again BMB has shown that WOR—and only WOR—has the largest single daytime and nighttime audience in America!
Only actual service rendered brings

You Saved us Money—
“Larry McDonald broadcast a tip that saved me $4.01.”
Milton Perry, Route 1, Maple Park, Ill.

Best Entertainment—
“Thank you for providing the very best entertainment this hospital has ever had for its 60 clinic children.”
Mrs. Celia Payton, Women and Children’s Hospital, Chicago.

A Dog for a Boy—
“We wish to thank you for finding a dog for our little boy.”
Mr. and Mrs. Carl Willoughby, Paris, Illinois.

Really Care—
“You really make farmers feel you care about them.”
Mr. and Mrs. Allen Martin, Earlville, Illinois.

Family Programs—
“We do thank you so much for the WLS family programs.”
Mrs. Horace Hadley, Plainfield, Indiana.

Number 2 in a series showing the quantity and quality of response to WLS service and programming.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company.
WFMJ
Youngstown, Ohio

is now broadcasting on 1390 with

5,000 watts
(50,000 watts on 105.1 FM, duplicating AM programs)

Cover Youngstown, Ohio, the nation's fourth largest steel center and Ohio's third market, ranking next to Cleveland and Cincinnati because of the closely built up territory all around Youngstown, with . . .

WFMJ
Basic ABC Station

News of the Associated Press, United Press and the Youngstown Vindicator

Headley-Reed Co., National Representatives
Closed Circuit

SOME of U. S. delegates at U. S.-Cuba NARBA conferences in Havana expect to be home this week, mission accomplished. Others taking dimmer view, pointing out that early last week there were U. S.-Cuban differences on 28 frequencies. Since then U. S. delega-
tion has revised its allocations proposal. Sessions slated to start last Saturday may tell story.

BORDEN CO., through its agency Young & Rubicam, New York, planning extensive radio campaign in 80 markets. Agency has sent wires to stations in those markets for avail-
able quarter-hour programs. Disc shows, partici-
pations will probably be included in schedule. Starting date sometime in April when company's network on CBS goes off air. Later show serviced by Kenyon & Eckhardt, New York.

LEVER BROS. expected to drop sponsorship of Bob Hope on NBC after present season. Re-
newal comes up in mid-April. Company under-
stood to have notified its various agencies that com-
edian will be available next season should any of their other clients be interested. Lever negotiating for sponsorship of NBC's Screen Guild Theatre which will be dropped by Camel cigarettes at season's end.

YOUNG & RUBICAM, New York, for Life magazine looking into availabilities and costs, of 5, 10 and 15-minute news shows on Friday and Saturday for possible spring placement.

FUTURE National Radio-TV Weeks likely to be built around Voice of Democracy contest, with retail aspects discarded. Belief growing at Radio Mfrs. Assn. that school competition has become one of nation's best weapons for preservation of freedom, reflecting credit on broadcasters and set makers.

M&M LTD., Newark (candy), and Interna-
tional Shoe Co., St. Louis, to share sponsorship alternate weeks of second half of ABC-TV Super Cross, Sun., 6-8 p.m., starting April 1. M&M agency is Lynn Baker, New York. Henri, Hurst & McDonald, Chicago, is shoe sponsor's agency. Canada Dry Ginger Ale, New York, sponsors first half-hour and plans to extend coverage to four West Coast TV out-

THAT NEW Sheppard Bill (HR 7310) to require that networks be licensed [BROADCAST-
ing, Feb. 20] may not be as friendless in Congres-
some as observers believe. Several Con-
grressmen say they've had complaints from con-
stituent stations saying networks brush off their affiliations, therefore privately express belief bill "might be a good thing."

THEODORE (Ted) C. FISHER, media direc-
tor and vice president of Pedlar & Ryan, New York, expected to be named agency's account executive on Procter & Gamble (Camay soap) (Continued on page 78)

Upcoming

Feb. 27: Color Television Hearing Resumes, Dept. of Commerce Auditorium, Washington.
Feb. 27-28: CBS Affiliates Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.
March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers national convention, Hotel Commodore, New York.
(Other Upcoming on page 77)

CLARK BROS. CHEWIN GUM Co., Pitts-
burgh, planning radio campaign for Teaberry and Tendermint chewing gums. McCann-
Erickson, New York and Cleveland, named to handle account.

NBC Chicago cutting down its power con-
sumption 25% starting today (Monday) be-
cause of coal strike. WMAQ-FM, which broad-
casts 5:30 a.m. until 1 a.m. daily goes on a 3 to 9 p.m. schedule and no TV test pattern will be transmitted by WNBQ (TV) until 1:30 p.m. Station has been transmitting signal from 9 a.m. Studio electricity usage also will be cut 25%.

SEVEN Seattle Stations cancel Hooper partici-
pative effective April 30 due to 30% rate in-
crease. KING has not yet acted. Dr. Sidney Koelew, head of Pulse Inc., New York, is to meet station executives today. McLeod & Assoc. and Joseph B. Ward have made survey presentations to Seattle outlets.

AMERICAN TOBACCO Co., through BBDO, New York, renews sponsorship of Jack Benny on CBS, Sunday, 7:30 p.m. through June 1952.

NEW GARDNER DIRECTORS

THREE new directors appointed last week by Gardner Advertising, New York, two in St. Louis office and one in New York. They are: Joseph V. Kirchhoff, secretary, and Charles E. Claggett, vice president and account execu-
tive, who will headquartered in St. Louis; and
Roland Martini, vice president in charge of radio and television who is with New York office.

AVCO NET DOWN

NET income of Avco Mfg. Corp., parent com-
pamy, for year ended Nov. 30, 1949, was $4,150,466, compared to $7,913,736 in 1948. Financial report did not reflect earnings of Avco units. Decrease caused by slump in television set and appliance sales in summer, according to Victor Emanuel, Avco president. Other factors influencing earnings in 1949 included expanded advertis-
ing and sales promotion and expenses in de-
velopment of new and expanded product lines.

Business Briefly

RICHFIELD BUYS ● Richfield Oil Co. New York, will sponsor Escape on 33 stations of CBS eastern network, Friday, 10-10:30 p.m., effective April 21. Agency, Morey, Humm & Johnstone, New York.


AUTO AM-TV SPOTS ● Lincoln-Mercur

Dealers Assn., Los Angeles, yesterday (Sat-
day) started two-week spot campaign in Los Angeles, San Diego, Santa Barbara, Santa Fe, Santa Maria, all California, and Phoenix and Tucson, Ariz. Agency, Kenyon & Eckhardt, Hollywood.

AGENCY APPOINTMENT ● A. S. Barn & Co., New York, names John Schrager in New York to handle radio and TV promotion of its current books. Spot and participati-
programs to start in early March.

PACIFIC REGIONAL PROJECT

PACIFIC Regional Network, with headqua-
ters in Hollywood, being formed with 11 Cal-
ifornia AM stations already signed, accord-
ning to Cliff Gill, KFVM (FM) Hollywood, wi-
heads group. Network will be fed by FM stac-
tions instead of telephone lines, he said, wi-
gain of 30 California stations planned begin-
expansion to Washington and Oregon.

JOINS CALKINS & HOLDEN

PATRICIA SENNELL, timebuyer of Dame

Fitzgerald-Sample, joining Calkins & Holden New York, as timebuyer.

GEN. MARSHALL'S VIEWS ON FREE SPEECH

FREE speech provides first line of def.
against war, according to Gen. George Mar-
shall, president of American Red Cross. Gen. Marshall will express his views in C11 broadcast at 5 p.m. today (Monday) on House of Burgesses at Colonial Williamsburg in connection with Voice of Democracy activi-
ties (story page 21). His statement on subjec-
t is the free expression of opinion today perhaps comes even a stronger implement for forging wo-
peace and understanding than in the day of Peric-
Five-hundred years before the birth of Chr
Pericles could only be heard within the range of his own voice; nor did there exist methods for di-
tributing his written words very widely.

Today the words we speak, as on this occa-
sion today, are heard by millions not only in our own country but throughout the world. The great lin-
of communications offering as they do the aven-
for spreading understanding, represent, I believe, first line of defense against another world con-
It is imperative that the implications of this f be understood thoroughly by all peoples in na-
inities. It is through communications that dis-
bute the information upon which the peo-
base their own decisions. This is as true in di-
agnostic nation as in a free democracy. The dif-
rence between the two lies in the kind o' forma-
that is made available to the peop

BROADCASTING ● Telec
HERE'S response for you! In answer to Carl deSuze's requests for neckties for distribution overseas, WBZ listeners sent more than 500 pounds of colorful cravats directly to the station!

Another example of Mr. deSuze's persuasive power: two airplane-loads of Christmas toys for children overseas, in response to announcements for International Friendship League.

Yes, WBZ's "Carl deSuze Show" (7:05 AM, six days weekly) really gets action in New England homes, from the mountains of Maine to the beaches of Connecticut. Participation costs? Very reasonable! Check WBZ or Free & Peters.
Mister Plus goes to Washington...

A hearty welcome to WEAM, the new Mutual station for the nation's capital, effective February 20, 1950. And we do mean effective: 5kw, day & night.

Mutual Broadcasting System
Radio's bright comic, Robert Q. Lewis, made a brilliant move by assembling a rich parade of promising talent: clowns and torch singers, rhythm groups and acrobats, future Hamlets and Pagliaccis.

As they go through their acts for a solid hour every Friday night before the microphone,* they are watched closely by the nation's famous talent buyers looking for just the right people for the right spot in their shows. And they find them!

The next move is up to you. With *The Show Goes On* you can profitably "mate" one of radio's "most buzzed-about" comedians with a big and loyal audience.

*A CBS PACKAGE PROGRAM*

*The Show Goes On* is also broadcast every Thursday night on CBS Television.
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Metro, Life, Inc.</td>
<td>Metro, Life, Inc.</td>
</tr>
<tr>
<td>6:15</td>
<td>E. Power Biggs</td>
<td>E. Power Biggs</td>
</tr>
<tr>
<td>6:30</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>6:45</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>7:00</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>7:15</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>7:30</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>7:45</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>8:00</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>8:15</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>8:30</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>8:45</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>9:00</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>9:15</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>9:30</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>9:45</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>10:00</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>10:15</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>10:30</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
<tr>
<td>10:45</td>
<td>Cbs</td>
<td>Abc</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
</tr>
<tr>
<td>9:15</td>
</tr>
<tr>
<td>9:30</td>
</tr>
<tr>
<td>9:45</td>
</tr>
<tr>
<td>10:00</td>
</tr>
<tr>
<td>10:15</td>
</tr>
<tr>
<td>10:30</td>
</tr>
<tr>
<td>10:45</td>
</tr>
<tr>
<td>11:00</td>
</tr>
<tr>
<td>11:15</td>
</tr>
<tr>
<td>11:30</td>
</tr>
<tr>
<td>11:45</td>
</tr>
<tr>
<td>12:00</td>
</tr>
<tr>
<td>12:15 PM</td>
</tr>
<tr>
<td>12:30</td>
</tr>
<tr>
<td>12:45</td>
</tr>
<tr>
<td>1:00</td>
</tr>
<tr>
<td>1:15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>E. Power Biggs</td>
<td>E. Power Biggs</td>
<td>E. Power Biggs</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>E. Power Biggs</td>
<td>E. Power Biggs</td>
<td>E. Power Biggs</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>Abc</td>
<td>Abc</td>
<td>Abc</td>
</tr>
<tr>
<td>SUNDAY</td>
<td>MONDAY - FRIDAY</td>
<td>SATURDAY</td>
</tr>
<tr>
<td>--------</td>
<td>----------------</td>
<td>----------</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>MBS</td>
</tr>
</tbody>
</table>
ALL THE NEWS that's fit to hear—including much heard nowhere else! WMT's news center regularly provides local news—in addition to AP, UP, & INS coverage—while it's still news. 100 newscasts and sportscasts per week—over 17% of the station's total program schedule—bring Eastern Iowans complete coverage from the Iowa angle, including a Friday night rundown of high school basketball scores phoned in by WMT's regional correspondents.

News makes listeners—listeners make customers—WMT makes customers! Ask the Katz man to show you how WMT sells in Eastern Iowa.

JIM BORMANN—News Director
Heads 7-man staff of experienced newsmen; designs news program to serve Iowa tastes and needs.

TAIT CUMMINS—Sports Director
Brings programs to small-town listeners in person via "remotes"; authors weekly newspaper column.

CBS Stars are always shining over Eastern Iowa... via WMT
RAY O'VINGTON, formerly radio and television director of Birmingham, Castleman & Pierce, New York, joins Hirshon-Garfield, New York, as radio and television director. Prior to his association with BG&P he was with BS.

USSELL E. NEFF, radio and television director of Knox Reeves Adv. Inc., Minneapolis; Dr. A. R. ROOT, director of research; WILLIAM C. SCHNEIDER, rt director, and KENNETH P. TORGERSON, director of media, named vice residents of firm.


ARL HAMMER, formerly script writer at WLW Cincinnati, and FRED ROOT, formerly with Young & Rubicam, joins radio and TV commercial copy department of McCann-Erickson Inc., New York.

S. (Bud) SPENCER, acting West Coast radio and television director of oote, Cone & Belding since the death of Arnold Maguire, named director that post.

OBERT M. CLARK joins media department of Detroit division of Brooke, mith, French & Dorrance.

UTH ROSS, formerly with Duane Jones Co., New York, joins L. H. Hartman o, New York, to establish and head new women's packaged products division.

HARLES J. EASTMAN Jr., formerly head of his own Hollywood agency, and efore that copy chief of Elwood J. Robinson Adv., Los Angeles, joins Mayers o, that city, as account executive.

ARSHALL C. TAYLOR, formerly with Goodyear Tire & Rubber Co., joins meldrum & Fesmuth Inc., New York, as media director, replacing DON ELLIOT, who has assumed new responsibilities on Deardorn Motors account.

OUS E. TILDEN placed in charge of all television activities in Chicago office f Sherman & Marquette Inc. CARL BROWN handles television contacts in New York office.

ICHARD J. GLOVER, production manager of Dan B. Miner Co., Los Angeles, elected vice president.

VRT M. MITCHELL, formerly with Compton Agency, New York, joins Lennen t Mitchell, New York, as copy supervisor.

AVID CORY, formerly with Lamont, Corliss & Co., joins J. Walter Thompson o, New York.

LMA SCHONFIELD SOLMANN, formerly media director of Brisacher, Vheelar & Staff, Los Angeles, joins Milon Weinberg Adv., that city, in similar capacity.

EMET BATES, former vice president and copy director of Erwin, Wasey & Co., in New York and Los Angeles offices, elected vice president and director f Charles Dallas Reach Co., New York agency.

LARENCE DAVENPORT, copy chief and senior account executive of M-Cart y Co., Los Angeles, named vice president.

HILL H. EYNON, formerly with H. B. Humphrey Co., joins Van Diver & crowe Inc., New York, as vice president and director of radio.

ENTER ADV., Los Angeles, moves to new offices at 5010 Sunset Blvd. Telephone: Normandie 8-1178.

IESER-GUENTHER, Cincinnati, changes its name to GUENTHER, BROWN & BERNE Inc., maintaining same address, 890 Enquirer Bldg., Cincinnati. ALLAN MEYER, director of publicity and public relations: WILLIAM POGUE, researcher, and JACK BUNKER, copywriter, added to staff of agency.

ED E. BAXTER, treasurer of W. Earl Bothwell Inc., Pittsburgh, elected executive vice president and general manager of agency.

JOHN L. ANDERSON, vice president and treasurer of McCann-Erickson, New York, will serve as chairman of advertising and public relations division of 1950 heart campaign.

ROM de PAOLO, formerly in traffic and production department of J. Walter Thompson Co., Los Angeles, transfers to media staff. He replaces CHRIS DUNKLE, resigned to form his own publishers representative firm in Los Angeles.

WASHINGTON, D.C.

WMAL & WMAL-TV

THE EVENING STAR STATIONS

Represented Nationally by ABC Spot Sales

February 27, 1950 * Page 11
PHILLIPS PETROLEUM Co., Bartlesville, Okla. (petroleum products), March 17 starts for 82 weeks, Raw Allen Show on regional network of 64 CBS stations, Friday, 10-10:30 p.m. (EST). Agency: Lambert & Feasley Inc., New York.


AMERICAN SAFETY RAZOR Corp., New York, appoints McCann-Erickson, New York, to handle advertising campaign of its new camera and accessories line. Currently its development will be on test basis in few markets.

MONARCH WINE Co. (producer and distributor of Manischewitz Wines), spots radio user, appoints Donahue & Co., New York, as its advertising counsel, effective March 1.


NEHI BEVERAGE Co., Los Angeles (Royal Crown Cola and Par-T-Pak Beverages), sponsors Movietown RSVP, half-hour quiz show on KTLA (TV) Los Angeles, through BBDO. Show is viewed Sunday, 9:15 p.m.

HI-V Corp., New York (citrus fruit concentrates), appoints Franklin Bruck Corp., same city, to handle its advertising. Television will be used.

COLOR TELEVISION Inc., San Francisco, appoints Di Marco-von Loewenfeldt Assoc., same city.

Network Accounts • • •

OMNIBOOK Inc. will sponsor special commentary by Robert St. John on 63 ABC stations, March 5, 3:30 p.m. EST. Agency is Huber Hoge & Sons, New York, which has been handling 6,000-spot schedule for book company. One-time broadcast, which will deal with books, reportedly is being aired as test for Omnibook Inc., similar to those aired by other book publishers handled by the agency.

MINUTE MAID Corp., New York (frozen orange juice), sponsor of This Is Bing Crosby, five-a-week daytime radio show, now heard in major cities, extends show on March 6 to eight additional CBS stations in California. Spot radio also is being considered for additional markets. Company sponsors daily television show, Handy Hints (6:45-7 p.m.) over KTLA (TV) Los Angeles. Agency: Doherty, Clifford & Shanfield Inc., New York.

PACKARD MOTOR Co. sponsors Holiday House, starring Edward Everett Horton, over ABC-TV, 9-9:30 p.m. (PST), Thursday, Contract, beginning April 5, is for 13 weeks. Agency: Young & Rubicam, New York.

GOOD & PLENTY CANDY Co., Philadelphia, will begin sponsorship of Wednesday telecasts of Lucky Pup, CBS-TV, Mon., Fri., 6:30-6:45 p.m., on March 3. Agency for candy manufacturer is Adrian Bauer, Philadelphia.


Adpeople • • •

ROBERT M. GANGER, former partner of Geyer, Newell & Ganger, New York, named executive vice president of P. Lorillard Co. (Old Gold Cigarettes) and elected to board of directors and executive committee.

ROBERT D. FIRESTONE, former senior sales promotion staffman in charge of mechanical goods advertising and sales promotion for Good Year Tire & Rubber Co., Akron, Ohio, placed in charge of media in advertising department, replacing M. C. TAYLOR, resigned.
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

The size of the Beeline is something to think about. It takes in all of inland California plus western Nevada — a 3 billion dollar market with more people than Los Angeles . . . higher total retail sales than Philadelphia.

Bear this in mind, too: the Beeline is an independent market, well removed from the coast. And Beeliners naturally prefer their local stations to outside stations.

So there's just one way to radio-sell the Beeline. Tell your sales story on-the-spot . . . on the five BEELINE stations. Together, they blanket the whole market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's What You Should Know About
KOH . . . and RENO

The first station in Nevada. Reno's favorite for 22 years. 1000 watts, 630 kc, NBC. Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index 53% above U.S. average.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK
Sacramento (ABC)
50,000 watts 1580 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
BOBO, I LOVE YOU!

So says the cute Siamese kitten in adoration of the bespangled French poodle.

There's something time buyers love in Baltimore radio, too. It's the way W-I-T-H produces low-cost results.

You see, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% 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!
NETWORK BUSINESS UP

By ED JAMES

BUSINESS volume of the four major radio networks is continuing the upward trend that began last fall after the severe slump of summer, an analysis by Broadcasting showed last week.

The analysis was based on figures for the entire year of 1949 released at week by Publishers Information Bureau, as well as on additional information from the networks themselves.

A quarterly summary of 1949, used on PIB figures, plainly shows a progressive decline in gross billings from the high levels of the first quarter of the year to the dollars of the third quarter and the slight in volume in the closing quarter of the year.

Indications are that although total gross billings of the four networks in January 1949, did not match the record figures for the corresponding month of 1949, they did exceed total billings for the immediately preceding month of December. Reasonably optimistic forecasts for the early part of 1950 were based on this trending fact.

Gross by Quarters

The four networks closed the year of 1949 with total gross billings of $187,800,929, according to PIB. By quarters, the gross billings for the four networks were:

First Quarter: $51,522,682
Second Quarter: $49,262,623
Third Quarter: $53,327,584
Fourth Quarter: $48,687,431

In January 1949 the four networks' gross billings were $17,704,865, the biggest month of the year. In December 1949 the billings were $16,408,884.

Although precise figures for January 1949 were not yet available at week, a reliable estimate indicated that the month would show billings below January 1949 but above December 1949. The figure for January 1950 will approximate $17,100,000, it was estimated.

By networks, the total gross billings for 1949 were divided as follows: ABC, $42,349,884; CBS, $56,303,558; MBS, $18,040,596; NBC, $56,014,886.

In January 1949 billings by networks were: ABC, $4,064,929; CBS, $5,838,924; MBS, $1,787,124; NBC, $5,370,213.

In December 1949 billings by networks were: ABC, $8,206,492; CBS, $5,774,893; MBS, $1,489,310; NBC, $5,631,643.

Among the networks only CBS reported an increase in billings in January 1960 as compared with January 1949. That network's gross last month was 3.9% higher than in January of last year.

NBC's January 1960 billings were reported a fraction of 1% below those of January 1949. Mutual's January 1960 billings were off 11% from the same month in 1949.

ABC refused to disclose how it stood in January billings, but it was authoritative, although unofficially, learned that ABC's figures would be off as much as Mutual's, compared with January 1949.

Mutual's January 1960 gross billings were, however, nearly 25% bigger than its gross in the preceding month of December, the network pointed out.

ABC's January 1960 figures were believed to approximate its December 1949 level.

Controlled Optimism

Although the impropriety of attempting a long-range forecast on the basis of January 1960 records alone is obvious, network officials were generally of the opinion that the upward movement from December 1949 was an optimistic indication that the first quarter of 1960 probably would be better than the last quarter of 1949.

Month by month gross billings of the networks in 1949 follow. (Some figures here differ from those already published month-to-month in Broadcasting because of subsequent corrections by PIB.)

January: ABC, $4,067,921; CBS, $5,833,828; MBS, $1,876,124; NBC, $5,576,213; Total, $17,704,865.

February: ABC, $3,845,658; CBS, $5,315,819; MBS, $1,676,258; NBC, $5,579,586; Total, $16,373,231.

March: ABC, $4,238,445; CBS, $5,537,746; MBS, $1,775,790; NBC, $5,457,577; Total, $17,699,938.

April: ABC, $3,883,784; CBS, $5,609,906; MBS, $1,765,432; NBC, $5,342,138; Total, $18,763,319.

May: ABC, $4,035,969; CBS, $5,569,522; MBS, $1,788,760; NBC, $5,657,156; Total, $17,073,677.

June: ABC, $3,987,884; CBS, $5,347,384; MBS, $1,403,886; NBC, (Continued on page 24).

BASEBALL COVERAGE

By JOHN OSBON

EXTENSIVE regional coverage of major league baseball games for 1960 was strongly indicated last week following announcement of plans by both the Liberty Broadcasting System and the New York Yankees' newly-created "Home of the Champions" network.

Gordon McLendon, president of the Liberty network, confirmed reports that he had signed contracts with American League President Will Harridge for exclusive rights to certain league games and with the eight individual owners of the National League, through President Ford Frick, for exclusive rights to certain NL games and for non-exclusive rights to others. MBS also holds rights to American League contests.

Last Year's Coverage

Mr. McLendon quoted no figures, but he noted that Liberty would spend "50 times as much" as the outlay for such coverage last year. Liberty, which has pioneered major league broadcasts on a regional basis, last year beamed baseball to its affiliate stations in nine states plus stations in five other states.

From 250 to 300 stations in cities from New Mexico to Virginia and embracing the whole Southeast, are expected to carry the broadcasts.

Most of the stations subscribe to the network on a regular or permanent basis, Mr. McLendon said.

They also will carry a minimum of three hours other programming from Liberty in addition to the baseball broadcasts.

Agreements call for a minimum of 210 National and American League games—an average of eight per week—with doubleheaders on Sundays.

Recreation Planned

Under the contract with the American League, a number of games will be re-created from Western Union facilities and fed out of Dallas. National League contests will be divided between "re-created contests" and those picked up "live" by Liberty's own staff. Mr. McLendon declined to elaborate on details involving direct coverage from NL parks.

A feature of the agreement is a provision which calls on Liberty Broadcasting System to air a minimum of 34 NL exhibition games beginning March 11, Mr. McLendon said.

He said that the network has had "numerous offers" from national advertisers for sponsorship of the games, but that Liberty would offer them to stations for local cooperation.

Additional programming of the networks in 1949 follow. (Some figures here differ from those already published month-to-month in Broadcasting because of subsequent corrections by PIB.)

January: ABC, $4,067,921; CBS, $5,833,828; MBS, $1,876,124; NBC, $5,576,213; Total, $17,704,865.

February: ABC, $3,845,658; CBS, $5,315,819; MBS, $1,676,258; NBC, $5,579,586; Total, $16,373,231.

March: ABC, $4,238,445; CBS, $5,537,746; MBS, $1,775,790; NBC, $5,457,577; Total, $17,699,938.

April: ABC, $3,883,784; CBS, $5,609,906; MBS, $1,765,432; NBC, $5,342,138; Total, $18,763,319.

May: ABC, $4,035,969; CBS, $5,569,522; MBS, $1,788,760; NBC, $5,657,156; Total, $17,073,677.

June: ABC, $3,987,884; CBS, $5,347,384; MBS, $1,403,886; NBC, (Continued on page 24).
PLANS for expansion of the Liberty Broadcasting System, and for scheduled opening of offices in New York by April 1, were revealed last week by Gordon McLendon, president of the company. The network intends to enlarge its present baseball coverage to a number of additional major cities (see story page 15) and to increase its programming schedule appreciably in the coming year, Mr. McLendon told Broadcasting.

By April 18, Liberty hopes to have from 250 to 300 stations—most of them independents—in the fold, with a goal of 18 programming hours daily in all 48 states by 1961. About 150 stations already are signed or being signed, he indicated. Identity of stations will be disclosed later, he added.

Site Undetermined

No location has been selected for the New York Office, Mr. McLendon said, but he thought a site would be chosen shortly following current negotiations in New York City. The network operates regional offices in Charlotte, Atlanta, Denver, Los Angeles, Little Rock, Ark., and in other cities.

The present 150 stations under contract, according to Mr. McLendon, will extend to major cities in 33 states. Last year 71 stations in major states carried Liberty programs.

Mr. McLendon said full details on the network's expansion, along with appointment of a New York sales manager, will be revealed in the near future. Pending conclusion of negotiations in New York, Liberty Broadcasting System, under Mr. McLendon and James Foster, general manager, headquarters in Dallas, Texas.

Programming Plans

Mr. McLendon said LBS would move into other selected markets throughout the country—that is, major cities—and sign other key stations when expansion is deemed advisable. He envisions no penetration of the New England or major eastern territories this year. Programming, much of it to be aired immediately following baseball broadcasts, will likewise be expanded. Plans have not been fully developed but already include a projected 1 1/4-hour daily giveaway program with some $2,000 worth of prizes.

Mr. McLendon said he felt the Liberty Broadcasting System is the largest network of its kind in the country supplying baseball and other type programming. He pointed out that beginning in 1948 his network pioneered in regional baseball coverage with stations in five states. Further, he cited LBS expansion from some 40 stations early last year to 71 stations last fall and finally to the present 150.

Mr. McLendon was in New York last week conferring with the Brooklyn Dodgers and Cubs, whose games along with other National League contests will be covered by LBS. He also was negotiating for office space.

KLIF Dallas is a key originating station of the network.

Baseball Coverage

(Continued from page 15)

A number of major league baseball clubs have been approached from time to time for regional re-creation and live rights to their games for different segments of the continental U.S. and from as far as Hawaii and Alaska.

It is known that baseball management has proceeded slowly and cautiously in view of the Justice Dept.'s acknowledged promise to review periodically the whole question of baseball's interstate commerce aspects. Obviously, regional network coverage rights would fall within the scrutiny of the department following its decision on baseball radio-TV coverage [Broadcasting, Oct. 31, 1949]. It is further pointed out that the subject of network coverage beyond the "pat" 50-mile areas of individual clubs, currently is subject to Congressional, as well as Justice Dept., action on baseball's interstate nature. Two bills—HR 4018 by Rep. A. S. Herlong Jr. (D-Fla.) and HR 4019 by Rep. Wilbur D. Mills (D. Ark.)—now confront the House Interstate and Foreign Commerce Committee. Identical in text, they would seek to clarify the status of the baseball industry with respect to interstate commerce ramifications as implied in radio and television coverage, per se.

Another factor in the controversy, described as "legally touchy" by one New York major league club, which declined to be quoted, revolves around protection for advertisers who sponsor broadcasts and telecasts on a local basis or within the 50-mile radius.

GENE KELLY (†) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.

Page 16 • February 27, 1950

PHILLIES' GAMES

WPEN Will Air Full Schedule

FULL baseball schedule of the Philadelphia Phillies including home, away and exhibition games will be broadcast this season by WPEN Philadelphia, the station announced last week. Atlantic Re- fining Co., Supplee-Sealtest and Ballantine Ale & Beer will alternate sponsorship of the broadcasts.

Play-by-play description will be handled by Gene Kelly. WPEN will also carry a daily quarter-hour show, Here Come the Fightin' Phillie!, which will include interviews with players and fans, and stories of the Phillies and other National League clubs.

GENE KELLY (*) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.

ZAHRT TO BAB

Succeeds Lee Hart

PEG ZAHRT, former radio and public relations director of Polsky's, Akron, Ohio, department store, has been appointed to the staff of Broadcast Advertising Bureau, effective March 15, it was announced last week by BAB Division, Maj. B. Mitchell (Closed Circuit, Feb. 13). Miss Zahr will replace Lee Hart, now on the extended leave of absence, as retail specialist.

Miss Zahr in her post at Polsky's, won many national awards for radio advertising promotion. She is the creator of Lynn Lawrence, shopping program sponsored by the department store, which has won recognition for three consecutive years in the annual awards given by the NDDA. She introduced one of the first local women's programs in the retail advertising field.

Prior to joining Polsky's, Miss Zahr was broadcast as "Jane Adams" for Yeager's Dept. Store, also Akron, while occupying the position of advertising and sales promotion manager of the store. Miss Zahr is also chairman of the Broadcast Advertising Committee of the Assn. of Women Broadcasters.

GENE KELLY (†) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.

Mr. McLendon

GENE KELLY (†) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.

Page 16 • February 27, 1950

GENE KELLY (†) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.
FREQUENCY STUDY

House conference Thursday afternoon.

FCC authorities, who had been consulted on plans for establishment of the policy group, were hopeful it would provide a solution of some of their most difficult problems.

The board's assignments included a review of domestic use of frequencies—by both government and private users—and the development of recommendations looking to more effective use.

Such a study has long been sought by non-government licensees who feel that government agencies, particularly the military services, are permitting scarce frequencies to lie idle and therefore should give up some of their spectrum space to private users.

Whether any additional frequencies might be gained for broadcasting, however, was a matter of speculation. Authorities noted that the special and safety services, which have mushroomed since the war, are making increasingly heavy demands for space.

FCC Chairman Wayne Coy has suggested that the broadcast services may eventually demand frequencies currently set aside for broadcasting.

Broadcasting's best bet for additional channels, it was felt, is in the UHF—in the area of the frequencies allocated for expansion of television. This currently is the 475-890 mc band.

The "scarcity of radio frequencies in relation to the steadily growing demand" was seen by President Truman as "the most pressing communications problem at this particular time."

In a letter to Dr. Irving L. Stewart, one-time FCC commissioner and now president of the U. of West Virginia, whom he named chairman of the policy board, Mr. Truman said:

Increasing difficulty is being experienced in meeting the demand for frequencies domestically, and even greater pressure is being encountered internationally in attempting to agree upon the allocation of available frequencies among the nations of the world.

In the face of this growing shortage, the problem of assuring an equitable distribution of the available supply of frequencies among all claimants, both governmental and private, is rapidly assuming major prominence.

