convenient times. Mail applications and full information to BOX 885D, BROADCASTING.
School

Are you looking for
WELL TRAINED MEN
... to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Telecommunications - Electronics - Training Laboratories. These programs are high grade ... with the FCC Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV- Radio-Electronic concerns across the nation. Write, phone or wire:

DeForest's Training, Inc.
2533 N. Ashland Avenue, Chicago 13, Ill.
Phone Lincoln 9-7760

WANTED TO BUY

Fulltime operating Florida west coast radio station—cither outright or as working personnel with option to buy. Must be year-round market of 10,000-15,000 or more population with anticipation of usual winter increase. Write

Box 37E, BROADCASTING

WJBS DeLand

New Owners Map Future

CHANGE of ownership and call letters of WJBS DeLand, Fla. (formerly WDLF), will herald improved programming and a continuation of basic services which has been offered the past 17 years, according to J. Ollie Edmunds, president of John B. Stetson U., the new owner. [BROADCASTING, Jan. 30].

January operations on 1490 kc with 250 w.

In a ceremony Feb. 1, President Edmunds pledged that WJBS would broaden its coverage of civic and public service events and broadcast many programs direct from the classrooms and auditoriums of the university, in addition to regular educational shows. He added that increased listening audience would make advertising time on the station more valuable.

Attending the ceremony were Lyle Van Buskirk, the state's first radio, who relinquished station ownership, and Mayor Charles E. Tribble.

YON'S SUCCESS

WLOF Ads Bring Big Return

A RETURN of over $45,000 for an investment of $210 is a transaction worthy of attention. That's what Sam L. Yon, Florida furniture dealer, realized when he advertised his wares exclusively on WLOF Orlando, station reports.

It all began last December when Mr. Yon, operator of Yon Furniture Co., learned that the building where he had done business for the past 23 years had been leased out from under him by a large chain furniture firm. Furthermore, a competitor across the street had just completed its building in the same place. Another furniture store was located two doors north of Mr. Yon's.

In recent years Mr. Yon had not used any advertising of consequence, and he had never used radio advertising. Deciding to stage a sale, he bought time from WLOF on a trial basis suggested by Donn Cole, WLOF commercial manager.

Response was so satisfactory that the campaign, started in mid-December, was continued through most of January. In the six weeks, $45,375 worth of furniture, the normal equivalent of six months business, was sold in "Yon's Has Lost His Lease Campaign." And the cost to Mr. Yon for his radio advertising was just $210.

PROMOTION department of WSUI, U. of Iowa station in Iowa City, is publishing monthly bulletin, $10 News, for its alumni.

CKAC REQUESTS

Asks CBC Cut Commercial Ties

CKAC MONTREAL has suggested to the Royal Commission on Arts, Letters and Sciences that the Canadian Broadcasting Corp. be withdrawn, at least partially, from the commercial field.

Speaking for the owners of the CKAC, Phil Lalonde, manager, told the commission that such a move would make "available to the listeners of Canada a full choice between information, education and entertainment provided by means of commercially sponsored programs (on privately-owned stations) and similar service provided on a wholly, or largely, sustaining basis." Mr. Lalonde also suggested that the Royal Commission "should favor the institution of an independently regulatory authority, whose regulations would apply to both state and private enterprise, and thus provide fair play and equality of opportunity, which is the very source of initiative in all sound business endeavor."

Used measuring equipment in excellent condition.

Federal 101-B field intensity meter, std. beat band—$250.

Fed. 110-C same, but later model—$425.

RCA 801-2 B F, field intensity meter with vol. case and vibrato pw supply (15-125 mc) covers FM and TV low band—$650.

RCA 302-B audio noise meter like new—$125.

RCA WA-54A audio oscillator like new—$425.

RCA WX31 field intensity meter (50-220 mc), all TV and FM bands, factory calibrated, perf. cond. —$800.

Box 54E, BROADCASTING

YOUR OWN BUSINESS IN PLEASANT TOWN

For the man who wants his own business for a small investment, with opportunity for good living, capital gains, this fully equipped transcribing and recording studio is ideal. Make spots, commercials, etc., for radio. Good market in 250,000 center three hours from Chicago, business growing, but must sell account health. Cash $6,000, balance terms.

Box 37E, BROADCASTING

60 KW TRANSMITTER

Complete with some spares and numerous "junkbox" items.

will consider any reasonable offer for complete equipment or component parts.

Joseph B. Haigh, KABC,
San Antonio, Texas

Situations Wanted

ANNOUNCERS

ABILITY AVAILABLE

USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations.

ANNOUNCERS

JOCKEYS

COMMERCIAL WRITERS

ACTORS

PRODUCERS

SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE

9th & CHESTNUT STREETS

PHILADELPHIA 7, PA.

