National Safety Council Honors WHO for Fourth Consecutive Year!

WHO's selection for the National Safety Council's Public Interest Award marks the fourth consecutive year in which this 50,000 watt Clear Channel Station has been cited "for distinguished service"..."for exceptional service" to safety on the farm.

Proud as we are of this Award, we are more proud of the people on our staff who helped us win it—the script writers, music arrangers and producers—the announcers, the guest speakers, the civic organizations who cooperated to make broadcasting realities from farm-safety ideas.

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
WHAS-TV . . . soon on the air . . . will be represented nationally by Edward Petry and Company. Petry has represented WHAS since 1933.
Frank M. Headley, Dwight S. Reed and Paul R. Weeks

Announce the formation of

H-R Representatives, Inc.

NEW YORK CHICAGO SAN FRANCISCO

405 Lexington Ave. 79 West Monroe St.
New York City Chicago, Illinois
Murrayhill 9-7463
NBC PRESIDENT Joseph H. McConnell in Washington Friday for further consultations with FCC representatives on FCC's tentative ruling against arrangements for NBC's projected 24-hour Saturday night TV series (earlier story, page 68). He returned to New York without commenting, but in Washington it was assumed NBC would not contest FCC's decision.

WILEY, FRAZEE & DAVENPORT, New York, recommending intensive spot-announcement campaign in about 100 major markets to its client, Amuro Prod. Co. (Ammoniated footbath). Inquirer's deadline was 24-hour rule.

IT BECOMES more evident that NAB's new general manager, authorized by board at Arizona meeting fortnight ago, will be selected from outside NAB staff. President Miller understood seeking expert in internal administration rather than specialist. Practical broadcasting experience regarded as prerequisite.

NETWORK head-shaking at some phases of NAB headquarters operation said to have been aired at mid-week New York meeting of top-level executives. Future attitude of networks, now associate members, discussed at length.

REALIGNMENT of NAB structure was premised largely on theory that entire organization has had quarter-century of experience in radio—hence no need for Radio Division as such. TV, being a new medium, requiring special attention and coordination with all bureaus, is retained under G. Emerson Markham.

THAT SECOND Sadowski Bill, to provide for reorganization of FCC procedures, may originate in this fashion: FCC, whose staff abetted with first Sadowski measure (HR 6849), is preparing detailed comments on Senate-passed McFarland Bill (S 1973), which also reorganizes FCC procedures and is pending before House radio subcommittee headed by Rep. George Halsey (D-Mich.). That bill looks for ideas expressed in FCC's comments to turn up in new legislation which may be introduced as second Sadowski Bill. Exit McFarland Bill?

DON McNIELl, of ABC's Breakfast Club, who is being wooed by CBS and NBC, reportedly advised to remain with ABC at recent meeting with his sponsors, Swift & Co., Philco and General Mills. Mr. McNiel expected to start simulcasting morning strip before fall.

PHILLIPS "66" through Lambert & Feasley, New York, negotiating with Rex Allen, hill-billy star, in Hollywood for half-hour network show. CBS probably will be network.

NOW THAT FCC has approved test of Zenith Phonevision, dollar-in-slot version of TV, there's speculation in Hollywood about Comdr.

(Continued on page 88)
The always-rich Wilmington market has heartily welcomed the only television station located in the state of Delaware—WDEL-TV—on the air since June 30, 1949. Viewers are enthusiastic about this, their own television station. Already, tuning WDEL-TV is a fixed habit—and set sales are showing a tremendous growth every month. This is due to the clearer picture this local outlet brings, the resourceful and varied local programming and NBC network shows. Be sure your sales story is effectively seen and heard in the Wilmington market where residents enjoy far above average per capita income—fifth in the nation. Enjoy as do many foremost advertisers, new, profitable business this year from selling on WDEL-TV. Write for information.

Represented by Robert Meeker Associates
CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

STEINMAN STATIONS
CLAIR R. McCOLLOUGH, General Manager

WGAL WGAL-TV WGAL-FM
Lancaster, Pa.

WKBW WRAW WORK WEST WEST-FM

WDEL WDEL-TV WDEL-FM
Wilmington, Del.
THE EYES OF INDIANA ARE UPON US

WFBM-TV
Channel 6
Program Schedule for February and March
24 GAMES OF THE INDIANA HIGH SCHOOL BASKETBALL TOURNAMENT FROM SECTIONALS TO FINALS

Butler field house, Indianapolis, is the home of the most attention-compelling basketball contest in the U. S. A. Until this year only a capacity of 1,500 lucky Hoosiers could see this great contest. This year, WFBM-TV reaches an arena of homes where approximately four million basketball fans live.

First again in Indiana, WFBM-TV is writing another inspiring chapter in the history of Hoosier sports. Beginning on February 22, all games of one of this State's outstanding sport contests, the Indiana High School Basketball Tournament, will be telecast statewide to an eager and basketball-crazy audience.

The entire program is sponsored by local RCA-Victor dealers, and thanks are due Mr. L. V. Phillips, Commissioner of the Indiana High School Athletic Association, and the board of that Association, for permission to telecast the games.

It's no wonder the eyes of Indiana are upon us. And it's our aim to keep them there. Our program schedule is loaded with exciting sports events and other popular and entertaining programs. And with inter-connection due in the fall, WFBM-TV's service to the Indiana audience will be greater than ever.
If WWDC did a selling job with 250 watts, what do you think it will do for you with 5000 watts? This new power means new listeners for your message on WWDC—250,000 of them! It means more value, more results from every advertising dollar you spend on WWDC, now more than ever Washington's big independent. Get the whole story from your Forjoe man today.

WWDC-FM — 20,000 WATTS — THE TRANSIT RADIO STATION FOR WASHINGTON
"Here it is, America!"

SAYS STUDEBAKER... THE "NEXT LOOK" IN CARS

And to make sure America gets the word, Studebaker uses Spot Radio. Gets all-important local impact, keeps dealers happy, proves Spot can do a job for products that rank high in the "considered purchase" class.

Spot puts added sales pressure behind just about any product. Does it for your product, too . . . especially when you use the top Spot stations listed here . . .
"Any advertiser can—and most advertisers should—use SPOT RADIO"

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REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE YANKEE NETWORK
TEXAS QUALITY NETWORK
O. U. FIRST IN FOOTBALL
GOODRICH FIRST IN SALES

Yes, in the fall of 1949, cash registers in the
B. F. Goodrich stores began to hum! Slowly
but surely the Oklahoma City District climbed
into First Place among all other Goodrich distri-
tions in the nation.

Backing that climb was a carefully selected
program of advertising—sponsorship of the
1949 Oklahoma University football games over
KOMA. Week after week the Goodrich story
grew to 45.1 per cent of the Oklahoma City
metropolitan audience, as determined by lis-
tener surveys.

Let your story be a KOMA success story. Let
us or Avery Knodel give you the complete pic-
ture of why KOMA is Oklahoma’s best buy in
radio.

J. J. Bernard
General Manager

Mr. Strubing

KENNETH H. WARD, formerly with Schoenfeld, Huber
Green Ltd., Chicago, joins Poliya Inc., Terre Haute, Ind., as account execu-
tive.

and JOSEPH R. MICKLE Agency, Philadelphia, merge into new corpora-
tion known as Rolley & Reynolds Inc. WM. GLEN ROLLEY appointed
president and chairman of board of new company. WM. T. REYNOLDS
named vice president and treasurer and MARY B. MICKLE appointed
vice president on account executive.

BERNARD H. LOMBERG, formerly advertising manager of International Trud
Co., appointed head of radio and television sales department. Headquarters at
1001 Sansom St., Philadelphia 9.

ROBERT H. GASS, former advertising and sales promotion manager of
Evans-Winter Webb Co., Detroit, joins Zimmer-Keller Inc., Detroit, as account
executive.

CAHILL, GORDON, ZACHARY & REINDEL, New York, announces opening of
European office at 52 Ave. des Champs Elysees, Paris. FREDRICK C. KEMP
NER is manager.

HARVEY Q. HICKMAN, formerly account executive with John Freiburg & Co
Los Angeles, joins Hal Stetuna Inc., that city, in similar capacity.

PAUL E. JACKSON, general partner of Jackson & Co., New York, is managin;
new Chicago office of firm at 30 N. LaSalle St. Phone: Randolph 6-5453.

WILLIAM T. MAXFIELD, formerly vice president and account executive
Lindale Adv., Glendale, Calif., joins Newton A. Free Co., Los Angeles, in
similar capacity.

HELEN CILLER GRANT, formerly with Ruthrauff & Ryan, New York, join
copy department of Duane Jones Co., New York.

JOHN R. MARKEY, formerly operator of his own Vancouver, B. C., agency
and WILMA MAHONEY, market research specialist, join staff of Charlie
Rosen Adv., Hollywood. Mr. Markey is merchandising director; Miss Mahoney
is supervisor of market research and analysis. Firm recently moved to larger
quarters at 1418 N. Highland Ave. Phone is Hudson 2-1181.

NELSON AMSDEN, formerly with McCann-Erickson, Cleveland, Neal D. Ivey
Philadelphia, and sales and merchandising consultant for a number of com-
panies, appointed by Morey, Humm & Johnston Inc., New York, at its mer-
chandising counselor.

BRUCE LINDEKE, for past four years operator of his own Los Angeles
advertising agency, joins Mayers Co., same city, as account executive.

WILLIAM A. MURRAY joins media department of Detroit division of Brooke
Smith, French & Dorrance, New York.

LEONARD SHANE Agency, Inglewood, Calif., opens client service and media
office at 1127 Wilshire Blvd., Suite 307, Los Angeles. Telephone: Michigan 3231
Other operations continue at Inglewood office.

JOHN BRR YOUNG & Assoc., New York, moves to Steinway Hall, 113 W. 57th St.,
New York.

BROADCASTING • Telecasting
What shape are you in St. Louis?

KXOK

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers... check the time costs... check the extra reach of KXOK's clear signal at 630 on the dial... and it all adds up to KXOK's top-run position as the No. 1 buy! KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

St. Louis' ABC Station
12th & Delmar, CH. 3700
630 KC - 5000 WATTS - FULL TIME

Owned and operated by the St. Louis Star Times. Represented by John Blair and Co.
See what else the South's Greatest Salesman gives you:

Advertising for our advertisers every day 24 sheet posters, streetcar dash signs, full-page newspaper advertisements, store displays, work with jobbers and leading retailers—WWL uses all of these—the greatest audience-building program in the South.

He racks up leading Hoopers—
gets biggest share of audience

Latest Hooper shows WWL share-of-audience ahead of any New Orleans station. Nighttime WWL has greater share than next 2 stations combined!
South's Greatest Salesman Helps Raise Better Crops

Farmers in 7 states profit from WWL's varied farm program. WWL helps them harvest bigger, more profitable crops—and sells them all the while! Only WWL directs herd improvement contests, provides weather and market reports, on-the-scene rural broadcasts, 4-H Club programs.

He's a favorite all over the map

WWL primary coverage covers a two-billion-dollar trading area. 50,000 watts, clear channel, and top programming makes folks turn first to WWL.
Watta mess! Watta racket!
Hammers, saws, carpenters, electricians, painters—all tryin' to finish up at the same time.
I feel like "curb-stone willie."
It won't be long now, tho, til we have somethin' like St. Peter might've ordered...
the facilities to back up the kind of radio results we've been giving advertisers for a long time.
Now 98

CBS SHOWS ON KTSA

Day and Night... an endless parade of the best in radio entertainment for KTSA listeners! Great programs, great features, great personalities! All this, plus top local programs and features with an unexcelled coverage of all the news.

No wonder more and more people say, ....... "It's on KTSA"!

A list of current CBS programs will be sent on request.
The sponsor goes
America's greatest advertisers know from long experience where to find Chicago listeners in the greatest numbers. That's why more of them use WBBM, more than any other Chicago station, for their main radio advertising effort. So do Chicago's smartest local advertisers. Just look for the sponsors. That's where the listeners are!
WHEN you get right down to it, programming Know-How is what makes the difference between a great station and "just another station." And this difference is what makes great stations outstanding advertising values!

We of KWKH have had 24 years' experience in our Southern market. As a result, we've got a "native-son" approach to the Southern mind, heart and ear—a knack for programming that's unmatched in this area. The proof? Latest Shreveport Hoopers (Nov.-Dec., '49) credit KWKH with top ratings in all weekday periods—

KWKH is 52.0% higher than the next station for Total Rated Periods—actually 82.3% higher, weekday Mornings!

BMB and mail-pull figures prove that KWKH does an equally superior job in rural areas too. . . . Let us send you all the facts about KWKH's sales-influence in the prosperous New South!

50,000 Watts  •  CBS  •  The Branham Company

Henry Clay, General Manager
Sponsorship of 1950 baseball schedules, including major and minor league games, will bring total advertiser budgets well past the $20 million mark—this is not counting the satellite programs and pots built around these games, according to a pre-season roundup by Broadcasting.

While some contracts are still in negotiation, it already is obvious that more sponsors will spend more money on baseball than they have in previous years. More listeners and viewers will tune in play-by-play coverage when the season opens in April.

A major addition to the 1950 diamond lineup is the MBS 350-station package (Broadcasting, Feb. 13). A blanket survey by Broadcasting last week found the major league cities about ready for the season. Most contracts were in agreement, though West Coast teams didn't yet have theirs signed.

Chamberlain Reports

League cities expect to pick up their coverage of league games, including home and away games of the Cubs, Yankees and Dodgers, as well as the 1950 American League. Chicago Cubs and New York Yankees are expected to pick up substantial broadcast contracts. Los Angeles, San Francisco, St. Louis and Pittsburgh are expected to be part of the broadcast合同.

Yankee Sponsorship

Boston University Radio (Continued on page 52)
RED CROSS FUND
Radio, TV To Aid Drive

MAJOR radio and television networks will join in observing "Red Cross Day" on March 1 when the American Red Cross launches its month-long 1950 campaign, Howard Bonham, Red Cross vice president in charge of public relations, announced in Washington last week.

As in past years, Mr. Bonham said, each sustaining network program will feature a Red Cross message on the first day of the campaign and all commercial clients will be asked by the networks to tie-in or refer to the 1950 appeal.

Simultaneously, the more than 2,000 local stations in the United States plan to cooperate with Red Cross chapters in their communities by observing "Red Cross Day" and by supporting the drive throughout the month, Mr. Bonham stated. Programs, announcements and background material are being supplied by chapters.

Combined Networks

The campaign launching will be heralded by a half-hour kickoff show 10:30-11 p.m. on Tuesday, Feb. 28, over the combined networks of ABC, CBS and MBS. President Truman and General George C. Marshall, American Red Cross president, will speak.

Campaign radio plans also call for an all-star variety program on Monday, March 6; a six-program series of Red Cross transcriptions of national network star presentations; a pair of transcribed four-and-a-half-minute dramatic spots featuring Hollywood stars, which will be distributed through cooperation of the NAB; a series of transcribed announcements; a series of television slides and trailers; foreign language five announcements, and month-long radio and TV network coverage and special events.

Drawn for BROADCASTING by Sid Hix
"Our spot said Straightlye Antiseptic removes mouth bacteria, film, excessive acidity... but how were we to know it removes teeth too?"

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COLORADO UNIT
Plan Western Slope Network

PLANS for a new regional network comprised of five stations in western Colorado were announced last week. To be known as the Western Slope Network, the unit is scheduled to begin operations about June 1 with KFXJ Grand Junction as its key outlet. Other stations in the network will be KIUP Durango, KTBC Montrose, K3 until Craig and KGLN Glenwood Springs. Latter station is now under construction.

Purpose of the network is three-fold, officials said: (1) to promote radio in general in the western slope area; (2) to improve programming of all stations concerned through an exchange of ideas and programs such as sports, special events and news; (3) to attract national and regional advertisers by offering the five stations as a single package.

Tentative plans for the new network were made Feb. 5 in an all-day meeting in Grand Junction where Mendenhall and Arne Keese of the Mountain States Telephone and Telegraph Co. spoke to the group about line arrangements for the network. Jerry Pitch, director of the United Press Denver Bureau, outlined a proposed system of news coverage for the region. Future meetings are planned to work out final details.

Officials of the five stations attending the plans meeting included: Rex and Charles Howell, KFXJ and KGLN; Dick Miner, KRAI; George Cory, KUBC, and Pat O'Brien, KIUP.

Swan Elected

E. T. SWAN, vice president of Kellogg Sales Co., subsidiary of Kellogg Co., Battle Creek, Mich., has been elected president by the board of directors. He continues in the position of sales manager, which he has held since 1948.

CHRONOMETER with gold-initialed name plate is presented to C. E. Arney Jr. (center), NAB secretary-treasurer by the board of directors for 10 years service with the association. Presentation was made at the Chicago, Ill., board meeting, Feb. 8-10. Floral piece is presented by Mrs. Michael R. Hanna, wife of Director Hanna, WHCU Ithaca, N. Y. Holding the chronometer is Director Harry R. Spence, KXRO Aberdeen, Wash.

Mr. WILKEY
Mr. CAMPBELL

CBS WESTERN DIV. Campbell, Wilkey In Shift

IN ANOTHER realignment involving its Western Division, CBS last Thursday announced the appointment of Wendell B. Campbell, general manager of WCCO Minneapolis-St. Paul, as western sales manager for CBS network sales, and the elevation of Gene Wilkey, WCCO assistant general manager, to Mr. Campbell’s vacated post at the CBS owned-and-operated 50 kw outlet.

Mr. Campbell will headquarter in Chicago, succeeding Don Roberts, who resigned as CBS western sales manager. Mr. Roberts’ future plans were not announced, nor was there any replacement indicated for Mr. Wilkey at WCCO.

Both changes take effect today (Monday), according to J. L. Van Volkenburg, CBS vice president in charge of network sales, and J. Kelly Smith, CBS vice president in charge of station administration, who made the announcement.

Mr. Campbell joined CBS’ Radio Sales department in August 1938 and was western sales manager of CBS Radio Sales until September 1942. He then moved to KMOX St. Louis to become sales manager of the CBS owned-and-operated station. Later he was elevated to assistant general manager, then to general manager in 1945. He was named general manager of WCCO last year.

Mr. Wilkey came to WCCO from WDOD Chattanooga, a CBS affiliate, serving as production director and later program director and assistant general manager. Mr. Wilkey also has been general sales manager of the Twin Cities’ CBS outlet since late 1949.

CBS AFFILIATES
Coast Advisory Meet Set

SALES and programming as well as general operation problems will be discussed by some 35 station owners and managers at a 9th District CBS Affiliates Advisory Board meeting in Beverly Hills (Calif.) Hotel, Feb. 27-28. Meeting was called by Clyde F. Coombs, general manager of KROY Sacramento and director of CBS Affiliates Advisory Board.

Several of the network’s New York executives will participate in the sessions. They include: Frank Stanton, president; H. V. Akerman, vice president in charge of station relations; John J. Karol, general sales manager, and Louis Zusman, director of advertising.

West Coast network executives attending are:

Howard S. McGahan, vice president and general executive; Arthur Hall Hayes, vice president and general manager of KBCS San Francisco; Harry Ackerman, vice president and director of network and TV programs, Hollywood; Merle S. Jones, general manager of KNX Hollywood and CBS Pacific Network; A. E. Joscelyn, director of CBS Hollywood operations; Wayne E. Steffner, KNX-Pacific Network sales manager; George W. Allen, western program director.
Mr. REED  Mr. HEADLEY  Mr. WEEKS

Ray Hill 9-7463.
Mr. Headley, coincident with his moving to the new offices of H-R Representatives Thursday, announced the first station to engage his new firm was KMPC Los Angeles, a 60kw outlet owned by G. A. Richards. KMPC was not formerly represented by Headley-Reed.

Mr. Headley said other station clients would be announced soon. He said the policy of H-R Representatives would "concentrate on sales, not station relations." He added that many of the stations he had worked for at Headley-Reed had advised him of their intention to appoint its network representatives as soon as they could complete their present contracts with Headley-Reed. He pointed out that the Headley-Reed contracts of 27 AM stations and one TV station will expire within the calendar year 1960.

AM stations now represented by Headley-Reed Co. include: WSGN Birmingham, WBHS Huntsville, WALA Mobile, WSFA Montgomery, all Alabama; KJBS San Francisco; WEFL New Haven; WCON Atlanta, WDAB Columbus, Ga.; WBLS Atlanta; WSBK Rockford, Ill.; WGL Fort Wayne, Ind.; KBO Des Moines; WBT Baltimore; WSAR Fall River, Mass.; WSAW Green Bay, Wis.; WJSJ St. Joseph, Mo.; KMJJ Grand Island, Neb.; WBAB Atlantic City; WHLD Niagara Falls, WSYR Syracuse, WTRY Troy, WFAS White Plains, N. Y.; WOR New York; KQCO Colorado Springs, Colo.; WSIS Winston-Salem, N. C.; WJW Cleveland, WCOL Columbus, WONE Dayton, WFTD Toledo, WFMY Youngstown, Ohio; WSAN Allentown, WFBC Altoona, WJAC Johnstown, WLSN Lancaster, WEEU Reading, Pa.; WAPO Chattanooga; KOL Seattle; WKOW Madison, WEMP Milwaukee, Wisc. The firm also represents three TV stations: WTVN (TV) Columbus, Ohio, WICO (TV) Erie, WJAC- TV Johnstown, Pa., and will serve two more now under construction, WCON-TV Atlanta and WSYR Syracuse.

A SURPRISE BILL to require licensing of networks by the FCC and to include in the Commission's regulations any network sanctions against the networks was introduced in the House last Wednesday by Rep. Harry R. Sheppard (D-Calif.).

The bill, if the bill would supersede his pending measure (HR-2410) which instead of licensing networks would prohibit their ownership of stations [BROADCASTING, Feb. 14, 1949], this measure was slated for study in House subcommittee hearings slated March 13.

The new measure, Rep. Sheppard said, is designed to prevent network affiliates from "any discrimination or coercive practices," and at the same time "permits considerable FCC regulation of both independent and affiliated stations."

It would also "protect all sponsors and their agencies from discrimination or intimidation on the part of any network" and permit them "to be free to determine where and when their programs shall be broadcast, in addition to their regular network broadcast," said Rep. Sheppard.

Network licensing as provided in the bill would be similar to the established station - licensing procedures.

Additionally, stations seemingly would be permitted to rebroadcast any network program with the "express permission of the sponsor," and any other program with "the express permission of the originating station." And network would have to have a license if it consisted of two or more stations located in different states and was operated for the purpose of broadcasting "a substantial number of identical radio programs."

Network licenses would be issued for three-year terms, as in the case of radio stations.

Any network owned station could be revoked or suspended for a period up to 90 days (and any construction permits held by the network could be revoked) for violation of the Communications Act, FCC rules, or U.S. treaty; for attempts to coerce any station to violate FCC rules or otherwise operate improperly; for violation of any FCC cease-and-desist order.

Show Cause
Before revoking or suspending a license or issuing a cease-and-desist order, FCC would be required to institute show-cause proceedings against the network concerned. After hearing has been held the Commission could fine the network up to $500 a day for each day the offense was found to have been committed. This would be in lieu of revocation or suspension, but might be in addition to issuance of a cease-and-desist order.

Failure to pay the "fine" assessed would, unless FCC's order was set aside by the courts, result in revocation of the network license. The money would be paid to the U.S. Treasury.

The legislation would make it unlawful for any network or network representative to attempt "by threat of economic injury" or "by any means or by any abettors" to prevent any sponsor from permitting the rebroadcasting of his program. This would not apply where the subject of the broadcast is a sports event or other production to which an admission fee is charged.

The bill would empower FCC to investigate network practices with respect to the manner of selecting stations, to issue and to issue appropriate regulations. With respect to the rights of affiliates, the bill also provides: "any network or any station by the sponsor of a network program the network refuses to pay a radio station affiliated with it, at the rate to which the station would otherwise be entitled under the contract or affiliation, for broadcasting the program, and the station does not broadcast the program, no other station within the primary service area (as defined by the Commission) of the affiliated station shall rebroadcast the program without the consent of the permission of the affiliated station."

Pan-X Campaign
APPROXIMATE $300,000 will be spent by Pan-X Co. Los Angeles, for half a million, liquid cooking agent in a six-month national radio and television spot campaign on 80 stations in 20 major markets. The radio campaign starts Feb. 7; TV campaign begins about March 15. Agency is Cowan-Whitmore, Los Angeles.

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Pabst Pins

Its Blue Ribbon

On Radio and Television

by Bill Thompson

Best & Co., Beer Brewery, Whiskey Distilly or Vinegar Refinery on Prairieville Street, south side of the summit of the hill above Kilbourn town. Herewith we give notice to our friends that henceforth we will have bottom fermentation beer for sale, also good corn whiskey and vinegar by the barrel. We will endeavor to give our weary customers prompt and satisfactory service. For barley we will pay 44c per bushel.

***

On Washington's Birthday, 1846, the above advertisement appeared in the Wisconsin Banner, a Milwaukee weekly.

This single-column insertion by Pabst Brewing Co.'s founding fathers, costing little more than the quotation for a bushel of barley, marked the beginning of 106 years of uninterrupted advertising by the company.

In 1950, Pabst will spend more than $6 million for advertising, with a major portion allocated for radio and television. With this budget it hopes to better its 1949 sales record, which was the largest in its history.

The company's first radio program in 1926 (for the makers of Blue Ribbon Malt, who have since merged with Pabst) featured Richie Craig Jr., "the Blue Ribbon Jester," in three 15-minute periods weekly over the CBS network. The show cost $570 a week for talent, including a guest star. Time costs totaled $2,500 weekly.

One of Mr. Craig's first guests was an orchestra leader named Ben Bernie. Pabst officials never forgot the "terrific pace" of his patter. In 1928, the late Mr. Bernie and his orchestra signed for a half-hour show at $1,500 weekly, and its Blue Ribbon Malt tag, "Beer Mosta of the Besta," became a household phrase. He was paid $1,750 his second year, $2,000 his third, and by 1933 got $4,000 weekly after agreeing that he would not broadcast for any other product.

The advanced state of Pabst preparations for the revival of brewing in 1933 is indicated by the fact that the year of repeal, when both Pabst and its biggest rival were producing beer, the competitor's properties were assessed at almost as high a value of those of Pabst. However, a year before beer production commenced Pabst had buildings and machinery rated at 30% more than that of its rival.

Pabst also had prepared for advertising its product at the second Chicago World's Fair, which opened that year. (At the first, the World's Columbian Exposition of 1893, Pabst beer won a first award. The company's exhibit, featuring a gold model of its Milwaukee brewery, was widely acclaimed.) The famous Pabst Pavilion, where Ben Bernie reigned, was on the drawing boards by 1932; shortly after it appeared "A Century Of Progress," on Chicago's lakefront, would be a reality.

By 1935 Pabst had gained its share of the steady increase in total beer consumption during the post-prohibition upswing. A survey of 10 cities by the Ross Federal Research Corp. demonstrated the general effectiveness of its advertising campaigns. Personal interviews of 2,517 people showed that of those who had heard and seen beer advertising, 50% were using the product advertised, and 75% of these drank Pabst. A still more positive proof of advertising effectiveness was Pabst's sales leadership in 1936.

Network Radio Shelved

However, network radio was laid aside temporarily so that Pabst could place its advertising budget on a more flexible basis, which would permit gearing expenditures in various markets more directly to sales. This move opened up Pabst's era of spot and special events radio, which was continued through 1948 when the company resumed network advertising.

The first of Pabst's big-time radio appropriations went for the Groucho Marx show in March 1943. The Marx package cost $8,765, but total expenses amounted to between $10,000 and $12,000 a week. In June 1944, Kenny Baker and Robert Armbruster's orchestra, plus outstanding guest stars, came on for the remainder of the year. In 1945, Danny Kaye, Eve Arden and Lionel Stander, together with Harry James' orchestra, took over.

This first radio venture by Mr. Kaye was preceded during the summer by a schedule featuring the...
HARRIS PERLSTEIN

James orchestra. In the summer of 1949 Chicago Cubs at the Way Theatre signed on, to be followed in the fall by one of Pabst's most durable performers — Eddie Cantor. With Mr. Cantor as spearhead, the company was on radio shows and its slogan, "Thirty-three Fine Brews Blended into One Great Beer," the core of its promotional efforts. Distribution of point-of-purchase materials, such as pocket calendars and cardboard store displays, which began during the sponsorship of Groucho Marx, was accelerated in 175 cities.

It was "like parting with an old friend," company officials say, when Mr. Cantor left Pabst last October. Pabst had to fill the need for a different type program. So Lotte Riley was taken on for both AM and TV but not as a simulcast because "William Bendix, who stars in the sound version, was tied up by TV commitments." Jacky Gleason, Broadway and Hollywood comedian, plays Riley on TV.

Heavy Sports Schedule

For years Pabst has set a record among brewers for sponsorship of sports events. Prior to 1949, the company carried all of its sports on AM, but during the past year has entered television in a big way. It presented the 1949 Chicago Cubs home games, the recent Chicago championship pro football game between the Bears and the Cardinals, and also Chicago's Ninth Annual All-Star Bowling Tournament, a two-day event. It carried the New York football Giants' 1949 home games on AM, as well as the Hollywood Bowl and Angels baseball games on TV. Beginning March 1, Pabst will sponsor the fights from New York's St. Nicholas Arena over the CBS-TV network (Wednesday nights for nine weeks).

If Nate Perlstein, Pabst's radio and television-minded advertising director, has his way, the company's name will become more and more associated with sports. Although only 41, Mr. Perlstein has lived up to the reputation established by his brother Pabst baseball days, and certain Pabst events are now sponsored.

Radio's Power Laid

"Radio is an effective medium for Pabst because it reaches the largest number of people while they are at home relaxing," Mr. Perlstein told Broadcasting. "We like to contribute to that relaxation by means of subtle commercials, rather than to repeatedly slap the listener down with annoying plugs.

"In the broader sense, aside from its value as a commercial medium, radio is the backbone of America. It gives enjoyment in the home, keeping the family together. It is an important part of our American democracy." With a background in merchandising, Mr. Perlstein is missing no bets in merchandising Pabst radio and TV shows. He spends about 1.5 months each year fanning out from his Chicago office to troubleshoot markets.

Always alert to changing conditions in markets and competition, he holds frequent conferences with Warwick & Legler, New York agency which has handled the Pabst account for the past five years.

The history of the Pabst Brewing Co. is too long and involved to recount in detail. Here, however, are the chief milestones:

In 1842, two sons of Jacob Best Sr., great-grandfather of the present Frederick Pabst, set out from the father's brewery near Chicago to open a brewery in Mettemheim, Germany, for "the land of promise." Jacob Jr. and Charles Best set up a vinegar factory in Milwaukee and prospered so well that in less than two years their father, and his two other sons, Philip and Lorenz, joined them to establish Best & Co., Chicago.

In 1846 a youth named Frederick Pabst also came to the United States from Germany and by 1857 was a steamship captain on the Great Lakes. In 1862 he married a Miss Borchert, who was to become the mother of Philip Best, daughter, Maria, and two years later became an equal partner in Phillip Best & Co., successor to Best & Co. In 1866, the partnership with Mr. Phillip Best and Captain Pabst, as the latter was known throughout the company's history, was dissolved. A new agreement was drawn up between the Captain and Emil Schandein, who during the year had married another of Philip Best's daughters, Elisette.

Capt. Pabst's Acquisitions

This marked the beginning of the most striking years of success in the Pabst history, since the Captain was a most colorful character. He absorbed the Melms Brewery in Milwaukee in 1870; incorporated as the Phillips Best Brewing Co. in 1875 with capitalization of $900,000 (himself as president and Mr. Schandein as vice president); started bottling beer in 1875; was awarded a gold medal for his beer at the Philadelphia Centennial Exposition in 1876, and a similar award at the World's Fair in Paris in 1876; and by 1884 increased capital to $5 million.

Four months after Emil Schandein died in November 1888, the company acquired the name Pabst Brewing Co., for the first time, and capital stock was increased to $4 million. During the same year, the Captain refused to sell out to a British syndicate, the first in a series of refusals. In October 1892, Palk, Jung & Borchert Brewing Co. was absorbed and capital increased to $10 million. During this same year the Pabst Bldg. was erected in Milwaukee and he was captain became first president of the Wisconsin National Bank.