Board Hopes

President Truman felt the board would be able to "recommend possible means for conserving frequencies, as well as standards for determining the relative priority of the various special uses and frequencies, and possible administrative arrangements within the government for assuring, on a continuing basis, a sound and equitable allocation of the limited frequency supply."

Dr. Stewart told Broadcasting that he hoped the board could hold its first hearing in March. At that time, he said, decisions should be reached as to

staff facilities and procedures. Headquarters presumably will be in Washington. Goal for the final report and recommendations is Oct. 31.

President Truman's executive order specified the board's functions as follows:

...to study the present and potential use of radio and wire communications... (Continued on page 27)

George D. Bailey (l), director of the Fordham Foundation of Valley Forge, awards a foundation Freedom Medal to Harry Bannister, general manager of WWJ-JAM-FM-TV Detroit for the program 24 Hours Under Communism. First produced in 1948 and based on a series of Detroit News articles, the program was a dramatic-documentary depicting the changes to be expected in "our way of life if Communism gained control. The medal was presented during a re-broadcast of the original program Feb. 6.

ARMY-AIR FORCE BUDGET

Radio Gets 40%

GEORGE D. BAILEY (l), director of the Fordham Foundation of Valley Forge, awards a foundation Freedom Medal to Harry Bannister, general manager of WWJ-JAM-FM-TV Detroit for the program 24 Hours Under Communism. First produced in 1948 and based on a series of Detroit News articles, the program was a dramatic-documentary depicting the changes to be expected in "our way of life if Communism gained control. The medal was presented during a re-broadcast of the original program Feb. 6.

Army Air Force Budget

Nearly 40% of the Army-Air Force recruiting program's advertising budget for next year is earmarked for radio and television, according to testimony before a House Appropriations subcommittee just realized.

Figures revealed that out of a total outlay of $1,691,600 for the fiscal year beginning July 1, the Army-Air Force campaign calls for a national expenditure of $536,400 for radio-TV. The budget estimates were given the Congressional group by Col. N. F. McCurdy, acting chief of Military Personnel.

Other media budget slices are $437,060, $388,740 and $159,160 for magazines, newspapers and car cards, posters, sales aids, etc., respectively.

It was further revealed last week that the Army is reading a $100,000 spot campaign in 52 key cities to advertise its Reserve Program.

These revelations closely followed nationwide protests by stations against donated free time to organizations conducting paid advertising campaigns in other media. Widespread action by stations, on the abuse of radio's traditional offer to donate its time to public service causes has been indicated.

This subject was crystallized when the NAB Unaffiliated Stations Committee early this month [Broadcasting, Feb. 6] adopted a resolution calling upon the NAB board to review the entire problem of free time.

Stations Informed

Broadcast Advertising Bureau and national station representatives had been keeping stations informed on the relation of the Army campaign. The BAB has scheduled talks with the Army.

The figures presented to the House subcommittee include anticipated use of radio-TV production and for time placement in the joint recruiting drives. While the breakdown on estimated expenditures to specify the division, a review of the past four years' spending for radio shows an average split of about 14% for time buying and a little more than 17% for production costs.

February 27, 1950 • Page 17
By JANE PINKERTON

IT'S NO COINCIDENCE that the sales volume of Allis-Chalmers Mfg. Co.'s Tractor Division, Milwaukee, zoomed fivefold in 10 years between 1939 and 1949.

Although the increase in business during the mid-40s was attributable to a pent-up demand and limited production during the war, radio stepped in to hold the line—and even further increased sales.

It was just five years ago that W. A. Roberts, executive vice president of A-C and head of the Tractor Division, decided to sponsor NBC's National Farm and Home Hour.

The reasons were manifold—to perform a service to agriculture, to back up efforts of national salesmen, to establish a brand name in minds of potential customers, to keep that name ahead of competition and to establish prestige.

Then and now, Mr. Roberts knows that "prestige can't be bought. You have to gain it."

The Tractor Division, a recent outgrowth of the General Machinery Division which dates back to 1847, retained a subordinate role nationally in farm machinery production until about 10 years ago.

At that time it was eighth in sales among farm equipment manufacturers. Today it is third.

The Tractor Division, which sponsors the oldest agricultural show on the air, pays about $500,000 yearly to gain Mr. Roberts' objectives. The company declined to release any official figures, however.

National Farm and Home Hour, aired Saturday, 1-1:30 p.m. (EST), adds up to an expensive package (on paper) for a half-hour weekly show because of heavy remote costs and time charges on the full NBC network. In addition, a live repeat broadcast is aired for 32 stations in Mountain and Pacific time zones. Shows usually include an orchestra and conductor and a male quartet—maintained even when remote shows are broadcast. Because the client wants complete coverage, any station joining the network will be bought.

The program's concept pre-dates sponsorship by Allis-Chalmers. In 1929, when the National Farm and Home Hour was originated at KDKA Pittsburgh by Frank Muller, NBC conceived it as a service to agriculture and farmers. It became a daily, noontime feature in October 1928 on the full network when it moved to Chicago.

Throughout the years, the show has been produced by the network in cooperation with the U.S. Dept. of Agriculture.

IT'S A BEAUTIFUL day in Chicago, National Farm and Home Hour M. C. Everett Mitchell (r) says, as agree Producer Herb Lateau (l) and Kenneth C. Gapen, chief of the radio and television section and assistant director of the information service, U. S. Dept. of Agriculture. Mr. Gapenbulletins USDA Headlines on each Allis-Chalmers show.

Agriculture. It had never been commercial until Allis-Chalmers picked up the tab in 1945.

Gaining momentum toward becoming a national institution, the Farm and Home Hour is one year old next month. It broadcast 56 events from 25 different states and a foreign country and was credited with lifting the National Corn Husking contest from a minor event to one of national importance.

In 1941, when NBC's Red and Blue networks were split, the show went to the Blue (ABC). William Drips, NBC's old-time agricultural announcer who resigned less than a year ago, went along with the show, where it was aired six times weekly.

With the passing months the strip was cut to twice and then once weekly, and finally dropped because ABC lacked enough rural power stations for comprehensive coverage.

Returning to NBC, the program was sold to Allis-Chalmers Sept. 15, 1945. Although the network's policy had been to keep the Farm and Home Hour sustaining, most available network time had been sold during the war, and commercial shows took precedence in scheduling. To keep it on the air, network executives recommended sales promotion.

One rural broadcaster, commenting on the program's uniqueness, terms it "the only radio show with a marriage between agriculture, work and government agency."

It is also the only known sponsored program which has the full cooperation of a government agency—the Dept. of Agriculture.

Each opening introduces it as a service of Allis-Chalmers, in cooperation with the USDA.

Flexibility Keynote

Throughout 27 years, the show has been geared to flexibility so that farm events of national interest can be covered news-wise on a moment's notice. Since Allis-Chalmers assumed sponsorship, the program has a mandate—to serve agriculture (and serve it well) and to build good will for the Tractor Division. Holding the reins on these objectives are Gerald N. Seaman, radio executive at Bert S. Gittins Agency, Milwaukee, who heads 90% of his time on the account, and Paul Visser, of NBC Chicago's agricultural staff, who succeeded Bill Drips.

Mr. Gittins and Mr. Seaman back up the theories of Tractor Chief Roberts. Mr. Roberts is convinced that if the show is a good service to farm people and the farm industry, farmers will be honest enough to realize it and to realize who is doing it. Purchase of equipment, he believes, leans on the local salesman, bolstered by help from "someone else." In this case, something aimed at in editorial content as well as in commercials. Spots constantly stress practical ways to improve agriculture and to sell the idea of power farming, associating A-C with both. Agricultural new sound farming advice and covers of major events are rudimentary.

The National Farm and Homex Hour tells the story of America agriculture, ways of farming an important part of the nation and its economy. Show appears before the microphone to assist the program's service to agriculture.

Long-Run Gain

A-C executives gambled on long-run game when they voted to buy a big chunk of radio five years ago. The long-run gain was to achieve prestige. A-C pioneered among farm equipment makers in the use of radio, buying a 30-minute trunn cribbed show on several stations 1933-36, exchanging spots 1936 and '37, and live local shows in '37. The first regular network venture was in 1938, the Allis-Chalmers Family Party on NBC.

Television, at which agency personnel are flirting with hope-filled eyes, was first used by the firm in 1945, when the Tractor Division sponsored the International Livestock Exposition's grand champion steer judging on NBC's Midday. This was the first time the exposition was telecast, the first time the National Farm and Home Hour was telecast and the first time a major farm equipment company sponsored a show. It telecast judging and sales talk of the most expensive beefsteak in 1949 also. The picture reached more than two million homes in 25 cities on the interconnected TV network last November.

After the first telecast, Bert S. Gittins Agency stated in a brochure that it "clearly demonstrated a

BROADCASTING Telecasting
OMPLETELY promotion of the Farm and Home Hour is approved by W. A. oberts (r), executive vice president of Allis-Chalmers Mfg. Co. and head f the Tractor Division, which sponsors the show on NBC. Charles N. Karr ), sales promotion manager of the Tractor Division, and R. L. Smith, radio inector in the firm's advertising department, add their approval. Mr. oberts believes his division has gained prestige in its five years of sponsorship.

finite place for TV in the transmitting of farm news and information.

A-C's direct and simple purposes are reflected in the Farm and Home Hour format. "The U. S. Field artillery March," a rousing an- tenna which proved the show's reach to listeners in 1 familiar tunes played by Whitby Berquist and his 31-piece orchestra, The Homesteaders. All- me favorite—Stephen Foster and igmund Romberg—are standard, with an occasional pop tune which as caught the public fancy. The Farm and Home Hour quartet in- cludes Tenors Wayne Van Dyne and Richard Paige, Baritone Ed- ard Stack and Basso John Mc- donald.

Veteran Staff

Producer Herb Lateau, a 25-year radio veteran, organizes the music with Whitby Berquist. Mr. Lateau majored in music at Oklahoma City J., and acted with Walter Hamp- line and Katherine Cornell compan- nies. He joined the NBC Chi- ca go production staff in 1943. Robert Carmen of NBC's continuity staff is scriptwriter.

Show's individual trademark: "It's a beautiful day in Chicago!" —ranged to listeners for the first time one gloomy day during the depression. It's a daily greeting by M.C. Everett Mitchell, who took over the Farm and Home Hour job in 1930, four years after originating his first farm program, The Farmer's Exchange, for the net- work. Mr. Mitchell narrates Town and Farm on WMAQ (NBC) Chi- cago each morning. He was fea- tured commentator on Firestone's Champion Farmer series, and first worked for Allis-Chalmers on the Family Party in 1938. He has an honorary doctor of letters degree from Carthage College (Ill.) for his work in developing understand- ing between rural and urban sec- tions through farm radio.

Ken Gapen, chief of the radio and television service and assistant director of information for the USDA, gives timely tips in USDA Homestead each week. Mr. Mitchell announces the weekly market roundup prepared by the USDA.

Although the show's permanent origination point is Chicago, about 40 of 52 programs yearly contain major remote segments. No hour ever originates entirely in Chicago, as Mr. Gapen is fed in usually from Washington, D. C. Subjects of typical remotes: Methods of an Oklahoma conservationist who de- veloped a system of soil judging; significance of an American Thanksgiving to a displaced Lat- vian family on a Michigan farm after years in a European DP camp; Texan pioneers in produc- tion of grain sorghum; feeding livestock for top quality meat; stubble mulch farming as an aid in reducing wind and water erosion.

Special Events

Special events have been carried as a secret of success from the sustain- ing to the commercial show, for they give the farmer a front seat to everything important in his busi- ness. Remotes are basic to the concept of bringing farm news, his- tory and events from the spot where they happen by the people who make them happen. Person- alities interviewed are non-professionals, except for radio farm di- rectors from NBC stations and agriculture college representatives.

Remote costs pyramid the budget, and can be justified as an extra expenditure only if the news is good and has a lot of human inter- est. Mr. Roberts, however, set the rule a long time ago that cost should never be the deciding factor. For example, last Christmas Mr. Mitchell went to Boys Town, Neb., where the Boys Town Choir was featured. Total charges added up to about $1,000. "If it's worth doing an editorial feature, and worth reporting, then do it," says Mr. Roberts. Two foreign remotes were shortwaved from the World Pou- try Congress in Copenhagen two years ago and from London last year, when a group of 4-H exchange students visited there.

Repeat broadcasts, live from Chi- cago, began Jan. 7 for 32 stations in Mountain and Pacific time zones. Allis-Chalmers wants the show heard locally there between 12 and 12:30. When only one live show and a few local repeats were used, some West Coast dealers com- plained that their customers were getting the show at 10 and 11 a.m. Perhaps the most unique feature of this commercial show is the lack of hard-selling commercial mes- sages, "Without any doubt, the Farm and Home Hour uses some of the best institutional commer- cials in radio," according to Paul Visser. Only two brief mentions of the farm are made, at show's open and close.

Standing orders have been is- sued for commercial copy to be cut whenever more time is needed for editorial matter. Any public serv- ice message requiring another min- ute or two for elaboration frequent- ly gets extra time from commer- cials.

No spots are used on the Christ- (Continued on page 50)

FROM a pig show ring in Austin, Minn., a remote broadcast is handled by Paul Visser (front, l) of NBC Chicago's agriculture department, who inter- views Carroll Pigeon (r), superintendent of the show. About 40 of 52 shows per year are complete remotes from various parts of the country.
THE YEAR 1949 was outstanding in RCA and NBC progress, marking a period of achievement for the parent corporation and its subsidiaries, according to the 30th annual report of Brig. Gen. David Sarnoff, RCA board chairman.

Net earnings of Radio Corp. of America in 1949 amounted to $257,144,279, equivalent to $1.58 per share of common stock. Gen. Sar- noff informed the board. This compares with $24,052,047 in 1948, when earnings after payment of preferred dividends were equivalent to $1.50 per share.

Net profit, after all deductions, was 6.3% of gross $494 income compared to 6.7% in 1948. Total gross income from all sources amounted to $397,259,920, representing an increase of $39,641,789, compared to $357,617,231 in 1948.

RCA's dividend payments for 1949 amounted to $33,152,800 on preferred and $6,923,804 common, a total of $10,081,404. Dividends paid during the last 10 years total $69,164,112.

NBC Covered

In discussing operations of its subsidiary, NBC, the report refers to 1949 as "a year of achievement in service to the public and a period of organization and expansion in television to meet the necessities of the new art and to maintain radio broadcasting at the highest possible levels." NBC's network lineup now totals 172 stations, with six owned and operated by the company, it was stated.

NBC's network television network more than doubled in 1949, increasing from 22 to 56 TV stations of which five are NBC owned and operated. Coaxial cable or radio relay con- nects 26 stations and 30 non-inter-connected outlets receive NBC network programs by kinescope-recorded film.

NBC made valuable contributions to the technical advance of TV, in addition to engineering improvements, according to the report, which adds: "A new experimental television station operating in the ultra-high frequency band was erected at Bridgeport, Conn., and was placed in operation at the beginning of 1949. This station will operate experimentally as a 'satellite' to NBC's television station in New York City, receiving and retransmitting the latter's signals. This experiment is expected to make important contributions to the solution of technical problems in ultra-high-frequency telecasting."

In a joint statement for the RCA board, Chairman Sarnoff and President Frank M. Folsom declared: "RCA observed its 30th anniversary in 1949. It was an outstanding year of progress. Public acceptance of RCA products and services lifted sales to the highest peak in the history of the corporation. Television's spectacular rise as a new service of mass communication, in which RCA has played a leading role, is without precedent in the industrial development of the United States."

Video's Rapid Growth

"Television achieved the going rate of a billion-dollar-a-year industry, to become the first American industrial enterprise to move ahead so rapidly in so short time."

"At no time in the history of the radio-electronic arts have conditions been more favorable for continued growth and expansion from both public and private sources. To the fulfillment of this promising outlook, RCA wholeheartedly dedicates its facili- ties and services in scientific research, manufacturing, broadcasting and communications."

"Continuing these the threshold of 1950 determined to progress service to the nation and to people everywhere. RCA since its form- ation in 1919, has played a role in the United States Government of matters of national security through research, engineering services and broadcasting."

Gen. Sarnoff and Mr. Folsom have reported to RCA's 193 stockholders list these achievements.

Expansion of television as a service to the public.

Development of the RCA all-electronic, complete color television system now being field tested.

Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduc- tion; also a new and improved 33 1-2 rpm long-play record.

Advanced development of radar and related equipment for national security and safety at sea and in air.

RCA reported it produced its millionth TV receiver in February of this year. Sales of radio sets and phonographs dropped in 1949 following the industry trend but picked up in the last quarter. TV set demand continues to exceed capacity, it was stated, despite plant expansion.

Development of the new RCA color system (see TV comparative tests summary, page 53) was described as an outstanding scientific achievement.

'LIGHTNING' PLANS Waldorf Debut Cancelled

PLANS for a lavish presentation of "Lightning That Talks" at New York's Waldorf-Astoria Hotel before a thousand advertising executives were abandoned last week.

The New York subcommittee of the All-Radio Presentation Com- mittee at a meeting last Tuesday voted instead to show the film at a luncheon meeting of the New York Radio Executives Club.

Last week's decision put an end to plans to spend $30,000 for a spectacular New York showing of the promotion film. Until a fort- night ago the event had been sched- uled for March 1, with luminaries as Gen. Dwight D. Eisen- hower in attendance.

The film was to have been shown after a dinner at the Waldorf. Ad- ditional entertainment was to have been provided by big-name talent.

The first alteration of that plan came after the NAB board ex- pressed disappointment in the film at its Phoenix meeting (BROAD- CASTING, Feb. 13). It was decided to postpone the New York premiere until late March or early April, but until the meeting last Tuesday the com- mittee was still intending to stage a glittering show despite the change in date.

No Official Explanation

Although the subcommittee did not officially explain the reason for its decision last week to switch from the full-dress presentation to the much more modest showing be- fore the Radio Executives Club, it was learned that the choice was motivated by several factors.

Nearly the least of them was the question, raised first by the NAB board and later by others, as to whether the film was worth a $30,000 presentation, it was said. It was also faced with other difficulties such as choosing an appropriate date.

The March 29 or 30 date that had been considered was rejected when it was learned that both the Assn. of National Advertisers and Ameri- can Assn. of Advertising Agencies would be holding conventions in New York. The committee discussed the possibility of the White Sulphur Springs, W. Va., at that time.

Members of the subcommittee were doubtful that a later showing (Continued on page 77)
Radio Seen Ready In National Emergency

by Jan. 31, 1951. Study would include possible sites for a "substitute" government city and the administrative procedures to be followed.

Subsequent national defense peering into communications is probable by the temporary five-man Communications Policy Board named by President Truman. [BROADCASTING, Feb. 20; also see page 17]. A defense official said the board most likely would concern itself with an investigation of the utilization of communications at time of a national emergency.

Other Hearing Possible

A similar study may be forthcoming when hearings are held by the House Judiciary Committee on March 1, and by the introduction of a resolution [H. J. Res. 419] by Rep. Chet Holifield of Calif., a member of the Joint Congressional Atomic Energy Commission, to set up a seven-man commission to study the possibility of an alternate seat of government. Dr. Larsen is head of the AEC's Sandia Labs (Albuquerque, N. M.).

Dispersal of Agencies

Dr. Larsen suggested that federal facilities be dispersed and underground shelters for them be constructed as measures of protection for the national capital. He listed "at random" those agencies which could be moved to another site because of their non-essential nature in an emergency: The Post Office Dept., the Dept. of Agriculture, the Veterans Administration and the Treasury Dept.

Defense spokesmen, while pointing out that Dr. Larsen's statements were his own and not the administration's, told BROADCASTING that because of the essential nature of the FCC as the communications regulatory body, the agency would not be included in any "list" of government facilities to be dispersed.

The commission proposed by Rep. Holifield would be headed by the Defense Secretary and would be made up of defense officials, and representatives of the Senate, House, judiciary and the Atomic Energy Commission. It would report to the President and Congress officers in the War Dept., during World War II, formulating procedures and policies for vast radio networks here and abroad.

Still in the study stage is the possibility of making use of transit radio facilities in event of disaster. While applicable to situations created by flood or fire, radio-equipped buses also could be employed in a war emergency, defense officials believe.

Ben Strouse, general manager, WWD-C-AM-FM Washington, capital franchise-holder of Transit Radio operations, said he had submitted a list of cities currently operating radio-equipped vehicles to Col. R. S. Stanford, civil defense communications officer. Mr. Strouse has reported both Col. Stanford and Lt. Col. Barnet W. Beers, assistant for civil defense liaison, as enthusiastic for wartime application of radio-installed vehicles. TR's role would be conversion of such vehicles to two-way radio.

Civil defense planners emphasize that their present problem in masterplan defense does not so much concern the central organizational group but lies in "getting the story across to the state and local levels."

---

VOICE OF DEMOCRACY

Final Festivities Set

Dr. McGrath said the office of Education had endorsed the contest since its inception because it believes that youth represents the true strength of democracy, that "an affection for our way of life, and a true understanding of it" is sacred to youth's inheritance.

Clifford D. Cooper, of Alhambra, Calif., president of the U. S. Junior Chamber of Commerce, was a luncheon guest along with Justin Miller, NAB president, and Raymond C. Cosgrove, president of Radio Mfrs. Assn. The three associations sponsored the contest with...
Safford Named

Heads III. Broadcasters

MEMBERS of the Illinois Broadcasters Assn. unanimously elected Harold Safford, program director of WLS Chicago, president for the next year at the annual meeting in Springfield Thursday.

Leslie C. Johnson, general manager, WQRB Rock Island, was vice president, and J. Ray Livesey, president and general manager of WLBH Mattlton, is secretary-treasurer.

Cally, executive vice president of WMBD Peoria, was elected to the board of directors. Others are Charles Cook, general and commercial manager of WWJF Herrin; Arthur Harre, general manager, WJJD Chicago, and Merrill Lindsay, retaining president, and manager of WSOY Decatur.

FM broadcasters among the group attended an FM session Thursday morning, when Mr. Lindsay reported that he had been able to increase his rates 8.5% because of augmented coverage through FM in surrounding farm areas.

Richard P. Doherty, head of NAB's employer-employee relations, was a surprise speaker at the afternoon meeting, which followed a luncheon for 40 members. He answered questions on labor relations from the floor. Mr. Doherty was introduced by Mr. Johnson, who said all Illinois stations should be members of NAB "for other reason than to take advantage of the employer-employee relations department."

FCC Actions

GRANT made by FCC in 1947 to WHOL Allentown, Pa., set aside technically by Commission last week and comparative proceeding designated for further hearing. Four stations granted ownership transfers. One AM and one FM authorization deleted. Details may be found in Actions of the FCC, page 40 and FCC Roundup, page 76.

Repeat Fees

AFRA Complaint Hearing Set

HEARING of AFRA's complaint against McCann-Erickson Inc. for repeat actors' fees on MBS Straight Arrow is scheduled with the American Arbitration Assn. at Los Angeles, March 7. Judges will be Frank Mouritsen and Davic Smith for the agency, and Jerome Rosenthal for McCann-Erickson.

AFRA charges that the agency has not been paying $18.25 due each actor on the program for repeat broadcasts, over the original payment, a rate agreed to by all other agencies and stations. The MBS program is aired live from Hollywood to New York and taped for broadcasts in the West. The agency has defended its stand on grounds that the Taft-Hartley Act clause on payment of fees for work rendered makes such payment illegal. The AFRA seeks $12,000 in back salaries for actors since February.

RRN Meet

Affiliates Map Future Plans, Hear Progress Report

PRESENT expansion moves, program scheduling and future plans of the Rural Radio (FM) Network were discussed at a meeting held a fortnight ago in Ithaca, N. Y. The RRN is made up of 11 Upstate New York FM stations covering primarily agricultural areas.

New affiliate representatives and other delegates gathered for the sessions. Attending was Elliott Sanger, New York Times executive vice president in charge of WWXR-AM-FM New York, outlets for United Fruit Co.'s Weather Roundup fed from RRN.

Michael R. Hanna, general manager of RRN as well as WHCU-AM Ithaca, presided along with R. Bruce Gervan, secretary, Rural Radio Foundation, and Donald M. Denen, assistant manager of WHUR-AM. Affiliates represented include: Robert C. Goodrich, manager, and Don Girad, program director, WFLY (FM) Troy; Searle Rudder, program director, WPHP-FM Utica; Glen Sprague, manager, and Sheffield Davis, sales manager, WWHG-FM Hornell, and Earl C. Hul, Niagara Falls Gazette, vice president in charge of WILH-AM-FM Niagara Falls.

The rapid progress of the network since its foundation in June 1947 was outlined at the meeting. Later additions, it was pointed out, intensified network coverage of a 40-county, upstate area with a seven million population. Program schedules have been made for the stations since six hours to 13 hours daily since their affiliation also were stressed. It also was agreed to push the proposal of obtaining top-flight programs from member stations for network broadcast.

The network's sales staff forecast an increased use of time by producers of farm goods and services. At the same time members expressed great hopes for the future of FM. All stations reported increased distribution of FM receivers in their coverage areas with one member offering survey figures showing a 40% FM set-ownership for his community. Louis Saffit, manager of Watertown Times station, WBNY-FM, did not get to the meeting because of weather conditions barring his travel. Basic owned-and-operated RRN stations are WPNF (FM) Wethersfield, WWBT (FM) Bristol Center, WVCN (FM) DeRuyter, WVCY (FM) Cherry Valley and key station, WHCU-PM.

FCC

REPEAT FEES

AFRA Complaint Hearing Set

HEARING of AFRA's complaint against McCann-Erickson Inc. for repeat actors' fees on MBS Straight Arrow is scheduled with the American Arbitration Assn. at Los Angeles, March 7. Judges will be Frank Mouritsen and Davic Smith for the agency, and Jerome Rosenthal for McCann-Erickson.

AFRA charges that the agency has not been paying $18.25 due each actor on the program for repeat broadcasts, over the original payment, a rate agreed to by all other agencies and stations. The MBS program is aired live from Hollywood to New York and taped for broadcasts in the West. The agency has defended its stand on grounds that the Taft-Hartley Act clause on payment of fees for work rendered makes such payment illegal. The AFRA seeks $12,000 in back salaries for actors since February.

RRN Meet

Affiliates Map Future Plans, Hear Progress Report

PRESENT expansion moves, program scheduling and future plans of the Rural Radio (FM) Network were discussed at a meeting held a fortnight ago in Ithaca, N. Y. The RRN is made up of 11 Upstate New York FM stations covering primarily agricultural areas.

New affiliate representatives and other delegates gathered for the sessions. Attending was Elliott Sanger, New York Times executive vice president in charge of WWXR-AM-FM New York, outlets for United Fruit Co.'s Weather Roundup fed from RRN.

Michael R. Hanna, general manager of RRN as well as WHCU-AM Ithaca, presided along with R. Bruce Gervan, secretary, Rural Radio Foundation, and Donald M. Denen, assistant manager of WHUR-AM. Affiliates represented include: Robert C. Goodrich, manager, and Don Girad, program director, WFLY (FM) Troy; Searle Rudder, program director, WPHP-FM Utica; Glen Sprague, manager, and Sheffield Davis, sales manager, WWHG-FM Hornell, and Earl C. Hul, Niagara Falls Gazette, vice president in charge of WILH-AM-FM Niagara Falls.

The rapid progress of the network since its foundation in June 1947 was outlined at the meeting. Later additions, it was pointed out, intensified network coverage of a 40-county, upstate area with a seven million population. Program schedules have been made for the stations since six hours to 13 hours daily since their affiliation also were stressed. It also was agreed to push the proposal of obtaining top-flight programs from member stations for network broadcast.

The network's sales staff forecast an increased use of time by producers of farm goods and services. At the same time members expressed great hopes for the future of FM. All stations reported increased distribution of FM receivers in their coverage areas with one member offering survey figures showing a 40% FM set-ownership for his community. Louis Saffit, manager of Watertown Times station, WBNY-FM, did not get to the meeting because of weather conditions barring his travel. Basic owned-and-operated RRN stations are WPNF (FM) Wethersfield, WWBT (FM) Bristol Center, WVCN (FM) DeRuyter, WVCY (FM) Cherry Valley and key station, WHCU-PM.

FCC

REPEAT FEES

AFRA Complaint Hearing Set

HEARING of AFRA's complaint against McCann-Erickson Inc. for repeat actors' fees on MBS Straight Arrow is scheduled with the American Arbitration Assn. at Los Angeles, March 7. Judges will be Frank Mouritsen and Davic Smith for the agency, and Jerome Rosenthal for McCann-Erickson.

AFRA charges that the agency has not been paying $18.25 due each actor on the program for repeat broadcasts, over the original payment, a rate agreed to by all other agencies and stations. The MBS program is aired live from Hollywood to New York and taped for broadcasts in the West. The agency has defended its stand on grounds that the Taft-Hartley Act clause on payment of fees for work rendered makes such payment illegal. The AFRA seeks $12,000 in back salaries for actors since February.
FACTS About the Coal Crisis

For more than eight months, coal operators have been trying to make a contract with the mine workers' union. Before any new contract could be made, two union demands had to be eliminated:

1. Complete domination of coal production by the union, through its insistence on the "able and willing" and "memorial" clauses;

2. Insistence by the union on the power to exact enormous sums of money from employers to be spent as the union dictates on "welfare" for union members.

Federal Judge Richmond B. Keech upheld the view of the operators that these demands were not bargainable—were, indeed, illegal.

On "able and willing," Judge Keech said:
"Good faith does not permit such extraneous and unlawful provisions to be insisted upon by an employee group as a condition of wage agreement. To include such provisions would be tantamount to nullifying any agreement reached at its birth . . ."

"The court concludes that insistence upon inclusion of the so-called 'able and willing' and 'memorial period' clauses in the negotiation of an agreement is a refusal to confer in good faith, and therefore a practice condemned by (the law)."

On union dictation and control of "welfare," Judge Keech declared:
"It is the opinion of the court that insistence that the welfare and retirement fund be administered so as to limit the benefits thereunder to union members and their dependents without compliance with the statutory requirements for a closed shop agreement, is in conflict with (the law)."

There can be no appeasement—no compromise—on these two fundamental issues.

AS TO THE SO-CALLED "MONEY ISSUES":

The ruthless power of the labor dictator is being used to "Kill the goose that lays the golden eggs."

Under the expired contract, wages, which the coal operators have offered to continue, are higher than those paid in any other major industry. The average hourly wage is $1.95 per hour, compared to $1.67 per hour in all manufacturing. This rate is also paid for lunch periods and "travel time," making the average underground earnings $2.40 per productive hour. In addition, vacation pay ($100.00 a year), social security, welfare and other payments increase labor costs to about $2.74 per productive hour.

Although the basic wage rate is $14.05 per day, on the basis of 6 1/2 hours of actual work in underground mines, many rates are higher, so that the average daily pay amounts to $15.60.

If the additional labor costs are included, the figure is $17.81 per day.

Again and again, union monopoly in the coal industry has brought the country to the point of crisis to enforce its demands.

Since more than 60 per cent of the cost of mining coal is paid for labor, the price of coal to consumers has risen again and again.

Obviously, if this industry is to survive, there must be a stopping point.

Markets for coal are shrinking. It does not make sense to raise costs when markets are shrinking. That is the way to price the industry—operators—miners—railroads—retailers—out of the coal business.

The net effect is that union dictatorship is killing off the industry, is killing off jobs for miners. In the process, it is bringing suffering and hardship to all.

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!

The Coal Operators Are Eager for a Working Contract with their Employees

The National Coal Association

SOUTHERN BUILDING WASHINGTON, D.C.
“HOW TO MAKE advertising more effective” was the theme of the sixth annual advertising conference of the State U. and a highlight of the session was a radio-TV seminar in which a retail leader predicted increased use of radio and TV by retailers the nation over.

Howard Abrahams, manager of the same promotion division of the National Retail Dry Goods Assn., predicted that while the amount spent for newspaper advertising and retailing will decrease slightly this year, the amounts spent on radio and TV will continue to increase as they have for two decades.

Mr. Abrahams said that while in 1939 5.1% of sales were spent for advertising, the percentage decreased through 1948 when it was 4.5%. The indications for 1949 and 1950 are that the percentage will rise to 4.6% when 1949 statistics are gathered and 1950 should be higher. He believes this increasing awareness of sales spent on advertising is essential for stores to maintain high volume and for our standard of living to surpass its present high level.

Check on Media

Since alert retailers check the results of all advertising ventures, and thus are able to check the effectiveness of all media, Mr. Abrahams believes radio and TV have a greater chance to earn more of the retail advertising budget as time passes. He said retailers are using radio more because of the personal appeal that radio can make. This helps the large stores overcome the “stigma” of bigness, and with the wide circulation radio can gain, it is the times the mass, personalized selling that stores must have. Also, the use of the named program technique in radio makes advertising economical when a store is promoting a single line or department, he explained.