Page 86 • February 13, 1950

For Sale (Continued)

KNOR Norfolk, Va., flashed word at 6:45 a.m.—a full half-hour before official notice—that the "Mighty Mo," the Navy's new manning battle, had shaken loose on Feb. 1 from its Chesa-

peake Bay sandbar. The successful attempt that day and a previous test run were cov-

ered by WNON's Announcer Earl Harper, Jack Harris Paul Schafer, and Engineer Phil Stewart and Jim Tucker who were placed on the USE Missouri's deck, on a private power launch and on shore Station interrupted one de-

scription for a message from its sponsor—a trucking firm—which admitted the company couldn't move the "Big Mo," and was only delighted to help Norfolk civilians and Navy personnel to move any-thing "a little smaller."

KFXM STAFFERS

Strike Threat Withdrawn

KFXM San Bernardino, Calif., announced withdrawal of a strike threat by the American Federal of Radio Artists and the Inter-

national Brotherhood of Electr

\n
Work. Strike deadline had been Feb. 3.

The Don Lee-MBS affiliate sta

in the United States and the sta-

were deadlocked when KP3 threatened to place the four announcers and engineers who had been offered, with four non-un combination men. AFRA had

Kacket Marries

SHELTON F. SACKETT, W.

Coast radio and newspaper own-

was married Jan. 30 to Eliza-

worthington, Berkeley, Calif., co-

lice and former Broadway trea-

er,(KF7) deejay, ad-lim and straight commerce announcin-

Exceptional opportunities to
give complete personal resume includin

experiences, salary expected, availability,

Enroll snapshot.

VAKR, Akron, Ohio

ANONNCER-DJ. Experienced in dis-

id, ad-lim and straight commerce

ning Exceptional opportunities to
give complete personal resume includin

experiences, salary expected, available

Enroll snapshot.

VAKR, Akron, Ohio

WJBS DeLand

New Owners Map Future

CHANGE of ownership and call letters of WJBS DeLand, Fla. (formerly WDLF), will herald improved programming and a continuation of basic services which has been offered the past 17 years, according to J. Ollie Edmunds, president of John B. Stetson U., the new owner [BROADCASTING, Jan. 30].

January operations on 1490 kc with 250 w.

In a ceremony Feb. 1, President Edmunds pledged that WJBS would broaden its coverage of civic and public service events and broadcast many programs direct from the classrooms and auditoriums of the university, in addition to regular educational shows. He added that increased listening audience would make advertising time on the station more valuable.

Attending the ceremony were Lyle Van Buskirk, the state's first radio, who relinquished station ownership, and Mayor Charles E. Tribble.

YON'S SUCCESS

WLOF Ads Bring Big Return

A RETURN of over $45,000 for an investment of $210 is a transaction worthy of attention. That's what Sam L. Yon, Florida furniture dealer, realized when he advertised his wares exclusively on WLOF Orlando, station reports.

It all began last December when Mr. Yon, operator of Yon Furniture Co., learned that the building where he had done business for the past 23 years had been leased out from under him by a large chain furniture firm. Furthermore, a competitor across the street had just completed its building in the same place. Another furniture store was located two doors north of Mr. Yon's.

In recent years Mr. Yon had not used any advertising of consequence, and he had never used radio advertising. Deciding to stage a sale, he bought time from WLOF on a trial basis suggested by Donn Cole, WLOF commercial manager.

Response was so satisfactory that the campaign, started in mid-December, was continued through most of January. In the six weeks, $45,375 worth of furniture, the normal equivalent of six months business, was sold in "Yon's Has Lost His Lease Campaign." And the cost to Mr. Yon for his radio advertising was just $210.

PROMOTION department of WSUI, U. of Iowa station in Iowa City, is publishing monthly bulletin, $10 News, for its alumni.

CKAC REQUESTS

Asks CBC Cut Commercial Ties

CKAC MONTREAL has suggested to the Royal Commission on Arts, Letters and Sciences that the Canadian Broadcasting Corp. be withdrawn, at least partially, from the commercial field.

Speaking for the owners of the CKAC, Phil Lalonde, manager, told the commission that such a move would make "available to the listeners of Canada a full choice between information, education and entertainment provided by means of commercially sponsored programs (on privately-owned stations) and similar service provided on a wholly, or largely, sustaining basis." Mr. Lalonde also suggested that the Royal Commission "should favor the institution of an independently regulatory authority, whose regulations would apply to both state and private enterprise, and thus provide fair play and equality of opportunity, which is the very source of initiative in all sound business endeavor."

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Broadcasting

BROADCASTING is fostering WXRT was chosen and committee, to which Chicagoans are subscribing for a minimum of $10 year, hope to collect a total of 6,000 before the year ends. All this is to be allocated to buying XWR.

Five hundred Chicagoans attended the initial rally at the ochicago Daily News columnist, timed the group's purposes. He is later elected a permanent member, along with Municipal Court Judge George Quigle and Sara Reine, executive secretary of the Chicago Coal Dealers Assn.