In November 1899 Pabst, already advertising-minded, gave Diamond Match Co. its last date for advertising on book matches. Captain Pabst died Jan. 1, 1904, and his son, Gustav, was elected president. Three years later the company's beer won the "highest award" at the International Foods Exposition in Antwerp. In 1916, Gustav Pabst was elected president of the United States Brewers Assn. By 1920, prohibition had forced Pabst to dissolve its brewing company, but it set up the Pabst Corp., capitalized at $5 million. A year later Gustav Pabst, who had excelled at beer production, resigned so his younger brother, Fred, could become president and specialize in the development of new products. Sheboygan (Wis.) Beverage Co. and the cheese division of Pabst Holstein Farms (unrelated to the earlier brewing operation) were acquired in 1923, and Puritan Malt (Continued on page 51)
FOUR high school students who won the annual Voice of Democracy radio script contest, in a competition that drew a million entries, will receive their $500 scholarships and spend this week in the nation's capital as guests of NAB, Radio Mfns. Assn. and the U. S. Junior Chamber of Commerce.

The winning scripts were by blind transcriptions in a contest, involving 28,000 high schools in 48 states, District of Columbia and Puerto Rico. The young students wrote and voiced broadcast scripts on the subject, "I Speak for Democracy."

High spot of the week's events will be the awards luncheon Wednesday at the Hotel Statler, Washington. Dr. Earl J. McGrath, U. S. Commissioner of Education, will preside. Edward W. Barrett, Assistant Secretary of State for Pub. Affairs, will make the presenta-
tions during a 15-minute nationwide broadcast on MBS, 1:15-1:30 p.m.

The Office of Education has endorsed the annual contest. The Voice of Democracy Committee is headed by Robert K. Richards, NAB director of public affairs.

Open Tuesday

Formal events for the four young winners open with a Tuesday luncheon in the Senate restaurant. The winners will visit both houses of Congress and hear their scripts read into the Congressional Record. The Wednesday luncheon will be broadcast by Voice of America to all English-speaking countries. NBC will carry the four winners in an interview program with Morgan Beatty.

The morning's sight-seeing tour will end at 12:15 p.m. at the White House where the winners will be received by President Truman. In the afternoon they will visit Mt. Vernon.

Saturday morning the quartet will be taken to Williamsburg. A three-day visit will include a Sunday evening reception by NAB and a dinner with John D. Rockefeller III and Colonial Williamsburg as hosts. Mr. Rockefeller is chairman of the board of Colonial Williamsburg.

Luncheon Set

Monday Mr. Rockefeller will be host at a luncheon for Gen. George C. Marshall, president of the American Red Cross. Gen. Marshall and Mr. Rockefeller will be heard in a broadcast on CBS, 5:30 p.m., with Voice of America sending the program to all English-speaking nations. The winning students will address the youth of the world during the broadcast, which will originate in the historic House of Bur-
gesses of the colonial capital.

Winning students who will receive the acclaim of official Washington and Williamsburg are Richard L. Chapman, Brookings, S. D.; Gloria Chomiak, Wilmington, Del.; Anne Pinekney, Trinidad, Col.; Robert Shanks, Lebanon, Ind.

National judges, who chose win-
ers after local and sectional elimi-
nations, are Mr. Beatty; Mrs. Ray-
mond Clapper; Associate Justices Tom C. Clark, of the U.S. Supreme Court; Wayne Coy, FCC chairman; Douglas Southall Freeman, editor and author; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, FBI director; Edward R. Murrow, CBS comment-
tator; James Stewart, actor.

GOTHAM RECORDING

New Firm to Handle Tape

THE GOTHAM Recording Corp., designed for transcribing and editing of tape recorded material, has been estab-
lished by Herbert M. Moss, radio and television producer, with Stephen F. Tem-
ner, former supervisor of tape recording for ABC.

The new firm's offices will be at 2 West 46 St., New York. Telephone lines will connect the company's tape recorders to all network studios in New York from which they will service advertising agencies and industrial clients as well as civic organizations.

The new tape recording firm will have a production unit supervised by Mr. Moss.

DESPITE postponement of what had been originally planned as the premiere of "Lightning That Talks" in New York, the All-Radio Presentation Committee last week decided to cling to original showing dates already arranged in other sections of the country.

The first wave of showings will be held from early March through May in cities that had already re-
served dates.

The precise date of the New York presentation, origina-
ally set for March 12, 1950, was not released. It will be in late March or April.

At a meeting in New York last week, the committee announced that changes in the film suggested by the NAB board after seeing it in Phoenix a fortnight ago were al-
ready made in the final version. The committee emphasized that the first whole film shown to the NAB board was not the finished picture.

Twenty cities have arranged to premiere 35mm showing of the film and 64 cities to show 16mm ver-
sions in the first schedule, the com-
mittee said.

A proposal to revise the non-New York presentations in view of the postponement of the New York premiere was voted down by the committee.

It was learned that the New York committee was considering three dates, one in late March and the other two in early April, for the New York presentation. One of them will be chosen this week.

The decision to proceed with non-
New York showings as originally planned was taken because of the difficulty in revamping the distribu-
tion schedule, it was said.

Mr. Moss

THIS backstage group at the CBS Jack Benny program which originated in New York recently includes (1 to r): Mr. Benny, Ben Duffy, president of BBDO, and Vincent Riggio, president of the American Tobacco Co., sponsor.

FCC Actions

THREE new AM and one new FM stations approved by FCC last week. Initial deci-
sion reported to grant another AM outlet. Six stations granted ownership transfers. One AM and eight FM au-
thorizations deleted. Details of these and other FCC ac-
tions may be found in FCC Roundup on page 84 and Ac-
tions of the FCC beginning on page 64.

NBC Harris-Faye Pact

NBC HAS SIGNED an exclusive contract with Phil Harris an.

Alice Faye covering their week; radio program and giving the network first call on their television services when they decide to launch their own video show. Contract was signed last week by the two enter-
tainers and Miles Trammell, chairman of the board of NBC. Under the new pact, the pair will retain their current Sunday-7:30 p.m. spot, Mr. Trammell stated.

Hormel Renews

GEORGE A. HORMEL & Co. Austin, Minn. (canned meat prod-
ucts), through BBDO, Minneapolis renewal Muske With The Girls for ABC Sunday, 5:30-6 p.m. (CST) for 52 weeks from March 12. 
AD COUNCIL

Holds Sixth White House Meeting

REPRESENTATIVES of radio, advertising and industry convened in Washington last week for the sixth White House meeting of the Advertising Council and its committees.

High praise was heard for radio's part in supporting Advertising Council-backed campaigns. During the Wednesday night board session a 20-second television film spot, on behalf of the Census campaign to open in March, was previewed. This is the Council's first endeavor in the television field. The film was prepared by Benton & Bowles, volunteer agency on the account.

At a Wednesday night dinner at the Statler Hotel, Vice Admiral Ross T. McIntire, USN (Ret.), chairman of the President's Committee on National Employ the Physically Handicapped Week, presented an award to the Council for its efforts on the campaign. In his remarks Admiral McIntire praised radio, reportedly the chief medium used.

Wilson Cited

Charles E. Wilson, president of General Electric and chairman of the Council's Industries Advisory Committee, received a special citation for his leadership as chairman of the sponsor's committee of the United Church Campaiss. The citation was received in Mr. Wilson's absence by Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and a member of the Council's board of directors. More than $3 million worth of time and space reportedly was contributed to the campaign.

Also at the Wednesday dinner session, Treasury Secretary John W. Snyder thanked the Council for its support of the Savings Bonds campaign. Radio was widely used in this endeavor. Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., gave a 16-month progress report on the American Economic System campaign, widely backed by radio. Mr. Gray is coordinator on the account and a member of the Council's board of directors. Thursday morning the group witnessed a demonstration of CBS color television. Following introductory remarks by Frank Stanton, CBS president, a shortened version of the program seen by over 15,000 Washingtonians in the past few weeks was presented.

Closed Sessions

Gathered for the day and a half meeting were members of the Advertising Council, its board of directors and staff, plus the members of the Industries Advisory Committee and Public Policy Committee. A majority of the time was spent in closed sessions with heads of government departments. As one of his last official acts, David Lilienthal, former chairman of the Atomic Energy Commission, addressed the group Wednesday.

Dr. John R. Steelman, assistant to the President, presided at these sessions. In addition to Mr. Lilienthal and others connected with the AEC, the conference heard from Dean Acheson, Secretary of State; Livingston Merchant, acting Assistant Secretary for the Far East; Paul G. Hoffman, administrator, Economic Cooperation Administration; Charles Sawyer, Secretary of Commerce; Charles Brannan, Secretary of Agriculture, and Frank Pace Jr., director, Bureau of the Budget.

Wednesday afternoon the group met briefly with the President. A cocktail party was held Wednesday (Continued on page 55)

INFORMAL discussion groups at the Statler included:

TOP PHOTO (1 to r): Herbert H. Kirschen, president, Advertising Assn. of the West; Lawrence W. Lane, publisher, Sunset magazine, and member of the Council board, and Robert C. Coloson, Ad Council Hollywood representative.

SECOND PHOTO: Howard J. Morgan, vice president in charge of advertising, Procter & Gamble, and Samuel C. Gale, vice president and director of advertising, General Mills. Both are on the Council board of directors.


FOURTH PHOTO: Ralph Hardy, radio division director, NAB, and Paul W. Morency, general manager, WJIC Hartford. Both are on the Council's board of directors.

FIFTH PHOTO: A. R. Stevens, advertising manager, American Tobacco Co., and coordinator on CARE campaign, and Mrs. Olive Clapper, publicist and member of the Public Policy Committee.

BOTTOM RIGHT: Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co.; Frederic R. Gamble, president, AAAA, both members of the Council board, and Wesley I. Nunn, Standard Oil Co. of Indiana and coordinator for the Stop Accidents campaign. Mr. Gray is coordinator on the American Economic System campaign.

A FEATURED speaker Wednesday night, Treasury Secretary John W. Snyder (2nd l), participates in a discussion with (1 to r) Nilos Trammell, chairman of the board, NBC; Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and Lee R. Jackson, Firestone Tire & Rubber Co. Messrs. Trammell and Mortimer are members of the Council's board of directors.
CLEAR-CHANNEL DELAY

Decision Awaits NARB Pact

THE LONG-AWAITED clear-channel decision is being held up by FCC pending completion of current reorganization activities. The dissociated FCC action was revealed last week with the release of testimony in Congressional hearings on FCC's 1950-51 budget.

In this extended period of 21-23 weeks, the FCC has taken the following action: (1) reported progress on organization of the FCC into four functional bureaus, (2) raised new doubts about the lifting of the television freeze, while putting late summer as the earliest conceivable lifting date (see story page 68); (3) revived the old question of fixing cut-off dates for the filing of competing applications; (4) disavowed FCC ability to determine what goes on the air (see story this page); (5) reflected FCC opposition to an extension of the AM license term beyond the present three years, or of the TV license beyond one year at the present time; (6) indicated belief that sooner or later, as spectrum space becomes more and more scarce, non-broadcast services will start demanding frequencies used by the broadcast services.

Most of the testimony was given by FCC Chairman Wayne Coy during the Jan. 30 appearance of the Commission and its top staff executives before a closed session of the House Appropriations Subcommittee on Independent Offices [Broad- casting, Feb. 6]. The testimony was released by the committee last Saturday, although the appropriations bill itself has not yet been reported out of committee. For FCC, the President's request was for $5,912,000, approximately 48% more than the 1949-50 figure. Chairman Coy, while giving no hint of Commission thinking on the clear-channel question, said the de-

CHAIRMAN Wayne Coy assured a House appropriations subcommittee in testimony released last week (see story above) that there would be "very dangerous" for any seven persons to have authority to say what shall go on the air.

He also thinks it's possible that giveaways may become virtual extinction by the time FCC's anti-giveaway rules are court-tested, even though the court test may come within a few weeks.

Rep. Albert Gore (D-Tenn.) is pushing him as to whether FCC had considered "requiring these deep abdomens, vociferous, hirsute laugher, want a preso-called manly, wisecracking shows to stay a certain distance from the microphone."

He said he hadn't, and then Rep. John Phillips (R-Calif.) interjected that it was his habit in such cases to rely on "one of those little buttons on your set that you can push and cut the program off." Rep. Gore felt that "hundreds of thousands" are turning off their sets "because that kind of tripe comes over the air." To this Chairman Coy replied:

"That raises a rather difficult problem, as to just how far any communications commission can go. There are seven of us. If we had the first million of programs that would suit us, I do not believe we are smart enough to pick out what would suit the American people. We are a group of people with widely diverse interests, and I think it would be dangerous for seven people to have the authority to determine what went on the air.

"The real control of American radio is in the hands of the public, and Mr. Phillips has given the answer to it. We live just as we want to live and do not want to hear. As to the radio networks and independent stations, if you can imagine their getting as bad as Mr. Phillips indicated, they think they are, when he can find nothing but bad, people will not want to listen to the radio and the radio will be dead if they cannot get people to listen to it."

"Two or three years ago the radio networks were dominated by the most popular programs on the air. Today, I do not believe there is one of them that is in the first tier of the top radio programs, and I would say that nearly half of the giveaway programs have disappeared from the air. They may even disappear completely before we are able to litigate the question of their legality."

Chairman Coy said FCC foresees "nothing but increasing demands" from the non-broadcast services, with the likelihood that eventually these users will be seeking frequencies allocated to broadcasting.

Committee chairman Thomas conceded that FCC is operating under a workload that "simply is staggering," and ventured that on reason is the Commission's failure to "delegate enough authority to its staff members." He pledged to FCC's preparation for the budget hearing.

He felt FCC's administrative services "are a little high," with total of some 119 persons assigned to such duties. Chairman Coy did not regard that as more than necessary.

Rep. Francis Case (R-D. Wash.) warned that if the Commission's workload wouldn't be reduced materially if television stations were licensed for three year instead of one, and AM station for perhaps six instead of three.

License Period

Chairman Coy replied that television stations were still too few to consider them in this respect. While it is a new service "we want to get a mere renovation in how the service is developed," he said, adding that eventually the license period undoubted will be lengthened.

As to licensing AM stations for "five or ten years," Mr. Coy said:

"We could [do so] if we believe that that should be done. But we do not think it should be done at the present time. We think the people who hold these frequencies and who are required to operate them in the public interest, ought to be held accountable for their operation, at least as often as every three years."

Chairman Coy did not seem to agree fully with the Commission's action abolishing the Arco Rule which permitted competitive bidding for stations up for sale. Radio frequencies, he said, "are public property and it seems to me that there ought to be some competition for them, and that the holders of them who want to get out of business ought to be permitted to select their successors as licensees."
What's around the corner?

Whatever it is, these cute little kittens seem to be fascinated by it.

What's around the corner for your sales program in Baltimore? One thing is sure: if it's low-cost results from radio you want, W-I-T-H ought to be on your list.

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

That means that you get big results from small appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!
ONE RADIO STATION—WLS—is mentioned by 97% of Illinois, Indiana, Michigan and Wisconsin live stock producers who answered the question, "What radio stations do you depend upon for live stock market reports? Please list these stations in order of their importance to you."

Of the 1,086 live stock producers completing questionnaires, 97% or 1,063 mentioned WLS. A total of 78 other radio stations received only 1,164 mentions—just a fraction more than received by the one station, WLS.

77% Put WLS First

The Chicago Producers Commission Association, a member of the National Live Stock Producers Association, sent 7,658 questionnaires to its list of leading live stock men. The questionnaire does not mention any radio station but was planned to give a maximum of useful information to the Producers Association and all market services.

Returns were unusually high at 141%. With 97% of the responding live stock producers mentioning WLS as one of the stations they depend on, 28.6% listed only WLS! Another 49.1% made WLS their first choice, while also naming one or more other radio stations. Adding the 28.6% who listed WLS only, to the 49.1% who made WLS their first choice, gives a total of 77.3% of all those responding who put WLS first!

Live Stock Capital

Chicago radio stations were mentioned a total of 1,663 times, while radio stations outside Chicago were mentioned only 546 times, indexing the importance of Chicago as the live stock capital of this broad Midwest region.

A Wide Margin

Three other major Chicago stations received mention in the returned questionnaires, but the margin between WLS and all others was wide, as shown by the chart on this page.

Station "B" was first choice with only 12.4%, against the 77.3% first choices for WLS. Stations "C" and "D" shared less than one percent of first choices, while stations outside Chicago shared 8%.

Towns Effected, Too

Live stock market reports are not exclusively the business of the live stock producer or farmer. In Midwest cities and towns, particularly those of 10,000 and under, the whole community has a big stake in the farmer's prosperity. Automobile dealers depend on farm-bought trucks and cars for their profit—grocery and drug stores build their volume on farm family purchases. Daily live stock market reports are a regular listening habit with scores of townpeople.

This close town-farm relationship has established WLS listener-loyalty in the entire market—farm and town alike. Backing up services such as market reports is the family-style entertainment found only on the WLS National Barn Dance and the daily programs featuring Barn Dance stars.

All Needed Services

WLS treats homemakers' information, regional news, weather, grain markets, and educational programs with the same thoroughness and dependability that characterizes the station's broadcasting of live stock markets. Each has its established place on the daily schedules—each service is handled by people who know both their sub-

Bill Morrissey, whose twice-daily broadcasts direct from the Union Stock Yards are "must" listening for live stock producers in four states.

Lloyd Burlingham, veteran farm editor and broadcaster, talks about "This Farming Business" each day at 5:30 over WLS, sponsored by Murphy Concentrates and by DeKalb Hybrid Seed Corn. He precedes the closing live stock market reports.

Study Shows WLS Dominance In Service To Livestock Producers

Illustrating returns in Chicago Producers Commission Association study of live stock producers' use of radio in the Chicago Midwest. Black columns represent total mentions for each of 4 major stations; gray columns are number of "firsts" for each station.

Experience live stock man Dave Swanson presents a weekly summary of live stock market happenings at 7,858 stations—Jitterbug, Food, National Barn Dance—Farming Business—News, etc. His audience is a weekly summer; this Farming Business—Noontime News—all are duplicated in the WLS service area. All rendered a needed service at the right time.

Quick Response

This explains why the single WLS announcement of Edith Hansen's birthday brings over 4,000 letters from her WLS Kitchen Club audience. It explains the steady increase in number of quality dealers for several current WLS advertisers.

It explains why a 50,000-watt clear channel radio station is regarded as a next-door neighbor in homes from the heart of Chicago to the outer edges of a four-state territory.

Facts Available

There is more information available on the details of the recent study in which 97% of responding live stock producers mentioned WLS as one of the radio stations they depend on for market reports—and 77% put WLS as their first choice.

There is also more data available on the success of advertisers who are using WLS talent, time and programming to speed sales and distribution of a wide variety of products in the Chicago Midwest—America's second market and first in salability through one far-reaching medium. Write, telephone or wire "Sales Manager, WLS, Chicago 7, Illinois" or see your John Blair man today.

WLS, the Prairie Farmer Station, 1230 Washington Bivd., Chicago 7, Illinois, 50,000 watts, 890 kilocycles, American affiliate. Represented nationally by John Blair & Company.
172,775 SEE WLS STARS IN 1949
First in Midwest Entertainment

The friendly acceptance WLS programs receive in the multi-million family homes of the Chicago Midwest is based on service, family entertainment—and on the feeling of personal friendship established by the WLS entertainers who travel half a million miles to appear before three-fourths of a million people in a single year.

This is just one of the plus features working for every WLS advertiser to bring acceptance of his sales message over the neighborly clear channel station noted for—

★ Largest entertainment staff
   traveling the Chicago Midwest

★ Special shows 3-times daily at three State Fairs

★ A million letters a year for 20 years

★ Live stock market reports that are first choice with 77% of live stock producers

★ 42 Dinner Bell remote broadcasts during 1949

★ Friendly, widely-known announcers

★ Its own classroom program and its own staff pastor

★ Two packed houses every Saturday night in Chicago for the WLS National Barn Dance

WLS—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO MIDWEST

CLEAR CHANNEL Home of the NATIONAL Barn Dance
890 Kilocycles, 50,000 Watts, ABC Network—Represented by JOHN BLAIR & COMPANY
A-TISKET, A-TASKET, WHAT'S IN THIS LITTLE BASKETT (Ky.)?

Sorry, but we can't tell you what's in Baskett (Ky.)! At WAVE we don't put any of our eggs in Baskett, and we certainly don't recommend it for any of your eggs, either!

For you as for us, Kentucky has only one best package—the Louisville Retail Trading Area. Its 27 Kentucky and Indiana counties do almost as much business as all the rest of the State combined... and families living here average 40% higher Effective Buying Income than folks out in the handicraftin' parts of the State!

That's the story in a bundle, Gents. Why don't you sack Baskett, and wrap up this market with WAVE?

Feature of the Week

THERE are flexibility and sales in the business triangle of radio, the retailer and the advertiser. WJR Detroit, which calls itself the city's Goodwill Station, has plotted the graph with a promotional campaign that pays off in plaudits on its goodwill register.

By cooperation with a grocer's trade journal, Grocer's Spotlight, WJR reports it is attaining remarkable success with its promotional program, Grocery Grab-Bag. For the public, the show entertains and provides service. For the retailer, it provides an opportunity to become a city-wide personality as a businessman. And to radio, the program promotes products of advertisers who are its commercial life-blood.

The show has a quiz format and is broadcast each week from a grocery store chosen from listeners' nominations. Selection is based on outstanding jobs done for both the community and the store's customers. The grocer, or store manager, is cited as "Grocer of the Week."

One of the heaviest and public responders in the city's history was recorded by WJR following the initial broadcast on Jan. 14. It brought 380 letters and calls commenting on the broadcast. They came from listeners, grocers and wholesalers. Listeners wrote givin their choice for future programs. Grocers asked that their stores be chosen as the next site for program originations, and food industry representatives called to ask the products be included in program ming.

Particular appeal to the food an
(Continued on page 66)

On All Accounts

IF YOU SHOULD chance to see Bob Livingston of WBEM Chicago loitering around a paddock, don't jump to the conclusion he's a horse player. Bob is a horse fancier.

The sales manager of Columbia's key midwest station was scarcely out of his teens—only a dozen years ago—when his Morgan filly, "Black Satin," won a grand championship at the Illinois State Fair. Bob knows his odds too. He got his first job at WBEM by playing percentages. It was New Year's week of 1946 when he wandered into the office of station representative Howard Wilson in Chicago. The manager, Sil Aston (now general manager of WAIT Chicago), tossed him an issue of Broadcasting, while he was warming his toes, and Bob opened it to a column featuring the biography of WBEM Sales Manager Ernie Shomo.

Bob noted that Mr. Shomo, who has since been named general manager at KMOX St. Louis, acquired his first sales job at WBEM after only one call. The decisiveness of the station's action prompted Bob to make his next move in that direction.

Seven interviews and two weeks later, Bob went to work for WBBA. Within a year he sold such programs as Elgin American's Wasp King Show, which signaled the company's entry into radio; Canfield Ginger Ale's Party Time, Saturday nighter; Cory Corp.'s quarter-hours weekly; and its first participations ever purchased by Jay's Potato Chips. By February 1947 he was moved to New York as WBEM's eastern representative, remaining there until he succeeded M. Shomo as WBEM sales manager in October.

Christened Robie: James Livingston Bob was born in Washington, D.C. July 4, 1917. His father, George, was chief of the U.S. Bureau of Market at the time, but soon moved the family to Minneapolis where, at the request of milling interests, the founded Livingston Economic Service. Bob attended grade school in the Twin Cities and went to Shattuck Military Academy, Faribault, Minn. In his junior year, the family moved to a 450-acre farm near Champaign Ill., and his father began commuting between Champaign and Chicago, where he headquartered a

(Continued on page 48)
YOU MIGHT LAND A 12' 8" BLACK MARLIN* —

BUT...

YOU WON'T NET MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There are three sound reasons why WKZO and WJEF consistently come up with the best radio advertising results in Western Michigan:

1. They have more urban listeners. These two CBS outlets get the highest Hoopers in their home cities. WKZO gets a whopping big 59.5% Share of Audience in Kalamazoo, and WJEF heads the list in Grand Rapids with 26.5% (Total Rated Periods, Nov.-Dec. '49).

2. They have more rural listeners. BMB figures prove that outside urban limits, WKZO and WJEF get the largest “circulation” throughout the town, village and farm areas of Western Michigan.

3. They cost less per listener. In delivering about 54.5% more listeners than the next-best two-station choice in the area, this strong combination costs about 20% less!

For all the proof of WKZO-WJEF’s outstanding superiority in Western Michigan, write to us or ask Avery-Knodel, Inc!

*In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WKZO first IN KALAMAZOO
and GREATER WESTERN MICHIGAN (CBS)

WJEF first IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
### National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—AND INCLUDING TELEPHONE AND NON-TELEPHONE HOMES)

**JANUARY 1-7, 1950**

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating—Homes (000)</th>
<th>Change %</th>
<th>Points Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENING, NOON-TO-WEEK (Average for All Programs)</td>
<td>4,046</td>
<td>10.3</td>
<td>+0.4</td>
</tr>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>9,025</td>
<td>23.6</td>
</tr>
<tr>
<td>2</td>
<td>Mystery Theatre (CBS)</td>
<td>7,404</td>
<td>18.9</td>
</tr>
<tr>
<td>3</td>
<td>George Trafton’s Tempest (CBS)</td>
<td>7,146</td>
<td>18.3</td>
</tr>
<tr>
<td>4</td>
<td>Charlie McCarthy (CBS)</td>
<td>6,992</td>
<td>17.8</td>
</tr>
<tr>
<td>5</td>
<td>Amos ’n Andy (CBS)</td>
<td>6,985</td>
<td>17.7</td>
</tr>
<tr>
<td>6</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>6,913</td>
<td>17.6</td>
</tr>
<tr>
<td>7</td>
<td>My Friends (CBS)</td>
<td>6,877</td>
<td>17.5</td>
</tr>
<tr>
<td>8</td>
<td>Bing Crosby (CBS)</td>
<td>6,717</td>
<td>17.1</td>
</tr>
<tr>
<td>9</td>
<td>Jack Benny (CBS)</td>
<td>6,499</td>
<td>16.5</td>
</tr>
<tr>
<td>10</td>
<td>Crime Photographer (CBS)</td>
<td>6,497</td>
<td>16.4</td>
</tr>
<tr>
<td>11</td>
<td>People Are Pretty (NBC)</td>
<td>6,491</td>
<td>16.3</td>
</tr>
<tr>
<td>12</td>
<td>Mr. Keen (CBS)</td>
<td>6,285</td>
<td>16.0</td>
</tr>
<tr>
<td>13</td>
<td>Hallmark Playhouse (CBS)</td>
<td>6,245</td>
<td>15.9</td>
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<tr>
<td>14</td>
<td>Suspense (CBS)</td>
<td>6,145</td>
<td>15.7</td>
</tr>
<tr>
<td>15</td>
<td>Bob Hope (NBC)</td>
<td>6,106</td>
<td>15.6</td>
</tr>
<tr>
<td>16</td>
<td>Lisa Scott (NBC)</td>
<td>5,906</td>
<td>15.2</td>
</tr>
<tr>
<td>17</td>
<td>Dr. Christian (CBS)</td>
<td>5,900</td>
<td>15.2</td>
</tr>
<tr>
<td>18</td>
<td>Judy Canova (CBS)</td>
<td>5,845</td>
<td>15.0</td>
</tr>
<tr>
<td>19</td>
<td>Big Story (NBC)</td>
<td>5,138</td>
<td>13.5</td>
</tr>
</tbody>
</table>

| WEEKDAY (Average for All Programs) | 2,535 | 6.3 | +0.5 |
| 1 | Arthur Godfrey (Ling & Myers) (CBS) | 4,792 | 12.2 | -0.4 |
| 2 | Romance of Helen Trent (CBS) | 4,557 | 11.6 | -2.4 |
| 3 | Young People’s Shows (NBC) | 4,591 | 11.4 | -2.2 |
| 4 | Wendy Warren (CBS) | 4,085 | 10.4 | -2.0 |
| 5 | Aunt Jenny (CBS) | 4,044 | 10.3 | -2.0 |
| 6 | Backstage Wife (NBC) | 3,967 | 10.1 | -2.2 |
| 7 | Right to Happiness (NBC) | 3,928 | 10.0 | -2.0 |
| 8 | Our_Girl_Sunday (CBS) | 3,978 | 10.0 | -2.0 |
| 9 | Arthur Godfrey (CBS) | 3,889 | 9.9 | -2.3 |
| 10 | Stella Dallas (NBC) | 3,889 | 9.9 | -2.3 |
| 11 | Fannie Yonkers (NBC) | 3,889 | 9.9 | -2.3 |
| 12 | Lorenzo Jones (NBC) | 3,575 | 9.1 | -1.8 |
| 13 | Bob Hope (CBS) | 3,526 | 9.0 | -1.9 |
| 14 | Anthony Godfrey (CBS) | 3,457 | 8.8 | -2.3 |
| 15 | The Lone Ranger (ABC) | 3,457 | 8.8 | -2.3 |

| DAY, SATURDAY (Average for All Programs) | 2,396 | 6.1 | -0.6 |
| 1 | Armstrong Theatre (CBS) | 4,995 | 13.7 | -3.9 |
| 2 | Stars Over Hollywood (CBS) | 4,674 | 11.9 | -4.5 |
| 3 | Grand Central Station (CBS) | 4,576 | 11.7 | -4.7 |

| DAY, SUNDAY (Average for All Programs) | 1,493 | 3.8 | -0.7 |
| 1 | Detective Mysteries (MBB) | 2,559 | 11.1 | -2.9 |
| 2 | Shadow (MBB) | 2,435 | 10.7 | -1.8 |
| 3 | Martin Kane, Private Eye (MBB) | 2,469 | 9.8 | -2.9 |

**Stress Protestant Work**

The transcribed series Operations, Good Samaritans, is being made available to stations by Church World Service to tell the story of united Protestant relief efforts for the "One Great Hour of Sharing" program to be observed in U. S. churches on March 12.

One of the series, comprising six 15-minute transcriptions, is in an interview between Albert Crews of the Protestant Radio Commission and a displaced person brought to this country by Church World Service, overseas relief agency for major Protestant denominations. Mr. Crews formerly was with NBC and served as General McArthur's chief of radio before joining the Protestant Radio Commission.

**CAB SESSION**

SELLING has been selected as the main topic of discussion in tentative plans for the annual meeting of the Canadian Assn. of Broadcasters, March 27-30, at General Brock Hotel, Niagara Falls, Ont. The agenda, approved at a CAB board meeting at Toronto Feb. 9, starts with a pre-meeting directors session March 29 at Niagara Falls.

Highlights of the four-day session will be presentation of the All-Radio Presentation film, "Lightning That Talks," by Maurice B. Mitchell, director of Broadcast Advertising Bureau, and a television forum conducted by Sam Cuff, president, Retailers' Television Film Service, New York.

Opening day's program will include a closed business session and committee meetings, the latter scheduled for each morning throughout the session. On Tuesday, the noon luncheon will be addressed by Don Henshaw, account executive of McLaren Adv. Co., Toronto. Wednesday afternoon session will be a TV forum, followed by information and information forums with panels of Canadian broadcasters to answer questions gathered from the entire Canadian broadcasting industry.

Also on the program are bus tours Tuesday and Wednesday to WBEN-TV Buffalo.

**On All Accounts**

(Continued from page 30)

executive vice president of the Millers' National Federation.

Before and after classes at Champlain High School, Bob learns the family farming—especially the breeding of pure-bred Morgan horses. I addition to taking state fair prize with "Black Satin," he made horses by showing other Morgan at fairs.

Bob studied agriculture at th. U. of Illinois and Ohio State U choosing the latter because it was his father's alma mater. He le before graduating, however, to b come associated with the Vid Research Corp., Camden, N. Experiments in the molding an laminating of plastics prepared Bob for a war-time venture as or of the founders of Fulton Mold Products Co., Hartford City, Ind. In January 1944, he was named sales manager eight months later, and the follow year made the jump to WBBM.

