WOR -- one of America's great stations

is first in gross billings
first in number of accounts
first in total audience
first in market coverage
first in news listening
first in mail results
first in sales results

may we dazzle you with details? Our address is

WOR — that power-full station at 1440 Broadway, in New York
Facts and Facilities on that bright new picture in Louisville

General
Frequency: Channel 9—Power: 9.6 kw video
GE 12-bay high gain antenna, 529 feet above average terrain

Studio Facilities
Two studios, 40' by 62' and 30' by 50'
Two cameras
Complete studio kitchen
Complete film camera chain
Two 16 mm film projectors
Standard 3½" x 4" slide projector
Opaque projector

Programming
CBS network and local live programming in the WHAS tradition

Movie Production Facilities
Bell & Howell model 70H 16 mm movie camera with allied equipment
Bell & Howell model 153 movie camera with allied equipment
Facilities for cutting and editing 16 mm movie film

Remote Facilities
Mobile unit
Two cameras
Microwave equipment
Zoomar lens

Coming March 20: Television in the WHAS Tradition

Represented nationally by Edward Petry & Co. Primary affiliate CBS Television Network Associated with the Courier-Journal & Louisville Times
Strong regional network coverage is a necessity in order to reach the full sales potential in New England's many good markets.

The Yankee Network is ready made for this purpose. It provides direct access to 27 top markets in six states, the most complete New England radio coverage available.

At the same time Yankee offers you the greatest flexibility in spot coverage. You can tailor your radio advertising to fit present distribution, and open new territory city by city.

Every one of Yankee's home-town stations has the local impact that only a local station can give — complete neighborhood penetration throughout the entire trading zone, with complete dealer and consumer acceptance.

You can command attention for your product everywhere in New England, reaching more people more often, with Yankee's 27 home-town stations.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Upcoming

March 6-8: Second National TV Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers national convention, Hotel Commodores, New York.

(Other Upcomings on page 41)

Business Briefly

KRAFT EXPANSION • Kraft Foods, Chicago (cheese products), expanding Kraft TV Theatre on NBC to Memphis, Norfolk, Syracuse, Johnstown and Binghamton between now and mid-summer and in October to 10 other cities. Now live on 26 NBC stations. Kraft to drop Marriage for Two on NBC, Mon.-Fri., 9:30-9:40 a.m. (CST), effective March 81. Agency, J. Walter Thompson Co., Chicago.

DURKEE CAMPAIGN • Maldorn & Feum smith Agency, Cleveland, lining up TV schedule for Durkee's margarine. Boston and New Haven may be used for TV spots.

CALKINS & HOLDEN Merges with New Firm
CALKINS & HOLDEN, 48-year-old agency, and recently formed Carlock, McClintion & Smith firm (Broadcasting, Jan. 23) will merge as Calkins, Holden, Carlock, McClintion & Smith Inc. Agency's billing will be approximately $8,800,000.
Merger negotiated by C. Z. (Jes) Barnes, partner of Calkins & Holden since Jan. 1, 1950, and vice president in charge of sales for MBS before that.
Partners beside Mr. Barnes are M. E. Carlock, vice president and secretary of CM&S and before that vice president of Benton & Bowles; James A. Clark, member of art department of C&H since 1912 and president from 1931 to 1937; Ray P. Clayberger, secretary and treasurer of C&H since 1904; Harold L. McClintion, president of CM&S and previously vice president in charge of radio and television for N. W. Ayer since 1929; J. Sherwood Smith, partner and president of C&H since 1937, and Paul Smith, vice president and chairman of plans for CM&S and previously head of his own agency.
New agency will service Prudential Life Insurance Co. account with approximately $2,800,000 advertising budget. Prudential formerly sponsored Family of Stars on CBS and is currently sponsoring Jack Benny Show on NBC.

CBS ADVISORY ELECTIONS
CBS Affiliates Advisory Board has re-elected three members to serve additional terms of two years each. They are: I. R. Lounsbury, WGR Buffalo, chairman; Glenn Marshall Jr., WMBR Jacksonville, Fla., and Richard Borel, WBNB Columbus, Ohio. At same time Clyde Rembert, KRLD Dallas, was elected to succeed Kenyon Brown, KWFT Wichita Falls, Texas. Announcement was made last week by William A. Schutt Jr., CBS director of station relations.

JACK NORTH NAMED V. P.
JOHN H. (Jack) NORTH, radio and space buyer at Aubrey, Moore & Wallace, Chicago, was named vice president in charge of media at agency luncheon marking his 25 years of service last week.
"Results in Texas is spelled K-R-L-D."

"This is why KRLD is your best buy!"

More than half of the radio homes in 201 cities and towns in the Great Southwest Market with average population of 8,726 are tuned to KRLD at least once a week or more. 1946 BMB Nighttime Survey.

Exclusive CBS Station for Dallas and Fort Worth.

AM FM TV

KRLD The Times Herald Station

Represented by the Branham Co.

50,000 Watts
Example #: 23

Cox and Tane—Advertising, writes us...our client, after sponsoring only four 12:30 (noon) news periods on WIP, brought its cost-per-inquiry down from over $7.00* to less than $1.25!*

*In another medium—name on request.
Broadcasters' Courtesy
to our Executive Representatives will be highly beneficial
for you and deeply appreciated by us. We proudly introduce...

JIM EELLS. Hard-hitting counterpart of Bruce, Iowa-born Jim is highly experienced in all phases of radio station operation. Knows and satisfies station needs—lucratively.

BRUCE EELLS. No swivel-chair general, our top executive is happy only in the field. Says helps him survive Hollywood artificiality.

JEAN ARMAND. For many years management counsellor to station operators throughout the U. S. and Canada, Jean says the Program Library Service is the first big price and quality break operators have ever been furnished in transcriptions.

WADE CROSBY. Reared in top advertising agencies, versatile Wade has appeared in many Bob Hope pictures, starred in the famous "Frontier Town" western radio series, aspired to represent over-all Bruce Eells interests in the field.

PARKER STOUGH. Marshalltown-bred and WLW-trained, Parker enthusiastically quit an important mercantile post to carry the new Program Library information to broadcasters; dispel the natural "too good to be true" reaction of the cynical ones.

BRUCE EELLS Program Library Service

Produced by Bruce Eells & Associates, Inc.
2217 Maravilla Drive Hollywood 28, Calif.

First and only transcribed
Library Service of Adventure, Drama, Mystery, Romance, Comedy, Juvenile and Music Programs
at the top

of the top
Radio's top attraction is news.

Facts show it again and again.

News has led all other kinds of programs in Kansas, for instance, for five years... Columbia and Chicago University analysts report news ahead country-wide... Broadcasting's yearbook reveals that news out-averaged all sponsored network rivals in 1948 and 1949 tests — even in the peak evening hours.

At the top of this top type of program stands United Press news. More stations take it than any other.

Because U.P. delivers more: complete world and national news...more regional and state and local news...expert sports coverage...sparkling news features...an average in all of 40 regular news and news-feature programs a day...sponsored by more than 200 different businesses.

Your nearest United Press bureau has further information ready for you. Just write, wire or phone.
First Take a GUESS - then Look at the FACTS!

In Cumulative
Ratings...

"More Sets Are Tuned to WMAL-TV"

than any other Washington Station

TOTAL RATINGS - 6 PM to Sign-off
from American Research Bureau
TV Audience Survey - January 1950

<table>
<thead>
<tr>
<th></th>
<th>WMAL-TV</th>
<th>Station X</th>
<th>Station Y</th>
<th>Station Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td>0541.0</td>
<td>202.1</td>
<td>212.0</td>
<td>249.5</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>291.6</td>
<td>0666.5</td>
<td>95.7</td>
<td>93.4</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>0533.4</td>
<td>268.0</td>
<td>102.7</td>
<td>256.4</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>0555.1</td>
<td>310.1</td>
<td>205.3</td>
<td>56.4</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>271.1</td>
<td>0430.3</td>
<td>110.4</td>
<td>204.5</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>0444.2</td>
<td>242.2</td>
<td>182.0</td>
<td>102.2</td>
</tr>
<tr>
<td>SUNDAY</td>
<td>157.0</td>
<td>0629.4</td>
<td>91.3</td>
<td>326.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>02813.4</td>
<td>2748.6</td>
<td>999.4</td>
<td>1298.4</td>
</tr>
</tbody>
</table>

Surprised? The Moral: Network Programs Alone Are Not Enough. Strong LOCAL Programming is Important in Building LOCAL Viewing HABITS!

(Note MONDAY Night when ALL WMAL-TV Programs are LOCAL)

This is important — to YOU!

Represented Nationally by ABC Spot Sales

WMAL-TV THE EVENING STAR STATION IN WASHINGTON, D. C.

(Continued on page 20)
HAS CHANGED LISTENING HABITS IN IOWA

Conlan’s on-the-spot study—NOT A MEMORY TEST—proves the bulk of listeners in 22 Iowa Counties prefer KXEL—prefer its fine programs—its warm personalities—its strong signal that assures easy, relaxed listening. Sales of smart KXEL advertisers show that KXEL-endorsed products out-sell in this rich Iowa market.

No other radio station delivers as many listeners in this great rural area for SO FEW DOLLARS.

The truth that hurts is brought out in Iowa’s largest, most complete, most recent listener study . . . that without KXEL you pay a high price for “listeners” who aren’t there! Ask your Avery-Knodel man to see the NEW CONLAN.

Radio Time Buyers—aren’t fooled by a SIMPLE SIMON MEMORY TEST! Get the Simon-pure facts on Listening Habits in Iowa and you too will buy KXEL.
A well-managed radio station is one whose policies attract good personnel—whose programming and promotion attract a good audience—whose rate structure and service attract good advertisers. On all those scores, the best-managed stations in America are listed at the right...

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

Atlanta Detroit Ft. Worth Hollywood San Francisco
### EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-WBZA</td>
<td>Boston-Springfield</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WMCA</td>
<td>New York</td>
<td>IND.</td>
<td>5,000</td>
</tr>
<tr>
<td>KYW</td>
<td>Philadelphia</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WFBL</td>
<td>Syracuse</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WGH</td>
<td>Norfolk</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>WPTF</td>
<td>Raleigh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WDBJ</td>
<td>Roanoke</td>
<td>CBS</td>
<td>5,000</td>
</tr>
</tbody>
</table>

### MIDWEST, SOUTHWEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO</td>
<td>Des Moines</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>ABC</td>
<td>10,000</td>
</tr>
<tr>
<td>WISH</td>
<td>Indianapolis</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KMBC-KFRM</td>
<td>Kansas City</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WAVE</td>
<td>Louisville</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WTCN</td>
<td>Minneapolis-St. Paul</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KFAB</td>
<td>Omaha</td>
<td>CBS</td>
<td>50,000</td>
</tr>
<tr>
<td>WMBD</td>
<td>Peoria</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KSD</td>
<td>St. Louis</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>KFDM</td>
<td>Beaumont</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KRIS</td>
<td>Corpus Christi</td>
<td>NBC</td>
<td>1,000</td>
</tr>
<tr>
<td>WBAP</td>
<td>Ft. Worth-Dallas</td>
<td>NBC-ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KXYZ</td>
<td>Houston</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KTSA</td>
<td>San Antonio</td>
<td>CBS</td>
<td>5,000</td>
</tr>
</tbody>
</table>

### MOUNTAIN AND WEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOB</td>
<td>Albuquerque</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDSH</td>
<td>Boise</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
</tr>
</tbody>
</table>

*CP
Feature of the Week

LOCAL PROGRAMS THAT CLICK!

- Bow-Ties and Bow-Kays
- Music for the Mrs.
- Piedmont Farm Program

A "graduate grocer" of WSAI Cincinnati's "Training School for Grocers" has been appointed president of the Northern Kentucky Independent Food Dealers' Assn., in this case proving that "education" pays off.

Mr. Wihebrink (2nd r) is congratulated on his appointment by (l to r) Polly Pickens, WSAI correspondent for greater Cincinnati grocery trade journals; Robert M. Sampson, WSAI general manager, and Harold Hand, director of merchandising.

He is Andrew Wihebrink, who has helped swell to capacity classes in the WSAI school which was started a little over a year ago as part of the station's merchandising.

(Continued on page 18)

Is frequency important?

...and it's doubly important in radio. For example, WHTN has Huntington's most favorable frequency (800 kc.) and is Huntington's only clear channel station. That gives WHTN the best 5 mv/m contour of any station in town, regardless of power, plus a clear, strong signal that reaches the homes of over 100,000 families. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market...then make up your mind to get your share by using WHTN and WHTN-FM.

The Popular Station

HUNTINGTON, W. VA.

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

PACE-WILES, INC.

Advertising

Huntington, West Virginia

National Representatives

Page 14 • March 6, 1950
Reach them... Sell them... While they are going to buy!

transit radio has built a terrific record of

RESULTS

AT LOW COST!

because the riding audience

is a buying audience...

These leading national advertisers have found Transit Radio Fast, Efficient, Economical

* A leading food manufacturer, using transit radio exclusively in a test market for an established packaged product, increased his sales by 51% in only seven months (while his leading competitor, using other media, showed a 2% increase).

* A leading drug manufacturer, also testing transit radio for an old established product, increased sales by 75.51% at the end of six weeks, 124.3% at the end of twelve weeks!

* A leading dentifrice, using transit radio exclusively in an isolated test market, increased its share of dentifrice sales by 47% in 10 weeks! (All three leading competitors went down during the period.)

* These are documented case histories. Names, dates and full details are available on request.
NEW BUSINESS

STERLING BREWERS, Evansville, Ind., appoints Smith, Benson & McClure, Chicago, to handle its account effective April 1. George Enzinger is account executive. Spot radio will be used in all principal markets within firm’s distribution area—Indiana, Kentucky and southern states east of the Mississippi. TV will continue to be used.

ACOUSTICON Div. of Dictograph Products, New York (Acousticon hearing aids), through Atherton Adv., Los Angeles, planning to supplement its present radio campaign with television spot campaign on Los Angeles stations in April. Firm currently carrying intensive radio spot schedule on approximately 30 stations all over country.

GIPPS BREWING Corp., Peoria, Ill. (Premium extra dry beer), will sponsor station breaks, one-minute spots, newscasts and programs on 15 central Illinois stations starting March 13 to continue through Oct. 31. Agency: Kaufman & Assoc., Chicago. ROBERT E. JACKSON is account executive.

LOCAL LOAN Co., Los Angeles, adds quarter-hour program strips on four Pacific Coast stations supplementing current programming on 15 other Western stations. Firm Feb. 27 started five weekly recorded Freddie Martin Show on KXRX San Jose, and three-weekly Bud Hobbs Show on KCRA Sacramento; Feb. 22, five-weekly Bill Leyden Show on KFWB Los Angeles; Feb. 29, five-weekly Elmer Davis on KFLL Miami, Ore. All contracts for 52 weeks. Agency: Hixson & Jorgensen, Inc., Los Angeles.

HELENE CURTIS Industries Inc., Chicago, names Gordon Best Agency, same city, to handle advertising for its Suave hair dressing and other new products. Radio and TV being considered.

GOEBEL BREWING Co., through Russell, Harris & Wood, San Francisco, and REMAR BAKING Co., through Elliott, Goetze & Boone, same city, sign for joint sponsorship of 1550 baseball games of Oakland Athletics on KGO-TV San Francisco. Goebels also will sponsor the games on XIX Oakland. Sponsors mark opening of campaigns by both agencies for the newly acquired accounts.

SUPERTEST PETROLEUM Corp., Ltd., Toronto (oil and gasoline), starts five times weekly, five-minute newscast Headliners on CKWY Ottawa, and number of other Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

TOWN & COUNTRY MARKET, Los Angeles, appoints Irwin Co., Beverly Hills, to handle advertising and publicity. Firm now using KLAC and KFAC Los Angeles and plans extensive use of radio and TV in spring. Tom Ross and Dal Williams are account executives.

UNION SUPPLY & ELECTRIC Co., Charlotte, N. C., signs for series of weekly spots on WBTV (TV) Charlotte.

P. LORILLARD Co. (Old Gold cigarettes) purchases $25,000 in time on WPEN Philadelphia, including five-minute news periods and spots for 46 weeks.

FRUIT INDUSTRIES Ltd., San Francisco (California vintners’ cooperative), appoints Merchandising Factors Inc., same city. Radio and television will be used. Joe McNeil is account executive.

PEDRO PINTO GUATEMALAN Coffee Co. appoints Pavia Adv., San Francisco. Radio will be used.

MOHAWK PETROLEUM Corp., San Francisco, appoints Russell, Harris & Wood, same city. Royce Russell is account executive. Radio will be used.

FRANK PEHR BREWING Co., Louisville, names Leally Inc., Chicago, to handle its advertising; JAMES G. COMINOS is account executive. Radio and television will continue to be used.

LINTON’S FRIENDLY Restaurants, Philadelphia, appoints W. Wallace Orr Inc., Philadelphia, to handle advertising. Radio and TV will be used.

CENTLIVRE BREWING Co., Fort Wayne, Ind. (Old Crown ale), currently sponsoring transcribed five-weekly, 15-minute Lonesome Gal on WOWO Fort (Continued on page 50)
We've always known that KDKA ranked high with Pittsburgh women... but we didn't realize how high until we were invited to view the results of an independent survey made by Guide-Post Research.

More than 40 percent of the home makers interviewed reported that they would be most likely to hear about new food and drug products on KDKA.

KDKA's score, in fact, exceeded the combined score of the two "next best" stations! And this speaks only for Allegheny County; the survey didn't even touch the other counties... more than 100 (BMB) in number... reached regularly by KDKA's 50,000-watt voice.

To keep people thinking of your product in this rich, tri-state market... keep spreading the word on KDKA. For availabilities, check KDKA or Free & Peters.
Feature
(Continued from page 14)

ing plan known as "Shelf-Level Selling." The plan offers air time to advertisers with the opportunity to beam their products to the training school's grocers who feature "Shelf-Level" products in their store displays, newspaper advertising and during WSAI's Advertised Products week.

The program on which "Shelf-Level Selling" is based is the Jon Arthur Show heard mornings between 7 and 8:40. The grocer-directed announcements are given on the show.

Mr. Whebrink has this to say of the training school: "I've been in the grocery business for 25 years but there's always more to learn and WSAI's progressive program has worked fine for us."

Nesbitt To Europe
T. H. E. (Buck) NESBITT, assistant chief, telecommunications policy staff, State Dept., left Friday for London where he will spend four days before going to Paris for a day and then to Frankfort, Germany. He will serve in Germany as advisor on broadcasting matters to High Commissioner McCloy during the Copenhagen conference. The conference begins March 15.

ADULT EDUCATION BY RADIO
Boston's Lowell Council Series Now in 4th Year

RESPECT for the adult listener and his intelligence, whether he has finished the first grade or has a Ph. D., is the basis on which Boston's Lowell Institute Cooperative Broadcasting Council rests its informational and educational programs.

Now in its fourth year of broadcasting, the council, according to Pulse figures, has maintained an average of approximately three hours of broadcasting a week. Audiences for all programs have averaged just over 200,000 a week in the five-county area of metropolitan Boston alone, the council reports. For last November and December, Pulse reported the estimated average aggregate weekly audience was 227,500.

Year-Round Project

Made up of higher institutions of learning in the area, the council claims it is the only such organization of private institutions which conducts a year-round program of adult education by radio and television over commercial broadcasting stations.

The council is comprised of Boston College, Boston U., Harvard, M. I. T., Northeastern, Tufts and the Lowell Institute, the latter a philanthropic institution. The broadcasts have been presented over Boston outlet WCOI WNDH WMEX WBZ WEAI WBMS FM WNAC WNAC-TV.

Participating Schools

Over the three-year period, faculty and staff members, alumni and students have taken part in the broadcasts for their respective institutions, in numbers of programs and hours of broadcasting, as follows:

Boston College, 204 programs, 56 hours; Boston U., 440 programs, 197 hours; Harvard, 528 programs, 173 hours; M. I. T., 163 programs, 62½ hours; Northeastern, 189 programs, 56½ hours; Tufts, 222 programs, 68 hours. In addition, the total was swelled by broadcasts by six non-affiliated educational institutions and 19 community organizations.

Special Awards

When the program's third anniversary was observed Feb. 3, Boston stations joined in citing Ralph Lowell, institute trustee, for his achievements in furthering adult education by radio. A certificate of appreciation was presented to Mr. Lowell by Fred H. Garrigus, WEAI director of public affairs.

Furthering its TV programming plans, the council on Feb. 23 presented on WZB-TV Prof. Donald Born of Boston U. in Here's a Story for You, telling the "Lady or the Tiger?" selected from his general college course in the American short story. Also, educational broadcasters outside New England have given the council recognition in its plan to broadcast recordings of seven We Human Beings programs, originally presented over WCOI on a National Assn. of Educational Broadcasters circuit. The series began Feb. 26 or WNYC New York. From there the programs will be sent to schools in the south, mid-west and far west.

The finest instruments give lasting satisfaction
Praises Pabst Story
EDITOR, BROADCASTING:
Your article "Pabst Puts Its Blue Ribbon on Radio and Television," which appeared in your Feb. 20 issue, is an outstanding example of reporting.
William V. Humphrey
Publicity Director
Pabst Sales Co.
Chicago.

Daytimers’ Plan
EDITOR, BROADCASTING:
For four years I have been trying to get night... on my day-
only radio station (WMGY). I have done everything legitimate... to arouse the FCC to some activity... They have been holding conferences but... the United States has never done much at conferences... If you remember Will Rogers made the statement... "The United States never won a conference or lost a war." Our representatives from Washington are in Cuba now, probably having a good time. They have been buffed and rebuffed over four years to my certain knowledge while 1,200 daytime only stations are losing money every month trying to hold on until such time as our representatives in the FCC decide that they will tell Mexico and Cuba where to get off...
I have talked to some of these daytime operators and a plan has been suggested that an agreement be reached between all daytime only operators in the United States and the FCC in the case of clear channels, and a different agreement with Mexico, where to have nighttime only operators set a specific date and close their stations until such time as the FCC will arrange for them to have nighttime on their daytime station.

CINCINNATI Mayor Albert Cash (standing) addresses luncheon held for the formal changing of the name of Reiser-Guenther Inc. to Guenther, Browne & Borne Inc., February 27. Luncheon guests include Robert E. Dunville (foreground), president, Crosley Broadcasting Co.; and Wilfred Guenther, president, Guen-
ther, Brown & Borne.

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

Editor, Broadcasting says...

Musicians are notably discriminating in their selection of instruments. Their skilled senses detect fine craftsmanship immediately. And, fine craftsmanship means the ultimate in performance.

Similarly, in selecting a recording instrument, the care with which it was planned, the skill with which it is built, the consistent performance it will render, are the important considerations. Every detail of a precision Presto recorder is engineered for one purpose... the most perfect reproduction of sound.

From the tinkle of a triangle to the boom of a tuba... Presto

Videodex Listing
EDITOR, BROADCASTING:
On page 79 of your Feb. 20 issue... there was an error in the title of your 9th place Videodex listing. This should have read: "TV Digest Film Theatre."
As sponsors of this program, we hope to enjoy a continued high rating.

Arthur Berenson
Editor TV Digest
183 N. 13th St.
Philadelphia.

'Opy' in Alaska
ARTIC clothing and equipment will be issued at Great Falls, Mont., this month to a group of WSM Nashville's "Grand Ole Opry" entertainers. That will be the only stop for the Opry cast on their scheduled flight March 19 for Alaska where they will entertain Air Force men at seven bases: Elmendorf, Marks, Ladd, Davis Thonce, Bina, and Fort Richardson. This is the second trip outside the States for the WSM talent who made a pre-Christmas tour to Europe for the Air Force. An Army ground force base at Big Delta also will be visited by 14 of Roy Acuff's Smokey Mountain Boys and Hank Williams' entertainers.

The Presto Studio Tape Recorder SR-950

March 6, 1950 * Page 19
Plane Fact: 
He Makes Furniture Sales Too

Amateur cabinetmaker, professional commentator, he's as skillful in producing business as he is in working wood. Says Mr. Ralph C. Bromwell of Bromwell Furniture, Summerland, Calif., to Station KDB, Santa Barbara:

"Campaign featuring Mutual's Fulton Lewis, Jr. has been amazingly successful. On his first broadcast I gained $630.00; on the second I again had unusually good results with sale items.

"So many new faces have come into our store, actually mentioning the program, that it has certainly kept us busy. It has proved to us that radio reaches into homes..."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Whatever the type of remote program may be that you are going to pick up, there is a Collins amplifier that will do it just right. Most popular of all is the four-channel type 12Z, famed for its instantaneous changeover to batteries when the a-c power fails; a feature that makes it ideal for pickups where there is no a-c power or it is inconvenient to obtain. Popularity for single mike pickups goes to the 212Y remote amplifier. Its zip-on canvas case permits fast setups. All receptacles and jacks are on the front, right where you can get at them easily. 212Y's can be easily turned into two-mike units (model 212U) by adding the 60H mixer. Both units slip into a metal housing and are easily carried in a zip-on canvas case. You have the advantage of separate gain control for each microphone and a vu meter with this combination.

All models are stocked in 30/50 or 200/250 ohms input impedance and 600 ohms output. A complete catalog is available: or write, wire or phone your order for immediate delivery.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 W. 42nd St. 2700 W. Olive Ave. M & W Tower Dogwood Rd., Fountain City 417 Rosalyn Ave.
NEW YORK 18 BURBANK DALLAS 1 KNOXVILLE DAYTONA BEACH

March 6, 1950 * Page 21
Success story:

Recently a Richmond meat packer started a schedule on WLEE. In just seven weeks, so many direct results were traced to WLEE that he sharply reduced all other advertising. *He increased his budget on WLEE by 72%*

This is the kind of quick, profitable action that Richmond advertisers get all the time from WLEE. More and more national advertisers are following their lead. Get WLEE on your list! Call in your Forjoe man and get the whole WLEE story today!
U.S.–CUBA PACT NEAR

AN AGREEMENT on U. S.-Cuban channel allocations giving Cuba special rights on 10 regional and three 1-A clear channels plus additional privileges reportedly was reached "in principle" in Havana negotiations between the two nations last week.

Authorities said the terms also would provide that Cuba cease operations on channels not allocated for her use under the expired NARBA, and that she abandon NARBA rights to one clear channel which she has not used.

The agreement was expected to have wide repercussions, first of which came with NAB's recall of its representative from the conference.

Though the "agreement" could not be assured until signed and delivered, the task of working out protection details was under way last week looking toward a special Cuban use of the following frequencies:

1-A clear channels—640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis).

Regional frequencies—550 kc with 10 kw; 670 kc with 10 kw; 590 kc with 25 kw; 630 kc with 25 kw; and the following with kw each: 790, 910, 920, 980, and 1150 kc, all using directional antennas or, if not, reducing power. Most of these stations would be in Havana.

Authorities pointed out that the number of these regional channels on which Cuba would have "high-power" rights is the same as provided in the expired NARBA, though there would be three changes in specific frequencies. These involve substitution of 550, 980 and 1150 kc for 600, 960 and 1270 kc.

Other Channels Involved

Other channels on which Cuba might get new or changed assignments affecting U. S. stations were said to include the following (U. S. stations reportedly affected are shown in parentheses): 1080 kc (KRLD Dallas); 1170 kc (WWVA Wheeling); 1000 kc (WCKY Chicago); 1190 kc (WOWO Fort Wayne); 1000 kc (KTHS Hot Springs). On most of these Cuba would operate 250-watt stations.

She might also be authorized to operate a 1-kw station on 1-A 1160 kc with operation limited to KSL Salt Lake City, and a 1-kw outlet on 1840 kc, local channel.

U. S. delegates reportedly indicated they would consider granting "realistic" additional protection to Cuban stations in making future U. S. assignments on 550, 570, 590, 630, 650, 740, 860, 920 and 980 kc. This country also would provide that future U. S. assignments give 6-milliwatt protection to Cuban 250-watt stations on regional frequencies.

The delegation was said to have rejected Cuban requests for alternations in nighttime directional operations of WDBO Orlando (580 kc), WSUN St. Petersburg (620 kc), WFBC Greenville, S. C. (1330 kc), and KNOE Monroe, La. (1390 kc). The Cuban group requested a 1-B protection for 1560 kc (WQXE New York and KFMC Bakersfield, Calif.), and its return would recognize 1-B status of this channel in Cuba.

Additionally Cuba would relinquish rights granted her under the old NARBA for operation on the 1-A 890 kc channel (WENL-WLS Chicago), which she has never used. Her unauthorized operations on 660 kc (WNBC New York) and 760 kc (WJR Detroit), both 1-A clear channels, would be among those to be given up for noncompliance with the NARBA treaty which expired last March 29.