WXRT First Project
The committee, to which anyone xaying belong for the $10 fee, has reed to subsidize numerous efforts fostering classical music, first which is sponsorship of fine art on WXT, produced by the SBC. It hopes that purchase of a card at rates will encourage onsorption of classical music wows by commercial firms. Basic air rate for Class A or evening are $75.

WXRT was chosen among several independent FM outlets in Chicago because of its classical programming and its need for commercial shows. Other stations are expected to be aided by the committee in the future. Robert Miller, WXRT president, is to attend a Knickerbocker meeting to accept the committee's proposal.

Public subsidy of WXRT, a private commercial station, was an aground of a Chicago Daily News columnist written by Mr. Harris, who suggested that persons appreciative of good music should be willing to support it financially.

Although the planning committee did not meet with the FM Broadcasters of Chicagoland in advance of the first meeting, members of the latter group are reported to be sympathetic to the music group's goals. At a meeting Tuesday morning, the FM broadcasters heard a report of the proposed sponsorship from Mr. Miller and elected him a member of the board.

WXRT will be given a year's support, during which time it will be expected to become self-sufficient, Mr. Harris said.

In The Public Interest

Record Players for Children

MARTIN BLOCK, m.c. of WNEW New York's Make Believe Ballroom show, conducted a campaign recently for record players to be used in the Children's Ward of the hospital which Mr. Block wrote that shortage of players was relieved when Mr. Block received 65 record players from his listeners.

For Safety

DIVERSIFIED campaign was conducted by WBZB Vineland, N. J., during that city's safety effort. Spot announcements, window displays and a loudspeaker carrying safety messages from an airplane piloted by Fred Wood, station's manager, were used. Prizes were given by station to children writing the best safety essays, and over 5,000 buttons promoting the campaign were distributed in WBZB's immediate coverage area.

BRAND Names Foundation will be held at annual dinner dance of Philadelphia Club of Advertising Women, Feb. 24.

COAST-to-coast concert tour under auspices of RCA Victor Div. of RCA will be made by NBC symphony orchestra.

Medication Granted

KAFY Bakersfield, Calif. — Granted mod. CP which authorized change frequency, etc., (to change trans. loc. and make changes in authorized DA system to increase efficiency; eng. cond.

Application Denied

Rolins Bros., Inc., Georgetown, Del. — Denied application for CP to replace expired permit which authorized new station on 1070 kW to 1 kW and stated the allocations committee was not diligent in proceeding with the application without prejudice to company filing new application for same facilities.

Hearing Designated

KWIC Popular Radio Station designated for hearing April 2 in Washington application for change of license to 1000 kW 250 kW, increase power from 250 to 1 kW, install DA-1940 change trans. loc. and install new trans. and made WTAD Quincy Ill. to WYK Oklahoma City parties to proceeding.

WABR Baton Rouge, La. — Designated for hearing April 14 in Washington application for CP to change license of WIBS-AM 1500 kW 3100 kW to 1000 kW 250 kW, install new trans. and change trans. loc. made WING Dayton and WAMS Monroe, parties to proceeding.

Petition Granted

Radio Reading, Reading, Pa. — Granted extension of time within which to make petition to amend application to specify trans. and ground system, on condition that petition was presented on or before May 8, 1950. Application by order of May 8, 1950, are copied with with file extended for 30 days and upon understanding that no further extensions of time will be granted to petitioner; amended order dated Dec. 14, 1950 to specify date to May 1, 1950.

Extension Denied

KELL Watertown, S.D. — Denied extension of time for completion of station which was extended for three months additional time is only desired to (Continued on page 88)

FCC Actions (Continued from page 38)

February 7 Applications

ACCEP TED FOR FILING

AM—1350 kc
Mendocino Best., Ukiah, Calif. — New AM station 1350 kc 250 w. wall, AMEND to request 1350 kc 250 w. un. w. w.

AM—1440 kc
A. H. Kimbell & J. D. Sinnard, Athens, Ohio.—CP new AM station 1440 kc 250 w. SH AMEND to request 1540 kc 1 kw D.

AM—790 kc
KYFO Lubbock, Tex.—CP new AM station 790 kc 250 w. UNLAM 790 kc 5 kw D. SH AMEND to request 790 kc 5 kw D.

AM—1500 kc
Carl F. Scudder, Grand Coulee, Wash.—CP new AM station 1500 kc 250 w. SH AMEND to request 1600 kc.

License for CP

WLKL Cleoquet, Minn.—License for CP new AM station.

WFLF-AM, Waterford, Mich. — License for CP new AM station change frequency, increase power, install DA etc.

License for Modification CP

MOD. CP new AM station for extension of license date to Dec. 31, 1950, for WEX, Bm. — WSFT, Prestonburg, Ky. — Correction of license for new station 250 kw 5 kw D. and (for 45 kw D.)