Mr. Abrahams added that in recent years retailers are realizing radio can do a fine merchandising and promotional job for them and are utilizing it for those purposes rather than using radio for strictly institutional purposes. The flexibility of radio and the fact that it can create quick acceptance are valuable to many retailers, he pointed out. Along with these advantages is the important fact that radio creates store traffic and word of mouth publicity cheaply, which is an effective booster.

Mr. Abrahams added that many stores experimenting with TV are making the error of using it only for institutional purposes, as they had done with radio, when actually TV has proved itself to be a potent merchandising medium. He stated experience to date indicates retailers using TV are setting up additional budgets for it rather than cutting down on other media.

Kendall Foster, television director of William Esty Co., in a discussion of “Effective Television Advertising,” emphasized that while the actual dollar expenditure for television advertising is extremely high, the cost per thousand impressions is remarkably low, and is becoming lower every month.

In tests of his client’s television programs, Mr. Foster reported that a booking show in New York had a cost of $1.15 per 1,000 impressions per minute of commercial, while a Los Angeles program had a cost of 90 cents per 1,000 impressions per minute of commercial.

However, the actual dollar outlay for TV advertising may appeal certain advertisers when an economical weekly program on a network of 50 stations is $600 for a year, or three spot announcements per week on 58 stations cost $350,000 per year.

To illustrate the decreasing cost per 1,000 impressions of TV, Mr. Foster related how a program in a poor adjacency had cost $60 per 1,000 in 1948, but the cost in 1949 for the same program had dropped to $6 per 1,000. Mr. Foster emphasized that the effectiveness of television advertising does not depend on the time or station, but on the program and the continuity put into it by the advertiser.

Co-Sponsor Benefits

He warned all concerned with television that to maintain the effectiveness of the medium and the double, triple and quadruple placement of commercials must be eliminated. He had stated that the co-sponsorship of sporting events, for example, where one concern takes the first half, results in poor station identification and an economy for many limited budget advertisers.

Dr. Kenneth Baker, of BMB, reminded the advertising men not to lose sight of the great record of radio advertising, the fact that there are more sets, more listeners and more stations than ever before. This, combined with the fact more money is spent locally for radio advertising than nationally, indicates the wide fields open to the medium and the unspent business resources that are not yet radio users.

The director of research for the Blow Co., E. L. Decker, told the conference television viewing and the much publicized visiting of TV owners’ homes by non TV owners will settle down to normal activities as TV ownership becomes more widespread.

A survey conducted by his company and various universities, Mr. Decker found that TV owners of several years standing had virtually the same viewing habits as those who have had sets but a few months. This, he said rules out the novelty aspect of TV and places it definitely into the scheme of American home life for good.

The surveys indicated that virtually all TV viewers have complaints on the commercials, while 66% feel TV programs are good. 33% feel they are fair and only 1% believe TV shows are poor. The question of whether TV programs are improving 90% answers yes, only 1% said no. Mr. Decker believes this indicates an excellent acceptance of the medium and an indication of future satisfaction with it.

Most surveys show that among TV-owning families, 23% less time is spent reading magazines, 29% less time reading books and TV less time attending movies. New paper reading time was down 5% in these homes. The upsurge of interest in drama is indicated in that 17% of those questioned viewed drama programs again 11% in 1948.

The keynote speaker of the conference, Donald Hober, director of research for Curtis Publications, told the advertisers that constant research is necessary in our fluctuating, competitive economy in order to make our advertising an sales efforts more effective. Mann facturers must keep an ever constant watch on product use, at convincing appeals on who buy what they buy, and how much they buy.

While selling and advertising the key to our high standard of living and economic system, Mr. Hober emphasized that sales pro lems deal more with outlets and distribution, while advertising revolved concerns itself in the home—where people live.

Mr. Hober believes advertising is the only way the enthusiasm o the manufacturer for his product or service can be carried to sales men, retailers, clerks and con sumers.
THE NEW ERA IN Thesaurus BRINGS YOU A SENSATIONAL NEW SHOW starring

8 of the biggest names in jazz!

Jimmy Lytell and the "DELTA EIGHT"

Old New Orleans

HAPPY DIXIELAND JAZZ AND BLUES!

Rockin' Dixie rhythm, hot solo breaks, low-down blues and solid delta bounce are served up by eight top jazzmen in the new era Thesaurus show "Old New Orleans." Fronted by Jimmy Lytell, "Old New Orleans" is a showcase for the happiest Dixieland jazz and blues that ever captured an audience. "Old New Orleans" is just one of your many big sales-builders in the new Thesaurus. New Thesaurus gives you more practical help than ever before. You get more big-name stars, comprehensive programming and promotion, a steady flow of current material. Scripts by network-experienced writers ... lots of production "extras." Wire or write today for full details.

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood
HAYES FILE SUIT
Seek $25,000 From Crash

TOTAL of $25,000 damages is demanded by Sam Hayes, NBC Hollywood newscaster, and his wife, Sally, in suits filed in Los Angeles Superior Court as an aftermath of a plane crash last Oct. 1 in which they were injured and Buddy Clark, network singer, was killed [BROADCASTING, Oct. 10, 1949].

Mr. Hayes asked $10,000 and his wife $15,000. Defendants are James L. Hayter, plane owner, and D. W. Mercer, pilot. Seriously injured also were Frank (Bud) Berend, NBC Western Division sales manager, and Jennings Pierce, NBC Western Division manager of public affairs, station and guest relations. The party was returning from the Stanford-Michigan football game at Palo Alto, Calif., when the plane crashed in a Los Angeles residential district.

WJR, WWJ

LICENSE RENEWAL hearings for both WJR and WWJ Detroit were requested last week by Emil Mazey, international secretary-treasurer of UAW-CIO, in a formal complaint filed with FCC. He charged the stations with refusing to sell or otherwise make available time for discussion of the issues in the strike at Chrysler Corp.

Harry Bannister, general manager of WWJ, denied the complaint and recited his earlier statement that in all disputes involving the public interest free time would be given provided both parties to the dispute mutually participated. He had outlined this policy earlier in the month in a letter to Luckoff, Wayburn & Frankel, advertising agency for UAW-CIO which sought commercial time [BROADCASTING, Feb. 6].

Similarly, WJR termed the complaint "groundless" and said it first heard of the request for time when newsmen called to get WJR's reaction to the union's complaint to FCC.

Mr. Mazey, addressing his petition to FCC Chairman Wayne Coy, requested renewal hearings immediately so that "this matter can be gone into in detail." He said the actions of WJR and WWJ "in preventing the residents of Detroit from becoming informed on the issues in the Chrysler strike are in direct violation of the Commission's decision" revising its policy on broadcast editorializing, issued last summer [BROADCASTING, June 6, 1949].

Mr. Mazey related the union, through its agency, on Jan. 31 asked to purchase a daily 15-minute period on WJR but was advised only a single half-hour weekly was available. He said WWJ was queried the same day with 6:15-6:30 p.m. Tuesdays and Thursdays and 7:45-8 p.m. Mondays, Wednesdays and Fridays being offered. But before arrangements could be completed the time was refused since Chrysler would not participate, the union spokesman said.

He observed that WWJ refused time only because Chrysler declined and termed this a violation of FCC policy because "the Commission has never allowed one party to a controversy to veto public discussion of that controversy." Mr. Mazey said "fairness... might require no more than that the licensee make a reasonable effort to secure responsible representation of the particular position" and if it fails, to continue to make its facilities available for reply if so requested after the original broadcasts.

WJR explained that upon learning of the complaint it checked its sales traffic department "and found that a routine request by telephone had been made by the union's advertising agency." WJR said the specific time sought was not available and alternate times were turned down. The station said it "did not receive any other correspondence from the agency or the union requesting time or pressing the issue further."

WJR said its policy on controversial issues is clearly defined. "It provides equal opportunity for opposing sides to present their views... whether the time is on a commercial or sustaining public service basis," the station explained.

Mr. Bannister, in his earlier policy statement to the agency, guaranteed a minimum of one hour of Class A time weekly without charge for "joint use of both parties in the controversy." He said additional use of WWJ's facilities would not be available to either party during the duration of the strike.

UAW Files Complaint With FCC

"It's this sort of thing that makes it hard to do a Man-on-the-Street broadcast."

UAW Files Complaint With FCC

JOE BUNKER

FOR THE FACTS ON THE CINCINNATI MARKET

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Page 26 - February 27, 1950

RTDG PACT

ABC, NBC, CBS, WOR To Sign AGREEMENT on a new contract covering members of the Radio and Television Directors Guild (AFL employs by ABC, NBC, CBS and WOR-AM-TV) New York was reached in New York last week following a meeting of network officials and union representatives with the New York State Media tion Board.

According to terms of the net contract, which was to be signed sometime this week, radio and television director will receive a top weekly minimum of $145 [BROADCASTING, Feb. 6] and associates a $100 to minimum. The contract, retroactive to Jan. 1, 1950, expires June 1, 1952. About 300 directors are involved.

Directors working on commercial shows will receive 80% of the prevailing free lance rate schedule governing AM network productions. No schedule of commercial fees was set up for TV directors sum to remain subject to individual negotiations.

It was learned, however, that the contract contains a clause which provides for reopening of negotiation of assistant TV directors Nov. 30, 1951—six months before expiration of the new contract.

Fees Point of Dispute

According to a guild spokesman the question of commercial fees involving agencies and advertisers directly, had been a primary point of dispute.

The agreement followed a number of negotiating sessions during which it had appeared that the directors' guild would strike the networks before the latter submitted counter-proposals finally agreed upon.

The tentatively had been set for midnight Jan. 31, a month after expiration of the old contract (which was extended), but was forestalled at the request of the State Mediation Board.

The guild originally demanded a $70 increase from $130 per week to $200 for radio directors and a $170 boost from $190 to $360 for television directors.

Hearing Designated

APPLICATION of A. D. Ring & Co., Washington consulting engineering firm, for radio facilities to aid in the adjustment of directional antennas for standard stations, was designated for hearing by FCC last week to determine whether such authorization falls within the eligibility requirements of the Commission's special industrial radio service. FCC indicated it wished to determine if such use could be considered regarding production and construction of directional arrays.
The

PAUL H. RAYMER COMPANY

proudly announces
the appointment of

REYNOLD R. KRAFT

as Vice President and Manager of Television

For over 18 years Ren Kraft has been a leader in the sales and advertising field—13 of these years being spent as a specialist in Radio and Television.

During the past 5 years—as Sales Manager of NBC's network and local television sales—Mr. Kraft played a pioneering role in the development of the basic sales policies, rate structures, program approaches and other problems during Television's tender, formative years.

Today the Paul H. Raymer Company is proud to make his services...and his outstanding experience freely available to television stations...advertising agencies...and television advertisers.

We are happy to welcome Mr. Kraft to our organization. And we pledge that our Television Department will give to Television the same practical, efficient service that, for the past 17 years, has made the Paul H. Raymer Company a leader in radio station representation.

PAUL H. RAYMER COMPANY, Inc.
Radio and Television Advertising
New York Boston Detroit Chicago Hollywood San Francisco
Revised Edition Being Readied

Price incentives have been arranged for quantity purchases of the book by libraries, educational institutions, etc.

The revised edition is being prepared editorially by E. P. J. Shurick, formerly promotion director of KMBC, who prepared the original edition. Since leaving KMBC, Mr. Shurick has been promotion and research director of Free & Peters Inc. He joins CBS on March 1 as market research counsel.

Mr. Church has invited broadcasters to submit new material for publication consideration by addressing it, in care of KMBC. "It is our earnest desire," he explained, "that this book come as close as possible to recording the true and complete story of broadcasting development to now."

The book was first introduced to the industry before the 1946 NAB convention in Chicago and presented in recognition of National Radio Week to President Truman at the White House. In compiling the first edition, Mr. Church pointed out, the entire broadcasting industry participated; milestone events were classified in chronological order and "firsts" established through challenge sheets issued to all American broadcasters.

AFRS Chief Engineer

JOHN E. DUNN, of the engineering staff of WNJR Newark, N. J., resigned last week to accept a post as chief engineer of the Armed Forces Radio Service in Germany, France and England. Mr. Dunn departs for Europe today (Feb. 27).

ATTENDING the finals in the third series of Phillips 66 Talent Parade, which were broadcast over WCCO Minneapolis are (left to r) Carl Burkland, general sales manager, Radio Sales, New York; Floyd Nordstrom, Phillips divisional sales manager, and Gene Wilkey, general manager, WCCO. Mr. Nordstrom presented the winner of the series a $1,000 scholarship award during the show.

WFMJ CHANGES

Ups Power to 5 kw on 1390 kc

WFMJ Youngstown, Ohio, on Sunday, Feb. 18, began operating on a new frequency with increased power. Formerly on 1450 kc with 250 w, WFMJ now is assigned 1390 kc with power of 5 kw. The change took place two days after approval was received from FCC.

The move received heavy publicity in the Youngstown Vindicator and in papers in towns throughout the WFMJ coverage area, according to Leonard E. Nasman, sales manager.

Studies and offices will remain downtown in the three-story WFMJ Bldg. at 101 W. Boardman St., Mr. Nasman stated. By arrangement with WHHH Warren, Ohio, formerly operating with 250 w, both stations will be enabled to broadcast with increased power, WHHH having given up its present frequency—1400 kc—to permit WFMJ to go to 1390 kc. Simultaneously, WFMJ, by giving up its 1450 kc frequency, enables WHHH to go to 1440 kc with 5 kw power.

Mr. Nasman said WFMJ had been trying to get 5 kw since 1941. WFMJ and its FM affiliate are owned and operated by The WFMJ Broadcasting Co.

Associated Signs 18

SIGNING of 18 new radio and television station clients for its transcribed library and program service has been announced by Associated Program Service, New York. Additional stations are:


In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER

HOOPER RATINGS

NOW ON WGR

EDGAR BERGEN - ARTHUR GODFREY - BOB HAWK - SUSPENSE
LUX RADIO THEATRE - MY FRIEND IRMA - BUDDY CLARK
LOWELL THOMAS - HALLMARK PLAYHOUSE - JACK SMITH - THE F.B.I.
DICK HAYMES - EDWARD R. MURROW - SING IT AGAIN - REILLY AH
MRS. NORTH - THE GOLDBERGS
LUCILLE BALL - ABE BURROWS
MR. KEEN - CRIME PHOTOGRAPHER
JOAN DAVIS - GROUCHO MARX
MR. CHAMELEON - DR. CHRISTIAN
BING CROSBY - BURNS & ALLEN
EVE ARDEN - AMOS 'N ANDY
JACK BENNY - INNER SANCTUARY
RED SKELTON - MYSTERY THEATER
HORACE MARLOWE - GANG BUSTERS
DAH SHORE - GENIUS AUTRY
LORRY HAYES - HAMLET HOUR OF STARS
DORSONS - BILL CUMMINS
SONNY SHORE - GENE AUTRY
ELLIE KERR
FRANKIE FURTH - the people
VAUGHN MONROE - CONTENTED HOUR

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsbury

Broadcasting Corporation

Rand Building, Buffalo 3, N. Y.

National Representatives: Free & Peters, Inc.

Page 28 • February 27, 1950

Broadcasting History
$500.00 SALES... in ONE WEEK!

and

204 MORE LIVE PROSPECTS!

An Amazing Vote of Confidence in WOW!

Here's The Story...

WOW'S "Third Annual Farm Study Trip" was announced on January 11 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).*

Farm Director Mal Hansen simply said that the tour would be to the "New South"; would last 15 days, and would cost about $500.00 per person.

On that information ALONE, within one week 64 farmers responded—WITH CASH! 204 others in the same period wrote for information and application blanks.

*Co-sponsored by:
Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handled by the Compton Agency; and the Walnut Grove Products Company of Atlantic, Iowa; Ross Wallace Agency.

So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the WORLD'S FINEST CUSTOMERS for any goods or services.

For availabilities call the nearest John Blair Office or telephone Johnny Gillin at Webster 3400, Omaha.

John J. Gillin, Jr., President & General Manager
John Blair & Company, Representatives

RADIO STATION
OMAHA, NEBRASKA
590 KC - NBC - 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

February 27, 1950 • Page 29
THE PERSISTENCE of a telegraph operator at the Alaska Railroad depot and the coverage of KFAR Fairbanks, were important factors in saving the life of an Alaskan trapper who had severed an artery in his leg. A phone call notified the telegraph operator of the trapper's plight, and the help of a bush-pilot was enlisted in bringing the wounded man to medical aid. The pilot was unable to land in darkness, so KFAR aired messages to citizens to place lanterns on a smooth place and mark out a landing strip. Enough lanterns were set out to enable the pilot to reach the patient and bring him to safety.

Shirley Krieger Day

THROUGH an announcement by Wynn Hubler Speece on her Neighbor Lady show over WNAV Yankton, S. D., an 11-year-old victim of tubercular meningitis has a radio-phonograph, records and a bank account. After the announcement was read by Mrs. Speece, 703 letters were received, plus $207.76 in cash. All local programs on WNAV, a few days after the initial announcement, were dedicated to the little girl, and the day was designated "Shirley Mae Krieger Day."

* * *

Forum for Living

AN OPPORTUNITY for all high school seniors to win valuable scholarships to schools of their choice is given by a state-wide public service campaign entitled "Forum for Living." Forum is aimed at safety in the home, on the highway and at work. Students enter essays on safety topics in the contest and compete in a series of 14 weekly radio quiz shows concerning safety. Shows are being aired over WEHT Boston, WSAR Fall River, WLLH Lawrence, WOBC West Yarmouth, WMAS Springfield, WTHI Greenfield, WTAG Worcester and WBBK Pittsfield, all Massachusetts. Final winners will receive scholarships varying from $500 to $2,000.

* * *

Radio Rescues Mink

WHEN a forgetful motorist in Edinburg, Tex., placed a $2,000 mink coat on the top of his car and took off for San Antonio, he discovered his loss a mile later and called KURV Edinburg. The station aired an announcement asking the finder of the coat to return it. A taxi driver had seen it along the highway and picked it up. After hearing the announcement, he returned the coat to the motorist and received a reward.

News From Children

KSYC Yreka, Calif., was able to bring comfort to listeners who suffered from the effects of a snowstorm which isolated communities. School buses and tied up transportation on highways in the area. Children who had been stranded in buses were sent to nearby farm homes, and KSYC relayed information of their whereabouts to worried parents. In one case, the special events crew of the station broadcast an interview with a group of stranded students.

* * *

Record Reported

WCCO Minneapolis claims a record during a recent blizzard in that area. Between 5:30 and 8:30 a.m. one morning, the station aired 18! announcements from different schools which would not be open. The station's news department maintains contact with more than 250 school officials in the North-west each winter for this and similar purposes.

* * *

Juice Coming Up!

WATERMELON juice is considered out of season at this time of the year in Philadelphia, but WIP is that city aired with success a request for the liquid to aid a 17-year-old boy who was suffering from a kidney ailment. John Facenda broadcast the appeal upon request from the hospital. Within six minutes, a listener in Salem N. J., called the station and offered two quarts of the juice which he had bottled and frozen the preceding summer. Next morning three more watermelon juice fanciers called WIP.

* * *

Radio Aids Scientists

VITAL experiments and other work in laboratories of Massachusetts Institute of Technology, Cambridge, Mass., were in grave peril when a power failure occurred there early this month. It was imperative that researchers get to their projects before damage was done by lack of light, heat and timing devices. Officials immediately called upon Boston stations to air appeals to workers at the institute to return there. Within half an hour, 150 researchers had reported. Most of the damage done can be remedied due to the prompt action.

Philco Dividend

PHILCO Corp. board of directors has announced a regular quarterly dividend of 50¢ per share on the firm's common stock, payable March 11 to holders of record Feb. 27. Board also declared a quarterly dividend of 93 1/2¢ per share on preferred, 3 3/4% Series A, payable April 1 to holders of record March 15.
When a city has 300 sawmills harvesting in an adjacent timber supply of 2 1/2 million acres (larger than the State of Delaware) then it can call itself the World's Lumber Capital . . . as Eugene does. And in a capital there's a market . . . in this case a rich expanding market YOU can tap through KGW's COMPREHENSIVE COVERAGE.

Lumber isn't the only prop to Eugene's economy. Agriculture alone yields 16 million dollars annually. Eugene's population has increased 35 per cent since 1940, helping Oregon during his period attain the greatest population growth in the nation. THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS EUGENE . . . as it delivers the rest of the fastest-growing market in the nation.
THE LATEST WCKY STORY

HIGH RATINGS and LOW CARD RATE MAKE WCKY THE OUTSTANDING BUY IN CINCINNATI.

Look at some typical ratings* produced by WCKY programs of news and music throughout the day:

11.30-11.45 AM SEGMENT OF MAKEBELIEVE BALLROOM:

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.30-11.45 AM</td>
<td>MAKEBELIEVE BALLROOM</td>
<td>6.9</td>
<td>4.3</td>
<td>5.1</td>
<td>4.0</td>
</tr>
</tbody>
</table>

1.15-1.30 PM SEGMENT OF WALTZ TIME:

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.15-1.30 PM</td>
<td>WALTZ TIME</td>
<td>5.6</td>
<td>3.9</td>
<td>5.4</td>
<td>6.9</td>
</tr>
</tbody>
</table>

4.15-4.30 PM SEGMENT OF MAKEBELIEVE BALLROOM:

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.15-4.30 PM</td>
<td>MAKEBELIEVE BALLROOM</td>
<td>6.3</td>
<td>4.3</td>
<td>8.3</td>
<td>4.5</td>
</tr>
</tbody>
</table>

5.30-5.45 PM SEGMENT OF SUPPER SURPRISE:

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.30-5.45 PM</td>
<td>SUPPER SURPRISE</td>
<td>7.5</td>
<td>6.1</td>
<td>6.8</td>
<td>4.7</td>
</tr>
</tbody>
</table>

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

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

INVEST YOUR AD DOLLAR WCKY'S-LY
IN CINCINNATI

YOUR BEST BUY

IS WCKY

6.00-6.15 PM WCKY NEWS:

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
<th>NET STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.7</td>
<td>6.0</td>
<td>6.7</td>
<td>5.6</td>
<td>5.1</td>
</tr>
</tbody>
</table>

6.30-6.45 PM SEGMENT OF DAILY HIT PARADE:

<table>
<thead>
<tr>
<th>WCKY</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
<th>NET STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.8</td>
<td>4.3</td>
<td>4.3</td>
<td>4.6</td>
<td>5.8</td>
</tr>
</tbody>
</table>

WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

<table>
<thead>
<tr>
<th>Open 1/2 Hr.</th>
<th>WCKY NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
<th>NET STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime Cost**</td>
<td>60.00</td>
<td>70.00</td>
<td>68.00</td>
<td>239.50</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>WCKY 50,000 W</th>
<th>NET STA A</th>
<th>NET STA B</th>
<th>NET STA C</th>
<th>NET STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>250 W</td>
<td>5,000/1,000 W</td>
<td>50,000 W</td>
<td>5,000 W</td>
<td></td>
</tr>
</tbody>
</table>

AND WCKY, WITH 50,000 WATTS, GIVES YOU A PLUS AUDIENCE OUTSIDE CINCINNATI EVEN GREATER THAN CINCINNATI.

MAKE WCKY YOUR FIRST CHOICE IN THE CINCINNATI MARKET

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY THOUSAND WATTS OF SELLING POWER
Democracy's Spokesmen

FOUR young Americans with very definite views on the operation of radio in a democracy are winding up a week's visit in Washington and Colonial Williamsburg as guests of broadcasters, set makers and the U. S. Junior Chamber of Commerce. They go back to their home towns with a new knowledge of government and of broadcasting.

In the third annual Voice of Democracy contest these four young people competed with a million other high school students in the industry's annual radio script contest. They won the four national awards by clear thinking and clear speaking on a subject close to the core of American freedom. Throughout the nation, young folk studied the basic elements of freedom and stated the facts in 23,000 high schools as they competed for the contest scholarships.

High praise goes to all who have taken part in this important force for freedom. To the million alert students who competed. To the associations that worked together in a cause close to their very existence. To the U. S. Office of Education for its participation. And to the joint contest committee headed by Robert K. Richards, NAB public affairs director.

Who Said That?

IT IS HARD to beat the FCC, even when you win.

Thinking back, we can recall no occasion when, in a competitive proceeding, an applicant—be it in a franchise case or a license renewal—was not granted a preliminary stay by the Commission. Applicants who are able to have an FCC decision set aside in court just about always seem to prove as well qualified as their rivals, in FCC's eyes.

Comr. Jones must have had something of this sort in mind in writing his dissent in the current Easton-Allentown case (story page 48). FCC's decision to grant an Allentown applicant and deny his competitors had been reversed in court last May. Last week, over Comr. Jones' dissent, four of his colleagues voted to reopen the case, which is already some four years old.

Comr. Jones protested that the court's decision "did not even suggest that more evidence be taken," much less require such procedure. The majority's decision, he continued, "may indicate a lack of facts to support a grant of the facilities to the earlier successful applicant, but that is not a sufficient ground for a de novo proceeding in this case."

So now, three years and nine months after the hearing, the applicants find themselves back where they started—facing a hearing. That is a long time to wait for nothing. The undesirability of the Commission's action is too great to justify because it came a full nine months after the court's decision in the case.

Comr. Jones' dissent suggests the delay may be attributed at least partially to the law bureau. He speaks of the "grave responsibility of the Commission or its general counsel" in such matters. We quite agree.

This journal has long opposed the power which the law bureau seems to exert over the Commission and the dispatch of its business. Whether it is exerted consciously or unconsciously does not affect the fact that such power exists. And so long as it does exist, it will be impossible to say whether the Commission speaks with its own voice or that of ventriloquists in its law bureau.

Our Respects To

ELIAS ISIDOR GODOFSKY

"THE VOICE OF LONG ISLAND" is not only WHLI Hempstead, N. Y., it is the voice of Elias Isidor Godofsky. Mr. Godofsky at 38 is president, general manager and major stockholder of his second radio station, WHLI and its companion FM outlet. He was formerly president and general manager of WLIR New York.

When Elias Godofsky threw the switch that put WHLI on the air less than three years ago veteran radioites were convinced that he was factoring into the competition. To put it another way. Only 20 miles from New York, Hempstead was well covered by the big city's major network and independent outlets. A local station could never hope to compete against such odds, and would never secure more than a nominal audience and very few commercial accounts, they thought. The past few years have proved them wrong.

In his early radio years at WLIR, Mr. Godofsky developed a theory that an independent station competing in a great metropolis market can only be successful if it gives its listeners something they want and are unable to get from the networks. Adhering to this theory, WHLI concentrates on the "local, angle," not only in news broadcasts, but in all of its program format.

Mr. Godofsky's policies have paid off. WHLI has adherents and rivals among the many independent stations in the strongly competitive Long Island market. It presents stirring documentaries with editorial point of view, but never deals with political matters or any level except in straight newsmaking, or what are political parties on their own allocated time discuss issues. Ever attuned to the undercurrent of public opinion, Mr. Godofsky insists that his newsmen devote 90% of all news broadcasts to Long Island stories.

Elias Godofsky is no stranger to what the public wants. He had his first taste in New York's "Newspaper Row." Between the years of 1929 and 1933 he worked as a reporter for the New York Evening Graphic, the New York Journal and the Standard News Assn. He worked up from a reporter's beat to owner of several weekly newspapers in Brooklyn.

It was the spoken word rather than the printed that eventually captured the imagination of Mr. Godofsky. In 1939 he sold the Brooklyn newspapers and began his radio career.

In association with Arthur Faiske, a pioneer in commercial broadcasting, Mr. Godofsky devoted fulltime to WCNW (now WHIL). Until 1944 he acted as president and general manager of the station, at which time he and his (Continued on page 42)
NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone

who loves Irish music and folksongs

A RAMBLE IN ERIN
WITH
Pat Stanton

DISTINGUISHED by its genuine and traditional Irish atmosphere, "A Ramble in Erin" is a brand new WOV program written, produced and broadcast by Pat Stanton, beloved sponsor of Irish activities in America. Born in County Cork, Stanton makes frequent visits to Ireland. He owns one of the finest Irish record libraries in America, personally selected and brought here. These recordings of old world Irish songs, and new tunes equally charming, are the basis of this new Irish program. In addition, Stanton's show will feature celebrated Irish personalities as guest stars. Here is a great new audience available for smart sponsorship. Write, phone or wire for details.

Ralph N. Weil, General Manager
Many Inquiries

EDITOR, Broadcasting:
I thought you might be interested to know that already we have received many inquiries on the nature of our teaser ad in Broadcasting.

Mary Moran
Wellam Advertising Co.
Lansing, Mich.

* * *

Cites Readership

EDITOR, Broadcasting:
This is a belated note of appreciation for Broadcasting’s flattering article about yours truly which Bill Thompson ... wrote for the Jan. 23 issue.

... Much fine reaction to the article emanated from my friends in the various agencies. This reaction immediately followed the issue and ... notes ... Broadcasting’s readership list is well represented among high-ranking agency personnel.

George R. Gugen
Western Sales Manager
WGN Chicago

* * *

Urges Excise Repeal

EDITOR, Broadcasting:
Regarding ... your editorial in the Feb. 13 issue.

... Is it not true that there is at present a 10% excise tax on radio sets and that until now television had been excluded simply because nobody had thought of television when the tax was first inaugurated?

This 10% radio excise tax has been somewhat of a handicap to FM ... inasmuch as sets incorporating only television and FM ... subject to the 10% tax while television only sets were not.

I think everybody would be much better off if we would all exert a little effort toward eliminating the 10% excise on any radio or television equipment.

Edward A. Wheeler
President
WATF (FM) Evanston, Ill.

[EDITOR’S NOTE: BROADCASTING certainly favors the elimination of excise on all radio or television equipment.]

* * *

Teletype ‘Thing’

EDITOR, Broadcasting:
... In ... Broadcasting ... (page 50, Feb. 13) you had a picture of ... Bob Daniels (KDAL Duluth, Minn.) and his great invention of a “thing” ... to counter teletype ... static electricity.

Believe it or not, that little item ... saved one of our men’s reason. His name is Bill Bohack and we had all been eyeing him rather suspiciously ever since he blurted out one day: “Look, the paper is climbing the wall.”

Actually it was ... when Mr. Bohack came up with HJS invention ... he ... placed a “thing” around the roller-bar of the paper ... and ... the paper got down off the wall and marched neatly along in the usual bulletin fashion.

... Mr. Bohack’s “secret” is ... nothing more or less than a nice piece of Christmas TINSEL.

Canada’s ASCAP

Board Sets Copyright Fees

CANADIAN COPYRIGHT fees payable for 1950 by Canadian broadcasters to Composers, Authors and Publishers Assn. of Canada (CAPAC), Canada’s ASCAP, were set at Ottawa by the Canadian Copyright Appeal Board at $292,618. Instead of paying less as requested by the Canadian Broadcasting Corp., the CBC will pay more fees this year — a total of $147,747, which includes fees for sets in Newfoundland, now part of Canada. The privately owned stations, represented by the Canadian Assn. of Broadcasters, will pay $144,971.

Fee is based on rate of 14¢ per licensed receiver at March 31, 1949, with each paying 7¢ per receiver. There is only one commercial broadcasting station in Newfoundland, two non-commercial privately-owned stations, and the remainder are CBC stations. There are 35,000 licensed receivers in Newfoundland. Last year CBC and GAB stations evenly split $272,164 in fees to CAPAC.

just long enough to wind around the bar and stick its spiny ends against the paper.

Joe Commiskey
WATF Paterson, N. J.

* * *

Mathematician

EDITOR, Broadcasting:
Please check me on Mitch’s Pitch formula.

[Continued on page 39]

NBC ADDITIONS

8 Alaska Outlets Affiliate

AFFILIATION agreement between NBC and eight additional Alaska stations went into effect Feb. 15. The new affiliates are KFQD Anchorage, KFPR Fairbanks, KIBH Seward, KINY Juneau, KTKN Ketchikan and KIFW Sitka, all owned by William J. Wagner, trading as the Alaska Broadcasting Co.

Effective the same date, KFAR Fairbanks and KENI Anchorage, owned and operated by the Mid- night Sun Broadcasting Co., also joined the network [BROADCASTING, Feb. 20].

Facilities of the two groups have been made available to network advertisers on either a recorded basis or by shortwave broadcast transmission. All NBC programs will be broadcast by Magnarecorded tape made in Seattle and air-expressed to Alaska and via shortwave through the Alaskan Communication System.