She would retain her NARBA rights with respect to local channels and to the use of U. S. 1-B frequencies on a non-interference basis.

To Offer for NARBA

The agreement when reached, would be offered for incorporation in the new NARBA treaty, for which negotiations among all signatory nations are slated to resume between April 1 and Aug. 1. In event no agreement is reached as to the overall NARBA, observers thought it likely the U. S.-Cuban document would be the subject of a separate agreement between the two nations. On this point, it was felt the views of the Senate Interstate and Foreign Commerce Committee as well as those of the FCC and State Dept. would be canvassed before a final decision is reached.

The exact form in which the U. S.-Cuban agreement would be cast was still undecided last week. Joseph Kittner, assistant to the FCC general counsel, flew to Havana Thursday night, presumably to help draft the document.

Several industry advisors attending the conference reportedly were pushing for immediate signature by representatives of both countries, while some State Dept. authorities suggested the instrument should take the form of "an intention of agreement" with final approval to come later.

In any event authorities felt repercussions were sure to come from broadcasters affected by the agreement, particularly since details were not divulged in advance.

Recalls Representative

The first formal overall protest came late Thursday when NAB announced the recall of its Engineering Director, Nen McNaughten, from the Havana sessions, denouncing any concessions to Cuba "over and beyond that condition which existed" when NARBA expired last March.

Earlier, Sen. J. Allen Frear Jr. (D-Del.) was reported to have pro-
(Continued on page 39)

P&G TOPS ON NETWORKS

PROCTOR & GAMBLE Co. remained the undisputed leader in network radio in 1949. The firm had gross time expenditures of $7,517,092 during the year, according to network figures released to Broadcasting last week by Publishers Information Bureau. Gross time costs in 1948 were $18,225,521.

P&G was the only firm with network gross expenditures of over $10 million. These figures are for network time only and do not include money spent by the advertisers for talent and production or any other radio business, such as spot, which may have been placed during the year.

Sterling Drug Inc., which had had the second largest amount of time purchased in 1948, continued its hold on this position for 1949 with $8,107,869. This was a decrease of $965,607 from the $9,073,466 spent in 1948 for time. In 1947, General Foods Corp., had gross network time purchases of $7,456,943, putting it in third place. In 1948 it spent $6,774,680.

Lever Bros. Co., which added time purchases of $1,824,355 to its

agree 'in principle'
GROSS billings of $17,084,200 for the four national radio networks in January 1949, were reported last week by Publishers Information Bureau.

A fortnight before, Broadcasting estimated that January billings would total $17,100,000 (Broadcasting, Feb. 27).

The network gross was more than $600,000 below the figure for January, 1949.

Billings by networks were:

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>$8,866,499</td>
<td>$7,858,127</td>
<td>$667,403</td>
<td>$6,531,443</td>
<td>$16,688,884</td>
</tr>
<tr>
<td>1948</td>
<td>$9,270,000</td>
<td>$8,291,000</td>
<td>$790,600</td>
<td>$7,199,727</td>
<td>$22,961,727</td>
</tr>
</tbody>
</table>

(Continued on page 22)

Food and food products advertising utilized more time on the nationwide radio networks during 1949 than any other product group, according to data released last week by Broadcasting to Publishers Information Bureau.

Network gross time, worth $49,312,432 at gross rates, was devoted to food advertising—24.1% of the combined network gross time sales of $187,800,329 during the year.

Toilet goods ranked second, accounting for $29,570,154 worth of network time at gross rates; smoking goods, third, with $21,054,786, and laundry soaps and cleaners fifth, with $19,384,813.

The five same categories ranked in the same order to head the network advertising list for December 1949. In December 1948 they were also the top five classes of network advertisers but the rank order was slightly changed: foods were first, toiletries second, smoking materials third, soaps and cleaners fourth and drugs fifth. For the full year of 1948, the order was: foods first, soaps second, drugs third, soaps fourth and smoking materials fifth.

(See Table III for gross billings of each category for December and the full year of both 1948 and 1949. The leading advertiser in each group and his expenditure for network time, both in December and for the full year of 1948, is shown in Table IV.)

P&G Nets Tops (Continued from page 22)

Food and food products advertising utilized more time on the nationwide radio networks during 1949 than any other product group, according to data released last week by Broadcasting to Publishers Information Bureau.

Network gross time, worth $49,312,432 at gross rates, was devoted to food advertising—24.1% of the combined network gross time sales of $187,800,329 during the year.

Toilet goods ranked second, accounting for $29,570,154 worth of network time at gross rates; smoking goods, third, with $21,054,786, and laundry soaps and cleaners fifth, with $19,384,813.

The five same categories ranked in the same order to head the network advertising list for December 1949. In December 1948 they were also the top five classes of network advertisers but the rank order was slightly changed: foods were first, toiletries second, smoking materials third, soaps and cleaners fourth and drugs fifth. For the full year of 1948, the order was: foods first, soaps second, drugs third, soaps fourth and smoking materials fifth.

(See Table III for gross billings of each category for December and the full year of both 1948 and 1949. The leading advertiser in each group and his expenditure for network time, both in December and for the full year of 1948, is shown in Table IV.)

P&G also was active in behalf of Pepsodent Tooth Paste and power was handled by Needham, Louis & Brobrny as well as part of the Rayve Cream Shampoo and Rayve Home Permanent wave account.

P&G Nets Tops (Continued from page 22)

Live on behalf of Sure-Jell, Maxwell House Coffee and Maxwell House Instant Coffee, Post's Corn Toasts, Post's Raisin Bran, Post's 10% Bran Flakes, Instant Postum, and Sains Dog Food. Both agencies worked on the program, When a Girl Meets, presented on behalf of Calumet and Swansdown. (also see story on General Foods regulation, page 22).

Through 1949 Lever Bros. had seven agencies active on its various products. Yarrow was a new business for Lipton's Tea and Soup Mixes through the year and Food and food products advertising utilized more time on the nationwide radio networks during 1949 than any other product group, according to data released last week by Broadcasting to Publishers Information Bureau.

Network gross time, worth $49,312,432 at gross rates, was devoted to food advertising—24.1% of the combined network gross time sales of $187,800,329 during the year.

Toilet goods ranked second, accounting for $29,570,154 worth of network time at gross rates; smoking goods, third, with $21,054,786, and laundry soaps and cleaners fifth, with $19,384,813.

The five same categories ranked in the same order to head the network advertising list for December 1949. In December 1948 they were also the top five classes of network advertisers but the rank order was slightly changed: foods were first, toiletries second, smoking materials third, soaps and cleaners fourth and drugs fifth. For the full year of 1948, the order was: foods first, soaps second, drugs third, soaps fourth and smoking materials fifth. For the full year of 1949, the order was: foods first, soaps second, drugs third, soaps fourth and smoking materials fifth.

(See Table III for gross billings of each category for December and the full year of both 1948 and 1949. The leading advertiser in each group and his expenditure for network time, both in December and for the full year of 1948, is shown in Table IV.)

P&G also was active in behalf of Pepsodent Tooth Paste and power was handled by Needham, Louis & Brobrny as well as part of the Rayve Cream Shampoo and Rayve Home Permanent wave account.

P&G also was active in behalf of Pepsodent Tooth Paste. Rinse and Spry were handled by Ruthrauff & Ryan while the Lifebuoy account was handled by SCSA.

The fifth rank for General Mills, Inc. had three agencies active on its accounts. Knox-Reeves placed the Bisquick, Cheerios, Kix, Wheat-Bran, Bisquick, Swansdown, Pyquic, Gold Medal and Drifted Snow flour, Betty Crocker Cookies, Ginger Cake Mix, Sperry Pancake and Waffle flour. Tatham-Laird Inc. was active in behalf of Kix, Wheaties and Gold Medal Flour. The accounts handled by D-F-S included Gold Medal Flour, Bisquick, Kix, Pyquic, Cake Flour and Ginger Cake.

Individual expenditures by advertisers are shown at left. The first column shows the class in which the advertiser's expenditures is classified. The second column shows the sponsor and product advertised. The remaining columns show the 1949 and 1948 expenditures and the dollar increase or decrease. The figure immediately following the sponsor's name indicates the total gross expenditure for 1940. Where expenditures by products are available they follow the product name.
FCC MODEL BILL

By RUFUS CRATER

A SHARP BREACH among FCC members over their staff’s proper role in Commission affairs was revealed last week in a “secret” document sent to the House radio subcommittee of jurisdiction today (CENSORED CIRCUIT, Feb. 20).

The cleavage was disclosed in extensive comments submitted by the Commission accompanying a model bill which presented FCC’s own version of how it should conduct its operations.

The controversy aligned five Commissioners against one in a sharply worded dispute over the majority’s insistence on access to staff “expertise” in any case at least until the hearing is held.

Chairman Coy and Comrs. Walker, Webster, Sterling and Hennock contended public interest would suffer if Commissioners were not allowed to consult freely with staff members about pending cases up to the point of hearings. Comr. Jones retorted that in contested cases such advice should be given on the record, not “behind the backs of the opposing parties.” To see the Senate “is not confirming enough employees of the Commission.”

Comr. Hyde, attending the NARBA sessions in Cincinnati, did not take part in the debate.

Highlights of Bill

Other highlights of the majority’s model bill and accompanying comments on the Senate-passed McFarland Bill to reorganize FCC procedures (S 1973), with most of whose provisions FCC had once expressed approval:

- Division of the Commission into panels would be authorized as in the present law though the Commission said it does not now plan to make use of such an arrangement.

- The Commission would be required to reorganize its staff into functional units, along lines suggested by the McFarland Bill and as now in process of accomplishment (BROADCASTING, Feb. 20), but the McFarland Bill’s time limit for reorganization would be lengthened from 60 days to 12 months.

A special review or buffer staff would be created to stand between the Commission and its regular staff, similar to the one set up a few months ago, but it would be given a new role to advise the Commission that is withheld by the McFarland Bill.

The McFarland Bill’s deadlines for Commission action on applications would be eliminated.

The McFarland Bill’s prohibition against job-jumping by Commissioners and senior staff executives would be deleted.

The McFarland Bill’s provision that a renewal may be granted if it will serve public interest would be dropped for fear it would preclude competing application for a station’s facilities. The present law’s provision authorizing renewal upon the same considerations as an original grant would be retained.

- The McFarland Bill’s provisions of a “legal assistant” for each Commissioner would be broadened to specify “professional assistance.”

- Commissioners would be permitted to accept “reasonable” pay for preparing “technical or professional publications.”

- The McFarland Bill’s version of a radio fraud law, comparable to the postal fraud statute, would be eliminated.

FCC’s recommendations were submitted by request of Chairman George Sadowski (D-Mich.) of the House Interstate and Foreign Commerce Radio Subcommittee for his use in drafting a procedural bill in answer to the McFarland Bill.

Rep. Sadowski is sponsor of the Sadowski Bill to create a super FCC and give the Commission additional sanctions (HR 6949), which along with the McFarland Bill and perhaps the new network-licensing bill of Rep. Harry Sheppard (R-Calif.) had been slated for hearing next Monday. Indefinite postponement of the hearing last week left the bill’s status in doubt (see story, page 29).

Repercussion Awaited

Observers meanwhile awaited repercussions to FCC’s draft bill. Sen. E. W. McFarland (D-Ariz.), chairman of the Senate Interstate Commerce Radio Subcommittee, was not expected to accept the Commission’s action lightly, particularly since it was construed as a move to block passage of his own bill, which FCC’s comments referred to in the past tense. He is due to return to Washington next week from his home in Arizona.

Highlight of FCC’s comments on the McFarland Bill was the signature of Chairman Coy with separate statements by Comrs. Jones, was the dispute over staff activity in Commission decisions.

The majority held that “no person engaged directly or indirectly in any prosecutory or investigatory function in any adjudicatory proceeding or subject to the supervision or direction of such a person” (Continued on page 44)

NAB MEET AGENDA

By J. FRANK BEATTY

WEEK-LONG NAB convention lineup in which national and world affairs will provide the theme for broadcast management is planned for the April 12-19 series of meetings to be held at the Stevens Hotel, Chicago.

The new look in industry conventions will carry the theme, “The American Broadcaster’s Responsibility in the World Today.” Well-known speakers are to discuss world affairs, industry, advertising, government, world economy, agriculture and the broadcast’s obligation to coming generations.

Definitely billed for the Management Conference April 17-19 are Herman W. Steinbraus, president of the U.S. Chamber of Commerce, and Paul G. Hoffman, administrative director, Economic Cooperation Administration. Mr. Steinbraus will speak on industry problems with Adm. Hoffman discussing world economy.

Other speakers of equal prominence are being contacted by NAB for the Industry’s 28th annual convention.

Annual business meeting of the NAB membership will be held Tuesday the 15th, from 10 a.m. to 12 noon. The final management session Wednesday morning will be devoted to television, as was the case last year.

As now programmed, the convention lines up like this:

April 12 (Wednesday) — Annual Exposition opens; Engineer Conference registration; Engineer Conference meeting; inspection trips; evening reception.

April 13 — Morning luncheon and afternoon sessions of Engineer Conference.

April 14 — Same as Thursday.

April 15 — FCC-Industry Roundtable in morning; meeting of NAB Recording & Reproducing Standards Committee; inspection trips; informal evening reception.

April 16 — Independents’ Day Sunday meeting for independent stations; receptions, special meetings and dinners.

April 17 — PM meeting in morning; foreign language station meeting in morning; management conference formally opens at luncheon followed by afternoon meeting.

April 18 — Annual membership business meeting in morning; formal luncheon and afternoon meetings for management; annual news-speech banquet in evening, with BMI providing entertainment.

April 19 — Television session; noon adjournment.

Management Conference sessions will be shorter than usual, allowing plenty of time to visit exhibits and take part in unofficial activities.

Duplication Avoided

The schedule avoids duplication of shirt-sleeve station operating problems discussed at the autumn NAB district meetings. Programs are designed to give delegates a picture of the day’s news and an insight into their role in the industrial, agricultural and social life of the nation and world. Understanding of these problems, NAB says, is related to the individual broadcaster’s prosperity.

Supervising arrangements is the NAB board’s Convention Site & Policy Committee. Members are Howard Lane, WJJD Chicago, chairman; Charles C. Caley, WMWD Peoria, Ill.; James D. Shouse, WLTW Cincinnati; C. E. Arney Jr., NAB secretary-treasur-

Stress on World Affairs

(Continued on page 44)

March 6, 1950 • Page 29
RUNOFF ballots to determine a tie in the 1950 NAB board elections were mailed last week to FM station members by C. E. Arney Jr., NAB secretary-treasurer. The tie developed between Ben Stroouw, WWDIC-FM Washington, and Craig Lawrence, WCOP-FM Boston. Runoff ballots must be returned to NAB Washington headquarters by March 1.

Eight district directors were elected along with nine of the ten directors-at-large, bringing 12 new faces to the board when it is reorganized at the April convention. In the FM category, Frank U. Fletcher, WARC-AM Arlington, Va., led the ticket with 93 votes out of 324 cast. He will serve a two-year term. Winner of the Strouse-Lawrence runoff will serve a one-year term.

District directors now serve two-year terms. Under NAB's election system, even-numbered districts elect directors in even-numbered years, and odd-numbered districts elect in odd-numbered years.

Since this is a transition year in setting up a new election schedule for directors-at-large, those with the most votes will serve two-year terms and runners-up will serve one-year terms.

Large Vote Received
The total vote was "tremendous," according to Mr. Arney. He said all directors elected received over half the votes in each category. In all 2,487 ballots were mailed, with 1,143 returned, a 70% response. This set an all-time record in NAB voting.

Four district directors were nominated in January without opposition, but election ballots were sent to the stations in the areas. Those unopposed were Harold Wheelahan, WPAS New Orleans, District 8; William B. Quarton, WTM Cedar Rapids, Iowa, re-elected, District 10; Jack Todd, KAKE Wichita, District 32; Calvin J. Smith, KFAC Los Angeles, re-elected, District 16.

Re-elected in addition to Messrs. Quarton and Smith were James D. Shouse, WLW Cincinnati, large stations; Mr. Fletcher, for FM; Robert D. Swezey, WDSU-TV New Orleans and Eugene S. Thomas, WQQW (TV) Washington, for television stations.

New board members, besides Messrs. Wheelahan and Todd, will be William A. Fay, WHAM Rochester, N.Y., District 2; Harold Essex, WSJS Winston-Salem, N.C., District 4; George J. Higgins, WISH Indianapolis, District 8; William C. Grove, KPBC Cheyenne, Wyo., District 14; William B. Ryan, KFI Los Angeles, large stations; A. D. Willard Jr., WGAC Augusta, Ga., and John Egan, KTUL Tulsa, medium stations; Pat McDonald, WHIM Memphis, and Edgar WOIC (TV) Washington, for television stations.

WQQW balks at new dues

Quick reaction to a memo on NAB's dues increase, sent stations last week by President Justin Miller, came from WQQW Washington in the form of a critical letter of resignation.

Writing to Judge Miller, M. Robert Rogers, WQQW vice president and general manager, charged that the recent increase in dues and surtax must be paid, starting April 1, by stations in the less-than-$100,000 classes is a step to aid big broadcasters at the expense of smaller stations.

WQQW is not affected by the new dues schedule, adopted by NAB's board last month at its Arizona meeting, according to Mr. Rogers. Judge Miller's memo to member stations explained the board had abandoned the 12 1/2% dues discount and stepped up dues of the four lower classes to raise income from $365,000 to $408,000 for the fiscal year starting April 1 [Broadcasting, Feb. 20]. He said members of the four groups, a large part of the total membership, will pay 28.15% of the cost instead of 20.12% as heretofore.

Mr. Rogers wrote Judge Miller that the station considered its NAB status some months ago when several important independents resigned. The dues action, however, "tips the scales quite the other way as far as we are concerned," he wrote. "It almost smacks of taxation without representation, a particularly loathsome concept for Americans; and, therefore, we have no choice but to resign our membership.

"This principle of taxing your smaller members for the benefit of your larger ones has already been apparent in other ways, such as the assessment plan for the regrettable unsuccessful All-Radio film presentation. At that time we raised our objections to a sliding tax scale, peculiarly un-American, in that the surtax principle is applied to the poor and the tax reduction features to the rich." Mr. Rogers said WQQW was not resigning from NAB "only over a matter of principle." He listed six NAB operations, asserting a "pretty careful assessment" showed no dollar-and-cents value from program, technical and FM services. (Continued on page 42)
NATIONAL network broadcast and TV audiences will be measured by only one firm, A. C. Nielsen Co., as a result of the Feb. 28 sale of three C. E. Hooper Inc. services to the Nielsen interests.

Three months of negotiations between the parties culminated last week in ratification of the three-service purchase by Nielsen stockholders.

While this major upheaval in the program rating field leaves Nielsen as the only national network audience service, the Hooper organization will continue its operations exclusively at the local level.

Price paid by Nielsen for three Hooper services — national radio network programs, Pacific network programs and national TV network programs — was not officially disclosed. Broadcasting learned on reliable authority that the amount was local level, the Hooper organization had been publishing network Hooperatings for 15 years.

Mr. Hooper said that A. M.瓦宁顿, the executive president who will move to the Nielsen New York offices to act as liaison for the TV-ratings service as long as it continues under the present setup. When the switch to Nielsen's Audimeter-based ratings is made he will return to C. E. Hooper Inc.

In continuing its operations at the local level, the Hooper organization will compile and publish its "City Hooperatings," "City Tele-ratings," "area coverage indexes," "salaries of radio personnel" and other specialized research services. A new automatic recording device which will report on family listening and viewing within 3 1/2 seconds directly and without need for a telephone call will shortly be incorporated into his firm's data collection procedure, Mr. Hooper said.

This report will be immediately replaced with the Pacific Nielsen-Broadcasting TV Network Hooperatings. TV Network Hooperatings will be discontinued, "They expect to be ready to inaugurate their Audimeter-based TV rating service this coming fall,"

(Continued on page 40)

One-function operation

The Nielsen acquisition returns the national network rating field to one-function operation for the first time in about a decade. In the 1930's Hooper and Crosley Inc. conducted competitive services, the latter on behalf of Associated National Broadcasters. Mr. Hooper has been publishing network Hooperatings for 15 years.

Mr. Hooper said that A. M. White, the executive president who will move to the Nielsen New York office to act as liaison for the TV-ratings service as long as it continues under the present setup. When the switch to Nielsen's Audimeter-based ratings is made he will return to C. E. Hooper Inc.

In continuing its operations at the local level, the Hooper organization will compile and publish its "City Hooperatings," "City Tele-ratings," "area coverage indexes," "salaries of radio personnel" and other specialized research services. A new automatic recording device which will report on family listening and viewing within 3 1/2 seconds directly and without need for a telephone call will shortly be incorporated into his firm's data collection procedure, Mr. Hooper said.

This report will be immediately replaced with the Pacific Nielsen-Broadcasting TV Network Hooperatings. TV Network Hooperatings will be discontinued, "They expect to be ready to inaugurate their Audimeter-based TV rating service this coming fall,"

(Continued on page 40)

Networks' Reaction to Hooper Sale

COMMENTING on the Hooper sale, Richard Puff, MBS director of research, told Broadcasting:

"It is good news, but not unexpected, to know that there is to be only one national measurement for radio program audiences. Being the first network to break away from the false theory that two national rating services were better than one, we at Mutual are more pleased.

"It is good news for two reasons—the duplication of cost is eliminated for advertisers, agencies and networks, and—there will be no more confusion without a duplication of programs.

"One of the new fields open to more intensive exploration is small town America, a large part of the national picture. Nielsen's 1937 sample of the United States obviously points the way toward fuller recognition of these important marketing areas.

Theodore I. Oberfelder, ABC director of advertising promotion and research, had this to say:

"Many years ago, C. E. Hooper took the first forward step in establishing a system of program ratings which became a standard of radio broadcasting. With the advent of the Nielsen Radio Index, there were two completely different systems of program measurement with two standards of rating. The move of the Nielsen Co. in purchasing the network Hooperatings now leaves one single standard of program rating—which, in my opinion, can only be good for the radio broadcasting industry.

"Theories thus released for purchasing a duplication of service can now be used for other forms of broadcast measurement.

The American Broadcasting Co. salutes C. E. Hooper and wishes him well in his new venture.

From CBS came this statement (Continued on page 41)
ARMY and Air Force officials assured the radio world last week that there were no bickering funds earmarked for radio-TV spending. A meeting, held with Maj. Gen. T. J. Hadley Jr., chief of the military air forces procurement and service division (USA, USAF), reviewed the budget situation [BROADCASTING, Feb. 27, 13] in Washington Thursday afternoon.

As a long-range aftermath of the latest conference, it is understood that the military has promised to consider diverging production costs from actual time purchases in its future overall budget estimates. The major part of these production costs are for free-time material.

Both Maj. Gen. Hadley and Will C. Grant, owner of Grant Advertising, Chicago, Air Force agency, assured the broadcasters' spokesman that "radio has been and always will be given a fair share of recruitment advertising. We have said the Army-Air Force has no intention of cutting radio or TV from its advertising program and would give the media equal opportunity with the others."

Representing radio at the conference were Judge Justin Miller, NAB president; Charles A. Batson and Robert M. McGregory, assistant directors, and Mr. Grant. Maj. Gen. Hadley, members of his staff, and other defense officers represented the military.

The next talkie, underway for several weeks, were instigated as a Field of NAB and BAB action in response to stations' protests against the use of free time by the services [BROADCASTING, Feb. 6]. Testimony before a House Appropriations subcommittee revealed that the Army-Air Force recruiting program budget for next year calls for a nearly 40% outlay for radio and television. This goes for both free-time material production and time purchases.

Col. N. F. McCurdey, Hadley's deputy, had told Congressmen that the Army-Air Force for fiscal year 1951 would be $636,400 for radio-TV out of a total $1,591,000 outlay. Army officials estimate that the budget would be split about evenly in production costs and actual time purchase. For the time being, no change in this procedure is contemplated, spokespersons said.

The further parley came as a climax to a swelling chorus of stations' protests against donations of free time to organizations which conduct paid advertising campaigns in other media. Many stations protested to the Grant agency and to their Congressmen. Army officials said they were miffed because "irresponsible statements have been circulated that the services do not plan to buy any time on stations."

Labeling these assertions untrue, Army-Air Force spokesmen underlined the fact that the budget figures for 1951 were "tentative" and that it must wait upon action by the Congress and the President's signature before becoming a reality.

Col. William G. Downes, one of the Army-Air Force advertising staff, told BROADCASTING last week that with a limited budget the services were obliged to "compromise" in arriving at the best method of advertising which also would give them "the most coverage."

This on-the-burnest theory, Col. Downes said most independent stations have indicated their enthusiasm for the packaged programs and have asked for them. These stations, he said, can well time before and after. However, Army spokesmen said it would be folly to spread the budget allowance over the "thousands of independents" because not one of them would get a fair return.

Meanwhile, the high advertising command of the military confirmed a spending of $100,000 out of the 1950 budget for a spot campaign in 62 major cities. The campaign, it said, would get underway in two or three weeks and would spur interest in reserve activities.

MILLER BREWING

Mullen Heads Adv. Dept.

ESTABLISHMENT of separate advertising and public relations departments at the Miller Brewing Co., Milwaukee, (Miller High Life beer), was announced last week by Frederick C. Miller, brewery president.

Under the reorganization, Roy J. Bernier, now manager of the combined department, has been named director of the public relations department. The brewery's advertising department will be headed by Vernon S. Mullen Jr.

16,000 To Attend ATTENDANCE of 16,000 is expected at the four-day annual convention and equipment show of the Institute of Radio Engineers beginning March 6 at New York's Hotel Commodore and Grand Central Palace.

The convention is the 39th in the history of the engineering institute, which now embraces a membership of more than 27,000.

Thirty-six technical sessions are scheduled, and 160 papers will be read. Topics cover theoretical as well as practical phases of radio, electronics and nucleons.

More than 250 exhibits will be presented at the radio exhibits, which will be held in Grand Central Palace. Exhibits will range from complete radio and television stations to the small component parts in home receiving sets. (Story on DuMont color system for closed circuit telecasts, TELECASTING, 19.)

Dr. Ralph Bown of Bell Telephone Laboratories and past president of the IRE, will address the annual meeting, the opening feature of the convention. The meeting will be held in ballroom of the Commodore and will begin at 10:30 A.M. today.

LEGISLATION forking cities, towns and counties in the state of Virginia from levying license or privilege taxes on broadcasting and television stations was passed last week by the Virginia General Assembly, according to Philip F. Allen, of WLVA Lynchburg, president of the Virginia Assn. of Broadcasters.

The bill passed by overwhelming pluralities and was sent to Gov. John S. Battle.

Broadcasting and television are placed on the same level as newspapers in receiving exemption from municipal and county license and business taxes, under terms of the bill (House Bill 224), introduced Feb. 1.

The bill was passed by the House with a 90-2 vote. The Senate Finance Committee approved it, as the House committee had done, without hearing. After the Senate committee had reported it favorably by a 10-0 vote, it was resubmitted and a hearing was held Feb. 24.

Mr. Allen appeared at the hearing along with C. T. Lucy, WRVA Richmond, chairman of the VAB Legislative Committee; Frank U. Fletcher, WAB, Arlington, and a number of broadcasters. Mr. Fletcher pointed out that about half of broadcast stations have operated on a loss and that some stations were in the red. He described station services and added that stations might be forced into local politics if they are assessed local taxes.

The committee reported the bill favorably once more, this time by a 12-3 vote.

Last Monday the measure came up in the Senate. Sen. Edward L. Breeden, of Norfolk, attacked the contention that radio and TV stations resemble newspapers in their public and educational services and therefore should have the exemption newspapers have enjoyed for a half-century.

Cities TV's Future Sen. Breeden contended TV "is on the way to becoming one of the biggest businesses in Virginia." He compared TV to theatres, and added, "I can see no reason for the life of me to tax a theatre and not a television station."

Sen. A. E. S. Stephens, Isle of Wight, argued the bill did not concern itself with whether the radio and TV stations make money. He said they offer the same news and educational service as newspapers. The bill, he went on, "safeguards a situation whereby a locality by license fee could tax a radio station so severely as to bring it to hollering."

Sen. Robert O. Norris, of Lively, urged passage of the bill as "a refreshing piece of news" because one industry at least "knows it is not going to be taxed." Sen. Charles Fenwick, of Arlington, said the bill follows the same principle as the newspaper exemption, and prevents punitive action against stations by a locality.

The Senate passed the bill 30-5. Among communities understood to have already taxed radio and TV stations are Norfolk, Roanoke, Danville, Alexandria and Arlington County. In Alexandria WPIR was placed under a tax of $34 per $100 on gross income above a mysterious figure of $6,040. WPIK protested the levy, Arlington County assessed an 1% tax on stations but it has been protested.