Bob and Patricia Callaghan (Chicago native, number of U. WBBM staff, were married Ju. 5, 1947. They live on Chicago Lake Shore Drive with the daughter, Susan, aged 11 month in New York. Bob lives on the Sound in Greenwich, Conn. and himself. His day is spent on his boat, "Hiatus," fishing for weakfish or just loa fishing. Bob in the Midwest, however, retains his first sports-love, fresh water fishing.

**WBAP TOUR**

So. American Cattle Stud

UNDER sponsorship of WBA Fort Worth, 21 Texas cattlemen and their wives left on a 21-da South American tour Feb. 11 to see livestock is raised in the low half the hemisphere.

Traveling by Pan American Air, the party is headed by Lary Beatty, WBAP farm editor. TX Texans are scheduled to visit Lima Santiago, Buenos Aires, Mont. of Rio de Janeiro, Brazil, and San Juan Puerto Rico, inspecting ranches nearby.

In reporting the trip for WBAL Mr. Beatty is using a tape recorder on route for interviews and special broadcasts. These, as well as mov ies he is making for WBAP-TV, are being flown back as the tri progresses.
"GUESS WE OUGHTA BUY 'EM BOTH, ELMIREY!"

WITH incomes far higher than the national average, our wealthy Red River hayseeds have all the dough they need for lux-your-rious living! ARE YOU GETTING YOUR SHARE?

There's a sure-fire way to sell our high-spendin' farmers. It's WDAY, Fargo. This remarkable station got the nation's highest urban Hoopers (for Total Rated Periods, Dec. '48—Apr. '49) and in addition, WDAY has a phenomenal rural coverage of the whole Red River Valley! Our wealthy hayseeds and "city-folk" not only listen to WDAY about five times as much as to any other station; they also buy the products they hear advertised over WDAY!

Write to us or ask Free & Peters for all the facts about this fabulous station! You'll be amazed!

WDAY

FARGO, N. D. NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives
HOOPER Asks Standards for Audience Research

TO HELP advertisers, agencies and broadcasters deal with the problem of evaluating the postwar multiplication of audience measurement services for radio and television and the even more difficult problem of financing this multiplicity of services, C. E. Hooper, president, C. E. Hooper Inc., has asked the AAAA, ANA and NAB to establish standards for both procedures and prices of such research.

In an open letter to Paul B. West, ANA president; Frederic R. Gamble, AAAA president, and Justin Miller, NAB president, released for publication today (Feb. 20), Mr. Hooper proposes that these three trade associations examine the research procedures of all audience measurement services "with an eye to issuing a validation, or the opposite, of the basic soundness of these procedures."

He further suggests that the associations also examine "the pattern of subscription" cost of each measurement firm and finally to examine the "justification" for any experimental projects these organizations may undertake.

Following Mr. Hooper's address last month before the New York Radio & Television Research Council [BROADCASTING, Jan. 16], his letter contains a vigorous attack upon the "unadjusted diary and aided recall methods" being used in radio and TV audience studies, particularly at the local level.

Such methods not only develop "substantially inflated" audience figures, but also endanger the present buyer-seller relationship and "lay the whole field of broadcasting wide open to attack from competing media," Mr. Hooper declares.

Letter follows in full text:

This is an open letter addressed to the president of the ANA, the president of the NAB and the president of the AAAA. I choose to make it an "open" letter because the constitutions of the three associations may not provide for any official action being taken on this subject. The mere fact of throwing the subject open may create the opportunity for constructive "unofficial" action.

In years past, the membership of your association was burdened financially, and dealings were confused, by duplication in radio audience measurements. These problems were resolved by the wind-up of the Cooperative Analysis of Broadcasting. Today the problem is multiplication of radio

and TV audience services both local and network, resulting in multiplication of subscription cost and multiplication of staff in subscriber offices to analyze and chart the contents.

Those individuals in the offices of networks, stations, agencies and advertisers who are not responsible for finances may hold that "there is a place for every one of these services." This view is not held by the treasurers as owners of these organizations. Furthermore, if this trend is allowed to continue, the inevitable effect on the measurement can only be ultimate lowering of standards, limitation of service or financial ruin for the measurers.

Network TV and local radio and local TV have spawned a crop of audience surveys the findings of which are based on a variety of unadjusted "diary" and "aided recall" methods. Both methods develop audience figures (1) which are substantially inflated as compared with the actual size of the audiences, (2) which, if accepted as a basis for transactions, can upset the equilibrium existing between buyer and seller in the entire area of cost and price relationships, (3) which may open the whole field of broadcasting wide open to attack from competing media.

Furthermore, many of these new reports, by using "aided recall" are introducing every distortion traceable to the frailty of the human memory (in even more exaggerated form than did the CAB "recall"). The "recall" method is judged and found wanting by the advertising association representatives "officially" in the early fourties.

Advertising agencies as well as radio and TV stations are currently being "needled" into buying services, certain of which they don't need and don't want. Advertisers (who in many instances don't buy the services direct) are insisting or implying that material from "all services" be applied by agencies, stations or networks servicing their accounts.

By contrast, Colgate-Palmolive-Peet has informed its agencies that it has complete confidence in their respective abilities to judge the merits of research techniques and in their willingness to equip themselves with the necessary facts. Colgate has implemented this attitude by withholding all suggestions or comments regarding subscription to additional

CHANGE of ownership and call letters for WJBS (DeLand, Fla., Feb. 13), is celebrated by this trio. Mayor Charles E. Tribble (center) looks on as J. Ollie Edmonds (II), president of John B. Stetson U., new owner of WJBS, and Hy Valkenburg of New York, who relinquished ownership of the station, formerly WDLF. Affiliated with MBS, WJBS is on 1490 kc with 250 kw.

Page 34 • February 20, 1950
NEW PRESTO

PT-900 PORTABLE TAPE RECORDER

Here's the answer for delayed special events broadcasts—on-the-spot recording—wherever there is a need for field recording of complete broadcast quality. Look at these outstanding engineering features:

- Separate recording and playback heads, each with its own associated amplifier, permit monitoring direct from tape.
- High fidelity unit—50 to 15,000 CPS at 15" per second tape speed. 3 microphone channels with master gain control in recording amplifier. V.U. meter to indicate recording level, playback output level, bias current and erase current, and level for telephone line. 2-speed single motor drive system.

Don't choose your tape recorder until you see the new Presto Portable Tape Recorder. Write for complete details today.

RECORDING CORPORATION
Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: Walter P. Dewos, Ltd., Dominion Sq. Bldg., Montreal


WORLD'S GREATEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
Along Came the ‘California Caravan’

By DAVE GLICKMAN

MANY people were dubious 4½ years ago when diminutive Lou Holzer, vice president in charge of radio and television for Lockwood-Shackelford Co., Inc., Los Angeles agency, set out to conquer what then was considered radio’s biggest bugaboo—medical sponsorship. He was determined to have the California Medical Assn., San Francisco, as an agency client.

“Impossible!” shouted the skeptics. The chorus that echoed that sentiment was equally as loud. After all, wasn’t there an unwritten law among the medics that made it unethical for them to promote their personal services through the medium of any kind of advertising? Hadn’t most air-time advertising experts long considered it a fruitless effort to invade the field of scalpels and stethoscopes with so much as salable spots?

But today the story is quite different. Even the skeptics are smiling with the hustling Lou Holzer. The doubting Thomas chorus is taking some of the bow, as if the idea was theirs. It is all because Mr. Holzer’s personally created and produced weekly 30-minute California Caravan on 14 California Don Lee-Mutual stations, Sunday, 9:30-10:30 p.m. (PST) now in its fourth year under sponsorship of California Medical Assn., goes merrily along piling up memberships for the organization’s California Physicians Service. In fact membership has more than tripled since the program started back in the summer of 1946.

The weekly California Caravan—a documentary series, dramatizing little known, entertaining and interesting facts about the history of California—has done and continues to do a job.

This has been attested to by present and past officers of California Medical Assn. Further proof is the fact that the weekly California Caravan recently was renewed for another 62 weeks on the 14 California Don Lee-Mutual stations.

“Radio is a vital medium in the year-in, year-out task of maintaining effective public relations with the people of California,” said Dr. R. Stanley Koenisch of San Jose, president of CMA, in lauding acceptance being created by California Caravan.

“The tremendous job of informing and educating the public on benefits of voluntary health coverage is being ably done through intelligent use of our regional network programming,” he continued. “The doctors of California will continue to work for the improvement of medical care and radio will assist in carrying the story to the 10 million people of this state.”

Membership Drive

Dr. E. Vincent Askey, eminent Los Angeles physician and past president of CMA, declared: “I am convinced that our state-wide program over Don Lee Broadcasting System has contributed greatly in building the present membership in California Physicians Service to over 900,000.”

But things were different in the early days before California Medical Assn. started advertising. It was early 1946. World War II, as everybody knows, had caused changes everywhere. Even the doctors found themselves confronted with a new era. Such things as food shortages, meat problems and the like, had created a new and serious threat to national health. Then too there was talk of socialized medicine.

Although the CMA’s voluntary prepaid health care program—California Physicians Service—had been in operation since 1939, not enough people knew about it.

Here is where Mr. Holzer got his assignment to follow through on the media. He knew about this voluntary health service. He talked to officers of CMA and to many of its 10,000 member doctors. They indicated an interest in promoting the physicians service through radio. But how was the question.

Lou Holzer proceeded to search for the answer as to what kind of a radio program. He thought of making stories about the people with dignified messages about benefits of prepaid voluntary medical insurance offered through California Physicians Service.

“The program we needed had to have ‘class’ and at the same time appeal to listeners in all walks of life,” Mr. Holzer said. “Cost of such a campaign was also an important factor. The budget was limited.

“We knew that a giveaway program wasn’t dignified enough for such a profession. Musical? It was considered, but that sort of show reaches a particular type of listener only. So we tossed that one aside too.

“An educational approach seemed to be our best bet; educational, yet entertaining. It had to be ‘different’; something new. This gave us our start. At least we had an idea to work from.”

It soon impressed Mr. Holzer that perhaps a series of stories about California, done in “caravan” style might be the answer. He figured that there must be a stock of unlimited, colorful and true stories about California; stories which would be thoroughly entertaining and enjoyable to listeners if dramatized properly.

A meticulous search of libraries, Chambers of Commerce, maps, news data, and other sources surprised even Mr. Holzer. He found a wealth of material that could be dramatized; material which could be packed with humor, adventure, romance and mystery. Most important however, was that the material was adaptable in accordance with the dignified standards of the proposed medical sponsorship. It had ‘sales’ possibilities too.

Wheels Start Turning

Writers were set to work. Auditions were held. Rehearsals followed.

It was on June 15, 1946, that Mr. Holzer directed his first California Caravan program on 17 California Don Lee-Mutual stations for California Medical Assn. It was a 16-minute documentary, taking over the Saturday, 9:15 p.m. spot on the regional network.

Doctors who witnessed the broadcast were unanimous in their approval of this first production. Others who “listened in” congratu-

(Continued on page 27)
This "mail map" tells a happy story of intense penetration... intimate audience-appeal... and sharply expanded coverage in the heart of the rich Middle Atlantic market! • Not all of these 56,000 pieces, however, came from the counties shown. Many came from a "bonus area" outside the map, including 326 communities in 33 states. • If you're not already using KYW's supercharged sales-power, get the details now. Check KYW or Free & Peters.
This is CBS... the Columbia Broadcasting System

...where night after night the greatest stars in radio
deliver to advertisers the largest audiences
at the lowest cost of any major advertising medium.
1. The Edgar Bergen-Charlie McCarthy Show
2. Inner Sanctum
3. Beulah (Hattie McDaniel)
4. Lux Radio Theatre (William Keighley)
5. My Friend Irma (Marie Wilson)
6. The Bing Crosby Show
7. You Bet Your Life (Groucho Marx)
8. Mr. Keen, Tracer of Lost Persons (B. Kilpack)
9. Dick Haymes' Club 15 starring Andrews Sisters, Evelyn Knight
10. Mr. Keen, Tracer of Lost Persons (B. Kilpack)
11. The Burns and Allen Show
12. Lowell Thomas
13. Edward R. Murrow with the News
14. Eric Sevareid and the News
15. Meet Corliss Archer (Janet Waldo)
16. Amos 'n' Andy
17. Arthur Godfrey's Talent Scouts
18. Carnation Contented Hour (Ted Dale)
19. Suspense
20. The Bob Hope Show
21. Dr. Christian (Lean Hersholt)
22. Mr. and Mrs. North (Alice Frost, J. Curtin)
23. The Goldbergs (Gertrude Berg)
24. The Jack Smith-Dinah Shore-Margaret Whiting Show
25. Hallmark Playhouse (James Hilton)
26. Crime Photographer (Staats Cotsworth)
27. My Favorite Husband (Lucille Ball)
28. Skippy Hollywood Theater
29. Leave It To Joan (Joan Davis)
30. Our Miss Brooks (Eve Arden)
31. Dick Haymes' Club 15 starring Andrews Sisters, Evelyn Knight
32. Gangbusters
33. The Vaughn Monroe Show
34. Family Hour of Stars (Kirk Douglas, Jane Wyman, Diah Andrews, Loretta Young, Irene Dunne)
35. The Gene Autry Show
36. Mr. Chameleon (Karl Swenson)
37. F.B.I. in Peace and War (M. Blaine)
38. The Horace Heidt Show
39. Sing It Again (Dan Seymour)
40. Life With Luigi (J. Carroll Naish)
41. The Red Skelton Show
NAB: Present & Future

NO MATTER how you look at it, the NAB is in the throes of one of its periodic upheavals. Conflicting forces within radio have precipitated unrest in the trade association at more or less frequent intervals. This time there has been the current of evident dissatisfaction with management.

The NAB board, at its meeting in Arizona earlier this month, took measures to stem the tide of declining income resulting from resignations and at the same time to provide for a more efficient and more spirited operation in Washington. It handed to President Justin Miller extremely broad powers to hire and fire. It authorized appointment of a general manager who would be anchored to Washington, leaving Judge Miller free to handle the higher level operations on the Washington scene and in the field. And it authorized the appointment, under the general manager, of a field man whose job it is to solicit new membership and handle "station relations" with present members.

At least blush, the appointment of a general manager would appear to be a return to the structure which obtained prior to last July when the board abolished the post of executive vice president, then held by A. D. (Jess) Williams, of the National Radiation Committee, headed by Clair R. McCollough, president of the Steinman stations, emphasizes there is an important difference. The new general manager will function with the Washington all times. He will do no brainstorming. He will watch the NAB's dollars, the supply of which has been declining to the point of an unfavorable balance as between income and overhead.

Certainly the new course is worth trying. It would be tragic if the NAB were undermined financially to the point where it could not perform its job of fighting radio's battles on a constantly expanding number of fronts.

Judge Miller asked for and received practically unlimited authority. He wanted and has been given operations assistance. He must now stand or fall on his ability to direct both the technical and business aspects of this $500,000-a-year organization.

The task becomes more difficult because the 27-man board next April loses at least eight of its most influential and experienced members. These are men like Mr. McCollough, Campbell Arnoux, Hugh Terry, Dick Shafto, Howard Lane, Hank Slavick, Mike Hanna, and Everett Dillard. With one exception they could not succeed themselves because of the change in association by-laws. They have been among the most conscientious members of the board, and they well deserved the tribute paid them by their fellow members at the Arizona meeting.

An outside audit is to be made to see precisely where the NAB stands. The preliminary check indicated the association has liquid assets that soon could be eaten up at the present rate of overhead and membership revenue.

In the interim, we cannot advocate too strongly a boycott of radio with the sole aim of alike retain their composition and their memberships. The NAB is bigger than any one man or any one segment of radio and TV. It is the one united group that stands between the dignity of the most powerful of all media and their sponsors, the government and private, that would destroy radio's freedom and independence.

P. I. Plunder

ONE OF THE most amazing phenomena of the postwar era is the consistent demand for radio sets and combinations, despite the TV sellout wherein supply does not meet demand. The pace is at about 30 million radios per year—which compares favorably with the post-war demand when there was practically no television circulation.

This continued demand for radios is being put to effective use in the drive for more businesses, largely through the inspired efforts of the Broadcast Advertising Bureau. Broadcasters have overcome their jitters.

Yet radio continues to be sold short. The worst blights are from within the medium itself—illegitimate competition and cut-throat selling with no regard to the rate-card are doing more to undermine confidence in radio than the thrusts of the competitive media.

The boeldest move yet toward routing out of these iniquitous practices is being made by KRNT in Des Moines. This Cowles station is campaigning against such business in trade paper space. It states that it does not accept P. I.'s and that it refuses to enter into competition with any manufacturer or advertiser, or any dealers or agents representing them. It proclaims no rate cuts, or rate variations.

"We are not crusading for other stations to concur in our policy or principles," states Robert Dillon, KRNT manager. "But we do believe that the per-inquiry-rate plan is bad for the radio industry and if allowed to progress will have a serious effect on the medium's otherwise bright future.

"Other-than-rate-card business exists only because there are stations which will accept it. Radio is enough of a bargain-buy today. It doesn't have to demean itself by resorting to unethical practices."

DollaVision

COM'r. E. M. WERBSTER, of the FCC, is not rash by habit or inclination. Thus it is doubly important not to skip lightly over his sharp dissent in the Phonlevision case (TELECASTING, Feb. 13).

His colleagues felt that Zenith, without prior hearings, should be allowed to go ahead with a 90-day, $400,000-plus test of Phonlevision, the zenith system of subscription, or dollar-in-the-slot, television. Mr. Webster objected strongly to this plan.

It would be hard to question Com'r. Webster's assertion that subscription television would be a "momentous change" in the American concept of broadcasting. The Commissioner says: "Since the beginning of broadcasting in the U.S. in the early 30's, broadcast reception has been a free service to the listener. The 80 million radio and television set owners in the U.S. have had to pay no fee for their service as listener or consumer of broadcast, to the licensing authority, for the privilege of listening to or viewing programs. ... This American system of broadcasting has been held up to the entire world with justifiable pride as the ideal in broadcasting. It has been widely proclaimed as the "American Way.""

To our mind there is grave doubt that such a pay-as-you-see system can be classified as "broadcasting," any more than Subscription Radio. Certainly it does not meet the traditional definition of the word. Com'r. Webster then listed the arguments for the Fixed Service:

Subscription radio of any sort represents a reversal of the accepted concept of free broadcasting service. And it seems quite reasonable, as Com'r. Webster noted, that Congress might want to reconsider the non-common carrier status of radio if it includes Phonlevision.

James Marshall Gaines

P R O B A B L Y the biggest man ever to come out of Saxe, Va. (pop. 125, including men, women and children), is James Marshall Gaines.

Undoubtedly Mr. Gaines is a man of imposing stature, however you look at him. Not only is he one of the three top operations chiefs of NBC, he also stands six feet, two inches high and weights—well, enough to discourage any one from taking him lightiy.

As director of owned-and-operated stations—one of the three operational units into which NBC was recently split—Mr. Gaines has in his command 16 stations, four of them television, six AM and the other six FM. The fact that a big share of the network's profits comes from the owned-and-operated AM stations does nothing to detract from Mr. Gaines weight around NBC.

James Gaines' present circumstances in the urban elegance of NBC's New York headquarters are as far removed from his origin as, say, Radio City from a southern tobacco patch. Indeed that is the exact course he has followed.

He was born May 8, 1911, on a tobacco plantation in the village of Saxe, Charlotte County, Va. The plantation was owned by his father's family, and young James arrived while his mother and father were in temporary residence there during the father's recuperation from an illness.

When Mr. Gaines was a year old, his father was able to return to his business—a school of business—in Poughkeepsie, N. Y. A few years later the family moved to East Orange, N. J., where James Gaines grew up and attended school.

After graduating from high school he took a two-year course at a branch of his father's business school in New York, where he studied accounting, bookkeeping and other commercial arts which were to become so highly admired many years later in the reorganization plan of NBC.

Mr. Gaines' choice of business school subjects was extremely fortunate. It is coming in handy in the present adoption by all O & O stations of a cost accounting system which, to anyone of lesser educational resources than Mr. Gaines, is a mystery and an ominous one at that.

Although upon completing his term at school he was formidably equipped with knowledge of the intricacies of business, Mr. Gaines was without specific ambitions. For a few years he changed from one job to another, including one post as floorwalker at Bamberger's store.
HOW can you find the most productive station?

THAT'S EASY! Look for the major station that carries the most locally sponsored programs—you'll find the station that's getting results.

No one knows better than the local advertiser the importance of getting the most for his advertising dollar. He can't afford to advertise on a major station unless he does get results.

That's the reason you'll find more local advertisers consistently sponsoring more programs on WGN than any other Chicago major station.

It isn't enough that people listen—listeners have to ACT! WGN listeners do just that. That's why more local and spot advertisers make WGN their top choice in Chicago.

When you buy in Chicago...buy the best...WGN

A Clear Channel Station... Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720 OnYourDial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2909 Wilshire Blvd., Los Angeles 5
718 Lewis Bldg., 333 SW Oak St., Portland 4

Broadcasting • Telecasting
in Newark, N. J., another in the offices of Hearns Department Store in New York, and another as assistant to the general manager of the American Merchants Assn. of New York.

It was from the automobile association that he moved into radio. As assistant to the general manager of the association, Mr. Gaines was assisting in the staging of the annual New York Automobile Show. In those days WINS New York used to schedule broadcasts directly from the show, featuring interviews with motor executives.

In the 1937 show, one such interview was scheduled with the late Walter P. Chrysler Sr., and at the last moment no professional writer was available to create Mr. Chrysler’s script. Mr. Gaines, whose literary experience until then had not been more ramified than the writing of business letters, volunteered to put words in the motor magnate’s mouth.

Although theretofore untutored in writing skills, Mr. Gaines’ script for Mr. Chrysler made a more lasting impression than do many radio scripts turned out by highly-paid writers. Nearly a year later Mr. Chrysler, recalling the performance of Mr. Gaines, recommended the youth for a job with Major Bowes, whom Mr. Chrysler was then sponsoring.

The Major hired Mr. Gaines as an advance man to conduct field operations in “Honor Cities” featured on the Major’s Amateur Hour. It was the habit of the program to salute a different city each week, a tactic that succeeded in arousing great promotional and publicity clamor for the show.

Constant Travelers

Mr. Gaines, as advance man, roved the nation ceaselessly for more than four years, until he gloomily began to believe that all life was founded on the one side by a railroad station and on the other by a hotel room.

Mr. Gaines was in a different city in a different state every week. In the course of his more than four years service with Major Bowes, Mr. Gaines visited more than 200 cities.

At the beginning of 1941, whatever itch had once been in Mr. Gaines’ foot had long since turned to numbness. He was worse off than the man without a country; he was a man without even a town.

It was at this moment that James Gaines, during a pause between trains, spied in the Major’s New York office a handsome girl, Eugenia Keller, who was in charge of auditions for the amateur show. As soon as his itinerary permitted, he married her.

Six months after the marriage, he quit Major Bowes and joined the station relations department of NBC. Last week, Mr. Gaines celebrated his eighth anniversary in the more sedentary service of NBC by preparing for a trip to inspect the network’s properties on the West Coast.

On Jan. 1, 1944, Mr. Gaines was transferred to the advertising and promotion department of the network as assistant director. In October 1946 he became assistant to William S. Hedges, vice president in charge of planning and development.

One of the things that he and Mr. Hedges planned was thedvolution of programming of the network’s New York outlet, WEAF (now WMBC), from the network’s program department. Having helped plan the divestiture, Mr. Gaines was put in charge of its execution. In February of 1948, he became director of owned-and-operated stations and late that year was named, in addition to that duty, assistant to Harry C. Kopf, then administrative vice president in charge of sales.

Last month, he was appointed to head the owned-and-operated stations which, with the radio network and television network, comprise the three operating divisions of the reorganized NBC.

Mr. and Mrs. Gaines have three children, Richard, 7; Susan, 5, and Betsy, 2. They live in Port Washington, Long Island.

Mr. Gaines owns no spare time activities save reading and ineffectual golf. Travel is one of his hobbies. Last time he took a vacation, he stayed at home.

P&G PRODUCTIONS
Smith and Craig Appointed

Two appointments in its television and radio divisions were announced last Wednesday (Feb. 15) by Procter & Gamble Productions Inc., Hollywood. The company stated that these changes were made because of the increasing interrelation between nighttime radio and television.

Mr. Smith was named manager of television and nighttime radio production. He also will have responsibility for the company’s programming in these fields. William H. Craig was appointed associate manager of TV and night radio production. Gilbert A. Ralston will continue as executive producer of television.

The company pointed out that management of its nighttime programming activities remains separate and distinct from the daytime operation which is headed by William F. Cline. His assistants will continue to be A. H. Morrison and R. E. Short.

NCCJ AWARDS
NBC, CBS, ABC To Be Cited

NBC is slated to receive two of the four 1949 network awards announced last week by The National Conference of Christians and Jews. CBS and ABC also will be honored, along with individual stations, in presentations to be made this week.

NBC received the top NCCJ net-work award for its Eternal Light series. In the single program category NBC also was cited for its Purim cartoon program, aired as part of the network’s Living 1948 series. Also honored for single network programs were CBS for its Nether Free Nor Equal and ABC for Someone You Know. Individual station awards will go to WMAQ Chicago for its Destination Freedom and WBAL-AM-TV Baltimore for spot announcements stressing inter-group cooperation.

NCCJ extended a special award to CBS and The Goldberg’s for “sympathetic understanding and respect” for a Jewish family.” Elaine Carrington, radio writer, was singled out for a “personality” award for her Pepper Young’s Family.

The eight awards, to be presented as part of Brotherhood Week, are in recognition of outstanding contributions the past year in improving “understanding and respect” among different groups in American life, according to Dr. Everett R. Clinchy, NCCJ president who made the announcement. Certificates of honor will be sent to the networks and stations and presented to the recipients on the programs.

MICHIGAN MEET
Conference Set for March 10

DESIGNED to promote cooperation among radio managers, educators and community leaders, the fifth annual Michigan Radio Conference will be held Friday, March 10, in the Michigan Union Bldg., East Lansing, according to Prof. Joe A. Callaway, conference director.

The “Discussion 60” technique, directed by its originator, J. Donald Phillips, has been selected to provide the method for exchange of ideas at the all-day session. Those attending will gather in groups of six to determine the major problems they want to solve. Then a spokesman for each group will announce the questions. All this will precede the programs at which the speakers, having heard the problems, will attempt to incorporate the answers into their talks.

Speakers will include Dr. Lee Thurston, Michigan’s state superintendent of public instruction; Prof. Garnet R. Garrison, Michigan U. Radio Dept., and Robert J. Coleman, director of WKAR East Lansing and Michigan Assn. of Broadcasters also has been invited to participate.
WBIG dominates “The Magic Circle”* having more of the 15 evening top Hooper-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited CBS affiliate
gilbert m. hutchison general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.
PROPAGANDA NETWORK
Sen. Benton Cites Need for Radio Strength

PRESSING need for a vast radio propaganda network, "capable of laying a signal into every radio receiver in the world," was pointed out about three months ago by Sen. Benton, D-Conn., in an address before the Connecticut Editorial Assn. at Waterbury, Conn.

Noting that the impact of U.S. radio abroad is only a fraction of its potential strength, Sen. Benton singled out U.S. relations with China, which has received billions of dollars in arms. "Would we not have been wise to have invested a few tens of millions in radio broadcasting and in motion pictures?" he inquired.

Gen. George Marshall, in an off-the-record address after his return from China in 1946, called for use of radio and motion pictures on a scale "hitherto undreamed of," the Senator pointed out.

Sen. Benton, onetime assistant secretary of state for public affairs and foremost advocate of increased Voice of America operations, observed that the U.S. Information Advisory Commission had criticized the State Dept. and the Budget Bureau for slashing overseas information funds. He pointed out that the U.S. spends less today on this program than Procter & Gamble spends in advertising its soaps.

MAJOR LEAGUE BASEBALL

Rings the Bell for LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System ... and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING BIG SYSTEM
Dallas, Texas

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ED GARDNER

Again Denies Tax Evasion

ED GARDNER, "Archie" of NBC's Duffy's Taverns, told the Associated Press Feb. 9 that he believes to reach the Puerto Rican government for a license for his radio program. "If the government picture industry there before authorities will grant him any tax exemption on his radio and television properties.

Mr. Gardner again denied charges that he had moved origination of his weekly program to San Juan to evade income tax payments. With respect to local taxes, Mr. Gardner added that he is in the same tax status as other industries in San Juan where a 12-year tax "holiday" is in effect [Broadcasting, Oct. 10, 1949].

Earlier, Thomas J. Lynch, U. S. counsel, told the House Ways & Means Committee, now studying ways to plug tax loopholes, that Mr. Gardner agreed that his radio and forthcoming television shows under a tax-free agreement. Mr. Gardner now lives in Puerto Rico, where his program is tape-recorded for sponsorship by Blatz Brewing Co. on NBC.

TEXAS AP GROUP

District Committee Named

TWELVE district committees of the Texas Associated Press Broadcasters Assn. for 1950 have been selected, according to R. B. Johnson, vice president of KFJZ Fort Worth, association president.

The committees are:

District one: Jack Roberts, assistant manager and program director, KHUT, San Antonio, former editor; WOAI San Antonio, WOAI San Antonio, WOAI San Antonio.

District two: Jack Wallace, manager, KBST Big Spring, and Robert E. Van, news editor, KFRO El Paso; District three: Raymond L. Jones, San Antonio; District Four: Sid Pletz, Lewis, and Louis Pitchford, news director, KCAF Galveston; District Five: Sid Pletz.

While the majority of WHOM programs are originated [Closed Circuit, Jan. 16].

The new application for the move was dropped by Generoso Pope, WHOM licensee and publisher of Il Progresso Italiano Americano, during negotiations for purchase of WINS New York from Crosley Broadcasting Corp. The WINS deal expired when Mr. Pope was unable to sell WHOM within the necessary time [Broadcasting, Jan. 16]. Last summer FCC Hearing Examiner J. D. Bond in an initial decision ruled to deny WHOM's application to move its main studio to New York, from where the majority of WHOM programs are originated [Closed Circuit, Jan. 16].

The first results of our 1950 campaign are beginning to come in," said Charles A. Fennock, president of the Richard Hudnut Home Permanent as a result of its advertising and sales drive.

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Intense Readership
EDITOR, BROADCASTING:
I've intended writing you before, thanking you for the fine story you gave me on The Better Way in Broadcasting a month ago. But I've been on the move—learning every day what intense readership your magazine has. Over half the station owners and managers I talk to tell me: "Yes, I read about your series in Broadcasting." This is truly remarkable, considering that my story was but one in your vast coverage. . . .
A. Maxwell Hage
366 Madison Ave
New York
* * *

Ads Get Results
EDITOR, BROADCASTING:
I just learned of another way to profitably use Broadcasting. I read the ads. . . .
A new account, a healthy one from a local hatchery, is now on our books because of three large ads in past issues of Broadcasting. These ads (page 109, 4/11/49, pages 42 and 43, 5/23/49, and page 5, 6/27/49), showing how individual stations had sold baby chicks, with the obvious implication that they can sell many other products and services, proved to be the clincher in bringing a new advertiser to KJY.
Ralph Doerr
KJY Huron, S. D.

Laud 'Yearbook'
EDITOR, BROADCASTING:
I have received a copy of the 1950 Yearbook, and it looks like a humdinger. Congratulations to you and your staff. . . .
Robert K. Richards
Director of Public Affairs
NAB
Washington
* * *
EDITOR, BROADCASTING:
Your Yearbook looks bigger and better than ever. . . .
Marjorie Dorrance
New York
* * *
EDITOR, BROADCASTING:
I have just received the 1950 edition of the Broadcasting Yearbook. . . . No other reference book has so much information so conveniently arranged and so readily available. . . .
Peter W. Swanson Jr.
U. of Alabama Radio Department
University, Ala.