The proposed rate schedule for affiliation with the Alaska Broadcasting Co. covers six stations which are available only as a group at a total package rate of $376 per evening hour, subject to network discounts and agency commission. Also available only as a group are the two Midnight Sun Broadcasting Co. stations, with a rate set at $175 per evening hour.

Both rates include all costs of delivering the programs and there are no cuts in announcement charges in either case, it was stated.

FOR THE FACTS ON THE CINCINNATI MARKET

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

broadcasting • Telecasting

WPAT at 93

Servicing America’s #1 Market!

NOW 24 HOURS A DAY
(5000 WATTS)

Stars galore

★ EMERY DEUTSCH  ★ DON KERR
★ DAVE MILLER  ★ JOE COMMISKEY
★ MILO BOUTON  ★ JOHN H. FAULK

Dials are swinging to 93

WPAT

PATERSON, N. J.

Owned and operated by the
Herald-News, Passaic-Clifton, N. J.
New BROADCAST CATALOG

Twice as big as 1948-49

The most complete data book in broadcasting

- Over 400 concise pages of up-to-the-minute specifications and application data.
- 1,068 clear illustrations, easy-to-read curves, and valuable diagrams.
- 1,060 different equipment items covering every broadcast service—audio, AM, FM and TV.

Just off the press—the most complete and authoritative equipment reference ever published for station men.

Containing more than 400 large-size pages of descriptive material, application data, and performance specifications in a single volume, the RCA 1950 Broadcast Equipment Catalog covers the entire line of RCA Broadcast Equipment—from Audio, AM, FM and TV equipment to test units.

Each item is described clearly and concisely. Each description includes easy-to-find features, equipment uses, and complete specifications. There are over 40 equipment groupings in all—indexed for quick reference.

If you work with broadcast equipment, here is the book you can put to work the minute you get it.

EQUIPMENT DESCRIBED

Audio Equipment, AM-FM-TV
- Microphones
- Custom-Built Equipment
- Constellations & Switching
- Audio Amplifiers
- Remote Equipment
- Racks & Rack Equipment
- Power Supplies
- Turntables
- Recorders
- Loudspeakers

Video Equipment
- Field Equipment
- Relay Equipment
- Mobile Units
- Studio Cameras
- Film Equipment
- Studio Control Equipment
- Monoscope
- Sync Generator
- Amplifiers
- Power Supplies
- Studio Lighting
- TV Accessories

Transmitters, AM-FM-TV
- AM Transmitters
- FM Transmitters
- AM, FM Tubes
- TV Transmitters
- TV Tubes
- Crystals

Antennas, AM-FM-TV
- FM Antennas
- TV Antennas
- Transmission Line Equipment
- AM Antenna Tuners
- Antenna Towers & Equipment

Test & Measuring Equipment
- Measuring Equipment
- Monitoring Equipment
- Service Test Equipment

Other RCA Products
- Sound Equipment
- 16mm Projectors
- Theatre Equipment
- Mobile Communications Equipment

STATION OWNERS, MANAGERS, CHIEF ENGINEERS!

If you have not yet received your complimentary copy, write us on station letterhead.

For additional copies, mail a coupon with your check or money order for $2.00.

Dept. 19-A, RCA Engineering Products
Camden, N. J.
Send me new RCA 1950 Broadcast Equipment Catalog(s). I enclose $__ (check or money order).

Name ________________________________
Title ________________________________
Address ________________________________
City __________________________ State ______

Dept. 19-A, RCA Engineering Products
Camden, N. J.
Send me new RCA 1950 Broadcast Equipment Catalog(s). I enclose $__ (check or money order).

Name ________________________________
Title ________________________________
Address ________________________________
City __________________________ State ______
how are your station coverage figures being filed?

...this way?

...or that?

The way your station coverage information arrives on a time buyer's desk makes a big difference in the way it is used...and if it is used at all. No matter how impressive your story might be, a poor presentation of these important facts can often mean a lost sale.

The correct interpretation and presentation of station coverage figures is just one of the reasons more and more stations of all sizes are turning to O'Brien & Dorrance. With a staff of experienced radio and TV promotion experts, O'Brien & Dorrance, Inc. is equipped to handle all phases of station promotion and advertising...from the design and production of direct mail folders, rate cards and trade magazine ads...to the dramatic, salesmanlike presentation of BMB, half-millivolt or mail-count coverage figures.

When you're ready for searchlight promotion at candlelight costs, think of...write to...

O'BRIEN & DORRANCE, inc.

ADVERTISING - SALES PROMOTION
160 East 56th Street, New York 22, N.Y., Plaza 9-5120
BRITISH RADIO
Liberals Urge Competition

GREAT BRITAIN's Liberal Party would like to see British radio engage in more competition—but not on the lines of American commercial broadcasting.

In a six-page document prepared by a special committee, the Liberals said their idea favors the systems of Canada and Australia. "We would be prepared to support a system similar to that in Canada and Australia, where chartered organizations are in competition with private enterprise stations or networks."

The document, submitted to the Beveridge Committee which is holding an inquiry into the state-owned monopoly, BBC, said safeguards would be needed against excessive broadcast advertising on private networks. British radio now has no commercials.

EARLE PEARSON
AFA Unit Director Dies

FUNERAL services were held last Tuesday (Feb. 21) at Pound Ridge, N. Y., for Earle Pearson, 64, director of special services for the Advertising Federation of America. Mr. Pearson died Feb. 18 at Northern Westchester Hospital, Mt. Kisco, N. Y.

Mr. Pearson, who joined the Advertising Federation in 1921, is survived by his wife, a son, Richard, and a sister, Miss Harriet Pearson.

ARIVAL of survivors of crashed B-30 at McChord Field, Seattle, Wash., covered by KOMO that city's own television station, last Sunday, was taped by the voice of the bomber, with each survivor, were tape recorded by station's news editor, Millard Ireland. Recordings were fed via NBC closed circuit to its World News Roundup this morning.

Spillway Opening

OPENING of Bonnet Carre Spillway, 35 miles from New Orleans, covered by WWL that city. Local celebrities, including Army engineer officers and deLesseps S. Morrison, mayor of New Orleans, were interviewed on remote broadcast by WWL. Spillway was opened to divert excess flood waters of Mississippi. It had been opened only twice before.

Series With Troopers

STATE Police of Maryland send representative trooper every Wednesday to WAAM Sportscast, aired daily over WAAM (TV) Baltimore, 3-5 p.m. Trooper is interviewed concerning accident case histories drawn from police files. Hints concerning traffic safety, theme of the month, is a constant message by policeman. Station is donating time signal daily to State Police's "Slogan of the Month" campaign. Announcer emphasizes safety theme, while screen shows special slide made up by station's art staff.

Trial Coverage

TRIAL of Dr. Herman Sander, mercy-killing physician in Manchester, N. H., given on-the-scene coverage by WCOD Boston. Fulltime telephone line between courthouse and WCOD provides station with three reports daily from News Director Ron Cochran, who is in Manchester for trial. Three shows daily used to air material, with station interrupting any shows for important bulletins.

Canadian Purchase

ENO's Fruit Salts Co. has purchased the half-hour transcribed mystery feature, The Sealed Book for a 21 station coast-to-coast schedule across Canada, Charles Michelson Inc., New York, producer of the show announced last week. Agency is Atherton & Currier.

Canadian stations are:


Weekly schedule of Coca Kid, Frederic W. Ziv package, will be expanded to Mon., Tues., Thurs., 8-8:30 p.m. on WOR New York.

ole' MacDonald ...

If ole Mac formed or ranched in Montana, he made money. $265 million to be exact. For Jan.-Sept. 1948. Farming is just one of 4 major industries which together topped up retail sales of over $100 million in 1948. A good portion of Montana's rich areas sit in the KGVO-CBS signal. And the best portion of sales in the area is KGVO-mode sales. Yours?
JAR ASSN. MEET

Jameson To Represent FCBA

GUILFORD JAMESON, past president of the Federal Communications Bar Assn., is to attend the mid-year meeting of the house of delegates of the American Bar Assn. beginning today (Monday) in Chicago. He will be the first delegate to represent FCBA, now an affiliated national legal organization of the ABA.

Among matters to come before the house of delegates of interest to radio will be reports by the ABA Section on Taxation and the Committee on Patent, Trademark and Copyright law. The tax section will consider a revision of Sec. 102 of the Internal Revenue Code which imposes additional taxes upon corporations declared to be unreasonably withholding distribution of earnings for the purpose of evading payment of surtaxes by their stockholders.

Mr. Jameson, member of the '52-102 committee, explained that the December 1949 decision of the U. S. Tax Court in the KOMA, dahoma City-KTUL Tulsa case, where the stations had withheld distribution of earnings on the theory that additional funds would be needed for FM and TV expansion, the court upheld the additional assessment levied by the tax commissioner. The latter had ruled that the stations failed to sustain the burden of proof imposed upon them to establish an immediate need for the use of additional funds.

The Sec. 102 committee, Mr. Jameson said, is to recommend that the statute be amended so as to lift the burden of proof to the tax commissioner, except in the most flagrant cases, and that additional taxes shall not apply if the corporation can show the funds are needed in connection with long-range planning, as distinguished from immediate needs.

P.

AT FLANAGAN, formerly with WJLK (FM) and WCAP Asbury Park, N. J., WWBZ Vineland, N. J., and WWIN Washington, appointed manager of WOXP Oxford, N. C.

VERL BRATTON, vice president and general manager of WKTY La Crosse, Wis., received into Radio Pioneers organization. He will complete his 24th consecutive year in radio this spring.

KENNETH B. CARNEY, former executive for NBC on West Coast, elected vice president of KHON Honolulu.

J. W. KIRKPATRICK appointed general manager of WORD and WDXY (FM) Spartanburg, S. C., effective March 1. He entered radio in late '30s and was manager of WGTC Greenville, N. C., until 1941 when he joined Spartanburg Adv. Co., which then owned both WSFA and WORD. He was named station manager of WORD in 1947 when it was purchased by Spartan Radiocasting Co., headed by WALTER J. BROWN. Mr. Kirkpatrick resigned as manager of WORD and WDXY a year ago to become manager of WCOY Montgomery, Ala. JOHN CARRINGTON continues as WORD-WDXY station manager.

RICHARD L. FYLES, formerly manager of WCMU Ashland, Ky., appointed manager of WCBI (FM) Columbus, Ind., succeeding GRAEME ZIMMER, resigned [Broadcasting, Feb. 13].

AL MAFFEI, program director for WLNH Laconia, N. H., appointed assistant manager of station. He will continue as program manager.

MAURICE E. FURNEILL, member of Locke, Locke & Purnell, Dallas law firm, elected a director and general counsel of A. H. Belo Corp., publisher of Dallas Morning News and owner of WFUA Dallas.

JACK RATHBUN, general manager of WSNR Pensacola, Fla., resigns to join Le Blanc Corp., Lafayette, La., as advertising manager, effective March 6.

CHARLES H. CUTHFIELD, vice president and general manager of WBT Charlotte, N. C., is recuperating from a gall bladder operation he underwent Feb. 16.

JAMES D. HOUSE, chairman of Crosley Broadcasting Corp. and executive committee member of Aveco Mfg. Corp., is subject of article in next issue of Look magazine.

FIELD ENTERPRISES Inc., Chicago, moves its general offices to Rm. 1400, 211 W. Wacker Dr. Telephone: Randolph 6-8804. C. Howard Lane is director of broadcasting, and Carl J. Weitzen vice president and treasurer.

DAVID ADAMS, manager of KCSB San Bernardino, Calif., is the father of a boy, Richard Vance.

TED MILLS, program manager at NBC-TV Chicago, is the father of a girl, Hilary.

UN Documentary

ONE-HOUR documentary, produced by the United Nations Radio Division after nearly two years of preparation, will pay tribute to the international Refugee Organization in a broadcast to be aired on MBS, Friday, 8 p.m. EST. Titled Eleven Memory Street, the documentary is based on 18 hours of tape-recorded interviews in Europe with 20 people of 17 nationalities. Program will describe functions of the IRO's child-search bureau.

we hand it to you...

Open Mike

(Continued from page 36)

er-home impression?

Wouldn't the readership cost be per reader impression—not 1,000 impressions?

Gerry Boyd

WPAY Portsmouth, Ohio.

Applauds P. I. Stand

EDITOR, BROADCASTING:

We have been silently applauding your comments regarding P. I. deals. Your latest editorial, "P. I. Plunder" [Broadcasting, Feb. 20, page 40] merits a loud "Amen" from us as well as a cheer for KRNT... .

Marie H. Blum

Press & Gen. Mgr.

WANN Annapolis, Md.

Voltage Enterprises Inc., Chicago, moves its general offices to Rm. 1400, 211 W. Wacker Dr. Telephone: Randolph 6-8804. C. Howard Lane is director of broadcasting, and Carl J. Weitzen vice president and treasurer.

DAVID ADAMS, manager of KCSB San Bernardino, Calif., is the father of a boy, Richard Vance.

TED MILLS, program manager at NBC-TV Chicago, is the father of a girl, Hilary.

UN Documentary

ONE-HOUR documentary, produced by the United Nations Radio Division after nearly two years of preparation, will pay tribute to the international Refugee Organization in a broadcast to be aired on MBS, Friday, 8 p.m. EST. Titled Eleven Memory Street, the documentary is based on 18 hours of tape-recorded interviews in Europe with 20 people of 17 nationalities. Program will describe functions of the IRO's child-search bureau.

we hand it to you...

Open Mike

(Continued from page 36)

er-home impression?

Wouldn't the readership cost be per reader impression—not 1,000 impressions?

Gerry Boyd

WPAY Portsmouth, Ohio.

Applauds P. I. Stand

EDITOR, BROADCASTING:

We have been silently applauding your comments regarding P. I. deals. Your latest editorial, "P. I. Plunder" [Broadcasting, Feb. 20, page 40] merits a loud "Amen" from us as well as a cheer for KRNT... .

Marie H. Blum

Press & Gen. Mgr.

WANN Annapolis, Md.

Open Mike

(Continued from page 36)

er-home impression?

Wouldn't the readership cost be per reader impression—not 1,000 impressions?

Gerry Boyd

WPAY Portsmouth, Ohio.

Applauds P. I. Stand

EDITOR, BROADCASTING:

We have been silently applauding your comments regarding P. I. deals. Your latest editorial, "P. I. Plunder" [Broadcasting, Feb. 20, page 40] merits a loud "Amen" from us as well as a cheer for KRNT... .

Marie H. Blum

Press & Gen. Mgr.

WANN Annapolis, Md.

Open Mike

(Continued from page 36)

er-home impression?

Wouldn't the readership cost be per reader impression—not 1,000 impressions?

Gerry Boyd

WPAY Portsmouth, Ohio.

Applauds P. I. Stand

EDITOR, BROADCASTING:

We have been silently applauding your comments regarding P. I. deals. Your latest editorial, "P. I. Plunder" [Broadcasting, Feb. 20, page 40] merits a loud "Amen" from us as well as a cheer for KRNT... .

Marie H. Blum

Press & Gen. Mgr.

WANN Annapolis, Md.

Open Mike

(Continued from page 36)

er-home impression?

Wouldn't the readership cost be per reader impression—not 1,000 impressions?

Gerry Boyd

WPAY Portsmouth, Ohio.

Applauds P. I. Stand

EDITOR, BROADCASTING:

We have been silently applauding your comments regarding P. I. deals. Your latest editorial, "P. I. Plunder" [Broadcasting, Feb. 20, page 40] merits a loud "Amen" from us as well as a cheer for KRNT... .

Marie H. Blum

Press & Gen. Mgr.

WANN Annapolis, Md.
ACTIONS OF THE FCC

February 17 Decisions . . .

BY COMMISSION EN BANC

Request Granted
WJR Detroit, Mich.—Granted request to delete cond. (attached to CP) which now reads "that applicant will not commence operation until WMJ Youngstown, Ohio, ceases operation on 1500 kc and is licensed to operate on 1290 kc," and substituting in lieu thereof this provision: "the permittee will not commence operation until WMJ Youngstown, Ohio, ceases operation on 1500 kc, or be licensed to operate on its authorized frequency supersedes WMJ Youngstown operation on 1500 kc.

February 17 Applications . . .

ACCEP TED FOR FILING

AM-1010 kc
Nebraska Rural Radio Assn., Lexington, Neb.—CP new AM station 1010 kc 1 kw D. AMENDED to request 1010 kc 25 kw D.

AM-1450 kc
Midwest Bcstg. Corp., Montevideo, Minn.—CP new AM station 1240 kc 250 w unil. AMENDED to request 1250 kw.

License for CP
License for CP new AM station: WOR-FM New York City, WOR, New York; WCBS New York City, WABC, New York; WJZ Baltimore, WJZ, Baltimore.

February 20 Applications . . .

ACCEP TED FOR FILING

AM-1550 kc
WSSC Bartsville, S.C.—Change from 1400 kc 250 w unil. to 1550 kc 1 kw D-5 kw NA-5.

Mod. CP
WSSC Bartsville, S.C.—Change from 1400 kc 250 w unil. to 1550 kc 1 kw D-5 kw NA-5.

License for CP
License for CP new AM station: WOR-FM New York City, WOR, New York; WCBS New York City, WABC, New York; WJZ Baltimore, WJZ, Baltimore.

February 17 Decisions . . .

BY COMMISSION EN BANC

Extension Granted
WRKO Roxboro, N.C.—Granted extension to operate with reduced power for period of 15 days from Feb. 18, pending receipt and installation of replacement coil in final amplifier.

By the SECRETARY
KWHN Fort Smith, Ark.—Granted license new AM station: 1320 kc 5 kw UN.

WITM-TV Lansing, Mich.—Granted CP to extend completion date to 1/5.

WAVE-TV Miami, Fla.—Granted CP to extend completion date to 1/3.

WYRT Plattsburg, N.Y.—Granted license new AM station: 1340 kc 500 w unil.

Lafayette, La.—Granted license new AM station: 1340 kc 500 w unil.

WHL Niagara Falls, N.Y.—Granted license change and to operate with reduced power for 15 days from Feb. 9, pending receipt of new trans. and change trans. location.

KCOH Mt. Fuji, Collab., Col.—Granted license change freq. to 1400 kc; change trans. loc. to I kw, install new trans. and DA-5 and change trans. location.

WNPB Binghamton, N.Y.—Granted license change in power, Mount Lewis site and FM and TV loc. on No. 1 center AM tower.

February 21 Decisions . . .

BY COMMISSION EN BANC

Mod. CP new FM station for extension of completion date: WSSA New Haven Conn.; WPAT-FM Parkersburg, W. Va.; WIBW-FM New York, N. J.—Modify license new FM station to ERP of 4.5 kw, ant. to 75 ft.

TENDERED FOR FILING

WARB Mobile, Ala.—Mod. license to change from DA-2 to DA-N.

WNOW York, Pa.—CP change, from 1250 kc D to 1250 kc 1 kw D-1, 2400 kc 2 kw w.

APPLICATION DISMISSED

KAST Astoria, Ore.—A. Bcstg. CO. DISMISSED application for SSA on 1240 kc 250 w unil. for not being permitted to exceed six mos. File closed.

APPLICATION REMOVED

WCNC Elizabeth City, N. C.—Albemarle Bcstg. CO. REMOVE application for SSA on 1240 kc 250 w unil. for failure to make changes.

February 21 Decisions . . .

BY COMMISSION EN BANC

Extension Granted
KWHN Fort Smith, Ark.—Granted license new AM station: 1320 kc 5 kw UN.

KWHM-TV Lansing, Mich.—Granted CP to extend completion date to 1/5.

WAVE-TV Miami, Fla.—Granted CP to extend completion date to 1/3.

WYRT Plattsburg, N.Y.—Granted license new AM station: 1340 kc 500 w unil.

Lafayette, La.—Granted license new AM station: 1340 kc 500 w unil.

WHL Niagara Falls, N.Y.—Granted license change freq. to 1570 kc D-5 kw D, install new DA and change trans. and change trans. location.

KCOH Mt. Fuji, Collab., Col.—Granted license change freq. to 1410 kc D-7 kw D, change trans. loc. to 1 kw, install new trans. and DA-N and change trans. location.

WNPB Binghamton, N. Y.—Granted license change freq. and to mount and FM and TV ant. on No. 1 center AM tower.

February 21 Applications . . .

ACCEPTED FOR FILING

License for CP
WGFM Pittsburg, Pa.—License for CP new AM station: 1630 kc 5 kw UN.

TENDERED FOR FILING

AM-1310 kc
KNPT Newport, Ore.—CP AM station to 1310 kc 1 kw D 250 w unil. w.

On page 75
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Office &amp; Laboratory</th>
<th>City, State</th>
<th>Years of Experience</th>
<th>Member AFCCE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td></td>
<td>National Press Building</td>
<td>Washington, D.C.</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Cuver</td>
<td>Munsey Building District 8215</td>
<td></td>
<td></td>
<td>Washington, D.C.</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>ANDREW</td>
<td>Corporation Specialists in</td>
<td></td>
<td></td>
<td>Chicago, IL</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue</td>
<td></td>
<td></td>
<td>Washington, D.C.</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N.W. Sterling 7932</td>
<td></td>
<td></td>
<td>Washington, D.C.</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>JOHNN C REUTZ</td>
<td>319 Bond Bldg. Republican 2151</td>
<td></td>
<td></td>
<td>Washington, D.C.</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td></td>
<td>Arlington, Texas</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>A. R. Biltar</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td></td>
<td>Cleveland, OH</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. RE 6646</td>
<td></td>
<td></td>
<td>Washington, D.C.</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td></td>
<td></td>
<td>Washington, D.C.</td>
<td>40</td>
<td></td>
</tr>
</tbody>
</table>

*Member AFCCE*
Edgar H. Calder

Funeral services were held last Tuesday for Edgar H. Calder, 41, an announce-script writer, who died following a heart attack. Services were held from Dunaury Funeral Home in Hawthorne, Calif. Mr. Calder was found dead in a Hawthorne home on Feb. 17.

Respects

(Continued from page 3)
ALLENTOWN

THREE-YEAR-old grant which established WHOL Allentown, Pa. (1230 kc, 260 w), was technically set aside by FCC last week and further hearing was ordered in the lengthy Allentown-Easton case to meet requirements of a ruling by the U. S. Court of Appeals for the District of Columbia. The action drew sharp rebuke from Comr. Robert F. Jones in his dissenting opinion.

Effective in FCC's order was set aside insofar as it related to WHOL, however. The Commission indicated the station may continue operating pending the further hearing and pointing out it was a final decision. Others involved in the proceeding are WEST Easton and Easton Publishing Co., licensee of WEEZ (FM) Easton.

The Court of Appeals remanded the case to the Commission for further consideration upon complaint of Easton Publishing, losing bidder for a new outlet on 1290 kc at Easton [BROADCASTING, May 9, 1949]. The court stated it could not determine from the findings how FCC concluded the needs of Allentown were greater than those of Easton's for a second station.

The Commission majority, in calling for further hearing, declared the existing record is insufficient to allow the extent of comparison required by the court between the two communities as to relative service needs, existing programs, proposals of the applicants and their ability to carry out the proposals. Major changes in ownership and officers of Easton Publishing and WHOL also were cited by FCC as requiring further hearing to establish their qualifications.

Denied Motions

The Commission denied motions of the parties to stipulate to the accuracy of the various changes from the time of the 1947 decision to date and that no changes in original proposals of the applicants have or would occur. FCC said the facts were too substantial to allow mere stipulation, even though it recognized the proceeding has been long and it's "desirable to bring it to an end."

FCC allowed 20 days for the applicants to amend their applications to bring them up to date. The Commission indicated it must reconsider the situation as it exists today and further hearing would be in order in view of the policy set by the 1940 Postmaster Broadcasting Co. decision.

In his dissent, Comr. Jones charged the Commission is unnecessarily calling for a further de novo hearing. He particularly attacked the majority's call for extreme detail of the program proposals of the applicants and the program services now available.

"For the first time in its history," Comr. Jones said, "the Commission, in a 307(b) case, calls upon the parties to furnish evidence not only of their own programs (which is in the record) but additional evidence of the programs of others. . . . I have found no case where such minutiae of program detail has been required."

"On the contrary," he pointed out, "the Commission refused an express request by the losing parties for findings based on evidence of this nature" in the Texas Star Broadcasting Co. decision issued in early February [BROADCASTING, Feb. 6]. Texas Star received final grant for a new station at Dallas on 740 kc with 10 kw day, 5 kw night, directional, while KTRH Houston was denied bid to modify its daytime directional, operating on 740 kc with 50 kw.

Jones Viewpoint

Comr. Jones said the court's ruling only asked for more findings on the record herebefore taken. He said it didn't "even suggest that more evidence need be taken" and "did not even hint at a deficiency in the evidence regarding programs."

Comr. Jones further noted that the stipulation made by the various parties were in direct response to the Commission's desire to follow the Pottsville policy and bring the facts up-to-date, even though the court in remanding "treated the facts in this case as static."

The Commission reported that Chester Snyder, formerly president and 46.65% owner of Easton Publishing, is now deceased and that Anna M. Snyder and Daniel W. Snyder, "strangers to this proceeding, in their individual capacities and as trustees under the will of Chester Snyder, now own the stock formerly owned by him."

Concerning ownership of Allentown Broadcasting Corp., WHOL licensee, FCC noted that Lewis and Cora G. Windmuller, who formerly held 74% interest, have transferred their part of their shares and other stockholder changes have occurred with the result that 61.21% of the stock "is now owned by strangers to this proceeding."

Dameron Honored

INSTALLATION of a new chapter of Alpha Delta Sigma, professional advertising fraternity, named for Dr. Kenneth Dameron of Ohio State U., took place last Wednesday in Columbus. James W. Eggen Jr., former vice president and advertising director of the Toledo Blade, was in charge of the ceremonies. The chapter, with more than 100 charter members, is claimed to be the largest in Alpha Delta Sigma's 37-year history. Dr. Dameron, Ohio State faculty member for 18 years, served as sponser of Gamma Alpha Chi, which preceded Alpha Delta Sigma at Ohio State.

FOOD PEDDLER...

DULUTH, MINN.—"Like their food in the Duluth-Superior Market? Why, they'd die without it," quips Otto Mattick as he glides along on his pedalomwheeler. But he's not running when he says they like their food hereabouts. Matter of fact, this is America's 51st Food Market. And KDAL is the dominant advertising medium in this market. We've led the Hooper parade for a long time. Which means KDAL can help you get your share of the gravy in America's 51st Food Market. Let us start with your very next campaign.
EDUCATION

AUTHORITIES in the fields of public service and educational radio will participate in the third annual Western Radio-Television Conference, scheduled for this weekend (March 3-4) in Seattle. Program details were released last week by the 1950 conference chairman, Prof. Edwin H. Adams, director of radio for the U. of Washington [BROADCASTING, Feb. 13].

The opening general session Friday morning, to be chaired by James M. Morris, program manager of KOAC Corvallis and executive secretary of the Oregon State Broadcasters Assn., will start with a welcoming address by John C. Crabbe, chairman of the executive committee of the Western Radio-Television Conference.

Morning Session

The morning panel, entitled "Let the Public Know About Your Programs," will include Robert S. Nichols, head of his own agency in Seattle; Donald K. Anderson, director of public information for the U. of Washington, and Milo Ryan, associate professor of radio journalism at the university.

George Jennings, director of the Chicago Radio Council and president of the Asan. for Education by Radio, will address the afternoon general session. Chairman will be Marjorie J. McGilvrey of Mountain View High School, Mountain View, Calif. Following Mr. Jennings' address there will be a panel discussion on "Helping Teachers Utilize Radio and Television." Participants will include Don S. Somerville, school specialist in radio at Oregon State College, and Frances Gilbert, program director of KRVM Eugene, Ore.

Group meetings of the Intercollegiate Broadcasting System and AER will follow.

The evening program, to be presided over by William Sener, head of the radio department at the U. of Southern California, will start with a film, "Four Ways to Drama," with comment by Walter K. Kinsey, head of the radio division at UCLA. This will be followed by a panel on "The Art of Listening," with the following participants: Patricia L. Green, assistant supervisor of radio for KBFS Portland Ore.; Carroll Foster, public affairs director of KIRO Seattle; Mr. Kingson, and Mrs. Raymond B. Allen, radio chairman for Seattle Junior Programs."

Hansen Chairman

On Saturday the program will start with a general session under the chairmanship of Dr. John E. Hansen, consultant on instructional, materials service of the Washington State Dept. of Public Instruction. Panel participants on the subject of "Creating the Successful Public Service Program" will be William H. Ewing of the U. of Oregon; Allen Miller, manager of KWSC Pullman, Wash., and Tom Herbert, public relations manager for the Seattle Chamber of Commerce.

"What Gives a Program Interest" will be the topic of a Saturday afternoon general session, with Archie Morton, manager of KJJJ Seattle, serving as chairman. Panel participants will include Lee Shulman, program director of KING TV Seattle; Gloria Chandler, o; Gloria Chandler Productions, New York, and Luke Roberts, director of education for KOIN Portland Ore.

At 4 p.m. Saturday a business meeting is scheduled for the Intercollegiate Broadcasting System.
When Ruthrauff & Ryan’s St. Louis office notices a client acting curious about radio, a few hours’ exposure to Dave Mars usually wins him over. Dave, who formerly headed up the promotion departments at both KXOM and KMOV St. Louis, is one of broadcasting’s best salesmen in the Missouri metropolis.

The R&R account executive had radio forced on him—but that didn’t make him mad. He was promotion manager of the St. Louis Star Times when that newspaper put KXOM on the air. The management told him that henceforth he would be in charge of promotion for both paper and station. Soon Merle Jones, then general manager of KMOX, lured him to the Columbia station, and from there Dave branched out into advertising for KDKA.

The Mars Advertising Agency, which he headed for four years, at one time had 35 strong radio accounts in the ‘odd, automobile, and industrial field.

A native of Kirkwood, Mo., David Richardson Mars is one of two sons of a local banker. His brother pursued a banking career, but Dave took up commercial art at Washington U. His first contact with advertising people came shortly after he left school to open his own art studio. Within a few months he had landed contracts to handle the advertising campaigns for two chains of ice cream stores (286 stores in all), and he eventually wound up as advertising manager for both concerns.

Equally as good a salesman as he is an advertising man, Dave prospered as sales manager of a St. Louis photographic firm just prior to joining the Star Times. One of his present clients at R&R thinks so much of his sales ability that he often imposes on Dave’s good nature by asking him to coach new members of his sales staff.

Dave’s accounts include the St. Louis Dodge Dealers Co. (AM and TV); Sidney Weber Inc. (also Dodge); Krey Packing Co.; Dempsey-Teigler & Co. (investments); Tower Grove Bank & Trust Co.; and American Mothproofing Co. He also keeps a finger on advertising promotion for WIL St. Louis and KMOH Hannibal, Mo.

Mrs. Mars “bravely” suggested that radio’s most coveted advertisers are those who buy on a full-year basis; but the standard contract gives him no additional advantage. He suggests that renewal discounts to advertisers who buy for 13 weeks and then renew in 13-week cycles should not be retroactive to cycles already concluded.

To bring about the change, he proposes that radio reduce prime-time rates by 15 percent; he thinks they could be given some rate consideration for doing so,” Mrs. Bratton aid.

WO special broadcasts were dedicated to National Future Farmers of America Week, Feb. 20-27, by KDKA Pittsburgh.

On All Accounts

NAB SPOT FORM
Bratton Urges Change

CHANGE in NAB’s standard spot contract form to give a better break to long-term advertisers is advocated by Verl Bratton, executive vice president and general manager of WKTY La Crosse, Wis.

Mr. Bratton points out that radio’s most coveted advertisers are those who buy on a full-year basis; but the standard contract gives him no additional advantage. He suggests that renewal discounts to advertisers who buy for 13 weeks and then renew in 13-week cycles should not be retroactive to cycles already concluded.

To bring about the change, he proposes that radio reduce prime-time rates by 15 percent; he thinks they could be given some rate consideration for doing so,” Mr. Bratton aid.

The Pudding’s Proof
COPY WRITERS often take pride in their product, but Nell Masarin, copy chief at KURV Edinburg, Tex., knows hers is good because she has visible proof. One of KURV’s advertisers, a taxicab company, thought so much of Nell’s copy that the cab company owner requested photo of copy for each of his cabs to pin to the dashboard as required reading for each driver. With the copy was this message from the owner to each driver: “Now lookie here, Miss Nell has written all this fine stuff about us and we can’t let her down.”

Dave's accounts include the St. Louis Dodge Dealers Co. (AM and TV); Sidney Weber Inc. (also Dodge); Krey Packing Co.; Dempsey-Teigler & Co. (investments); Tower Grove Bank & Trust Co.; and American Mothproofing Co. He also keeps a finger on advertising promotion for WIL St. Louis and KMOH Hannibal, Mo.