WLEE Richmond, Va.—CP old station 220 kw 5 kw D. and (for 45 kw D. extension of completion date to Mar. 15, 1950. (For WIVR, Mald. — CP new FM station for extension of completion date to Mar. 31, 1950.

KCRS Cedar Rapids, Ia.—CP new FM station to change ERP to 49.3 kw.

KAWW Albuquerque, N. Mex. — CP for extension of license for new noncommercial educational FM station.

License for CP

WSPD-TV-AM Columbus, Ohio.—License for CP new commercial TV station to change trans. location and change ERP from 27.4 kw to 14.4 kw. at 59.5 kv s. 12.5 kv a.

License for Modification CP

WHOM Jersey City, N. J.—CP for new AM station to change frequency, etc. (For WING—CP new AM station 1950 kc 250 w. to 1950 kc 1 kw.

Modification of License

LICENSE—CP new AM station 1950 kc 250 w. to 1950 kc 1 kw.

Applications

WBMW-TV-AM Toledo, Ohio — License for new commercial TV station to change frequency, etc. (For WING—CP new AM station 1950 kc 250 w. to 1950 kc 1 kw.

February 8 Decisions

BY COMMISSION EN BANC

Following granted changes in presently authorized FM facilities as indicated:

KKXK-FM St. Louis, Mo.—Change in power from 18 kw to 71 kw and ant. from 18 kw to 71 kw.

WZOL-FM Grafton, Ohio.—Change in power from 28 kw to 15 kw and ant. from 28 kw to 15 kw.

KGKA-TV-AM El Paso, Texas.—CP new AM station 1440 kc 250 w. to 1440 kc 1 kw.

KWPA Berkeley, Calif.—Change in frequency from 1274 to 1275 mc. (For WING—CP new AM station 1440 kc 250 w. to 1440 kc 1 kw.

WRIK-AM Ottumwa, Ia.—License to remain silent for period of 39 days in order to effect reorganiza- tion.

WHBF-TV Rock Island, Ill.—Granted application for extension of license date to July 5, 1950.

February 9 Decisions

BY COMMISSION EN BANC

CP Granted

WIBS Santerre, P. R.—Granted CP change trans. loc., change DA system; eng. cond.

Southwest Opportunity

A 250 watt daytime independent—with LISTENER PULL PROVEN BY HOOPER! On the air two years in a city of more than 25,000 people and a HOOPER SURVEY. To PROVE it's the best buy for the advertisers! Other interests force owner to sell at a BARGAIN PRICE. This station serves a city with retail sales of over $25,000,000.00 in a city of only 25,000 people! A second city of similar size only ten miles away. Price $15,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKHAM-HAMILTON COMPANY, INC.

media brokers

washington, D. C.
300 Pennsylvania Ave.
Winston-Salem, N. C.
Chattanooga, Tenn. 
Chicago Daily News
Washington Bldg.
Stirling 4541-2

SAN FRANCISCO
18 New York City House.
235 Montgomery St.
Randolph 6-4550

exbrook 2-5872

motion 

broadcasting • telecasting

February 13, 1950 • Page 87
NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS

**SUMMARY TO FEBRUARY 9**

**Class**

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air</th>
<th>Licensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,102</td>
<td>2,064</td>
</tr>
<tr>
<td>FM</td>
<td>723</td>
<td>472</td>
</tr>
<tr>
<td>TV</td>
<td>91</td>
<td>78</td>
</tr>
</tbody>
</table>

**Box Score**

- **AM Grants**: 2,102 (2,064 licensed)
- **FM Grants**: 723 (472 licensed)
- **TV Grants**: 91 (78 licensed)

- **AM Radio**: 2,102 stations, 2,064 licensed
- **FM Radio**: 723 stations, 472 licensed
- **TV Stations**: 91, 78 licensed

**Four on the air.**

**ASSIGNMENTS**

- **KELY, Eliz. Nev. (White Pine Broadcasting Co., 1230 kc, w 115,100, RF 600, application filed Feb. 2):**
  - Assigned to Frank J. Hoxie, 11200 Palm Ave., Eliz. Nev., for a w 115,100 AM station.
- **KALI, Passadena, Calif. (changed from KKWK (John H. Poole), KKWK (John H. Poole), KWKWX (KAR), KKWKWX):**
  - Assigned to William B. Kennedy, 11200 W. 42nd St., Los Angeles, Calif., for a w 115,100 AM station.
- **KTXC, Portland, Ore. (new license to applications of C. C. Sanders):**
  - Assigned to Robert C. Sanders, 201 W. 11th St., Portland, Ore., for a w 115,100 AM station.
- **KID, Idaho Falls, Ida. (initial decision by examiner Fanny N. Litvin):**
  - Assigned to William H. Ballard, 201 W. 11th St., Portland, Ore., for a w 115,100 AM station.