'Must' in Industry
EDITOR, BROADCASTING:
Please add the attached list of 34 new names to your subscription list. . . .
I have always thought your publication a must in the industry—the attached names are names of students . . . in "Radio Advertising" and "Radio Station Management" courses of the Communication Arts Dept. at Seton Hall College . . .
Low Arnold Jr.
Program Director
WSOU (FM) South Orange, N. J.
Seton Hall College
* * *

Will Buy FM
EDITOR, BROADCASTING:
May I take this opportunity to thank Broadcasting for publication of my letter on sorry nighttime AM radio reception in the small town. Several . . . gentlemen . . . sent me helpful letters in reply. . . . All agreed on one thing. I better buy an FM radio receiver.
. . . This I plan to do.
Ed Galtbreath
Radio Instructor
Statesville, N. C.
* * *

Thanks From London
EDITOR, BROADCASTING:
Thanks for everything during the 1950 March of Dimes campaign. . . .
Howard J. London
Dir., Radio, TV and Motion Pictures
Natl. Foundation for Infantile Paralysis
New York
* * *

Backs Clinic
EDITOR, BROADCASTING:
The wonderful cooperation which Broadcasting provided in getting behind the TBA Clinic . . . was one of the big reasons for its success . . .
J. R. Poppele
President
TV Broadcasters Assn. Inc.
New York
* * *

A Worthy Cause
EDITOR, BROADCASTING:
. . . Radio has its headaches, but I'll swap them for the headaches of retirement. . . . When it comes to handing out Do's and Don'ts, my doctors make the FCC look like a bunch of pikers. "Eat this, (Continued on page 48)
Open Mike
(Continued from page 45)

Describes Sports Show

EDITOR, BROADCASTING:

I read BROADCASTING from cover to cover. After getting a few hints on radio shows, I've decided to divulge my ... six day a week sports show.

The idea has been in use for ... four years. Sponsored by ... Chas. D. Kaier Brewery. Monday it's build around an open letter, "Sports Talk." Tuesday Meet Mr. ... usually an outstanding sports celebrity. Wednesday Sports Quiz, with a run down on various sports celebrities. ... Allowing the audience to identify him by phone.

Thursday the show is build around a favorite story ... then Friday, a dramtic skit ... five minutes in length. Each evening, we turn the pages of the sports book. Until the end, the book is closed "Until Tomorrow Night."

Ed Romance
Sports Director
WPPA, Pottsville, Pa.

Cites Summary

EDITOR, BROADCASTING:

BROADCASTING'S "Weekly Television Schedule" is one of the first items to which we turn each week. Thanks for striving to keep its figures as up-to-date as possible.

It would be not only helpful but interesting if, from time to time, a tabular report could be presented showing set totals by area—Far West, South, Midwest, etc. It would be useful, too, if you could show cities connected to a coaxial or microwave system and total sets therein, with separate listing of cities and number of sets not yet reached by a network system.

Congratulations on your comprehensive coverage. We are always looking for more and more news about West Coast broadcasting and telecasting.

Richard L. Bean
Manager, TV Section
Los Angeles Chamber of Commerce

Los Angeles

Tello-Test Adds 15

FIFTEEN more stations have bought Tello-Test, syndicated package of Radio Features Inc., Chicago, President Walter Schwimmer has announced. They are: WIP Philadelphia; WMJ Detroit; KFH Wichita; WREX Topeka; RICM Marion City; WXLS Springfield, Mo.; WHBC Jackson, Mich.; WIL, Peoria; WMRI Greenville, S. C.; WLSL Ros- nen, Va.; WBBJ Bay, Wis.; WLBZ Bangor, Me.; WHTN Huntington, W. Va.; WATN Watertown, N. Y.; and WKNY Kingston, N. Y.

WASHINGTON branch of British Information Services opens new office at 901 National Press Bldg., Washington. Phone is still Executive 8888.
California Caravan

(Continued from page 86)

lated themselves and CMA on having a “find.” They appreciated the way commercials were handled. Then, as now, they were short and to the point.

To demonstrate faith in prepaid health coverage, CMA employs institutional copy rather than California Physicians Service commercial references. This policy has been adhered to almost from the initial broadcast.

This rather unusual procedure which has been devoted to a public information and public education technique has stimulated the growth of all voluntary plans, Mr. Holzer declares. “California Physicians Service is seldom mentioned in the California Caravan commercials. The California Medical Assn. has gone all out to make the people of California voluntary health conscious.”

Almost immediately, following the initial broadcast, CPS membership started to build. One of radio’s biggest bugsaboos thus fell by the wayside. The medics agreed that perhaps this radio business wasn’t so bad after all for selling their services.

A time shift occurred six months later, when the program on Dec. 21, 1949, took over the 8:45 a.m. spot on that same list of Don Lee stations. As result, new members joined the CPS.

MURDER TRIAL

Mid South Airs Case

“NOT in the last 20 years there has been a broadcast that brought such spontaneous reaction and interest from radio listeners.” That is the comment by Bob McRaney, general manager of the Mid South Network, on the regionale group’s broadcast, direct from the court room in Columbus, Miss.

The trial involved H. W. McCown Sr., charged with murdering Henry Moore of Columbus. Obtaining permission from Circuit Judge John C. Greene, the Mid South Network set up microphones, telephone lines and tape recorders. The entire proceedings were tape recorded and played over WELO Tupelo, WCBI Columbus, WROB West Point, WNAG Grenada and WMOX Morgan City. Arguments by the attorneys, witnesses and defendants’ testimony, verdict of the jury and imposing of sentence by the judge were all covered. The television camera was carried live from the court room.

“Listener reaction has been terrific,” Mr. McRaney said. He also reported that Judge Greene and District Attorney Jesse P. Stennis expressed their appreciation to the network for its handling of the broadcasts, claimed to be the first of its kind ever carried in North- east Mississippi.

Some 12 months later, on July 20, 1947, California Caravan was transferred to 11 ABC California stations, and expanded to a half hour afternoon session, 1:30 to 2 p.m. California Medical Assn. continued as sponsor, and CPS membership continued to increase. ABC also aired a series of programs as a public service feature on 11 additional Pacific Coast stations outside of California.

When an offer was made two years ago to give California Caravan sustaining as a public service feature on Mutual stations outside California nationally, the program made another change.

California Medical Assn. on July 31, 1949, shifted it back to Don Lee-Mutual, with sponsorship on 14 California stations, Sunday, 3:30-8 p.m. (PST), where it has been going ever since.

Packaged by Lockwood-Shackelford Adv., with regular AFRA talent, there are no star names featured. It is virtually a stock company cast of the old and the new, having been with California Caravan since its inception. Virginia Gregg and Michael Hayes, who do bit work in motion pictures, handle the leads etc., while cast members include Anne Gwynne, Peggy Webb, Ruth Ferro, Marion Richman, Herb Vigran, Roscoe Ates, John Emery, Bill Conard, Ed Mann, Robert Moody, Ken Christy, and Pauley Bar.

Robert Purcell is narrator, with Fort Pearson announcer. Milton Castle is music director and organist. Seldom is an orchestra used. Mr. Charles also writes all the original music for the weekly broadcast. Beth Barnes and Karl Strehler are writer, reporters, and have a staff of researchers constantly on the lookout for authentic but “unusual” material.

Talent Costs Increase

When the first program went on the air as a 15-minute unit, talent costs were around $500 per broadcast. Package price today for the half-hour regional show adds up to approximately $1,000 per broadcast, according to Mr. Holzer.

Opposite such transcontinental network programs as CBS’ Presidential Family of Stars; NBC’s Catholic Hour and ABC’s Lutheran Hour, rating-wise, California Caravan has become one of the most listened to in the world. Because of this, the program has been carried in more than 250 cities around the world.

‘Better Way’ Adds 30

A. MAXWELL HAGE reports 30 more stations have signed for the Better Way, series of 52 half-hour scripts designed for local production of programs on the theme of maintaining the traditional system of free enterprise in business.

Shows are designed primarily for sponsorship by local industries. Some 70 stations are now receiving the scripts. New subscribers:

WGON Birmingham, WSPC Aniston, WMLE St. Louis, WIFC Alexandria City, all Alabama; WBLJ Columbus, WMBR Birmingham, WEQI New Orleans, WDBC Fort Worth, WBCS Cleveland, WGPA Griffin, WKEU Griffin, WBLJ Dalton, WNEK Macon, WGGA Gainesville, WPOM Moultrie, WRGA Rome, all Georgia; WCSU Charleston, WCRS Greenwood, WWCO Mobile, WROO Orangeburg, WANS Anderson, WFRC Sumter, WZND Florence, all South Carolina; WGGI Elizabeth City, WMFD Wilming- ton, WOGR Asheboro, WABA Ashe- marie, WEWO Laurinburg, WADE Ladesboro, all North Carolina; WDEF Chattanooga, Tenn.

The document award reads “Los Angeles Tenth District California Congress of Parents and Teachers Inc., 1947 Radio Award for Outstanding Service to the Welfare of the Family. This Certificate is awarded to California Caravan for its outstanding documentary program series of interest to the entire family.”

In addition, Mr. Holzer has lectured to various high school groups as guest of this broadcast and has agreed to be an unpaid consultant to the program. Copies of program scripts also have been sent to many schools at their request. Recorders, too, have been dispensed in the same direction.

“We are gratified that our program has been honored by such groups,” said Dr. Kneeshaw. “California Caravan’s success in winning such esteemed program listings of many state organizations is another source of great satisfaction to us. Since 1946 the California Physic-

LOBBYING CITED

‘Essential,’ Says Buchanan

LOBBYING IS “essential”—in fact, most lobbyists perform a real service—on employer groups and to Congress, Rep. Frank Buchanan (D.-Pa.) has reminded his House colleagues.

Rep. Buchanan, chairman of the House Select Lobbying Committee now probing a host of activities, including those of representatives of radio networks, labor and industry groups, etc., pointed out that the Lobbying Law requires only that these activities be carried on “in the open.”

In a report Feb. 6, Rep. Buchan-

Full coverage of Mardi Gras activities in New Orleans will be given by WWL that city.

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SOUTHERN Coach Lines, Nashville, Tenn., is participating sponsor on Woman's World, over WLAC that city. Since results on show were good, SCL offered cover of its "Read as You Ride" publication to WLAC for promotion of Woman's World. Cover shows picture of woman sitting atop globe holding banner reading, "It's a Woman's World." Smaller pictures around bottom of globe gives time and station call letters. Poem written on globe gives format of show and information dispensed on show. Booklet is distributed to 35,000 bus passengers monthly.

Pages Promote

Proof of its slogan, "Business Is Always Better in Washington, D. C.," is offered by WTOP that city in most recent promotion. List of major advertisers and agencies throughout country were sent 44 pages from Washington phone book which is much larger than ever before. Letter from John S. Hayes, vice-president of WTOP Inc., accompanied pages, and explained station's dominance in area. Letter concluded, "Everything is always better in Washington."

Mid-Century Airing

BOOKLET composed of round-table report on the mid-century by CBS world correspondents sent to trade and listeners by CBS. Booklet was given to men who participated while they were speaking, and informal shots taken after show are included. Complete copy of show. Additional pictures of world events discussed over program also appear. Discussion was aired New Year's Day.

Program Schedule

SECOND semester of educational programs presented by WCAE Pittsburgh in cooperation with public schools, Carnegie Library and Western Pa. Safety Council, has started over WCAE. Hersalding this event, scheduled programs included in series has been incorporated into folder for distribution to public places of interest to children. Titles, times and brief explanatory dates, as well as ages of children to whom particular programs are directed, is included. Folders carry information concerning other shows over WCAE not belonging to series which would prove of interest.

Rolling Sales

LARGE yellow, white and black card is most recent promotion sent to trade by KCKN Kansas City, Kan. Front shows two men, one labeled KCKN, the other Network Station, rolling up long carpet marked "More Sales." Caption reads, "To roll up more sales of your product or service in Greater Kansas City . . ." inside continues, "... Hire KCKN as your 'Booster Station.'" Buying power of residents of KCKN's coverage area is cited by county and important city.

KJBS Sponsors

WHEN archaic but colorful cable car of San Francisco were threatened with extinction, various civic organizations undertook sponsorship of individual cars in effort to save them. Organization sponsoring car helps meet its financial deficit. KJBS San Francisco was one such organization. Its car was completely decorated with large replica of clock on front reading, "KJBS—1100" on your dial. Alarm Klak Klak." Toot of car has long musical staff across which is written, "For music—KJBS—dial 1100." Additional smaller banners on top of car give call letters and dial position.

Election Champion

PART played by KROC Rochester, Minn., in telling of amateur athlete of the year for its region explained in brochure sent to trade by KROC. Contest is sponsored by KROC and winner was awarded trip to Cotton Bowl festivities in Dallas, Tex.

New Tour

TOUR to places of interest in Missouri and Illinois being planned Charles Stockley, farm editor of KXOK St. Louis, for 100 interested farmers and urbanites. Tour is fifth in series and has Springfield, Ill., as its destination.

Show Promotes Show

TO PROMOTE its This Is Your FBI, 8:30-9 p.m., Friday, ABC has started series of four special five-minute programs. Shows are aired on day before or day of This Is Your FBI, and features J. Edgar Hoover, chief of FBI, as guest speaker. Shows also will feature prominent civic leader who deals with crime prevention in city of each station airing show. Equitable Life Assurance Society is sponsor. Mail Pull Folder

FOLIO bulletin with picture of cow remarking, "What a Bull!" and farmer, labeled "ECCA saying , "Oh, No! We're No Bull!" has been sent to trade by WEAU Eau Claire, Wis. Inside of brochure is built-up booklet, looking, saying, "Mail Pull that Is. Remainder of bulletin depicts stacks of mail sent to station and claims pull of 8,259 pieces in one month from 48 counties in five states. Map of 35 Wisconsin counties with number of pieces received from that county enclosed, is drawn.

Individual Promotion

PROGRAM catalogs, typed and compiled separately for each prospect, sent to trade by KJK Seattle. Catalog takes form of loose-leaf book with separate sheets, each bearing title and format of different program available for sponsorship, enclosed. Station plans to keep book current by sending new sheets when different program needs sponsorship, and cancelling out those which have gained sponsor.

Tip to Children

CHILDREN watching TV shows in homes of friends and neighbors are given timely warning by WOR-TV New York. In 6-8 p.m., weekday many of station's line-up of children's programs, following announcement is read, "Your friends, I hope you will always be the kind of person who can sit at a friend's house, make sure your mom knows where you are . . . call her . . . and ask her if it's okay for you to stay . . ." Line up of upcoming programs is given.

D. J. Search

TWENTY-FOUR week contest, now in its sixth week, is underway in Portland, Ore., under sponsorship of WESL-FM in that city, to uncover best amateur disc jockey in area. Contestants are auditioned Monday evenings, with as many as 10 appearing. Four are chosen to appear following Saturday, when three judges, prominent Portland citizens, listen to their homes, and audience choose one winner. Winner competes against three new men weekly. Contestant who wins is given their own record, write their own public service commentary and include one public service advertisement.

Personnel

G. W. GIVES, supervisor of farm broadcasting at WGY and WRGB (TV) Schenectady, N. Y., appointed supervisor of publicity and promotion for stations.

VERNON GIELOW, formerly with KROC Clinton, Iowa, appointed director of promotion for KJK Junction City, Kan.

Merna Maddux, formerly with Blow Co., San Francisco, joins promotion department of KSFO and KFPIX (TV), same city.

Del Greenwood, promotion director for KFBF Evansville, Ind., named outstanding young man of 1949 in Evansville Jr. Chamber of Commerce.


Hearings on major radio legislation, originally slated to get underway today (Monday), were postponed last week by the House Interstate Commerce communications subcommittee, which set March 13 as a new target date [Closeout, Feb. 17].

The postponement was dictated "solely" by the illness of Subcommittee Chairman George Sadowski (D-Mich.), who has been confined to bed in Detroit. Rep. Sadowski, reportedly progressing satisfactorily, is due back in Washington March 1, spokesmen said.

The delay will give the subcommittee more time to draw up its schedule of witnesses, spokesmen explained. List is expected to be available just prior to the hearings, which authorities believe will last anywhere from four to six weeks.

Testimony will be taken on the new Sadowski Bill (HR 6949), the Senate-approved FCC reorganization bill by Sen. Ernest W. McFarland (D-Ariz.), and a proposal (HR 2410) by Rep. Harry Sheppard (D-Calif.) to diver networks and equipment suppliers of owners of stations.

The Sadowski Bill, introduced last month, would create a Frequent Flier program by blocking the allocation of frequencies as between government and commercial broadcast users and in part absorb some of the functions of FCC over which Sadowski now has authority. It would give FCC additional administrative sanctions over licensees and permittees; and render licensees immune from civil or criminal actions for libelous statements in political broadcasts [Broadcasting, Jan. 30, 28].

Ohio U. Awards

Cite Educational Programs

SOME 300 entries have been submitted for the 14th American Exhibition of Educational Radio Programs, according to Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, postmaster of the annual exhibition. Award winners will be announced May 1.

Originating in 33 states, the District of Columbia, Hawaii and five Canadian provinces, the entries represent perhaps the most widespread participation in the history of the exhibit, Dr. Tyler said. Entries have been received from commercial, educational, civic, religious and cultural organizations.

The winning programs will be available for audition during the Institute for Education by Radio in Columbus, Ohio, May 4-7, Dr. Tyler said.

John WILEY & Sons Inc., New York, distributing small booklet listing titles, publishers and prices of books on radio and electronics published by 666
**New Business**

(Continued from page 14)

four-hour Monday night all-film program on KECA-TV that city. Contract is for 52 weeks. Agency: Campbell-Ewald, Los Angeles.

**BOND STORES**

New York, appoints Grey Adv., New York, as agency.

**Network Accounts**

GEORGE A. HORMEL & Co., through BBDO, renew for 52 weeks Music With the Girls, all-girl variety revue aired on 224 ABC stations, Sunday, 6:30-7 p.m. EST. Renewal is effective March 12. Currently on tour, program regularly visits hundreds of U.S. cities and towns each year.

ROSS FOOD Co., Los Angeles (Dr. Ross dog and cat food), March 2 starts for 52 weeks, Clyde Beatty Show on 45 Don Lee Pacific stations, Thurs., 8-8:30 p.m. PST. Agency: Rockett-Lauritzen, Los Angeles.

**BROADCASTING**

**WOL AM Shift**

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**Canadian Westinghouse Co. Ltd., Hamilton, Ont. (electrical appliances and radio receivers), starts Don Wright Chorus from CPFL London, to 52 Dominion network stations, Sun., 10:30-11 p.m. for 13 weeks in spring and 26 weeks next fall and winter. This is first time Canadian Westinghouse has used radio agency. Agency: Sweeney; C. Waldorf Ltd., Toronto.

**General Foods Corp.'s Hopalong Carseyide, effective Feb. 26, moves to new time slot, 1-1:30 p.m. on Don Lee network. Agency: Young & Rubicam.

**John Morrell & Co., Ottumwa, Iowa (Red Heart Dog Food), sponsoring weekly 18-minute NBC Losse Show, terminates contract on May 27 after three years. Firm reported wanted longer show but lack of budget prevented expansion to 30 minutes. Agency: Henri, Hurst & McDonald, Chicago. Frank Perrin is packager.

**Interstate Bakers Corp., Los Angeles (Weber's Bread), through Dan B. Miner Co., that city, today, Feb. 20, renews for 52 weeks Ciseo Kid on eight Don Lee network stations. Mon., Wed., Fri., 7:30-8 p.m. PST. Show is Frederic W. Ziv Co. package.

Adpeople • • •

DOUGLAS DAY resigns as executive vice president of Buchanan & Co. to assume newly-created post of director of advertising for Allen B. DuMont Labs. HARRY GEYELIN continues as advertising manager of receiver sales division.

J. E. KING named advertising and sales promotion manager of McColi-Frontenac Oil Co. Ltd., Montreal, Canadian affiliate of Texas Oil Co.

**WIP's Facenda**

Cited by Fourth Estate Club

NEWSCASTER John Facenda, of WIP Philadelphia, will receive an editorial award from the Fourth Estate Square Club of that city tomorrow (Feb. 21). This is the first time that the Ma- son’s Lodge, P‘D’T’s, and other newsman’s organization has honored radio on a par with newspaperers in the Quaker City in its annual presentation.

Departing from its usual procedure of making only one editorial award, the club will cite both Mr. Facenda and Vincent E. Clark, Daily News editorial writer, for their efforts during 1949 on behalf of the University of City College. Benefactor Gimbel Jr., WIP president and general manager, will accept a duplicate plaque which will be presented to the station. The award, given to the writer of the best editorial dealing with local affairs during the year, was presented to the Inquirer last year.

**NBC's AM Business**


**Oregon Meet**

Time Regulation Bill Opposed

LEGISLATION which would make it almost impossible for Oregon as a whole, or any city, to have day-light time was opposed at the Feb. 10-11 meeting of the Oregon State Broadcasters Ass’n, held on the campus of U. of Oregon, in Eugene. The Oregon legislation (House 454) has been passed by the As- sembly and goes to the people for vote in the November elections. An- other resolution urged state broad- casters to ask their Congressmen to remove federal excise taxes as an “unequal burden on the many afflicted areas of business.”

Lee W. Jacobs, KBKY Baker, was re-elected president at the conclu- sion of the meeting. Other officers re-elected were H. J. Chandler, KPLW Klamath Falls, vice pres- ident, and the following directors: Frank H. Lepper, KNY Bend; Frank H. Coffin, KGW Portland; Mel Baldwin, KTLI Tillamook. Joe Schertler, KEX Portland, was elected treasurer, succeed- ing Ted W. Cooke, KOIN Portland.

Maurice B. Mitchell director of Broadcast Advertising Bureau, ad- dressed a joint luncheon of the assoc- iation and the Eugene Chamber of Commerce. The state associa- tion members were guests Feb. 10 at a luncheon of the Eugene Cham- ber of Commerce, as were guests Feb. 11 at a luncheon preceding dedication of new U. of Oregon buildings, one of which is devoted to radio. Dr. Harry K. Newburn, university president, was principal speaker at the ceremonies with Gov. Douglas McKay as guest of honor. Gov. McKay was speaker at the association’s banquet, con- cluding the two-day meeting.

**Myron Coy**

MYRON COY, 34, formerly pro- gram director at WBY'S Canton, Ill., died Feb. 7 in Beardstown, Ill. A resident of Beardstown, he also had served as an announcer and disc jockey at WLD's Jacksonville, Ill., WCAZ Carthage, Ill., and KVER Albuquerque, N. M.
TRANSPORT RIDERS ASSN. ASKS FCC TO BAN TRANSCASTS

TR OPPOSITION

TRT riders', opponents of radio-equipped vehicles in Washington D. C., promised last week to take recourse to the courts in view of the decision Wednesday by the Public Utilities Commission refusing appeals for a rehearing made by several anti-bus radio groups.

The PUC, in effect, reaffirmed its earlier decision that transit radio is not "inconsistent with public convenience, comfort and safety" by denying the appeals of TRA; the National Citizens Committee Against Forced Reading and Forced Listening; local attorneys, Guy Martin and Franklyn Pollak, other individuals and civic groups. The Commission said that it had given "careful consideration" to the briefs filed by opponents, in the light of previous testimony at public hearings and the PUC's subsequent findings, it found that the original decision supported. In the face of this setback to its battle against transit radio, Claude N. Palermo, president of TRA, declared that the issue now would be taken to the courts.

Charging that the PUC had "brushed aside all contentions as to the legality of soliciting advertising and other programs on a captive audience," Mr. Palmer said "it walked around the question (of whether) forced listening was legal or moral." He added, "in fact, it (PUC) had never said that 'busccasting' is or is not 'forced listening.'"

REQUESTS TO FCC

Meanwhile Transit Riders Assn., which fortnight ago filed suit in Federal District Court seeking a ban on all transit broadcasts [BROADCASTING, Feb. 13], asked FCC to investigate the problem and "take appropriate means" to prohibit transcasts. TRA also demanded that FCC deny or terminate licenses of stations which "engage in this abuse of the broadcasting privilege."

The American Civil Liberties Union, announcing its opposition to such broadcasts, called on the Public Utilities Commission to grant the union opportunity to file a legal brief looking toward reconsideration of PUC's decision approving transit radio operation in the District of Columbia. An ban on such broadcasts would not violate free speech, ACLU declared.

The TRA petition, filed by R. A. Seelig, association vice president, was sent to FCC Chairman Wayne Coy, embodying a resolution which noted that radio-equipped vehicles had spread to "more than a score of cities in recent years." TRA "is the only agency which has direct jurisdiction over the conduct of radio stations."

It characterized musically sooted rides as a concept or "urban magnetism," and "is one of the few free of life..." Question Under Study

At week's end FCC had issued a formal comment, but the Commission's staff is known to have been busy for several months [CLOSED CIRCUIT, Jan. 23] Basis of the study is whether transit radio constitutes "broad casting" the strict sense.

Copies of the TRA petition also were sent to Sen. Matthew M. Neely (D. Va.), chairman of the Senate District of Columbia Committee.

In its bill of complaint filed in the U. S. court in Washington, the riders' association seeks an injunction against Capital Transit Co. to bar operation of transcasts for fifty miles inside the District of Columbia with the holder of the license. The Washington franchise.

The ACLU petition, filed by Counsel Herbert Levy with FCC Chairman James McCullough, Jr., acknowledged that the right "not to listen" is "not absolute" and added that "due regard to both rights does not permit complete prohibition but only reasonable restrictions." FCC also has before it a petition similar to the one filed by TRA last week. The Washington attorneys Franklin Pollak and Guy Martin have asked the Commission to rule that transcasts violate Commission rules and regulations; to initiate a policy of license revocation; to make no fine; and to fine TRA attorneys with copies of the contract between Washington and the stations.

WICH Norwich, Conn., honored by American Legion Post, No. 4, at public testimonial dinner, for its cooperation in recent polo drive.

ANNUAL Radio Writers Guild cocktail party will be held at Astor Roof, New York, Feb. 24, beginning at 4:30 p.m.
Pabst Blue Ribbon
(Continued from page 23)
Extract Co., Chicago, was purchased in 1930.

In November 1932, Premier Malt Products Co., Peoria, Ill., voted to merge with the Pabst Corp. The name changed to Premier-Pabst, and Harris Perlestein, head of Premier, became president, the position he holds today.

Five years after repeal, the name of Premier-Pabst was changed back to Pabst Brewing Co., and Fred Pabst became chairman of the board. According to the book, The Pabst Brewing Company, recently published as the first volume in its Business History Series by New York U., "the joining of the chief malt products firm (Premier) with the greatest brew producer (Pabst), in order to provide additional resources for expansion, may seem so obvious a business arrangement as to require little ex-

WMOR CHANGE
To Elect New Board Chairman

WMOR (FM) Chicago will elect a new board chairman within two weeks to replace David L. Toffenetti Sr., Chicago and New York restaurant owner, who resigned a fortnight ago. He left the job, which he held since October, after a board meeting at which directors voted away his powers of authority a 7 to 2 margin. They charged Mr. Toffenetti with "interference and censorship" in programming and station policy.

Although he has withdrawn from active support of the station, Mr. Toffenetti retains 27% stock in Metropolitan Radio Corp. of Chicago Inc., in which he is the largest single stockholder. No person or group has controlling interest.

About 25% of the station's revenue has been withdrawn by Mr. Toffenetti, according to President Bernard L. Miller, acting board chairman. The time includes a daily strip, Breakfast at Toffenetti's, and a heavy spot schedule. More than 10 local accounts, however, have been added since Jan. 1, Mr. Miller said. Rudolph Cole and David McHale were added to the sales staff last week to promote additional accounts.

WMOR broadcasts from 8:15 to midnight six days weekly and 1 p.m. to midnight on Sundays. The station services Jewel Food Stores in the area with in-store broadcasts.

Union Oil Spots

UNION OIL CO. Los Angeles, through Foote, Cone & Belding, Hollywood, will expend approximately $200,000 for a 92-week spot radio campaign that started Feb. 15 on 45 stations in 28 Pacific Coast and Intermountain Network stations. Approximately eight to ten chainbreaks weekly will be used in each market during that period.

FLASHBACKS into the radio album of Pabst reveal such stellar stars as the late Ben Bernie (1), the cigar-smoking, violin-playing 'Old Maestro'; Groucho Marx (center), a stogie chumer himself who might not classify his fiddling as the musical type; and Eddie Conant.

...planation, but personal factors working in reverse fashion have often prevented just such logical steps. The personality of Fred Pabst leads one to believe that had he not liked Perlestein as a man, nothing on earth would have persuaded him to merge the business." Harris Perlestein graduated as a chemical engineer from Chicago's Armour Institute in 1914 and was a practicing chemical engineer for 10 years before entering the administrative side of business. He is a director of the United States Brewers Foundation; a member of the Board of Public Welfare Commissioners, State of Illinois; a di-

rector of the Illinois Manufacturers Assn., and a member of the board of trustees of Illinois Institute of Technology, successor to Armour Institute. He is president of the Los Angeles Brewing Co., and a director of the Hoffman Beverage Co., Newark, both wholly-owned Pabst subsidiaries.

Pabst, with its main brewery in Milwaukee and modern auxiliary plants in Peoria and Newark claims to be in a better position than ever to compete for the national market.

"And we feel we have the edge over our competitors by being the only brewing organization in America to use coast-to-coast radio and network television," as Nate Perlstein puts it.

JOINING lineup of ABC programs is Melody Rendezvous, Saturday, 6:45-7:15 p.m., originating at WCAE Pittsburgh.

WOL

PEOPLES BROADCASTING CORPORATION, WASHINGTON 6, D. C.

1450 KC.

WOL-FM 98.7 mc

An Open Letter to Radio Advertisers

Why We Bought 1450

1. 1450 has an established 9-year record. WOL call letters have a 27-year tradition as "The Voice of Washington."

2. As many push-buttons are set to 1450 as any other D. C. station, and more than most of the newer fringe stations.

3. 1450 is a good frequency: (a) CBS is to the right—NBC and ABC are to the left.

(b) It would take 3,000 watts of power—a two-tower directional antenna to duplicate the present 1450 booster coverage.

4. 1450 is a Washington, D.C. station—not a perimeter station.

5. 1450 has a 9-year listener habit: (a) Pulse has consistently rated 1450 3rd in listener popularity.

(b) 1450 has had good operation under Ben Strouse.

6. 1450 has been among the top Washington stations in business volume.

7. In spite of the 29 AM-FM-and-TV licenses issued in the Greater Washington, D.C. area, we pledge that with the above record and facilities, plus our experience and resources, the new WOL-AM and FM will continue the splendid business record of 1450 and the 27-year tradition of WOL—"The Voice of Washington."

Cordially,

Fred R. Palmer
Manager
Baseball Budgets Up  
(Continued from page 19)  

in the New York negotiation, it was understood that upstate New York stations would air Yankee games when their own local clubs are playing road contests. Arrangements are in progress with P. Ballantine & Sons and Atlantic Refining Co. to co-sponsor the broadcasts, BROADCASTING learned.

In the Quaker City a dispute as to how many night games should be broadcast or telecast reportedly has slowed progress on the city's baseball coverage. It is granted that home and away games will be aired with two stations alternating on coverage of both the A's and the Phillies. Probable stations, it was reported, are WIRG and WPEN, both independents. Provisions covering TV have not been settled.

Sponsor Speculation

Current speculation on Philadelphia sponsors centers about three advertisers—Atlantic Refining Co., which last year backed one-fourth of radio-TV game coverage; Ballantine's, which in 1949 sponsored one-half; and Sealtest Inc., a newcomer in Philadelphia baseball. Last year, Camel cigarettes was the third sponsor.

Sealtest again foots the bill for broadcast coverage of the Pittsburgh Pirates after last year's first baseball sponsorship for the dairy company in the Steel City. Also reported in contract stage at Pittsburgh is an arrangement whereby Pirates games will be fed to some 20 western Pennsylvania stations. Key station is WWSW-AM-FM Pittsburgh, now boasting 5 kw on 970 kc. WWSW will broadcast the full 164 home and away schedule. Roney Rowswell and Bob Prince are expected to handle play-by-play. Although not yet official, it is doubtful which TV will be considered.