Dave married Eloene Seifert of Webster Grove, Mo., in 1933. They have two sons—David Jr., 12, who is showing promise as an ice skater, and Jon, 8. The family lives in Richmond Heights, a St. Louis suburb.

A collector and refinisher of old firearms, Dave also likes walking as a hobby. He must like it, because several years ago—an odd— he walked from St. Louis to Los Angeles. (Research discloses, however, that Dave didn’t walk all the way. He holds something of a record for hitch-hiking between the two cities, negotiating the distance in five days.)

Dave is a Mason and is active in the Advertising Club of St. Louis.

INTERNSHIP
CRU-NAB Continue Program

Radio internship program sponsored by the Council on Radio Journalism and the NAB will be continued in 1950, according to Arthur C. Stringer, NAB special services director and secretary-treasurer of the council.

The summer’s program will be the sixth of the internship series, started by the two organizations in 1945. Under the plan, selected teachers of journalism serve in radio station newsrooms during the summer. Financial aid is provided by participating stations. Taking part in the 1949 internships were KCMO Kansas City; WMAZ Macon, Ga.; WLU Cincinnati; WDUZ Green Bay, Wis., and WJOB Hammond, Ind. NAB has just published a report covering the fifth series.

Chris Lykke

CHRIS LYKKE, 48, San Francisco public relations and advertising man, died of a heart attack Feb. 16. Since 1946 Mr. Lykke has his own agency, Chris Lykke & Assoc. The agency will be continued by his widow, Fawn Lykke, who was a partner in the business.

WEBSTER ELECTRIC Co., Racine, Wis., announces price reduction of $25.50 on its standard Ekotape, model 101-4.
IN EXCESS OF $50,000 in time, talent and facilities costs were borne by the major radio and television networks last week in comprehensive reports on the British elections held Thursday.

While the British Conservative, Labor and Liberal parties last week abstained, by mutual agreement, from using the airwaves to reach the people, U. S. radio and television went all out to apprise the American people of pertinent campaign addresses, and informing John Q. Public of the election returns—all as a public service and, for the last part, without direct sponsorship.

The $50,000 figure is not all-embracing since the networks actually began their election coverage, in effect, last Jan. 21, with portions of a Winston Churchill speech, dealing with a variety of subject. On three successive Saturdays, beginning Feb. 4, from 5:50 to 6:15 p.m., the network quoted additional speech excerpts, reported on British political attitudes and on press reactions. NBC also aired half a dozen interviews with England's "Man-in-the-Pub."

In addition, its weekly "Voice of Events" included election material. With election fervor reaching its peak last Wednesday and Thursday, NBC blanketed its various news shows, (Morgan Beatty's "News of the World, World News Roundup, H. V. Kaltenborn's program) with reports. On Thursday Morgan Beatty and Bob Trout gave Washington and New York reactions, respectively, with prime time repeats from London, Manchester and Edinburgh. Final pickups were aired Friday after reports became conclusive.

Another Churchill speech was handled by Merrill Mueller, Ed Haaker and Henry Cassidy. Network radio costs reportedly approximated between $15,000 and $20,000, according to NBC's Dave Berman.

Expenditures for NBC television activities were between $1,000 and $1,500, covering purchase of extra film, editing, use of shortwave circuits, etc.

NBC-TV Thursday telecast a special program, 10:30-11 p.m., featuring Mr. Cassidy and Mr. Murrow overseas and RCA's Chief Engineer Stourdevant, Mr. Murrow's cousin, and John Cameron Swayze from New York. Program comprised live commentaries, films and background charts.

As a last radio coverage almost to the exclusion of television, with costs running between $7,500 and $10,000. Total of 30 air spots (each less than 10 minutes) was coordinated by Thomas Velotta, ABC vice president. Event was handled by ABC's London Chief Frederick Oppen, Vice Chief Robert Sturdevant, Consultants Paul Harvey and William Hetherington.

ABC carried election data on its Pacific Coast Foreign Reporter, 11:15-11:45 p.m., and also on News of Tomorrow, This Week Around the World and Headline Edition. Excerpts from speeches by Clement Attlee and Mr. Churchill also were included.

Last Wednesday, Robert Montgomery, ABC commentator, coordinated a special show, calling in ABC political experts. On Thursday, the network's top news analysts—Martin Agronsky, Bunkhouse, Edwin C. Hill—reviewed the British elections from the various news programs. Again, that night, Mr. Montgomery touched on the subject. Friday special bulletins were aired.

No CBS Figure

CBS gave no figure for its radio-telecast effort, which was "considerable"—as much as for any of the other networks—in view of its extensive coverage.

With Wels Church, CBS news editor-in-chief, supervising network overseas activities, the network called on its crack staff comprising Commentators Howard K. Smith, Bill Downs, Edward R. Murrow and Winston Burdette. CBS gave early returns and special interviews Thursday on all news shows. It commenced election editing Friday afternoon. CBS came from London, Mr. Murrow spoke directly from London last week. Network also aired two tape shows Friday.

Television-wise, CBS-TV conducted a special show Thursday, 10:10-10:30 p.m., with the English Speaking Union taking part. Program featured interviews with British Americans in the U. S., election returns, and utilized visual background.

Highlight of MBS' radio coverage was Thursday's two-part roundtable program featuring Cedric Foster, William Stringer and David Wills from London; Cecil Brown and John Bozman from New York; and William Hillman, Fulton Jenkins, Fred Edwards and Bill Henry from Washington. Mr. Bozman was coordinator.

Other coverage was included on the Mutual Newsreel, Mr. Foster's commentary from London (Monday through Friday) and on Mutual's Wednesday three-hour preview prior to the elections.

MBS declined to give any figures as a matter of policy covering special events, but the cost figure said to be "as much as is practicable with such coverage, according to a new spokesman.

While British politicians took to the air in the week preceding the election in increasing numbers, compared to previous campaigns, it was believed that American listeners generally were accorded greater coverage of the political event than Britons themselves. Absent last week from the British airwaves were any political reports during newscasts—the result of a ban by the BBC. Only 17 broadcasts involving statements by any supporters of the political parties were scheduled by BBC.

PORT AUTHORITY

Aids Fisher With Spot

OPERATING on a limited advertising budget, the tax-supported Port of Seattle is concentrating virtually all its radio and television efforts on "The Old Boat-Puller," a participat- ing sponsorship of KOMO Seattle (6-8 a.m. daily).

Instead of airing out-and-out commercials on the show, however, the Port, through the Wallace Mackay Co., Seattle, is using its year-long series of spots to pass on some of its latest messages to fishermen.

During the recent Seattle blizzard and cold spell, the Port used its air time to warn the fishermen to take certain safety precautions with their boats in winter moorage to prevent damage, sinkings and fires. Beaming the message twice weekly over "Doo" Hall's early morning program, the Port Commission alerted owners of boats tied up at the publicly-operated Salmon Bay Terminal to the emergency conditions.

In Altoona, Pa., It's ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT AMERIKI ASSOCIATES
**Richards Case**

**Counsel** for G. A. (Dick) Richards told FCC last week that law requires it to provide him "detailed notice" of the laws or rules he has allegedly violated and to give him an opportunity "to demonstrate and achieve compliance with all lawful requirements."

Their petition asked FCC to provide such notice and opportunity as required by the Administrative Procedure Act before proceeding with its investigation of his news policies, which are currently stalled for hearing starting March 13 in Los Angeles.

Mr. Richards, accused of instructing KMPC Los Angeles staff members to slant news against members of the late President Roosevelt's family and against certain minority groups, owns KMPC, WJR Detroit and WGAR Cleveland.

The scheduled hearing is on the three stations' license renewal applications and on Mr. Richards' proposal to transfer control of the outlets to a voting trust. [Broadcasting, Aug. 1, 1949.] FCC Examiner J. Fred Johnson Jr. has been named to preside.

The petition was accompanied by a series of alternative requests which would be withdrawn if the basic petition is granted. These ask FCC to issue a bill of particulars including dates, names, places and other details involved in the charges against Mr. Richards; to specify that the Commission will present its case first at the hearing, and to call a pre-hearing conference to discuss procedures.

One of the subjects suggested for discussion at a pre-hearing conference is "the possibility of stipulating with respect to facts."

The petitions were filed by the Washington law firm of Fulton, Walter & Halley, which has been retained by Mr. Richards in addition to his regular counsel [Closed Circuit, Feb. 20]. Hugh Fulton of that firm is slated to handle the Richards presentation at the hearing. He was chief counsel of the former Senate War Investigating Committee headed by then-Sen. Harry S. Truman.

Other counsel include Louis G. Caldwell for WJR and WGAR, Horace L. Lohnes for KMPC, and former Sen. Burton K. Wheeler, overall consulting counsel.

Expresses Confidence

Announcing his appointment of Fulton, Walter & Halley as trial counsel, Mr. Richards said:

I am confident that a review of the facts will demonstrate beyond question that these stations have operated consistently in the public interest in the three cities which they have served for many years.

Their record of constructive performance and community service in all broadcasts will speak for itself. I also expect to show that I have zealously advocated the principles of Americanism and of the Constitution, including the basic principle of tolerance.

The petition for an opportunity to show that the stations do or will comply with all lawful requirements said that FCC has not provided any statement or details of the charges other than a copy of the accusations filed by the Radio News Club of Hollywood, which launched the inquiry.

Although FCC made an investigation of its own, the petition continued, the Commission has not been apprised of the "facts obtained from such examinations and documents upon which the Commission is relying."

"It is clear from Sec. 9(b) of the Administrative Procedure Act, however, that the applicants are entitled to have such facts or conduct called to their attention prior to any hearing," the petition asserted.

It continued:

Applicants are aware that the Commission has in the past held Sec. 9(b) of the Administrative Procedure Act to be inapplicable to a proceeding involving renewal of license. Applicants respectfully except to such a ruling and maintain that in a case of this type where the procedure is tantamount to a proceeding for revocation, Sec. 9(b) of the Administrative Procedure Act is clearly applicable.

The licensees . . . allege that they have at all times complied with all lawful requirements of the Communications Act of 1934, other applicable statutes, and the rules and regulations of the FCC.

**Bunyan Awards**

Seattle of C. Cites 'Broadcasting' Market Study

**Broadcasting** Publications Inc. received first place Award of Merit in the sixth annual Paul Bunyan Trophy awards competition "for a constructive contribution toward attracting favorable national attention upon the city of Seattle during the year 1949" [Broadcasting, Feb. 20]. The presentation, in recognition of the Seattle-Tacoma radio market survey [Broadcasting, July 11, 1949], was made by the Seattle Chamber of Commerce at its members' council luncheon, Feb. 17.

In addition to the citation received by the publication, an award of "Special Recognition" was presented to Leopold Lippman, Broadcasting correspondent in the Pacific Northwest and author of the special survey which was fourteenthl in the series entitled "Continuing Study of Major Radio Markets."

The award was the highest presented in its classification—"Books, Articles, Stories, Radio Promotion."

In the category of "Commercial Advertising Campaigns," the top award went to the Standard Oil Co. of California, particularly for its origination of two Standard Hour network broadcasts from Seattle during 1949. The programs featured the Seattle Symphony Orchestra.

The Paul Bunyan Trophy, highest recognition in all categories, went to the Pulitzer Board which also captured first place in the classification for its entry: "Major Promotion Campaigns."

Joe Albi, president of the Spokane Athletic Roundtable, was chairman of the committee of judges for the Bunyan Awards this year. Serving with him were Gordon Quarnstrom, city editor of the Spokane Daily Chronicle, and C. W. Thomberry, manager of the Everett Chamber of Commerce.

The annual Paul Bunyan Trophy awards competition is a project of the Seattle Chamber's publicity division, of which Harry S. Pearson is chairman. The Bunyan awards committee includes the following men, all Seattle advertising executives: Ray W. Felton, chairman; John E. Keene, Gene Holze and Arthur G. Neitz.

**New Petitions Filed with FCC**

Mr. Lippman (r), Broadcasting correspondent, accepts the award on behalf of the magazine and himself from Mr. Albi.

**Herald-Tribune** Spots

**Donahue & Coe,** New York, is planning a spot campaign on eight or nine New York stations for its client the New York Herald Tribune to introduce the newspaper's "Early Bird Edition." Schedule will start about March 1.

---

**SOUTHWEST VIRGINIA'S PIONEER RADIO STATION**

**Hooper Station Audience Index, Fall 1949**

**Share of Broadcast Audience - Roanoke, Virginia**

<table>
<thead>
<tr>
<th>Time</th>
<th>WDBJ</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday thru Friday 6:00 AM-12:00 Noon</td>
<td>20.5</td>
<td>55.5</td>
</tr>
<tr>
<td>Monday thru Friday 12:00 Noon-6:00 PM</td>
<td>22.0</td>
<td>54.5</td>
</tr>
<tr>
<td>Tuesday thru Saturday 6:00 PM-10:30 PM</td>
<td>38.0</td>
<td>68.8</td>
</tr>
</tbody>
</table>

Get the entire story from FREE & PETERS

---

**Call Frangie & Peter**

**new Supervising Our New Plant Construction**

- [Tevison & Radio Management Consultants]
- [Bond Bldg., Wausau, 5, National 2172]
HEADLEY-REED

Staff Additions Set

ADDITIONS to the New York and Chicago sales staffs of Headley-Reed Co., New York, were announced last Tuesday by Sterling Beeson, vice president in charge of advertising, and William Kost, formerly with NBC. Jack Hardingham, formerly of WOV New York, and Dan Ferris, formerly with Joseph Hershey Mcgilvra Inc. In addition, Don Saunders, formerly with Young & Rubberic and Kenyon & Eckhardt, has joined the Headley-Reed television division.

The company also announced the appointment of Ira Morton and Frank Rice, who have a wide background in Chicago spot sales, to work under John Wrath, Chicago office manager.

Headley-Reed Co. now has eight New York AM salesmen and four in its Chicago office. Frank W. Miller is president of the firm following formation earlier of H-R Inc., new station representative, comprising Frank M. Headley, president and treasurer and Dwight S. Reed, executive vice president [BROADCASTING, Feb. 20].

KMED TRANSFER

Alfred Carpenter Buys

KMED Medford, Ore., center of one of the most bitterly contested and drawn out transfer cases before FCC under the now defunct Avco policy, has been sold by Mrs. W. J. Virgin for $290,000 to Alfred Carpenter, retired local orchardist, and associates.

The deal was to be consummated over the weekend, subject to Commission approval. KMED, an NBC affiliate, will be assigned 8 kw day, 1 kw night on 1440 kc.

Buyers in addition to Mr. Carpenter are his son, Harlow Carpenter, a Harvard student, and Garland Jones, his son-in-law and local lumberman. It was further announced that Pete Watts, general manager of KYJC Medford, has resigned to head KMED in similar capacity.

Mrs. Virgin originally sold KMED to Luther Gibson, licensee of KUBI Waterville, Calif., and KSIL (FM) Salinas, Calif., for $60,000 in 1945. Under Commission's Avco policy the transfer was thrown open to public bidding and FCC subsequently approved assignment not to Gibson Broadcasting Co. but to Medford Radio Corp., a local firm which had filed an competitive bid [BROADCASTING, Nov. 14, 1947]. Mrs. Virgin and Medford Radio were unable to agree on terms and the latter withdrew.

Gibson Broadcasting and Mrs. Virgin then asked FCC to reinstate and grant their original application. FCC reinstated it but ruled it AM station and would be subject to Avco again. KMED was then taken off the “for sale” market [BROADCASTING, Jan. 31, 1949].

GENERAL Electric Co.’s Ham News, bi-monthly publication for amateur and experimental radio operators, distributed free of charge by G.E. tube distributors, now available at yearly subscription rate of $1.

FELMAN CASE

Court Upholds FCC

VALIDITY of FCC’s rules banning the reservation of broadcast time as part of the sales price of a station was upheld by a three-judge district court in Chicago Tuesday.

The ruling came in the denial of an appeal taken by Mr. Felman, former owner of WJOL Joliet, III., who has a contract for 45 minutes a day to advertise his department store. Under the contract, which was part of the sales price when he sold the station, he would have 45 minutes daily on WJOL.

Mr. Felman’s suit sought to have the Commission’s time-reservation ban set aside on the grounds that it is unreasonable. His attorney, Samuel Hirsch of Chicago, indicated he may appeal direct to the Supreme Court.

Richard A. Solomon, chief of the FCC Law Bureau’s Litigation Branch, and William J. Hickey of the Justice Dept. argued in support of FCC’s position. Mr. Hirsch argued on behalf of Mr. Felman.

Under the rules existing contracts providing for the reservation of time as part of a station sale price must be renegotiated with provision for termination not later than 1946 and with provision also for cancellation with compensation for the unexpired portion of the contract.

FCC meanwhile last week denied a petition of WJOL seeking regular renewal before the Felman contract is modified.

CROP CAMPAIGN

Shows, Spots Set for Release

CHRISTIAN Rural Overseas Program (CROP) plans to release between 250 and 300 sets of two 15-minute dramatic presentations to stations before the 1950 campaign begins this fall. In addition, CROP is preparing numerous five-minute programs and 30- and 60-second spots. For the second year, a 16mm motion picture film is being made for telecasting. Foreign footage is being shot now, and will be combined with domestic footage before May.

FM stations in different cities will be asked to sponsor the telecasts, and the spots will be distributed in an effort to attract telecasters. These will be in the form of cards and may be used free of charge during the CROP campaign.

FM stations that wish to use the spots will be asked to return the cards. Each station will be given a number of cards equal to the number of CROP telecasts on which the station is to be scheduled. It is hoped that this will provide an incentive to broadcast CROP. However, if a station chooses not to participate, it will be given free of charge the spot that is to be shown on the date that the program is to be transmitted.

GENERAL Electric Co.’s Ham News, bi-monthly publication for amateur and experimental radio operators, distributed free of charge by G.E. tube distributors, now available at yearly subscription rate of $1.

THOS. LEE WILL

Validity Fight Begins

AUTHENTICITY and meaning of the purported will of the late Thomas S. Lee, owner of Don Lee Broadcasting System and other West Coast properties, were challenged in Los Angeles Superior Court Thursday before his maternal aunt, Mrs. Nora S. Patee San Marino, Calif.

With a long court battle threatened, Superior Judge Newcomton concluded that the claimed disputed will to prove after attorneys Alfred Wright and Ernest J. Zack announced that Mrs. Patee would contest the instrument’s validity as well as the meaning of the will. Hearing on a question of the will’s validity was designated for March 30. Mr. Lee died in a fall or plunge from a Los Angeles office building Jan. 13 [BROADCASTING Jan. 16, 23].

The charge was also made that alterations had been made in the will of the initials of R. D. Merrill Seattle lumberman and Mr. Lee’s uncle by marriage, to whom he left his entire estate “to be divided among his family.” It was contended the alterations were made before death. Mr. Thomas Lee did not know Mr. Merrill well and intended only to name him as executor.

Counsel Argument

The attorneys claimed that Mr. Lee actually left his $9,500,000 fortune to Mrs. Patee Curier Lee, an uncle, and Mr. Merrill’s wife, sister of the late Don Lee, father of Thomas. Of the three, only Mr. Patee is living. L. G. Patee, husband of Mrs. Patee was the only witness to sign the will, it was said.

Mr. Merrill had filed a petition through public accountant, H. Brown, seeking special letters of administration pending appointment of an executor for the estate. Mr. Brown, as special administrator, has been placed on the Don Lee Broadcasting board of directors [BROADCASTING Jan. 20].

Although they have not yet filed a contest of the will, two adoptive daughters of the late Don Lee have petitioned the court to be informed of all matters pertaining to settlement of the estate. The adoptive daughters, Mrs. Elizabeth Boye Lee Fry and Mrs. Christine Boyd Lee Witherspoon, were each left $3 in the will of Don Lee.

DISCUSSION forum concerning proposed Mississippi Valley Internations. Exposition in 1953 was heard over WWL New Orleans recently.

Burger Beer... DOUBLE SALES in 3 weeks WITH "DIRECTED" ADVERTISING...
L. A. CITATIONS
Radio, TV Shows Selected

NBC Theatre was named "outstanding radio program of 1949" among Hollywood-originating programs by the Southern California Assn. for Better Radio and Television, Los Angeles last week. Named outstanding television show was ACE-TV's "The Ruggles." Total of 18 programs, both radio and television, were named "outstanding" awards in various categories by the group. Included are:

For outstanding entertainment in drama-radio, NBC Theatre; television, "The Ruggles;" for comedy and variety program, CBS Ed Wynn Show; television, "The Ruggles." For outstanding informational program-objective reporting, ABC "The Cavalcade of America;" radio, "The St. Louis Post Dispatch on the Air." For outstanding musical program, radio, "CBS Symphony Hour;" television, "The Twilight Zone." For outstanding dramatic program, radio, "CBS Radio Mystery Theatre;" television, "The Twilight Zone." For outstanding children's program, radio, "Leslie;" television, "The Mickey Mouse Club;" radio, "The Muses;" television, "Freedom's Children." For outstanding political program, radio, KPAB Los Angeles; television, KTLA Los Angeles. For outstanding public service program, radio, KPAB Los Angeles; television, KTLA Los Angeles; radio, KPAB Los Angeles; television, KTLA Los Angeles. For outstanding educational program, radio, KPAB Los Angeles; television, KTLA Los Angeles. For outstanding news program, radio, KPAB Los Angeles; television, KTLA Los Angeles. For outstanding foreign program, radio, KPAB Los Angeles; television, KTLA Los Angeles. For outstanding television program, radio, KPAB Los Angeles; television, KTLA Los Angeles.

SALES DEVICE
Outlets Mull BMB Report Use

METHODS of using the No. 2 broadcast Measurement Bureau reports as a station sales promotion device are being worked out by ultra-liberal disk jockeys. The first page will include a large map of total weekly daytime audience, showing coverage percentages by counties. Page 2 will include huge, small and fold-out maps. These will show percentage of radio families listening in the daytime to WOW six to seven days per week, hours to air, and the number of listeners for five days. The three-to-seven figure is a WOW deduction from the official BMB figures.

Third and fourth pages will give the same information for nighttime. Page 4 also will include a summary of WOW coverage by states, both day and night, along with farm vs. town coverage for the whole area. Pages 2 and pages 3 and 4, re-laid out so they can be torn part and used separately. The circular's top will be printed on the left and included in a presentation, read separately. Mr. Wiseman advised the circular "will give the imebuyer all the information he can possibly want."

BP CASE

FCC Court Injunction Denied; Outlet Seeks Stay Order

WHAT is believed to be FCC's first attempt to put a station off the air by court injunction pending completion of revocation proceedings was denied last week. KPAB Laredo, Tex., the station involved, meanwhile has filed an injunction to halt the revocation hearing itself on grounds it is premature and violates the Administrative Procedure Act.

The Commission's unique and unannounced move came to light through full-page advertisements run in the Washington (D. C.) newspapers by William Prescott Allen, publisher of the Laredo Times and a defendant in the proceeding, who charged FCC with seeking "to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats." The ad stated certain Congressmen had been asked "to look into this rotten situation."

FCC ordered the revocation of KPAB in early January on grounds that Mark Perkins, sole owner of Laredo Broadcasting Co., licensee, was not in control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval, and that KPAB is "financed or actually engaged in the control or operation" of KPAB contrary to the provisions of the Communications Act."

Affidavit Filed

An affidavit dated Jan. 14 was filed with the Commission this month, which affirmed that Mr. Perkins "has an interest in Laredo Broadcasting Co. and is connected therewith at this time, but that the affairs of such company require reorganization."

KPAB's request for injunction to stay the revocation hearing, designated to commence March 6, in Laredo before Comm. Paul A. Walker, was filed Thursday with the U. S. District Court in Washington, and argument is scheduled Thursday. KPAB contended that the law of Congress has precedence over FCC's rules and regulations and this act prescribes that the accused be fully apprised of alleged error and given opportunity to correct the error before such drastic action as revocation be taken.

Publisher Allen's advertisement in the Washington News indicated that complaint about the proceeding had been directed to Sen. Tom Connally (D-Tex.), Rep. Lloyd M. Bentsen Jr. (D-Tex.), Sen. Eugene Millikin (R-Col.), Sen. Edwin C. Johnson (D-Col.), Rep. Wayne N. Aspinall (D-Col.) and Sen. Robert A. Taft (R-Ohio). Spokesmen for most of the group stated they had received correspondence or telegrams but no action was taken other than routine acknowledgment or securing factual details.

Mr. Allen's advertisement in the News last Monday follows:

The Federal Communications Commission is heading towards this U. S. into a country ruled by a bureaucracy dictatorship.

This agency seeks to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats.

The only radio station in Laredo, Webb County, Texas, with a population of 75,000 today has seven FCC Washington bureaucracy lawyers asking the Federal courts to close this only station. This case is being heard today in Laredo, Tex.

Early in January 1950, we asked Sen. Tom Connally, Congressman Lloyd Benson (sic), Sen. Eugene Milliken (sic), Sen. Ed Johnson, Congressman Aspinwall (sic) and Sen. Taft to look into this rotten situation for the sake of saving the U. S. from the same fate which was brought about in Ar- gentina, Poland and GDR in Russia by Stalin, in Germany by Hitler.

We are asking the Congress of these United States to investigate this bureaucracy which threatens the freedom of our U. S.

Yes, if we would bow or get on our knees, we could get along with the FCC. But we choose to lose the $80,000 which is invested in this only radio station, and continue to see material live as a bureaucracy.

Now who makes these charges against the FCC asking you to watch this attempt to destroy the only radio station which serves 75,000 people? One of President Harry S. Truman's electors of 1948.

Wake up, America! When Ambassador Patrick Hurley was trying to save China from the Communists, the bureaucrats in Washington were helping the Japanese to take China and some of the same bureaucrats are now serving the U. S. in Washington unfaithfully.

It is time to act. The FCC, if it can destroy what was intended to be a free radio, can next destroy the free press.

WILLIAM PRESCOTT ALLEN, Publisher, Laredo Times, Laredo, Tex.
Sales Crops Grow
(Continued from page 18)

mas show, and only about five a year can be classed as actual commercials, in the opinion of Mr. Seaman. Even then, he explains, it is not a direct sales pitch, but announcement of new equipment. The Tractor Division has never used a card sell, and in its brochures in instructions on home freezing of fruits and vegetables, all after only one mention. That farm women are loyal listeners was proved last week when 8,600 wrote in for a baking bulletin mentioned once.

Client, agency and network promotion staffs work closely together. Interprets out a weekly farm radio news bulletin to between 150 and 200 stations.

Aids Dealers

Allis-Chalmers dealers show an increasing interest in radio. The Tractor Division pays for the Nat- ional Farm and Home Hour. All individual dealers throughout the country are advised to allocate 1 1/2% of their gross to local adver- tising. In 1949, a radio kit issued by the A-C sales promotion department included 45 commercials. In 1950, the kit contains 106, "suitable for every selling job, all types of equipment."

On-show promotion is devised by Mr. Seaman, who, like Messrs. Roberts, Visser and Gittins, was trained and reared on farms. Mr. Seaman and Mr. Visser handle A-C public relations and visit A-C dealers and their friends when on the road. This is more often than not.

Hires Seaman

Jerry Seaman was hired especially for the job after working as press radio chief in the regional office of the U. S. Soil Conservation Service in Milwaukee. For seven years he was journalism instructor, publicity director and radio editor at North Dakota Agricultural Col- lege in Fargo. A graduate of Iowa State College, with bachelor and master degrees in agricultural journalism, he worked as a news- paperman in New Jersey, Minne- sota, Iowa and Illinois. Mr. Seaman is also a graduate of Iowa State, with a degree in animal husbandry and journalism. He sub- stitutes for Everett Mitchell on nationwide telecasts and commentary on many pickups.

The Tractor Division, with the help of these men and Bert S. Git- tins, has prospered since it first appointed the Gittins agency. Speaking of his relationship with Allis-Chalmers, which originated with a 90-day trial period, Mr. Gittins said: "I'm still on the trial. Sometimes agencies make a point of how clients have grown during their tenure. Roughly, the Tractor Division has increased its business somewhere around 20% since 1946, and I am forced to admit that we have grown even though they had never heard of me."

As in so many things, Allis- Chalmers did most of the pioneering in radio for the farm equipment industry. Through our experience, I feel we have done as much in agricultural radio as anybody in the business. I refer to the solid type of agricultural radio designed to influence people in major deci- sions, presenting a substantial in- vestment, such as the purchase of a tractor."

Allis-Chalmers, which manufactured milkstones in 1847, now makes thousands of different agri- cultural, industrial and electrical items. For the Tractor Division, the National Farm and Home Hour, & the efforts of Mr. Roberts' "early recognition of the existing need for mechanization on family-operated farms, and those of A-C engineers who originated new designs that placed the tractor within the reach of all farmers."

DON LEE CASE

Firm Won't File Exceptions

DON LEE Broadcasting System notified FCC last week that it will not file exceptions to the Commis- sion's proposed decision which would void the renewal of the licenses of DON Lee's owned sta- tions, concluded the network has violated FCC's network rule.

William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, DON Lee counsel, wrote FCC that an "exhaustive in- vestigation into the relevant facts" has shown that a further hearing will be necessary if the decision is to be based on complete evidence on many points.

Cites Delay

"Reopening the record for complete evidence on each point," the letter noted, "would inevitably in- volve many months of delay. It is clear, moreover, that the question of the station's cease and desist orderings [that violations had occurred] should be revised in a manner more favorable to DON Lee is essentially moot in these proceedings." The letter continued:

"For these reasons, and particularly since further deformance of the in- nuance of the license renewals would multiply the hardships already ex- perienced by DON Lee because of the time consumed in these proceedings, it has been concluded that the filing of exceptions and a request for the reopening of the record are not justified at the expense of a prolonged de- lay in the issuance of the license re- newals. It is, therefore, requested that the Commission forthwith issue these license renewals.

DON Lee is licensee of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KJ-J-AM-PM Los Angeles.

TWO new Megohm meters announced by Industrial Instruments Inc., Jer- sey City, N. J. Models, L-4 and L-24, feature internal circuits.
DU MONT DAYTIME TELEVISION sells!

Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

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

America's Window on the World
515 Madison Avenue, New York 22, N.Y.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
ORIGINALLY a feature on WPTZ's Wednesday Matinee, "The Whirligig Show" now is a bright spot in the Philadelphia television spectrum every afternoon, Monday through Friday at 4:30. George Skinner is still the easy-going emcee; Bob Courtleigh is still vice president in charge of nonsense, and the special effect that translates music into visual patterns still plays the title role.

At first, we thought "Whirligig" was a teen-age show, probably because it featured guest appearances and informal chats with the up-and-coming as well as the great in pop music...a gallery of teen-age cheer leaders...and music with a beat.

Looking over the mail, however, turns up such fans as a Greek Orthodox priest, fireman, housewives by the thousands—and teen-agers! Here in the office, for instance, secretarial work seems to come to a grinding halt every day at 4:30 while the girls find reason to "check up" on the Skinner show.

All in all, we have come to the conclusion that "The Whirligig Show" is strictly for the young in spirit, regardless of age. And, contrary to some opinion, that includes most everybody in the Philadelphia area.

"The Whirligig Show" is now available for sponsorship by days or time segments. For details on the program and how you can use it to reach the second largest television audience in the country, drop us a line or call your nearest NBC Spot Sales Representative.

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

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

Page 2 • TELECASTING February 27, 1950

BROADCASTING • Page 52
THE COLOR TRIANGLE

By J. FRANK BEATY

The three tri-color television systems in a battle royal Thursday morning, with government and top industry executives serving as judges and observers.

The long-awaited showing of all three color systems in one room was staged at the FCC’s laboratory, located 26 miles northeast of Washington near Laurel, Md. In the confines of a barnlike building RCA, CBS and Color Television Inc. submitted the fruit of their costly experiments to the probing gaze of a hundred critical observers.

And who won?

RCA emerged smiling, satisfied it had successfully demonstrated a superior all-electronic system having complete color stability, with one-tube system in the flying.

CBS contended the tests clearly demonstrated superiority of its system and removed any doubts that it is better than the others.

CTI suffered equipment breakdowns ascribed to line-voltage hanges and asked for another examination.

The interested viewers who braved this history-making battle included some members of the Con- on Committee, formed under the auspices of its president, now and Foreign Commerce Committee staff, represented that group.

Banks of receivers were placed in the laboratory so viewers could observe all three systems in operation simultaneously. The room was crowded, and most viewers who remained seated found it difficult to focus on three sets at a time because they were too close. Soon they started milling around from one set to another as the tests progressed.