**AM LICENSE AMENDMENTS**

- **WBSH, Santa Fe, N.M. (change in daytime direction):**
  - License amended to includemono directional service.
- **WFBM, Miami Beach, Fla. (changes in daytime pattern):**
  - License amended to include mono directional service.

**AM LICENSE TRANSFER AND AMENDMENTS**

- **WFBM, Miami Beach, Fla. (change in daytime pattern):**
  - License amended to include mono directional service.
- **WBSH, Santa Fe, N.M. (changes in daytime direction):**
  - License amended to include mono directional service.

**AM LICENSE REVOCATION**

- **WFFU, Flint, Mich. (license revocation):**
  - License revoked for failure to meet technical requirements.

**AM LICENSE TRANSFERS**

- **WFBM, Miami Beach, Fla. (change in daytime pattern):**
  - License transferred to Robert C. Sanders, 201 W. 11th St., Portland, Ore., for a w 115,100 AM station.
- **WBSH, Santa Fe, N.M. (changes in daytime direction):**
  - License transferred to William H. Ballard, 201 W. 11th St., Portland, Ore., for a w 115,100 AM station.

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- **WBSH, Santa Fe, N.M. (change in daytime pattern):**
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- **WFBM, Miami Beach, Fla. (change in daytime pattern):**
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**AM LICENSE APPLICATIONS**

- **WFBM, Miami Beach, Fla. (change in daytime pattern):**
  - Application filed for a w 115,100 AM station.
- **WBSH, Santa Fe, N.M. (change in daytime pattern):**
  - Application filed for a w 115,100 AM station.

**AM LICENSE AMENDMENTS AND TRANSFERS**

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LOAN AWARDS
 Entries Close on Mar. 15
IE Alfred P. Sloan Radio Awards 
Traffic Safety has announced
pht special offerings to radio and
stations, networks and spon-
ors of commercial programs for
standing in兹nds to highway
fHery during 1949.
Four awards are to be made for
staining, and four for com-
nercially sponsored activities.
Re-
ents in the commercial category
be advertised by a number of
m.
One sustaining and one com-
mercial award will be made in each
these categories: Local radio
ions, regional or national net-
tworks, national or regional net-
tics and television. A mounted
me plaque will be presented to
winner.
Deadline for nomination entries
March 15. They will be judged by
six-member jury panel made
prominent leaders in safety,
cation and broadcasting. Among
are Kenneth G. Bartlett, dean,
iversity College, and director,
Workshop, Syracuse U., and
rge Jennings, director of radio,
ago Board of Education, and
sel, A., director of WORC.
The panel will consider all
plaints of the National Safety
nll's "public interest awards."-
ies, together with sample tran-
tions, supporting material, must
accomplish official,
aplications and sent to Paul
, director of public informa-
, National Safety Council, 20
th Wacker Drive, Chicago 6.

MILESTONES

- All locally-originated programs
over WTIC Hartford, Conn., car-
ried special birthday formats and
network programs gave anniver-
sary salutes, when WTIC celebrated
its 25th birthday, Feb. 10. Station
began with 600 w power and now
has 5 kw. It is one of the six
starter affiliates of NBC.
- WEFM (FM) Chicago marks its
10th anniversary this month.
A special show is being offered by
the station every Sunday in February.
- Second anniversary of WLTW
(TV) Cincinnati was celebrated
Feb. 11 by special personal appear-
ances of the cast of NBC-TV's
Kukla, Fran & Ollie and perform-
ances by stars of WLWT and
WLW, station's AM affiliate.
- February marks the 26th year
of operation by WORC Worcester,
Mass. Station reports it was the
first in the 100 w category to be
come affiliated with a major net-
work, CBS, in 1931. WORC has
been managed by Mildred Stanton
for the past 26 years.
- Lowell Institute Cooperative
Broadcasting Council, Boston,
which presents shows over eight
Boston stations, is celebrating its
third year of broadcasting.

EXAMINER HIT
On Foreign Language Station
CONDEMNATION of foreign lan-
guage broadcasting voiced by FCC
Hearing Examiner Hugh B. Hutch-
ison was sharply rebuked in oral
argument before the Commission
last week. His conclusion—gener-
ally that foreign language shows
 retard Americanization processes
—was given in his initial decision
in the Boston proceeding to choose
between WORC and WORL
[BROADCASTING, Nov. 7, 1949].

Vigorous opposition was pre-
ented by WHOM New York, which
although not a party to the pro-
ceeding, had been granted permis-
sion to participate in the argument
amicus curiae. Similar position
was taken by counsel for Joseph
Solimene, Jr., counsel to the
panel made

ROCRY DRIVE
KFI, 200 Stores Cooperate

TENSI
eous promotional tieup
KFI Los Angeles and ap-
Z
im 200 multiple-unit Loan
geens, with KFI stores has
started and will continue
out the year.