In Boston, the lineup for the coming season will approximate that of last year. WHDH, 60 kw independent, again has exclusive AM rights for both the Red Sox and the Braves schedules. All home and away games and possibly other big league games on off days will be carried. Sponsorship is dual—the Atlantic Refining Co. and Narragansett Brewing Co. of Cranston, R.I., share the bill.

In Detroit, the Honig brothers and Leo Egan will be on the mike, the first two also doubling on teletcasts which will be handled by WNAC-TV and WBZ-TV on an alternating and even split at both clubs of home games as they did last year. Television sponsorship is shared by Chevrolet Dealers and Narragansett. Special cameras will be using Zoomar lens for the first time. Bump Hadley will assist Messrs. Britt and Hussey on TV.

Under negotiation in New England is the possibility of feeding AM-FM broadcast to all Boston baseball contests to 30 stations. At last year, the sponsors also will pay the check for a series of 20 pre-season games of both the Red Sox and the Braves. The warm-up games, originating from the Florida circuit, will be handled by Messrs. Britt and Hussey. First game is scheduled for March 1.

In Chicago, the White Sox full schedule will be carried exclusively on AM by WJJD, the Marshall Field station. Bob Elson will handle all the games. The Wrigley Field contests live, with the remainder of away games by wire. WJJD, a daytime outlet, has purchased time on WIND for airing out-of-town night games of the American Leaguers. Fox de Luxe Beer and Muntz TV will share the bill. Rights are reportedly to have been bought by WJJD for $70,000.

Ask $100,000 for TV

White Sox Manager Frank Lane and Charles Comiskey, vice president, reportedly are asking $100,000 for TV rights, which WGN-TV Chicago had exclusively last year.

With negotiations still in progress, final decision and sale are not expected before mid-March.

While WIND will carry all Cubs games, home and away, including wire recreations, daytime home games will be fed to the Midwest Baseball Network with some 35 stations expected to sign. The latter will carry local station Elson Liggett & Myers, which will sponsor WIND's coverage, also will get spots and mentions on the network.

Stations in Illinois, Iowa, Indiana, Michigan, Minnesota, Kentucky and Wisconsin. Lineup thus far is:

WHOW Clinton, WGLL Galveston, WJNL Norfolk, WINY Fort Wayne; KROQ Clinton, WKBG Boone, WNOA Des Moines, WKBQ Waterloo, Iowa; WRP Eau Claire, WQLY Green Bay, WIBG Milwaukee, WILY Ladiesmith, WLIN Merrill, WJNO Neenah, WILR Marinette, WPLX Marinette, WISD Madison, WQLT La Crosse, WICAW Washwire, WIVA Michawaska, WCWN KLEK Rochester, Minn., and WXYZ Louisville, Ky.

In Detroit, Goebel Brewing Co., that city, will sponsor all 154 home and road games of the Tigers on 31 stations in a special "Goebel Jr." fed model, which has exclusive broadcast rights as it did last year. Harry Heilmann, the beer firm's sportscaster, will handle play-by-play. Agency is Brooke, Smith, French & Dorrance, Detroit.

Griesedieck on WIL

Also in the Midwest, another beer company, Griesedieck Bros. Brewing Co., St. Louis, is expected to sponsor the Cardinals games exclusively on WIL, the Marshall Field outlet, Chicago, was clearing negotiations last week.

The Browns' rights had not been sold as of press time in Chicago, but speculation pointed toward WEW, St. Louis U. outlet, and KWWK St. Louis. Last year, the stations split game coverage, WEW during the day, KWWK at night. Johnny O'Hara and Tom Daily handled the commentary. Negotiations were pending on the price question.

Exclusive radio and TV rights for the World Champions will be sold. Cincinnati Reds baseball games were negotiated last month by WCPO-AM-TV [BROADCASTING, Jan. 30]. Burger Brewing Co. of that city will sponsor the games, which will be carried on a 27-station hookup in adjacent portions of four states. Announcer will be Waite Hoyt. WCPO-TV, the ABC affiliate in Cincinnati, will handle play by play. WCPO's AM will handle play by play. WCPO's AM will relay the game from coast to coast.

Additionally, the Tigers and Sickles, and the St. Louis Browns and Sickles, will have radio-telecasts in the St. Louis area.

For the National League, the Cubs and the Giants are being handled by WGN-TV Chicago, and W送给-TV WGN which will also carry 20 games, including wire recreations.

The Pirates are being handled by WTVN-TV Columbus, Ohio; WVL-WTWO (FM) Dayton, Skyland Broadcasting Corp., operator of the two stations, has entered into a contract to share exclusive AM-FM rights to carry the games in Dayton. Approximately 300 games will be broadcast this season. Cleveland games will be announced by Jack Grave and Jimmy Daddy.

225,000 in Cleveland

The Cleveland Indians' schedule will be broadcast on WEIE Cleveland. AM rights were purchased by the Indians and reported a reported $225,000 per year for three years by Standard Brewing Co. of that city for Ernie Brew. Agency is Gerst, Sylvester and Walsh, Cleveland. In the next two years, WEWS (TV) Cleveland had the rights. TV outlet for this season has not yet been decided.

All Cleveland Indian and Dayton Indian games will be carried on WONE-WTWO (FM) Dayton. Skyland Broadcasting Corp., operator of the two stations, has entered into a contract to share exclusive AM-FM rights to carry the games in Dayton. Approximately 300 games will be broadcast this season. Cleveland games will be announced by Jack Grave and Jimmy Daddy.

THE CBS family receives a new mom into its fold. Edward Shurick (f.) new market research counsel for the network, is welcomed by John J. Karel, CBS sales manager. Mr. Shurick's appointment is effective March 1 [BROADCASTING, Feb. 6].

Pian 10 Broadcasts

A minimum of 10 broadcasts are planned for origination from five of the American League cities. A similar agreement covering one or more National League clubs reportedly is in the prospective stage.

A bowling tournament of the American League Presidents, Fred Frick has shown his support of the proposal, at least three or four club owners reportedly are willing to go along. A quorum of owners favoring the idea conceivably could lead to a reversal of Mr. Frick's position.

A sidelight in the MBS series plans hinges on the Cleveland Indians, a leading contender in the American League. A similar agreement covering one or more National League clubs reportedly is in the prospective stage. A bowling tournament of the American League Presidents, Fred Frick has shown his support of the proposal, at least three or four club owners reportedly are willing to go along. A quorum of owners favoring the idea conceivably could lead to a reversal of Mr. Frick's position.

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ARKANSAS MEET

SAM W. ANDERSON, manager of KFFA Helena, Ark., was elected president of the Arkansas Broadcasters Assn. at the annual winter meeting held in Little Rock on Feb. 10. He succeeds G. E. Zimmerman, manager of KARK Little Rock.

Fred Stevenson, manager of KGRH Fayetteville, was elected vice president, and Ted Rand, manager of KDRS Paragould, was named secretary-treasurer. Elected to the board of directors were Mr. Zimmerman; Harold Sudbury, KLCN Blytheville; Leon Sipes, KELD El Dorado; Sheldon Vosmahler, KGHI Little Rock; Jack Wolever, KTIS Hot Springs, and John England, KFWF Fort Smith.

Resolutions

The 32 broadcasters representing 25 stations passed a resolution commending the state's ham operators "for their willingness to perform public services and for encouraging interest among the youth of the state in radio broadcasting." The group also passed a resolution in which the ABA goes on record as opposing payment of music fees in commercial transcriptions in excess of two cents per tune per station.

It was also voted to continue promoting Arkansas as the "Land of Opportunity"; to investigate through a committee of station operators the public service merits of programs now being submitted to the broadcasters for sustaining presentation, and to continue a study of provisions under which

WKRM FIRE

MBS Outlet Is Destroyed

WKRM Columbia, Tenn., 250 w Mutual affiliate, was completely destroyed by fire early last Tuesday morning (Feb. 14). R. M. McKay Jr., president and co-owner, estimated damage at between $50,000 and $75,000 and said the loss was partially covered by insurance.

The fire, of undetermined origin, started about 4 a.m. in the eight-room frame building which housed the transmitter equipment, studio, and offices. The blaze was first noticed by the engineer of a passing train who sounded the train whistle repeatedly to awaken people in the vicinity. By the time fire fighting equipment arrived at the scene, the blaze was beyond control.

Immediate plans were made by WKRM officials to procure new equipment and to resume broadcasting operations from temporary quarters within a few months. A corner stone was laid for a temporary building on the same afternoon of the fire.

WKRM went on the air in 1946. It is owned and operated by the Middle Tennessee Broadcasting Co., of which R. M. McKay Sr. is co-owner and secretary-treasurer.

EMERSON Radio & Phonograph Corp. purchased Continental Can Bldg., Jersey City, N. J., to be converted to manufacturing plant of about 450,000 sq. feet.

ARRANGING for Regal Pale Beer sponsorship of San Francisco Seals baseball games on KSFO San Francisco are (l to r): Seated—Frank Duetsch, Abbott Kimball agency; Paul Fegan, Seals president; standing—Jack Campbell, KSFO coml. mgr.; Charles Graham, Seals gen. mgr., Don Klein, KSFO sportscaster.

E. D. WALDEN (seated), executive v. p., Pacific Mills, contracts for his firm's sponsorship for third year of WROL-AM-FM Roanoke, Va., for a second consecutive year, is set by Hugh Gish (seated), president of the Blue Ridge Beverage Co. Looking on are Frank E. Kohler (l), general manager, Radio Roanoke, WROL, and Coleman Austin, announcer.

SPONSORSHIP of all week-day home games of Roanoke Red Sox on WBOY-AM-FM Roanoke, Va., for a second consecutive year, is set by Hugh Gish (seated), president of the Blue Ridge Beverage Co. Looking on are Frank E. Kohler (l), general manager, Radio Roanoke, WROL, and Coleman Austin, announcer.

WKRM-AM Columbus, Ohio, received a two-year contract for exclusive rights to broadcast games of the Columbus Red Bird Baseball Club. Signing the agreement are L. A. Pixley (l), president of The Pixley's Inc., operator of WCOL, and A. L. Banister, Columbus Red Bird president.
Views on Dues
(Continued from page 19)

In Washington office last Thursday, morning but as far as could be learned he has taken no action on naming of a committee to consider candidates for the general man age.

S o m e misunderstanding was noted at NAB headquarters over board action calling for an independent audit of the association' books. The books have been audited ever since 1929 by an independent accounting firm, and such an audit was just getting under way when the board acted. This audit was halted pending clarification of the board's action.

It was felt the board was interested in getting special breakdown on association finances rather than another independent audit. This might include the allocation of BAB's receipts in the association' weekly financial statement, for example, or perhaps another special set of figures.

A board action that will receive careful attention centers around complaint by associate member that non-member companies have equal representation on conventions and district meetings. A special ad hoc and a membership committee were reported on this complaint. It was recommended the NAB board make sure its members understand members well in advance of arrangements for scheduled meet ings.

The NAB secretary-treasurer's office is expected to announce re sults of the balloting for board membership a week from today (Feb. 27). Ballots must be submitted by midnight, Feb. 25.

Technically, NAB is operating under the 1949 structural until the new fiscal year starts April 1. The Radio Division will be dropped at that time, and the Television Division will become the Television Dept., it is understood

WMAS Chicago's "Six-Thirty Special" contest offers all expenses-paid trips to Hollywood for answers to "Why I Listen to WMAQ." In 25 words or less. Judging entries are (1 to r): Paul McClure, NBC Chicago AM network sales manager; I. E. Showerman, vice president in charge of the Central Division; John Keys, assistant manager of the press department, and A. W. Koney, station relations manager.

Arney Replies

Replying to Mr. Younts, C. E. Arney Jr., NAB secretary-treasurer, said the action was taken "only after most deliberate and careful consideration by the members of the board. The viewpoint of the smaller stations was adequately presented to the board by several of their members who are themselves operators of small stations."

Mr. Arney explained that only eight of the 27 board members will retire automatically in April and the dues structure has been dis cussed for many months. He added: "I hope we can convince you that you are wrong in presenting this increase and I further express the hope that you will become a crusader among the other small station owners in your area in helping us to justify it. I feel certain that the increased results that will come from it will fully justify the increase in dues."

Prior to the April convention NAB plans to issue statements to the membership placing the dues picture in the proper perspective. These will cover such topics as the budget background for changes in the four lower classes and the expanding services rendered by the association.

Fastest growing service at NAB is Broadcast Advertising Bureau, which will receive 25.06% of the $798,322 appropriated for the new fiscal year starting April 1—about $100,000 above the current NAB budget.

About three-fourths of the $100,000 will go toward BAB, which gets a total of $200,000. At present BAB is operating at a rate of roughly $128,000 annually, though budget computations are difficult to describe because NAB is in the process of switching from a calendar to fiscal year.

In 1948, when NAB had a $796,000 budget, the Broadcast Adver tising Dept. (predecessor to BAB) received $65,490 for the year. The new appropriation represents a three-fold increase—from 7.97% to 2006% of NAB's budget—for sales and advertising activities in the two-year period.

Reduced to terms of dues, nearly $4 of every $15 in monthly dues paid to NAB by Class A stations will go to sales and advertising under the new budget. This compares to 60 cents out of each $7.50 in monthly dues paid in 1948.

In addition to its $200,000, BAB is expected to receive perhaps $60,000 a year from sale of special services. At NAB headquarters it is stated that BAB's activities provide a type of service smaller stations are unable to perform for themselves in addition to more general operations boosting the radio medium as a whole.

The new dues in four low-income classes affect the amount 780 stations will pay to NAB after April 1. Among AM stations, 302 are in Class A, 181 in Class B ($50,001 to $50,000), 172 in Class C ($50,000 to $75,000) and 114 in Class D ($75,000 to $100,000). Among FM stations, 39 are in Class A and 2 in Class B.

Expensive to Service

These 780 stations, which NAB says are more expensive to some than larger stations, have been paying 25.12% of the total income, or $11,712 a month. Using the Jan. 1 membership base, these stations will pay 26.18% of the total, or $18,465 a month under new dues.

NAB's membership as of Feb. 1 included 1,164 AM, 518 FM and 30 TV stations, plus some 70 associate members.

This AM segment comprises 55% of all AM stations in the industry. NAB is anxious to raise the 55% figure, recognizing that it can either decrease dues or expand services, or both, if a larger segment of the industry pays dues to maintain its trade association.

Addition of a field director, as authorized by the board, will provide a fulltime official who can tour the country as a membership missionary. This practice is common among business associations.

The field director may not be named until the board has ratified the name of the man Judge Miller appoints to fill the new general manager's post. It is assumed the field director will be an assistant to the general manager.

Judge Miller returned to his Washington office last Thursday morning but as far as could be learned he has taken no action on naming of a committee to consider candidates for the general man age.

WWON Is Sold

SALE of WWON Woonsocket, R. I., for $70,000 to the Woon socket Call was announced last week by the station. Deal is subject to FCC approval. WWON is assigned 250 w on 1240 kc fulltime. The transfer application is to be filed in the name of Woonsocket Broadcasting Co., a new firm owned by the Woonsocket Call, which in turn is published by Buell W. Hud son and Andrew P. Palmer as general partners. WWON sellers are Garo Ray, consulting engineer; Aram Tellalian Jr. and James J. Idicic. Transaction was handled by Blackburn-Hamilton Co.

ABC Quarterly Gross

GROSS sales, less discounts, returns and allowances, of $11,085, 194 in the last quarter of 1949 were reported by ABC to the Securities & Exchange Commission.
Ad Council
(Continued from page 22)

vening at the Statler Hotel and a
nechou there Thursday.

Members of the conference:

Bromwell Ault, Interchangeable Corp.;
L. W. Bourgeois; Harold S. Boege,
Corp., Bureau of Advertising;
L. R. Batiste & Co.; A. C. Black,
Liberty Mutual Insurance Co.; H. W.
Curtice, General Motors Corp.;
Estate, General Outdoor Advertising
James Ave.,
W. W. Beattie, Look Magazine;
D. R. Bryant, Standard Oil Co.;
M. M. McGeary, Coca-Cola Co.;
Curtice, General Motors Corp.;
B. S. Sabin, Esso Prod.
Inc.

Mark Seelen, Cunningham &
Brett Inc.; S. M. Sabin, Esso Prods.
Inc.; J. S. Sabin, Esso Prod.
Inc.; M. L. Sabin, Esso Prod.
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Inc.; M. L. Sabin, Esso Prod.
DOUBLE CRASH
KENI Newsmen Is Rescued

ASSIGNED to cover search operations in the crash of a C-54, an Alaskan newsmen found himself a victim when the search plane in which he was riding crashed on the slopes of 6,100 ft. Mt. Lorne in Canada's Yukon Territory.

Jack Borges, news editor of KENI Anchorage who flew to Whitehorse in the Yukon for NBC and the Midnight Sun Broadcasting Co., was one of the entire complement of six men injured in the crash. He and four others were rescued by ski troops of the 14th Mountain Infantry after the injured pilot, Lt. Charles Harden of Graham, N. C., made an heroic eight-hour trek through waist-deep snow to summon help.

Said to be one of the fastest rescue operations in the Far North, it was less than 24 hours from the time of the crash until the survivors reached Whitehorse. Mr. Borges suffered a broken wrist, lacerations, and torn leg tendons. He completed his mission by broadcasting from a bed in the U. S. Army's 4th Field Hospital.

CBS Stock
J. A. W. IGLEHART, member of the board of CBS, has bought 600 shares of Class A common stock of the company, bringing his total holdings to 3,400 shares, according to information filed with the Securities and Exchange Commission.

Gdynia Case
O'Connor to Support Charge

U. S. SENATOR Herbert R. O'Connor (D-Md.) indicated last week that he will supply additional information to the FCC pointing up the broadcast of alleged Communist propaganda by the Gdynia America Shipping Lines on U. S. station facilities.

Sen. O'Connor, chairman of a Senate Judiciary Immigration subcommittee that is pressing an investigation into Gdynia radio activities, (BROADCASTING, Dec. 26, 1949), promised the additional data following receipt of a letter from FCC Chairman Wayne Coy. Comm. Coy said the FCC had "no information" concerning the broadcast in Polish of "Communist propaganda" over the stations by Gdynia and asked that if the committee has "any facts which it believes would be of interest to the Commission," to make that information available.

WEDC Drops

At the same time, the subcommittee disclosed that a second committee had decided not to renew its broadcasts of Gdynia scripts. WEDC Chicago, the Congressional group said, had informed the Senators it had dropped the Gdynia prepared broadcasts as of Feb. 6. WIBI Newark, N. J., which had already the broadcasts as well as WEDC, canceled its Polish weekly series on Dec. 26.

A subcommittee spokesman said the "supporting" information which would be supplied by Sen. O'Connor probably would point out that in the registration of prepared and edited scripts for Polish programs under the Foreign Agents Registration Act, Gdynia reportedly filed a statement for a six-month period in 1948 showing that the "Polish Embassy had paid part of the total cost amounting to $4,800." The spokesman said that in a six-month period ending in March 1949 the Embassy's share purportedly was $7,800.

Would Spur FCC

It is understood that Sen. O'Connor will place the data before the FCC as a means of spurring the Commission to give more notice to such scripts in order that propaganda be avoided in the future. The Senator has demanded that the Commission take some "appropriate steps" to assure the country that Communist propaganda would not be permitted for broadcast. However, the FCC letter, in effect, showed little alarm.

The Justice Dept. also had played lightly with Sen. O'Connor's demand that it investigate Gdynia activities (BROADCASTING, Jan. 9).

Comm. Coy's letter follows in part:

"We have no information concerning the broadcast of Communist propaganda on the facilities of broadcasting stations in the United States by the Gdynia America Line. If you have any information or if your committee has any facts which you believe would be of interest to the Commission, I would appreciate your efforts in making that information available to the Commission."

THORNTON W. BURGESS

Famous Nature Story Teller
AVAILABLE ON SYNDICATED RADIO
INDEX and for booklets:
R-S-P SYNDICATION
DEPARTMENT
500 Fifth Ave., New York City

RICHARD STROUD PRODUCTIONS
HOLLYWOOD

Page 56 • February 20, 1950

BOOTH ELECTED

Director of Newspapers

JOHN L. BOOTH, Michigan broadcaster and son of Ralph H. Booth, founder and former president of Booth Newspapers Inc., has been elected director of Booth Newspapers at the group's annual meeting, it was announced last week.

Booth Radio and Television Stations Inc., of which John Booth is founder and president, operates WJLB Detroit, WBBC Flint and WSGW Saginaw, and is a television applicant in Flint and Saginaw.

Mr. Booth worked as reporter on the Saginaw News Courier in 1928 and on the Jackson Citizen Patriot in 1929. He served on the advertising department staff of the Detroit Free Press in 1934 and 1935.

Mr. Borges is given first aid by an Army ski trooper.

New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

Write today for additional information. Dept. BD-3 VISIT DAVEN AT THE IRE SHOW — BOOTH 948
FCC Hits FCC Proposal

X-FCC Chairman James Lawrence Fly, commenting on the Commission's proposal for a "uniform policy" hearing regarding licensing procedures, has suggested there is no trick substitute for sound judicial and administrative discretion. He considered FCC's proposal unnecessary.

Mr. Fly's letter is the first in a series filed in the Commission's proceeding to receive licensees' appeals of U.S. laws other than the Communications Act. FCC ordered the review in January, specifying Feb. 13 commencement, but the proceeding has been postponed until April 21 to allow sufficient time for "equalization as required by the industry." [Broadcasting, Jan. 30, eb. 6]. Deadline for comments is set as April 10.

The Commission's effort to set uniform procedure for handling appeals of those involved in civil and criminal proceedings outside the jurisdiction of the Communications Act stems from a 1948 supreme Court ruling holding the major film producers to be in violation of anti-trust laws.

Cites Confusion

Mr. Fly pointed out that under sec. 308(b) of the Act and the public interest concept the Commission under duty to inquire into the character of the applicant and proof of serious violations of law clearly pertinent to the issue of character." He indicated that CO's proposal would "involve more confusion than the rules would illuminate."

The ex-FCC chairman pointed out that over-parking is a criminal offense, whereas the substantial inversion of a $100 million trust may never result in a criminal charge or even a civil suit. He said, "the single question is the quality of the trust and its current impact upon the question of character." He concluded, "the fact is in issue, not the record counts."

FM LISTENING RISING
New York Surveys Show Sets Up, Too

STEADY increase in FM set ownership and listening in the New York metropolitan area is shown in a series of three surveys conducted by The Pulse Inc. and analyzed by the NAB FM Dept.

In homes that have both AM and FM, 37% of the total listening time is devoted to FM, NAB's analysis shows. The analysis was conducted by Edward L. Sellers, director of the FM Dept. Broken down into hours, it was found that the daily FM average was 1.60 hours compared to 2.66 for AM, a total of 4.26 hours.

Three Months Covered

The figures apply to the months of July and October, 1948, and January, 1950. The data show FM listeners are loyal listeners. NAB suggests this indicates FM is of "real value" to the AM operator of an FM affiliate and becomes more valuable as AM sets become obsolete and are replaced.

Distribution of FM homes in the 10-county New York area is shown to be divided equally between the low and high income groups. It was found, with FM serving all elevations of the socio-economic strata and being strong in the low-income groups.

Good Increase

In the July-January period it was found that the number of New York homes equipped with FM radios increased to nearly 573,000. FM's potential audience in the area as of January 1950 was estimated at 2,050,000, based on receiver distribution.

Numerous reasons were cited for purchase of FM receivers, with 19.3% saying they bought for lack of static, better reception or desired FM, all exclusive FM trademarks; 11.5% bought FM for better music, more classical music, better musical programming; 27.9% chose TV sets with the FM band; 21.4% chose a new radio with the FM band.

REPORTEDLY the oldest continuous commercial program in the Southwest, Mrs. Tucker's Smile Program, marked its 17th year on Feb. 13, with its 2,108th program on WFAA Dallas. Since 1933 the musical show has helped build the sales of Mrs. Tucker Foods Inc., Sherman, Tex., maker of Mrs. Tucker's Shortening and Meadowlake Margarine. It has made extensive use of the Texas Quality Network.

Employees were feted at a party given by KSD-TV St. Louis in celebration of its third anniversary. Station claims to be the first post-war video outlet in the country.

WATO Oak Ridge, Tenn., Feb. 1 celebrated its second birthday.

RACE RESULTS
Bill Would Ban Use of Radio

A PROPOSAL for legislation to outlaw interstate dissemination of race results by radio or other means for illegal use was advanced last week at the Attorney General's Conference on Law Enforcement Problems, held Wednesday in Washington.

The proposal was referred to the legislative committee for study and report by April 15.

A major problem to be solved in any such legislation, authorities pointed out, is the distinction to be made between broadcasts of racing information for legal purposes and those for illegal purposes. The resolution, which had the endorsement of the American Municipal Assn., would also be designed to prohibit dissemination of legitimate sports information.

Benedict P. Cotton, FCC general counsel, discussed FCC regulatory aspects, particularly with reference to uses of telephone and telegraph. He also cited the so-called WWDC Washington case of January 1948, in which FCC held with respect to broadcasts of horse race information that "the intent or design to assist the carrying on of illegal activities must be reasonably evident."

Attorney General J. Howard McGrath, who called the meeting of federal, state and local officials to map a campaign against organized crime, urged the active support of radio and press.

NEW four-page publication, On Air, released by the RCA Engineering Products Dept. to supplement its bimonthly Broadcast News, gives latest RCA information on new equipment and developments in radio and TV field.

CELEBRATING his 11th consecutive year on the air under the sponsorship of the Continental Oil Co., Mr. Mann (center), heard nightly on WLOL Minneapolis, the Twin Cities, MBS outlet. Originator of the In the Bleachers show, Mr. Mann is presented another year's renewal of his contract by Ozzie Haggard and the Twin City manager for Conoco, one of C. D. Carlson, Chicago divisional manager for Conoco.
**Programs**

EVERY hour on the half-hour, CHUM Toronto airs its Teleflash News. In this show, listeners who have witnessed news events, such as accidents or robberies, call station and sport. Items are checked with police of fire departments, hospitals, etc. afore being used. Listeners are paid $5 for each item used by station.

**Musical Talent Hunt**

WIBC instructors in Washington schools act as talent agents in test currently being conducted over MAL Washington. Most talented children in local high schools are entered in contest to determine two winners of $500 scholarship prizes. High school auditorium is scene of weekly broadcast with students in that school presenting their accomplishments. Show is sponsored by Atlanta National Bank, Washington, D.C., and aired Sunday at 5 p.m. Trophies were awarded best group performances.

"Court" Praised

BUTE to DuMont TV Network's "Hot Current Issues" and its originator, Irving Paul Suldin, was voiced by Frederic R. Conder Jr. (R-N.Y.) Congressional Record, Feb. 9 issue.

Conder cited program, telecast Friday, 8:54 p.m., as example of visual, praised Mr. Suldin for bringing the "virtually thousands of men," and noted latter had received attention from VFW in recognition of Carmen's second anniversary. Rep. Conder expressed hope Cans of Current Issues would continue its "splendid work" and felt that if similar programs are developed and presented through television, "we can look forward to a period in our immediate future when we will have the best informed public of any nation in the world."

Charity Children Star

HILDREN who are wards of Catholic charities institutions in New York are stars of new diversity on WFUV (M) Fordham U., New York. Series last 20 weeks and highlight different orphanage each year. Various celebrities, such as Eddie Dowling, etor and director; Connie Boswell, singer; Ethel Waters, singer and actress, act as guest m.c.'s. Production is handled by members of radio classes at Fordham.

**TV Covers Flood**

MOBILE unit of WCPO-TV Cincinnati covered high water from bank of Ohio river for reportedly first major news event displayed on TV in that area. Site for telecast was under suspension bridge over river in Covington, Ky. Flooded downstream river front of Cincinnati was shown in two 15-minute periods. Jack Fogarty, WCPO newsman, was narrator.

**Congressional Issues**

**SERIES** of weekly programs, Meet Your Congressmen, aired from Washington, are currently being presented over WHAT Philadelphia, Monday, 8:30-9 p.m. Most important issue under discussion in Congress is the extend Blair Moody, who emcees show, says Congressmen who will be most influential in deciding its outcome discuss it with Mr. Moody.

**Trying To Top**

SHUFFLE bowling is added to sports attractions offered over WFL-TV Philadelphia in new weekly series, Top the Champ, aired Monday, 9-10:30 p.m. Shuffle Bowling League has been holding elimination tournaments in area in preparation for choosing players who will appear on show. Contestants who have won out as local champions will compete with one another. Show is sponsored by Shuffle Bowling League of America which hopes to place many of its "Shuffle-Alley" machines in local recreation centers.

**Network Honors City**

IN HONOR of 100th anniversary celebration of San Luis Obispo, Calif., two Don Lee network shows originated from that city. Shows were Frank Jenneynewscasts and Dines/Forest Gang. Don Lee executives, including Pat Campbell, vice president in charge of station relations, and Tony LaPrao, director of network operations, attended.

**States Spotlighted**

NEW half-hour weekly television show starting Feb. 22 on KNDH (TV) Hollywood spotlights different home state each week, with participating audience made up by former residents of the state. Also featured are guest stars from particular state. Bill Welsh is m.c.

**Panel of Sports**

**WEEKLY** half-hour evening sports program with leading Canadian sports columnists is aired by CFRB Toronto. Program features review and commentary on the week's sports and has panel of five Toronto sports writers and guests with m.c. The Sports Writers Show is sponsored by a Toronto automobile agency.

**Bridge and Sports Added**

**WEEKLY** schedule of WOIC (TV) Washington has added "A Game of Bridge" and "Sports and Lynxes on Bridge. First show, aired Thursday, 7:15-7:30 p.m., features Jim Simpson, sports director. Outstanding professional and semi-professional athletes exhibit their techniques before cameras. Second show is conducted by William Lyons, contract bridge expert, who uses rotating table and charts in demonstrating various bridge hands. Show heard in same time slot on Friday.

**WAZL SURVEY**

**School Listening Rated**

A COMPOSITION writing assignment for elementary school students gave WAZL Hazleton, Pa., an opportunity to determine listening preferences in that city. Some 180 pupils of the A.D. Thomas Memorial School's fourth, fifth and sixth grades were assigned by their language teacher, Miss Grace Kleckner, to write a composition on the subject, "I Received a Radio for Christmas." As part of the competition, the students were asked to name their favorite radio programs, rating them first, second and third choice. Hearing of this, WAZL asked Miss Kleckner for the papers and compiled the results. NBC's Baby Smoaks program received the most votes for first choice by all three classes followed by MBS' Straight Arrow and Roy Rogers. As separate preferences, the fourth graders selected Baby Smoaks, the fifth grade pupils Straight Arrow, and the sixth graders' votes were tied for Baby Smoaks, and NBC's Life of Riley. WAZL, which is affiliated with both NBC and Mutual, compiled results into a booklet for distribution.

**AFA CAMPAIGN**

**Tops Previous Drives**

THE THIRD Advertising Federation of America campaign to promote public understanding of advertising has topped all previous drives, according to Ralph Smith, executive vice president of Duane James Co., chairman of the committee in charge.

A new record was set when radio stations took advantage of the transcribing offer to order 375 platters. The campaign, opened Oct. 20, cooperated with other media to show how advertising reduces the cost of mass consumer items.
Help Wanted

Managerial

New North Carolina fulltime 250 watt small TV station seeks experienced manager. Opportunity to own interest in station. Excellent location near Charlotte. Box 103E, BROADCASTING.

Salezmen

Dominant radio station in primary southwestern market with TV companion has opening for experienced, AAA-1 salesman with proven results record. Opportunity, salary and working conditions are inviting. Box 907E, BROADCASTING.

Time salesman for 250 watt northeastern station. Drawing account and commission. Box 929E, BROADCASTING.

Help Wanted (Cont'd)

Anouncer, about March 15. At least 10 yrs. experience, sober, dependable. Must know board. Disc. background essential. KFXK, Fort Stockton, Texas.

Anouncer, 10 yrs. experience. Excellent work record. Preferred upper east coast. Box 1309E, BROADCASTING.

Executive, sales, TV. Established small market. Offers good salaries, all expenses. Must have sales ability. Box 112E, BROADCASTING.

Announcer, sales manager. Must have TV experience. Must be licensed. Excellent opportunity. Box 104E, BROADCASTING.