Move to place these taxes on stations was instigated two years ago by the Municipal League of Virginia.

Several cities in Arkansas have taken steps to tax broadcasting stations following action of the U. S. Supreme Court in refusing to hear an appeal from a state court ruling in which the Little Rock radio tax was upheld after a local court had ruled it invalid.

Pueblo, Colo., is understood to have taxes on stations since the Supreme Court's action.

Stations in Anniston, Ala., also, have received tax bills from the city as a result of the Supreme Court's decision. A code approved Dec. 20, 1947, levied $100 on each station soliciting advertising. The tax had not previously been enforced.
HOUSE HEARINGS DELAYED No Date Set


Meanwhile Rep. Charles A. Wurtz (R-N.J.), ranking minority member and former chairman of the House committee, told Broadcasting he has been informed by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, that he will be given a chance to present his appeal for lifting of the television freeze before the Sadowski group once hearings get underway [Television, Feb. 13].

The feeling on Capitol Hill was that the new delay by the Sadowski subcommittee would put into effect the slow down expected in radio legislation because of the naming by President Truman of a temporary chairman to wield the gavel in place of Rep. Sadowski.


The New Jersey legislator also said he was not in favor of a prolonged postponement of the Sadowski group that he would "like to see the subcommittee go ahead" with its deliberations.

In the Senate, further review of the communications problem was last week given a new impetus. Sen. E. W. McFarland (D-Ariz.) would confer again with President Truman. Mr. Truman has expressed particular concern over the use of radio and wire communications by the government. However, since the phases which will fall under close study by his special board are new, the White House talk probably will touch on the entire communications question, including that of frequency control.

GENERAL FOODS, New York, will realign its products, effective Sept. 1, 1950 among its three agencies and will increase its advertising budget, the company announced last Tuesday at a news conference in New York.

General Foods spent $80,000,000 last year, Charles G. Mortimer, vice president in charge of marketing, said, and the company plans to boost that during 1950. Radio and television will be included in the increased budget.

Under the switch in products, Foote, Cone & Belding will double its present GF billing, while the two major GF agencies, Young & Rubicam and Benton & Bowles, will gain in billings through new products. The four new products which Foote, Cone & Belding will get are: Calumet Baking Powder, La France and Satina (all formerly serviced by Young & Rubicam) and Post Toasties (previously with Benton & Bowles).

Young & Rubicam, which last year celebrated its 25th anniversary working with GF (its oldest and largest client), will increase its GF billing in 1950 through new additions to the Jell-O line of package desserts. Other additions will come from Birds Eye and Birds Eye frozen orange concentrate, from the I glehart division with new Swans Down mixes and Minute rice, and Crystal Symphony.

Young & Rubicam will have the following products: General Foods Sugar, General Foods Raisin Bran (trade) Minute tapioca; G. F. Corporate, Grape-Nuts; Sanka; Instant Sanka, Kaffee Hag, Jell-O, Jell-O puddings; Jell-O tapioca pudding, Jell-O rice pudding, Jell-O pie fillings; Institution Jell-O products, Minute rice. Birds Eye frozen concentrated orange juice, Blevins' bottled beverages, Grape Nuts flakes, Post's wheat meal, Swans Down cake flour, Swans Down self rising cake flour, Swans Down mixes, Swans Down flour, Birds Eye frozen coconut, Baker's Southern Style coconut, Baker's bulk coconut products, Birds Eye frosted foods, Kernel-Fresh salted nuts, 40-Fathom Brand of fish and seafoods, Jack and Jill cat food.

Benton & Bowles, GF agency since 1929, will have higher billings in 1950 through established brands, and also through two new products, Post's Sugar Crisp and Walter Baker's 4 In 1 cocoa mix. General Foods is also Benton & Bowles' oldest and largest client.

Benton & Bowles will service the following products:


Foote, Cone & Belding Inc., newest GF agency, appointed in 1946, will handle Postum, Post Toasties, Rice Kronicles from Chicago, and Calumet baking powder, La France and Satina from New York.
### Advertiser Expenditures

(Continued from page 74)

<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1949 Exp.</th>
<th>1948 Exp.</th>
<th>$ Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIII</td>
<td>MLA</td>
<td>6,173,211</td>
<td>6,173,211</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>AUTOMOBILE TRADE</td>
<td>2,700,000</td>
<td>2,700,000</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>ABA &amp; BC</td>
<td>1,250,000</td>
<td>1,250,000</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>RUBBER TRADE</td>
<td>1,750,000</td>
<td>1,750,000</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>ASSN. OF AMERICAN INDIANS</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>BAYUK</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>CRAWFORD, P.</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>ASSN. OF AMERICAN INDIANS</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>BAYUK</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>0.00</td>
</tr>
<tr>
<td>VIII</td>
<td>CRAWFORD, P.</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>0.00</td>
</tr>
</tbody>
</table>

(Continued on page 88)
CIGAR SMOKING
WOR Cites Radio Influence

RADIO is effective in influencing men to smoke cigars, and especially certain brands, according to a report issued by researchers at WOR New York, covering two programs aired Monday through Saturday. The research department found the percentage of cigar-smokers among listeners almost double that of non-listeners.

In one case, the station found that 47% of men listeners were cigar smokers with 24% among men who had not heard the programs. Additionally, listeners to WOR's 6:30 p.m. newscasts showed a 3/4 to 1 preference over non-listeners.

Both studies, designed to measure sales impact of WOR programs, compared matched samples of listeners and non-listeners for purchases. Surveys—sixth and seventh of a series—were conducted by The Pulse Inc. in 10 metropolitan counties.

URGES TAX REPEAL
C of C Hits Wartime Levies

REPEAL of all wartime excise taxes was urged last week by the U.S. Chamber of Commerce because "business again is faced with a buyers market." The plea was placed before the House Ways and Means Committee.

A Chamber spokesman cited a Commerce Dept. survey which lists 17 items as "highly sensitive to demand factors" and subject to federal excise taxes. Among the items are radios, phonographs and records. The survey indicated that lowered excises on these articles would mean an increase in sales volume of from one to three times the amount of tax reduction. The Chamber asked for: tax elimination on long distance telephone and telegraph (and wire service) and the 15% levy on local telephones.

YANKEE NETWORK
Opens New Boston Sales Office

SALES office, the function of which will be to sell broadcast time for Yankee Network-owned stations outside of Boston, has been opened in Boston, the network announced last week. Stations to be served by the office are WEAN Providence, WONS Hartford and WICC Bridgeport.

Joseph Lopez, manager of WEAN, will be in charge of the new sales office. During his absence from Providence, Mowry Lowe, member of the WEAN sales department, will act as manager of the station and be responsible for all phases of its operation, the network stated.

Mr. Lopez' office will be at 21 Brookline avenue, Boston, in the Yankee Network Bldg.

IRE SESSION SET
Boston Meet Is April 15

WITH its theme "Progress Through Research," the 1950 New England Radio Engineering meeting will be held at the Somerset Hotel, Boston, on Saturday, April 15. Sponsored by the North Atlantic Region of the Institute of Radio Engineers for the past three years, this year's one-day session will include a morning and afternoon technical program.

Also scheduled are a visit to the television facilities of WBZ-TV Boston and inspection of the toll dialing equipment of the New England Tel. & Tel. Co. In addition, mutual problems of IRE's North Atlantic Region, comprised of the Boston and Connecticut Valley sections, will be discussed under leadership of Herbert J. Reich, IRE regional director. Other speakers will include Lawrence B. Grew, engineer for the Southern New England Tel. Co., and Herman H. Scott, president of H. H. Scott Inc. and Boston section chairman.

SENATE HEARINGS
FCC 1950 Funds on Agenda

A SENATE Appropriations subcommittee is expected to begin hearings today (Monday) on fiscal 1951 funds for FCC and other independent offices, with testimony from the Commission slated to be taken this week or next. All hearings are due to be completed by March 15.

A House Appropriations subcommittee has concluded similar sessions on 1950-51 funds. FCC Chairman Wayne Coy, other Commissioners and FCC staff members were heard on President Truman's budget request for roughly a 2½% increase in FCC appropriations [Broadcasting, Feb. 6].

WIBC Indianapolis has become Indiana's first all-night station. Station runs around the clock five days a week Monday through Friday.

Top-Selling Disc Jockeys in the Detroit Market!

THE TOBY DAVID MORNING SHOW

EDDIE CHASE'S MAKE BELIEVE BALLROOM

HAL O'HALLORAN'S DAWN PATROL

- Based on actual results for their sponsors, these men are hitting new highs in popularity. From early morning to late at night, selling products or service via CKLW is an easy, thrifty proposition!

50,000 WATTS
Middle of the Dial
at 800 kc.

CKLW
Guardian Building ~ Detroit 26

MUTUAL SYSTEM

Adam J. Young, Jr., Inc.
National Rep.

March 6, 1950 ~ Page 31
UN NETWORK PROGRAMS
1950 Schedule Includes 6 Documentaries On MBS

UNITED NATIONS network program schedule for the remainder of 1950, including a series of six one-hour documentaries to begin over the coast-to-coast MBS March 26, was announced by UN information officials in New York last Wednesday.

The Mutual series, The Pursuit of Peace...will be under the supervision of Norman Corwin, UN's special projects radio director, and will emanate from New York, Hollywood, Canada, and India. A one-time program, Eleven Memory Stars, will air this past Friday.

The six-week stint will comprise such topics as UNESCO, human rights and the technical assistance program.

A similar schedule of documentaries currently is being broadcast once a month over NBC, in addition to the CBS-TV Ford Motor Co. daily UN sessions feature, CBS Memo from Lake Success, and the weekly UN Story, heard over 400 stations coast-to-coast. First two programs also are heard over Canada's dominion network.

Another Series Planned

Simultaneously, it was revealed that another series, to be aired by ABC, in stage of preparation for use sometime next spring. Additionally, discussion is underway with major television networks for program to start this fall.

The MBS package, which also was announced by William H. Fineshriber Jr., Mutual vice president in charge of programs, will call on an all-star Hollywood cast for the opening program. Noted writers will contribute their services throughout the series.

UN does not plan to set up its own TV station in the future, according to UN information officials, though it could well do so within the framework of charter provisions of the International Telecommunications Union, Geneva, of which UN is a member—and probably with little more than nodding acquiescence to a requested channel by FCC.

During the Wednesday luncheon session, held at the Waldorf Astoria Hotel for UN and radio press representatives, UN was criticized for lack of liaison with press channel and failure to acquaint editors with UN objectives.

Benjamin Cohen, assistant secretary-general, UN Dept. of Information, readily conceded the present relationship was inadequate but said that UN radio operation had been "experimental" until this year.

SOUTHERN BELL
Ga. Group Urges Radio Use

SOUTHERN Bell Telephone Co. has been urged to use radio advertising as well as newspapers, with Ed Mullinax, WLAG Lagrange, making the contentions on behalf of the Georgia Assn. of Broadcasters. Mr. Mullinax, vice-president of the Georgia association, met with Lane Hubbard, general manager of Southern Bell Telephone Co.

Complaint has been made by southeastern broadcasters that Southern Bell has been buying newspaper space but submitting free-time material to stations. [BROADCASTING, Feb 20.]

Mr. Hubbard told Mr. Mullinax that Southern Bell recently started buying time when emergencies developed. He added that "Southern Bell feels that newspapers can do a better job on the type of advertising we do." Mr. Mullinax contended Georgia stations can do an effective institutional as well as emergency job for Southern Bell.

If the company started radio it would have requests for schedules from stations in all its states, Mr. Hubbard said. Mr. Mullinax replied that this, too, is proper since radio "does a good job everywhere."

Mr. Hubbard wrote Mr. Mullinax after the interview that the company will consider use of radio.

The Georgia association is exploring ways of selling radio to utilities and manufacturers in the area.

HIGHLIGHTS of weekly Washington Touchdown Club meeting aired Monday, 3 p.m., by WWDC Washington.

WHY?

WHERE?

Albany
New York

Hudson

ONE

Rome

JOHNSTOWN

Saratoga Springs

Glens Falls

Gloversville

Oneonta

Utica

IN MASSACHUSETTS

North Adams
Pittsfield

IN VERMONT

 Rutland

IN NEW YORK

Albany

Hudson
Rome

Amsterdam

Johnstown

Saratoga Springs

Glens Falls

Gloversville

Oneonta

Utica

IN MASSACHUSETTS

North Adams
Pittsfield

IN VERMONT

Rutland

IN NEW YORK

Albany

Hudson
Rome

Amsterdam

Johnstown

Saratoga Springs

Glens Falls

Gloversville

Oneonta

Utica

IN MASSACHUSETTS

North Adams
Pittsfield

IN VERMONT

Rutland

IN NEW YORK

Albany

Hudson
Rome

Amsterdam

Johnstown

Saratoga Springs

Glens Falls

Gloversville

Oneonta

Utica

IN MASSACHUSETTS

North Adams
Pittsfield

IN VERMONT

Rutland

IN NEW YORK

Albany

Hudson
Rome

Amsterdam

Johnstown

Saratoga Springs

Glens Falls

Gloversville

Oneonta

Utica

IN MASSACHUSETTS

North Adams
Pittsfield

IN VERMONT

Rutland

WHY?

HOW?

WGY is the only clear channel station serving the area...50,000 watts power on a low frequency!

WGY has been a listening habit since 1922!

WGY is the ONLY NBC station in the area.

WGY is owned and operated by the General Electric Company, thus assuring finest station operation in the area.

WHAT's in YOUR favor, for with WGY an advertiser can actually cover sixteen metropolitan markets with ONE station.

and only WGY can deliver audiences in so many individual markets!

WHEN?

Right Now if your product is distributed in upstate New York and Western New England. Your message on WGY will assure you of domination of the listening audience in the area, because WGY provides:

More Markets than any other upstate New York station.

Larger Audiences than any other station in the area.

Wider Coverage than any other station in the area.

Lower Cost than any combination of stations in the area to reach the 16 markets.

Represented Nationally by NBC Spot Sales

For the complete story on WGY, its programs and availability, call your nearest NBC Spot Salesman.

WHY?

WGY is the only clear channel station serving the area...50,000 watts power on a low frequency!

WGY has been a listening habit since 1922!

WGY is the ONLY NBC station in the area.

WGY is owned and operated by the General Electric Company, thus assuring finest station operation in the area.

WHERE?

WGY is the BIG audience coverage station of the Great Northeast

16 to 1

WGY in YOUR favor, for with WGY an advertiser can actually cover sixteen metropolitan markets with ONE station!

and only WGY can deliver audiences in so many individual markets!
LACK of experienced sales management, "wise in the ways of advertising," may well be the softest spot in America's economy, Fairfax M. Cone, board chairman of Foote, Cone & Belding, asserted Tuesday at a luncheon meeting of the Chicago Junior Assn. of Commerce and Industry.

Answering his own question—"Is advertising keeping pace?"—Mr. Cone concluded that "either advertising has been tried and found wanting or it isn't being properly and sufficiently used. I think the latter is the case."

Stressing that the miracle of America is one of mass distribution and not of mass production—and that advertising is the backbone and strength of distribution—Mr. Cone explained why it is important to know if advertising is keeping pace.

Competitive Factors
He traced the history of the past eight years, "a unique period when experience died and many came of age without being told the competitive facts of life. We are just beginning to learn that you can't sell a $2.50 white shirt for $8.50 in 1949 and for $4.50 in 1950, because someone will always come along to make a better shirt and sell it for $2.95. This is the history of success, and history will repeat itself."

Although advertising was a luxury for eight years, circumstances are different now, he asserted.

SESAC EXPANDS
NAB Meet To See Unveiling
STAGE will be set at NAB's Chicago convention next month for the first industry unveiling of SESAC Inc.'s expanded transcription library service for 1950, the New York firm disclosed last week.

Announcement at the convention will herald the firm's doubling of transcriptions available to stations, SESAC said. A number of features have been added, K. A. Jadassohn, general manager, pointed out. SESAC now will offer as many as 4,500 recorded musical numbers in comparison to 1,500 offered last year.

In addition, the service will make available a "script service" of salable programs. These will feature folk music, military band music and concert series. This package will be made up of three blocks of 13 shows for a total of 39 programs. Stations can sell these programs in 13 segments and can make use of program notes provided. Another innovation is a catalog of bridges, moods and themes to meet particular demands of TV stations and also applicable to AM-FM stations. These can be used as background music for dramatic and film shows. SESAC's basic rate will remain unchanged, Mr. Jadassohn said.

GOOD ADVERTISING Will Boost Economy—Cone

"Prospects must be sold and sold hard against competition, or there will be no sales. This is especially true for items of daily use above the level of necessity," he said. This is the measure of the difference between American standards and those of other countries. Our economy is based on sale of these items, and it has been termed an economy of luxury."

Hits at Fetishes
Discussing advertising fads and fetishes, Mr. Cone said fads continue to be part of "badly planned and executed advertising now used." One of the "newest and dopiest" types, in his opinion, is merchandise advertising prepared and placed to sell dealers and get their support. "We don't need much of this, and certainly not a continuing stream. During the war we could sell anything, but it won't work now because advertising was invented to sell users." He indicated the only advertising that impresses dealers is name, size and price advertising, without the why, and this builds no product demand with consumers.

Citing a mail survey by Frigidaire among its clients, Mr. Cone said the concern found that 44% of purchasers said their minds were made up as to brand before talking with a dealer or salesman. This percentage would be much higher in food and drug products, where there is no demonstration and with comparison only after purchase, he claimed.

Merchandise advertising is a "silly and dangerous business, doomed to failure because of the number of small advertisers who have been added, says SESAC's basic rate will remain unchanged, Mr. Jadassohn said.

Alabama Club Elects
PRESS & Radio Club Inc., Montgomery, Ala., has announced election of the following persons connected with radio in Montgomery, as officers for 1950: Treasurer, Ed Brown, WJFF; board of directors, John Allen Wolf of WSFA, Dave Manners, WAXP, and Billy Smith, WSFA; membership and house rules committee, Lou Benton of WMGY, chairman.

the LARGEST portion of Eastern Oklahoma's $1,000,000,000 "buying income" market is covered effectively by

KTUL

You don't need more. Why take less?

KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, Vice Pres. & Gen. Mgr.
the difference is MUTUAL!
Radio’s versatile voice, on any network, is bravo’d from family circle to parterre box (and office box) as man’s best means of reaching folks and selling goods. And Mutual is the network which raises this voice in more markets than any other.

Like the others, we sing it out fortissimo in all the larger centers, wherever the score calls for lung-top volume. But sellouts at the Met are not enough: how do you do on the road?

Your sales overtures today can succeed or fail on performance in the rest of the nation. And here a significant Mutual “difference” can mean a vital plus for you in your present sales arrangements.

Mutual offers a selection of over 300 markets, coast to coast, where no other network has a station; 300 extraordinarily response-able markets (56% above the U.S. average in sales per capita) where your voice dominates and audience ratings soar 2 to 6 times above their big-city levels.

In these markets Mutual literally steals the scene for you, enabling you to win customers and dealerships where other networks are remote.

Finally, to the steady obbligato of the greatest homes-per-dollar values in network radio, you can sing it solo in more markets on Mutual than on all other networks combined. The stage is yours.

The Difference is MUTUAL!

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

- Lowest Costs, Hookup by Hookup, of All Networks.
- Largest Audiences per Dollar in All Network Radio.
- Maximum Flexibility for Custom-Tailored Hookups.
- ‘Where-to-Buy-It’ Cut-Ins Available at No Extra Cost.
**Editorial**

**Rating Armistice**

The NATIONAL Hooper rating, after a 16-year reign, goes by the board. Henceforth it will be the Nielsen—exclusive in the national AM and TV network fields and in Pacific Coast network radio.

The sale of these Hooper units—at a reported figure of under half-million—to Nielsen should help clear up what had been an increasingly costly and confusing process. Whether it is the millennium, of course, is not now predictable but it should have a salutary effect.

Nielsen has an enviable reputation in the marketing research field. The networks are subscribers. Its audimeter method of reporting has had its shortcomings, but there have been constant improvements. A more accurate reporting system now has been devised with higher speed units, and rating figures should be available on a two-week basis within a few weeks.

The fusion is logical. Neither service could make much more headway in its own fields. Hooper, which has had its bumps lately, now concentrates on city ratings for AM and TV as well as area indexes.

There always has been a latent demand in radio (and out in TV too) for what would amount to a radio-controlled rating service, a counterpart of Broadcast Music Inc. Hooper, until it hit the formidable Nielsen competition, wielded more influence on the economics of radio than any other entity.

Whether the move to set up an audience rating service which would, be cooperatively owned gains impetus will depend upon the manner in which Nielsen handles its new and highly sensitive responsibilities, as well as the equity and impartiality of the new localized Hooper operations.

So far, from where we sit, the new order looks wholesome and healthy.

**All A-Board**

Most hopeful sign on the NAB horizon comes with results of the election of directors.

Last month when the present board met, there was much to be forgiven because at least nine and perhaps a dozen of the 27-man board were slated to leave, either because of disqualification under the revised by-laws limiting continuous service, or of refusal to run again. Among these men were some of radio's youthful "elder statesmen." There was fear that their replacements would have tough going in this critical period.

The results are refreshing and encouraging. The dozen newcomers are formidable broadcasters—several of them in station ownership. NAB members, despite the dark clouds, have taken this election seriously. They have voted their convictions.

We are constrained to single out two new directors for special—and honorable—mention. A. D. (Jess) Willard, for nearly five years second-in-command at NAB, returns to the councils but in this new capacity as regional station director from WGC Augusta, Ga. And Edgar Kobak, former Mutual president, snaps back on the NAB board as co-owner of the booming little WTTA Thomson, Ga. This is not to detract the importance of those elected or reelected.

It must be the pixey in us.
The WSAI "SHELF-LEVEL" Selling Plan FOLLOWS THROUGH

This is the story of SPRY, and how it was sold by the copyrighted WSAI "Shelf Level" SELLING plan. (59 other products have been sold the same way!) "Shelf Level" means exactly what it says... Radio advertising backed by merchandising... right down to the shelf... yes, right down to the customer in the store and supermarket.

We know it works... and so do our satisfied sponsors. (And evidently others do, too, 'cause we just copped the Billboard Merchandising Award on a national level!)

CINCINNATI
WSAI
A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL A-B-C

March 6, 1950 • Page 37
KPHO STAFF

8 Resignations Announced

RESIGNATIONS effective Feb. 22 of Commercial Manager J. R. (Dick) Heath and the entire sales staff of KPHO Phoenix, including Frank Orth, Charles Stauffer, J. R. Heath Jr. and John Nelson, have been announced by the station.

Gil Lee, formerly with KOOL Phoenix and more recently with Montano-Alzua Agency of Phoenix, has been appointed commercial manager. Agnes McGillivra, formerly owner of KWRZ Flagstaff, Ariz., joins KPHO as saleswoman. Names of other salesmen have not been announced.

Three other resignations also were announced. Leonard Burkland, announcer, resigned Feb. 15 to join KYUM Yuma, Ariz., as announcer. He is succeeded by John Harrington, formerly with KSTP St. Paul-Minneapolis and KYCA Prescott, Ariz. Robert Vache, production director-announcer, left March 1 to become program director-assistant manager at KCLF Clifton, Ariz. Ann Licklider, secretary to Rex Scheppe, KPHO president, resigned Feb. 15. Her future plans have not been announced.

ENSIGN FRANK J. ROEHRENBECK Jr., son of general manager of WMGM New York, last week won his wings as a Naval flyer.

WALTER E. BENOIT, vice president, Westinghouse Radio Stations Inc., and Mrs. Benoit are in Havana where Mr. Benoit is conferring with U.S. and Cuba NARBA representatives.

HUGH B. TERRY, KLZ Denver vice president and general manager, named one of four Denver business leaders to head committee to explore possibilities of Denver Safety Council.

JAMES Y. MELICK, for past two years executive assistant to J. Kelly Smith, CBS vice president in charge of station administration, named executive assistant to management for CBS Hollywood. He will work directly with CBS West Coast administration set up headed by Howard Meighan, CBS vice president and chief executive officer on West Coast.

In addition he will be in charge of fiscal affairs in Hollywood. He has been with CBS for past 18 years.

JAMES M. LEGATE, general manager of WIOD Miami, recipient of distinguished service citation from National Conference of Christians and Jews. He was cited for his "steady support of community activities that benefit all groups, for his vigorous efforts toward international understanding and for long and loyal cooperation with the Miami Round Table of the Air."

DONALD W. THORNBURGH, president of WCAU Inc., Philadelphia, named chairman of public relations committee of 1960 Cancer Crusade, to be conducted in April by Philadelphia Division of the American Cancer Society.

WILLIAM R. TEBRICK, general manager KNEM Nevada, Mo., announces opening of station’s new studio and offices in Fort Scott, Kan. ROBERT MORBY, KNEM sportscaster will be in charge of Fort Scott operations.

WALTER HAASE, station manager of WDRC Hartford, is author of article, "Talking on Tape," in magazine section of Hartford Courant, Feb. 26.

WALTER M. WINDSOR, general manager WGBA-AM-FM Columbus, Ga., is the father of a boy, Anthony Beck.

F. W. Geisler

F. W. GEISLER, 65, account executive at Ruthrauff & Ryan, Chicago, for 15 years until his retirement three years ago, died Feb. 21 in Chicago. Funeral was conducted Feb. 23. He entered advertising in 1911 and worked for W. W. Ayer & Son, Charles H. Fuller Co., Thomas F. Logan and Lord & Thomas.
N.Y. BASEBALL

PLANS were being blueprinted on a number of fronts last week to further expand regional radio coverage of New York area's three major league baseball teams to a host of stations in various parts of the country, as the fancy of sports fans began to turn lightly to thoughts of baseball.

It was learned that negotiations are nearly set for a proposed New York Giants baseball network to include stations in New York, Pennsylvania, and through New England, and which would serve to augment the 35-station midwest baseball network.

Arrangements covering identity and number of stations comprising that hookup had not been completed, but it was revealed that the Giants and midwest network would have a maximum of from 50 to 60 outlets, to be linked for broadcasts of Giants or Chicago Cubs contests.

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) reportedly is in set to add the Giants network to its schedule of major league broadcasts. Cunningham & Walsh is the agency.

The new Giants network, while sponsored by Chesterfield, would, however, provide for local participating spots on stations throughout the network structure on a kind of co-op basis. As key to the network WMCA would feed a full schedule of all daytime games, including Sundays, to stations in the eastern zones, and additionally those on the midwest network.

Reports of similar plans on other fronts point up this activity. The Dodgers last week were reported to be interested in baseball added regional coverage similar to that of the Giants.

The world champion Yankees have been approached, too, but officials gave no hint of any plans looking toward coverage additional to that of its "Home of the Champions" network covering 12 stations.

ABC PROGRAMS

Two Below Cost Shows Offered

AMERICAN Broadcasting Co. is offering two network programs below production costs to advertising agencies in an attempt to build network time billings. BROADCASTING learned last week.

The two programs, "Blondie and Date With Judy," were offered for $2,000 production price for each, for the first 13 weeks, $2,500 for the next 13 and $4,500 for the third 13-week cycle.

Both programs have been on ABC since Oct. 30, 1949, but before that they were CBS shows.

Network salesmen were understood to be explaining the unusually low production price on both programs to agency executives by saying "we're losing money on the show, but the sale of time would allow us to break even."
National Hoopers Sold

(Continued from page 27)

possibly as early as September. Meanwhile, the telephone-based TV reports will be prepared by the Hooper organization under an operating contract with the Nielsen company, which now owns and will henceforth sell and service these ratings.

Smooth Transition

"Arrangements have been made with utmost care . . . to insure for all Hooper network customers a smooth and satisfactory transition to Nielsen network services," a joint release stated. Amplifying this statement on his Wednesday news conference, Mr. Hooper explained that in connection with the preparation of the City Hooperatings reports for more than 100 cities, Hooper interviewers will continue to collect the information on which the 36-city national network programs reports were based. During the first half of March these data will be compiled as usual, he said, so that any advertisers or agency subscriber to the Hooper network program service can get his March report just as if there had been no sale.

After March 15, Hooperatings for his own program and the direct competition will be made available, on order through the Nielsen organization, at "a reasonable charge" he said would be lower than was formerly charged for the complete pocket piece. This arrangement can be terminated at any time by either Hooper or Nielsen, Mr. Hooper said, adding that it probably will be continued for those clients who want seven-day reporting service until such time as Nielsen introduces a more speedy delivery of the Nielsen pocket pieces, which now are issued six weeks after the measured period. But the overall rating service will henceforth be issued only by Nielsen from its audiometer records, he said.