Arrangement involves a con-
ning series of KFI "value
sets" which do not make them
 tion and the retail groceries, all
 whom do over $200 million busi-
 annually. During these weeks
station's leading programs ad-
ting grocery products will
et listeners into cooperating
 s who are supporting the pro-
 with extensive use of seven
ferent types of promotional
erease material provided by the
ation.
KFI-advertised items will be
onas mass display.

According to Kevin Sweeney,
"sales and promotion manager,
station believes the series of
otions will produce "substan-
ial sales increases" for KFI-adver-
ed products in every store. Mr.
Sweeney figures that the 200
ions of individual sales of groc-
 products are made by KFI
onalities, programs and an-
ements every day," and are
nt to make certain that these
les are consummated at the
ce's cash register ... ."

COURT BAN
WMAQ Finds Disagreement
WMAQ (NBC) Chicago, battling
official City Council rules han-
ning broadcast of Council proceed-
ings, has found seven aldermen who
disagree with the policy. [BROAD-
CASTING, Feb. 6]. They went on
record in favor of such broadcasts
via tape at the request of WMAQ
Newman Len O'Connor, who con-
ducts the daily News on the Spot
show.

Mr. O'Connor, who was refused
permission to tape-record a public
hearing of the transportation com-
mittee Jan. 31, hopes to record in-
views with 50 aldermen on the
subject before the next Council
meeting March 2. At that time a
resolution seeking permission for
stations to cover the sessions with
recorders and cameras (for video)
expected to be submitted by Ald.
Nicholas Bohling.

Air interviews with the seven
aldermen featured their answers
to (1) What do you think of the
broadcast Council proceedings?
(2) Would you support a resolu-
ment allowing broadcasts? (3) Can
you think of any reason why the
Council should be afraid to per-
mit broadcasts?

Rosewell On WWSW
A. K. (Rosey) ROSEWELL broad-
casts Pittsburgh Pirates baseball
games, at home and away on
WWSW Pittsburgh. He also con-
ducts a morning show Rosey Bits
on WJAS Pittsburgh. [BROAD-
CASTING, Feb. 6]. He is listed in
that he will return to broadcast
the Pirate games on WJAS.

Kobak Sr. Is Nominee
EDGAR KOBAK Sr., consultant
and part-owner of WTWA Thom-
son, Ga., is among the nominees
for a small stations NAB board
post. In EXAMINER EAGLE Feb.
1, he was incorrectly listed as his
son, Edgar Kobak Jr., who is general
manager of WTWA.

NEW AM GRANT
Proposed for Lawrence, Kan.
INITIAL DECISIONS of FCC
hearing examiners were reported
by the Commission last week rec-
commending the new station grant
and improvements in facilities for
KID Idaho Falls, Idaho; KBPS
Portland, Ore., and KIOA
Des Moines.

New AM outlet at Lawrence, Kan.,
... on 3200 kc, 500 w day-
time only was recommended by Ex-
aminer Fanny N. Litvin for Loula
McGron, the owner of the
estate of L. C. Harrison, trading as
Lawrence Broadcasting Co. Mr.
Harrison died in November 1948,
five months after his application
was filed. The grant was favored
although slight mutual interference
would result with KCKN Kansas
City and KFHI Wichita, both Kan.

Examiner Litvin also issued a
recommendation to grant the ap-
lication of KID to switch from 5 kc
, 600 w night on 1350 kc, direc-
tional, to 5 kw day, 1 kw night on
590 kc, directional night. The
grant was favored in spite of some
nighttime interference to WOW
Omaha; KFKM San Bernardino,
Cal., and KSUB Cedar City, Utah,
because of local gains in first
primary service.

Examiner Hugh B. Hutchinson
proposed to grant Benson Polytech-
nical School's KBPS increased
hours of operation and power boost
to 250 w from present 100 w, operat-
ing specified hours on 1450 kc. He
deposed to deny bid of Hugh
Francis McKee, assistant manager
and technical supervisor of KGH
Missoula, Mont. The examiner
found KBPS' past performance
over indefinite proposals made by
Mr. McKee.

Examiner Basil P. Cooper rec-
ommended grant of KIOA's request
to change its daytime directional
array on condition the station take
steps to eliminate any overlap that
might result with KMA Shenan-
1, he was incorrectly listed as his
son, Edgar Kobak Jr., who is general
manager of WTWA.

February 13, 1950 • Page 89
COM. JONES CASTIGATES 'ECONOMIC THINKING'

IN ATTACK on "economic thinking" in industry, F.C.X. Comm. Robert F. Jones said in speech Thursday night that problem of "getting television to all the people" is "almost as far from solution as it was in 1941." He feared that "education has little to be done by industry and its eminent engineers to help us in the current hearings with this problem."