Topflight combination man, wishes to sell you. Box 154E, BROADCASTING.

Topflight announcer, salesman, actor. Experienced in all phases of broadcasting and operation. Performances. Proven results in advertising. Box 155E, BROADCASTING.

Television

Production-Programming, others

Program director, 5 kw Mutual medium. Requires experience in production and scheduling. Background and staff requirements first. Box 1413E, BROADCASTING.

Producer/Director, perfect for Metropolitan station needs high caliber, non-union western type producer/director. Must be result oriented. Apply with reference. Box 215E, BROADCASTING.

Announcer, with general sales experience. Willing to work long or short hours. Write references, starting salary. Must be ambitious. WTPR, Paris, Tennessee.

Production-Programming, others

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Situations Wanted (Cont'd)

Well known sports announcer available. Exclusive broadcast rights for TV in this area. League bought by competitor station. National adver- tisements and contracts for an aggressive station. Box 156E, BROADCASTING.


Can I sell radio advertising? Proven over 5 yrs. experience. Box 215E, BROADCASTING.

Announcers

Well known programs announcer available. Exclusive broadcast rights for this in this area. League bought by competitor station. National adver- tisements and contracts for an aggressive station. Box 156E, BROADCASTING.

Newspaper—Distinctive voice, delivery plus excellent educational, newspaper, radio work. Prefer Kansas City area. Send background, qualifications and audition recording to Box 607D, BROADCASTING.

Sports announcer, 4 years experience play-by-play. Now employed. Desires warm weather. Prefer west coast. Send references. Also experienced program director. Box 141E, BROADCASTING.

Newspaper—Distinctive voice, plus excellent educational, newspaper, radio work. Prefer Kansas City area. Send background, qualifications and audition recording to Box 607D, BROADCASTING.

Sports announcer, 4 years experience play-by-play. Now employed. Desires warm weather. Prefer west coast. Send references. Also experienced program director. Box 141E, BROADCASTING.

Sports announcer, 4 years experience play-by-play. Now employed. Desires warm weather. Prefer west coast. Send references. Also experienced program director. Box 141E, BROADCASTING.

Sports announcer, 4 years experience play-by-play. Now employed. Desires warm weather. Prefer west coast. Send references. Also experienced program director. Box 141E, BROADCASTING.

Sports announcer, 4 years experience play-by-play. Now employed. Desires warm weather. Prefer west coast. Send references. Also experienced program director. Box 141E, BROADCASTING.

Recognition Announcer, 4 years experience play-by-play. Now employed. Desires warm weather. Prefer west coast. Send references. Also experienced program director. Box 141E, BROADCASTING.

Sports announcer, 4 years experience play-by-play. Now employed. Desires warm weather. Prefer west coast. Send references. Also experienced program director. Box 141E, BROADCASTING.

Sports announcer, 4 years experience play-by-play. Now employed. Desires warm weather. Prefer west coast. Send references. Also experienced program director. Box 141E, BROADCASTING.
WANTED: Experienced news announcer and writer. Top references. Box 189E, BROADCASTING.

Sports announcer with best station and no sponsor qualifications. Reels and programs. Read and write in first phase all phases announcing and writing. Radio, television, records, ad. Will top record traffic, continuity and women's programs. Available now. Box 192E, BROADCASTING.

Sports man available for coming baseball season. Four years major league and college. Also prefered, personal interview in state. Available immediately. Box 194E, BROADCASTING.

Staff announcer, experienced all phases. Operate board. Married 26, available immediately. Box 195E, BROADCASTING.

Announcer, BA Degree, 24, single. 3½ years experience in broadcasting. RF 250 watt anywhere. George Doyle, 71 Emma St., New Bedford, Massa.

Combination management and announcing experience. Program director has recently acquired first class license. Will remain free, references, audition on request. Jerrel Hernandez, 801 South Oakland, Cordobine, Illinois.

Versatile morning or afternoon announcer. Box 198E, BROADCASTING.

Engineer, experienced in broad cast work, single, vete, has car. Would also consider position with progressive southern station. Presently employed. Box 199E, BROADCASTING.


Engineer, experienced in broadcast work, single, vete, has car. Would also consider position with progressive southern station. Presently employed. Box 199E, BROADCASTING.

Engineer plus investment: engineer, 1st class, college graduate 4 years experience. Prefer combination shift. Anywhere. No announcing, not afraid of hard work. Contact presently employed. Box 200E, BROADCASTING.

Experienced transmitter control engineer. Presently chief 250 watt station. Preferred west. Box 201E, BROADCASTING.

Engineer, 18 years broadcast experience AM, FM directional installation. Wants chief job, southeast, preferably Florida. Box 202E, BROADCASTING.

Engineer, 16 months experience, including remotes, transmitter, console operation and Department of Traffic. Will travel. Desire permanent position with progressive station. Box 203E, BROADCASTING.

Engineer, experienced on remotes, transmitter, console operation and Department of Traffic. At present employed as chief. Box 204E, BROADCASTING.

Engineer first phone, young, single, experienced, transmitter AM and FM, complete data on request. Box 205E, BROADCASTING.

Engineer—3 years transmitter, remotes. 3 years Army radio, radar experience. Recently employed. Box 206E, BROADCASTING.


Engineer, experienced in broadcast work, single, vete, has car. Would also consider position with progressive southern station. Presently employed. Box 199E, BROADCASTING.

Production-Programming, others

Program director, proven record. Hypo. Top voice. Sports, etc. Part-time grad. Box 805E, BROADCASTING.

Wanna姆na, 16, good voice, 1 year work in broadcasting, 1 year college. Will rebuild ailing station. Reasonable salary. Box 207E, BROADCASTING.

Sports announcer with best station and no sponsor qualifications. Reels and programs. Read and write in first phase all phases announcing and writing. Radio, television, records, ad. Will top record traffic, continuity and women's programs. Available now. Box 192E, BROADCASTING.

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Situations Wanted

Experienced continuity writer. Excellent references. Modest requirements. Can start immediately. Box 160E, BROADCASTING.

Program director and wife experienced traffic and continuity. Hard workers. Best references. Box 188E, BROADCASTING.

Programming is my goal! Presently employed as announcer on a major street, audience participation, popular and classical music, remixes. Write for commercial copy. Strong on musical continuity, program formats. Handle one third of programming. Good knowledge of music and production. Operate console for 2 years college. Excellent references. Box 212E, BROADCASTING.

Program director, 3½ years network and independent experience. Salable program ideas plus top staff and special events announcing experience. Spent last year in package program production and sales. Desires return to station operation in any programming or announcing job that offers permanent opportunity for security. Future. Audition arrangements complete. Information by contacting Box 214E, BROADCASTING.

Writer, some experience as staff announcer. Can write, sell and run freelance shows according to sending local news. Single, 30, will go anywhere. Paul W. Vite St. Glendale 4, California.

Copywriters, trained in continuity, traffic, announcing and copywriting. Available immediately at $35.00 to $45.00 to start. Pathfinder School, 1225-1 Oak St., K. C., Mo. Phone Va 0473.

Precision tape editing by network engineer. Ampex, Brush machines. Phone President 2-399 New York.

For Sale

13,484 sq. ft. lot Washington, D. C.—Connecticut Ave., vicinity. Will sell or exchange for stock in station. Box 210E, BROADCASTING.

Equipment, etc.

Collins 1 kw transmitter, excellent condition. 1 year component guarantee. FCC $1825. Box 190E, BROADCASTING.

5 kW transmitter, RCA1550-B, available immediately. Modifications include factory built around all or complete panels, feedback and tube filament, $750 worth of operating and spares tubes and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett-Packard model 2SB FM frequency modulation monitor. Good condition. New, in original shipping crate. Set up for use with MC. Can be used on any frequency with proper crystal that can be obtained from Aeropup or the set. $925.00. Write Box 199E, BROADCASTING.

Tape recorder. Will accept used tape or wire recorder in trade on brand new Magnecorder. Give full details of your equipment. Box 182E, BROADCASTING.

Complete 250 watt Western Electric transmitters installation in excellent condition. Includes tower. Write KORE, Tulsa, Oklahoma.

One 300 watt AM and FM tuner. Model 5B-109C, practically new, make us an offer. WMWM, P. O. Box 622, Meriden, Conn.

For sale: RCA IEA—1 kw AM transmitter. Complete with tubes but spares Excellent condition. Now in service as auxiliary. Contact Ed Mangold, Chief Engineer, WTSF, St. Petersburg, Florida.

Wanted to Buy

Wanted to Buy (Cont’d)

Equipment, etc.

New or used Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKVM-A, Atchison, P. R.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Both AM and price. United Bost. Co., 301 E. Erie St., Chicago 11, II.

Help Wanted

SALES

ATTENTION EXPERIENCED SALESMAKERS

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here’s a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photographs. Information will be held strictly confidential and interviews will be arranged at convenient time.

Mail applications and full information to BOX 858D, BROADCASTING.

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS

SALES MAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ambitious dynamic account against commissions furnished. Radio roles background required. Give complete and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

Annoncers

Air salesman with power packed morning show idea needed immediately for leading big city, fulltime independent station. Need magnetic radio personality with consistent listener appeal, must have effective air selling skill like this fellow Godfrey, only you know you can do better. This is your opportunity to hit the jackpot in radio. No other chance like it in any big city. Please, no bums or broken down yakkity-yak men need apply. If you are good we will instruct you to give you that chance of a lifetime. Send full details and photo plus audition disc.

Box 208E, BROADCASTING

Production-Programming, others

For Sale

BROADCASTERS ATTENTION!

FOR SALE

2 Lehigh Towers
325 feet high
Complete with lighting
Just painted
and
a 5000-1000 watt TRANSMITTER
will known make complete with spare parts and tubes presently in operation
10 hours daily

If you are getting on the air with a new station or increasing power, this set-up will enable you to keep within a limited budget

Write Box 20E, BROADCASTING

Situations Wanted

MANAGERIAL

DO YOU WANT —

Two men, currently in top national positions, with 35 years of combined successful programming, sales and managerial experience in local, regional and network radio and television—who will exchange guarantee of successful operation for interest in station in medium sized markets. Agency and client contacts, goodwill and public relations, the best. Would consider buying right property. All replies treated in strictest confidence. Reply to BOX 172E, BROADCASTING

Production-Programming, others

NETWORK PROMOTION MANAGER

Seeks opportunity to build sales and audience on local basis. Regional network ownership or live local station can benefit best from these years of station, network AM-TV experience. Winner of several commercial promotion awards. Highest trade references including present employer (Director of Network Promotion). Prefer west but will move to greatest opportunity.

BOX 172E, BROADCASTING

NOW AVAILABLE

PD-Anouncer, 13 years experience in all phases of radio—news bureau, mollusk processing, programming, showbuilding. Proven record. Best references. $100 wk. min. Less if opportunity unusual.

BOX 211E, BROADCASTING

FOR SALE

1 Baritone RA 1900 transmitter complete with tubes. 1 Baritone RL 1000 transmitter amplifier. One modulation motor. 1 General Radio frequency modulator set for 900 kc. 2 Gafts trans. 3 RCA 17B receivers complete with amplifiers, advance half kit sub sturdiness microphone and switching panel. 1 RCA TVC studio console with desk cut for mounting. 5 RCA wall cabinets. 1 50 kw watt transmitter. 1 100 kw watt transmitter. 1 Model-w-1050 A.C. on all equipment. 1 RCA-1C-A MAL switcher modified with slave tube and lower output 1 ROA wall cabinets and speakers. 1 portable RE-91 Brush Round mirror. 1 Dogel dual band record playback. 2 RCA wall cabinets complete withDesks and mirrors, 3 magnetic recording blocks and blank planks. 1 RCA LC-1A television camera and Rier. 1 RCA true 741 Transmitter. 1 oak No. 1. RCA TRD TVS radio cabinets 1. 3 RCA 17D projectors. 2 General desk mike stands, 3 footstands and boom stand. 2 room turntables. 3 camera built console cabinets for mounting console and turntables. 4 Radio music areas complete with 5 vertical heads and 1 Universal head. Any or all of the above excellent for sale at unreserved 25% of original. Contact Edward O. Thomas, General Manager, WTHZ, Fort Wayne, Ind.

FOR SALE: 1 Bartholom RA 1900 transmitter complete with tubes. 1 Bartholom RL 1000 transistor amplifier. One modulation motor. 1 General Radio frequency modulator set for 500 kc. 2 Gafts trans. 3 RCA 17B receivers complete with amplifiers, advance half kit sub sturdiness microphone and switching panel. 1 RCA TVC studio console with desk cut for mounting. 5 RCA wall cabinets. 1 50 kw watt transmitter. 1 100 kw watt transmitter. 1 Model-w-1050 A.C. on all equipment. 1 RCA-1C-A MAL switcher modified with slave tube and lower output 1 ROA wall cabinets and speakers. 1 portable RE-91 Brush Round mirror. 1 Dogel dual band record playback. 2 RCA wall cabinets complete withDesks and mirrors, 3 magnetic recording blocks and blank planks. 1 RCA LC-1A television camera and Rier. 1 RCA true 741 Transmitter. 1 oak No. 1. RCA TRD TVS radio cabinets 1. 3 RCA 17D projectors. 2 General desk mike stands, 3 footstands and boom stand. 2 room turntables. 3 camera built console cabinets for mounting console and turntables. 4 Radio music areas complete with 5 vertical heads and 1 Universal head. Any or all of the above excellent for sale at unreserved 25% of original. Contact Edward O. Thomas, General Manager, WTHZ, Fort Wayne, Ind.

Situations Wanted

Production-Programming, others

50 KW TRANSMITTER

Composite with some spare and numerous "junkbox" items. Will consider any reasonable offer for complete equipment or component parts.

Joseph B. Haigh, KBAC
San Antonio, Texas

KXOK-FM PLANS

FCC Approves Expansion

KXOK-FM St. Louis, owned by the Star Times Pub. Co., has received formal approval from the FCC for expansion of its facilities, according to E. L. Thomas, general manager of KXOK-AM-FM. The FCC Mr. Thomas announced, approves the sale by WKK St. Louis to KXOK of a 574 ft. tower, transmitter and equipment, plus a long term lease on the 21st floor of the Boatman’s Bank Bldg., on top of which the tower is located.

When the newly acquired facilities are placed in operation, KXOK-FM will broadcast with effective radiated power of 70 kw, Mr. Thomas stated. He also pointed out that the new tower will be used for television transmission, when and if the FCC approves the Star Times’ pending application. KXOK-FM has been operating on Channel 229 (93.7 mc) with 11.4 kw.

Employment Service

... M - M - O ... 

Consult... R. R. R. re: Personnel problems

Employment Specialist

P. O. Box 413—Philo 5

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Employment Service
SLASH FILM PRODUCTION COSTS
with the Fairchild PIC-SYNC® Tape Recorder

*Pic-Sync means "in sync" with picture camera regardless of tape stretch.

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You eliminate these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once... check it... erase the track... retake the sound before the talent, the set and crew are disbanded.

Now Use ¼" Tape For All Original Sound Tracks
Fairchild's development of the PIC-SYNC feature makes possible the use of ¼" tape. Sprocket driven magnetic tape is costly.

- ¼" tape costs 80% less than 16 mm magnetic tape.
- ¼" tape requires 50% less storage space.
- ¼" tape is easier to handle.
- ¼" tape assures more intimate contact with the heads.
- ¼" tape has more uniform coating—less amplitude flutter.
- ¼" tape eliminates roughness of tone caused by sprocket drive.
FEBRUARY 10 TO FEBRUARY 17

Grants authorizing new stations, changes in facilities, and transmitters appear at the end of this department, accompanied by a roundup of new station and transmitter applications.

CDT Denton, Tex.—Granted license change of station. WIBC Indianapolis, Ind.—Granted license change of station. WDCJ, Carbondale, Pa.—Granted license change of station. WKJZ Globe, Ariz.—Granted license change of station.

KWMU-FM Muskegon, Mich.—Granted license to change studio location.

KRRW Sunnyside, Wash.—Granted mod. CP for renewal of license.

Midland Bcstg., Co., Kansas City, Mo.—Granted mod. CP for renewal of license.

KNDT Denver, Tex.—Granted license change of station. WBCO, Canton, Ill.—Granted license change of station. KXEN, Minot, N.D.—Granted extension of license.

SPORTS DINNER
WFMJ Co-sponsors Even

WITH approximately 425 sport fans and celebrities in attendance WFMJ Youngstown, Ohio, held its fourth annual Sportsmen’s Dinner Feb. 13.

Dick Barrett, East High’s veteran football coach and winner o a two-month poll to determine th Youngstown district’s “outstand ing sports personality of 1949, was awarded the James A. Hender son Trophy. The presentation was made by WFMJ Sports Director Lee Leonard.

The keynote speaker was Bli Corum, New York sportscaste and sports columnist. Other speakers included dinner co-sponsor James A. Henderson, president of the Henderson Chevrolet Co., an William F. Maag Jr., publisher of The Youngstown Vindicator, a president of WFMJ.

Murray, Lewisburg, Tenn.—KAI-AM, Cobden, Ill.—KKG-AM, Davenport, Iowa.—KFAM, Neda, Neb.—KXOW, Murray, Utah.

WHN-FM Toledo—Granted license change of station.

WFMJ-WGRT, Camden, N.J.—Granted license change of station.

WJMG, Columbus, Ohio.—Granted license change of station.

WFDX—Banter—Granted license change of station.

WKJZ, Canton, Ohio.—Granted license change of station.

WFMJ—FM Youngstown, Ohio—Granted license change of station.

WFBM—FM Chicago—Granted license change of station.

WHM-FM Cincinnati—Granted license change of station.

WFAF—FM Memphis—Granted license change of station.

WFMJ—FM Youngstown, Ohio—Granted license change of station.

WFBM—FM Chicago—Granted license change of station.

WHM-FM Cincinnati—Granted license change of station.

WFMJ—FM Youngstown, Ohio—Granted license change of station.

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WFMJ—FM Youngstown, Ohio—Granted license change of station. (Continued on page 88)
HIGH-POWER TRANSMITTING TUBES FOR AM

Big stations serving big areas know G-E triodes will keep them on the air effectively...dependably!

GL-891-R and GL-892-R
10 kw power output typical operation, Class C Telegraphy. (The two tubes are similar except for the amplification factor, which is 8.5 for the GL-891-R, 50 for the GL-892-R.)

GL-9C22
65 kw power output typical operation, Class C Telegraphy.

GL-895-R
84 kw power output typical operation, Class C Telegraphy.

You have plenty at stake in the performance of your power tubes. On them, your station owners, advertisers, and listening public all rely in terms of signal volume and continuity. Play safe by choosing General Electric! Install superior tubes...as built by a foremost manufacturer, and backed by a responsibility that is alert to your needs and to the importance of your tube investment.

All commonly used types, such as those illustrated, are in the G-E line—many of them water-cooled or forced-air-cooled according to your requirements. Also, there are G-E modulator and driving-stage tubes; receiving types; rectifier tubes of all capacities for a-c to d-c conversion.

You can get all General Electric tubes for broadcasting from one source—your G-E tube distributor. He's near you, so in a position to give fast delivery. Moreover, his extensive and varied stock enables you to economize in respect to your own inventory of "spares."

Phone your distributor today! Learn how he can help you keep tube performance up, costs down. Also—ask him for your copy of the new booklet on increased tube life prepared by G-E engineers as an aid to radio-station operators. It's free! Electronics Department, General Electric Company, Schenectady 5, New York.

GENERAL ELECTRIC

February 20, 1950 • Page 65
soap trade was accentuated because of the powerful promotional value of combined air and trade paper impact and since these industries are among radio's foremost supporters and timebuyers the measure of popularity was great.

Prior to the show, handbills, newspaper ads, store banners and word-of-mouth publicity by store personnel help insure a large audience in the store on the day of the broadcast. The program is transcribed during the week and aired Saturday, 9-11 a.m., to attract the housewife on her heaviest shopping day of the week.

While Grocer’s Spotlight is co-sponsor, it also gives strong editorial coverage to all phases of the show. In addition, WJR runs half-page advertisements each week in the paper, listing 18 leading products advertised on the station during the period. Radio advertising is cited as: “That (which) helps the grocer ring his cash register more often” and as “the food industry's greatest advertising medium.”

Profile of the Grocer
Ron Gamble is m.c. of the quiz show. He picks contestants from customers in the selected store who are even grab-bags of groceries in prizes. Second half of the program is given over to a salute to the honored grocer. A brief background sketch is aired, together with comments from nominating letters. The “Grocer of the Week” then receives a certificate of merit and a portable radio.

The favorable response, not only from the public, but also from all segments of the grocery business (retailer, wholesaler, manufacturer), has convinced WJR that it has tapped the goodwill life stream with its new program.

KELL REQUEST
FCC Denies Extension

EXTENSION of completion date for KELL Waxahachie, Tex., has been denied by FCC because the applicant indicated it wished to complete the station only to assign it to another group. KELL, assigned 500 w daytime on 1390 kc, is owned by Ellis County Broadcasting Co.

FCC said it had been told by Ellis County Broadcasting it would take six months to complete KELL. Request for transfer, filed last fall, seeks approval for assignment of the permit to new partnership composed of William S. Conley, radio and electrical engineering student, and C. C. Elkins, 25% owner of KELT Electra, Tex. [Broadcasting, Oct. 17, 1949]. Sellers include C. C. Woodson, Enterprise Pub. Co., Waxahachie, and United Pub. Co., Ennis, Tex., each 25% interest, and group of five others. Consideration is $1,900.

KLIF FULLTIME
Dallas’ First 24-Hour Outlet

KLIF Dallas, hitherto a daytime station, became Dallas’ first 24-hour station when it started at night broadcasts Feb. 13.

Gordon McLendon, executive director, said ever since KLIF was on the air Nov. 9, 1947, the station’s management had been seeking an FCC grant for 24-hour operation.

Billboards throughout the city were used to herald KLIF’s new schedule. They featured a plial motif in line with Mr. McLendon’s self-styled character as “The Of Scotchman” in his sportscasts.

Newspaper ads also were used showing a killed character holding an alarm clock, reading “First All Station in Dallas with Round-the-Clock Service.” KLIF is the key station for Liberty Broadcastin System.

KFOR KENI TO NBC
Alaska Stations Affiliated

KFOR Fairbanks and KENI Anchorage, Alaska, have announced affiliation with NBC, effective last Wednesday (Feb. 15). All NBC programs will be broadcast, the outlets said, by Magnarecorder tap, in Seattle which is air-expressed to Alaska, and via shortwave through the Alaskan Communications System.

KFOR and KENI, stations of the Midnight Sun Broadcasting Co., are owned and operated by Capt. Austin E. Lathrop. KFAF operates with 10 kw on 1390 kc and first went on the air in 1939. KENI is on 550 kc with 5 kw and first began its operation in 1948.

Copyright, 1950, United States Brewers Foundation

From where I sit
by Joe Marsh

"Left-Handed Compliment"

See where a bank in Denver is putting in left-handed checkbooks. They figure their southpaw depositors deserve just as much consideration as the right-handers.

Time was when left-handed people had no right to exist at all. If a youngster even showed signs of using his left hand, his parents were supposed to break him of the habit—to force him to use his right!

But today most doctors will tell you that changing a child’s natural left-handed tendency usually causes more harm than good. Stammering and other nervous disorders often get their start that way with children.

From where I sit, if a man wants to use his left hand—that’s his business. It’s not a good idea to make anyone do things our way, because we think it’s right. Personally, I think a mellow glass of beer is the finest beverage on earth. If you happen to prefer a Coke—why, go to it! Only leave me the same freedom of choice, won’t you?

Joe Marsh

Copyright, 1950, United States Brewers Foundation
If you're not using WOR-tv in New York, you're not completely televising in New York

our address is WOR-tv

at 1440 Broadway, in New York

* we mean, more specifically, you're losing hundreds of thousands of viewers for very, very little cost!
FCC HITS NBC SAT. PLAN. Says Network Rules Violated

FCC HELD last week that NBC's arrangements for its forthcoming 2 1/2-hour Saturday night television series violate the Commission's Network Rules, and started handing out temporary licenses to affiliates which had agreed to take all or part of the show.

The Commission called upon NBC and 18 TV affiliates for sworn statements on the subject by next Friday, day before the series is slated to start. Meanwhile FCC set aside the license renewals granted to WPTZ Philadelphia and WTMJ-TV Milwaukee last month and put them on temporary licenses instead. Spokesmen said the other affiliates involved do not yet have regular licenses or are not currently up for renewal.

While FCC staff call hearings upon the license renewal applications of the network's owned stations and affiliates which had agreed to take the Saturday night show will be decided after their comments have been received and studied.

NBC Statement

NBC meanwhile released a statement saying it "has kept the Commission informed of its plan for Saturday night television and its efforts to make 'big-time' television available to the smaller advertisers. We are proceeding with our Saturday night program under whatever arrangements the Commission may deem appropriate."

It was learned on good authority that the network is prepared to revise its Saturday night arrangements—particularly the station arrangements—if necessary to stay within FCC regulations. Network attorneys were known to be studying the situation with a view to making modifications.

The network is determined, however, to present the variety type program, featuring Sid Caesar in New York and Jack Carter in Chicago, beginning Feb. 25 as scheduled.

FCC's action was disclosed Thursday in letters sent to NBC and the affiliates concerned.

It related to the second of two offers NBC had made to affiliates for 2 1/2 hours of time on Saturday (9:30-10:30 N.Y.T.) for a 15-week series [TELECASTING, Jan. 9, 30, Feb. 6]. The first offer was withdrawn after DuMont Network protested and asked FCC to investigate. Neither the first nor the second offer named the advertisers who would buy the time.

In its letter, FCC held:

- Since NBC did not cancel its first offer until it made the second, stations which had accepted the initial offer had in effect given NBC an option and were not free during that period to accept any other program.

- Similarly, the second offer also secured an option for NBC, because stations which accepted it were bound while NBC was not until a sufficient number of affiliates had accepted.

- Since the series was to start Feb. 26, the "option"—or offer—"is in violation of Sec. 3, 5,834 of the Commission's Rules and Regulations in that by its very term it can be exercised on less than 66 days' notice and is exclusive as against other networks."

The Commission found the arrangements "objectionable" for other reasons. Purchase of time for resale to unidentified advertisers, FCC said, "raises serious problems in light of the Commission's consistent policy against time brokerage arrangements which appear to have no inherent unity necessitating such a large block of time and which are to be a done deal. It will be apparent to the viewer that the second offer was not apparently not to be obtained until after the stations solicited were being allocated time to NBC for such sale.

The NBC requested a firm commitment but did not, as to itself, offer a firm commitment, inasmuch as the order was "subject to confirmation by acceptance of a sufficient number of affiliates to justify our proceeding," and compensation to the stations was to be computed as if each half hour were sold at the station's half-hour rate.

When viewed together, these elements indicate that what is in fact created is an exclusive affiliation with NBC and an exclusive option for two and one-half hours of time (or such shorter period as the station may have accepted) to be resold by NBC to unidentified advertisers. The two offers are exactly similar in that they are set up to operate in one-station cities, of moving competition for advertisers and are far as such stations have accepted your offer.

The time is thus set aside for the exclusive use of the NBC, to be claimed by it at its discretion on less than 66 days' notice, and is effectively removed from the competitive field, since any potential advertisers who may desire to purchase for network or other programs, and of the time on these stations which has been so committed (i.e. optioned to NBC) have an alternative but to deal with NBC only for securing such time.

It is apparent that, on these stations which have accepted the NBC offer, no other network would be able to compete with NBC to obtain such potential advertisers. In short programs of that other network on the particular time committed to NBC...

FCC acknowledged that NBC's second offer "appears to have less restrictive competitive effect than the first because TV stations in one or two-station communities are permitted, under the second offer, to accept it in whole or in part even so, FCC held, acceptance of the offer "creates an option in favor of the NBC as to the amount of time accepted by such station.

Television stations to which FCC addressed letters calling for sworn comments by Friday, described as having agreed to take all or part of the program:

WMCT Memphis; WSBK-TV Syracuse; WPTZ Philadelphia; WTMJ-TV Milwaukee, WEDU Tampa; WGBS-TV Baltimore; WAGL-TV Lancaster; WTVF Rich mond; WVTX Utica; WLWT Cincinnati; WLW Dayton, WLWC Columbus; WNEP Scranton; WTVI Allentown; WJZ Baltimore; WPTV West Palm Beach; ABC( addressed New York; WJZ Cleveland; WNBQ Milwaukee; WJZ Providence; WLAV TV Grand Rapids.

NBC owns and operates WNBQ New York, NBNB Washington, WNBT Cleveland, WNBT Chicago.

NO END of the TV freeze is seen by FCC Chairman Wayne Coyne before late summer, and he thinks it may be much, much longer—perhaps eternity, judging by his observations during House appropriations hearings (see story page 26). He was asked pointblank when the freeze would be lifted. After an off-the-record discussion he gave this reply: "We begin the hearings again on the 20th of February. I have no clear idea how long that is going to take. I do not see how we can possibly get out of the freeze before the latter part of the summer. I don't even say we will get out of it."

THE THREAT of a Congressional investigation of alleged monopoly in television was held out by Sen. Ed C. Johnson (D-Col.) last Thursday in a Senate speech hitting out at "the propaganda drive" to lift the TV freeze.

The radio-minded chairman of the Senate Interstate and Foreign Commerce Committee noted that there has been talk of a Congressional investigation of television generally and the freeze in particular. He said:

- If there is to be an investigation of television by Congress, let's have one which goes into monopoly controls and patent holding impinging on the viewer.

Johnson Threatens Probe

IN THIS TELECASTING

FCC Hits NBC-TV Saturday Night

Johnson Charged TV Monopoly. Threatens Probe

RMA Mulls TV Issues at Chicago Meet

AT&T, WU Fire Revisions to Proposed Tariffs

Loverman Views the Color Problem 11 CP Shows Color System to FCC

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Page 2 • TELECASTING February 20, 1950
IMMINENCE of color television, ways to promote fast lifting of the FCC freeze and arguments against the proposed 10% excise tax on TV sets concerned 50 board and committee members of the Radio Manufacturers Assn. at its quarterly meeting last week in Chicago.

Best turnout for any of the 10 individual meetings was recorded at the Thursday afternoon session, when Chairman Max F. Bal- hom of Sylvania Electrical Products directed discussion. RMA will submit a formal presentation to the FCC by the end of this month. RMA members are concerned about the administrative aspects of the freeze. The presentation will be made in an attempt to get certain discriminatory elements removed from the FCC's proceedings.

A preliminary report on claims by some athletic groups that TV towers lower gate receipts was presented by an investigating committee. It is collecting information to counteract these claims and will probably present its findings to the National Collegiate Athletic Assn., among others, at its next meeting in June.

Poil Results

An informal poll at the Thursday luncheon, asking for manufacturers' estimates on TV set production for 1950, exceeded any previous guess. Manufacturers predicted that 4.5 million sets would be made this year.

RMA President Raymond C. Cosgrove will appear before the FCC Feb. 27 as the second witness in hearings concerning lifting of the freeze. RMA is expected to take a strong stand in requesting the thaw, on the ground that technical problems now are solved in the main. RMA's stand on color TV is that it should be held back until it is proven compatible and of comparable quality with black and white.

Forty-two board members and eight other men on executive committees, representing almost as many production firms, took part in individual committee meetings Wednesday and Thursday. Among these committees, with their chairmen, were: Sets, H. C. Bonfig, Zenith; parts, A. D. Piamondon Jr., Indiana Steel Products; Amplifier and equipment, A. G. Schi- fino, Stromberg-Carlson; finance, Leslie F. Muter, Muter Co. The concluding day, Friday, was to feature a board meeting from 10 a.m. until 8 p.m.

New appointees to the National TV Systems Committee, industry-wide group of technical experts preparing color standards and gathering technical data on the freeze were named by the chairman, Dr. W. R. G. Baker of General Electric. Their duties compare with those in 1941 of persons on a similar committee which was organized at the request of FCC to service black and white TV in the same way.