COWBOYS ALL were these broadcasters who visited Tucson with their spouses following mid-February NAB board meeting at nearby Chandler and were greeted by Tucson Sunshine Clime Club. L. to r: James D. Shouse, Avco-Crosley executive, being 10-gallon-batted by Mrs. Shouse; Clair R. McCollough, Steinman Stations president, getting similar treatment from Mrs. Mc, and Glenn "Sunshine" Snyder, receiving orthodox protection from Old Sol via Mrs. Snyder.

Nielsen

(Continued from page 27)

that this is a private matter," he said.

In Mr. Nielsen's opinion, the "steady cancellations" of Hooper network accounts were due to the "big impetus" of television. Noting that the Hooper network service covered only the larger urban areas with telephone homes, he observed:

"This is only 20% of the country. Television has hit radio in urban telephone homes very hard. Radio is going to pieces in the areas formerly measured by the Hooper network services. But it is not going to pieces in 80% of the nation's homes. It was an utterly unrealistic measurement when the Hooper company a few months ago began ignoring TV homes in its network radio surveys. They have fooled a few people for a few months, but their steady cancellations have caught up with them."

$7 Million Investment

Mr. Nielsen pointed to an investment of $7 million in the creation of NRI, "the largest investment ever made in the business of audience ratings." This amount included research on not only Audimeters but also on decoders which tabulate Audimeter records onto cards. He traced the history of the Nielsen Co.'s interest in audience measurement dating from 1936.

At the outset, three years were given over to laboratory work and subsequently four years in a pilot operation in 200 homes. During the war, "we took it on the chin" because of the shortage of researchers, but after V-J Day the company recruited a large research staff of electronic experts to develop the Audimeter of today.

The first actual installations of this exclusive Nielsen device were in 1942 in 800 homes in the eastern and central states covering an area comprising 25% of the country. In 1947 the service was expanded coast to coast with 1,100 homes spotted over 65% of the nation.

By 1948 1,500 homes had blanket 97%, or all but the mountain states.

Mr. Nielsen calls his service "merely a rating facility but a multiplier of analytical and diagnostic data as well."

He says it means turnover of audience and minute-by-minute audience curves. His company's inventory of "goods on the shelf" in Audimeter homes is a service augmenting the audio-research.

Mr. Nielsen received a flood of wires Wednesday and Thursday from only all branches of the broadcasting industry, from agencies and advertisers as well.

message from Samuel C. Gate, vice president in charge of advertising of General Electric's transcribed library service.

Hope this will represent major step forward in evaluation of radio and television. The consolidates should eliminate several duplication and confusion and provide greater efficiency in development of improve audience measurement of radio and network television. We are confident the A. C. Nielsen Co. can capably stand and well qualified to meet the challenge of this expanding responsibility.

Stanton Comments

From Frank Stanton, president of CBS, came the "certainty that this step will be welcomed by advertisers, agencies and the broadcasting industry because it will eliminate duplication and confusion and should result in a reduction in cost to all concerned."

Mr. Stanton continued:

I am sure you know how solidly the entire Columbia organization has supported and advocated the use of the Nielsen Radio Index over a period of years. This was based upon independent analysis of the validity of your technique, which I have watched and followed your development with special personal interest because of the part I played in introducing the automatic recording device 15 years ago . . . Advertisers, agencies and the industry need badly the best possible measurement service at the lowest possible price because it is imperative that unit costs of advertising and distribution be reduced. I am glad to give you my vote of confidence and support.

Leonard T. Bush, vice president and secretary of Compton Advertising Inc., said:

We believe that the Audimeter method of measurement, when properly done, gives a truer picture of the actual facts than any other method yet devised, and that the method of calculation represents a more useful tool to all segments of the industry than was possible through previous measuring services.

We hope that the industry will recognize this as a great step forward through the elimination of the confusion resulting from two different yardsticks, and we further hope and believe that the Nielsen organization with the support of the industry will be able to provide even better yardsticks at a lower cost to its subscribers.

NEW program series of Dixieland jazz has been announced by Theasurus/RCA Victor's transcribed library service. Series, called Old New Orleans, features Jimmy Lytell and Delta Eight.
Hooper

(Continued from page 27)

the 19-June 1950 average showed on a share of the New York early evening audience had grown to 44.7% from radio's share down to 55.3%.

In this instance the first quarter
afternoon use of TV in New York grew from 9.6% of all broadcast reception to 22.5%—higher than TV's share of the evening audience a year before.

In Los Angeles, which he described as running about five months behind New York in TV reception, Mr. Hooper reported the average evening TV audience was accounting for 36.4% of all sets- in-use up from 10.5% 11 months earlier. The Los Angeles weekday afternoon TV audience has meanwhile grown from 2.8% to 14.3% for the city's total broadcast audience, he said.

‘No good statistician would attempt to average New York and Los Angeles radio audiences with those of Portland or Denver, where there is no TV and radio listening gets 100% of the broadcast audience,” he said. The fundamental assumption of the 36-network cooperations has been, he said, that the conditions under which his measurement is taken remain relatively constant and that the change in size of the index or rank order of the rating is, therefore, a valid indication of change of popularity. That assumption is no longer valid.”

Local Emphasis

With the single national index now “comparatively meaningless,” he important thing for the national advertiser and his agency to watch in the analysis of individual markets and the variation between them, Mr. Hooper said. “Our new plan calls for interviewing in all cities to continue uninterrupted,” he explained in a letter to all subscribers to his program Cooperations.

“The real change is in packaging the information to shift the accent away from emphasis on information in one average index toward analytical reporting of differences between markets.”

Details of the new national packaging process have not been announced, but they may be expected to follow to some extent the plan proposed to subscribers to Pacific Hoopsters. This plan calls for local audience ratings on TV and radio reported 12 times a year (each report based on a two-month moving average) on Los Angeles, San Francisco-Oakland and the Northwest (Portland-Seattle-Spokane).

“The combined reporting of the three Northwest cities is valid currently because Portland and Spokane are without TV and in Seattle TV's audience is fractional,” Mr. Hooper's letter explained.

The three reports will be issued in pocket piece form, with radio and TV audiences reported on three different bases: Random homes to furnish directly comparable ratings between radio and TV, "radio only" homes to compare radio with radio; TV homes to compare TV with TV. Charts of radio-TV comparisons will be issued monthly for Los Angeles, San Francisco-Oakland and San Diego.

The new West Coast service will start with a February-March report to be published April 20. It is being offered to Pacific Coast advertisers agencies and networks at the same price as the former Pacific Hoopsters.

Upcoming

March 27-30: Canadian Assn. of Broadcasters annual meeting, Block Hotel, Niagara Falls, Ont.

CBS SESSION

Coast Group Sees Good Business Year

BUSINESS optimism keynote the CBS 9th District affiliates meeting held Feb. 27 at the Beverly Hills Hotel, Beverly Hills, Calif. Some 35 station owners and managers attended.

In sales, programming and promotion, 1950 will be a "high year" for West Coast radio, they agreed. Attitude of those present was decidedly aggressive and hopeful, said Clyde Coombs, general manager of KROY Sacramento and director of CBS 9th District Affiliates Advisory Board.

Frank Stanton, CBS president and key guest speaker, at the open session told attending affiliate broadcasters of "things to come" during 1950.

Attending the meeting were:

Norman R. Loose, KAYS Carlsbad, N. M.; Frank Reardon, KROW Butte, Mont.; Roland Vaise, KCMJ Palm Springs, Calif.; Westernstar Whitehead, KDFW Bokal, Mo.; Walter Buziak, KERN Bakersfield, Calif.; J. P. Wilkins, KPBB Great Falls, Mont.; Paul B. Hart-
higher than the $82,285,105 gross CBS time sales for 1948, making CBS the only network whose total time sales exceeded those of the year before.

ABC ranked third in 1949 with gross time sales of $42,542,884, a decline of 1.45% from the ABC's December sales of $44,304,245 during 1948. MBS had gross time sales of $18,040,896 in 1949, down 20.6% from its time sale gross of $22,728,802 in 1948. For the month of December, the combined network gross time sales totaled $16,408,884, a decrease of 8.6% from the December 1948 gross of $17,195,632. CBS had top gross time sales toward the month, topping second-place NBC by $14,536,296, with ABC third and MBS fourth.

More Table IV

**TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN DECEMBER 1949 AND FOR JAN.-DEC. 1949**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aeronautics, Space &amp; Dev.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automotive, Access. &amp; Equip.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aviation, Access. &amp; Equip.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment &amp; Amusement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gasoline, Oil &amp; Other Lubricants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Appliances &amp; Supplies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household &amp; Laundry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial Materials &amp; Supplies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Accessories</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Equip., Writing Supplies &amp; Stationery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Political, Publishing &amp; Media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio, TV Sets, Phonographs, Musical Insts. &amp; Access.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smoking Materials</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soaps, Polishes &amp; Cleaners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sporting Goods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stationary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation, Travel &amp; Tours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For a complete list of advertisers, see Table IV.

Networks' Reactions (Continued from page 27)

by Oscar R. Katz, director of research:

The hot subscription by Nielsen of Hooper's national AM and TV services will do more than eliminate costly duplication. Such a step, by reducing the cost of programming from the point of view of methodology, should result in increased industry acceptance of radio and TV ratings.

As Nielsen's first network subscriber, CBS has had many years of close contact with the Nielsen company. We are confident that the Nielsen organization will continue to improve its service, so that the industry might have the benefit of the best possible rating service at the lowest possible cost.

Niles Trammell, NBC board chairman, wrote to Mr. Nielsen:

Congratulations on your purchase of the Hooper national services. I am confident under your leadership you will give to the broadcasting industry and to the advertisers the radio measurement service that will be beneficial to all concerned. Now that you have a clear field I am confident that the broadcasting industry will benefit from the elimination of wasteful duplication and the recipient of the many improvements in NRI which have been discussed from time to time. Best wishes.

**RICHARDS HEARING**

FCC Refuses Postponement

An FCC examiner refused last week to grant a motion for a six-week postponement of the hearing scheduled to start in Los Angeles next Monday (March 13) on the news policies of G. A. (Dick) Richards, owner of KMPC Los Angeles, WJR Detroit, and WAGR Cleveland.

In his ruling, however, Examiner J. Fred Johnson Jr., who is slated to preside, left the way open for a recess of the proceeding after the Commission has completed presentation of its case in the KMPC phase of the hearing.

The ruling came in a pre-hearing conference of FCC counsel and attorneys for Mr. Richards last Wednesday, after the Commission denied a Richards bid for a bill of particulars spelling out the charges against him [Broadcasting, Feb. 27].

Hugh Fulton, of New York and Washington, Mr. Richards' newly appointed trial counsel, protested FCC's refusal to divulge the documents it intends to rely upon, and claimed he needed at least six weeks to prepare for the hearing.

FIRST celebrity to salute WEAM in Atlanta, Ga., as new MBS affiliate, was Kate Smith, who is a native of Atlanta.

January Business

(Continued from page 24)

January Business (Continued from page 26)

and "less than 0%" benefits from sales activities.

Labor relations benefits, he said, were "excellent" and legal benefits "miniscule," but added that these services could be obtained from WQQW's own counsel.

As to Broadcast Advertising Bureau, he said, "Your sales organization, BAB, sends us a lot of material promoting BAB, but the one specific time when we asked for help with a problem our query was brushed off by a functionary."

Mr. Rogers concluded, "We regret to observe NAB rapidly moving toward becoming the NAB—The National Assn. of Big Broadcasters. Certainly there is room and a need in the United States for a trade organization in the broadcasting industry that treats all of its members on a democratic basis."

Perhaps rethinking its thinking along these lines, WQQW would be the first station to reapply for membership. Otherwise, we can only hope that some other group will be formed.

**Murine on Don Lee**

**MURINE Co., Inc., Chicago (eye lotion), March 7 starts five-week sponsorship of Breakfast Gang on full Don Lee network (45 stations) Tuesday through Saturdays (7:15-7:30 a.m. PST) for 15 weeks. Agency is BBDO, Chicago.**

---

Preparatory copy — auditioning dry runs for TV—split second timing—all along the line it's RUSH RUSH RUSH

Build up energy push and go for the RUSH with KEVETTS the candy like tables that as a food supplement supplies energy to help put you over the top.

At your food dealer or drug store or write to Kevo and Kevetts E-1

Azusa, California 91702
NAB Election
(Continued from page 26)

the job to the secretary-treasurer, as an economy device.

New officers will assume their duties at a special meeting to be held during the convention. Main announced purpose of this meeting is to ratify the selection of an NAB general manager to serve under President Justin Miller, relieving him of administrative duties. A special board committee is to study candidates for the general manager's post.

Running against Mr. Pay in District 2 was Gunnar Wiig, WHEC Rochester. In District 4, Mr. Essex won over E. J. Glick, WSOO Charlotte, N. C., and Ray I. Jordan, WDBJ Roanoke, Va. Mr. Bitner was the only candidate running against Mr. Higgins in District 8.

J. P. Wilkins, KBFB Great Falls, Mont., ran against Mr. Grove in District 14.

In the large station category, Messrs. Willard and Ryan won over Paul W. Morency, WTCI Hartford; John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville, and Lloyd E. Yoder, KOA Denver.

Medium Group Nominees


In the small station group candidates who ran against Meerss. McDonald and Kobur were Burton Bishop, KTEM Temple, Tex.; Edward Breen, KVFD Fort Dodge, Iowa; Simon Goldman, WJTN Jamestown, N. Y.; L. Greenebaum, WSAM Saginaw, Mich.; Hugh B. Higgin, WMOA Marietta, Ohio; Harry McTigue, WINN Louisville; Marshall Pengra, WATO Oak Ridge, Tenn.; Merrill Lindsay, WSOF Des Moines; Frank Logan, KBND Bend, Ore.; R. T. Mason, WMRN Marion, Ohio.


Messrs. Swezey and Thomas were unopposed for the two TV directorates, with Mr. Swezey elected to a two-year term and Mr. Thomas to a one-year term.

Votes received by winning candidates for directorships, with percentage of members voting in each group and number of ballots returned, follow:

District 2—William A. Fay, WHAM Rochester, received 81 votes of 86 cast and 113 ballots mailed; 76.8% of members voted.

District 4—Harold Essex, WSJS Winston-Salem, N. C., received 89 votes of 166 cast and 206 ballots mailed; 68.6% of members voted.

District 6—Harold Wheeleran, WSMB New Orleans, unopposed, received 79 votes of 130 ballots mailed; 60.8% of members voted.

District 8—George J. Higgins, WISN Indianapolis, received 27 votes of 48 cast and 74 ballots mailed; 64.8% of members voted.

District 10—William B. Quarton, WMN Cedar Rapids, Iowa, unopposed, received 68 votes of 104 ballots mailed; 65.4% of members voted.

District 12—Jack Todd, KAKE Wichita, Kan., unopposed, received 40 votes of 57 ballots mailed; 70.2% of members voted.

District 14—William C. Grove, KFBC Cheyenne, Wyo., received 33 votes of 57 cast and 70 ballots mailed; 81.4% of members voted.

District 16—Calvin J. Smith, KFAC Los Angeles, unopposed and re-elected, received 39 votes of 53 ballots mailed; 75.6% of members voted.

Large Stations—James D. Shouse, WLW Cincinnati, re-elected, received 30 votes, two-year term; William B. Ryan, KFI Los Angeles, received 22 votes, one-year term; 78 ballots mailed, 60 returned, 77% of members voted.

Medium Stations—A. D. Willard Jr., WGAC Augusta, Ga., received 129 votes, two-year term; 333 ballots mailed, 324 returned, 77% of members voted.

Small Stations—Patt McDonald, WHMH Memphis, received 160 votes, two-year term; Edgar Kobur, WTTY Thomson, Ga., received 86 votes, one-year term; 504 ballots mailed, 372 returned, 74.3% of members voted.

FM Stations—Frank H. Fletcher, WAKL-FM Arlington, Va., re-elected, received 93 votes, two-year term; 741 ballots mailed, 372 returned, 83.8% of members voted.

TV Stations—Robert D. Swezey, WSDU-TV New Orleans, re-elected, received 32 votes, two-year term; Eugene S. Thomas, WOIC (TV) Washington, re-elected, received 26 votes, one-year term; 38 ballots mailed, 32 returned, 84.2% of members voted.

TED MACMURRAY

Is Pacific's Sales Head

TED MACMURRAY, formerly manager of Radio Features Inc., has been named sales manager for the newly-organized Pacific Regional Network by Cliff Gill, general manager, KFMR (FM) Hollywood and head of the new network [Broadcasting, Feb. 27]. Coincident with the appointment, Mr. Gill announced that five additional stations had requested affiliation with the network, bringing the total to 16.

No date is yet available as to when the network will start operations. The chain will be fed by KFIV, 58 kw FM station.

"Peaches," said the Musical Clock...

- In 1948 three carloads of Colorado peaches consigned to ME TOO Supermarkets were delayed on route to Cedar Rapids; the fruit arrived ripe. It had to be sold in one day.
- It was — by noon.
- Announcements on a single WMT program — the Morning Musical Clock — did it.
- The story of ME TOO, a regular WMT advertiser since the first store opened in 1937, is told in Lighting That Talks, the All-Radio documentary film which depicts radio's impact on the U.S.A. The peach trucking deal is featured.
- Last May 8,400 sales resulted from a three-for-a-dime soap offer; last November Jello-O at 5c brought 5,700 sales. No attempt is ever made to trade on the established worth of ME TOO specials by trying to slip over a mediocre buy.
- Each special is an outstanding value. The ME TOO marketing philosophy is simple: buying and selling food at the right prices — plus smart radio.

In Eastern Iowa smart radio means WMT. Ask the Katz man for full details.

BASIC COLUMBIA NETWORK

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

March 6, 1950 • Page 43
FCC Model Bill
(Continued from page 25)
shall advise or consult with the Commission with respect to deci-
sions by it after formal hearing in any adjudication within the mean-
ing of . the Administrative Pro-
dure Act.
They felt the Commission should be permitted to consult such staff
members on questions relating to "whether applications, complaints,
petitions or other matters should be designated for hearing, the is-
uues to be considered at such a hearing, requests for changes in hearing
issues, petitions for reconsideration and grant without hear-
ing, and similar matters not in-
volved decisions on the merits of the hearing record."
The majority contended that the position taken by Comr. Jones ad-
vocating a ban on "behind-the-door staff assistance" is tantamount to
a charge that Commissioners "are incapable of carrying out their
oaths of office and of fairly admin-
istering the duties assigned to
them." Such a charge, they said, "is a charge of misconduct against mem-
bers of the Commission and its staff
which has no basis in fact."

Staff Advice Public
To this Comr. Jones replied that in contested cases it merely wanted the
Commission to have "the chance to judge," and that under his pro-
posal the Commission could get all the staff advice it wants so long as
it gets publicly, on the record, where it can be reviewed and cross-
examined or challenged by the ap-
licants involved.
At present, he said, the Commission staff "acts exclusively by what some term 'completed staff action'," and there is a tendency to delegate more and more of the
Commission's discretionary work to the staff to the extent that the discretion exercised by the Commis-
sion is more of form than of substance.
There was no claim by the ma-
Jority or Comr. Jones that the prin-
ciple of non-consultation should ap-
ply in rule-making or quasi-legisla-
tive proceedings.
But under the procedures ad-
vocated by Comr. Jones and provided in the McFarland Bill for adjudica-
tion cases, the majority held, the
Commissioners would be cut off from any substantial assistance by members of their staff, even where such assistance might have no functions whatsoever of a prosecu-
tory or investigative nature in re-
spect to such proceedings.
Chairman Coy's letter said:

The majority of the Commission believe that principle espoused in the McFarland Bill and in Commissi-

Several points are made to show that the section dealing with
the nature of the func-
tions, powers, duties and responsibil-
ities of the administrative agencies is such that it is completely unreliable to analogize the role of a commis-
sion with that of a court. . . . Indeed, the courts themselves have consistent-
ly recognized the fundamental dif-
ferences. . . .

It is obvious, moreover, that the fields of radio and wire regulations
committed to the care of the FCC are highly technical in nature, involv-
ing substantial engineering, legal and accounting problems. The entire basis of establishing a regulatory agency dealing with these problems is that they can properly be disposed of with independent expertise. The expert knowledge of a large number of persons experienced in the various fields subject to the Commission's jurisdic-
tion and skilled in the handling of the problems coming to the Commiss-
ion's attention.

No one of seven Commissioners, with or without the aid of a profes-
sional assistant, can hope to achieve such independent expertise and skill in all the aspects of radio and
wire regulations subject to the
Commission's jurisdiction.
Comr. Jones would deprive all but one of his expert staff by denying the Commission the right to consult with its staff only in the cases in which the Commission exercises its function of making decisions.

No Reason Cited
The majority's "principal objection to complete separation of the Com-
mission from its staff as pro-
posed in the McFarland Bill," Chairman Coy's letter said, "stems from the complete lack of any demonstrable need or necessity for any such action."

"Both in its rules and regulations and in the proposal submitted here-
with," the letter said, "the Com-
mission has gone beyond the terms of the Administrative Procedure Act to extend to initial licensing and renewal proceedings the principle of quasi-judicial activities from the reviewing, investigatory and investiga-
tory activities.

"But when this separation of functions is achieved there would appear to be no reason whatsoever for taking further steps to cut off the Commission from the members of its staff who are not engaged in prosecuting or investigative activity.

"The letter continued: It cannot be seriously contended that members of the staff having no function of advocacy in contested matters would be inclined to solicit their recommendations or advice or that they would necessarily be pre-
disposed to an unobjectionable approach

Special Staff Operating
On the McFarland Bill's proposal to create a special staff to aid in
consideration of intermediate re-
ports and preparation of final deci-
sions, the majority noted that the Commission has set up a similar staff and that originally the Commission had ap-
proved the McFarland plan. With-
drawing this approval, the majority said:

Experience with the Commission's present review section... convinces us that any such narrow limitations and perceptions of the special staff, with which the Commission might consult would be unfortunate.

It would seem particularly un-
healthy if the Commission were to be deprived of the opportunity to consult with the general counsel, the chief engineer or the chief account-

But the majority said that the special staff might have other duties such as the participation in rule-making, international conferences and litiga-
tion, or the making of recommenda-
tions to the Commission on proposed legislation, would appear to be addi-
tional reasons why they should not be prevented from being available for consultation with the Commission. Moreover, in light of the knowledge, experience and expertise in exercising those duties which render them most useful to the Com-

the majority said:

McFarland Bill would be to require the Commissioners to act like judges.

He said it "does not deprive [them] of the assistance of the staff but does deprive the staff of the useful role of participating in the quasi-judicial functions personally."

He contended the selection of li-

The Circuit Courts of Appeal and the Supreme Court, he pointed
out, "frequently decide complicated and technical questions involving all the administrative agencies without the aid of ex parte advice from the experts. The theory is followed that litigants will, in their briefs and argument, supply the courts with the technical information which is needed."

He emphasized that he was not referring to rule-making and other
quasi-legislative proceedings, where there is more flexible procedure, includ-
ing extensive ex parte consultation with experts, is often desirable.

Referring to the McFarland Bill's provision with respect to Commis-

LEOPARD HUNT
KTOK Records Air Chase

OKLAHOMA CITY's wild chase for the leopard who escaped his zoo cage last week found local stations on the job telling the dramatic story to listeners. As a feature of its animal-hunt coverage, KTOK wired the chase from an Air Force helicopter.

As the Air Force would not per-
mit a civilian to ride in a service
plane, the aid of Maj. Louis W. Wright, public relations officer at Tinker Air Force Base, was ob-
tained. The major sat in the plane while Maj. Wright rode on his lap because of space limitations.

Dow Mooney, of KTOK's news
staff, took notes from Major Wright upon the plane's landing to fill out the station's reported "leopard hunt." Air Force coverage. The leopard was returned to his cage Wednesday morning after devouring an 8 lb. piece of bait meat doused heavily with dope.

civil cases that are tried before a

"He saw "no reason why administrative tribunals when they are sitting in quasi-judicial pro-
cedings cannot act with the same dignity and make up their own minds in the same way as do judges in their courts of law."

Courts Decide Problems
The Circuit Courts of Appeal and the Supreme Court, he pointed
out, "frequently decide complicated and technical questions involving all the administrative agencies without the aid of ex parte advice from the experts. The theory that is followed is that the litigants will, in their briefs and argument, supply the courts with the technical information which is needed."

He emphasized that he was not referring to rule-making and other
quasi-legislative proceedings, where there is more flexible procedure, includ-
ing extensive ex parte consultation with experts, is often desirable.

Referring to the McFarland Bill's provision with respect to Commis-

Page 44 • March 6, 1950
The only limitation is that [the staff] gets its licks in in open court rather than behind the backs of the operating agencies. Where the chambers of the Commission while the decision is being rendered ...

Where I separate from the majority is in my feeling that the staff, whether it be the functional staff or the non-functional staff, should present recommendations in open court so that the adversary parties, whose economic stake in the proceedings is of the highest order may have an opportunity to answer contentions made by any part of the staff. There is no reason why all expert advice cannot be given in open court.

... I do not believe that behind-the-door consultation with the staff is necessary in order for the Commission to receive substantial assistance. I believe that administrative agencies in adjudicatory proceedings can operate in accordance with the normal standards of Anglo-American jurisprudence which require open and public proceedings based on open and public records. I cannot believe that administrative agencies must violate these standards in order to present the case to the Commissioners.

Comr. Jones pointed out that FCC's "one-on-one consultation principle" into effect where its hearing examiners are concerned.

"I can see no reason," he said, "why the examiners who have to make the decision, in consultation with the staff, are not required to make such a consultation while the staff assistance is available to the examiners. This would allow the examiners to study the case and make their own decision and to have the opportunity to study the staff's point of view.

The Administrative Procedure Act as I understand it," he said, "draws the low-water mark of standards of fairness and decency applicable to all agencies, no matter what the type of proceedings before them. This Act, if taken literally, does not, in my opinion, supply a proper procedure for adjudicatory proceedings such as come before the FCC.

Two Statements

Comr. Jones' views were presented in two statements—one prepared for the Commission's consideration when studying the subject in its absence; the other written after studying his colleagues' stand.

Only one other Commissioner took exception to a majority recommendation—Comr. Henckel disapproved from the proposal to enact a firm requirement that FCC re-organize its staff along functional lines. Experience with a functional organization, she felt, might well be put in the conclusion that the present or some other type of organization is better.

Comr. Sterling was reported as having joined the majority on two issues without reconsideration, the report showed, he concurred in majority proposals to (1) retain the present law's provision giving FCC discretion to divide itself into panels, and (2) drop the McFarland Bill's plan of requiring FCC to renew a license upon a finding that public interest would be served (rather than the existing requirement that renewals be based on the same considerations that apply to original grants).

On the latter point, the majority also reversed its earlier position. Comr. Sterling had felt the McFarland plan "would provide an adequate safeguard against any claim of a property right to facilities. The majority had thought it would provide an adequate safeguard against the fear that a newcomer, on the basis of untested promises, might use the facilities of an existing station which had a demonstrated record of service.

On its deletion of the McFarland Bill's requirement that FCC act on hearing cases within six months and non-hearing cases within three, the majority said:

... enactment of fixed periods of time within which action is supposed to be taken by the Commission does not make such action possible in such periods, and any requirement that the Commission make reports to Congress every time a goal is not met would only result in further delay.

FCC also would delete a McFarland Bill provision requiring FCC, before setting an application down for hearing, to notify the applicant and give him a pre-hearing opportunity to answer whatever objections the Commission might have raised.

Nor was FCC satisfied with the McFarland Bill's requirement that transfer applications be approved if the transferee meets the minimum requirements of an applicant. The majority, while supporting the provision from the outset, claimed it "would cast grave doubts upon the right of the Commission to prevent traffic to broadcasting licensees or other violations.

The FCC bill also would have left intact the present law's provision, deleted by the McFarland Bill, permitting FCC to revoke broadcast licenses on the basis of decisions persons found guilty of violating anti-trust laws in the radio field. FCC's opposition to removal of this section of the existing law figured in a heated debate in Senate hearings on the McFarland Bill.

The question of providing additional administrative sanctions to the Commission—the power to suspend or cancel licenses, issue cease-and-desist orders, etc.—was not touched in the Commission's comments. The majority felt the subject was treated "in a more comprehensive manner" in the pending Sadowski Bill, upon which the Commission had previously offered its views.

The majority said that "with certain exceptions" its bill's provisions were substantially identical with those in the McFarland measure. One exception is deletion of the McFarland Bill's requirement that, when the courts have set aside an FCC decision, FCC shall give effect to the court ruling without further hearings unless otherwise ordered by the court.

**WHY TAKE SECONDARY COVERAGE of Virginia's First Market?**

- Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.
- Only Greater Norfolk stations can cover it. And only WSP can cover it at lowest cost.
- Availability and costs from Ro-Tel will prove it.