Addressing Lima (Ohio) Section of American Institute of Electrical Engineers, Com. Jones said that "heretofore I had, for the most part, a healthy respect for the industry's technical committees." But, he said, "more recent experience with them has raised some questions in my mind as to whether or not they have that objectivity that I had always associated with the engineering and scientific profession."

"Where a year ago I credited the big executives with imaginative genius," he said at another point, "I now realize . . . that they have a negative approach until economic necessity drives them to pitching in and finding answers for the Commission and, of course, for themselves."

One of TV's greatest problems, he said, is "inflexibility" of standards. FCC "must be careful not to write its standards in such a way that one or two patent holders will dominate a whole portion of the broadcasting industry," he said.

FCC ASKED TO HALT TRANSIT RADIO SERVICE

PETITION filed Friday with FCC charging transit radio is contrary to "public interest" and asking Commission to halt service. Brief, prepared by Washington. Attorneys Franklin S. Pollak and Guy Martin on their own behalf, parallels complaints filed earlier by Transit Riders Assn. (see early story, page 24). FCC currently has F.R study underway.

Petition also asks FCC to (1) rule that transit radio violates Commission rules and regulations governing station licenses; (2) annul all licenses of license revocation "as far as necessary;" (3) take no final action on license, renewal and permittee bids; (4) furnish attorneys with copies of contract between Washington Transit Radio Inc. and WWDC-FM (Capital Broadcasting Co.) franchise holder; (5) appoint public counsel to present to Commission above requests.

Attorneys charged WWDC-FM transit broadcasts violate original representations made by Capital Broadcasting Co. in application for station CP; that programs impinge on individual's "right of privacy;" and that system utilizes unauthorized super sonic device to raise volume of commercials.

HORSE RACING BILL

BILL to authorize FCC to prohibit airing of horse race odds and winners in conflict with state laws introduced in Congress by Rep. Charles E. Bennett (Fla.) receives Florida Atty. Gen. Richard Irvin. Measure (HR-7233) would prohibit such broadcasts 30 minutes immediately preceding and following scheduled race. Rep. Bennett said proposal is aimed at illegal gambling operations and designed primarily to cover wire communication. TV would be included. Legislation would not outlaw such broadcasts per se unless FCC should so rule.

WMAN ASKS INJECTION FOR BASKETBALL RIGHTS

DECISION to be handed down Tuesday in Richland Co. (Ohio) Common Pleas Court on plea of WMAN Mansfield to enjoin local school board from allegedly discriminating against station by denying it play-by-play rights for high school basketball games.

Judge Calhoun held at hearing that neighboring stations in Ashland, Fostoria and Sandusky accept basketball games, but Mansfield hopes "in the same way" to be permitted to transmit games. J. M. O'Hara, WMAN president and general manager, claimed board is influenced by Mansfield News Journal, owned by S. A. and Isadore Horvitz. Means, Horvitz are defendants in antitrust suit filed by Dept. of Justice alleging coercive practices in Lorain and Elyria, Ohio, to prevent advertisers from buying time on WEOL Elyria. U. S. District Court to open hearing of similar case in Cleveland March 1.

School board received over 10,000 letters and petitions in three days protesting denial of play-by-play rights to WMAN. Board offered station four-year contract if play-by-play accounts would not automatically cancel if any one game is missed unless for mechanical failure. Station rejected this.

CBS 1949 INCOME DOWN

Net income of CBS in 1949 reported Friday as $4,184,100, down from $878,500 of 1948 figure. In 1949 income before Federal income taxes was $7,293,100; in 1948, $8,141,700. Federal income taxes were $3,450,000 in 1949 and $3,100,000 in 1948. Financial report is for CBS and subsidiaries, including Columbia Records Inc. Earnings per share in 1949 were $2.44, compared with $2.94 in 1948.

CENSUS WARNING

NETWORKS and movie producers asked to avoid future dramas in which census takers are impersonated. Frank R. Wilson, Census Bureau information director, reminded that all facts collected by bureau are confidential. Broadcasters and film interests asked to avoid plots that would cast suspicion on motive of genuine census enumerator, who carries credentials.

O'CEDAR IN 17 MARKETS

O'CEDAR Corp., Chicago, sponsors one-minute and 20-second TV spots this week in 17 markets for 13 weeks for new product, Sponge Mop. Agency, Young & Rubicam, Chicago.

NAB BOARD

(Continued from page 4)

Arkansas import suspensions by Supreme Court, until new test case developed.

To provide revenue for a general manager's setup, board cut certain allocations, among them $5,000 annual contribution to Federal Radio Education Committee, and cut of Inter-American Assn. of Broadcasters from $8,400 to $4,000, with travel allotment reduced from $3,000 to $2,000.

Board at concluding session adopted resolutions paying eight veteran members who retire with April convention.