Simultaneous Operation

All receivers were operated si-multaneously from antenna systems provided by the three exhibitors. RCA received signals from the NBC Washington TV outlet, WNBW, operating on Channel 4. CBS picked up from its Washing-

CONTRIBUTED

ton TV affiliate, WOIC, on Channel 9. CTI was fed on Channel 7 by WMAL-TV Washington.

Programs originated in separate studios, with sample materials available for purposes of comparison.

Monochrome receivers permitted comparison with the color pictures.

FCC engineers made readings of picture definition. These figures are to be inserted in the television hearing record this morning.

The demonstration opened with wedge test patterns moving horizontally and vertically, simulating usual camera movements. In comparison with the sample pattern in the room, CBS appeared to show more faithful color reproduction, though a bluish hue was noted in the wedges of some receivers.

On some of the RCA sets a black-

C

lak hue was apparent to observers in portions of the green and yellow segments, with the yellow veering toward orange. RCA showed uniformity across the pictures, and colors appeared to remain constant. The lack of uniformity as between receivers, and across individual pictures, that marred RCA’s pictures last autumn appeared to have been corrected as a result of recent progress.

CTI Results

Several CTI sets were in operation, with best results apparent on a set in the balcony. The pictures lacked the brightness of CBS and RCA receivers, and were difficult to watch even in the half-darkened surroundings. Registration of the

RCA, CBS, CTI Comparative Showings

FCC’s color television hearings which resume today (Feb. 27) after a recess since Nov. 22, will be held on a three-day-week basis through March, according to a schedule released by the Commission last Thursday.

The schedule:

Feb. 27, 28, March 1; March 15, 16, 17; March 22, 23, 24; March 29, 30.

Sessions scheduled for March 8-11 were cancelled to avoid conflict with the Institute of Radio Engineers’ 1950 convention and radio engineering show in New York March 8-9.

FCC meanwhile notified Theodore A. Wetsel of Milwaukee, who had petitioned for consideration of a color system which he said he had developed [TELECASTING, Jan. 9], that he could not be permitted to participate in the hearings on the basis of the information he had submitted.

The Commission said it felt that its prime facie showing has not been made that your proposed system can be used as a basis for the promulgation of color television standards.” FCC left the way open for Mr. Wetsel to submit additional evidence to support his petition or to offer a demonstration of his system, but held:

... it appears from your petition that your proposed system has not progressed beyond the experimental stage; that the amount of research and development which your system has undergone does not appear to be sufficient to permit you to determine fundamentals and to explore basic problems; and that so transitory as receiving apparatus has been constructed by you which would be suitable for either laboratory or field testing.

Mr. Wetsel claimed to have developed a color TV system which is completely compatible with existing black-and-white standards and which would permit conversion of existing receivers and camera equipment at “very low cost.”
SOME DAY when industrial historians sit down to trace the development of television, chances are that they will salute WABD (TV) New York, flagship for the DuMont Television Network, for its earnest endeavor to destroy the shibboleth that "big city television is strictly for the million-dollar advertiser." WABD's goal has not been to produce the most lavish video entertainment but rather to develop the most effective TV advertising at a cost within reach of low as well as high-budget accounts.

"And that," says Commrdr. Mortimer W. Loewi, its chief and director of the DuMont Television Network, "is just what we intend that WABD shall continue doing.

"Here, during the last year or two, with a small, hardworking, knowledgeable staff, we have pioneered daytime and Saturday night programming as well as low-cost program production and techniques which we believe are, in part, responsible for the encouraging turn that experts are noting in the industry's affairs and prospects.

"WABD's direction is in the hands of the DuMont Television Network executives, but its well-being stems to a large degree from the fact that each and every one is as zealous for the station's welfare as for any responsibility that he carries. Chris J. Wilting, our new network general manager, for example, while leading the organization in consolidating and solidifying our position nationally during the year, likewise has so operated WABD that, if it were disassociated from network origination and such service, the station itself would be in the black.

"So, too, James J. Caddigan, network program production director, created several shows for WABD which proved so attractive that, at affiliate request, we moved them on the network. At the same time his production crews achieved such efficiency that from Studio D alone we telecast 16 or 18 programs back-to-back every day. Several station operators have told us that they utilized WABD as an object lesson for their production staffs who are faced with the necessity of doing a good job economically. At the same time the sales staff under Tom Gallery and his assistant, Trevor Adams, in tripling network billing for the year, has placed WABD in the forefront among stations utilized by TV sponsors."

WABD New York Lives Up to DuMont Tradition of Pioneering

IT was back away in 1939 the Dr. DuMont filed an application for an experimental television station in New York City. At that same time, he authorized Commrdr. Loewi, then executive vice president of Allen B. DuMont Labs, to rent a Manhattan office and there Commander found a $50-a-month room at 515 Madison Ave., the present home of WABD.

Outside his office window Commrdr. Loewi erected a simple dipole antenna—one of the first in New York. Inside he installed two TV receivers for the benefit of far-sighted, imaginative viewers. Meanwhile, scouting for a suitable transmitter and equipment sit Commrdr. Loewi found that the 42nd floor of the Madison Ave. sky scraper was soon to be available. To this location Dr. DuMont moved a 50 w transmitter with which DuMont engineers had been experimenting at the Pasaic, N. J., plant.

Shortly thereafter Dr. DuMont named Will Baltin, now secretary treasurer of Television Broadcasters Assn., as program manager of the station, and Charles Hoffmann of Montclair, N. J., as chief engineer.

In April 1940 an experiments license was granted to the station with the call letters W2XWV Early field tests were started. Th first telecast from the new station was a test pattern, aired from mid night to 9 a.m.

Although there were fewer than 6,000 receivers in the country, Mr. Baltin briskly started setting up broadcast schedule. In August Products Co., after five weeks of advertising its Sauce Arturo on Johnny Olson's Rumpus Room, WABD daytimer, was so gratified with the results that it renewed its 15-week contract eight weeks in advance. Each week's sales exceeded those of the week before and the company reported mail requests for its proffered recipes were the greatest in its 30-year history.

A premium offer made by Koly nos on the children's program, Small Fry, produced 25,000 box tops from 12 announcements. Each reply was accompanied by a 25-cent piece. A survey made by Advertisers showed this dentifrice holding first preference in 25% of the homes regularly viewing Small Fry—compared to 3.2% firsts in homes where other programs were watched during that time.

Participating plus on WABD's morning Your Television Shopper With Kathi Norris reportedly increased the sale of A & P's Jane Parker bread by 5,000 to 6,000 loaves a week in the New York area. One announcement on this program by another firm drew 156 offers for a $235 hand stitching machine and in two days the program sold more than 300 of these Jiffy stichers, worth over $885. The agency said that this response was the greatest result per dollar from any radio or TV campaign used by the sponsor anywhere in the country.

Ludwig-Baumann, retailer, in cooperation with Selbra China Co., made a special offer of a $19.85 dinner set on WABD—exclusively for mail and phone orders. Within five minutes after the announcement the store received six orders and the overall volume made the campaign completely self-liquidating.

A New York furniture retailer, who insists on anonymity, used a one-minute Sunday night spot on WABD with such success that he found it necessary to increase his staff from three to seven people and to take over the building next door. After stepping up his WABD schedule to five spots a week he attributed 70% of his sales directly to this campaign.
WHEN this country went to war all of the DuMont manufacturing facilities were turned over to the armed forces. But WABD remained on the air thanks to a rule that DuMont had laid down. Anyone wishing to be associated with telecasting experiments must first work night hours a day producing war equipment in the Passaic plant. Then, on their own time, those who wished to do so might go over to Manhattan and put the station on the air during the evening—so long as they were back at the factory in time for their next eight-hour shift on the production line. (Frank Bunettas, the director whose work is doing so much to free TV of the inhibitions imposed by movie approaches, was one of those who took advantage of the opportunity to get into TV early.)

WABD in this manner supported the war effort—bond drives, the Red Cross, air raid warden service, and recruiting campaigns. It made time available to all branches of the civilian and military effort.

During this period, Samuel Cuff, WABD’s general manager, introduced top advertising agencies to television, making it clear in studio facilities available at no charge to far-sighted and imaginative executives who wanted to experiment with the new medium. Among those early pioneers courageous enough to get their feet in the new door were Benton & Bowles, who conceived a series of 10-minute dramatic sketches for Post Tens, a variety of General Foods breakfast cereals packaged in a multiple container: Canada Dry came up with one-minute spot films on behalf of Spur Cola, and Chesterfield sent over Fred Waring with his vocal group (instrumentalists not yet being allowed to play in the new medium).

DuMont Plastics regularly and currently placed Jessica Dragonette before the WABD cameras; President Mending Tape offered The Hobby Hall of Fame, on which enthusiastic hobbyists arrived at the studio to talk about and demonstrate their hobbies on television. Also among the early uncharged-commercial users were Lever Bros. Co. with a show called Wednesday at Nine to Lover Time for Rinso, and later Spry. The program featured a pretty blonde who sang and played the piano and was known as Roberta Hollywood, more famous now as Roberta Quinlan.

About that time Commdr. Loewi, who had been keeping his eye on telecasting operations in his capacity as executive vice president of the parent organization, donned a naval uniform and went off to war. Leonard F. Cramer, now vice president of the corporation, moved over from Passaic and started to lay the groundwork for network operations.

Mr. Cramer immediately set about expanding WABD’s facilities, one of which was the opening of the Wardmakr’s New York Department Store and the world’s largest and finest television studios. Utilizing more than half a million cubic feet of space, the new facilities included three studios, a balcony which could seat an audience of 500 persons, and many other features. Thither Mr. Cuff moved all of WABD’s production and all of DuMont’s telecasting was done from those studios until daytime programming was launched in the fall of 1948, utilizing Studio D at 615 Madison Ave. for most origination.

WITH the step-up in national interest in television that marked 1947, Mr. Cramer was called back to Passaic to take executive direction of the entire corporation and Lawrence Phillips joined DuMont to develop the Cramer-initiated network. With Leonard Hole, now with NBC-TV, in charge of operations at WABD, Mr. Phillips served as network director until the spring of 1949 when Commdr. Loewi assumed that position.

Mr. Cramer joined DuMont in June 1947 and, working closely with Commdr. Loewi, built up a “team” that has pioneered in the development of low-cost TV programs for low-budget advertisers. The same era also saw the arrival at DuMont of Mr. Caddigan. Under his direction DuMont can boast more “house” programs, created and produced by its own staff, than any other network. The record shows that the DuMont production staff has come up with better than one new program a month since it has headed the operation. The DuMont programming department operates what amounts to a continuous production research laboratory in devising and seeking new technical advances, cameras and exposure effects, lighting and other improvements in technique.

Sensing a need for a new type of adventure serial for modern-minded youngsters, Mr. Caddigan created Captain Video, which integrates into a live studio program of futuristic and scientific development film sequences of cowboy adventure, providing a story within a story. This combination has paid off in audience, Captain Video outranking with New York moppets the

(Continued on Telecasting 18)
THE DESIRE of television set owners to see the top comedy stars of radio on TV is revealed in a report released last week by Advertest Research.

Two thousand residents were asked to name the radio programs they were looking forward to seeing on television, six of the 10 programs named most often were either comedy-orientated. Comedy Time is the only dramatic show which appears on the list. In the field of musical offerings Bing Crosby and The Hoagy Carmichael Hour were named most often.

Only one daytime show, Breakfast Club, appears in the top 10. Although no single soap opera is listed, the bottom four points out that the total for all the various programs named in this classification was 4.5%, "showing a desire by set owners for this type of daytime entertainment."

The survey covered over 500 television homes in the New York-New Jersey area.

The Advertest list of the first 10 programs, and the percentage of set owners listing each, follows:

1. Jack Benny 15.9%
2. Bing Crosby 15.2%
3. Bob Hope 11.5%
4. The Ed Sullivan Theatre 9.5%
5. Fred Allen 6.4%
6. The Abbott and Costello Show 6.0%
7. Groucho Marx 3.7%
8. Breakfast Club 3.4%
9. His Family 2.8%
10. Burns & Allen 2.0%

WGN-TV Chicago Issues Rate Card No. 5

WGN-TV Chicago rates will jump $100 per hour for live and film shows in Class A time starting March 1. Sales Manager George Harvey announced last week. Station's basic hourly rate for live shows was $700, $600 for film. This is the new rate card WGN-TV issued since it took the air in April 1948.

Saturday and Sunday time, previously all Class A, has been reclassified. Mornings until 1 p.m. each day is now Class C; Saturday afternoon from 1 to 6 p.m. Class B, and Sunday afternoon from 1 to 6 Class A.

American Research February TV Ratings


The show's town continued its hold on second place and the Arthur Godfrey Talent Scouts show remained third. In New York The Children's Hour, an hour-long program telecast at 10:30 a.m. Sunday, barely missed the top 10 with a rating of 35.1, according to ARB. The survey covers the week of Feb. 17-23. Information is secured from "viewer diaries" placed in a cross-section of 800 homes in each city.

American Research Bureau February ratings for New York and Philadelphia, with January ratings shown in parentheses for comparison, are as follows:

NEW YORK

1. S/B Theatre 68.2 (64.9)
2. Toast of Town 67.2 (63.2)
3. Talent Scouts 52.3 (51.3)
4. Groucho & Friends 44.4 (44.9)
5. The Goldbergs 42.0 (41.7)
6. Playhouse 37.5 (32.8)
7. Suspenes 37.5 (32.8)
8. Lights Out 37.5 (32.8)
9. Amos 'n' Andy 36.5 (33.8)
10. Studio One 36.0 (32.7)

PHILADELPHIA

1. Star Theatre 23.9 (33.2)
2. Toast of Town 23.6 (41.6)
3. Talent Scouts 21.7 (52.9)
4. TV Top Cast 20.9 (52.9)
5. Cavalcade of Stars 20.8 (52.7)
6. Ed. Rudy's Funny Show 20.6 (52.9)
7. Stop the Music 18.0 (51.4)
8. Bing (Fic. Wash.) 16.6 (51.4)
9. Children's Hour 14.9 (53.3)
10. Hollywood Hotel 14.5 (53.3)

Survey Source Changed For S. F. Count

THERE WERE 38,517 television sets in the San Francisco coverage area as of Feb. 1, according to the city's Television Stations Committee. The increase of approximately 5,000 sets from the figure previously reported in TELECASTING's Weekly Television Summary is said to reflect ownership in areas not covered before.

Northern California Electoral Bureau information which had been used in the San Francisco coverage area, was now available by Pacific Gas & Electric Co., and excludes such towns as Palo Alto and Alameda plus rural areas not served by PG&E.

The San Francisco TV Stations Committee, comprising general managers of the city's three stations, surveys not only retail dealers, but also distributors for an estimate for the sets released by them to wholesale to viewers.

January Teleratings Released by Hooper

MILTON BERLE'S Texaco Star Theatre led the top 10 TV-Network Teleratings for January according to a report released last week by C. E. Hooper Inc.

The top two ranking programs were listed by Hooper as:

1. Talent Scouts (9 CBS TV cities)
2. Godfrey & Friends (40 CBS TV cities)
3. Toast of Town (19 CBS TV cities)
4. Stop the Music (18 ARC TV cities)
5. Los Angeles KOFM 90.6 (ARC TV cities)
6. Cavalcade of Sports (14 NBC TV cities)
7. Cavalcade of Stars (12 DuMont cities)
8. Los Angeles WBKB 94.3 (ARC TV cities)
9. Lights Out (38 NBC TV cities)
10. U. of Miami Surveys Local TV Preferences

ED SULLIVAN'S weekly variety show, Toast of the Town, is the most watched network broadcast by WTVJ (TV) Miami, according to a survey conducted last month by the radio and television department of the U. of Miami.

A thousand pairs of postcards, one listing local programs, the other, a network program, were mailed to 1,000 homes in Miami and the number of cards returned by residents was noted. The major network program was Telerated in Miami is WTVJ Channel 11. The network program that was the most watched was "Toast of the Town."
WSB-TV is not broadcasting color television

BUT WE CAN!

as a matter of record—we have!

We are interested and concerned with promoting the art of television in all its aspects—both present and eventual.

Within a few short months this station has become known as an accurate testing ground for new ideas, and for a reliable reflection of audience attitudes.

The production and technical personnel of WSB-TV is capable of handling any program idea. These capacities, the television public recognizes—and rewards.

And that is another reason why WSB-TV can and does sell MORE merchandise for sponsors in the great Atlanta market.
By FLORENCE SMALL

"WE SIMPLY took a problem and turned it into a profit."

With that deceptive simplicity, Ely Landau, director of television for Moss Assoc., New York, defined what is one of the most interesting and successful local television ventures in the New York area.

The problem was actually double-fold. Two separate automobile firms, the Jackson Motor Co., Jackson Heights, L. I., and Nat Paterson Motors Inc., Ozone Park, L. I., both DeSoto-Plymouth dealers, sought individual service from the agency on their respective accounts. Both were considering television.

The medium, however, proved too expensive for each of the firms to tackle at great length individually. Moreover, even if the agency had been able to accede to its clients' desires, it would have placed Mos Assoc. in the untenable position of selling competitive services at the same time in a somewhat similar area.

Mr. Landau answered the first part of the problem by joining the two in a common campaign, splitting the costs between them. But that left yet a greater problem to solve. How could the agency direct sales exclusively to Jackson and Paterson without confusing the benefits of their advertising among DeSoto-Plymouth dealers who were not participating in the campaign? And what about the business of competitive services?

Moss Assoc. answered both problems in one stroke. The firm struck on the idea of creating a "theme" to be used by both clients, but by them alone. To do this the agency coined and copyrighted a word, "Road-erizing," and built the campaign around that word. Aware that automobile sales grow out of automobile servicing, they defined "Road-erizing" in the commercials as a complete servicing job by highly skilled, factory-trained mechanics, including complete lubrication, check of battery, steering post and lights, etc., front-end check, adjustment of brakes, setting and adjusting ignition timing and carburetor, tightening of body bolts and a road test on which the car is critically tested for noises, handling ease, smooth riding, performance and response.

The price of the service was set at $7.95.

On the Monday following the first Saturday evening on which the "Road-erizing" commercial broke, one of the dealers got 19 calls for this service. The other received 26 such calls during the week. Inasmuch as "Road-erizing" was not advertised everywhere, all of these calls could be attributed directly and solely to the TV advertising.

Growing Response

Since the inception of the theme and TV campaign, both dealers report a steadily mounting number of "Road-erizing" jobs sold and a sharp upturn in their servicing business in relation to the corresponding period of the previous year. The number of cars sold has increased proportionally. The Nat Paterson Co.—as a result of this and a previous brief solo invasion of TV with Moss Assoc.—has risen from one of the smallest DeSoto distributors to the second largest in Long Island, Nassau and Suffolk Counties.

The show which the two firms sponsor—at a joint annual cost of $50,000—is an hour long presentation of wrestling matches on WABD (TV) New York, 10 p.m., Saturday. The matches originate in Chicago. The program has the second highest rating of any Saturday night TV program in the New York Metropolitan area.

The time cost is extremely low in relation to the size of audience reached. Mr. Landau told TELECASTING. He estimates it about 20 cents per 1,000 messages delivered.

The commercials consist of four one-minute silent animated cartoons that cost less than $1,500 and promote both clients. Commercial costs were kept down by using only eight basic pieces of art work with moving panoramic backgrounds for all four commercials, intermixing them and reversing the direction of the action for variety.

The program is introduced by a one-minute jingle with cartoon picturization utilizing stop motion, animation and other visual effects. A portion of the jingle goes as follows:

When your car is limping badly
When your motor's on the blink
Call on Jackson Motor Company
Or Nat Paterson Motors Inc.

If it's new with fluid drive
Or it's old and has a klaxon, etc.

And for service you should think

Competitors Unite
In A New Form
Of Video Advertising
"No opportunity is overlooked to reinforce the impact of the television program in making the public 'Road-erizing' conscious," Mr. Landau said.

In discussing the agency's approach to automotive advertising, generally, Mr. Landau observed, "We here at Moss, as exponents of the theory that low-cost television can and does pay off, feel we can justifiably say that this use of the medium of television by individual automotive dealers has and is proving very conclusively that TV can pay off as handsomely at the local level as it has done for some of the national advertisers in the automotive field."

**TALENT SHARKS**

Federal Officers Join Hollywood Probe

WAR against Hollywood "talent sharks" assumed greater proportions last week as Federal authorities joined state, county and city officials in the investigation. The racketeers, posing as legitimate television or movie producers, have been extracting up to $20,000 weekly from ambitious victims by holding out the lure of a television or screen career for them or their children [TELECASTING, Feb. 20].

The Federal Grand Jury opened its investigation last Tuesday, seeking to indict offenders on charges of mail fraud. Called in as a witness by Assistant U.S. Attorney Ray Kimmins was James Cagney, actor and former president of the Screen Actors' Guild, who told jurors of the workings of legitimate talent agencies as opposed to recently formed "phony" guilds.

Other Witnesses

Other witnesses were Buck Harris, public relations director of SAG, and Ken Thompson, assistant executive secretary of the guild, who turned over hundreds of letters received by SAG from people complaining against unfilled promises made by so-called guilds.

Meanwhile, the state was continuing action against the groups on grounds of accusation of violation of the Corporative Securities Act. To date, seven of the alleged "talent schools" have been ordered closed and officials of another "school" are scheduled for a March 16 hearing by the State Division of Corporations. The charge is that "schools" promised clients a share of the profits from what they were taught, thus placing the contract under the heading of security, permission for which must be obtained from the state. No such permission had been acquired by the groups.

Ordered to suspend operations

**CBS Signs Lahr**

CBS last week signed Bert Lahr, comedian, to an exclusive three-year talent contract. A half-hour weekly comedy program built around him is planned but starting date has not been selected. Mr. Lahr has appeared frequently as guest or featured performer in CBS series. The half-hour series will be produced by Irving Mansfield, CBS executive producer. Closed circuit tryout is planned within a month.

**WJBF-TV Detroit's new quiz, So You Know Sports, is set by (1 to r): seated—Louis Dafoyes Jr., Sterling Cool, Jack Ross, Louis Rose Co. DeSoto; Plymouth, co-sponsors; standing—Dick Jones, WJBK-TV, Bob Murphy, Detroit Times; Van Patrick, moderator; Edgar Hayes, Detroit Times; Bob Powell, Powell-Grant Inc.**

**N. SNELENBERG & Co. department store's hour-long, daily variety show on WCMI-TV Philadelphia is set by (1 to r): seated—Donald W. Thornburgh, pres., WCAU-AM-FM-TV, Arthur Bloch, pres., Snellenberg's; standing—James Snellenberg, Snellenberg's; Howard J. En- ders, Robert J. Enders Adv.**

**On the dotted line . . . . . . .**

**EMERSON DENIED**

**Color Hearing Appearance**

EMERSON Radio and Phonograph Corp., New York, was denied permission by FCC last week to intervene in the Commission's color television proceeding. FCC indicated Emerson had conducted no color tests and had no evidence relative to a specific TV system.

Emerson requested the opportunity to present its executive vice president, Dormon D. Israel, who was in charge of its engineering and manufacturing operations, and "who has followed the development of color television in its various aspects." The firm said it has been making and selling TV sets since before the war with some one-quarter million sets now in use.

In denying the Emerson petition, FCC wrote that the interested parties are prepared to make substantial scientific data to the record, ... the Commission is not disposed to entertain favorably late requests to participate in the above hearing." The letter stated further:

From your petition it appears that the proposed testimony of Mr. Israel will not relate to a specific color television system which the Commission could use as the basis for the promulgation of rules, regulations, and standards, nor will any testimony by Mr. Israel cover other systems be based upon any tests conducted by your company. In substance, that testimony will deal with your individual views concerning policy matters to be determined by the Commission, and with a review of your experience in the production and servicing of monochrome television sets. In view of the facts set forth above, the Commission determines that no time within the time limits established by law can be devoted to a determination at the earliest possible date with respect to the issues relating to color television, intervention by you has therefore been properly refused.

Accordingly, your petition is denied.
man is dangerous

He's got to like what he sees, or he'll turn you off.

With advertisers, too, programs come first.

In the seven cities where more than half the television audience is, CBS programs are first*... with 6 of the 10 most popular shows—all CBS-created—winning for advertisers television's largest average audiences.

Turn first to CBS... because CBS has most of the programs most of your customers want.


CBS·TV
—first in programs
NBC-TV LAST WEEK launched its Saturday Night Revue after altering the program's original concept to overcome objections of the FCC [TELECASTING, Feb. 20].

The first presentation of the program was scheduled for last Saturday, Feb. 25, and as of the time TELECASTING went to press there seemed little doubt that the schedule would be kept.

Meanwhile, however, the National Assn. of Radio Station Representatives Inc. sent a letter to all television stations not owned by networks, charging that networks were encroaching on spot business and pointedly advising stations that their best revenue could be derived from spots.

The NARSR letter was the first direct action taken by the association with regard to the NBC Saturday night plan, but individual members were known to have urged their stations to shun a program since the plan was first announced.

As modified last week, the NBC plan was believed by network executives to be within FCC regulations.

Originally the network placed an order with stations for the two-and-a-half hour time with the qualifying suggestion that stations could take only parts of it if they chose. The network did not identify advertisers in its order to the stations, for the good reason that at the time the order was placed, no sponsors had been acquired.

Under the original plan, the program would be sold to 15 different products, whose one-minute commercials would be rotated in the 13-week cycle throughout the full two-and-a-half hour show.

In revising its plan last week, NBC withdrew its order for commercial time from stations and announced it would sell the program in a different way. Although 15 different products will be sought, the program will be sold in half-hour segments, in each of which can be put three one-minute commercials. As soon as a half hour (or one commercial) is sold, the network will then place a commercial order for that with its stations.

Stations were asked to carry un-sponsored portions of the program as sustaining network time.

The first presentation last Saturday was entirely sustaining. Three advertisers were reported to have signed for sponsorship of the show, but it could not be learned when their schedules would begin.

The advertisers reportedly were United Fruit Co., which had been announced as a sponsor before the FCC threw a monkey wrench into the original plan, Swift & Co. and RCA.

The premiere telecast of the Saturday Night Revue last Saturday was to feature Jack Carter as star in a Chicago origination 8-9 p.m. and Sid Caesar as star of a New York origination 9-10:30 p.m. Appearing also in the Chicago portion of the program were to be George Raft and Cass Daley. And in the New York portion, Burgess Meredith, Imogene Coca and Gertrude Lawrence were to perform.

In an official statement, Joseph H. McConnell, NBC president, said:

"While we are making this show available to networks at a cost-saving basis, it is our plan to make it so good that it will be quickly sold to sponsors. This two-and-a-half hour show is available for the advertising of 15 different products.

Advertisers will be offered the opportunity to purchase one-hour announcements. A maximum of three announcements will be placed in a half-hour portion of the program. As three announcements are sold, the stations will be informed of the identity of the advertisers and will be offered a half hour of commercial time. The announcements will be rotated within that half-hour period. As additional announcements are sold, offers will be made to the stations for the time required for the additional announcements adjacent to time sold, and all the announcements will then be rotated within the time sold. Thus, when 15 announcements have been sold, the announcements will be rotated throughout the two-and-one-half-hour period.

The FCC is gratified by the considerable interest which advertisers have already shown in this new approach which makes big-time network television available at a price which can be afforded by a greater number of advertisers."

Flanagan's Letter

The letter sent to independently owned television stations by T. P. Flanagan, managing director of NARSR, read in part:

The DuMont complaint against monopolistic practices by networks in television advertising is the whole question of national spot advertising in television. Hundreds were founded and have remained in business on the basis of their ability to provide programs which

would attract audiences and be salable to advertisers.

The FCC has repeatedly stated its determination to see to it that the national advertisers must keep in position to compete with the network for the business of the national advertisers.

The only way in which the independently owned station can compete for national time is through the sale of time on station breaks, 15-minute announcements, and other short time units, on the sale of time to national advertisers in participation shows, on the sale of local news program time and service, and the sale of station produced programs to national advertisers, and the sales of otherwise produced programs to national advertisers in station time.

The above conditions are part of the history of AM broadcasting. We have in television some conditions that are parallel to AM, and some that intensify the need for direct sale of station time.

(Continued on Telecasting 14)

Industry Delivers Strong Protest

Excise Tax

STRONG case for the TV manufacturer, distributor, retailer and the televioning industry was presented to the House Ways and Means Committee. The Congressional group is considering the administration's proposal for a 30% excise tax on television receivers at the manufacturing level [TELECASTING, Feb. 20, 13].

At the hearing's close, it was indicated that at least a number of the committee members said the protest was effective. A decision as to the committee's recommendation on the administration's proposal is not expected until, at least, the Congressional group has heard detailed phases on the entire question of tax revision. Hearings may continue into April.
Telefile
(Continued from Telecasting 5)

Competition among Kayla, Fran, and Ollie.
High ratings for a TV news show were also achieved by a new-
and-quizzish combination devised by John Caddigan for Headline Clues.

Meanwhile, in the Wabamun studios, DuMont production crews were develop-
ing techniques which permitted the station to telecast from a single studio a complete
venerable of programs seven nights a week—a technique that was dapted to multi-Comm0.
Loew’s all for a full daytime schedule of 8 programs, telecast back-to-back from Studio D at 515 Madison Ave.

Don the air approximately 76 hours a week, of which about 5 are taken with local origina-
izations, including 12 hours of test
attemrs, WABD airs 20 hours of
omen’s programs, 8 of children’s
ows, 8 of sports, 7 of variety, 6 of film, 4 of news, 3% of drama and drama
of discussion in the major pro-
gramming classifications.

Approximately 41 hours per week of the station’s air time are
ven to network transmission and hours to network receiving (from Chicago). Approximately 16 hours
week are commercial and 48
staining.

High on the WABD public service program roster is Current Issues, holder of five awards
nd the oldest program in the number of consecutive telecasts in elevation. The station’s sports cov-
age again this year will include telecasting all home games of the new York Yankees under the spon-
sorship of P. Ballantine & Sons beer and ale. Last fall WABD
ved from its coverage of base-
ll’s world champions to their
idron equivalent by covering
via the DuMont TV Network) the
or games of Notre Dame, with
hevrolet dealers as sponsors. Mr. Nall, former business manager of the Yankees, left that organiza-
in to join DuMont in January 945.

Steady development of WABD’s facilities has been under the direc-
tion of Scott Helt, Rodney D. Chipp and Julian Armstrong. Mr. Helt
supervised the expansion from mid-1946 to September 1948, when
r. Chipp, now director of network
engineering, succeeded him as chief
engineer at WABD.

Mr. Chipp supervised work in-
volved in the re-activation of studio D to provide daytime pro-
gramming, as well as a conversion of the Adelphi Theatre into a television studio to accommodate Canal-
ade of Stars, Cavalcade of Bands, The Morey Amsterdam Show and 5 other productions. He also supervised the complete con-
struction of a new ramp and control booth which have made the Adelphi a thoroughly modern the-
atre-type studio. At the same time, Mr. Armstrong, director of promo-
tion, planning and development, has supervised development of
headquarters offices, notably the research divisions on the 20th floor of 515 Madison Ave.

Currently the organization that started in one $60 a month room, with 200 sq. feet of space, occupies
21,000 sq. feet on nine floors. Con-
sequently, from its original 80 w
 experimental days, WABD’s equip-
ment has expanded to include three studio locations equipped with 20
DuMont cameras, 14 mounted on pedestal dollies, one on a crane
dolly, and five on tripod mount-
gs; 19 microphone channels, 4
microphone channels, 7
microphone booms, 2 Dynabeam spotlights, 5
video circuits, 6 audio circuits, 3
icoscope film chains, 2 35mm and 1 16mm channels, 2 35mm and 2
16mm film projectors, 3 slide pro-
jectors, a Baloptican, a sound truck
equipped with dual turntables and 4
microphone channels, a jeep moni-
tor, 2 off-the-air receivers, 2
microwave transmitters and receivers,

and one video and one audio channel line out, among its
mobile equipment. Of course, fac-
cilities of the full DuMont manu-
factoring organization are at
WABD’s disposal at all time, en-
abling the station to add to its equipment whenever that seems desirable. The station now operates on Channel 5 (76-82 mc)
with 9.4 kw. visual, 14.5 kw. audio. Details of operations at WABD’s
three studio locations at 515 Madison Ave. the Adelphi Theatre and the Wabamun studios are supervised
by Roy Passman, New York operations manager.