Named to the National TV Systems Committee were: R. M. Jones, Admiral Corp.; Samuel Benjamin, New England; Lewis M. Clement, Crosley Div., Arco Mfg. Co.; Dr. Allen B. DuMont, DuMont Labs; D. G. Fink, editor, Electronics; Emile Lubin, technical director, ABC TV Station; F. A. J. Karo, manager of engineering, ABC; A. A. Goldenstein, New York; A. A. Lowry, vice president, ABC; John V. H. Logan, president, Hope.

E. B. Passow, production manager, TV department, DuMont; E. K. Jett, WMAR-TV, Baltimore, from the National Assn. of Broadcasters; D. B. Smit, vice president, Philco Corp.; E. J. S. Youngstrom, vice president, NBC; A. M. Hensley, president, television broadcasters Assn.; Ralph Harmon, Westinghouse Electric Corp.; J. E. Brown, Zenith Radio Corp.; A. G. Jen- net, observers for RCA Telephone Labs. Dr. Baker is chairman, assisted by Mrs. Pink, vice chairman, and Mrs. Martha Kinzie of General Electric as secretary.

AT&T WU RATES

Both American Telephone and Telegraph Co. and Western Union Telegraph Co. have filed revisions to their proposed tariffs for TV intercity relay facilities, FCC reported last week. AT&T, however, was requested to further amend its schedule to meet requirements specified.

are picked up off the air from other markets but only where such re-broadcasts are transmitted outward from AT&T facilities.

FCC further stated that the revised tariff regulations filed by WU, also effective March 1, "appear to meet the requirements of the Commission's December order." This ruling directed AT&T to permit interconnection of its network television facilities with those of private broadcasters until such time as FCC finds that common carriers have enough channels available to meet telecasting needs. AT&T has been a vigorous opponent of the interconnection policy. Question in Hearing

The question of whether or not to allow physical interconnection of AT&T and WU channels is now in hearing, begun last month and to be resumed March 6 [Broadcast- ing, Jan. 30]. AT&T opposes such interconnection. WU would favor it, according to its pending tariff proposal. Also pending is FCC's overall hearing on reasonableness of charges of the Bell System and WU for TV transmission facilities. No date has been set for the resumption of this proceeding.

The Commission indicated it expected AT&T to file the new revision promptly. FCC in addition said AT&T also requested to ad- dite the Commission concerning further revision of the tariff sched- ule to provide for interconnection with broadcasters' intercity TV ra- dio relay channels at appropriate points other than at studios on TV broadcast transmitters.
A Non-Network Station in Los Angeles Passes
The Competitive Test With Flying Colors

A non-independent TV station is not news, but an independent TV station which ranks so high in a seven-station market is decidedly newsworthy. The station: KTLA (TV) Hollywood, owned and operated by Paramount Television Productions Inc.

KTLA became the first Los Angeles commercial television station Jan. 22, 1947, with the fanfare which befits an enterprise of Paramount. Bob Hope and Jerry Colonna were on hand for that opening night’s proceeding under the sponsorship of Tupman Motors (Ford dealer).

While the Hopes, Colonnas and other “names” dominated the opening night’s proceedings, they have not been used since to spark the station to its enviable audience acceptance. In fact, the “why” of KTLA’s success has been a matter of considerable trade conjecture.

The question naturally arises: How does KTLA hold its position in the face of the strong competition? Opinions vary. The most obvious factor is the station’s operation every day and the fact that it has been doing so for some time, thereby becoming a habit.

But that is not a completely satisfactory answer, say some observers. The station is most active in “remotes.” This is believed to add some strength to its programming schedule. Other observers do not attempt to define it too finely but attribute considerable of the success to the driving force of Klaus Landsberg, West Coast director of Paramount Television Productions and general manager of KTLA.

Still others feel that one reason for the station’s widespread acceptance springs from the fact that it gets on the air usually before its competition and usually remains on longer than most of its rivals.

Additionally, it is felt that once a viewer knows that he can find a station telecasting most any time he turns his set on, he soon builds the habit.

While all manner of diagnosis might be undertaken, it is difficult to attribute the phenomenon to any one factor. The likelihood is strong that those covered, plus still others all combine to produce the result.

Since there is little doubt that Mr. Landsberg has contributed much to the success of the operation, it is well to examine his background for further clues. But there is one thing that his background won’t explain and that’s an average work-day of 14 hours with a short average Sunday of “only six hours.” He is unable to explain the source of his energy except that his father “worked harder.” Even in the face of this draining schedule, Mr. Landsberg reports “no ulcers or other disorders.”

Active in radio since 1926, he has been in television since 1935, having started in Europe. While there, he also was active in several theatrical groups; and while in college has also been associated with Farnsworth television in Philadelphia; NBC’s television division in New York and DuMont, also in the latter city.

Since 1941, he has served as managing director of Paramount’s television on the West Coast, first putting the station on in September 1942, known as WXYZ. His efforts have not gone unrewarded. In 1944, the Television Broadcasters Assn. award went to him for adaptation of motion picture technique to television. In 1945 he won the American Television Society award for continued excellence in television production.

TBA again cited him in 1946 with the gold medal award for public service. In 1948, his station received the outstanding achievement award from the Academy of Television Arts & Sciences, and on Jan. 27, 1950, the academy selected KTLA as “the outstanding television station in Los Angeles in 1949.” In the same group of awards the station received an EMMY for its Time for Beauty, cited as the “most outstanding children’s program of 1949.” Honorable mention was received in the public service and sports coverage categories.

Aside from the obvious duties which absorb the time of a management executive, one is liable to find Mr. Landsberg at the site of almost any remote. Psychologists might be inclined to relate this to the impulse of following the fire engines, but to Mr. Landsberg it’s fun.

And once on the scene, he is very likely producing the remote. When there are remotes on two successive nights, he usually has the second one handled by either Charles Theodore, operations supervisor, or John Silva, remote operations supervisor.

Through Mr. Landsberg’s influ-
ence, KTLA has been extremely active in doing remotes. One of the most historical feats of television to date was accomplished last year by KTLA when it rushed to the scene of the Kathy Ficus tragedy in San Marino, Calif. There its cameras remained on duty for more that 24 hours bringing the viewers in the Southern California area each step being taken to save the life of the youngster who had fallen down an uncapped water drain.

But Mr. Landsberg makes light of this and other accomplishments, saying: "We like to be first at important events but prefer not to capitalize upon them."

PROUDER of his over-all program operation, he prefers to point to the success of some of the locally built programs which have attained widespread popularity. Among them are:

* * *

**Time For Beany**—The five weekly, 15-minute puppet show has attained a local acceptance which keeps it in a nib-a-nibbling race with Kukla, Fran & Ollie. Strip is sponsored by Tea Time Candies. This show also is available to other stations via Paramount Western Transcription and is seen in New York, San Francisco, San Antonio, San Diego, Chicago, Cleveland, Dallas and other cities.

**Meet Me In Hollywood**—This once weekly, hour-long, man-on-the-street format is done from the corner of Hollywood Blvd. and Vine St. Two interviewers are used to interview people and "names" are occasionally injected.

Boxing—Weekly bouts are telecast from an arena which features amateur boxers exclusively. More than a year ago when KTLA was then a telecast from the Sunset area of Los Angeles, the station found that boxing managers feared a threat to the gate. Since shifting to the Sun properly, the station is credited with increasing the business 300%. Sponsorship is shared by Emerson Radio Corp. and McMahan Furniture Stores. * * *

**Hollywood Opportunity**—Programming is essentially a talent contest type of show. However it is differentiated from the strictly amateur category by the fact that most of the entertainers have earned money, but are little known. The program now is sponsored by Olympic Television and Park Camera.

**Handy Hits**—This is a weekly, participation featuring a man and woman team in sell and demonstration format for a variety of products. This started originally as a once-weekly program and commercial business has aided its growth to its present across-the-board status.

**Hopalong Cassidy**—While this is now a popular feature in many markets, it is significant to note that the series has been running on KTLA for more than 18 months. It is currently sponsored by Barbara Ann Bread Co.

**Spade Cooley's Western Varieties**—Weekly hour format featuring the well-known western performer from a Los Angeles area ballroom attended by devotees of western music and acts. Program is sponsored by Central Chevrolet, Los Angeles dealer.

These are typical of the station's programming which has been averaging approximately 42 hours weekly on the basis of five hours per day Monday through Saturday and 12 hours on Sunday. Starting Dec. 4, 1949, the station extended its Sunday operation back into the daytime, adding Jaloxy Derby and Bandstand Revue. Both are remotes.

The former are auto races between jalopies rather than midgets or conventional racing cars. The show is backed by several local Chevrolet dealers. This program had been on the station earlier and placed in the top 10 Cooperated programs for Los Angeles. The mail volume which followed its being dropped was higher than while the program had been on, according to Mr. Landsberg.

**SNOW is not uncommon at the station's two-story transmitter building atop Mt. Wilson.**

* * *

**J**ust as natural as program excellence is commercial success. Starting in January 1947, the station had a total of five advertisers. One year later the station had managed to boost its total for the same month to 24 advertisers. By January 1949 the station's sponsors had grown to 46 and there are now about 85 advertisers using KTLA's facilities. An index to the ratio of sponsored time may be seen in the week of Nov. 14 when 25 of the 36 hours telecast were sponsored. In the last week of January KTLA signed six major shows for sponsorship.

Heading up the station's sales operation is Harry Maynard, formerly assistant office manager of BBDO, Hollywood. Earlier in his career he had been a motion picture actor, assistant director of films, publicity and public relations practitioner. All this in addition to serving in both World War I and II.

Among the success stories of selling via television and KTLA are:

As part of a special one hour telecast from the Broadway Department Store in Hollywood, there was the rough equivalent of a participation, demonstrating an item known as Toast-Tite. Not advertised elsewhere, this led to a sale of 600 items within four days and better than 1,000 sales of the item within a week.

Two announcements, inviting **Hopalong Cassidy** viewers to join the Troopers and get their copies of the **Trooper News**, produced 10,000 replies in the first three days and more than 30,000 within two weeks.

An auctioneer named Lewis S. Hart decided to try television to stimulate traffic for his sales. Thus he purchased several remote telecasts from his auction store. According to Mr. Hart, one man dropped in following one of these telecasts, which are not done on a regular basis, and bought more than $2,000 worth of merchandise. He advised the proprietor that he learned of the establishment via KTLA. All told, Mr. Hart reports that his television expenditures have cost him nothing, merely on the basis

(Continued on Telecasting 9)
THE LONE RANGER is wearing new glasses, polarized lenses which fits over a TV screen and exerts a calming influence on viewers' eyes as they are entertained. This novel eye treatment was developed by a Chicago optometrist, Dr. Carl Shepard, after many patients complained that their children were squinting and developing eye tics while watching television.

"TV is not injurious to anyone," claims Dr. Shepard, who appeared on a special telecast and discussed video at the 42nd annual convention of the Illinois Optometric Society in Chicago last week. Principal reason why people have discomfort in viewing is that it is a new skill which they must adjust.

"Watching TV is a lot like playing a new skill as reading, and, as in all things new, it is necessary to relax.

Dr. Shepard pointed out that squinting comes from the tense-ness with which children watch their favorites. Eyes must be properly adjusted and focused without tension, he said.

The distance at which persons view a set is normally the distance at which they look ahead while walking. The difference, however, is that eyes are fixed while viewing TV and in constant motion while walking. Camera brings the action to the viewer, and this means that eyes can develop new movement. New video skills can be acquired, the optometrist said.

Training Medium

In a closed circuit telecast after a special demonstration on WGN-TV, Chicago, Dr. Shepard pointed out that the use of video as a visual training medium. He showed how polarized filters over the TV screen can be placed in spectators on the viewer for corrective treatment, and correlated with the polaroid filter over the TV screen. Any part of the picture can thus be blocked for either eye, and a formula can be devised so that both eyes must be in continual use for the picture to be seen. This corrects a child using only or mainly one eye.

Children frequently sit too near the screen, "because the figures are small and doll-like and they want to hold them," the speaker said. Also, youngsters start squinting because of their great desire to see what is happening and their concentration on the screen.

Dr. Shepard, technical editor of Optometric Weekly for which he made and published an extensive study of vision in television, and consultant on TV problems to the American Optometric Society, conducted a TV demonstration during the live telecast. Using 4,6, 8, and 9-year-old children, a pair of twins, two adult women and an 81-year-old man, he demonstrated the difference in vision for age groups. Children invariably bug the television set, a nearsighted younger lets his attention wander and isn't bothered that he can't see, but an adult nearsighted student immediately reaches for eyeglasses. The 81-year-old man found he benefited by standing well back from the screen, and the doctor recommended for him a special lens correction for viewing.

"Television is a guest in the house, and, like any other guest, should be placed comfortably and strategically in a well-lighted corner, the doctor concluded."

Weekly Television Summary

Based on Feb. 20, 1950, TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number of Shows Surveyed</th>
<th>Percentage of Sets with TV</th>
<th>Percentage of Sets with TV Cords</th>
<th>Percentage of Sets with TV Cords and Cables</th>
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<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
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<td>Amos</td>
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Retail Stores’ TV Use

Surveyed by KING-TV

Better than 75% of the television stations have at least one retail or department store as a client, according to a survey of approximately 20 stations by Mr. Feltis, manager of KING-AM-FM-TV Seattle.

The questionnaires were sent out Mr. Feltis said, after KING had a request from Frederick & Nelson (Marshall Field) for information on such stores’ use of the medium.

Twenty-three stations reported stores using TV at least once a week while eight reported daily use. Over twice as many stores use evening programs as use daytime shows. Type of show most favored by the stores is Balloptian spots, followed by film spots, film shows, news (man or woman m.c. and guest-item demonstration), sports and style shows, the survey showed.

Advertex Offers New Services

EXPANDING its field of activity, Advertex Research, New Brunswick, N. J., now is offering studies on product usage in television homes and the amount of effectiveness of television programs’ advertising.

The reports are available on a subscription basis to advertisers, agencies and stations and the plan is based on two test studies conducted by the firm last year. Information is gathered from television homes in New York, New Jersey or Philadelphia video areas. The service also is available for Baltimore, Boston and Washington at slight addition cost, according to Richard Bruskin, television director of Advertex.

Videodex Report

For February


CINCINNATI 1. Texaco Star Theatre 65.6 2. Godfrey and Friends 47.6 3. Stop the Music 45.9 4. Lone Ranger 43.6 5. Cavalcade of Stars 43.4 6. Camel News Caravan 43.0 (Continued on Telecasting 18)
Baltimore Leads the Nation*

41.3% of the average 6-10:00 P.M. Baltimore broadcast (radio and television) audience now watches TV*

*See C. E. Hooper, Inc., "TV Station Audience Index" Nov.-Dec.

WMAR-TV
Leads in Baltimore

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.
NEW YORK - DETROIT - KANSAS CITY - SAN FRANCISCO
CHICAGO - ATLANTA - DALLAS - LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
BASKETBALL ON TV
Lifting of U. of Washington Ban Is Seen

TELECASTING of U. of Washington basketball games by KING-TV of Seattle, originally cancelled at the school, seemed a virtual certainty last week if the Feb. 17-18 games were a sellout. University officials had promised telecasting of the games, blaming TV for poor attendance [TELECASTING, Jan. 9].

Cancellation of the telecasts had resulted from complaints and the comments in the Northwest. The university's position was upheld by Dr. Raymond B. Allen, U. of Washington president, but Stuart Carter, general manager of Harper-Megge, Seattle RCA distributor, told a Washington State Press Club luncheon that more significant factors than TV were to blame for the decline in attendance.

The Seattle Post-Intelligencer, meanwhile, conducted a survey among 2,000 fans. Results of the poll showed that 98.9% favored telecasting the games, 96.7% said they would attend games if telecast and 54.3% said they would be willing to pay part of the telecasting costs.

Contributing Factors
In his luncheon address, Mr. Carter said that factors to blame for the drop in attendance included a ticket price rise, description of the team as weak, as well as unusually snowy weather this season. He asserted that TV builds interest, therefore helping to increase, rather than diminish, attendance.

Commenting on the university's position, President Allen said the impact of television on the attendance at athletic events presents a difficult problem to all universities. He pointed out that basketball and football are the only two sports in the school's whole athletic program that carry their own weight financially.

GEIGER SUES
Claims Script Used by P&G
CLAMING that one of his radio stories had been used under another name on the Procter & Gamble Frieside Theatre on NBC television network last year, Mr. Harold Geiger, a Dayton, Ohio attorney, filed suit for $100,000 damages for copyright infringement in U. S. District Court, Los Angeles. He seeks damages from NBC, Procter & Gamble, General Television Enterprises, Ace Pictures, Compton Adv. (agency for P & G) and Oliver Crawford, writer of the disputed television show.

Mr. Geiger through his attorneys, Harold A. Fendler, Robert W. Lerner, and Aubrey I. Finn, claims that the P&G show "Another Road," produced by General Television Enterprises, was taken from his radio script "In the Fog," which has been broadcast several times in the past ten years. Also being sought in the suit is an additional $10,000 for attorney's fees; an injunction against further use of the TV film, and destruction of all positive and negative prints of the film.

'Bebay' Success
SUCCESS of Time for Beany children's television show on KTFLA (TV) Hollywood was revealed recently when the sponsor, Budget Pack, offered a silver plastic train for 50c plus a Budget Pack wrapper to its juvenile listeners. Over $42,000 in checks was received from 84,000 children in the 10 weeks of the promotion, station reports. Ted H. Factor, Los Angeles, handles the account.

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Telefile
(Continued from Telecasting 2)

of business he can directly attribute to the medium.

During telecasts from a home show, two spots of three and five minutes, respectively, sold $16,823 worth of Pandora toys, slightly more than the $6,250 advertising had been used. And every purchase attributable to TV could not be disregarded.

As a result of several spots, the Truro Engineering Co. sold $50,000 worth of electric motors costing $10 each.

Another short spot series seeking to sell a toy car priced at 66 cents produced slightly more than the $6,000 sales it attracted.

An automobile dealer, unwilling to disclose his identity, has averaged 10 new and used car sales per week for five weeks, directly attributable to TV.

Another automotive venture, involving several dealers who sponsor a program jointly, has produced 12-20 new car sales per week among them.

The KTLA rate card applicable to the growing Los Angeles set circulation of 251,042 (as of Dec. 1, 1949, when rate card No. 3 was issued) covers Class A (7-11 p.m., Mon. through Sat. and Sun., noon to 11 p.m.), Class B (5-7 p.m., Mon. through Sat.), Class C (all other times, day and night, except periods reserved for coverage of outstanding special events).

Basic rates, not including live studio or film, are as follows:

Class A—three minutes, $165; five minutes, $300; 10 minutes, $600; 15 minutes, $925; 30 minutes, $1,200; 45 minutes, $1,650; one hour, $2,100.

Class B—one minute, $55; one minute, $100; Class C—one hour, $60; 45 minutes, $45; 30 minutes, $35; 15 minutes, $25; 10 minutes, $21; five minutes, $20.

An indication of live studio and film studio costs may be gathered from the following: one hour, live, $900 and film, $180; half hour, live, $180 and film, $108; one minute, live, $60 and film, $30.

WHILE it takes programs to obtain an audience and sponsors to continue to operate, a television station requires people to run it. In the case of KTLA, total personnel runs to an aggregate of 64, approximately one third of whom are on the technical side.

Highest technical operations of the station is Ray Moore, chief engineer. He can give Mr. Landsberg a good reason when it comes to energy. Several years ago, a storm in the mountains (the transmitter is atop Mt. Wilson) tore down both telephone and power lines serving the station. Proceeding as far as he could get by auto, Mr. Moore trekked the last five miles on snowshoes. Thanks to him, both services were repaired and the station went on the air as usual that night.

KTLA's transmitter stands atop the peak of Mt. Alta, at a height of 5,500 feet, in the area known as Mt. Wilson. Telecasting on Channel 5 (76-82 mc), the station puts out a signal of 10 kw visual and 4.5 kw aural. Its antenna gain is 4.3.

Although Paramount will not disclose the cost of its installation either at the transmitter or studios, an educated guess is that the Mt. Wilson site was erected at about $250,000. Its studios and equipment there are estimated at an over-all worth of $1 million. Most of the equipment used has been specially built and therefore cannot be identified by brand name.

The station has two studios—measuring 35 by 50 feet and another 25 by 35 feet. It also has two complete remote units and Multiscope equipment. Additionally, the station has kinescope equipment which is used to record programs for other stations in the country which have contracted with Paramount for the service. All told, according to Mr. Landsberg, KTLA has more Hollywood originated programs being seen elsewhere in the country than is provided by any of the networks from Hollywood.

Heading up program activities for KTLA is J. Gordon Wright, production coordinator, who has been with the station since the fall of 1944 when it was known as WXYZ. Earlier he had been with WNBC (TV) New York in addition to a background as industrial film writer, reporter, publicist and market researcher. Gordon Minter is program director.

SALES CAN Multiply Rapidly Too!

HERE'S THE GREATEST COMBINATION OF SALES IMPRESSIONS IN THE HISTORY OF CINCINNATI!

No One Else Can Give You...
completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

LISTENERS
TEWERS
RIDERS
READERS

More Than 2 Million Impressions Daily!

RADIO CINCINNATI, INC.—AFFILIATED WITH THE CINCINNATI TIMES STAR
REPRESENTED BY

WKRC-TV WCTS-FM

The Cincinnati Times-Star

The Katz Agency — WKRC (am and tv)
Transit Radio Inc. — WCTS-fm.

WKRC AM — WCTS FM

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WSYR-TV PLANS

Formal Dedication March 5

WSYR-TV Syracuse will be formally dedicated on Sunday, March 5, according to Harry C. Wilder, president. Operating on Channel 5 (76-82 mc) with test patterns since Feb. 10, the new station announced it has received reports of excellent reception from a radius of from 35 to 75 miles.

WSYR-TV will carry the NBC-TV schedule and also will telecast programs produced by the C.B. U. television studios. The programming will begin on or about March 1.

Mr. Wilder announced staff assignments as follows: A. G. Belle Isle, vice president in charge of engineering; A. J. Eicholzer, control operation supervisor; Albert J. Gillen, coordinator of local and regional time sales; William V. Rothrum, program director; John P. Hurlbut, promotion director; Bert Gold, supervisor of operations; William Craig (director of local film production; Rod Swift, director of film procurement; Daniel W. Casey, TV continuity director; Edgar J. Donaldson, James MacDonald, announcer-directors; Marily Wind, traffic manager, and Lee B. Covy, artist.

WSYR-TV uses 22 kw visual, 12.8 aural power and is licensed to Radio Projects.
By ERNEST B. LOVEMAN
Vice President and General Manager
Pilkto Television Broadcasting Corp.
(WPTZ TV) Philomphia

SEVERAL of us here at WPTZ believe that the predicament of a television broadcaster, if faced with the problem of adding color television on a non-compatible basis, has not yet been clearly explained either to the broadcasters themselves or to the FCC.

Let us examine, for instance, the problem of a typical television station, supposing that non-compatible standards for color television were to be adopted. If the broadcaster chooses to start teletecasting non-compatible color using his present channel allocation, then he must broadcast the color programs at a time that does not conflict with his present black-and-white schedule. Otherwise he will reduce his black-and-white service. Obviously, this is because the broadcaster starts color teletecasting with an audience of practically zero — no receivers that can pick up the new color teletecasts in either color or black-and-white.

Then the next step is, according to suggestions in testimony at the color hearings before the FCC, that this broadcaster puts on color-television programs at “off hours” — for instance, noon to 1 p.m. or 11 to 12 p.m. — when the station’s facilities are not normally utilized for programs on the present black-and-white standards.

Evidently, with no audience to begin with, the broadcaster must present these color teletecasts on a sustaining basis unless some rather improbable “angels” were found. Money spent for these sustaining color programs must come from the teletscaster’s operating budget, normally. If he is operating at a loss or on a small margin of profit, he will not be able to afford the further expense of sustaining color without cutting down on his budget for his present black-and-white programs.

Then he is asked to present color teletecasts which practically no one can watch, at the same time reducing his present service, which is his only source of revenue and is of value to the public.

In brief, the first objection from the standpoint of the broadcaster is reduction of present black-and-white program service, if the station should add non-compatible color.

Non-Compatible Problem

A second major difficulty is that with dual standards, or non-compatible color, the total audience for color would increase much more slowly than with a compatible system. Continuing our example of the typical broadcaster who has added non-compatible color, he can only afford to present a few sustaining programs in color at off hours. These are evidently the times when the potential audience is small, or they would now be used commercially. Hence with only these few off-hour programs available, there would be little incentive for the average person to make the costly investment in a new color receiver.

Like the majority of both technical and lay individuals who are interested in color television, I firmly believe that very few people would buy a color converter for home use. Technical, esthetic and historical evidence on this point is overwhelming. People don’t buy converters. Hence when color comes, the public will buy entirely new receivers. These will be more expensive sets. Only the pioneers among the public pay a premium price for those first color receivers. But in the future, as color receivers become more popular, eventually there will undoubtedly be many millions of customers.

However, looking at the suggestions about non-compatible color again, the audience for color telecasts would grow much more slowly than with compatible color for another reason. A broadcaster operating on compatible standards industry-wide attracts his entire present audience. Thus he can put his color service on a commercial basis immediately. A good case in point is the NBC telecast of Kukla, Fran & Ollie on Monday, Oct. 10, 1949, at 7 p.m. from Washington, D. C., when the hundreds of thousands of network viewers did not realize that the program was televised in compatible color.

The third basic objection to non-compatible color from the television broadcaster’s viewpoint develops from the first two objections above. This third difficulty is that, with non-compatible color, the total television audience would increase at a much slower rate than any present estimates, based on present growth trends, indicate.

Effects Set Buying

At present, the controversy over color has had little effect on the sale of black-and-white television receivers. However, we do know that some people are even now using color as an excuse for not buying a set now. If non-compatible standards for color were established, there would be a great many more people who would immediately defer the purchase of a receiver. Many thousands of present set owners, when they realized that non-compatible color would eventually be imposed, would immediately wonder why they bothered to spend hundreds of dollars for a receiver, which would be out of date almost immediately. Most set owners would blame the industry rather than the government, since the industry sold them their receivers.

Since television broadcasters base their hopes for eventual profitable operation on the steady growth of their audience, the adoption of non-compatible color would throw a barrier across the path which telecasters have been climbing so painfully. It is quite possible that some television broadcasters, who have already suffered severe financial losses and may not be in a position to pay up front which to draw, might get disgusted with the entire outlook and thrive in the spong.

Basically, these arguments apply to a great extent even with a program of dual-channel operation such as was proposed by Philco as an “out” if non-compatible color must be adopted. If a station is offered a second channel in the upper UHF band for non-compatible color, presumably it will be able, when suitable equipment is developed, to duplicate its programs in color or black-and-white. However, this could only be done at approximately twice the cost in station investment and operation, without increasing the size of the audience.

This dual-channel operation might seem to be a great advantage but would still be very expensive until the audience for color reaches sizable proportions. And this large expense for duplicate color equipment, operation and maintenance must be met; it would appear, only by reducing black-and-white programming and thus depriving the public of service it now gets.

Thus, from the TV broadcaster’s point of view as well as that of all leading manufacturers, distributors, dealers and the public, a compatible system of color television would seem to be the only logical kind to adopt.

TV ORGANIZATION

L. A. Outlets Form Group

REPORTEDLY dissatisfied with the operation of the Academy of Television Arts and Sciences, the seven Los Angeles TV stations have formed an organization designated as “a collective effort for the benefit and advance of Hollywood television.”

Meeting a fortnight ago, management representatives also agreed that there should be an organization representing its membership only to those actively engaged in the television broadcasting industry. At a subsequent meeting Thursday, membership standards were formulated.

AN ARTIST and performer at WCPQ-TV Cincinnati has added a dash of salesmanship to make sales history for the station and for his sponsor, the Hay Construction Co.

WCPQ-TV credits Al Lewis, accordanconist, m.c. and artist, with developing a new visual technique and tailoring it for the video screen. The staff’s brainchild is showing drawings he has sketched of various home styles available from the Hay Co., of Fort Thomas, Ky.

The station reports that in two days following the first teletcast on Feb. 5, the firm sold five of its $16,000 new homes.

Series of commercials which are interspersed throughout the variety show, aired Friday from 11:30 p.m. to midnight, display the floor plan, the exterior and then the finished and furnished interior of each home. Photo slides are used to show the homes’ exteriors and all of the furnished interior.

Primer of the technique is the camera closeup of each drawing as Mr. Lewis makes his sales pitch. Momentum is given the show by the musical selections from Mr. Lewis’ accordancon and the vocal selections of a girl singer and a quartet.

Mr. Lewis, his accordancon and the penned visual sales pitch.

VISUAL SALES PITCH

WCPQ-TV’s Lewis Clicks With Pen and Ink

February 20, 1950

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COLOR TELEVISION Inc., San Francisco, will demonstrate its one-
tube all-electronic color TV system
this week (Monday) for the
FCC. Demonstration will be held
at 10 a.m. in the Congressional
Room of the Hotel Statler,
Washington.

CTI's laboratory was dismantled
and hauled across the country to
the Statler where it was being re-
assembled last week in preparation
for the demonstration. A half-
dozem Statler rooms have been
converted into a laboratory, with
microwave relay mounted atop the
hotel to beam signals to the
WMAL-TV Washington trans-
mitter.

The first eastern exhibition of
CTI's system will include a half-
dzzen RCA projection sets, adapted
to receive the company's images.

Arthur S. Matthews, CTI presi-
dent, and George E. Sleeper Jr.,
inventor and vice president, are
directing the demonstration. They
claim the system is entirely com-
patible and declare a direct-view
tube is "foreseeable in the future."

Use Conventional Camera

CTI uses a conventional image
orthicon camera, adapted to insert
a dichroic lens assembly between
the camera lens and the kinescope.
The camera tube shows three
images, side by side, each one in
black-and-white after having
passed through the three-element
dichroic lens. These images are
about two inches in size.

The three-image frame is trans-
mittet normally via a black-and-
white transmitter, using a special
studio switching assembly.

The projection receiving set is
modified to use a seven-inch pic-
ture tube which has separate red,
green and blue phosphor sections.
This tube replaces the normal pic-
ture tube in the projection sets.
The regular projection system is
removed and in its place CTI uses
three small projection lenses, each
mounted above one of the three
two-inch images that appear simul-
taneously on the face of the tube.

These adjustable lenses throw
three pictures that converge on the
11 x 14 screen, with the colors sup-
plied by the three different phos-
phor sections on the receiving tube
face. Registration is simple, CTI
officials claim, and color smear or
carryover is described as "impos-
sible.

Comparative demonstrations of
CTI, RCA and CBS color systems
are scheduled Tuesday at the
FCC's Laurel, Md., laboratory, some
28 miles northeast of Washington.

WNEW (TV) Washington, NBC
O&O station, will transmit RCA's
pictures and WOIC (TV) Washing-
ton will transmit the CBS pro-
gams.

The Thursday demonstrations
will climax some six months of
color excitement in Washington.
Since October the FCC has been
probing the whole color problem in
collaboration with its overall televi-
sion allocation review.

HEART of Color Television Inc. sys-
tem to be shown to FCC today is
this three-phosphor receiver tube,
mounted on laboratory locale. Work-
ing on tube is George E. Sleeper Jr.,
San Francisco inventor of system.

DuMONT TOUR

Telecruiser in Southeast

TO GIVE the public a better in-
sight into the way television oper-
ates, Allen B. DuMont labs has
sent its telecruiser, mobile TV stu-
dio, on a 22-city tour of the South-
est, which started Feb. 16 in
Baltimore.

Containing more than $100,000
worth of equipment, including a
triple image orthicon camera chan-
nel, the telecruiser in essence duplicates
actual studio operating conditions.
Plan of the tour calls for the tele-
cruiser to park in central locations
where onlookers will be telecast
over a closed circuit system.

The camera pickups will also be re-
produced on two DuMont receivers
placed near the truck.

The telecruiser's itinerary is:
February 16-20, Baltimore; 21-
25, Washington; 27, Richmond; 28,
Norfolk; March 1, Norfolk; 2,
Portsmouth; 3, Raleigh; 4, Greens-
boro; 6, Winston-Salem; 7-8,
Charlotte; 9-13, Atlanta; 14, Birming-
ham; 15, Montgomery; 16, Mobile;
17-20, New Orleans; 21, Baton
Rouge; 22, Jackson, Miss.; 23,
Memphis; 24, Nashville; 27, Hunt-
ington, W. Va.; 28, Charleston, W.
Va.; 29, Youngstown; 30, Pitts-
burgh.