Retiring directors are Mr. McCollough; G. Richard Shafto, WIS Columbia, S. C.; Campbell; Armitage, WAB Norfolk, Va.; H. B. Terry, KLG Denver; Robert Enoch, formerly KTOK Oklahoma City; Michael R. Hanna, WHCU Ithaca, N. Y.; Henry W. Slavick, WMC Memphis; Howard Lane, WJJJD Chicago.

economic expert, NAB board of directors 1 week authorized him to undertake exploratory study for possible creation of business advisory council comprising leading industrists and broadcasters to appraise national business situation and is awaiting his pleasure. NAB board at meeting last week in Chandler, Calif. agreed to have six top speakers only, with staff level reports or sessions on theory that these are adequately covered at district meetings.

THAT House commerce committee's re hearing may not start Feb. 20 as scheduled Subcommittee Chairman George Sadowski (Mich.) is ill in Detroit and not expected back this week. Additionally, some of subcommittee men would like to see color television demonstration, which are also slated Feb. 20.

MEG ZAHRT, radio and public relations director of Polasky's, Akron department store, who has walked off with numerous NRPGA citations, shortly joins BAB at New York headquarters as replacement for Lee Hart, now leave.

KENYON & ECKHARDT, New York, expect to submit another topflight comedian this time disc jockey to its client, Borden Co., place of Bob Hope, whose request for clearance from Lever Bros. to do Borden show reports turned down Friday afternoon (see st page 20).

FEATHER in cap of Broadcast Advertisers Bureau was the "1949 last week of AAAA buyers' committee agreement on principle" was principle for BAB TV rate card recommendation (Ts casting, Nov. 21, 1949). Committee suggest new clause dealing with commercial time in provide that stations would recognize that limit may vary in certain instances, and that exchange might be made in special cases. Committee will submit counter suggestions in days which then will go to NAB board or B committee.

MOVES to enter suit for alleged copyright infringement against trade journals which published copyrighted BAB material with authorization was made at NAB board meeting at Chandler last week but was tabled, to "pour" at least. Proposed motion cited non-NAB members as a benefit of E service through such alleged unauthorized publication. Several score purported infrinements were cited, some of them dealing with "full text" reproductions.

FABST Blue Ribbon beer beer advertisement March 1 take off a spot bought for $500,000 from St. Ni Arena, New York, of CBS-TV, 30 sec. Spot, for sponsor, P. Ballantine & Son (ale & beer), to be put Feb. 22.

PAN AMERICAN coffee bureau understood be considering spot announcement campaign for spring. Federal Adv., New York, is agent.
We believe that a radio station has a duty to its advertisers and to its listeners. We believe that, every once in a while, it is a radio station's duty to restate its principles, to review its purpose for being, and to advise its advertisers and listeners of the company they are keeping.

At WGAR, our actions are governed by certain beliefs that we feel are important for the good of listeners and for the benefit of our clients.

1. We have one rate card. All WGAR advertisers pay the same amount of money for similar services. And we do not accept P. I. advertising.

2. We believe that any attempt to buy listening by offering prizes as a reward is a deception not in the public interest. Our high listenership is created and maintained through the exceptional entertainment and informational value of our programs.

3. Every day, Cleveland's Friendly Station is invited into hundreds of thousands of homes in Northeastern Ohio. Therefore we strive to act as a becoming guest. No advertising matter, programs or announcements are accepted which would be offensive, deceptive or injurious to the interests of the public.

4. We believe in fairness to responsible people of all convictions. Those of different religious faiths broadcast freely...and free...over our facilities. Balanced controversies are aired regularly without charge. We practice freedom of expression without penalty to those whose opinions differ from our own.

5. We believe that we serve our advertisers more effectively by broadcasting no more than a single announcement between programs.

These are but a few of the principles by which WGAR lives. For more complete information, write for a printed copy of WGAR's code of operating rules and advertising standards. It is a guide that results in listener belief in us...and helps us to best serve them and our advertisers.

And there are more of both...listeners and advertisers...than ever before. In 19 years, we have grown from 500 watts to 50,000 watts. Our business in 1949 set an all-time record.

If you are not advertising on WGAR, we invite you into the good company of those who are.
Tough Battle?

Take it with a grain of salt. For if the problem of using television on a modest budget seems hard to beat, you can call up reinforcements by calling up Radio Sales. As a noted New York retailer did. And found he could win big sales victories by using a low-cost Class C quarter-hour on WOR-TV once a week. Proclaimed he: "In December 1949, we eliminated newspapers and concentrated solely on TV. The results show a substantial increase in business over December 1948. Our TV show has been directly responsible."

To carry on a strong TV campaign, call in your Radio Sales TV Account Executive. With his first-hand experience, he can help you win your sales battles...in six of your most important television markets.

RADIO SALES

Radio and Television Stations Representatives...CBS