Base rate for WABD for an hour of Class A time (6:30 p.m. to sign-
off, Monday through Friday, noon to sign-off Saturday and Sunday) is $1,500. For Class B time (2:00-
6:30 p.m. Monday through Friday) the base rate is $750 per hour,
dropping to $500 per hour for all other time. A one-minute or less
announcement is $200 in Class A
time, $100 in Class B time, and $75 in Class C time. Frequency dis-
counts run from 25% for 13 times
a year to 25% for 50 or more
times a year.

Studio facilities for camera
hearsals of live programs are avail-
able at $900 per hour. Charges for
film studio usage are $125 per hour,
with a $75 minimum, and charges for
film, when combined with live
studio or mobile unit, are $75 per hour or any portion thereof.

In the recent TV Forecast survey on the
most popular shows from Chicago, WGN-TV ran off with 31% of 49 possible
winners. The remaining places were
divided between the other three stations.

Amazingly enough, four of WGN-TV’s
winning Chicago originations are available to sponsors.

They are:

- They Stand Accused . . . . Best Chicago Drama
- Spell with Isbell . . . . Best Chicago Quiz
- 2nd Best Education Show
- Barbara Barkley . . . . Best Chicago Woman’s Show
- (Tied with WGN-TV’s “Woman’s Magazine of the Air”)
- Chicagoland Newsreel . . . 3rd Best News Show

Why speculate? Here’s an opportunity to sponsor programs of proven popularity—
thousands of viewers’ votes are evidence. Contact your WGN-TV representative for facts and figures on any or all of
these Chicago favorites.

February 27, 1950
'Howdy Doody' Does It

NEARLY a quarter million responses have been received from two premium offers on the Howdy Doody show on NBC-TV, the network has announced. Youthful viewers were asked in announcements telecast on Jan. 25 and 30, to send 10c and a wrapper from a bar of Three Musketeers candy to receive a cardboard model of Howdy Doody. As of Feb. 6, Grant Advertising, which has the account of Mars Inc., maker of the candy bar, reported it had received 240,000 requests.

Sat. Revue

(Continued from Telecasting 12)
to advertisers through the station representatives.

In the first place, no television station can live on the few pennies out of the 'advertisers' dollar that it nets from a network sale of time. It must have station time for local advertisers and national spot advertisers. It must have station time for the television business for its own sale. It must, to exist, get a considerable revenue after all expenses on local advertising, and it will depend in great measure upon national spot business with its high net return.

When a television station is thinking of enacting on spot business through any of the many current devices that they are trying, they are starting a practice which knows no end. It is a short step from sales of national spot advertising through network originating, with low income to the station, to the time when the networks will begin to solicit and offer all spot advertising. It is not a long step from national advertising in network participation shows to network chain breaks instead of the logical and proper station break.

The network can claim a much larger proportion of your broadcasting time for television than it could for AM. Yet it is well recognized by the leading authorities in the advertising business, and for many reasons national spot advertising is likely to be a much larger proportion of television sales time. It is in AM. This is fortunate for the station because the larger its proportion of national spot income, the better its financial health.

NARRS members represent 28 television stations now operating. Our members are organizing their sales and promotion and service to develop spot television business in the soundest and largest way. Our members have exactly the same financial problem that you have. Currently they are uniformly losing money on their television stations, but they are expanding their efforts just as you are, with the confident knowledge that television is going to be a spectacular new medium, most serviceable to the advertiser in selling his goods in large volume at lowest cost.

The danger to what is obviously a healthy future for spot television is in these attempts of the network to encroach upon spot business. The services of a network are understood by all and need no defense. It is this encroachment upon national spot business to which we object.

We are writing to you on behalf of our member stations to state the facts in the clearest possible way, and to suggest that the economics of this business call for a clear understanding and definition of what is network and what is national spot.

QUIZ SHOW

ABC-TV Takes 20 Questions

ABC-TV and 12 affiliated stations will hold a 20-question quiz, as a regular television feature beginning March 31 as the result of a 26-week contract signed last week by the network and Ronson Art Management Works Inc., through Young Advertising Agency Inc., New York.

The program, to be telecast from 8 to 8:30 p.m. EST, on behalf of Ronson lighters, will be carried by four of ABC-TV's owned and operated outlets-WENR-TV Chicago, WXYZ-TV Detroit, KTEA-TV Los Angeles, and WJZ-TV San Francisco—and eight affiliated stations.

In New York, Twenty Questions, which features Bil Slater as m.c. and a regular panel, as well as guest stars, will continue over WOR-TV, but will move to the Friday evening spot. Show currently is heard and seen as a simulcast on WOR, WOR-TV on Saturday.

Coincident with Ronson's sponsorship on ABC-TV next month, the FBS-TV network will offer a quiz from the sound track of the ABC-TV network telecast the preceding night, ABC reported.

WOI-TV Begins

Is Nation's 100th TV Outlet

THE 100TH television station in the nation, and the first licensed college television station, WOI-TV Iowa State College, Ames, took the air Feb. 21. Stores in cities of central Iowa held open house last week, with live programs featuring the station's programs to many persons who had never before witnessed the new medium.

WOI-TV is the outgrowth of a decision by officials at Iowa State to modernize the equipment of WOI and include provision for both FM and TV while doing so. The transmitter building and antenna, completed last spring, are located three and one-half miles southwest of Ames. The building is of brick and constructed in ranch house style, containing a transmitter room, living quarters, power plant, garage and emergency studio.

The FM and TV transmitters are located at the new site, and eventually the AM transmitter will also be moved there.

WOI-TV, on Channel 4, is affiliated with ABC-TV, CBS-TV DuMont and NBC-TV. It has a library of 5,000 films and operates Monday through Friday with effective radiated power of 18,000 watts. Transmitter was built by General Electric Co.

ATS Discussions

AMERICAN Television Society will begin a series of luncheon discussions meetings March 9, Robert M. Ronson, NBC producer, will be first speaker at the Hotel Roosevelt, New York.

TV RENEWALS

Previous Order Set Aside

WTMJ-TV Milwaukee was given a regular license by FCC last week after Walter Damm, vice president and general manager, reported the station did not accept the FCC's license, instead of as FCC's belief that they accepted the time period offered in action with respect to WTMJ-TV and WPTZ, which is a regular renewal for the period extending to next Feb. 1. FCC said it has received from Mr. Damm an affidavit "which contains a full statement with respect to the order for broadcast time and advises the Commission that the Journal Co [WPTZ] license did not accept the offer made by NBC.

Ernest B. Lowman, vice president and general manager of Philco Corp.'s WPTZ, meanwhile is signed a statement saying FCC action putting WPTZ on temporary license was unrelated to "anything that has happened on WPTZ."

Statement:

This change in our license results solely from a programming policy as established by the National Broadcasting Co., with which our station is affiliated and has nothing whatever to do with anything that has happened on WPTZ. So far as we know it will not affect or alter in any way the right of the station to broadcast its schedule as it has been doing since June 31, 1948, when it was one of the first television stations on the air in the U.S.

'Shopper' To Move

DAYTIME FEATURE, Your Television Shopper With Kathi Norris on WABD (TV) New York for more than a year, will move to WNBT (TV) New York in early May, the latter station announced last week. The program will be telecast on WNBT Mon.-Fri., an hour a day, as it has been on WABD. It will be offered to sponsors on a participating basis.

FREE to new subscribers

The 1950 BROADCASTING YEARBOOK

For a limited time, this 550-page, $5.00 volume comes FREE with a subscription to BROADCASTING • TELECASTING

- Analysis 1949 radio-television advances
- Media costs
- Radio-television billings
- Program Trends
- Audience Analysis
- AM-FM TV stations, executive personnel
- 55 directories—550 page complete radio-television index

MAIL COUPON TODAY!

Page 14 • TELECASTING
McConnell To Keynote Annual Conference

NBC President Joseph H. McConnell and John McLaughlin, advertising manager of Kraft Foods Corp., will deliver keynote addresses at the opening luncheon of the Chicago Television Council's second annual National Television Conference, Monday, March 6.

The three-day clambake, March 6-8, at Chicago's Palmer House, is expected to attract 500 TV leaders from all parts of the country to hear speeches and panels on all phases of the industry. George Harvey, council president and sales manager of WGN-TV Chicago, will introduce the speakers.

The one session Monday afternoon will concern three TV viewpoints — those of the seller, agency and client. Robert D. Swezy, general manager of WDSU-TV New Orleans; Harry Bannister, general manager, WWJ-TV Detroit, and Alexander Stronach, eastern TV program manager of ABC, will represent the seller. Seymour Mintz, advertising manager, Admiral Corp., will speak from the client angle.

Meetings on creating, writing and directing and the "1950 Approach in Station Sales and Management" will be conducted concurrently Tuesday morning. The first panel will be headed by Fred Killian, director of TV programming at ABC's Central Division. John Mitchell, manager of WBKB (TV) Chicago, will direct a management discussion of E. Y. Filigian, general manager, WSPD-TV Toledo; Eugene S. Thomas, general manager, WOIC (TV) Washington; P. A. Sugg, manager, WKY-TV Oklahoma City, and F. Van Konyenburg, general manager, WTCN-TV Minneapolis.

Color Discussion Set

Color will headline discussion at the Tuesday luncheon when Clifton Utey, NBC AM and TV commentator, will conduct a panel.

The single Tuesday afternoon panel on sponsors will find Holman Faust, account executive, Schimmer & Scott Agency, Chicago, directing comments of Bud Gore, advertising manager, Marshall Field & Co., and Phil Creeden, advertising manager, Lumber Co., both Chicago; Read H. Wight, radio-television director of J. M. Mathes, New York, representing Dairy Concrete Malleable, and William Fisher, Young & Rubicam, Chicago, for O'Cedar mops. International Shoe Co. and Kelvinator will send speakers also.

A research report will be submitted at an early Wednesday panel, with Robert Salk of the Katz representative firm, Council A. research director, presenting preliminary findings of a special council survey.

Hugh M. Beville Jr., director of research for NBC, will keynote answers from a panel to the question "What Can Research Contribute to Television in 1950?"

Ralph Liddle, assistant advertising manager, Commonwealth Edison Co., Chicago, will introduce H. C. Bonfig, advertising manager, Zenith Radio Corp., and Robert H. O'Brien, secretary-treasurer of United Paramount Theaters, New York. Future trends of films in video will be described by a representative from Jerry Fairbanks Studio.

Conrad Mortimer Loewi, director of the DuMont TV Network, will be featured speaker at the Wednesday luncheon.

Wednesday afternoon, Arthur Holland, owner of Malcolm-Howard Agency, Chicago, will moderate a panel on "Stations, Agencies and Production Companies Solve Programming Problems." Among the 10 persons appearing on the panel will be Milton Paasch, production supervisor at WENR-TV Chicago; Norman Heyne, Ruthrauff & Ryan; Joseph Betzer, director of film planning, Serra Inc.; Norman Lindquist, TV director, Atlas Film Corp.; Jerry Campbell, president, Campbell-Cahill Studio; Robert Knapp, Schimmer & Scott; Don Cook, remote director, WGN-TV, all Chicago, and an executive from Campbell-Ewald Agency, Detroit. Others will be Carl Haverlin of Broadcast Music Inc. and Wesley I. Nunn, advertising manager, Standard Oil of Indiana.

Telestatus (Continued from Telecasting 6) Fran & Ollie, was included in the 10 least popular shows.

Table of the top 10 WTVJ programs follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Total Resp.</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Toast of Town</td>
<td>395</td>
<td>94.31</td>
</tr>
<tr>
<td>2. Arthur Godfrey</td>
<td>393</td>
<td>93.55</td>
</tr>
<tr>
<td>3. Big Show</td>
<td>390</td>
<td>86.57</td>
</tr>
<tr>
<td>4. Lone Ranger</td>
<td>397</td>
<td>86.62</td>
</tr>
<tr>
<td>5. Philco Playhouse</td>
<td>390</td>
<td>83.52</td>
</tr>
<tr>
<td>6. This Is Show Business</td>
<td>393</td>
<td>81.68</td>
</tr>
<tr>
<td>7. UM Basketball</td>
<td>363</td>
<td>81.26</td>
</tr>
<tr>
<td>8. Televisions</td>
<td>383</td>
<td>80.45</td>
</tr>
<tr>
<td>9. Hepburn Cosody</td>
<td>392</td>
<td>80.36</td>
</tr>
<tr>
<td>10. Fred Waring</td>
<td>401</td>
<td>79.53</td>
</tr>
</tbody>
</table>

Mr. Kraft

Mr. Kraft, who started with NBC in 1937, is credited with selling the first commercial TV show in 1941 and the first network video program in 1946.

Mr. Kraft also has conducted surveys at various television stations for developments, modernization and efficiency of operations.

KRAFT NAMED Heads Raymer Co. TV

REYNOLD R. KRAFT, former sales manager of the NBC-TV network for the past five years and pioneer in formulating NBC-TV engineering production and sales techniques, has been appointed vice president of Paul H. Raymer Co., station representative. He will be in charge of the firm's TV department.

Mr. Kraft

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars
COMMUNICATION MEASUREMENT LAB, New York engineering and development firm, informed FCC last week it has pending patent applications relating to a high-quality color television system which it feels has operation in the ultra-high-frequency band on 8- to 12-channel position.

Although admitting the system has not yet been produced, CML indicated its proposal is technically practical and would:

- Operate on continuous dot sequential basis, using existing standards, but with aural portion included with picture portion of signal by use of time multiplex transmitter, thus eliminating need for separate aural transmitter.
- Permit simultaneous broadcasting with either monochrome or single-channel color television service, and reception on single receiver, of either color or monochrome signals--such as multiple AM, FM, facsimile, police, fire, point-to-point services--because of high signal-to-noise permitted by 8 mc.
- Provide fully competitive national color TV system in UHF.
- Develop TV-city TV facility costs and problems.

CML revealed its proposal in a petition for a consent to participate in a public demonstration. Through D. A. Griffin, its president, CML recommended RCA's compatible dot-sequential color system for use on VHF channels "in order to provide an uninterrupted service to the millions of VHF set owners." CML specifically asked FCC to:

- Set up and require a VHF-compatible system for use on VHF channels.
- Abandon the compatibility requirement for color TV system.
- Withdraw the proposed FCC allocation plan released July 11, 1949.
- Proceed at once with examination of basic VHF system and to determine maximum channel width that can be provided in UHF band, which depends on total width of band and number of channel pairs required to establish national system.
- Require colorTV manufacturers and color TV buyers to establish dots in color bearing to building equipment for use in operation in the maximum channel bandwidth to show best possible performance of various systems practical in lines of existing limits of the monochrome standard.

CML told the Commission that about May 30, 1949, it would file an abstract of pertinent information on its patent applications together with an authorization to inspect its patent bids on a confidential basis. The firm said the number and involved nature of its patent claims kept it from filing the patent applications properly expected. The public disclosure of the several color television systems now being examined by the Commission has provided CML and other persons and organizations with the opportunity to investigate these systems, the firm said, "making it possible to determine any further improvements in these systems and to develop new systems that will correct many of the faults which have been brought to light during the hearing."

"Our proposal," CML said, "envisions a new approach to the problem of compatibility. We believe this approach is in the public interest in that it will require a smaller investment by the public for color or black and white television service. It will provide a nationwide television service with better picture quality and greater freedom from interference than it is possible to obtain within the limitations of the present monochrome standards using a hybrid VHF-UHF nationwide allocation plan."

High Quality Necessary

CML emphasized that FCC and industry must insist on a high quality color system that will last for years and pointed out that none of the three principally proposed color systems can now produce a large, clear view picture from a single-gun kinescope by electronic means. CML advised delaying color until such receivers can be produced commercially.

Outlining the major defects of the three systems and pointing out RCA's difficulty in obtaining patent protection in its dot-sequential system, CML told FCC it "wished to announce at this time that we have discovered means whereby the position of the moving dot can be accurately maintained in the millions of discrete positions per second necessary to achieve an accurate color registry." CML further explained this achievement of colors, which "will lead to greater simplifications in the design of cameras and receivers using dot sequential techniques. Single gun camera tubes and single gun direct view picture tubes in conjunction with striped color filters or stripped phosphors in the case of the kinescope become entirely practical with precise registry control." Overall costs of such a system would be greatly reduced, it was said.

The CML brief criticized the RCA system's use of four fields with two of them dot interlaced, a situation forced by the bandwidth limitations of the monochrome standard. This use of four fields requires reduction of the picture rate to 15 from the present standard of 30, which causes some static to result in action scenes, it was explained. This also limits the amount of intelligence that is transmitted within the given time interval which degrades the definition of the picture, CML claimed.

"By the simple process of doubling the video bandwidth and sampling rate and transmitting the picture on a continuous dot sequential basis, these faults are eliminated at one stroke," CML asserted. Claiming this to be the basis of its proposed system, CML explained the present 252 line, two field line-interlaced standard is retained, producing 50 pictures per second. CML asserted that this compromise results in transmission and improves picture quality.

CML stressed savings in transmitting and receiver costs that would result with its system and explained that both RCA color (for VHF) and CML color (for UHF) could originate in the same studio complex and be transmitted simultaneously.

In the CML use of the time multiplex system to transmit the sound portion of the TV program, it was explained that the sound would be transmitted during the "blacker than black intervals between the color elements" of the dot sequential visual transmission. Major advantage of this is said to be the elimination of costly sound transmitter and antenna duplexing unit at the transmitter. In addition, receiver tuning can be made easier and costs reduced as the requirement for frequency stability of the high frequency oscillator is greatly relaxed.

"Here at last is the opportunity of providing a single radio frequency receiver that will deliver an enormous program selection via a single radio frequency system," the brief said. "Only additional cost would be that for gating equipment and additional terminal equipment.

Color Triangle

(Continued from Telecasting 3)

own antennas with live programs. The problems used in the comparative tests, and the programming material, had been selected at meetings of industry and FCC representatives.

Chairman Wayne Coy and Commissioners White, Satterfield and Jones took an active part in the tests, along with members of the FCC staff. E. W. Chaplin, chief of the FCC Laboratories Division, directed the technical aspects of the tests though he was unable to be present. W. K. Roberts, assistant chief, took charge of the program, aided by P. D. Craig, engineer.

Difficulties Cited

Arthur S. Matthews, president of CTI, said his company had no apologies but explained his engineering had assumed line voltages would be constant and did not have voltage regulators. He requested another demonstration and pointed to the difficulty of "working out of a suitcase" with basic laboratory equipment in San Francisco.

The Washington showings of CTI color did not compare with West Coast showings, he said. The best CTI set at Laurel blew a transformer and went out of action. "Predictions that we have flier and crew would be completely disappointed," Mr. Matthews said, adding that CTI had no chance to rehearse prior to the demonstration.

Frank Stanton, CBS president, said the tests "clearly establish superiority of the CBS system in color fidelity, definition, as well as in black-and-white." He claimed CBS set would cut down interference effects.

Mr. Stanton agreed CTI should have another chance if it didn't unduly delay arrival of color as a public service. "Our system can accommodate any improvement in apparatus," he said. "It will work better with a single tube than the
PUBLIC LIKES COLOR

CBS Survey Shows 97% Favor It Over B&W

ALMOST unreserved public preference for color television over black-and-white, it was revealed, was highlighted in findings in CBS' survey of 9,423 homes to its Washington color TV demonstrations, which ended last Tuesday. Public reactions and other information will be submitted to FCC.

According to first overall tabulations released by CBS last Tuesday, 95% of the people who saw CBS color TV thought it "much more enjoyable" or "somewhat more enjoyable" than black-and-white; described the overall quality of pictures as "excellent," "very good," "good," and rated clearness of detail in similar terms.

Percentages were based on 9,423 completed questionnaires turned in after the observers last month caught their first glimpse of color TV during public showings which began in Washington Jan. 12. Demonstrations were part of extensive color television operations which CBS began last Jan. 1. Test telecasts also were aired in New York and Philadelphia.

Breakdown of CBS survey tabulations: 84% thought color "much more enjoyable" and 13% "somewhat more enjoyable" than monochrome pictures. About 1% thought "it about the same." Nobody predicted black-and-white as more enjoyable, CBS said. On quality of picture, 42% thought it "very good;" 41% "excellent," and 14% "good."

On clearness of detail, 44% marked "excellent" and 40% "very good," while 2% thought it "only fair." Ninety-four percent found the picture "just about right" or a "little too bright"—accounting for 54 and 41% respectively. Only 4% considered the pictures "much too bright."

Additionally, 62% reported no "defects" to mar their enjoyment of the color pictures, while 34% answered "yes." With the latter, the interference was adjudged to be minor.

Tabulations did not go into details on defects, or age, sex or education of viewers as well as other questions. This information is now being processed, and will be included in complete data to be turned over to FCC.

...where

462,700 people spend
5,091,000
hours
weekly

P&G TV Tests

PROCTER & GAMBLE Production has retained Television Film Research Institute to run a series of consumer jury tests to be used to see if its upcoming being produced for its Fireside Theatre television series by Bing Crosby Enterprises, Hollywood. Purpose of the research is to determine if the techniques currently being used in producing motion pictures for television. Consumer jury audiences will be selected from various radio

February 27, 1950

Page 67 • BROADCASTING
Excise Tax

(Continued from Telecasting 18)

Industry and Television Broadcasters Assn.

Mort Farr, of Mort Farr Inc., Philadelphia, and Elmo R. Crane, of Mort Farr Inc., for the TV distributor, and David E. Kahn, chairman of the Television Equipment Corporation, for the TV cabinet maker. The industry's spokesmen were opposed by James B. Carey, secretary treasurer, CIO, (CWA), and Lawson Wimberly, assistant engineer, the international president, IBEW-AFL.

The NAB was represented by G. Emerson Markham, television division chairman, and William J. DePuy, executive committee chairman. The FCC was represented by Joseph E. Casey, an attorney and former Massachusetts Congressman.

Viewing the proposed tax as an "added burden on an infant industry," Mr. Markham pointed to a loss of $14,900,000 in 1948 to television broadcasters. He told the Congressmen:

"When the first excise tax was levied on radio receivers there were over 700 stations then on the air. Today there are over 1,700 radio stations. Radio was at that time (1920)—10 years after its introduction—a going business. . . . However much it may have retarded the speedy development of television broadcasting of that day, at least it was not imposed at so crucial a moment in the development of this older form of air-borne entertainment."

As did other witnesses, Mr. Markham emphasized the war and the FCC "freeze," as well as the improvements of broadcasting equipment to operators and TV receivers to consumers, as factors regarding "rapid development of the video art in this country." He also noted that advertising revenue for improvement and expansion of TV would be forthcoming only in proportion to the size of a potential audience, which could not be foreseen, added, would serve to slow up the sale of receivers and consequently put brakes on the industry's development.

Against Tax

Six major arguments against imposition of the tax were advanced by Mr. Smith of Philco:

(1) It is inequitable and would place a regressive burden on the industry; (2) television, a new industry, would be jeopardized; (3) it would retard TV's public service; (4) it would place serious economic effect on manufacturers, the public, the broadcasters, studio workers, suppliers, distributors and dealers, and TV's appeal to radio and TV is not comparable.

Including a map with his testimony showing areas which currently are served by television and those areas which are "frozen out," Mr. Smith listed growth of the industry in the post-war period. The industry, he said, despite increasing competition, made a rapid strides toward lower prices on receivers with the result that "today's prices are little less than one-half that quoted in 1947."

Mr. Carey told the committee that the CIO workers employed in the industry have considerable "stake" in the situation. The union's position has been general opposition to all wartime excise taxes and, therefore, it feels a proposed tax on TV sets "would be objectionable from the point of view of sound economics."

In fact, he said, "the excise tax should be removed from radio and not placed on TV."

Mr. Carey said a 4 million set production mark this year means the employment of many workers—an excise levy would lift prices and thus slow mass production hopes for the industry. He said he was surprised the administration could not find a better way to raise revenues than to impose a tax on consumers.

Expansion Handicap

The IBEW's Wimberly also pointed out production hopes of the industry. He said an excise tax would be a handicap to expansion, adding to that already imposed by the "freeze" and by equipment costs. Still lower prices to the consumer were foreseen by Mr. Wimberly provided "the administration sets for plans and expansion is planned in mass quantities."

Any tax would fall hardest on the high- and low-priced receivers which purchase the majority of sets, Mr. Durst declared. He said the loss of revenue to the government, "because of reduced personal and corporate income taxes and reduced payroll taxes," would be greater than the estimate of additional revenue to be derived from a levy. The small manufacturers' spokesmen saw higher prices for sets and fewer sales should the tax be imposed.

Mr. Wailes, speaking for TBA, pleaded that "artificial restrictions not to be placed . . . upon the growth of the American television audience. The proposed excise tax is dependent upon the number of receivers in the homes of American families. He pointed out that "circulation" of television (number of sets) is not large enough to justify rates at which the station can realize sufficient revenues to defray its costs of operation. The tax, he said, "as far as the television broadcaster is concerned," means "less circulation," fewer advertisers using TV as a broadcast means due to less turn of goods and less employment in production.

Mr. Hines added to the telecasters' case by showing the small station owner's point of view. He urged the committee not to handicap the infant's growth by wielding the 10% tax on receiver sales. He pointed out the "pathological nature of a serious illness that would leave this child stunted and perhaps crippled for life."

Another North Carolina, David E. Kahn, cabinet maker, estimated the proposed tax would curtailing his industry's market from 20 to 30%. TV would mean a stimulus to the carpeting, upholstery and furniture business.

Admiral Corp.'s spokesman Mr. Graver said "the nature of this industry is such that it is pyramided through repeated markups with the result that the increase in cost to the consumer is greater than the 10% tax . . . ."

National defense application by the industry was shown by Elmer T. Cook, wartime chief of the component division branch of the War Production Board's radio and radar division. He said "we will not have the two or more years we had prior to 1941 to get into (war) production this time. Maintenance of present research and engineering laboratories, supported by industry's spoliet is important to national defense."

Dealer's Problems

Mr. Farr told the committee of the TV dealer's problems. Rapid turnover is necessary, he said, for the dealer to maintain his business and meet his financial obligations. "Any tax," he declared, "that would slow up mass buying would slow down my turnover, and slow down my profits. It would be impossible for me and many other dealers like me to stay in the television business. . . . Television is not just for the rich. Today the real volume in TV sales is in the market of workers earning under $4,000 a year. . . ." He urged the committee: . . . "Just look over the rooftops of the television broads or in the row houses . . . ."

Before the hearing got underway, widespread publicity to the industry's protest was given by Greater Washington TV distributors and dealers. They purchased ads in local papers appealing to "the members of Congress and the FCC to remove the proposed tax which means a "extra tax burden" on the industry."

The advertisement pointed out: "This proposed new excise tax on TV sets is the only tax place in less revenue than the government now is getting from the TV industry."

The entire presentation to the House committee was delivered in about an hour and a half with introductions of the witnesses and the industry's reasons for appearance given by Mr. Casey. In clockwork precision the witnesses took the stand and presented their arguments.

Questioning committee members were revealed that was made by one Congressman to TV's effect on sports events' gate receipts and upon movie attendance. These were answered fully by Mr. Smith. The "no effect" of these two effects were felt "only in certain isolated cases. Other witnesses showed the amusement excise tax didn't make a "stake" to the carpeting, upholstery and furniture business.

Admiral Corp.'s spokesman Mr. Graver, said "the nature of this industry is such that it is pyramided through repeated markups with the result that the increase in cost to the consumer is greater than the 10% tax . . . ."

National defense application by the industry was shown by Elmer T. Cook, wartime chief of the component division branch of the War Production Board's radio and radar division. He said "we will not have the two or more years we had prior to 1941 to get into (war) production this time. Maintenance of present research and engineering laboratories, supported by industry's spoliet is important to national defense."

Dealer's Problems

Mr. Farr told the committee of the TV dealer's problems. Rapid turnover is necessary, he said, for the dealer to maintain his business and meet his financial obligations. "Any tax," he declared, "that would slow up mass buying would slow down my turnover, and slow down my profits. It would be impossible for me and many other dealers like me to stay in the television business. . . . Television is not just for the rich. Today the real volume in TV sales is in the market of workers earning under $4,000 a year. . . ." He urged the committee: . . . "Just look over the rooftops of the television broads or in the row houses . . . ."

Before the hearing got underway, widespread publicity to the industry's protest was given by Greater Washington TV distributors and dealers. They purchased ads in local papers appealing to "the members of Congress and the FCC to remove the proposed tax which means a "extra tax burden" on the industry."

The advertisement pointed out: "This proposed new excise tax on TV sets is the only tax place in less revenue than the government now is getting from the TV industry."

The entire presentation to the House committee was delivered in about an hour and a half with introductions of the witnesses and the industry's reasons for appearance given by Mr. Casey. In clockwork precision the witnesses took the stand and presented their arguments.

Questioning committee members were revealed that was made by one Congressman to TV's effect on sports events' gate receipts and upon movie attendance. These were answered fully by Mr. Smith. The "no effect" of these two effects were felt "only in certain isolated cases. Other witnesses showed the amusement excise tax didn't make a "stake" to the carpeting, upholstery and furniture business.

Admiral Corp.'s spokesman Mr. Graver, said "the nature of this industry is such that it is pyramided through repeated markups with the result that the increase in cost to the consumer is greater than the 10% tax . . . ."

National defense application by the industry was shown by Elmer T. Cook, wartime chief of the component division branch of the War Production Board's radio and radar division. He said "we will not have the two or more years we had prior to 1941 to get into (war) production this time. Maintenance of present research and engineering laboratories, supported by industry's spoliet is important to national defense."

Dealer's Problems

Mr. Farr told the committee of the TV dealer's problems. Rapid turnover is necessary, he said, for the dealer to maintain his business and meet his financial obligations. "Any tax," he declared, "that would slow up mass buying would slow down my turnover, and slow down my profits. It would be impossible for me and many other dealers like me to stay in the television business. . . . Television is not just for the rich. Today the real volume in TV sales is in the market of workers earning under $4,000 a year. . . ." He urged the committee: . . . "Just look over the rooftops of the television broads or in the row houses . . . ."

Before the hearing got underway, widespread publicity to the industry's protest was given by Greater Washington TV distributors and dealers. They purchased ads in local papers appealing to "the members of Congress and the FCC to remove the proposed tax which means a "extra tax burden" on the industry."

The advertisement pointed out: "This proposed new excise tax on TV sets is the only tax place in less revenue than the government now is getting from the TV industry."

The entire presentation to the House committee was delivered in about an hour and a half with introductions of the witnesses and the industry's reasons for appearance given by Mr. Casey. In clockwork precision the witnesses took the stand and presented their arguments.

Questioning committee members were revealed that was made by one Congressman to TV's effect on sports events' gate receipts and upon movie attendance. These were answered fully by Mr. Smith. The "no effect" of these two effects were felt "only in certain isolated cases. Other witnesses showed the amusement excise tax didn't make a "stake" to the carpeting, upholstery and furniture business.
BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS (INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
720 SEVENTH AVE., NEW YORK, 1

FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schontz Ave. Dayton 9, Ohio

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
5038 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.

TELESCRIPTIONS
ANIMATED TV SPOTS
20-SECONDS AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4680

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
SLIDE FILMS
BUSINESS MOVIES
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER
AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1182

GRAY - O'REILLY
COMMERCIAL SPOTS
FOR TELEVISION
400 LEXINGTON AVE.
NEW YORK
PLAZA 8-1881

UNITED WORLD FILMS, INC.
A SUBSIDIARY OF UNIVERSAL PICTURES
30 YEARS' EXPERIENCE
MAKING HIT MOVIES
WORLD'S TOP TECHNICAL AND
CREATIVE TALENT
UNSURPASSED FACILITIES FOR
LIVE AND STOP MOTION
PHOTOGRAPHY
Starting film semi-complete film programs
Talented available talent for
to your special cities. sports, locales
WRITE • WRITE• PHONE •
TELEVISION DEPARTMENT ST
1445 PARK AVENUE
NEW YORK 22, N. Y.

Page 69 • BROADCASTING

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO PROGRAM SERVICE
NEW SHOWS READY EVERY WEEK
CONTACT W. W. SLACK
25 WEST 45TH STREET,
NEW YORK 18, N. Y.
LU 2-1700

TELECASTING • Page 19

FILM & PRODUCTION SERVICES
EXTENSIVE LIBRARY OF FILMS (INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
720 SEVENTH AVE., NEW YORK, 1

Save Time! Save Money! High Powered
FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schontz Ave. Dayton 9, Ohio

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 8-8600

TELECASTING - TELECASTING
FILM & PRODUCTION
DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

February 27, 1950
With more and still more telecasters it's Du Mont TV camera equipment because of outstanding DEPENDABILITY.

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pickups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by wired television demonstrations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick setup; fingertip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

* Consult us on your TV plans and requirements. Literature on request.