ZENITH DENIES
Not Sponsor of D. C. Surrey

ZENITH RADIO Corp., Chicago,
was not one of the sponsors of a
Washington, D. C., television audi-
ence study showing TV's influence
on family habits [TELECASTING,
Feb. 13], the firm declared Tues-
day.

The survey was conducted by
Charles Alldredge, WJLA's public
relations counselor, who
had reported Zenith as a sponsor.

Comdr. Eugene F. McDonald Jr.,
Zenith's president, never heard of
Mr. Alldredge or his survey until
he had read the published accounts.
He observed that Zenith's name
was not included in some published
lists of the survey's sponsors.

After seeing the survey de-
scribed, Comdr. McDonald wrote to
Mr. Alldredge: "I will truly appre-
ciate it if you do not list Zenith or
me as one of your subscribers. My
reason for this request, which may
seem strange, is that the findings
in your survey are approximately
what I have been telling the movie
industry for the past three years,
and were they to see my name on
the list as a subscriber, they
would immediately believe that I
had something to do with the mak-
ing of this survey."

Canada's TV Sets

A TOTAL of 9,500 TV receivers
were sold in Canada in 1949, ac-
cording to unofficial reports from
Canadian radio manufacturers.
There are as yet no TV stations in
Canada.

WSYR-TV

means

Bright, Clear,
Consistent

PICTURES

From its antenna atop Sentinel
Heights, 1.200 feet above Syracuse
and vicinity, WSYR-TV's full radi-
ating power of 23,500 watts on
Channel 5 assures Central New
Yorkers clear, steady reception of
the outstanding TV shows—on NBC
— exclusive.

the Only COMPLETE
Broadcast Institution
in Central New York
TALENT RACKET

Complaints Issued in L. A.

COMPLAINTS against some 50 to 70 Hollywood "talent racketeers" posing as legitimate television or film producers are being issued, according to an announcement last week by Los Angeles Assistant City Attorney, Don Redwine, Action, following a resolution, taken at a meeting held last Tuesday by the Motion Picture Industry Council, seeks to obtain convictions against such violators under present laws, and to attempt to get further legislation if existing laws are not strong enough to eliminate the racketeering.

Attending the meeting, which was called to organize a campaign against such phoney firms which have been extracting almost $20,000 weekly from victims, were television and radio executives, city and state officials, representatives of business organizations and Screen Actors Guild.

Further investigation of the racketeers, requested of Ernest Tolin, Acting U. S. Attorney in Los Angeles by California Senator Downey.

So-called "talent agencies" have been collecting from $50 to $200 per victim, holding out the lure of possible acting careers in television or movies by pretending to legitimate legitimate or film productions, it is reported.

SMALL-BUDGET TV

D. C. Adwomen Hear Sargent

METHODS of staging a small-budget television campaign in a group of cities were described by Clement D. Sargent, vice president of Phiblin, Brandon, Sargent, New York, speaking at the Wednesday luncheon held last Tuesday by the Women's Club of Washington, FCC Comr. Frieda B. Hennock was guest of honor.

Unfamiliar with the hypothetical Cake-Make campaign, Mr. Sargent outlined step-by-step a one-minute film series placed on 12 stations, including a test market. He described time availabilities as one of the most serious problems.

Many TV failures, Mr. Sargent said, are due to a lack of understanding of the medium itself. He pointed to the need for coordination of all steps in the hypothetical campaign, which had a $50,000 budget, and cautioned that TV should not be treated as an advertising stepchild.

1950 February 20 1950

Call WJFJ

Bargain & Peter

Long-Range TV

Rate Schedules

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2123

WJBK ELECTIONS

NLRB Includes Projectionists

FULLTIME and part-time projectionists would be included among engineers and technicians in contracts bargaining set up by NLRB, which ordered an election at WJBK-AM-FM-TV, The Fort Industry Co.'s Detroit outlets. The ruling, handed down Feb. 11, involved the stations, IBEW Local 1218 (AFL) and NABET, as well as IATSE (International Alliance of Theatrical Stage Employees), representing the projectionists.

Fort Industry contended that, despite adopted policy at its Atlantic City, Fla., stations, WPSD-AM-FM (WSPD-TV) stations where AM engineers formed the nucleus of the TV staffs, all TV engineers and technicians are capable of operating a projector. Subsequently it hired two IATSE members, it added.

Projectionists at other Detroit TV stations deal with IATSE.

In a letter to NLRB, John M. Houston, NLRB member, argued against inclusion of the projectionists in the same units with engineers and technicians on grounds that they constitute a "distinct craft". He cited WPIX (TV) New York, KSD-TV St. Louis and other stations where projectionists are "unified" in separate units of the unit, and said the majority ruling did not reflect industry-wide practice.

In addition to WJBK-AM-FM-TV, Fort Industry also operates WTVY in Leasburg, Ala., WTVY-V in Macon, W. Va.; WMNN Fairmont, W. Va.; WLOK-AM-FM Lima, Ohio; WGBS-AM-FM Miami; WSPD-AM-FM Toledo and WAGA-AM-FM-TV Atlanta.

WJTV-ANTENNA

Begins Use from Empire State

WJTV-NEW YORK, key station of ABC-TV network, started telecasts of its regular program schedule from its new antenna atop the Empire State Building.

The move from the Hotel Pierre, which has housed the antenna and transmitter since August 1938, was accomplished with no interruption of the station's regular transmissions. WJTV-TV will continue to operate on Channel 7. The added height gained by the move to the Empire State Building gives new clarity to the station's pictures, according to WJTV.

Color Set for Johnson

TELEVISION set modified to receive CBS color was installed last week in the office of Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, in the U. S. Capitol. Color transmission was given for demonstration daily Monday through Thursday for the benefit of members of the Senate committee and any other interested parties in the Senate, according to Sen. Johnson's office.
Monopoly In TV
(Continued from Telecasting 2)
abated by a public relations agency. But he was confident FCC "will proceed with their hearings without becoming ruffled or stampeded by high-pressure tactics."

The Coloradan claimed that "certain elements in the television industry are getting ants in their pants" and crying for a lifting of the TV freeze to serve their own interests.

"If the siren voices who rant and rave today about lifting the freeze have their way, millions of communites will either never have television or at best will receive it through little slave stations operating as satellites of some big monopoly controlled station in a far-distant metropolis."

The threat of a monopoly probe was seen as a counter-move against proposals that the House radio subcommittee add television to its 'forthcoming hearings, which already include three bills and are expected to consume up to six weeks.

The possibility of the House group including television had been suggested after Dr. Allen R. DuMont, president of DuMont Labs and TV network, met with members of the New Jersey delegation in Congress to urge a lifting of the freeze (Telecasting, Feb. 13).

DuMont, Smith Rapped
Sen. Johnson said Dr. DuMont is "one of the more reputable" radio and TV authorities but that "understandably and very properly" he is anxious to expand his television network. He said Dr. DuMont "hurls machine-gun-like insinuations and distortions," and that David Smith of Philco "blows the same kind of bubbles."

Sen. Johnson denied there is unemployment in television and asserted that Dr. DuMont's claims to that effect "are mischievous rantings and not based on facts."

The commerce committee chairman contended that "short-sighted propagandists" figure they can serve "all the large profitable cities" with perhaps a half-dozen additional channels, preferably located adjacent to the present TV band. He pointed out that other services including FM now operate in that area, and added:

... these manufacturers believe that a drive can be put on these services out of their present position and assign the additional channels to television and everything will be fine—for them. I differ with them in that I want a permanent plan for the long pull based on a sound engineering decision, and I want it now.

He said "an eminent radio consulting engineer" had written Radio Mfrs. Assn. President Max Balcom charging that "EMA has done absolutely nothing except shout compatibility [in color TV] and lift the freeze in order to promote the sale of current black-and-white sets on a nation-wide basis."

Sen. Johnson claimed that Jack Gould, radio editor of the New York Times, "conveniently omitted certain pertinent language" in Sen. Johnson's reply to an earlier column supporting a lifting of the freeze (Telecasting, Feb. 13). He said Mr. Gould presumably "does not like anyone to infer that his column is being prostituted by private interests."

At another point he referred to "Mr. Gould and his fidelity in serving a pressure group which is determined to dominate the FCC."

The Senator reiterated his contention that FCC's earlier TV allocations in the VHF band were "indiscriminately incorrect." But, he said, "having made a mistake, there is no reason for the Commission to compound the error."

He again listened to the same siren voices who were so wrong before and who led them astray."

He said he had "never hesitated" to criticize FCC if he thought the Commission was in error, but that "I am not going to remain silent and let them become the butt of unwarranted and unprompted assaults by people who are trying to grind their own axe and without regard to the public interest and the general welfare."

Renewal Denied
RENEWAL of experimental television license for KE2XDO Jamaica, N. Y., was denied by FCC last week to Jamaica Radio Television Co. for experimental operation on Channel 13 (510-216 mc). The Commission indicated that one of KE2XDO's principal activities has been to render program service independent of any technical research. FCC said research proposed was on simplification of TV receivers and antennas for which experimental telecasting was not necessary. Station was first licensed in 1946.

WNBF...sectionalized tower
transmits FM, AM and TV

WNBF pierces the sky with a 384-foot guyed triangular tower... completely engineered from the solid base to the tip of the 4 bay FM pylon and 6 bay superturnstile antennas. Clark Associates, Inc., selected IDECO for this job for two very important reasons:

**Triangular-Section Safety**—IDECO triangular design provides extra rigidity and freedom from distortion...the WNBF tower is guyed to withstand a 36-pound wind load. It is sectionalized at 200 feet with the lower section insulated to permit AM broadcasting.

**Complete Engineering**—IDECO towers are built of prefabricated sections which go together easily and quickly...no field cutting or welding necessary. IDECO engineering covers everything on the job...transmission lines, service ladders, platforms and any special accessories required.

IDECO radio towers have an outstanding safety record. Before you build or buy a tower—for AM, FM TV or all three—investigate how IDECO can relieve you of all responsibilities. Write today for bulletins RT-46 and SRT-1.

INTERNATIONAL DERRICK & EQUIPMENT COMPANY
Columbus, Ohio
Torrance, California

TL**

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TELECASTING • Page 13
**Film Report**

**CASTON PRODUCTIONS, Los Angeles**, producing series of one-minute television commercials for Bussa-Cardozos (greeting cards), Los Angeles. Placed direct...

**SURGICAL TV** With the station for the... 

**SURRENDER** TELEVISION performed an unusual service to the public when an appeal to wanted criminals to surrender themselves was made on The Black Robe (NBC-TV Thursday, 8 p.m. EST) on its Feb. 9 telecast. The appeal, made by the program's judge and two masked ex-cons, hit its mark when two Massachusetts youths, one 14 and the other 15, arrived at Andover, Mass., police headquarters shortly after the program went off the air and confessed to a robbery made some time ago.

**TV COMMITTEE** FCC Reaffirms Its Stand

FCC HAS reaffirmed its intention not to participate in the newly-formed National Television System Committee, created by the Radio Mfrs. Assn. to work on color TV standards.[TELecast, Jan. 28].

The Commission declared its hands-off policy in early January, when it said, however, that it would welcome the committee's participation in the color TV hearing [TELecast, Jan. 9]. FCC declined the committee's invitation to participate in a letter sent a fortnight ago by Dr. W. J. G. Brown, FCC chairman. The letter said in part:

You will recall that in our letter of July 9, 1947, we stated that if a national television systems committee should be formed under the auspices of the Radio Mfrs. Assn. and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing. At the same time, we indicated that the formation of such a committee should remain entirely in the hands of the industry and that the Commission's position was dictated by its desire to avoid any implication that such committee is to be regarded as an advisory committee named by the Commission. Since it appears from your letter and elsewhere that the formation of the NTSC is substantially that which was contemplated by the Commission when it wrote to you on Jan. 3, 1946, the Commission is of the opinion that no basis exists for a change in its announced position.

**Kellogg Renewal**

KELLOGG Co., Battle Creek, Mich., has renewed Irene Wicker—"The Singing Lady"—on ABC-TV Sunday, 6:30 p.m., and expanded the station lineup to 15. Renewal, for 82 weeks, was planned by Kenyon & Eckhardt, New York.

**SCENE from King Midas and the Golden Touch, 10-minute television film released by Crown Films, Chicago [TELecast, Feb. 6].**

**TV Components Guide**

**THE TELEVISION COMPONENTS HANDBOOK for the Philco Corp. Technical Advertising Assn. 160 pp. 1949.**

**THIS handbook is a companion volume to the Radio Components Handbook previously published. It covers the same general parts and component parts in television receivers together with general component and television data. Both books may be obtained through Radio distributors or direct from Philco Corp., Accessory Division, Philadelphia.**
Cuff Urges Local Sales Effort

“Second and equally interesting,” Mr. Cuff continued, “is that a substantial number of stations which were unable to sell the films for a Christmas promotion already have commitments for their use by local retailers during the coming year. The commercials are built around the idea that ‘You can always add a line accessory’ and that such accessories are a few birthday presents. A substantial number of dealers felt that they would get better results by stressing this angle instead of using the film just before Christmas.”

Lack of Enthusiasm

“When we tried to determine the causes of the lack of enthusiasm for the films on the part of certain stations, we found that the fact that the films were kinescopic recordings was at least partly responsible. This objection was largely psychological on the station salesmen’s part, as actual tests show that in home reception the picture resulting from a kinescopic recording is scarcely distinguishable from the picture originating on straight film.

“Realizing, however, that this psychological barrier is an important factor to contend with, RTFS has, after several months of price testing, finally been able to produce straight film commercials at a cost which is 10% higher than that of the kinescopes.”

When a station is approached by RTFS and asked to serve as key station in its market—that is, to keep the film on the air, either on request or at its own initiative, the typical reaction is definitely negative, Mr. Cuff said.

“Citing an actual case history, I said that despite the negative attitude, films were sent the station with the suggestion that they be looked at and returned. With the return of the film we received a letter indicating very slight interest,” Mr. Cuff related. “A little while later an unsolicited letter arrived at this station asking that audition prints be sent to them for showing to a prospect. Then came a request that the station be allowed to keep the print.”

“Next came a letter stating that this station was very anxious to become a key station. Finally, the station wrote: ‘This service should solve one of our very tough local problems in getting good commercials for local accounts.’”

Incident at One Station

“In other stations a substantial amount of enthusiasm has apparently failed to produce any business. One such station in a very important southern market worked for four months without getting a single account. Quite suddenly the market broke and now practically every large department store in the community is using television and the station is calling for more film than we have on hand.”

“Scouting around for more films which can be made available for local use,” Mr. Cuff continued, “RTFS has discovered that many manufacturers have good films which can inexpensively be adapted for this purpose. We are urging these manufacturers to have their films re-edited and placed with TV stations through the RTFS library.”

Name brand, nationally advertised merchandise of the type promoted by the RTFS films is the easiest merchandise to a retailer to sell and the most profitable for him to advertise, Mr. Cuff pointed out, adding that this is not always appreciated by station salesmen. Even though the manufacturer may have a higher mark-up on non-brand goods, equal promotion of both types usually shows a far greater volume of business—and a larger net profit—for the advertiser resulting from the promotion of name brands, he stated.
January Box Score

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<tr>
<th>AM</th>
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<tr>
<td>2,219</td>
<td>725</td>
<td>110</td>
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<td>2,181</td>
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STATUS of broadcast station authorizations and applications at FCC as of January 31 follows:

- Total authorized: 2,219
- Total on the air: 2,181
- Licensed (All on air): 2,181
- Construction permits: 2,175
- Conditional grants: 1,015
- Total applications pending: 1,015
- Requests for new stations: 575
- Request to change existing facilities: 282
- Deletion of licensed stations in January: 1
- Deletion of construction permits: 2
- Deletion of conditional grants: 2

FCC Actions
(Continued from page 63)

January 15 Applications

ACCEPTED FOR FILING

License for CP
WTPX New Orleans—License to cover CP change power from 100 kw to 1,000 kw.
KLIF Oak Cliff, Tenn.—License to cover CP change power from 50 kw to 1,000 kw.
WCUI Akron, Ohio—License to cover CP new AM station 1,000 km.

AM—1990 km
KLCW Blytheville, Ark.—CP change from 900 kw 1 kw D to 2 kw D 1 kw W.

AM—1230 km
KGCX Bellingham, Wash.—Increase power from 10 kw to 100 kw.

Modification of License
WMTM Morristown, N. J.—Modification of license for CP new AM station 500 kw.

Modification of CP
WYDF Youngstown, Ohio—Modification of CP change frequency etc. for extension of completion date.

Applications for mod. CP to extend completion date following CP stations:

Modification of License
WTVJ Columbus, Ohio—Modification of license change from DA to non-DA operation.

APPLICATION RETURNED
License Renewal
KNNX San Luis Obispo, Calif.—RE-TOURNED Feb. application for license renewal.

APPLICATION DISMISSED
License Application
AM—1250 km
Gordon P. Brown ts/a/ Niagara Stk.
System, Niagara Falls, N. Y.—DISMISS License to cover new AM station 1,000 kw.

February 16 Decisions

BY COMMISSION AND BANK
Changes Authorized.
Following are changes in existing facilities as shown:
WCUP-FM Waco, Tex.—Change power from 1,000 kw to 50 kw, from ant. at 915 ft. to 915 ft.
KZPD-FM New Orleans, La.—Change power from 50 kw to 50 kw, from ant. at 900 ft. to 900 ft.
KXLR-AM Klamath Falls, Ore.—Change power from 2 kw to 2 kw, from ant. at 1200 ft. to 1200 ft.
WBRZ-FM New Orleans, La.—Change power from 50 kw to 50 kw, from ant. at 900 ft. to 900 ft.
W O G—FM Springfield, Mass.—Change power from 3,000 kw to 10 kw, from ant. at 910 ft. to 910 ft. WBG-GA to request authorization to operate power by indirect method during construction.
KPKM-FM Council Bluffs, lowa.—Change power from 2 kw to 2 kw, from ant. at 1000 ft. to 1000 ft.
W O G—FM New Bedford, Mass.—Change power from 5,000 kw to 5,000 kw, from ant. at 1000 ft. to 1000 ft.
W S B—FM Springfield, Mass.—Change power from 3,000 kw to 10 kw, from ant. at 910 ft. to 910 ft.

Arkansas Case

Detailed Issues Reported

REVISED of issues to specify that the primary was made by FCC last week in its ownership investigation of KXLR North Little Rock, KWEM West Memphis, KHOZ Harrison and KWAG Hot Springs, Ark. [BROADCASTING, Sept. 5, 1949]. Specific issues had been requested by the stations.

FCC also denied petitions of KHOZ, KXLR and KWAG for separation hearings in the case, indicating the issues were interrelated. The Commission stated it wished to determine who are the owners of the FCC licenses and when and from whom ownership was acquired. FCC also indicated it wished to determine whether FCC had been transferred without approval and if all facts had been correctly represented to the Commission.

The revised issues specifically listed a series of alleged stock transfers and other details about which FCC wished to inquire. Transfers of holdings by Beloit Taylor in KWEM and KHOZ in 1946 to Phillip G. Bank and John F. Wells are the first mentioned by FCC.

Canadian Bingo

Dominion Withholds Decision

NO DECISION was reached by board of governors of Canadian Broadcasting Corp. on playing of radio bingo on Canadian stations, following a hearing on a proposed ban on radio bingo at Toronto, Feb. 10. Moving picture theatre operators and members of the Protestant churches opposed the playing of bingo on Canadian stations at this hearing, while service clubs and various institutions and certain church organizations upheld the playing of the games, proceeds of which go to charity. Service clubs operating the games over small-town Canadian stations, showed that up to 75% of bingo takes go to charity, the remainder being for legitimate expenses. Radio stations charge only 25% for half hour to service clubs, it was shown.

At the same sitting of CBC board license for new AM French-language station at Victoriaville, Que. JC, kw on 1380 kc, was approved, along with a request for the right to operate under a new AM station 265 397.
**NEW CONWAY OUTLET**

FCC Would Favor Conway Co.

NEW AM station at 1200 kc with 260 w fulltime would be granted to Beckley Newspapers, Inc., at Beckley, W. Va., operator of KOB, Beckley, W. Va., operator of KWOY, Beckley, W. Va., and owner of the Beckley Daily Mail. Station would have a total of 1350 kw for use in the portable service.

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B. T. Bobbitt
Laura Lewton
ABC
Mon.-Fri. 11:45-12: Duane Jones
Shore the Wealthy
George Arthur
Get More
ABC
Mon. 8:45 p.m.
Arthur Death
Weinstein & Co.

P. J. Ritter Co.
Betty Clark Sings
ABC
Sat. 3:15-3:30
Clément Co.
Wonder Co.
Captain Midnight
MBS
Mon-Sat. 5:30
Bill-Blackett
Ronan Art Metal
Johnny Desmond
MBS
Sun. 7:30-8 p.m.
Gray Adv.

January One-Timers

Communications
Speech by A. J. Saline
ABC
Wed. 9:45 a.m.

Gillette Safety Razors
Sugar Bowl Game
ABC
Jan. 2, 8:30-10:23: Maxen

R. J. Reynolds
Cotton Bowl Game
ABC
Jan. 2, 8:30-10:50
William Esty

Ford Dealers of America
Can You Top This
MBS
Jan. 4, 18-8-9:30 p.m.
J. Walter Thomson

Ford Dealers of America
Mutual Newsreel
Walter
Jan. 10, 16-11:55-12: Walter Thomson

Ford Dealers of America
Hawaii Calls
MBS
Jan. 7, 17-7:30-12: J. Walter Thomson

Ford Dealers of America
The Saint
MBS
Jan. 8, 15, 7:30-12: J. Walter Thomson

Ford Dealers of America
Crime Fighters
MBS
Jan. 9, 8:30-12: J. Walter Thomson

Ford Dealers of America
Peter Salem
MBS
Jan. 9, 8:30: J. Walter Thomson

Ford Dealers of America
Mysterious Traveler
MBS
Jan. 10, 9:30-10:12: J. Walter Thomson

Ford Dealers of America
I Love a Mystery
MBS
Jan. 16, 7:45-8:12: J. Walter Thomson

Ford Dealers of America
Guy Lombardo
MBS
Jan. 16, 10:30-11: J. Walter Thomson

Ford Dealers of America
Official Detective
MBS
Jan. 17, 8:30-9:12: J. Walter Thomson

Ford Dealers of America
Annual Sports Award Dinner
MBS
Jan. 19, 9:30-10:12: J. Walter Thomson

January Deletions

WIRA Hits Free Time Request

I cooperation with the U. S. Government's sponsorship of “Eat chicken. You'll have eggs” Johnny Faulk, Comedy Concert artist heard on your "PAT Paterson, N. J., turns that 10-old question, "Which came first chicken or the egg? into a test during the observance of the week. Mr. Faulk offered six dozen eggs every day for the best answer sent in by listeners.

ROBASTCASTING * Telecasting
COMMUNICATIONS BOARD NAMED BY PRESIDENT

TEMPORARY five-man Communications Policy Board, to be headed by former FCC Commissioner Irvin L. Stewart, president, U. of West Virginia, named Friday by President Truman to study use of radio and wire communications by government and through FCC by private agencies [Broadcasting, Nov. 28, 1949]. He had denied only last week that he intended to appeal such non-FCC jurisdiction.

Board will make recommendations to President on policies to govern "most effective use" of radio frequencies on both levels and in international radio and wire communications, and evaluate relationship of government communications to those allocated through FCC. Group would dissolve Feb. 17, 1951.

Additionally, board is authorized to "hear and consult" with representatives of industry and federal government on subjects under study by board. Mr. Truman asked executive departments and agencies to cooperate with board and furnish any information it may need. Board asked to submit report by Oct. 31, 1950.

Also named to board were: Dr. Lee A. DuBridge, president, California Institute of Technology; Dr. David H. O'Brien, Hackettstown, N. J.; Prof. William J. Everitt, chief, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.; Dr. James R. Killian Jr., president, Massachusetts Institute of Technology, Cambridge, Mass.

RADIO SET PRODUCTION MAINTAINS HIGH LEVEL

RADIO set production in January maintained high rate of late 1949, according to summary of output by major American member companies. TV output also at high level. January radio set output (AM-only) totaled 660,195 units compared to 620,382 in December, running counter to traditional post-holiday pattern. FM-AM and FM-only production totaled 139,136 sets in January compared to 86,650 in December. Another 34,087 FM tuners were included in December output.

Output of TV sets in January reached 332,588, with weekly average 15% over December and 8% above rate of record-breaking last quarter of 1949. All-time peak in TV output for one week reached last week in January when 97,986 sets were produced. Total radio and TV output in January, a four-week work month, was 968,758 sets, according to RMA.

NARBA TO HEAR REPORT

(Continued from page 4)

BRIEFS OPpose FCC PLAN ON TRAFFIC IN FREQUENCIES

FCC PROPOSAL to curb "trafficke in frequencies"—by automatically forfeiting permits of stations sold before they commence program tests—opposed in briefs filed Friday by NAB, Federal Communications Bar Assn., and Pier son, Wurzburg & Co., Inc., on behalf of 13 stations. Comments attacked proposed rules issued by FCC in mid-January [Broadcasting, Jan. 16].

NAB held Congress intended CPs to be forfeited only if construction not completed on time, according to provisions of Communications Act, which also calls for case-by-case consideration of merits of each transfer to determine if in public interest.

FCBA also charged proposed rules "inconsistent" with Act and would require FCC to "abandon its obligation to determine each application upon the individual merits thereof." Pier son & Co. held "lumping of the innocent with the guilty" for administrative convenience could not justify non-compliance with law or "the substitution of flat for adjudication."

GROUP NAMED TO ADVISE ON NAB GENERAL MANAGER

MEMBERSHIP of special NAB advisory board to assist President Justin Miller in selection of general manager, under terms of Arizona board mandate [Broadcasting, Feb. 13], announced Friday. Committee headed by Clair R. MacCoy, WJR-Detroit (Pa., Del.), who received most votes in poll of board.

Other members in order of votes received follow: Harold E. Fellows, WEEL Boston; Howard L. Matz, WLS-Chicago; Robert D. Sweetey, WDSU-TV New Orleans; Calvin J. Smith, KFAC Los Angeles. They represent in order, small, medium, large, television and independent stations.

RAYTHEON DENIES REHEARING PETITION

PETITION of Raytheon Mfg. Co. for rehearing of FCC's refusal to extend completion date of WRTB-TV Waltham, Mass., denied by Commission Friday. Final ruling reported to deny as in default new station bid of Starlan S. and Tilden M. Adcock, Lottery Daytime on 970 kc at Goldsboro, N. C. [Broadcasting, Jan. 23]. FCC also declined to vacate initial decision and rehear Huntington, N. Y., 740 kc case.


RACING CASE ARGUED

ORAL ARGUMENT on WTUX-Wilmington, Del., horse racing case held before FCC Friday. Commission counsel opposed initial ruling, requesting hearing on renewal, which found programs questioned were not intended to aid illegal gambling but were subverted to that end [Broadcasting, Dec. 26, 1949, Jan. 2]. WTUX deemed not to be programming owned, new to radio and without counsel until hearing, modified race results programming promptly to cooperate with local police requests upon learning of situation at investigation.

Eugene F. McDonald's movie connection. Question is whether Cecil B. DeMille, Hollywood fabulous lone wolf of productions, is tied up with Mr. McDonald. Mr. DeMille, although it dependent, releases through Paramount.

IDEA for salvaging of NAB's "Lightnin' That Pits" program comes from winning support in Hollywood. It developed when Kari Harri Maziish, KFWB Hollywood manager at veteran movie man, was consulted informally. He would turn job over to independent producer who would work out of studio spots promoting one or more films.

FCC AUTHORITIES have called halt on Florida station which, they devised on method of retaliation against interference from Cuba station. Its method, they said, was simple: Abandon directional antenna and operate non-directionally. FCCers insisted on return to DA.

SCHAEFER BEER, New York, through BBDO, New York, planning spot announce ment campaign in upper New York state—eight stations for five weeks.

SWIFT & CO., through J. Walter Thompson Co., both Chicago, interested in buying T gadget; worked out by Klibanoff Studios and WBK (TV), for premium use. Device is color waltz which shows black-and-white TV in color while placed in front of viewers' sets. Develops outgrowth of station's recent "color" demo spontaneous week in work to be in color through optical illusory process.

JOINING legal battery to represent G. Richards Stations (KMPC Los Angeles, WJ Detroit and WGR Clevelend) in FCC reral proceedings scheduled to begin in L Angeles Jan. 13 is Hugh Fulton, New York and Washington trial lawyer. Mr. Fulton is chief counsel of senatorial war investigating Committee headed by then Senat Harry S. Truman. Other counsel include Lou G. Caldwell, for Detroit and Cleveland stations, Horace L. Lohnes for KMPC and, form Sen. Burton K. Wheeler, overall counsel

INTERNATIONAL SHOE CO., St. Louis, considing dropping $60% of its black-and-whi advertising in Latin America is trying for network television. Agency is Henri, Hurst & M Donald, Chicago.

TATUM NAMED PRESIDENT CALIF. STATE BROADCASTERS

DON TATUM, vice president and gener counsel of Don Lee, elected president of California State Broadcasters Assn. at annual general meeting in Roosevelt Hotel, Hollywood Friday. He succeeds Arthur Westland, pres dent and president, KRE Fresno.


Added to board of directors were Dr. McKee, KGYN Vallejo, and Mr. Jones. Harri Butters, president KIST Santa Barbara, Mr. Bartle and Mr. Smullin re-elected to board.

ALLISON JOINS WBBM

MILTON (Chick) ALLISON, of Radio Sales New York, formerly of WLS, Cincinnati ad staff, joins sales staff of WBBM-CBS Chicago as assistant sales manager, starting Feb. 2. It was announced Friday by Sales Manager Robert Livingston.
Figures don’t fib! Add this up. There are eight TV stations located in WLW-Television Land. Yet three microwave-linked stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—receive 50% of all viewing between 11 AM and 11 PM, seven days a week.*

Tack on these figures, too—they’re important. In Dayton, 10.4% of the total viewing was to stations outside the city. Of this viewing, approximately three-fourths is to WLW-T.

What about cost on WLW-Television? It’s the 3RD LOWEST IN THE MIDWEST—as low as 25c per thousand-set owners. And look at the market! The WLW-Television area embraces over 3 million people...nearly 900,000 families...with set owners numbering 132,000 as of January 1, 1950.

It is the 4TH LARGEST TV MARKET IN THE MIDWEST...THE 8TH LARGEST IN THE NATION.

If ever there was a "time to get into television"...it’s now...and through WLW-Television. Set ownership is increasing in breath-taking leaps...and by selecting WLW-Television today, you soon will have the lowest cost television, per potential viewer, in the Midwest...with rate protection for six months.

Any one of the sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus will be glad to give you further information about WLW-Television...where 462,700 people spend 5,091,000 hours weekly.**

* Videodex, January, 1950
** Based on January 1, 1950, Set Owner Estimates and Videodex, January, 1950

WLW-Television

Television Service of the Nation’s Station • Crosley Broadcasting Corporation
Problem: shrink the television tube, but keep the picture big!

Some rooms accommodate grand pianos, the smaller spinet is right for others. Until recently, much the same rule held true for television receivers, and your choice was governed by room space.

Now the space problem has been whipped by RCA scientists, who have shortened the length of 16-inch television "picture tubes" more than 20%! All the complex inner works—such as the sensitive electron gun that "paints" pictures on the screen—have been redesigned to operate at shorter focus, wider angle. Even a new type of faceplate glass, Filterglass, has been developed for RCA's 16-inch picture tubes—on principles first investigated for television by RCA.

Filterglass, incorporating a light-absorbing material, improves picture quality by cutting down reflected room light . . . and by reducing reflections inside the glass faceplate of the kinescope. Result: richer, deeper black areas and greater contrast in the television picture!

See the newest advances in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.