**WSP... solving advertising problems in Virginia's First Market.**

- B. Walter Hufington, General Manager
- Ask Ro-Tel

**HARDY NAMED**

Heads NAB Govt. Relations

RALPH W. HARDY, director of the recently reactivated Radio Division of NAB, has been named director of the Dept. of Government Relations. NAB President Justin Miller announced Thursday.

The action is the first staff change since the NAB board meeting last month in Arizona, revamped its 1949 structural setup. Radio and TV Divisions were created last summer by the board with Mr. Hardy, heading the former and G. Emerson Markham, formerly of WGY Schenectady, heading the TV unit.

The divisions were inserted in the structure between the departments and the president. As reorganized, the TV Division is the same level as the departments. Division directors were hired at $17,500 a year. NAB is engaged in drawing up details of a new $796,000 budget.

A number of changes are pending in the NAB headquarters operation. A special board committee is considering candidates for the new post of general manager, who will handle administrative work and report to President Miller. The general manager must be ratified by the board, an action slated during the Chicago convention in mid-April.

Donald S. Farver, NAB auditor for several years, has accepted a position as business manager of the American Forestry Assn. and has submitted his resignation.

Appointment of a field director in the office of general manager was directed by the board last month. He will concentrate on new memberships.

Mr. Hardy, who came to NAB last September from KSL Salt Lake City, succeeds Mr. Farver. Mr. Rankin as government relations director. Mr. Rankin resigned in February to return to the State Dept.
NAB Meet Agenda
(Continued from page 45)

er, is handling detailed arrangements for the Stevens Hotel.
The hotel, with 2,676-room capacity, has reserved 1,400 sleeping rooms, 60 suites and 100 display rooms as well as the basement of Exposition Hall for NAB's use. Reservation forms have been mailed to member stations and associates, with the hotel holding its block of rooms until April 1. Mr. Arney has asked members desiring space at the Stevens to make early reservations.

Broadcast Music Inc., headed by President Carl Haverlin, is making plans for a 10th anniversary celebration. BMI will use increased space in Exposition Hall and plans a special entertainment program at the annual banquet.

Registration for the Management Conference will be $30. Engineering Conference fee is $17.50, with a $5 fee for the Sunday Independent's Day meeting. No fees will be charged for the FM and AM luncheon sessions the morning of April 17.

Under present plans, Management Conference meetings will be held at the Eighth St. Theatre, connected to the second floor ballroom by a ramp. Engineering sessions will be held in the north ballroom on the third floor.

Basic themes of the Monday management meetings will be the responsibility of broadcasters in world affairs, industry and advertising.

After the business session Tuesday morning, the topics will be responsibility in government, world economics, agriculture and duties of coming generations.

A new feature this year, authorized by the board at its February meeting, will be appearance of some of the Voice of America contest winners during the three years the contest has been in operation.

The Wednesday morning television program is being arranged by G. Emerson Markham, director of the NAB TV Division, working with Robert D. Sweeney, WDSU-TV New Orleans, and S. Thomas, WOIC (TV) Washington, the two board members for television.

This program, it is understood, will interest both TV and non-TV station operators. Industry leaders will take part and down-to-earth discussions are planned. TV receiving and transmitting equipment will be demonstrated.

The annual equipment exhibit will occupy over 25,000 feet in the Stevens Exposition Hall, located over the lobby. The hotel is cutting a special entrance through the service building wall so exhibitors can back up 34-foot trailers into the ballroom, avoiding costly loading and unloading in Chicago. This entrance is being provided at NAB's request.

Exhibit Open April 12

In charge of exhibit arrangements, as in past years, is Arthur C. Barrett, NAB director of special services. Exhibits in the base ment are to open April 12. Convention registration takes place in the exhibit area.

Light equipment as well as transcription and program services will be displayed on the fifth floor, which is called the "Magic Fifth Floor." Automation equipment machines will be everything NAB to bring program directors and sales managers.

Exhibits will run for seven days -- April 12 through Tuesday, April 18 -- and exhibit rooms can be occupied to 3 p.m. Wednesday. Exhibitors will be billed in nine days.

Exhibitors in the Exposition Hall will be:


Light equipment and other exhibits on the fifth floor will be:


Programming of the Engineering Conference will be 60% television. This formula is based on a survey conducted among stations by Neil McNaughten, director of the NAB Engineering Dept. Mr. McNaughten will preside at conference sessions and members of the NAB Engineering Committee headed by A. James Ebel, WMBD Peoria, Ill., committee chairman.

Among topics already on the agenda is one covering an engineering history of the broadcasting industry. It will be read before second Friday of the NBC manager of radio and allocation engineering.

RCA and NBC engineering will discuss in detail their UHF television experimental station at Bridgeport, Conn. NBC will go into objectives of the tests, with RCA engineers handling antenna and transmitter angles.

Six FCC and six industry representatives will meet in the annual FCC-Industry Roundtable to be held Saturday morning as the formal event of the Engineering Conference. Prior to the formal Thursday opening, a Wednesday evening reception will be arranged.

The NAB Recording & Repro ducing Standards Committee, meeting Saturday afternoon, will discuss new standards covering a factor (reproducing), turntable platen (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape recording and primary standard flange, accommodating 30 minutes of recording.

The second annual Independent's Day is being programmed by Lee W. Jacob, KBKE Baker, Ore., program chairman, and Ted Cott, WNEW New York, who recently retired as chairman of the NAB Unaffiliated Stations Committee. Mr. Cott has agreed to serve as program consultant on the Sunday all-day meeting, which he directed last year. Two recently elected NAB members of the board will take active parts in the independent's meeting—Edgar Kobak, business consultant and president of WTVT, and John S. and Pat McDonald, WHMH Memphis.

Both have been elected directors effective with the convention (see board election story on page 2).

Mr. Kobak's topic has not been announced. Mr. McDonald will be chairman of a panel discussion on means of capturing and increasing off-the-air audience including motion material and special programming.

Dr. Sydney Roslow, president of the Vaughn Corp., is to speak on the composition of the out-of-home audience and he will provide printed material covering his talk. William B. McGrath, WIVD Detroit, will be chairman of a sports session in which sponsor and agency representatives will partici pate. NAB's legal staff is to supply detailed legal aspects of sports broadcasting.

The all-independent's meeting will include a session on use of magnetic tape in programming and sales expansion, with demonstration of techniques including tape editing. Per inquiry and many questions will be explored. Other topics include new programming tools, BMI services, and government and overseas program sources.

FM Meeting Set

At the FM meeting Monday morning the FM meeting will consist of three parts.

New chairman of the committee is Matthew H. Bone brake, KOCY-FM Oklahoma City. He succeeds B. C. Martin, WNBW-FM Binghamton, N. Y., who has relinquished the post. Edward L. Sellers, director of the NAB FM Division, will handle details of the advance preparations.

A meeting of the committee will be held March 13 at NAB headquarters in Washington.

Tentatively scheduled for the agenda are such topics as store-broadcasting, transit and functional (leased receiver) services, from which many FM outlets are now deriving substantial income. AM-FM duplication, methods of promoting FM locally, audience studies, survey of receiver performance and mail-pull techniques will be on the FM program.

The foreign language meeting, running at the same time as the FM meeting, will charge be given by Ralph Weil and Arnold Hartery, vice presidents of WOV New York. Agenda for this meeting has not been announced.

FM President Justin Miller will formally open the Management Conference at the noon luncheon Monday.
Avoid Mediacyopia*!

Keep SALES In SIGHT With

**SPOT TV**

...the advertising medium that sells direct

**EDWARD PETRY & CO., INC.**

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

**REPRESENTING**

WSB-TV (Atlanta) KFI-TV (Los Angeles) WSB-TV (Baltimore) WHAS-TV (Louisville) WNAC-TV (Boston) KSTP-TV (Minneapolis-St. Paul) KPHO-TV (Phoenix) WOAI-TV (San Antonio)

WTAR-TV (Norfolk) WHAS-TV (Louisville) KPHO-TV (Phoenix)

*shortsightedness in selection of advertising media.
For all the favorite NBC network television programs...and really good local productions...everybody's watching KRON-TV...exciting new "Clear Sweep" television station that...

**MAKES THE SAN FRANCISCO BAY AREA A "HOT" TELEVISION MARKET**

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

*Represented nationally by FREE & PETERS, INC. New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco*
THE FOUR TELEVISION networks' gross time sales for the year 1949 totaled $12,294,513, according to data compiled by Publishers Information Bureau and reprinted in Broadcasting last week.

Analysis of the billings by networks shows NBC first in TV network time sales by a wide margin, with slightly more than half of the combined total accounted for in the NBC gross of $6,500,104. CBS ranked second with gross time sales of $3,440,005 for the year, followed by ABC with a gross of $1,921,991 and DuMont with $955,225.

Month-by-month data show TV network business following the normal network curve, rising to a peak in the spring, falling off to a midsummer low point, which was still well above the starting level, and climbing again at a higher level in the fall and winter.

Combined Gross Up

Combined network TV gross time sales rose from $425,285 in January to $897,221 in May, dropped to $625,564 in July (between the February and March levels) and hit a new high each month from September on, winding up the year with December time sales of $1,921,156.

RCA was the leading user of video network time during the year, purchasing $900,405 worth to advertise its radio, TV sets and 45 rpm records and turntables. RCA also led the field in December, when its gross purchases of TV network time amounted to $113,400.

RCA's advertising agency, J. Walter Thompson Co., was leading agency in video network time purchases during the year, spending $1,042,815 for this company and other clients.

The other TV network advertisers under the JWT aegis in 1949 were P. Ballantine & Sons, Ford Motor Co., Lever Bros. Co., Libby, McNell & Libby, National Dairy Products Co., Scott Paper Co., Texton and Wine Advisory Board.

R. J. Reynolds Tobacco Co., second largest TV network user last year, ranked sixth in December. General Motors Corp., third for the year, stood fourth in the final month of 1949. Liggett & Myers Tobacco Co. ranked fourth both in the month and the year. (See Table II and Table III for the top 10 TV network advertisers for the year and the month of December.)


Kudner Agency ranked third, buying $1,013,968 worth of TV network time for Admiral Corp., General Motors Corp., Texaco Co. and U.S. Tobacco Co. William Eddy & Co. was fourth, spending $890,500 for network video time for Colgate-Palmolive-Feet Co., and R. J. Reynolds Tobacco Co. Newell-Emmett Co., which on Jan. 1 changed its name to Cunningham & Walsh, ranked fifth, with network TV time.

COLOR HEARING RESUMES

3-Day Sessions

By LARRY CHRISTOPHER

FCC'S CONTROVERSIAL color television hearing, recessed since last Nov. 22, resumed last week for a three-day session to collect further direct testimony on progress since that time. This included:

Announcement by RCA that its direct-view tri-color tube development was ready for demonstration this month and would lead to a comparatively inexpensive color receiver.

Statement by both RCA and CTI that their systems were at stage now where they felt ready to sit down with FCC and draw up color standards.

New demands by CBS for prompt adoption of color, based on six weeks' intensive testing as requested by FCC and which it was claimed failed to reveal a single deficiency fundamental to the CBS system.

Indication by Color Television Inc. that in a couple of days it would have ironed out technical kinks that plagued earlier plannings of its system to FCC and would be ready to re-present, if FCC wished.

Last week's sessions were held Monday, Tuesday and Wednesday and took a substantial bite out of the direct presentation still to be heard. The hearing was recessed again until March 15 following the Institute of Radio Engineers' 1950 convention in New York. It will be heard in three-day segments until conclusion (TELECASTING, Feb. 27).

End of Testimony

The average guess last week indicated the direct testimony may be completed within another three or four days. Then cross-examination would begin. FCC reported applications pending for cross-examination call for the return of practically every witness who has given direct evidence so far. Time estimates for the cross-examination total in excess of 50 hours, but it was explained this figure can range widely either way. With this intensive cross-examination, it was believed an undetermined number of additional days might be taken up in rebuttal testimony.

When such rebuttal might be concluded and the way cleared for FCC to call for resumption of its general TV relocation proceeding is still open to speculation in all quarters (TELECASTING, Feb. 6).

Dr. Elmer W. Engstrom, vice president in charge of research for RCA Labs, Division, on Monday detailed technical developments in RCA’s “compatible, all-electronic” color TV system since last November and reviewed results of test projects requested by the Commission. Of new achievements he particularly cited automatic sample synchronizing and color phasing to stop color and regeneration “wandering” (TELECASTING, Feb. 13); high level receiver sampling, which cuts video amplifier channels from three to one (Continued on TELECASTING 18)
MORE THAN 10 years of planning preceded the inaugural of KSD-TV St. Louis on March 1, 1947, as the first completely post-war-equipped television station in the United States.

The idea of a sister station for KSD, 5 kW AM outlet operated by the St. Louis Post-Dispatch, was conceived by George M. Burbach, KSD's general manager. On November 4, 1936, Mr. Burbach wrote a letter to the Radio Corp. of America expressing the station's interest in television and its desire to be the first in St. Louis with a TV outlet.

Three years old this month, KSD-TV still is the only television station in America's ninth largest market.

Even during the early war years, discussions and correspondence between Mr. Burbach and RCA officials continued, and by November, 1943, KSD boldly requested RCA to assign precedence ratings for TV equipment to be ordered by the station. Six months later the Pulitzetge Publishing Co. board of directors approved KSD's television plans and within two weeks an application for a TV construction permit was filed with the FCC.

KSD-TV had to wait two years to order its equipment, but once it was ready, there was no time in getting it into operation. Part of the equipment was flown to St. Louis by the Post-Dispatch-KSD plane in time to telecast the city's famous Velled Prophet Parade and Ball, Oct. 8 and 9, 1946. These events, carried over a closed circuit, were viewed by 100 special guests of the station in a viewing room set up in the newspaper building. By Feb. 15, 1947, KSD-TV was ready with its first test program, using temporary studios and a 500-watt transmitter located in the old KSD plant on the roof of the Post-Dispatch Building. A group of RCA dealers watched the program at Hotel Statler, six blocks away. It included a man-on-the-street program, interviews with RCA executives and films.

Five days later station staff were on the air with News and Views, a daily half-hour of news and entertainment.

The station's investment in equipment is approximately $500,000. Its main studio, in the Post-Dispatch Building, is 29 x 24 feet, with a 22-foot ceiling. The wall and ceiling treatment is of rock wool blanket and perforated tiles, and the floor is isolated from the rest of the structure to eliminate unwanted sounds. A lighting grid is suspended two feet below the ceiling to facilitate the mounting of lights, microphones, props, etc. One of the permanent sets in the studio is a complete kitchen. A second smaller studio also is available.

The control room is elevated slightly above the studio floor giving the director a commanding view of the studio and the various monitors. The projection screening and film storage facilities are located on a mezzanine floor convenient to the television studio and general offices.

Two image orthicon cameras are normally used in the studio, but remote cameras can be transferred there easily when needed. Audio facilities consist of a six-channel console with the necessary auxiliary amplifiers for feeding outgoing lines. Facilities of the KSD master control room are available when required.

KSD-TV's projection room is equipped with an iconoscope film camera, a 15mm projector, two automatic slide projectors and a custom-built balsorption. The layout of equipment lends itself to smooth transition when the picture is changed from one device to the other.

The station's 5 kw transmitter and tower are located on the Post-Dispatch Annex Building, adjacent to the studios. Antenna is an RCA Superturnstile and is 514 feet above street level. KSD-TV operates with 16 kw ERP. Mobile unit, also RCA, is equipped with two image orthicon camera chains. A voltage regulator and the usual remote audio and lighting facilities also are included. The studio master switcher is a custom-built job.

Directly above KSD-TV's control room a clients' observation room has seats for 20 persons who may watch a program on the screen of a TV set or look down into the studio through a glass panel. Another observation room 49 feet across an entire side of the main studio, with seats for an audience of 40. Window areas of this room are unglazed so that laughter and applause can be picked up by microphones on the stage below.

The visitor to this balcony notes that the stationary studio facilities and the flexibility of portable equipment make it possible to have as many as four stage settings in use at the same time, with each set properly lighted and "dressed" for its part in a video show. There are complete stage facilities for producing virtually every type of studio telecast from an informal interview between two persons over a tea table to elaborate musical and dramatic productions requiring large casts and many changes of scene.

THE entire St. Louis metropolitan area of 1,400,000 is blanketed by KSD-TV's transmission. Although the theoretical range of reception is about 50 miles, regular program service reaches out 65 to 90 miles, and good reception has been reported from places many miles farther away.

Six months after the station took the air, there were less than 2,000 TV sets in the area. Today there are approximately 90,000, and research analysts report a numerical audience many times greater. Manufacturers and dealers of sets (Continued on Telecasting 8)
CIRCLE Four... CHANNEL Four... Four O'CLOCK

This brand can pull audience for your brand in Washington, D. C. Just a few short weeks ago, (five, to be exact) WNBW began the "Circle Four Roundup," providing an organized vehicle for Western movies at four o'clock each afternoon, Monday through Friday. To prove audience and measure reaction, WNBW offered the "Circle Four Roundup Rangers" membership card to youthful viewers.

The results have been literally overwhelming. Over 20,000 members have written in to date. The one-hour-and-fifteen-minute period holds a 24 rating, ten times the highest rated competition on three other stations at the time.* These loyal WNBW fans are waiting for your message. Participation in regular meetings of the "Circle Four Rangers" is available. Call WNBW salesmen, or NBC Spot Sales.

Reasons for the sensational audience acceptance of "Circle Four" promotion and programming hint of other choice locations. A hard-hitting threesome is yours on WNBW... habit viewing, strong promotion and choice programming. In a recently concluded survey,* it was not by chance that WNBW, with at least two other stations on the air, held 76% of the 1949 quarter-hour periods rated as either first or second in popularity.

*American Research Bureau
NEW HIGH estimate for 1950 TV set production—5 million—was made last week by Television Shares Management Corp, Chicago TV investment firm, after extensive research with manufacturers of receivers and components. This figure is three-quarters of a million more than the previous top estimate, made informally by board members of the Radio Mfrs. Assn, at their quarterly meeting in Chicago three weeks ago.

New statistics were gathered by Edgar N. Greenebaum Jr., of TV Shares, who interviewed executives of the top 20 manufacturing firms, checking their projected figures with those of components suppliers.

Possible factors which could reduce demand and production drastically, however, according to Mr. Greenebaum, are (1) impairment of the general economic health, (2) critical shortages of component parts, such as cabinets, condensers, receiving tubes and resistors, (3) imposition of the proposed excise tax, and (4) prolonged continuation of the freeze.

Expected set production for the top 20 manufacturers follows:

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Units</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admiral</td>
<td>800,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>RCA</td>
<td>700,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Philco</td>
<td>625,000</td>
<td>$125.00</td>
</tr>
<tr>
<td>Muncie</td>
<td>525,000</td>
<td>$125.00</td>
</tr>
<tr>
<td>Zenith</td>
<td>335,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Emerson</td>
<td>335,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>General</td>
<td>300,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>200,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Crosley</td>
<td>150,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>MLTV</td>
<td>150,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Bendix</td>
<td>140,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Sylvania</td>
<td>150,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Magnavox</td>
<td>150,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Capri-Parke</td>
<td>150,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>100,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>Carleton</td>
<td>100,000</td>
<td>$155.00</td>
</tr>
<tr>
<td>TOTALS</td>
<td>5,365,000</td>
<td>$154.79</td>
</tr>
</tbody>
</table>

The next 12 manufacturers in order of expected production are Bendix, Fada, Hoffman, Muntz, Noblit-Sparks (Arvin), Sentinel, Sparks-Withington (Sparton), Stewart-Warner, Stromberg-Carlson, Tele King, Telvar, Lella-Gardner.

New Across-the-Board Rate for WPTZ (TV)

NEW rate policy for across-the-board advertisers on WPTZ (TV) Philadelphia has been announced by Alexander W. Dannenbaum, the station's commercial manager.

Mr. Dannenbaum disclosed that all local programs of five minutes or more in length which are televised five consecutive days per week will be available at the new rate of four-fifths of the regular card rate for the five programs per week. Under the new structure, he added, a Monday through Friday program now receives across-the-board coverage for the former Monday through Thursday cost. Mr. Dannenbaum explained that the new rate was instituted to compensate and encourage across-the-board program advertising.

Frequency discounts on WPTZ are accrued at the rate of 5% for 26 consecutive weeks and 10% for 62 consecutive weeks of telecasting.

Woodbury College Starts TV Survey

WOODBURY COLLEGE, Los Angeles, March 1 started two-week survey in Los Angeles area on television audience habits. Among information sought is program choice; sports attendance, reading and viewing habits; television's impact on viewer's home life; social and economic influences of television. In addition to Los Angeles study, the college will conduct special "fringe area" study in counties of San Diego, Riverside and Santa Barbara. Professor Hal Evry is conducting the survey, the college's third. Study is being conducted in the door-to-door operation.

WMCT Promotion Increases Set Sales

HEAVY promotion by WMCT (TV) Memphis of interconnection to coaxial cable (see Telecasting) has resulted in a large increase of television set sales in station's coverage area. During February, 4,676 sets were sold, as the station reports, with many dealers reporting large back orders on hand.

ATV RATING

Texaco TV Show Tops in N. Y.

A TELEVISION show, Texaco Star Theatre, had the largest New York audience of any program, either radio or TV, broadcast in that city in the first week in December, C. E. Hooper reported Wednesday. Coincidental telephone interviews with New York families showed six TV programs among the December first 16, which were:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre (TV)</td>
<td>21.6</td>
</tr>
<tr>
<td>Jack Benny (radio)</td>
<td>17.6</td>
</tr>
<tr>
<td>Radio City (radio)</td>
<td>17.5</td>
</tr>
<tr>
<td>Lost in the Temp (TV)</td>
<td></td>
</tr>
<tr>
<td>Godfrey's Talent Scouts (TV)</td>
<td>14.0</td>
</tr>
<tr>
<td>Godfrey's TV (TV)</td>
<td>13.8</td>
</tr>
<tr>
<td>Eds and Willy (radio)</td>
<td>13.0</td>
</tr>
<tr>
<td>Godfrey and His Friends (TV)</td>
<td>12.0</td>
</tr>
<tr>
<td>Sing Crosby (radio)</td>
<td>12.1</td>
</tr>
<tr>
<td>This Is Your FBI (radio)</td>
<td>11.4</td>
</tr>
<tr>
<td>Spades and Cards (radio)</td>
<td>11.3</td>
</tr>
<tr>
<td>Ames 'n' Andy (radio)</td>
<td></td>
</tr>
<tr>
<td>Suspense (radio)</td>
<td></td>
</tr>
<tr>
<td>First Night (TV)</td>
<td>11.2</td>
</tr>
</tbody>
</table>

If the combined TV and radio audience for Godfrey's Talent Scouts, a simulcast, are taken as a single audience, that program would rank first with a total rating of 27.7.

Booklet for Doctors

BOOKLET titled "Color Television at Medical Conventions" has been mailed to more than 125,000 physicians throughout the country, Smith, Klime & French Labs, manufacturer of pharmaceuticals, announced last week. Purpose of the booklet, the booklet, is to give schedule of the labs' color television demonstrations at medical conventions.

BROADCASTING  Page 32
Yes, if it's sales success you want—it's WGN-TV in Chicago.

This testimonial to WGN-TV's effectiveness came from a Chicago automobile dealer. The amazing record of 15 cars sold, plus the one hundred prospective buyers, resulted from the firm's first program on WGN-TV.

Add this to WGN-TV's growing list of result stories, and you'll see why more and more advertisers recognize WGN-TV as the top television station in Chicago.

In Chicago... Channel 9 is more than a number... it's a habit.
Educational TV
WBAL Sets Seminar March 8

WBAL-TV Baltimore will hold a day-long conference March 8 on "Television and Education" to highlight the significance of telecasts directed to all TV-equipped schools (sets loaned by WBAL-TV) throughout the city.

Scheduled from 10 a.m. to 4 p.m., the session will open with a discussion on the effects of television on education and what has been accomplished to date. Participants will include Dr. Edwin W. Adams, associate superintendent of schools, Philadelphia; Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education, Washington; Mrs. Gertrude G. Broderick, division of radio-visual education, U. S. Office of Education, and Dr. Roy K. Marshall, director of Morehead Planetarium, U. of North Carolina; P. T. Hines, WMJ-TV-Greenbelt, N. C.; Dr. Ormand L. Hunter, WPTL Philadelphia; L. V. Hollwood, RCA Victor, Camden, and other educators from Baltimore and eastern cities.

The conference members also will sit in on an actual lesson telecast to schools 2-2.5 p.m. Material for this feature, to be preceded and followed by introductory and supplementary exercises in the classroom, is prepared by members of the public school staffs under the direction of Mrs. Eleanor B. Kane, radio and television specialist for the Baltimore Board of Education.

L. A. Academy Day

Los Angeles Advertising Club will hold "Academy Day" at its regular meeting March 28 in honor of the Academy of Television Arts and Sciences, Los Angeles. Lloyd Dunn, vice president of Abbott Kimball Co. of California, will be chairman of the day.

KSD-TV's appeal to advertisers and effectiveness of the television medium in St. Louis are reviewed.

In 1947, the station had 30 sponsors, five days a week; in 1948, 67 sponsors, five days a week; in 1949 75 sponsors, five days a week, but a total of 125 sponsors at various periods during the year.

Numerous examples could be cited from the files of KSD-TV's 125 advertisers to show the effectiveness of the medium, ranging from mail response to sales and increase in dealerships. However, these few reports show the trend: R.C.A. Distributor 30 minutes one night weekly, started more than two years ago and is still very popular. It features a pianist playing request tunes, and a woman vocalist. During the show, four phone calls are made to the advertisers, as a result of requests for actual quizzes. Mail has been consistently good. For a test, a small mechanical puzzle was offered to anyone responding to a tune by being played or sung. A total of 4,085 pencils were awarded in one program.

KSD-TV field crew set up equipment in Monsanto Chemical Co.'s St. Louis pilot plant to teletecast demonstration of a wood preservative.

Telefile: KSD-TV
(Continued from Telecasting 4)

bought more than 500,000 lines of advertising space in the Post-Di- patch, in 1949 alone, to stimulate more sales. The two other St. Louis newspapers sold an estimated 120,000 lines between them, it is reliably reported. (The Post-Dispatch netted more than $249,000 last year from strictly TV's advertising.)

KSD-TV's average time on the air during 1949 was 45 hours per week. Local programming took 77.6 hours, or 33.1% of the total air time, for the year. Studio presentations took 39.7 hours, or 16.5%; remotes, 247.4 hours, or 10.6%; and film, 131.4 hours, or 5.5%. Total network programming for the year was 1,564 hours, of which 1,284 hours was cable (56.7%) and 239.9 hours kinescope or film (10.2%).

Total commercial time was 1,553 hours, or 65.5%, with network commercial programs consuming 1,090 hours and local commercial programs 363 hours. Network sustaining programs took 473 hours, and local sustaining, 335 hours.

Special local remote programs included in 1949, in addition to Vice President Barkley's wedding, the inauguration of Mayor Darst of St. Louis, shriners program at Sportsmen's Baseball Park, the Velded Prophelet Ball and Parade, Shrine Parade, and Armistice Day Parade. Sports remotes included 60 baseball games, 20 basketball games, and 8 horse racing dates, 4 college football games, 3 Golden Gloves fights, 1 wrestling match, 1 bowling contest, and 1 midget auto race. The station also teletecast two St. Louis Symphony Concerts and an industrial program from the Monsanto Chemical Co.

KSD-TV's appeal to advertisers and effectiveness of the television medium in St. Louis are reviewed.

In 1947, the station had 30 sponsors, five days a week; in 1948, 67 sponsors, five days a week; in 1949 75 sponsors, five days a week, but a total of 125 sponsors at various periods during the year.

Numerous examples could be cited from the files of KSD-TV's 125 advertisers to show the effectiveness of the medium, ranging from mail response to sales and increase in dealerships. However, these few reports show the trend: R.C.A. Distributor 30 minutes one night weekly, started more than two years ago and is still very popular. It features a pianist playing request tunes, and a woman vocalist. During the show, four phone calls are made to the advertisers, as a result of requests for actual quizzes. Mail has been consistently good. For a test, a small mechanical puzzle was offered to anyone responding to a tune by being played or sung. A total of 4,085 pencils were awarded in one program.

Yeu-Pooret Cakes. One announcement on a local show of records and chatter (4 to 4:18 p.m.) brought more than 500 requests for cards entitling viewer to a free cake.

Pido Company. Nine one-minute announcements at 5 p.m. on a remote brought 1,000 requests for free samples of company's products, Pido, BigDo, and a plastic apron. No box or evidence of purchase was necessary, only a postcard with viewer's name and address.