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J. • DU MONT NETWORK AND WARD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANKAMAKER TELEVISION STUDIOS, NEW YORK 3, N. Y. • WTTG, WASHINGTON, D. C. • STATION WDTV, PITTSBURGH, PA. • HOME OFFICES & PLANTS, PASSAIC, CLIFTON, ALLWOOD AND EAST PATERSON, N. J.
New York is fulltime 250 watt mail station seeking experienced manager with a minimum of one year experience in station. Permanent. Good location. Salary $60.00 per week. Box 185E, BROADCASTING.

WANTED—Announcer with first class license, age 21-35, nominal voice, $55.00 for 50 hours, experience desirable. Reply Box 183E, BROADCASTING.

WANTED—Commercial writer, experienced in advertising. Reply Box 174E, BROADCASTING.

Announcer—Good combination man with either sales experience or care. $55.00 for 50 hours. Ref. to KANA. Box 158E, BROADCASTING.

Announcer—Successful sales manager-salesman. 25-35 years old with business experience. Must be able to handle heavy sales pressure. Reply Box 225E, BROADCASTING.

Technical

WANTED: Combination engineer—announcer. Must be good announcer in first class station. Reply Box 299E, BROADCASTING.

Engineer—announcer combination must have over a year's experience. Reply Box 252E, BROADCASTING.

Continued...
Situation Wanted (Cont'd)

Program director, Washington, D. C. Station desiring change preferrably to East Coast. Reply include announcing. Beginning salary and all other conditions of position in advance. Personal interview and references, Box 1261, DD Express.

Continuity announcer, reliable, neat, good for Dallas. Experienced in rehearsing, but no cut rate. Reply to Box 2584, RR Express.


For sale: One GE Type B-5-A model 4BAS1 amplifier limiting, $650. One RCA Type 9Q505 amplifier, $425. Box 2364, DD Express.

For sale, high frequency coaxial antenna, 3600 and 4600 cycles. Type 3XKA. 155-160 megacycles. Can be used by police, fire, public utilities or broadcast two way. Box 343, DD Express.

(Continued on next page)
BROADCASTING

or 2,750 exas. Loge.
sequences.
elevision; motion
radio,
mitter.

WANTED NOW
COMMERCIAL MGR. (Va.)
Time Salesmen (Mich. Miss.)
Comm. or Sal. Comm.
ANNCR-ENGINEERS (south- cast)

WANTED
OUTSTANDING
BASEBALL
SPORTSCASTER

One of New England's leading advertisers seeks the services of an
outstanding baseball sportscaster

Write AIR MAIL for
Registration Forms

PLACEMENT DIVISION

17 East 48th St. New York 17, N.Y.

School

Employment Service

MICHIGAN MEET
Fish and Hardy To Speak
STERLING FISHER, public ser-
vice division director of NBC, and
Ralph Hardy, NAB educational di-
gestor, will be in charge of the
speakers at the Fifth Annual
Michigan Radio Conference March 10,
at Michigan State College, East Lansing.

Cooperation between radio men,
educators and community leaders
for better utilization of radio fac-
tilities within the local community,
will be the theme of the all-day
conference, Prof. Callaway stated.

WANTED
COMMERCIAL MGR. (Va.)

Selling

THURSDAY, MARCH

ADVERTISING AGENCY

THE REINGOLD CO. INC.,
ADVERTISING AGENCY

10 State Street
Boston, Mass.

SRT-Radio
AMERICA'S LARGEST BROADCASTING SCHOOL

ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING

Outstanding Faculty of
Network Professionals

Co-Educational • Day or Evening

School of Radio Technique

Approved for Veterans

Write for Prospectus

210 Bldg., Radio City, New York 20, N. Y.

229 South Wabash Ave., Chicago 4, Illinois

WFGM on AIR
New Outlet Is Dedicated

WFGM Fitchburg, Mass., owned and operated by the Wachusett
Broadcasting Corp., went on the
air Feb. 15. A formal dedication
program was scheduled for last
Saturday, Feb. 25.

Ansel E. Gridley, former man-
ger of WARE Ware, Mass., is
general and commercial manager
of the new outlet. Program direc-
tor is Edward E. Tenney and chief
engineer is Donald L. Coleman Jr. WFGM
operates daytime on 1680 kw.

PUBLIC AUCTION SALE
COMPLETE PHONOGRAPH RECORD MFG. PLANT
of VOGUE RECORDINGS, INC.

4519 E. 8-Mile Road, Crestline Detroit, Michigan
THURSDAY, MARCH 9, AT 11:00 A.M. (E.S.T.)
Including a $16,000 Modern Recording Studio."

Production Equipment, all together.

Contact the nearest office of the exclusive representatives.
BLACKBURN-HAMILTON COMPANY, INC.
WASHINGTON, D. C.

Chev. R. Murphy
Sterling 4341-2

New England

$125,000.00

Well established network fac-

ility in one of New England's

most desirable locations.

NEW YORK

$37,500.00

Fulltime network station in

excellent area. Ideal oppor-
tunity for owner-operator who

wants to live in one of Cali-

fornia's rich and beautiful
cities. Favorable financing.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES.

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.

James W. Blackburn

Sterling 4341-2

CHICAGO

Harold R. Murphy

SAN FRANCISCO

Ray V. Hamilton

Randolph 4-4550

Warren 2351-3

Exbrook 2-5872

February 27, 1950
THIRTEEN is a lucky number,” is heading on second bulletin in series of promotion pieces being sent to trade by WKY Oklahoma City. Letter reproduced in bulletin is from Local Federal Savings and Loan Assn., a WKY advertiser for 13 years. Letter lauds station’s service to sponsor and concludes, “The fact that we have just renewed our contract with you for another year is proof of the confidence we place in WKY and the belief we have in consistent advertising.” Facts concerning station’s news coverage conclude bulletin.

Beauties and Balloons BATHING beauties stood on downtown street in Washington Feb. 20 holding 100 balloons which they surrendered to the icy blasts. Four balloons contained certificates good for $13.90, representing dial position (1990 kc) of WEAM Arlington, Va. Beauties were part of promotion used by WEAM Arlington, Va., to announce it is now MBS affiliate for Washington, D. C. area.

Card Distribution TO PROMOTE Sports for All which it sponsors on DuMont TV Network for Kentucky Club pipe tobacco, Mail Pouch Tobacco Co. is distributing showcards to all TV-equipped bars in New York metropolitan area. Bartenders given small tins of product, give cards good display, company reports.

That’s No Lie! LATEST in promotion series from KYW Philadelphia is bulletin featuring picture of young George Washington. Axes in hand, standing beside toppling cherry tree. In branches of tree is written, “I cannot tell a lie...” and station continues, “Truthfulness with others isn’t virtue... have you faced this fact?” Inclusion of KYW in sales campaigns in Philadelphia area is pointed out to be essential.

Market Picture ADVERTISERS and agencies are being sent copies of promotional booklet titled “Six Billion Dollar Picture.” Cleveland Bureau follows film format and material used in it is taken from color film presentation which WGAR has been showing since November. Information on Cleveland and Northeastern Ohio market, results of numerous studies and surveys, and radio and WGAR’s place in successful sales campaigns are included.

Flying Discs AS PART of promotion for its move to 1980 kc, WWDC Washington sent airplane over city Monday (Feb. 20) when move became effective. Plane dropped 10,000 discs over capital, many of which were redeemable at station for $12.00. Additional promotions for time moving were movie trailers prepared for 16 local theatres, car cards, transit radio spots and posters in sponsor establishments and government buildings.

...Round out promotion for its switch to 1260 kc, WWDC Washington used “sandwich” girls carrying portable radios. Cards worn by girls read, “I’m listening to WWDC now 1260 on your dial.”

Square Dancing FACILITIES of ballroom in nearby Clear Lake, Iowa, were made available to KGLO Mason City, Iowa, for its square dance. Dance was invitational affair used to promote KGLO among members of Rural Young People’s clubs in that area. Representatives from 11 counties in Minnesota as well as Iowa attended. Caller for evening was KGLO Farm Director Clet Randolp, and contests to determine best “squares” and best couple were conducted.

Dog Tale WORBE gONE dog, hanging by elongated tail is featured on cover of promotional folder sent to trade by WIOU Kokomo, Ind. Written beside dog is, “No dogs in Kokomo — and hereby hangs a tale...” Inside of beige and brown folder explains that “Dogs” are “programs and announcement availabilities that shortchange advertisers who are denied the choice franchise by prior sale.” Data concerning WIOU’s percentage of total listener pull in its area and its cost-thousand are illustrated with graphs. Back of folder claims that “IOU’s” distributed to radio industry on occasion of station’s taking the air in 1948 have been redeemed. “IOU’s” were pledges of high standards of operation.

Kit Reminds FULLER BRUSH cosmetic kit sent to press by Bureau of Industrial Service of Young & Rubicam, New York, to remind them that Lucille Ball in My Favorite Husband was moving to new home and new time (Sunday 6 p.m.) on CBS. Promotion ties in with the fact that Miss Ball will star in forthcoming Columbia picture The Fuller Brush Girl. Radio program is sponsored by General Foods, New York.

Personnel DAVE MOORE promoted from assistant to publicity director at WBM Chicago. He succeeds DON KELLEY.

LEONARD WEINLES, former assistant editor of Sunday Men’s Page on WJZ New York, joins WSTC-AM-FM Stamford, Conn., as press representative.

ROBERT BEST joins WASH (FM) Washington, promotion and publicity department.

Mrs. DOROTHY GRACE, with WWL New Orleans for past several years in various capacities, appointed to promotion and merchandising department of station.

TOM ALYEA, formerly sales promotion manager of KOMA Oklahoma City, joins Glenn Agency, that city, as sales promotion manager.

CHARLES L. RUMRILL & Co., Rochester, N. Y., appointed to handle advertising of WHAM-AM-TV that city.

JOHN KEYS, assistant manager of NBC Chicago press division, is transferred into Headline Club, Chicago professional chapter of Sigma Delta Chi, journalism fraternity.

ELsie H. RUBENSTEIN, assistant publicity director of WNEW New York, and Irwin C. Smiler have announced their marriage.

Biow Speaks MILTON H. BIOW, president of Biow Co., New York, addressed the Advertising Club of Washington last Tuesday in connection with observance of American Brotherhood Week. Mr. Biow has been active in promoting the brotherhood movement. Among club guests were Maurice J. Tobin, Secretary of Labor, and representatives of religious organizations.

DEFENDS RADIO Lancaster Hits Rep. Gor

REP. ALBERT GORE (D-Tenn. last week was on the receiving end of some sharp criticism about off-color and legislators who try to regulate radio programming. As minister of the criticism was W. H. Lancaster, president of WJH Johnson City, Tenn., who objects to comments by Rep. Gor darin House appropriations subcommittee hearings on the FCC’s 195 budget [BROADCASTING, Feb. 9].

"Putrid, awful giveaway shows and "hired laughing participants on comedy shows were criticized by Rep. Gore. Mr. Lancaster wrote him as follows:

"Perhaps you don’t know it but few of the people in Tennessee enoj these shows. Some of them enjoy the hillbilly shows and some of the enjoy opera. You just as one listener... should not try to program or shows without first getting the opinion of the people of Tennessee.

"As you know, the BBC is owned by the government and run by the government in England and from with I hear their programming from standpoint of education and enjoyment is far inferior to ours. Please let’s try and get not in the same shape overseas. If you Congress men would pay a little more attention to the economy of our country it would help the situation through out the United States far more. A you know, too, you don’t have to listen to any show that is aired on any radio in the United States—it’s very easy to cut it off."

FOR THE FACTS ON THE CINCINNATI MARKET

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

J. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER
FCC Actions

(Continued from page 40)

February 23 Decisions...

BY COMMISSION EN BANC

License Renewal

WINZ Hollywood, Fla.—Granted renewal of license for period ending Feb. 8, 1952.

KPOA Honolulu, T. H.—Granted renewal of license for period ending May 15, 1952.

WKEU Griffin, Ga.—Granted petition for file amended application for renewal of license for grant of renewal application as amended.

Petition Dented

WJOI Joliet, Ill.—Denied petition for renewal of license on regular basis and amended present license on terms of June 1, granted further extension to use of license with supply of sec. 3.109 of rules.

License Renewal

KXLA Helena, Mont.—Granted petition for reconsideration and grant of permission for renewal. Filing of application was removed from hearing docket and renewal of license granted on terms ending Aug. 1, 1952.

WCRS Juneau, P. R.—Granted renewal of license for regular period. Coon and Webster voting for emp. Francis.

Following grants were renewal of license on periodic regular period: JOA Dos Mesas; KQWM Omak, Wash. (and sub-stations); KXRM Kaukauna, Mound City, Iowa; KBSC Wilkes-Barre, N. Y.; WSSL Waterville, Ga., and others.

Licenses for following FM stations were granted for following periods: KPLF Madison, Wis.; WMBD-M Peoria, Ill.; WSSH-D Green Bay.

Renewal for FM stations granted for following periods ended: KYPR Tucson, Ariz.; KZBR-Layton, Utah; KSME St. Paul; WQES Washington, D. C.; WIBC-FM Jacksonville; WNCN-AM, Portland, Ore.; WSPF-FM San Francisco; WQXO New York; WOR-AM Philadelphia; WOR-FM New York; WJMC Columbus, Ohio; WMGS Youngstown, Ohio; WRLA Richmond, Va.; WQV Norfolk, Va.; WURD Baltimore; WXYC Detroit; WWJ Detroit; WNCN-AM New York; WOR-AM Philadelphia; WOR-FM New York; WJMC Columbus, Ohio; WMGS Youngstown, Ohio; WRLA Richmond, Va.; WQV Norfolk, Va.; WURD Baltimore; WXYC Detroit; WWJ Detroit; WNCN-AM New York; WOR-AM Philadelphia; WOR-FM New York; WJMC Columbus, Ohio; WMGS Youngstown, Ohio; WRLA Richmond, Va.; WQV Norfolk, Va.; WURD Baltimore; WXYC Detroit; WWJ Detroit; WNCN-AM New York; WOR-AM Philadelphia; WOR-FM New York; WJMC Columbus, Ohio; WMGS Youngstown, Ohio; WRLA Richmond, Va.; WQV Norfolk, Va.; WURD Baltimore; WXYC Detroit; WWJ Detroit; WNCN-AM New York; WOR-AM Philadelphia; WOR-FM New York; WJMC Columbus, Ohio; WMGS Youngstown, Ohio; WRLA Richmond, Va.; WQV Norfolk, Va.; WURD Baltimore; WXYC Detroit; WWJ Detroit; WNCN-AM New York; WOR-AM Philadelphia; WOR-FM New York; WJMC Columbus, Ohio; WMGS Youngstown, Ohio; WRLA Richmond, Va.; WQV Norfolk, Va.; WURD Baltimore; WXYC Detroit; WWJ...
Detroit's Most Effective Selling Team!

**WEXL**
- 1340 KC
- 250 Watts
- 104.3 MC.
- 18,000 Watts
- Royal Oak, Michigan

**Primary Coverage**
- More than 1,000,000 potential homes in Michigan, with a retail buying power (1948) of over $31 billion.

**Operating 24 Hours Daily**

**Member N.A.B. — M.A.B.**

Cruise, vice president and chief engineer, KYOL; Fort Worth, vice president; Daniel G. Knowlton, general manager; KXOL, 1,675 KEMT is a station of the KXOL family.

**Carrington Award**

**Mrs. ELAINE CARRINGTON:** widow of Pepper Young's Fami-

**For her outstanding contributions, we give you our travel-**

**REPRESENTED NATIONALLY BY THE FRIEDBERG AGENCY, INC.**

Page 76 • February 27, 1950
Frequency Study
(Continued from page 17)

facilities by govern-
mental and non-governmental agen-
ties and to make present to the
rident agencies and recommen-
dations in the national interest con-
ing:
(a) policies for the most effective
of radio frequencies by govern-
mental and non-governmental users
alternative administrative ar-
egements in the federal govern-
ment for the sound effectuation of
ch policies;
(b) policies with respect to inter-
tional radio and wire communica-
tions;
(c) the relationship of government
communications to non-government
communications, and
(d) such related policy matters as
a board may determine.

Board Powers
The order authorized the board
"hear and consult with repre-
sentatives of industry and the fed-
al government concerned with the
bjiects of the order study."
Serving with Dr. Stewart on the
are:
Dr. Lee A. DuBridge—President of
ifornia Institute of Technology
recognized leader in the field of
hysics.
David H. O'Brien—Retired vice
ident of Graybar Electric Co. and
mer assistant administrator of the
es Assets Administration and, dur-
g the war, the Army Signal Corps’
ector of distribution.
William L. Everett—Head of the
artment of Electrical Engineering of
. of Illinois, currently serving as
so-called Condon Committee ad-
ing the radio section of the
ate and Foreign Commerce
mittee; 1942-46 director of the
onal research staff of the
ce of the Chief Signal Officer of
my; a past president of Institute
stitute of Radio Engineers, and a
nber of the electronics development of
nt Joint Research and Develop-
m since 1946.
Dr. James R. Killian Jr.—President
chices of Technology, formerly faculty member and
cutive assistant to the president
/MIT.

The chairman of the board
s head of FCC’s telegraph
ision during his service as a
mitter from July 11, 1934,
ill his term expired June 30, 1937,
nd was vice chairman of the
mission from 1935 to 1937,
fore joining FCC, Dr. Stewart
as in charge of the State Dept.’s
ronics communications treaty
ision (1930-34) and represented the
n United States in 1934, 1937, and
ating in a number of international
ffers.

From 1940 to 1945 Dr. Stewart
executive secretary of the Na-
nal Defense Research Commit-
 and, for the period 1941-45, of
he Office of Scientific Research
velopment and the Commis-
ission on Scientific Research. He
amed deputy director of the
ice of Scientific Research and
velopment in 1946, before ac-
pelling to the E. C. M. R. in the
 vagina presidency the same year.

President Truman’s letter to Dr.
Stewart cited communications serv-
ices as representing “a vital re-
source in our modern society.” Problems which the President
oted in this field included “the ex-
tent to which the government
ould, in time of peace, continue
t to operate its own communications
ilities,” and “the question of
erging the overseas operations of
ational commercial communications
panies.”

EDUCATION EXHIBIT

Tyler Reports 500 Entries

PIEVE-HUNDRED Canadian and U. S. shows aired last year have been entered in the 14th American Exhibition of Educational Radio Programs. Iralee Killian, director of Ohio State U.’s Institute for Education by Radio, has an-
nounced. Exhibition, sponsored by the institute, includes entries from 33 states, the District of Columbia, Hawaii and five Canadian prov-
cinces.

One of the total is from New York state, according to Mr. Killian. Ninety-one commercial sta-
tions lead entries in about 200 classifications. Award winners will be announced May 1, and winning
ings will be available for ad-
dition during the Institute for
ucation by Radio in Columbus, May 4 to 7.

WVOK Appoints

RADIO Representatives Inc. has been appointed national sales rep-
resentative for WVOK Birmingham,
a, “The Voice of Dixie.” WVOK
perates with 10 kw on 890
ko, and expects to increase its
ixtures to 50 kw within a few weeks.
Mrs. Iralee Bennis is president.

Voice of Democracy
(Continued from page 21)

Mr. Cooper said that so long as
im idealism exists and so long as there
re generations giving it meaning, demonstration, an ancient art of living,
will be forever new. He spoke on
the eve of his departure on a 24-
day world tour in which he will
visit principal cities of the
world to talk about democracy.

Miss Chomiak was accompanied
by J. Gorman Walsh, WDEL Wil-
mington, Del., where her winning
out was announced; Sen. J. Allen
 Frear Jr. (D) and John J. Wil-
liams (R), and Rep. J. Caleb Boggs
(R).

Herman Pinkney, of Trinidad (Col.)
High School, second girl winner,
was accompanied by Sen. Edwin
C Johnson (D), chairman of the
 Senate Interstate Commerce Com-
mittee, and Rep. John H. Marsalis
(D).

Robert Shanks, of Lebanon (Ind.)
High School, one of the two boy
winners, was accompanied by Sens.
 Homer E. Capehart (R) and Wil-
liam E. Jenner (R), and Rep.
 Cecil M. Harden (R). Richard L. Chap-
man, of Brookings (S. D.) High
School, was accompanied by Sen.
 Karl E. Mundt (R) and Rep. Har-
old O. Lovre (R).

Other guests included Chairman
Wayne Coy and other members of
the FCC along with government
officials and representatives of
broadcasting groups.

Among those who attended the
Voice of Democracy Committee
were Robert K. Richards, NAB.
Other members were James Dawson, NAB; Robert
H. Richards, U. S. Junior Chamber
of Commerce; J. U. K. Secrest,
Radio Mfrs. Assn., and Dr. Kerry
Smith, U. S. Office of Education.

Judges who selected the four
ners from the entries were
 Morgan Beatty, NBC; Mrs. Ray-
 mond Clapper, author and commen-
tator; Hon. Tom C. Clark, Asso-
ciate Justice, U. S. Supreme Court;
Chairman Goy, CBS; Mel
 Freeman, author and editor; An-
drew D. Holt, president, National
Education Assn.; J. Edgar Hoover,
director, Federal Bureau of In-
vestigation; Edward R. Murrow,
CBS commentator; James Stewart,
actor.

Sarnoff at White House

BRIG. GEN. David Sarnoff, RCA
chairman, was a Thursday
visitor at the White House Exe-
cutive Offices. He saw President
Truman after spending the early part
of the morning at the joint TV
color demonstration, held at the
 FCC’s Laurel (Md.) Laboratory.
Sarnoff said he paid a routine
personal call on the President but
was not in a position to accept
it forthwith was another discour-
gement to the original showing
plan.

The date of the showing before
the Radio Executive Club is tenta-
ively set for March 9.

Members of the New York sub-
committee who met last Tuesday
were Lewis Avery, of Avery-
kindel Inc.; Joseph Creamer, WOR
New York; Charles Hammond,
NBC; Louis Hausman, CBS; Ivar
Kenway, ABC; Richard Swift,
WCBS New York; Ralph Weil,
WOW New York, and Maurice
Mitchell, BAB.
At Deadline...

COLOR HEARING TO COVER PATENT APPLICATIONS

FCC SERVED NOTICE Friday that information on pending television patent applications of participants in its TV hearings may be used in public session of TV proceeding, under subpoena if necessary (see hearing story page 53).

The FCC order, in a limited type of TV patent application data required of participants. Several participants had protested broader requirements announced last September [TELECASTING, Sept. 5, 1948].

Before using any TV patent application data already filed, FCC said, Commission will notify participant involved and give him opportunity to withdraw it. If material is withdrawn, FCC will issue subpoena for details on it and make exhibit for hearing record. March 15 set as deadline for filing such information or withdrawing such information already filed.

Earlier proposal called for data on pending applications for patents on “inventions relating to television transmitters or receivers for either monochrom or color transmissions.” Revised call is for data on applications covering only those applications on certain transmission standards proposed by the Commission or parties to this proceeding can be based.” Change makes order for application documents clearer for earlier order for information on patents already issued.

To safeguard information, FCC stipulated that it shall be kept in separate file by acting chief engineer; not examined before March 15; withdrawn on notification by concerned person, and returned to respective parties when TV proceeding is completed. Any copies made for FCC use during hearings will then be destroyed.

MERGER, TWO TRANSFERS RECEIVE FCC APPROVAL

MERGER of WGLN Glens Falls, N. Y., into WWSC, same city, approved by FCC Friday along with transfer grants for WSNJ-AM-FM Bridgeton, N. J., and WCYB Bristol, Va. Earlier FCC actions are in FCC Roundup on page 55.

WWSC Glens Falls, N. Y.—Granted transfer of ownership from independent licensee to KARE Radio Inc. and made new FCC license. Transferring owner is William E. Marion, president.

Latter owns WGLN (1320 kc, 100 kw) there which will be divided. Marion, Karger and Robertson each sell one-half of their interests to Post Post Corp. for $10,000 which is applied to indebtedness of Great Northern Post Co., also owns Great Northern 86,667,68 interest in WWSC. Marion is also member of FCC.

KARE Radio owns the station.

WGLN Bristol, Va.—Granted transfer of control from Eastern States Bstc Corp., licensee, to Elmer H. Wenne, sole owner, for $2,000 to Post Post Corp., WSNJ licensee.

Latter says, WSNJ, 1500 kc, 125 kw, will be sold and broadcasting continued on same frequencies.

WCYB Bristol, Va.—Granted transfer of WAYS-AM/FM 1400 kc and holds permit for 1400 kc, 50 kw, for 1400 kc.

WJOC, Nashville, Tenn.—Granted transfer of control of WJOC from John D. Proctor, owner and former owner of Nashville's WJHL, to his present management. Owners are John D. Proctor, president, and Richard A. Hensley, vice president. FCC says Proctor was involved in purchase of WJOC.

Latter says he is interested in expanding WJOC in southern Tennessee.

WJOC is owned by Proctor.

JAMESTOWN SWITCH

INITIAL DECISION reported by FCC Friday to grant WJOC and WJTN both to CHOW. WJOC switch from 1 kw day on 1470 kc 200 to fulltime on 1340 kc. Examiner Leo Resnick found WJOC proposal would interfere only slightly with CHOW on 1340 kc in Jamestown area where it already suffers interference.

WLAP GETS FINAL GRANT FOR REGIONAL FACILITY

NEW FINAL decision issued by FCC Friday to grant WLAP 1400 kc 5 kw day on 1490 kc to 5 kw day on 630 kc directional for second time and deny competing bid of Queen City Bstc Inc. and WCU-O, both Cincinnati, for same assignment. Commr. Robert F. Jones, dissenting, favored grant to WCPO on grounds WLAP authorization violates FCC standards.

Commission denied Queen City bid engineerin ingeniously and favored WLAP over WCPO on Communications Act Sec. 307(b) equitable distribution clause despite fact WLAP proposal not fully within standards. FCC further noted WLAP would project CMHQ Santa Clara, Cuba, Goar Mestre outlet, under domestic 50% exclusion rule which applies. FCC said WLAP would not cause interference within CMHQ's 2.5 mv/m protected night contour but "we feel that as a matter of international amity it is not inappropriate, in light of this type of propagation, that WLAP will be permitted to operate as a special Class II station and to give preference to the applicant having the highest degree of protection to such a station."

FOUR NEW AM OUTLETS AUTHORIZED BY FCC

FOUR NEW AM stations granted by FCC Friday and improved facilities for seven existing stations approved. New station grants:

Gallowills, Ohio—960 kc, 250 w, day on 1500 kc, 25 kw, night on 1500 kc, 10 kw. Commission indexed "Gallon" to avoid confusion with Cambridge, Mass. station.

KUGN Eugene, Ore.—Changes from 1500 kc, 10 kw, night to 1500 kc, 10 kw, night. Commission indexed to avoid confusion with Philadelphia station.

WPBN Bangor, Maine—Changes from 1100 kc, 1 kw, night to 1100 kc, 1 kw, night. Commission indexed to avoid confusion with San Diego station.

KQWF Bismarck, N. D.—Changes from 1100 kc, 1 kw, night on 1100 kc, 1 kw, night on 1100 kc, 1 kw, night. Commission indexed to avoid confusion with Colorado station.

Improved facilities granted following:

KRBK Mt. Vernon, Wash.—change from 500 kw day on 1400 kc to new channel.

KVOY Lafayette, La.—change from 250 kc 434 kc on 1340 kc to 11 kw on 1130 kc, directional.

KUGN Eugene, Ore.—Changes from 1500 kc, 10 kw, night to 1500 kc, 10 kw, night. Commission indexed to avoid confusion with Philadelphia station.

waves Charlotte, N. C., change from 5 kw day to 5 kw day on 11 kw night on 1100 kc, directional.

KQP Wensches, Wash., increases to 1 kw 1 kw, directional.

KOB Albuquerque—granted further extension of special rule on directive to contain within limits.

FOUR MARCONI AWARDS

VETERAN WIRELESS OPERATORS Assn. Saturday night awarded four Marconi Memorial awards at Hotel Astor in New York. Recipients were Condr. E. M. Webster, FCC Commissioner, who received medal of honor; George E. Sterling, FCC Commissioner and veteran member of the Assn. for 12 years, who was given award of service. Wireless pioneer medals given Hugo Gernaback, editor and publisher of Radio Electronics, and E. N. Pickrell, technical consultant with RCA Communications.

PIB NETWORK BILLINGS

TOTAL GROSS billings of four television networks in 1949 were $12,294,513, Publishers Information Bureau reported Friday. By network, billings were: ABC, $3,219,339; CBS, $3,446,893; DuMont, $956,326; NBC, $6,600,104. Total billings for month of December, 1949, were $1,021,166, divided among networks as follows: ABC, $219,339; CBS, $688,715; DuMont, $109,760; NBC, $1,026,366.

Closed Circuit

(Continued from page 4)

replacing Douglas G. Morris, vice presida and P & G account executive, who has resigned and will announce his future plans short Richard B. Berge, sales buyer for agency, v become media director.

WARWICK & LEGLER, New York, prepar television spot campaign to start in April: Edgeworth pipe tobacco in New England and Los Angeles markets.

GULF OIL Co., for Gulfspary insecticide, port to have bought season sponsorship Lanny Ross Show on MBS, Mon.-Fri., 12: 12:30 p.m. beginning in May. Young & Rubic is agency.

NAB BOARD ELECTIONS DRAWING HEAVY VOTE

HEAVY balloting for 14 posts on NAB boa indicated Friday as Saturday midnight da line approached. Membership voting on rectors in Districts 2, 4, 8 and 14 and t directors-at-large each for large, midsm small, and areas. Results of balli ing to be announced tomorrow (Tuesday).

Automatically elected for board for lack opposition were Harold Wheelahan, WBSW New Orleans, Dist. 2; William E. Quarle WMT Cedar Rapids, IA., District 10; Ja Todd, KAKE Wichita, Kan., District 1, Calvin J. Smith, KFAC Los Angeles, Dist 16. Two directors-at-large to be inci Robert D. Swint, WDSU-TV N Orleans, and Eugene S. Thomas, WOIC T Washington, who are unopposed for two pos

WMCA-FM NEW YORK SOLD TO JOSELOFF GROUP

PURCHASE OF WMCA-FM New York $375,000 by new corporate headed by Stan Joseff, president of Storecast Corp. of Am ica, negotiated subject to customary FCC a proval and application slated to be filed w Commission (today (Monday). Station operated by National Wireless Network and has been in operation on Channel 222 sin Dec. 25, 1945.

Stockholders in new company, WYOU Inc., who will own and operate WMCA-FM, w WMCA, own 51% of stock. They are: Mr. Joseff; Barbara Joseff, 50% of stock, William Joseff, 20%, and Joseph L. Joseff, 10%, and John B. Kelly, who owns 31% of WYE Florence, Dist. 5; William E. Quarte WMT Cedar, Betty Gordon; Gloria Hirts; Douglas Arthur Fahnline, and J. A. Wilson. WYOU Inc. in Philadelphia and National Wired Music Cor of Philadelphia and New York, among other 3 terest.

Mr. Joseff is first vice president; Mr. Harr secretary, and Mr. Gordon treasurer. Mr. Law Kaufmann, CPA and a director of Store Broadcas Inc. and George Hennessey, identified W Storecast Corp. and WMCA, respectively.

FREY APPOINTED

ROBERT V. FREY, formerly with exer Municl revenue section, has been name N. Y., appointed director of television a radio for John Schrager Inc., New York adver tising agency.

WPIX POST TO DUNCAN

WALTER DUNCAN, for past two years ve president in charge of the WLW H & S SChney, N. Y., appointed sales manager o WPIX (TV) New York. He succeeds Scott Donahue, acting sales manager, who resigns last week.

BROADCASTING  Telecasting
Kansas City's rectangular Primary Trade Area, as shown on the maps, has been established by the Chamber of Commerce of Kansas City. The natural flow of trade to and from this area is dependent on Kansas City, the Trade capital. As a result, The KMBC-KFRM team has been custom-built to provide complete, effective and economical radio coverage of the Primary Trade area, without waste circulation! That's why The KMBC-KFRM Team is your best buy in the Heart of America! Contact KMBC-KFRM or any Free & Peters “Colonel” for full details.
TERRIFIC IN TEXAS!

And they love us in our part of New Mexico, Oklahoma, Kansas and Colorado, too.

There is no better way to sell "or tell" the prosperous people of this "LAND OF THE BIG RICH"

710 KC, 10,000 WATTS Night and Day
Affiliated with
NBC and LONE STAR CHAIN
Represented by
THE TAYLOR CO., INC.

AMARILLO, TEXAS

"YOUR FIRMEST GRIP ON THE FABULOUS GREAT PLAINS"