Garland's. In a series of programs during which fans were modelled, three sales of mink coats, each costing $3,000, resulted from the one program devoted to mink coats.

Purity Bakeries. Sponsorship of Garland's baseball games during three-month period stimulated sales, and campaign considered highly successful.

Breweries have sponsored various sporting events on KSD-TV with much success reported. Gricedick, Falstaff, and Stag are continuing sponsorships of baseball, hockey, wrestling, bowling, Golden Gloves fights, harness racing, and midget auto racing.

The station's local rates are $350 and up for "A" time and $125 for "B" time. Network "A" time is $425 an hour.

KSD-TV is promoting itself outside the columns of the Post-Di- patch. Last fall a large display ad in Advertising Club of St. Louis Weekly pointed to the large number of "readily-recognized" brands being advertised to the sta- tion's audience. The advertisement stated:

"For the advertiser who is still un- certain whether Television should be used..." The ad went on to discuss the station's promotion of Stag, the purchase of KSD-TV a station for the purchasing-powdered KSD-TV audience at the present time:

Papessa... Gillette... Chesterfield... Mars... Ford... Westinghouse... Griesedieck... Washington... Kellogg... Pepsi-Cola... Mohawk... RCA... Colgate-Palmolive-Peet... Silver... Texaco... So-Go's... Philco... Bigelow-Sanford... Pabst... Jell-O... General Electric... Kodak... Vitalia... Fevelly... Alka-Seltzer... DuMont... Rival... Fall Mall... Meadland... Kraft... Cities Service... Buleva... Mayrose... Speidel... Camelot... Sealtast... Jaccard... Admiral... Lux... Standard Oil... Lucky Strike... Seven-Up... Poli Parrot... Rinso... Dodge... Gulf Oil... Hudson... Old Gold... Schick... Croyde... Firestone... Oldsmobile... Dill's Best... Forrest... Monson... Stag... Philip Morris... Dr Pepper... Bond... Goodyear... Koel... Ipana... Lustre Creme... Ironrite.

"Any similarity between the above names and the "Who-Do-Who" in the TV ad- vertising should dispel further uncertainty. And here's the payoff: In St. Louis, America's 9th city, EVERY Television Advertiser reaches the ENTIRE Television Audience with just one STATION... KSD- TV."

The station is under the direction of George M. Burbach, one of the broadcasting Industry's most able administrators who has managed KSD since it took the air in 1922.

Working close under Mr. Burbach is Program Director Harold O. Gramps, who has been with the organ- ization 15 years, starting as an announcer. Guy Yeldell, a 25-year man, has been sales manager four years. Edward Hamlin is commercial manager. Ed Risk is chief en- gineer and Dave Pasternak, promotion manager. KSD-TV's roster of 37 employees include 20 on the technical staff and 17 in adminis- tration and production.

A definite note of confidence in KSD-TV's future is voiced by Mr. Burbach who declares: "KSD-TV operated in the red for two and one-half years, however; operating profit is now increasing each week. In two or three years profit from our television operation should be comparable with our best radio business. Following the increase in its net profit this year, KSD-TV's operating profit and profits from radio should gradually increase from the low earning level of 1949. The com- bined earnings from audio and television should far exceed any former record profit of audio only.

Ad Council Issue
Plans Bi-Monthly TV Bulletin

The Advertising Council has begun to issue a bi-monthly television bulletin to keep the industry posted on major public service campaigns. The bulletin will provide advertisers, agencies, networks, stations and program producers with information on mate- rial available from the Council for use in their campaigns.

Stuart Peabody, assistant vice president of the Borden Co., and chairman of the radio and television committee of the Council, said the bulletins are to be issued because the Council had received numerous inquiries regarding availability of television material.
WMAR-TV

Delivers

the largest evening audience of any
radio or television station in Baltimore*

Average 6 p.m. to 10:30 p.m. Sunday through Saturday audience.
AGENDA

Tuesday, March 10

10 a.m.-12 noon — Registration.

12:30 p.m.— Luncheon, welcome address by George Harvey, president of CTAI; National Television Council; Double keynote address, Joseph H. McConnell, president, NBC; John McGaughen, advertising manager, Kraft Foods, Chicago.

3:30 p.m.— General panel meeting, "Three Viewpoints," James Stur- ton, general manager, ABC Chicago, moderator; Speakers: Robert Sweeney, general manager, WSB-TV New Orleans; Harry Bannister, general manager, WJW-TV Detroit; Alexander Stonach, national director of television program operation, ABC, as broadcast the London in New York; Seymour Mints, advertising manager, Al- minist, Chicago, representing clients who pay for television.

7:45 p.m.— presentation of annual Top Ten Show of the Year, featuring a special event, broadcast by ABC Chicago.

National Television Conference
Palmer House, Chicago, March 6-8
Sponsored by the Chicago Television Council

Wednesday, March 10

10 a.m.-noon — Panel discussion, "What Research Can Contribute to Improved Television in Chicago," with S. Van Koyen- negen, general manager, WJW-TV Cleveland; Charles F. Walsh, president, Chicago Television Council; John J. Keefe, president, VTS New York; Charles E. Cullen, research director, NBC; George B. Wight, radio-television researcher.


Wednesday, March 10

10 a.m.-noon — Panel discussion, "What Research Can Contribute to Improved Television in Chicago," with S. Van Koyen- negen, general manager, WJW-TV Cleveland; Charles F. Walsh, president, Chicago Television Council; John J. Keefe, president, VTS New York; Charles E. Cullen, research director, NBC; George B. Wight, radio-television researcher.


Wednesday, March 10

10 a.m.-noon — Panel discussion, "What Research Can Contribute to Improved Television in Chicago," with S. Van Koyen- negen, general manager, WJW-TV Cleveland; Charles F. Walsh, president, Chicago Television Council; John J. Keefe, president, VTS New York; Charles E. Cullen, research director, NBC; George B. Wight, radio-television researcher.


MAMA sponsored by Maxwell House Coffee, a CBS Package Program hailed by the press as TV's "best regular on the airways".

For another top CBS Package Program now available for sponsorship, turn to back page of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Eastern</th>
<th>Central</th>
<th>Mountain</th>
<th>Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>8:00</td>
<td>11:00</td>
<td>8:00</td>
<td>11:00</td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sweepstakes**

- **Perfect Time**
  - **Time:** 7:00 - 8:00 p.m., Eastern Time
  - **Prize:** A Car

- **Win-A-Car**
  - **Time:** 8:00 - 9:00 p.m., Eastern Time
  - **Prize:** A Car

**Tonight's Shows**

- **NBC Network**
  - **Show:** *Armstrong and Spence*
  - **Time:** 8:00 p.m., Eastern Time

- **CBS Network**
  - **Show:** *The Show of the Century*
  - **Time:** 10:00 p.m., Eastern Time

**Other Network Shows**

- **ABC Network**
  - **Show:** *The General Mills Show*
  - **Time:** 8:30 p.m., Eastern Time

- **CBS Network**
  - **Show:** *The Jack Benny Program*
  - **Time:** 9:30 p.m., Eastern Time

**Regional Network Shows**

- **NBC Network**
  - **Show:** *The Red Skelton Show*
  - **Time:** 8:00 - 9:00 p.m., Eastern Time

- **CBS Network**
  - **Show:** *The Kraft Music Hall*
  - **Time:** 9:00 p.m., Eastern Time

**Local Network Shows**

- **NBC Network**
  - **Show:** *The Jack Benny Program* (Local)
  - **Time:** 8:30 p.m., Eastern Time

- **CBS Network**
  - **Show:** *The Jack Benny Program* (Local)
  - **Time:** 9:30 p.m., Eastern Time

**Special Events**

- **NBC Network**
  - **Event:** *The Million Dollar Sneeker*
  - **Time:** 8:30 p.m., Eastern Time

- **CBS Network**
  - **Event:** *The Million Dollar Sneeker*
  - **Time:** 9:30 p.m., Eastern Time

**Announcements**

- **NBC Network**
  - **Announcement:** *The Million Dollar Sneeker*
  - **Time:** 8:30 p.m., Eastern Time

- **CBS Network**
  - **Announcement:** *The Million Dollar Sneeker*
  - **Time:** 9:30 p.m., Eastern Time

**Promotions**

- **NBC Network**
  - **Promotion:** *The Million Dollar Sneeker*
  - **Time:** 8:30 p.m., Eastern Time

- **CBS Network**
  - **Promotion:** *The Million Dollar Sneeker*
  - **Time:** 9:30 p.m., Eastern Time

**Sweepstakes Rules**

- **Perfect Time**
  - **Rules:**
    - **Eligibility:** Open to all residents of the United States, 18 years or older.
    - **Entry:** Submit your entry via the provided entry form.
    - **Prize:** A Car

- **Win-A-Car**
  - **Rules:**
    - **Eligibility:** Open to all residents of the United States, 18 years or older.
    - **Entry:** Submit your entry via the provided entry form.
    - **Prize:** A Car

**Contact Information**

- **NBC Network**
  - **Phone:** 1-800-X-FOOTBALL

- **CBS Network**
  - **Phone:** 1-800-X-FOOTBALL

**Legal Disclaimer**

- All terms and conditions of participation apply. For full details, visit the respective network's website or contact the network directly.

**Network Logos**

- **NBC Network**
  - Logo: [Image]

- **CBS Network**
  - Logo: [Image]
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Young Witches, L (E-M)</td>
</tr>
<tr>
<td></td>
<td>Mysteries of Chinatown, F (E-M)</td>
</tr>
<tr>
<td></td>
<td>H. F. Goodrich, Celebrity Time, L (E-M)</td>
</tr>
<tr>
<td></td>
<td>Young People's Church of the Air Youth on the March, L (E-M)</td>
</tr>
<tr>
<td></td>
<td>General Electric, Fred Waring Show</td>
</tr>
<tr>
<td></td>
<td>Fashion Show</td>
</tr>
<tr>
<td></td>
<td>The Stars are Accented, L (E-M)</td>
</tr>
<tr>
<td></td>
<td>Bowling Headliners</td>
</tr>
<tr>
<td></td>
<td>Phlox, Television Playhouse</td>
</tr>
<tr>
<td></td>
<td>Congoloom Noiha, Gorney at Large, L (E-M)</td>
</tr>
<tr>
<td>11:00</td>
<td>The Movie Makers</td>
</tr>
<tr>
<td></td>
<td>Co-op Wrestling</td>
</tr>
<tr>
<td></td>
<td>(From Summertime Arena)</td>
</tr>
<tr>
<td></td>
<td>Firestone</td>
</tr>
<tr>
<td></td>
<td>Admiral, Lights Out</td>
</tr>
<tr>
<td></td>
<td>American Tobacco, Lucky Strike Theatre, L (E-M)</td>
</tr>
<tr>
<td></td>
<td>(Alternate Weeks)</td>
</tr>
<tr>
<td></td>
<td>Tomorrow's Champions</td>
</tr>
<tr>
<td></td>
<td>(to middate)</td>
</tr>
<tr>
<td></td>
<td>Stage Door L (E)</td>
</tr>
<tr>
<td></td>
<td>Auto-lite Suspense</td>
</tr>
<tr>
<td></td>
<td>Co-op, Wrestling</td>
</tr>
<tr>
<td></td>
<td>The Plain-Oglahoman</td>
</tr>
<tr>
<td></td>
<td>L (E) (NI)</td>
</tr>
<tr>
<td></td>
<td>The Plain-Oglahoman</td>
</tr>
<tr>
<td></td>
<td>L (E) (NI)</td>
</tr>
<tr>
<td></td>
<td>L (E) (NI)</td>
</tr>
<tr>
<td>11:30</td>
<td>That Wonderful Gay</td>
</tr>
<tr>
<td></td>
<td>L (E-M)</td>
</tr>
<tr>
<td></td>
<td>Love, Bizarre</td>
</tr>
<tr>
<td></td>
<td>Almanac</td>
</tr>
<tr>
<td></td>
<td>Boxing</td>
</tr>
<tr>
<td></td>
<td>Palace, Hotel International Boxing Club, South</td>
</tr>
<tr>
<td></td>
<td>Co-op, Wrestling</td>
</tr>
<tr>
<td></td>
<td>The Plain-Oglahoman</td>
</tr>
<tr>
<td></td>
<td>L (E-M)</td>
</tr>
<tr>
<td></td>
<td>That Wonderful Gay</td>
</tr>
<tr>
<td></td>
<td>L (E-M)</td>
</tr>
<tr>
<td>12:00</td>
<td>That Wonderful Gay</td>
</tr>
<tr>
<td></td>
<td>L (E-M)</td>
</tr>
<tr>
<td></td>
<td>Love, Bizarre</td>
</tr>
<tr>
<td></td>
<td>Almanac</td>
</tr>
<tr>
<td></td>
<td>Boxing</td>
</tr>
<tr>
<td></td>
<td>Palace, Hotel International Boxing Club, South</td>
</tr>
<tr>
<td></td>
<td>Co-op, Wrestling</td>
</tr>
<tr>
<td></td>
<td>The Plain-Oglahoman</td>
</tr>
<tr>
<td></td>
<td>L (E-M)</td>
</tr>
<tr>
<td></td>
<td>That Wonderful Gay</td>
</tr>
<tr>
<td></td>
<td>L (E-M)</td>
</tr>
<tr>
<td></td>
<td>Love, Bizarre</td>
</tr>
<tr>
<td></td>
<td>Almanac</td>
</tr>
<tr>
<td></td>
<td>Boxing</td>
</tr>
<tr>
<td></td>
<td>Palace, Hotel International Boxing Club, South</td>
</tr>
</tbody>
</table>

**Pulse Radio Report for St. Louis**

Available March 7, 1950, the first Pulse report for the St. Louis metropolitan area will cover radio listening for January-February.

The Pulse of St. Louis will be issued bi-monthly, and will utilize the same interviewing technique employed in other Pulse radio reports.

Other Pulse Radio Cities are:

- **New York**
- **Philadelphia**
- **Los Angeles**
- **Chicago**
- **Cincinnati**
- **Washington, D.C.**
- **Boston**
- **San Francisco**
- **Northern New Jersey**

Monthly Telepulse Reports are Issued in:

- **New York**
- **Boston**
- **Cincinnati**
- **Philadelphia**
- **Cleveland**
- **Chicago**
- **Los Angeles**
- **Washington, D.C.**

**Ask The PULSE**

**The Pulse Incorporated**

One Ten Fulton Street
New York Seven
is a warm-hearted, audience-holding CBS Package Program custom-tailored to the needs of an alert advertiser.

Louise Allbritton and Scott McKay co-starred in a vivid and suspenseful saga of the ups and downs of American show business.
AT & T last week announced extension of Bell System's network television facilities to Memphis, Tenn.—the first addition in 1950—with completion of coaxial cable by Southwestern Bell Telephone Co., Southern Bell and AT & T's Long Lines Dept.

This made Memphis the 26th city capable of receiving direct network telecasts through Bell facilities, which now extend about 3,000 channel miles. Additionally, Memphis now is at the southernmost point served by network television. The new link was made possible by adding special equipment to an existing loop of coaxial cable running south of St. Louis, according to AT & T's Long Lines Dept.

Network service should be available by the end of this year to more than 40 cities, stretching north to Minneapolis, south to Jacksonville, Fla., and west to Omaha, the Long Lines Dept. said. Network will cover roughly some 15,000 channel miles.

Other Plans

Other cities slated to be hooked up in 1950 include Norfolk, Va., by April and Greensboro and Charlotte, N. C., Atlanta, Birmingham and Jacksonville by September. They will receive video network programs by cable running south from New York via Philadelphia, Washington and Richmond.

Programs from New York reach St. Louis via Chicago. Route to Memphis via the cable crosses the Mississippi from east to west at St. Louis and again, from west to east, at the Tennessee metropolis.

Network television service also is being provided in some areas of the nation by radio relay. Construction is underway between New York and Chicago, Chicago and Milwaukee, and between other major cities.

Arrival of the cable in Memphis was preceded by radio, TV and newspaper promotion sponsored by WMCT (TV). Since Feb. 20, the station has used a series of teaser ads in Memphis papers, building up to full page advertisements on March 1. "Cable day," Jingles also were used on WMCT affiliates.

Climaxing the promotion was a parade Feb. 20, arranged by TV distributors and WMCT, in which 20 floats and trucks participated.

SET SHIPMENTS

RMA Reports 3,182,351 in '49

A TOTAL of 3,182,351 television receiving sets had been delivered in the United States by the end of 1949, according to an analysis by Radio Mfrs. Assn. The RMA figures cover member manufacturers, who are estimated to produce between 80% and 85% of all television sets turned out in the United States.

TV set shipments by areas for the year 1949 and cumulative since Jan. 1, 1947, as reported by RMA members, follow:

<table>
<thead>
<tr>
<th>Area</th>
<th>1947</th>
<th>1948</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>368,655</td>
<td>641,684</td>
<td>386,433</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>92,782</td>
<td>203,900</td>
<td>257,782</td>
</tr>
<tr>
<td>Chicago</td>
<td>370,632</td>
<td>548,400</td>
<td>227,310</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>44,768</td>
<td>60,436</td>
<td>54,934</td>
</tr>
<tr>
<td>St. Louis</td>
<td>88,741</td>
<td>132,186</td>
<td>116,103</td>
</tr>
<tr>
<td>San Francisco</td>
<td>42,539</td>
<td>104,006</td>
<td>148,998</td>
</tr>
<tr>
<td>Washington</td>
<td>27,574</td>
<td>43,570</td>
<td>29,965</td>
</tr>
<tr>
<td>Dallas</td>
<td>21,786</td>
<td>26,284</td>
<td>23,424</td>
</tr>
<tr>
<td>Boston</td>
<td>18,458</td>
<td>26,740</td>
<td>26,097</td>
</tr>
<tr>
<td>Detroit</td>
<td>18,651</td>
<td>30,063</td>
<td>11,422</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>18,431</td>
<td>27,162</td>
<td>35,489</td>
</tr>
<tr>
<td>Chicago</td>
<td>17,987</td>
<td>26,740</td>
<td>14,631</td>
</tr>
<tr>
<td>St. Louis</td>
<td>16,286</td>
<td>25,745</td>
<td>20,694</td>
</tr>
<tr>
<td>Detroit</td>
<td>15,977</td>
<td>24,663</td>
<td>23,765</td>
</tr>
<tr>
<td>St. Louis</td>
<td>14,976</td>
<td>23,745</td>
<td>20,694</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>14,787</td>
<td>23,374</td>
<td>35,489</td>
</tr>
<tr>
<td>Chicago</td>
<td>14,146</td>
<td>23,745</td>
<td>14,631</td>
</tr>
<tr>
<td>Kansas City</td>
<td>10,746</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>10,431</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>St. Louis</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>Chicago</td>
<td>10,000</td>
<td>15,346</td>
<td>14,631</td>
</tr>
<tr>
<td>Kansas City</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>St. Louis</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>Chicago</td>
<td>10,000</td>
<td>15,346</td>
<td>14,631</td>
</tr>
<tr>
<td>Kansas City</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>St. Louis</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>Chicago</td>
<td>10,000</td>
<td>15,346</td>
<td>14,631</td>
</tr>
<tr>
<td>Kansas City</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
<tr>
<td>St. Louis</td>
<td>10,000</td>
<td>15,346</td>
<td>16,145</td>
</tr>
</tbody>
</table>

BRIDGES & MEYER ASSOCIATES

New York City

Chicago

Los Angeles

San Francisco

San Diego

Salt Lake City

Atlanta

Syracuse

Toledo

Baltimore

Washington

Unallocated

TOTAL

3,182,351

IN WASHINGTON, D.C.

WHO'S T O P S I N T V ?

© SEE PAGE 10 ©

You May Be Surprised!

Page 61 • BROADCASTING

March 6, 1950

TELECASTING • Page 15
FILM fills an important place in television station operation. On stations not interconnected by coaxial cable or microwave relay this place is often vital.

Because of that importance TELECASTING presents this up-to-date list of film buyers and, where available, the number of hours of film used by each station. Although conditions vary widely from station to station, an average of 10.28 hours of film a week was used by those outlets where figures are available. The average for noninterconnected stations is slightly above the average for all stations—12.46 hours per week—while interconnected stations showed an increase of 8.58 hours per week devoted to film programming.

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercon-ct. Hrs. of Film per Yes-No Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIRMINGHAM</td>
<td>WAFM-TV</td>
<td>2029 First Ave., N.</td>
<td>L. F. Baxter</td>
<td>Prog. Mgr.</td>
</tr>
<tr>
<td></td>
<td>WBRC-TV</td>
<td>WBRC Bldg.</td>
<td>G. P. Hamann</td>
<td>No 10</td>
</tr>
<tr>
<td>PHOENIX</td>
<td>KPHO-TV</td>
<td>KPHO Bldg.</td>
<td>C. Waster</td>
<td>Prog. Mgr.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>KECA-TV</td>
<td>Prospect &amp; Talmaide</td>
<td>P. Booth</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>KFI-TV</td>
<td>141 N. Vermont Ave.</td>
<td>K. Higgins</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>KLAC-TV</td>
<td>1000 N. Cahuenga Blvd.</td>
<td>F. Henry</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>KNBH</td>
<td>1500 N. Vine St.</td>
<td>R. V. Brown</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>KTLA</td>
<td>5451 Marathon St.</td>
<td>G. Wright</td>
<td>No</td>
</tr>
</tbody>
</table>

**NOW - THEATRICAL QUALITY AT TELEVISION BUDGETS**

KPHO-TV Names Petry

APPOINTMENT of Edward Petry & Co. Inc., as exclusive national sales representative for KPHO-TV Phoenix, Ariz., was announced by the station representative last Wednesday. Petry informed agencies and advertisers that KPHO-TV carries "top programs" of the four major TV networks, and choice spot adjacencies are available.

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Address</th>
<th>Film Buyer Title</th>
<th>Intercon-ct. Hrs. of Film per Yes-No Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTLA</td>
<td>1313 N. Vine St.</td>
<td>C. Glatt</td>
<td>V.P. charge of TV</td>
<td></td>
</tr>
<tr>
<td>KTTV</td>
<td>1025 N. High-land Ave.</td>
<td>R. M. Purcell</td>
<td>Prog. Dir.</td>
<td></td>
</tr>
<tr>
<td>SAN DIEGO</td>
<td>KFMB-TV</td>
<td>1375 Pacific Blvd.</td>
<td>A. Planagan</td>
<td>Prog. Dir.</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>KGO-TV</td>
<td>155 Montgomery St.</td>
<td>B. Wright</td>
<td>Prog. Dir.</td>
</tr>
<tr>
<td></td>
<td>KPIX</td>
<td>Mark Hopkins Hotel</td>
<td>S. Spillman</td>
<td>Prog. Dir.</td>
</tr>
<tr>
<td></td>
<td>KRON-TV</td>
<td>901 Mission St.</td>
<td>D. Crafston</td>
<td>Prog. Dir.</td>
</tr>
</tbody>
</table>

**Kling Studios, Inc. Chicago**

America's Largest Visual Advertising Studio

**IN WASHINGTON, D. C.**

**WHO'S TOPS IN TV?**

**SEE PAGE 10**

**You May Be Surprised!**

Page 16 • Telecasting  March 6, 1950

Broadcasting  Page 62
nothing but smiles under our umbrella!

(Continued on Telecasting 20)
Color Hearing Resumes
(Continued from Telecasting 2)

one, and portable field pick-up equipment, as well as the tri-color tube work.

Dr. Engstrom, stating the direct-view tri-color tube work was "on schedule" as promised last fall, testified that several types of tubes are in varying stages of progress. "Two of these types are undergoing tests in research model receivers and both show an attractive picture with good resolution and good color," he said. "The other types...are more in the favorable category, although results are not yet as advanced in development as the two types which we shall demonstrate. Within the next few weeks we expect to make this demonstration." This meant during March, he said.

The RCA witness explained that this single tri-color picture tube development would mean RCA could produce "in the not too distant future a fully-electronic color television receiver with 10 to 15 tubes more for a comparable black-and-white receiver." The RCA 16-inch monochrome table model set now has 27 tubes, he said, and the simplified three-tube color set now at the labs has 64 tubes.

Upon questioning, Dr. Engstrom estimated that this meant that a direct view color set would cost only 1½ to 2½ times as much as a comparable black-and-white set, not counting the tri-color tube itself for which no production cost estimates are available at this early period. He explained that increasing the size of the tri-color tube made its production problem simpler.

He also said the tri-color tube could be used in the CTI and CBS systems and would eliminate the mechanical features of the latter. Here Comr. Frieda B. Henock asked what objections of his should remain to the CBS system and he replied CBS lack of compatibility and performance. He said RCA's system still has better weight, electrical freedom, brightness and clarity.

Chairman Wayne Coy pointed out that the Chapin-Roberts automatic adaptor, which allows viewers to use existing monochrome sets to pick up CBS and RCA color signals in black-and-white, solves the compatibility problem. He indicated that with 4,000,000 sets now on the market and annual production running at the same figure, two-thirds compatibility would be achieved in only two years.

Standards Issue

Regarding standards for color TV, Dr. Engstrom reminded the Commission he had testified last September that within six months RCA could "talk standards" and that it now was ready to do so in view of the great progress since that time. He conceded in some respects not all necessary information was available yet, but that these few details would help to further delay.

Reciting considerable detail of RCA field tests and system developments, Dr. Engstrom also informed FCC that "we will shortly have a group of receivers available for use by persons other than members of the RCA technical staff" which would permit public participation in testing of color equipment.

Adrian Murphy, CBS general executive vice president, on Monday afternoon outlined extensive equipment and public reaction tests which CBS has conducted in the field since last November. "Our tests were carried out substantially as planned," he said, "without the assistance of any major equipment manufacturer, and without even the offer of such assistance." Stressing that CBS has made every effort to supply facts called for by FCC last November regarding the hearing, Mr. Murphy invited comparison of the CBS efforts with those of RCA and Radio Mfrs. Assn. "in providing concrete information to assist the Commission in reaching a constructive decision." He said that the "delinquency of RMA and RCA in providing their respective shares of the data asked for should not be permitted to frustrate the public interest in the prompt adoption of color."

This charge drew immediate request from Comr. Henock for specific details. Mr. Murphy said RCA has installed no sets in homes, has given no public showings and not supplied needed cost estimates. Mr. Murphy outlined the public tests made at the Walker Bldg. in Washington, where 18,000 people saw some 90 shows during Jan. 12-Feb. 1 and Feb. 13-21. These were televiewed to Philadelphia and New York, where additional public showings were possible. He also reviewed color TV medical demonstrations held in Washington, Chicago and Atlanta in conjunction with Smith, Kline & French Labs., technical tests made by others and equipment refinements. In summary he said: "The color television tests we have conducted here revealed no specific problems or fundamental weaknesses in the monochrome color system, color apparatus, color station operation, or color network operation. Subsequent tests as we did encounter were identical with those other tests involving black-and-white television operations."

Back on the stand Tuesday morning, Mr. Murphy was questioned closely by Edward K. Wheeler, RCA counsel, on CBS' refusal thus far to be represented on RMA's national television System Committee, which will work on color standards.

Mr. Murphy said CBS could not join until the network was ad
dvised by NCG standards, but would participate if assured the committee would consider "non-compatible" as well as compatible color systems and those not as yet provided be used as a device to delay color.

In response to Comr. Henock, Mr. Murphy said he felt FCC could adopt either rigid one-system color or "compatible" standards which would permit the use of more than one system.

He said he would prefer the RCA color system if it were proved to be no more expensive than, and at the same time would out-perform, the CBS system.

Murphy's Stand

Mr. Murphy contended, however, that the RCA system, although "compatible" with present black-and-white standards, could not provide color TV on a network basis at the present time since existing coaxial cables turn RCA color into monochrome. He was reminded that a radio relay now being completed between New York and Chicago will permit transmission of RCA color signals.

Jay W. Wright, CBS chief radio engineer, presented data on color TV interference tests which he said showed that the degree of success between interferences of the color, CBS 405-line black-and-white, and standard 525-line black-and-white systems to both color and monochrome "are so small that they should permit adoption of the same general allocation standards and the same assignment of channels, regardless of which type of transmission is employed."

In answer to FCC questioning, Mr. Wright said he felt FCC's proposal to separate co-channel transmissions of different colors should be "modified downward."

Dr. Jack W. Dunlap of Dunlap & Assoc., New York, reported on a survey of doctors' reaction to color TV. He asked the American Medical Assn. meeting in Washington last September.

He said 74.4% of those interviewed considered overall quality of the color pictures to be very
DuMONT'S COLOR SYSTEM
To Introduce Unit for Closed-Circuit Use

ALLEN B. DuMONT Labs Inc. today was to introduce its closed-circuit color television system, designed for widespread use in television systems. The new system was introduced at the 1950 Convention of the Institute of Radio Engineers in New York.

The DuMont system consists of a camera head, a color monitor, a color picture tube, a receiver for decoding the signal, and a color switch. The system is designed for use in television systems, designed for closed-circuit broadcasting and for use in medical, industrial and merchandising fields.

The system was to be introduced at the annual convention of the Institute of Radio Engineers in New York (see story page 28).

The DuMont system consists of a camera head that includes the DuMont electric viewfinder; a revolving lens turret with position for four lenses and focusing control in the camera head; a color camera; and a color monitor, including facilities for monitoring in operation of the camera up to 1,000 feet from the monitoring equipment; color mixing equipment; color-timing facilities for individual adjustment of each of the system's three basic colors; power supplies in an individually high-voltage 12½ inch color cathode-ray tube for the color monitor. The monitors may be installed in quantity.

The system is described by DuMont as having other advantages, such as high resolution, high-contrast, specifically designed for non-broadcast applications. It is called model TA-164-A Industrial Color Television System, operates on the 100-volt, 60-cycle, power grid, has 555 lines at 180 fields per second.

The new system is available commercially, and Dr. Allan B. DuMont, president, DuMont Labs, said its use would be universal. "Wherever immediate and accurate sight is necessary for control," he said, "a television can help cut time, cut costs and improve efficiency." He also contended that the system was designed specifically for the best possible pictorial service and operating efficiency.

 Asked also why his survey did not include a question on whether the public would pay for a set requiring a mechanical color-wheel, he said he had not been asked by Research and Development to specify costs. He said CBS drafted the questions which his firm checked and modified where necessary.

Col. Donald K. Lippencott, San Francisco correspondent for CBS, testified at length on CTI technical improvements and equipment, indicating the San Francisco home-base showing was superior to the Washington showing which suffered technical kinks. "The next improvement," he said, "we could astonish everyone." CTI's system will not be ready for commercialization until that time, he indicated.

Ready for Standards Talks

Col. Lippencott said CTI was ready for standards talks now, but personally he preferred to wait another year. He contended the CTI system essentially is the simplest, most compatible system and has most possible of improvement.

The witness believed none of the three systems have shown all they can do, but considered CBS' method as soon as ever it will be and hence ready for standards now. He specifically disliked CBS' lower resolution potential.

The CTI witness commented DuMont for its work on tubes for the CTI system and cited the extensive cooperation of RCA in supplying equipment and scarce materials. He also praised the RCA cooperation, "as complete as it ever will be and hence ready for standards now. He specifically disliked CBS' lower resolution potential.

The CTI witness commented DuMont for its work on tubes for the CTI system and cited the extensive cooperation of RCA in supplying equipment and scarce materials. The witness asked DuMont for cooperation in supplying equipment and scarce materials. He also praised the RCA cooperation, "as complete as it ever will be and hence ready for standards now. He specifically disliked CBS' lower resolution potential.

THEATRE HEARING

50 Participants File

SOME 50 appearances, representing multiple movie, radio and manufacturing interests, have been filed for FCC's initial hearing. The FCC is seeking for an over-all program in order to establish a special movie-television program transmission service, the Commission reported last week.

No date has been set for the initial hearing, ordered by the Commission in January [TELECASTING, Jan. 16]. Monday was day for filing of appearances. NAB and Television Broadcasters Assn. have indicated they will participate. Others with radio interests include RCA, DuMont, Paramount Television Productions Inc. and Balaban & Katz.

Meanwhile, Western Union and American Telephone and Telegraph Co., who indicated they wished to testify, said that the Commission such a service should be established as a regular common carrier facility.

DuMONT'S COLOR SYSTEM

The SECOND EDITION of NBC-TV's Saturday Night Revue, two-and-a-half hour variety show, was to be telecast Saturday March 4, with one of its five half-hour periods sold.

The first three sponsors were RCA, United Fruit Co. and Swift & Co. Each bought a single one-minute spot in the 9:30-10 p.m. segment. At week's end NBC-TV believed other sales would be.

NBC-TV salesmen were reinforced on their rounds last week by a healthy Hooper scoring by the program on its first presentation Feb. 25. The average rating of the show in a special Hooper survey in Washington, New York, Chicago and Cleveland was 38.4 for the entire 8:10-8:30 p.m. spread. By half hours, beginning at 8 p.m., the ratings were 35.5, 37, 39.6, 40.2, and 39.8.

The program stars Jack Carter in the first hour, originating in Chicago, and Burgess Meredith, Sid Caesar and Imogene Coca in the second hour and a half from New York. Guest stars scheduled for last Saturday were Don Ameche and Gertrude Niesen in the Chicago portion and Mischa Elman from New York.

fast-growing market!

The San Antonio TV market (less than three months old) already has over 10,269 sets and is growing by leaps and bounds. WOAI-TV presents over 11 hours in weekly local programs which are combined with top shows from three great TV networks, NBC, CBS, ABC. We're building and holding strong local audience. To entertain and sell South Texas there's no substitute for San Antonio's FIRST television outlet, WOAI-TV.

Represented Nationally by Edward Perry & Company, Inc., New York, Los Angeles, St. Louis, Dallas & San Francisco, Detroit & Atlanta

Page 65 • BROADCASTING

March 6, 1950

IN WASHINGTON, D. C.
WHO'S TOPS?

You May Be Surprised!

Page 19
WMAR-TV

Baltimore Station's Evening Hooper Outstrips Radio

WMAR-TV Baltimore, CBS affiliate owned and operated by the Sunpapers, reported last week that it is the first television station in a major American market to outstrip standard radio and emerge with the greatest evening audience in its market.

The Baltimore outlet's claim is based on the TV Station Audience Index published by C. E. Hooper, Inc. for the two-month period of December 1949, and January 1950. WMAR-TV reported that its Sunday-through-Saturday average for the 6:10-9 p.m. period was 20.2% of the broadcast—radio and television—audience, and 43.7% of the television audience.

In addition, WMAR-TV said Baltimore, ranked as the nation's sixth city in population, also increased its lead as the country's number one television city. Video viewers in Baltimore for the same two-month period—during the 6-9 p.m. Sunday-through-Saturday averages—amounted to 46.1% of the evening broadcast audience, the station claimed. WMAR-TV also pointed out that this Hooper report is the fifth consecutive one which has put Baltimore at the top of the TV list.

TV'S CHALLENGE
Grabhorn Predicts Trends

RADIO'S approach to television is one of "cautious reserve" because TV is AM broadcasting's major challenge, in the opinion of Murray Grabhorn, ABC's vice president in charge of O & O stations. He addressed the Chicago Radio Management Club Wednesday. Radio, however, is "facing TV without fear; has its thoughts on the future and isn't looking back. It will have vast new opportunities ahead," he said.

Mr. Grabhorn thinks television will bring about trends including:

1) New concepts of show frequency because of high expense, for example, of a 15-minute strip, with advertisers taking a more realistic view of cost in relation to impact.
2) Purchase of a dozen or so TV shows per year, similar to ordering magazine color pages.
3) Emergence of new advertisers who will provide a large percentage of television's revenue.
4) Revision of advertising budgets, with a smoother picture for video to walk down, and incluion of both a sales and an advertising budget item, with a resultant release of additional appropriations.

Durable goods would come under jurisdiction of the advertising department, with consumer goods relegated to sales, Mr. Grabhorn believes.
MADEMOISELLE magazine to launch series of one-minute television films based on fashions from each issue, according to Betsy Talbot Blackwell, editor-in-chief. Program involves unusual four-way production and distribution tie-up which includes magazine, fashion manufacturers, department stores and Vista Productions, New York, which will produce films. Manufacturers whose merchandise is featured will pay production cost. First series of three will be based on bridal fashions from April brides issue. Edward P. Rosenbaum of Vista Productions will supervise film production and distribution. Winik Films Corp., New York, to work with Vista on filming.

Cardinal Co., Hollywood, will film its five weekly quarter-hour Sleepy Joe program which features Jimmy Scribben, and syndicate it for TV as all it can get. It was formerly weekly five feature on KECA-TV Los Angeles. Telepix Corp., Hollywood, has completed one-minute singing commercial for Flowers' Seaside Table Salt. Agency: California Advertising, Hollywood. Firm recently completed television slides for Hudson Dealers, Los Angeles, through Lisle Sloman, Advertising, that city. Same firm produced three one-minute TV film commercials for Columbia Mills (window screens), Los Angeles. Agency: Taggart & Young, Hollywood.

Guy Warren, radio and television director, D. P. Brother & Co., Detroit, in Hollywood to supervise filming of commercials by Fairbanks Productions, for Oldsmobile. Signed to appear in current spots now in production are Eddie Bracken, Virginia Bruce, Gale Robbins, Gloria Grahame and Marjorie Reynolds. Town & Country Topic Productions, Los Angeles, filmed scenes at Date Festival at Riverside County Fair, Indio, Calif., for TV showings.

AGENCY GUIDE

AAA Readies Check Lists

THREE check lists to guide agencies in the purchase of talent, programs and films for television are in preparation by the committee on radio and television production of the American Assn. of Advertising Agencies, it was learned last week.

The committee, at a meeting in New York last week, decided to draw up the lists to advise agencies in the intricacies of television production contracts. The guides will not be completed for some time, an agency official of the committee is Walter Craig, vice president in charge of radio and television of Benton and Bowles, New York.

TV FILM ISSUE

THE TELEVISION AUTHORITY, an amalgam of talent unions, last week charged the Screen Actors Guild with impeding peaceful settlement of the jurisdictional dispute over television film.

George Heller, national executive SAG board of directors, accused the guild of taking "a backward step on the road to peace."

A month ago SAG advised TVA that "further exploration of partnership would appear to be a waste of time" if the guild were not granted the right to decide rates and conditions for film television and for the re-use of film on TV stations.

In his letter, Mr. Heller wrote: "TVA is convinced that the principle of re-use of film or kinescope is one of the most important objectives to be obtained in any collective bargaining agreement to be negotiated on behalf of television performers. SAG's proposal would mean that many thousands of performers who are not members of the Screen Actors Guild must submit to a decision in this vital matter without having their own wishes recognized and without permitting those members a part in determination of this most important issue.

Partnership arrangement presupposes that both partners would have an interest and vote in matters affecting the partnership. What the Screen Actors Guild evidently proposes is an empty partnership arrangement where one partner, the Screen Actors Guild, would have the sole determination of the most important single objective desired by television performers—namely, the reuse of film principle. TVA in good conscience cannot accept such a proposal.

Separate Meetings Proposed

The SAG also had proposed that separate membership meetings of TVA and SAG be held, in contradiction to the TVA refusal to hold joint membership meetings.

Mr. Heller objected to this re-jecion of the proposal for joint membership meetings. Separate meetings he said, "would continue a deadlock and thus not afford the performers working in television their democratic rights of self-expression and determination.

Mr. Heller told the SAG board that TVA "regretfully concludes that the latest Screen Actors Guild

TV CHARGES SAG Impedes Action

CBS FILM PLANS

Will Explore, Says Stanton

ALTHOUGH CBS does not intend to branch out into motion picture production, it will explore the fullest potentials of filming programs for TV in Hollywood.

So declared Frank Stanton, CBS president at a Hollywood news conference last Tuesday. Such assignments, under CBS supervision, would be farmed out to motion picture units set up for that purpose, he advised. Considerable experimenting would be done on 8mm films. Films are better quality than kinescope, he conceded, but the cost factor makes them prohibitive at present because the medium's circulation is relatively small for high priced shows. Music also is a deterring factor in films for TV at this time, he reminded.

Dr. Stanton stated that a better job can be done by live televising, but filming of shows will open up the vast reservoir of talent available in Hollywood.

Spiking contrary reports, Dr. Stanton declared that there are no negotiations under way at this time for the network to acquire its own Hollywood TV station.

"We are happy with our present Los Angeles Times partnership," he said, adding, "however, we might find it advantageous to own our own station here due to importance of this originating point."

He was in Hollywood to participate in a CBS affiliates meeting last Monday (see story, page 41).

AGENCY GUIDE

AAA Readies Check Lists

THREE check lists to guide agencies in the purchase of talent, programs and films for television are in preparation by the committee on radio and television production of the American Assn. of Advertising Agencies, it was learned last week.

The committee, at a meeting in New York last week, decided to draw up the lists to advise agencies in the intricacies of television production contracts. The guides will not be completed for some time, an agency official of the committee is Walter Craig, vice president in charge of radio and television of Benton and Bowles, New York.

AGENCY GUIDE

AAA Readies Check Lists

THREE check lists to guide agencies in the purchase of talent, programs and films for television are in preparation by the committee on radio and television production of the American Assn. of Advertising Agencies, it was learned last week.

The committee, at a meeting in New York last week, decided to draw up the lists to advise agencies in the intricacies of television production contracts. The guides will not be completed for some time, an agency official of the committee is Walter Craig, vice president in charge of radio and television of Benton and Bowles, New York.

TELEVISION SHORTS

are being made... to advertise and sell products.

behind this door

TELECASTING • Page 21
purchases of $600,120 for Liggett & Myers Tobacco Co. and National Biscuit Co.

Smoking materials — cigarettes, tobacco, lighters — were the leading class of goods advertised on network TV during the year, with automotive advertising second and food advertising third. Advertising of radios and TV sets ranked fourth, with toilet goods advertising fifth. For the month of December the same five product groups led in amount spent in advertising on the network TV stations, but their order was different than for the full year: Automotive advertising was first, smoking materials second, radios and TV sets third, foods fourth and toiletries fifth. (See Table IV for product group breakdowns for December and the year.)

Table V lists the leading TV network advertiser in each product group. As a full list of all TV network users during 1949, with the amounts spent by each, follows:

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>4,275 dollars</td>
</tr>
<tr>
<td>Food</td>
<td>8,910 dollars</td>
</tr>
<tr>
<td>Tobacco</td>
<td>4,200 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>10,610 dollars</td>
</tr>
<tr>
<td>Jewelry</td>
<td>3,160 dollars</td>
</tr>
<tr>
<td>Alcohol</td>
<td>1,485 dollars</td>
</tr>
<tr>
<td>Aircraft</td>
<td>2,290 dollars</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2,430 dollars</td>
</tr>
<tr>
<td>Motorcycles</td>
<td>1,290 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>1,220 dollars</td>
</tr>
<tr>
<td>Food</td>
<td>5,200 dollars</td>
</tr>
<tr>
<td>Tobacco</td>
<td>3,800 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>2,800 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>2,600 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>2,400 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>2,200 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>2,000 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>1,800 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>1,600 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>1,400 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>1,200 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>1,000 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>800 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>600 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>400 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>200 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>100 dollars</td>
</tr>
<tr>
<td>Gasoline</td>
<td>0 dollars</td>
</tr>
</tbody>
</table>

PUBLISHERS Information Bureau reported last week that gross billings of ABC, CBS, and NBC television stations in January 1949 were $1,391,038. All figures were not available. PIB figures follow:

<table>
<thead>
<tr>
<th>Station</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>abc</td>
<td>$1,391,038</td>
</tr>
<tr>
<td>CBS</td>
<td>$252,072</td>
</tr>
<tr>
<td>NBC</td>
<td>$14,899</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,668,009</td>
</tr>
</tbody>
</table>

JOHNS HOPKINS U., and WMAR-TV Baltimore, jointly sponsored a 36-week lecture course entitled "A General Introduction to Television," open to regular students or any interested persons.
When is a dot not a dot?

Look carefully at the pictures on this page, to see how television creates an image.

No. 2 in a series outlining high points in television history.

Photos from the historical collection of RCA.

As parlor magicians say: “The hand is quicker than the eye!” But modernize the statement so that it becomes: Television magic is quicker than the eye—and that’s why you see a photographic image in motion...where actually there is only a series of moving dots!

To explain this to laymen, ask them to examine a newspaper picture through a magnifying glass.

Surprisingly, few people know that newspaper pictures are masses of tiny dots “mixed” by the eye to make an image. Even fewer know that the same principle creates a television picture...and, when picture after picture comes in rapid succession—30 a minute—the eye sees motion.

Devising a successful way to “scan” an image—to break it into dots which could be transmitted as electrical impulses—was one of television's first basic problems. Most of the methods dreamed up were mechanical, since electronics was then a baby science. You may remember some of the rude results transmitted mechanically over experimental television stations.

Television as we now know it, brilliant images on home receivers, begins with the invention of the iconoscope tube by Dr. V. K. Zworykin of RCA Laboratories. First all-electronic “eye” of the television camera, this amazing tube scans an image—“sees” it even in very dim light—translates it into thousands of electrical impulses which are telecast, received, and re-created as sharp, clear pictures in black-and-white—on the phosphorescent screens of today’s home television receivers.

And, just as the first flickering “30-line” pictures—produced mechanically—eventually became our present sharp 525-line images, so the iconoscope itself was improved until it became today’s supersensitive RCA image orthicon television camera. All-electronic, the image orthicon peers deep into shadows, needs only the light of a candle to see and transmit dramatic action.

But every single television development made by scientists at RCA Laboratories depends, in the end, on a basic physiological fact: When the human eye sees a series of swift-moving dots racing in sequence across a television screen, it automatically “mixes” them into a moving photographic image.

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION
NEW "655" MICROPHONE PROVIDES ULTRA-WIDE RANGE, HIGH FIDELITY RESPONSE • MORE RUGGED, MORE VERSATILE • INDIVIDUALLY LABORATORY CALIBRATED

Here, for the first time, you have a slim, trim microphone with all the advantages of dynamic performance and utility! Only because of the ingenious Acoustalloy diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

You can use the TV 655 on a stand, in the hand, or on a boom...or you can easily conceal it in studio props. No additional closely-associated auxiliary equipment is required! Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy.

Fully field tested and proved...the TV 655 gives you custom-built quality, plus complete, rugged versatility. It's your answer to complex microphone problems in studio and remote telecasting and broadcasting, indoors and outdoors. Ideal, too, for special events announcing, sportscasting, audience participation, street interviews, recording and high quality sound amplification.

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone. Choice of durable, gleaming Alumilite or brown baked enamel finish. Model 655. List Price $200

Choice of durable, gleaming Alumilite or brown baked enamel finish. Model 655. List Price $200

Model 655A. Similar, but with acoustically-treated, pop-proof strong wire-mesh grille head. Stops wind and breath blasts. Eliminates wind rumble in outdoor pickup. List Price $200

Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.

Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.

Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.
402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab
PORTS RIGHTS

Court Dismisses WMAN Suit

MAN Mansfield, Ohio's writ of mandamus and an injunction sought against the Mansfield Board of Education, so that the station might broadcast local high school basketball games live [Broadcasting, Feb. 13], has been dismissed by Richland County Common Pleas Judge G. E. Kalbfleisch.

In handing down his opinion, Judge Kalbfleisch stated that the record evidence in the case did not disclose that the board of education controls, promotes or supervises the events set forth in the WMAN action. "The law in Ohio does not authorize the board of education to omit, finance, conduct, control, supervise said events," the judge said.

After the court ruling Feb. 17, Martin O'Hara, WMAN president and general manager, said the station will be taken before the Richfield High School athletic board. Prior to the court hearing, the board expressed willingness to permit WMAN to broadcast the games live on a four-year contract. Station heretofore has had to record games for broadcast. However, the two stipulations—to which WMAN would not comply—were that the game broadcast be unsponsored and that MAN would have to carry every game for the four-year period, barring mechanical failure, or the contract would be null and void.

"To enlist public support, I plan reported receiving over 600 letters supporting its stand.

Will Examine CBC

ARLIAMENT is to appoint aadio committee soon, it was announced at Ottawa last week. The committee will examine operations of the Canadian Broadcasting Corp.

LIBEL and SLANDER

Invasion of Privacy

Plagiarism-Copyright-Infringement

INSURANCE

For the Wise Broadcaster

PUBLIC POLICY

provides adequate protection.

Surprisingly inexpensive

CARRIERS NATIONWIDE

For details & quotations write

Employers

Reinsurance Corporation

Insurance Exchange Bldg.,

Kans City, Missouri

News

ORLANDO W. BRADEN joins WFCB Dunkirk, N. Y., as news editor and commentator.

MICHAEL BLANCARD, formerly with KFEO and KRES St. Joseph, Mo., joins news staff at WCAW Charleston, W. Va.

MARK SCOTT, formerly with United Artist Television, named sports director at WLOW Norfolk. He will handle baseball broadcasts for station this year, as he has done for three seasons.

HARRISON DILLARD, Olympic track star, now has his own sports program over WERE Cleveland every Wednesday evening, while still participating in track events across the country.

JOSE BARRY, formerly sports director and sportscaster at WFTL-WGOR (FM) Ft. Lauderdale, Fla., joins WJOR Norfolk sports staff.

GRANT HOLCOMB, KCBS San Francisco news chief, named chairman of radio writing division of San Francisco Press Club's annual scholarship contest. Award program will be broadcast over KCBS on April 29.

'BALTIMORE GAG'

Court Repeals Rule 904E

PROVISION of a Baltimore Supreme Bench rule restricting broadcast and published reports of crime news (Rule 904E) has been repealed by the court. The paragraph had been invalidated by the Maryland Court of Appeals [Broadcasting, June 13, 1949]. This decision was upheld by the U. S. Supreme Court [Broadcasting, Jan. 16].

Four Baltimore stations and a commentator had been cited last month for contempt under the rule but the charges were dropped after the state court's decision. The disputed paragraph barred dissemination of news about a crime from time of arrest until trial. The Baltimore court made it plain that the rest of Rule 904E, covering contempt, remains in operation.

Helfer Named

APPOINTMENT of A1 Helfer, veteran sports personality, as "sports voice" for MBS beginning last Saturday (March 4) has been announced by Paul Jones, Mutual's sports director. Mr. Helfer, who will describe major sports events for the network, began his own sports program Saturday, 6:30 to 6:45 p.m., and an afternoon Sports Parade, 4:30 to 5 p.m. He will handle MBS' "Game of the Day" series, to be launched April 18 as a six-a-week weekly network feature [Broadcasting, Feb. 27].
Press breaks down — but $2.88 keeps editions rolling

Press broke down at 5 p.m., at end of evening edition’s run. But publisher got replacement parts in a hurry just as he gets electros, mats, news photos — by Air Express. 18-lb. carton traveled 500 miles; delivered by 11 p.m. Shipping charge $2.88. Morning edition published as usual.

Air Express is the best air shipping buy to keep any business rolling, since low rates always include door-to-door delivery service. Air Express answers your problems because it's fastest and most convenient.

All Scheduled Airline flights carry Air Express. So shipments keep moving. Every business can profit from regular use of Air Express. Improves customer service; manpower or equipment never stands idle.

Only Air Express gives you all these advantages
World’s fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.

1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experience Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It’s your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Air EXPRESS
GETS THERE FIRST
A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.
ON BRICE named program and production director for KBEU Youngstown, Ohio. J.C. JUREY succeed him as news editor. Mr. Brice joined WKBK in 1940 as newscaster. He previously was with KSL Salina, Kan., for four years.

DOUGLAS ARNOLD, announcer, resigns from W PAT, Paterson, N. J. He will do freelance and promotion work.

ROBERT SUTTON, of WCCO Minneapolis production staff, appointed program director succeeding LEE BLAND, who will join radio department of Lee Burnett Co., Chicago. Mr. Sutton joined WCCO in 1929 as staff writer.

GEORGE A. CRUMP joins WVL Arlington, Va., as announcer. He was formerly with WCRW Johnstown, Pa.

"O'E SPINA joins announcing staff at WCPO-AM-FM Cincinnati.

JACK RAYEL, formerly with DuMont Television Network as daytimer program manager and assistant network program director, joins NBC-TV as supervisor of program programming. He originally worked for NBC guest relations in 1959, and later in NBC's personnel and information department and as a senior staff announcer.

LERoy KOPP, KCBS San Francisco staff announcer, is father of a girl, Cynthia Jane.

Eddie DIMOND and TOM LAUER have been added to TV program staff at NBC Chicago. Mr. Dimond, named stage manager for the Jack Carter version of network's Saturday night show, has had more than 20 years of theatrical and stage work. Mr. Laufer, assistant producer on the Carter show, is former stage manager of INSIDE USA on video.

MARVIN MILLER takes over lead in KECA-TV Hollywood half-hour weekly Mysterious of Chimneyville. Other recent changes on program include naming of KIE VOLLERT as producer-writer; ROB HAWK, radio quiz m.c., and Mary Rechner, as writer.

TODD BRANSON, program and sports director for WWCA Gary, Ind., named member of Gary Junior Chamber of Commerce and Gary Optimist Club.

SANDRA BRUCE bows as mistress of ceremonies on home and highway safety quiz program, Forum for Living, for WLAU Lawrencc Mass, sponsored by Casualty Insurance Co.'s serving Massachusetts.

CAROL HOWARD, program operations manager of KCA-TV Los Angeles, will resign that post to marry JAMES M. VALENTINE, ABC Central division supervision of television engineering, Chicago, on April 22.

PAT McGUIRE, KCBS San Francisco writer-producer, and GLADYS BAHLHORN, formerly KCBS script typist, have announced their marriage.

JACK SHEERIN, program director of WOAC Chicago, resigns to take rest and work on novel and in forthcoming stage production.

GENE RAYBURN and DER FINCH, disc jockeys at WNEW New York, signed to long-term contracts by station. Team has been with station since before the war.

W. VA. GROUP MEET Annual Election is March 18 Annual election of the West Virginia Broadcasters Assn. will be held at the Chancellor Hotel in Parkersburg on Saturday, March 18, according to John S. Phillips, general manager of WCAW Charleston and association president. Other business will include a discussion of the realignment of West Virginia with a different NAB district. A new president will be named to succeed Mr. Phillips who, under the constitution, cannot succeed himself.
PRINCIPLE of "audience" flow has undergone drastic yet highly successful metamorphosis at WWCO Washington, Conn., station reports. Called "audience jump," departure calls for identity of mystery tune played on morning Twelve-40 Club, by Bob Crager, m.c., of latter. Not unhappy about apparent double-cross by his fellow announcer, Jim Logan, m.c. of morning show, urges his listeners to tune in p.m. show to get prize winning answer. Jackpot increases $1 each day until mystery tune is correctly identified.

Book Promotion

PROMOTION of Fulton Oursler's "The Greatest Story Ever Told" by The Charlotte News is getting assistance from Grady Cole of WBT Charlotte on his morning programs. Listeners are awarded $25 Savings Bond and 10 copies of book, autographed by Mr. Oursler, for best letters telling what has impressed them most about series as read daily in The Charlotte News. Members of Charlotte Ministerial Asn. serve as judges. Prizes are given at end of each 10 installments of story, which will run through Easter Sunday.

Seafood Gift

BELIEF in publicizing West Coast products, CKNW Vancouver, B.C., this year to send sponsors cases of select seafoods. Last year, CKNW sent case of oysters repousse's framed in Fraser Valley cedar. Copper was from interior of British Columbia.

WCAE Dial Cards

RADIO dial cards for distribution to over 2,000 rooms in three of city's top hotels is a test promotion worked up by WCAE Pittsburgh. Cards contain information on outstanding WCAE programs as well as complete listing of news broadcast times. Cards have been distributed to William Penn, Pittsburgh and Westinghouse hotels. WCAE plans to keep cards current by supplying hotels with new printings periodically.

Headley-Redd News

NEWS LETTER and brochures designed to keep timebuyers informed on stations represented by Headley-Redd Co. Inc. have been distributed by station representative firm. First brochure, one of four dealing with programming, gives listings and program profiles for women's shows, and other releases will follow on disc jockeys, farm programs, and sports and news broadcasts. Emphasis is placed on program information, coverage, cost and rating comparisons, merchandising and promotion aids.

WOR's 'First'

WITH teaser line, "It's the first," on cover, four-page folder in pink is being sent to trade by WOR New York. Over two weeks of January drawing of stock carrying baby. Center fold, emphasizing pink and white color scheme, tells of overall WOR standing and, as reason, states, "WOR sells more often for more people to more people ... than any other station in the United States!"

Headless Wrestler

MORE than 2,871 entries have been counted so far as result of unique television contest called "Put-A-Head-On-It." On WRGB (TV) Schenectady, N. Y. Contest is being promoted as a part of two-hour television show sponsored by DeWeymen's Hardware Show, originating in Chicago, features big-time wrestling. Contest entrees are required to draw head on headless wrestler depicted on entry blanks obtained from taverns, grocery stores, restaurants, etc., in areas covered by station.

Selling That Shines

FOLDER, appropriately decorated with Kansas sunflowers and accompanied by tool for tool cleaning, is latest promotion directed at prospective sponsors by WIBW Topeka, Kan., titled "Make Your Kansas Selling Record Shine," brochure says: "It's quicker and easier to make windows or windshields shine, with the help of this brand new windshield washer. And, with the help of WIBW, it's quicker and easier to make your Kansas selling record shine right from the start!"

Christmas in February

CHRISTMAS card, sent to trade last week by WOY New York with notation that card was "mailed late on purpose," tells of campaign is to place audience of 10 Christmas cards for 25¢ and Torino Brand label, which resulted in complete exhaustion of 4,500 packages. Directed at Italian listeners, promotion also was shared by WHOM New York, WHOD Pittsburgh and WHTF Philadelphia. Vinti Advertising Agency, in behalf of client, J. Ospola & Co., manufacturer of Torino Brand Fast Food, distributed cards at WOV amounted to 2,121, not counting 867 letters that arrived after listeners were asked not to send in any more requests.

WBCC Birthday

CELEBRATING its third anniversary last week, WBCC Bethesda, Md., and advertisers gave away, on bersel in three of three calls, a radio, and on Saturday, a television set. Merchandise value totalled nearly $1,200, each sponsors of WBCC's third year, as well as window cards and store displays.

Spot Results

AS result of three one-minute spots on show presented by WTDY (TV) Pitts-burgh, station reports over 1,800 potential customers were garnered for local sponsor in eight-day period. Commer- cials appeared on Home Life Happiness program and were used to demonstrate "Sea Breeze," anti-sptic skin aid. After each announcement, free sample offer of product was doubled, and requests are still coming, station reports.

Battles' Pajamas

DESCRIBING it as one good way to get to seat of government, Governor John C. Battles of Virginia presented seat of his pajamas, in special cere-
This chart shows how the "listening" pie is cut up among Pittsburgh housewives.

COMEDIES and dramas are tops in popularity among Pittsburgh district housewives, according to a recent poll conducted by Guide-Post Research. Taking the question, "What radio programs would you miss most if they were no longer broadcast?", Guide-Post polled 1,500 housewives.

Charles F. Ackenheil, survey director, said 44% of the votes were for comedies, mysteries or plays; 29% voted for musical programs; 12% for news; 12% for quiz, interview or giveaway shows; 4% for sports and 3% for religious programs (see chart).

Mr. Ackenheil said the survey covered Pittsburgh and 100 surrounding towns and townships, proportional to population, economic and related factors.

Ten most frequently mentioned programs were Arthur Godfrey (CBS), Lux Radio Theatre (CBS), Fibber McGee & Molly (NBC), Breakfast Club (ABC), Bing Crosby (CBS), My Friend Irma (CBS), Louis L. Kaufman (WCAE), Jack Benny (CBS), Stop the Music (ABC) and Theatre Guild (NBC).

PHILLIPS NAMED
Joins Fairbanks Agency Sales

PAUL C. PHILLIPS, Hollywood producer-director and advertising agency executive, has joined Jerry Fairbanks Productions, as West Coast sales manager, in line with company expansion plans. Russ Johnston, vice president in charge of sales and distribution made appointment last week.

Nat Wineoff, head of Fairbanks Music Publishing Co., who was acting director of West Coast sales during absence of a department manager, will continue to aid that division of the firm in an executive capacity, according to Mr. Johnston. In agency work for more than 15 years, Mr. Phillips has been associated with such firms as Foote, Cone & Belding, and Ted Bates Inc. More recently he was partner in Impact Films, Hollywood.

NEW TRADE UNIT
Forms in Southwest

EMPHASIS will be placed on regional as well as national problems related to the radio industry by the West Texas-New Mexico Broadcasters Assn., newly-formed broadcasters' trade organization, announced in Big Spring, Tex., last week.

Membership is open to all station operators in the area, the announcement said. Jack Wallace, KBST Big Spring, is president and J. M. McDonald, KCRS Midland, Tex., secretary-treasurer. Directors are Jack Hawkins, KRG Odessa; Harley Hubbard, KXXO Sweetwater; Lewis Selbert, KGKL San Angelo; W. D. Dixon, KVWC Vernon; R. E. Bruce, KRKN Bal- linger, all of Texas, and W. E. Whitmore, KGFL Roswell, N. M.

Stations currently affiliated with the association are: KRG KGKL, KCRS KGFL, KVWC KXOX KOBX KRKN, ROSA Odessa, KTXC Big Spring; KIUN Pecos; KTXL San Angelo; KLYP Alpine.

EXPANDED cooperative benefit plan covering group life, accidental death and dismemberment and hospital and surgical expense benefits for its employees and their dependents went into effect at KTTV (TV) Hollywood March 1. Prudential Insurance Co. of America is underwriter.

A. C. NIELSEN CO.
Research Firm Promotes Two

A. C. NIELSEN Jr. has been named administrative vice president of the A. C. Nielsen Co., Chicago marketing research firm, by the board of directors. Also appointed was J. P. Napier as executive vice president.

Mr. Nielsen, son of the firm's founder, has served his father as assistant to the president. In his new position, he will work as administrative head and coordinator of all Nielsen Food and Drug Index activities in the U.S. He is a director of the company and of its British and Australian subsidiaries. Mr. Napier, a director of A. C. Nielsen Co. of Canada Ltd., of which he is founder and first president, also has worked as vice president and assistant to the president of the parent company. He is now directing Drug and Food Index sales and client service activities in the Western division, from Buffalo to California.

FOR sixth consecutive year ABC will broadcast coast to coast annual awards presentations of Academy of Motion Picture Arts and Sciences being made this year on March 23 from Pantages Theatre, Hollywood. Broadcast will be aired on ABC West Coast network at 10:15 p.m. (PST) and East Coast network 11:00 p.m. (EST). In addition it will be carried by Armed Forces Radio Service to army posts overseas.

The stars of today and tomorrow are yours for more sales...

Yours for more sales...

...with the new era in

Thesaurus

Here's June Christy

WITH THE JOHNNY GUARNIERI QUINTET

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

recorded program services

Radio Corporation of America

RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago - Hollywood
WILL YOLEN, president of Yolen, Ross & Saltzman, public relations firm, New York, resigned and sells his interest in company to HAL A. SALZMAN. He will continue as general consultant for Y&S, however, as well as for other publicity and public relations organizations. Y&S services following accounts: Monsanto, Topps Chewing Gum, Lee Hat Co., Pesces, a division of Textron and other industrial clients.

DUANE McKINNEY, former NBC producer-director, joins Official Film and Television Inc., New York, as executive producer. He also will head talent department and will screen all new material for company.

SCREEN PUBLICISTS GUILD preparing package series of 39 half-hour radio programs built around outstanding names in Hollywood history. Writing original scripts are LOU VITES and BOB JOSEPH.

GEORGE R. GUYAN, Western sales manager of WGN Chicago, joined Radio Features Inc., Chicago syndicated transcription firm March 1 as salesman. He is former operations manager at WBMM Chicago.

MAX GILFORD, secretary and general counsel of Pegauus Inc., Hollywood television producer, named chairman of nominating committee of Television Producers Assn., for 1955. Appointed to committee were: FRANK DANZIG, ROBERT OAKLEY, EDITH TODESCA, SAMUEL HERRICK, JOSEPH AINLEY.

O'BRIEN & DORRANCE Inc., New York, appointed by Weed & Co., radio and television station representative, WBUG (FM) staff

WBUG (FM) Students To Man B. U. Outlet

WBUG (FM) Boston, new non-commercial educational outlet owned and operated by Boston U., will be staffed entirely by students from the radio division of the university's school of public relations, according to Dean Howard M. Le Sourd of the college, and Prof. Samuel B. Gould, radio division director.

The following students will handle station's administrative functions:

Program manager, John C. Raleigh, Boston; chief engineer, Richard S. Bean, Boston; chief announcer, James P. Hinckley, Boston; promotion and publicity, John F. Hinesman, Lancaster, Pa.; production supervisor, Margaret V. Land, Nashua, N. H.; newsroom supervisor, Glen E. Shefter, Hanover, Pa.; special events, Kenneth Stodder, Stoneham, Mass.; continuity supervisor, Donald M. Anderson, Dorchester, Mass., and talent bureau supervisor, John R. Lancaster, Philadelphia. WBUG (FM) is licensed to operate on 900 kc at 215 (94.9 mc) with power of 400 w.

and National American Wholesale Lumber Assn., to handle advertising.

HENRY S. WHITE re-elected as president of World Video Inc., New York, re-elected were JOHN STEINBECK and RICHARD H. GORDON Jr., as vice presidents; IRVING G. OPPENHEIMER, secretary-treasurer; RICHARD STROUT PRODUCTIONS, Hollywood, specialist in custom radio, television, and motion picture production, was contracted as consultant for four-minute syndicated radio shows. Productions described in booklet which may be obtained by writing 807 Fifth Ave., New York.

CLIFFORD GREENLAND, commercial manager, Associated Program Service, now on three-weeks visit to Virginia, North Carolina and South Carolina subscriber stations.

JIM MICHISON Inc., New York, has sold package of 234 half-hour transcribed program units of mystery features and musical shows to WFIL Philadelphia.

Equipment

PINKNEY B. REED, former field sales administrator of RCA Engineering Products Dept., named manager of Industrial Equipment section of company succeeding GEORGE McKENNA, whose promotion to assistant to W. W. Watts, vice president in charge of department was announced recently.

W. M. ANDERSON, appointed southwestern district sales manager, Westinghouse Electric Corp., Dallas, will supervise sale and distribution of television and radio receivers in Texas, Colorado and New Mexico. He will headquarter in Dallas.

MAGNECORDER Inc., Chicago, announces newly-appointed distributor, Western Electric Supply Co., 39 First St., Seattle; Wheeling Radio Supply, 924 Market St., Wheeling, W. Va.; Yeo- man Distributing Co., 734 Main St., Peoria, Ill. Company makes professional magnetic tape recording equipment.

RARRY R. SEELEN appointed manager of Lancaster Engineering Section, RCA Tube Dept. He succeeds DWIGHT R. REED, retired, and will consult to company.

WTNB CASE

NEW COMPLAINT against FCC has been filed with the U. S. Court of Appeals for the District of Columbia by Johnston Broadcasting Co., Washington, D. C., against the Commission's latest action in the WTNB Birmingham, Ala., case is illegal [BROADCASTING, Jan. 30].

Johnston Broadcasting, license holder of WTNB, is said to have received an FCC license for a new station at Birmingham on 850 kc, told the court that FCC had erred as a matter of law in allowing Thomas N. Beach, original licensee of WTNB, to correct by amendment the defective verification of his application to switch WTNB from 250 to 850 kc, 5 kw day on 850 kc.

It was the grant of this switch to WTNB which Johnston Broadcasting appealed last year in which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 8, 1949].

Attacks Acceptance

Johnston also attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer a party to the proceeding. Further criticism was made of FCC's conclusion that Pilot Broad- casting Corp., new licensee of WTNB, may file a substitute amendment to show it as applic- ant for the local area.

Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster.

The newly-disputed FCC ruling has been criticized by Comr. Robert F. Jones in his dissent. He said the court reversed and remanded the decision in the case of Pilot Broadcasting which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 8, 1949].

Requests Acceptance

Johnston also attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer a party to the proceeding. Further criticism was made of FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, may file a substitute amendment to show it as applicant for the local area.

Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster.

The newly-disputed FCC ruling has been criticized by Comr. Robert F. Jones in his dissent. He said the court reversed and remanded the decision in the case of Pilot Broadcasting which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 8, 1949].

Requests Acceptance

Johnston also attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer a party to the proceeding. Further criticism was made of FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, may file a substitute amendment to show it as applicant for the local area.

Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster.

The newly-disputed FCC ruling has been criticized by Comr. Robert F. Jones in his dissent. He said the court reversed and remanded the decision in the case of Pilot Broadcasting which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 8, 1949].

Requests Acceptance

Johnston also attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer a party to the proceeding. Further criticism was made of FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, may file a substitute amendment to show it as applicant for the local area.

Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster.

The newly-disputed FCC ruling has been criticized by Comr. Robert F. Jones in his dissent. He said the court reversed and remanded the decision in the case of Pilot Broadcasting which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 8, 1949].

Requests Acceptance

Johnston also attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer a party to the proceeding. Further criticism was made of FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, may file a substitute amendment to show it as applicant for the local area.

Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster.

The newly-disputed FCC ruling has been criticized by Comr. Robert F. Jones in his dissent. He said the court reversed and remanded the decision in the case of Pilot Broadcasting which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 8, 1949].
Midwest others. counted ings 'nvaluable position. Invaluable

- Peet

WGN Chicago's New

OSMILE

NOW

WOW

WOW

WOW

WOW

REED

KODY

KODY

KODY

BROADCASTING • Telecasting March 6, 1950 • Page 77

for a better-than-ever BUY

IN OHIO'S THIRD MARKET

NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC

1615 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN

ASK HEADLEY REED

National Nielsen-Ratings Top Programs

(TOTAL U.S., incl. small-town, farm and urban homes— and including telephone and non-telephone homes)

JANUARY 15-21, 1950

NIELSEN-RATING +

<table>
<thead>
<tr>
<th>Current</th>
<th>Previous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating</td>
<td>Rating</td>
</tr>
<tr>
<td>(000)</td>
<td>(000)</td>
</tr>
<tr>
<td>Homes</td>
<td>Homes</td>
</tr>
<tr>
<td>Change</td>
<td>Change</td>
</tr>
</tbody>
</table>

**EVENING, ONCE-A-WEEK (Average for All Programs)**

2. Luise Radio Theatre (CBS) 6,893 +1,351 8.4 +5.7
3. Goddrey's Talent Scout (CBS) 5,870 +1,447 8.8 +5.8
4. My Friend Irma (CBS) 5,170 +2,035 11.6 +7.7
5. Charlie McCarthy (CBS) 4,013 +339 11.0 +5.3
6. Amos 'n Andy (CBS) 3,738 +1,887 11.2 +5.8
7. Red Skelton (CBS) 3,463 +2,704 10.9 +5.5
8. Mystery Theatre (CBS) 3,462 +1,572 10.9 +5.5
9. F, B, I, In Peace & War (CBS) 3,149 +898 11.6 +5.8
10. Walter Winchell (ABC) 3,071 +1,614 11.8 +6.0
11. Bing Crosby (CBS) 3,071 +1,614 11.8 +6.0
12. Mr. Keen (CBS) 3,031 +477 11.5 +5.2
13. Dr. Christian (CBS) 2,904 +1,852 10.0 +4.4
14. Yes Sure You Life (CBS) 2,638 +1,004 10.9 +5.7
15. Judy Canova (NBC) 2,638 +1,004 10.9 +5.7
16. Fibber McGee & Molly (NBC) 2,638 +1,004 10.9 +5.7
17. Colma Photographer (CBS) 2,638 +1,004 10.9 +5.7
18. Life With Luigi (CBS) 2,442 +610 10.6 +5.0
19. Horace Heidt (CBS) 2,004 +402 9.2 +4.3
20. Bob Hope (CBS) 1,998 +402 9.2 +4.3

**WEEKDAY (Average for All Programs)**

1. Jack Benny (CBS) 6,009 +512 11.5 +5.6
2. Funny Face (NBC) 5,132 +2,496 10.0 +4.4
3. Lone Ranger (ABC) 5,132 +2,496 10.0 +4.4

**SATURDAY (Average for All Programs)**

1. Grand Central Station (CBS) 5,264 +1,406 13.4 +1.8
2. Stars Over Hollywood (CBS) 4,949 +1,234 12.6 +1.1
3. Amusement Theatre (CBS) 4,674 +909 11.9 +1.2

Copyright 1950, A.C. Nielsen Co.

**IRE HONOR AWARD**

Stanford U. Dean Is Cited

FREDERICK E. TERNAN, dean of Stanford U. School of Engineering, has been awarded the 1950 honor medal of the Institute of Radio Engineers, for distinguished services in the field of radio engineering. Award will be presented March 8 during IRE annual convention in New York.

Dean Terman, one of the foremost figures in radio research and engineering, during World War II worked on methods for countering enemy radar and in recognition received high honors.

**Robert M. Dooley**

Dooley Appointed To National Sales

For WOW, WOW-TV And KODY.

John J. Gillin, Jr., recently announced the appointment of Robert M. Dooley, formerly with KFAB, as National Sales Manager for WOW and WOW-TV, Omaha; and KODY, North Platte, all owned and operated by Radio Station WOW, Inc.

"Bob" is well-known to the advertising fraternity from coast to coast.
* STATION OWNERS
* STATION MANAGERS
* STATION PROMOTION DIRECTORS

We can increase your time sales through a

DIRECT MAIL CAMPAIGN
of PERSONAL LETTERS

— Here is what you get —

1— An accurate list of your market for time sales—
   465 Time Buyers of leading Advertising Agencies.
   530 Account Executives handling Radio-Television
   Advertisers.
   510 Advertising Managers of Companies engaged
   in National Advertising.

2— A series of four monthly mailings for 4 months of per-
   suasive, sure-fire sales letters to this entire list. The
   letter is produced on your own letterhead by type-
   writer ribbon, with a personal salutation and per-
   sonally addressed to your top prospects for time sales.
   We will mail with your sales letter your sales brochure,
   BMB data, or coverage map.

3— The experience and “know-how” of an organization
   with 20 years experience in direct mail advertising for
   networks, leading stations and station representatives.

4— Low cost for big results—the entire cost for this Four
   Months Test Program, less postage, is less than 6¢ per
   letter!

AMERICAN DIRECT MAIL COMPANY, INC.
421 HUDSON STREET
NEW YORK 14, N. Y.

Radio-Television Promotion Department

---

**C CBC REPORT**

NEED for more money or curtailment of its services, is emphasized
in the 1948-49 annual report released by the Canadian Broadcasting
Corporation last week in the House of Commons at Ottawa. During the fiscal
year ending March 31, 1949, CBC had an operating deficit of approxi-
mately $44,000.

The report, almost a year late in
being issued, is a 64-page book,
replete with photos illustrating
CBC operations, and is the most
voluminous yet issued by the CBC
since it began operations in 1936.
In the foreword, CBC Chairman
David Dunton tells Parliament that
"unless its revenue basis is
changed, the CBC will be unable to
carry out extension of service rec-
ommended by the Parliamentary
Committee, to fill gaps in network
coverage in outlying areas now
getting service, or to make badly
needed improvements to programs
and in the use of Canadian talent.

"Because of higher cost levels,
the CBC will be faced with consid-
erably increased expenditures just
to maintain existing and committed
services and present standards of
broadcasting. Corresponding in-
creases in revenue are not in sight
on the present basis. The CBC has
to maintain the national system on
the basis of its regular income and
there is no provision for meeting
any deficits except out of its own

reserves. Commercial revenues
which are about 30% of its
overall income cannot be increased appreciably because of the present heavy
loading of commercial programs on
the networks. The main revenue
of the CBC is from license fees, the
rate of which has been unchanged
since 1938."

Financial statement shows li-
ability fees (listener licenses at
$2.50 per radio home per year;
plus privately-owned station license-
fees) for the year at $5,135,374.
Commercial revenue for the year
was $2,217,150. Miscellaneous rev-
ene amounting to $200,809, for a
total of $7,553,213. Expenditure
were a total of $7,399,820, of which
programs amounted to $3,817,999
engineering $1,682,399, wire line
$1,030,840, administration $568,
699, publicity $245,553, commercial
department $195,804, and miscel-
naneous expenses. Depreciation
amounted to $196,843.

Staff Increase

The staff for the year totalled
1,288, which was an increase o
168, and the report includes dat
on pension plan and group life
insurance plans in operation by the
CBC. Addition to the staff was part
due to absorption of the CKW
Winnipeg, now CBW, staff.

Regarding commercial programs:
the report shows an increase in
commercial shows on the Dominion
and French networks. About 19% of
combined time of Trans-Canada,
Dominion and French networks
was used by commercial program:
with 60% of these originating in
Canada, and the remainder being
piped in from the United States.

Major portion of the report is
detailed analysis and recording of
commercial programs carried and the development of Canadian talent on CB
programs.

**REYNOLDS NAMED**

Heads FSR Radio, TV, Films

APPOINTMENT of Richard F.
Reynolds as director of films, radio
and television at Fuller & Smith &
Ross Inc., Cleveland, national ad-
vertising agency, has been an-
ounced by William A. Wright,
vice president and general man-
ger of the Cleveland office. John
James, formerly of the radio division, was named
associate director of radio in the
new organizational setup.

Mr. Reynolds, with the agency
for 13 years, has been a member
of the film department since his re-
turn from the Navy in 1946, and its
director since 1948. "The establish-
ment of a central department to
represent these three media indi-
cates their increased importance
and use in the advertising and sales
promotion programs of our clients," Mr. Wright
said.

**KVAK Now KARE**

CALL letters of KVAK Atchison,
Kan., have been changed to KARE,
effective last Wednesday, March 1.
Authorized by the FCC, the change
is in line with new ownership of
Paul H. Buenning and James M.
Griffith, who purchased the station
from S. H. Patterson. KARE is
licensed for 1 kw fulltime on 1470
kc and maintains studios in Atchi-
son and St. Joseph, Mo.
PROBLEMS for the homemaker, such as what to do after spilling catup on one's rug, are solved daily by Ernie Kovacs on WTM Trenton, N. J. Heard at 9:15 a.m. over the NTC outlet, Mr. Kovacs is sponsored by Trenton Lighting Studios and RCA Victor. During show's first week, phones were tied up for two hours with calls from housewives seeking solution to their particular station reports. In addition, Trenton Lighting Studios phones were flooded with calls by prospective purchasers of RCA television sets.

"Sewing Hints"

SUBTANTIAL response from both Baltimore and Washington housewives was reported after first week of WMBR-TV Baltimore's new type of program development, titled Sewing Hints. Featuring Mrs. Betty Carson, Sewing Hints is seen every Friday at 11:00 p.m. over both WMAB-TV and WMAL-TV Washington. Show's format includes methods of remaking old clothes, making accessories, fashioning new garments at home, reports of used garments on market to help housewives and interviews with guests.

Air Circus

BROADCAST of entire Grotto Circus were WEVE Cleveland, claimed by station to be part of city's history, highlighted three-hour show, proceeds of which were turned over to Cleveland Lancer Society. Three hours of Sunday afternoon schedule were taped by way for program. Show, sponsored by Pepsi-Cola, used four announcers presenting running description, Bob Went, special events man, coordinated activities; Bill Nesbit gave general coverage; Bill Gibbons handled background information, and J. Stevens presented children's angle.

Career Building

NMME of WCAE Pittsburgh's new occasional series, The American Artist Peak, heard Sunday, 3:30-3:45 p.m. "How to Build a Career." Programs feature interviews with leading artists, for example, Burt Ives, Candy ones Conover, Lilly Dache, Frank Lloyd Wright, who will be in Pittsburgh to speak on behalf of Adult Appreciation Courses held in Carnegie Museum) Lecture Hall. Series is sponsored by Division of Education of Carnegie Institute, responsible for arranging artists to town for institute's adult activities. Miss Mary Young, supervisor of guild activities.

"Batter Up"

EW live TV prize winning audience participation program, Batter Up, has been packaged for syndication by The arithmetic Co., Hollywood. Handled as two competing baseball teams, with staff announcer acting as umpires and another as sportscaster, "games" are played by two offices of Junior Chamber of Commerce in each community where telecast.

Forum for Living

NEW WTAC-AM FM Worcester, Mass. Forum for Living series is giving 60 central New England high school seniors chance to win college and trade school scholarships ranging up to $2.000. Students were selected on basis of graduated examination, prior to quiz-show competition, which started Feb. 26. Each week, six of chosen students will participate on program. Winner of each quiz will receive $25 Savings Bond and right to appear in quarter-finals. Grand final winners will later compete for scholarships on statewide basis to originate from Boston. Series is emceed by Margaret Cox, star-director of WTAC five-week Open House variety show.

Basketball Coverage

TO cover four Indiana sectional basketball tournaments week of Feb. 20, Oklahoma City Gary set up special interest network. Sponsored by Peter Eckrich & Sons, packer of luncheon meats, tournament broadcasts gave direct coverage of all 30 games. Eckrich firm will continue to sponsor play-by-play broadcasts all through state until State finals March 18 with championship game in Indianapolis.

WNMA Forum Technique

STUDENT forum broadcast by WNMA Yankton-Siouxcity City, Iowa, for past four years, has received national attention. Transcribed program demonstrated station's unique forum technique was broadcast on Feb. 21 before 2,000 school administrators from 48 states and six foreign countries who attended annual convention of National Asso. of Secondary School Principals in Kansas City. In answer to response from educators, WNMA has begun preparation of brochure giving step-by-step outline of procedure to demand for broadcast forum operation. Some 15 schools in nation have requested program transcripts, WNMA reports.

Heart Fund Telecast

HEART fund's pulse was raised to a successful beat during association's annual drive in Baltimore recently by scenes featuring WJZ (AM) Bal- lad Cadillac. Station reports Earl Wrightson, Baltimore-born baritone, and J. White, ballad, donated time and talents to WJZ's All-Star show. Mr. Wrightson acted as M.C. for program, made special trip from New York for program. Amateurs were recruited from Baltimore's International Center, Peabody Institute and other local organizations.

For Industrial Workers

BUFFALO'S industry workers—one 180,000—now receive early morning announcements. Daily salute to industry, of interest to them as result of industry cooperation with WKW Buffalo. Follows program with exclusive name of city's 32 major plants, WKW has introduced 7:30 a.m. show, Production Parade, emceed by Tom Hamrick. Program features records and local news, weather forecast, sports line up and information about Buffalo industry workers such as group activities, service and merit awards, births, birthdays, marriages, etc. Various cooperatives patients send items to WKW for airing.

Sports Jackpot

JACKPOT of nearly $2,000 in prizes is offered WEFIL-TV Philadelphia's viewers who really know their sports, with introduction of station's new weekly program, Name the Winner. Game is played at 11:30 a.m. and 11:45 a.m. Monday, Tuesday, Wednesday, Thursday and Friday at 11:45 a.m. on WEFIL. Sponsored by June T. Moorehead, WEFIL sports director. Television who answers first question correctly has chance to name sports figure. Boxes of Buffalo's Well-o'donuts and other prizes are awarded to first question winners. Contract, placed through Green & Kramer, Philadelphia, is for 26 weeks.

WILS CHANGE

MBS Affiliate New Fulltime

WILS Lansing, Mich., has become a fulltime outlet, moving to 1320 kc with increased power of 1 kw. W. A. Pomeroy, manager of WILS, announced last week. Established three years ago, WILS has operated on 1450 kc with 500 w daytime only.

In announcing the changeover, Mr. Pomeroy said WILS will continue its present affiliation with MBS and will add network programs during the evening hours. Other new program additions in the evening, he said, include "a local disc show featuring Theron Shreve, and News commentator Leonard Lupinoso, both new additions to the WILS staff.

AUTRY PROGRAM

Is Cited in Liberal Suit

CBS, J. Walter Thompson and the William Wrigley Jr. Co., Chicago, were charged with invasion of the right of privacy and libel Tuesday in Chicago's Federal District Court. Lt. Col. Frank L. O'Brien of Sugar Grove, Ill., instigated a $500,000 damage suit, claiming he was maligned as "cowardly, incompetent and irresponsible" in a recorded dramatization of one of his war-time exploits presented on Gene Autry's Melody Ranch show June 25, 1942, sponsored by Wrigleys. Lt. Col. O'Brien said his role in the transcription was false and tended to make him "inferior." Mr. Autry enacted the role of a lieutenant who, with Lt. Col. O'Brien, swam across ice floes near Alaska to save a marooned pilot shortly after the Pearl Harbor attack. The record was played for the judge and jury.

BBM Survey Started

BUREAU of Broadcast Measurement (BBM), Toronto, has awarded a contract to International Surveys Ltd., Toronto and Montreal, to conduct the fourth national BBM survey to measure listening habits of three million radio homes. Printed copies of the survey will be released to member stations in September. Survey is being made this month.

March 6, 1950 • Page 79
COMMUNISTS

Radio Activity Charged

CHARGES that the Communist party organized radio programs on behalf of the American Slava Congress and obtained time on WLOA Braddock, Pa., after being turned down by KQV Pittsburgh, were leveled before a House Un-American Activities subcommittee within the past fortnight.

Matthew Cvetic, former FBI undercover agent who held membership in the party, told the subcommittee, headed by Rep. Morgan M. Moulder (D-Mo.), that when he was a member of the congress' executive committee he met with district CP organizers to initiate the series of programs.

The program, "Keep America Free," went off the air over six months ago after having been carried for a year and a half, and other foreign language programs following the CP line also have been discontinued by WLOA, Mr. Cvetic said. He cited Croatian, Ukranian, Polish and Slovak language shows.

Mr. Cvetic was himself one of several card-holders originally approached KQV to take the series but that when the station refused the programs, one of his partners suggested WLOA "because he said he had some contacts there." Relying to a question, he said that, to the best of his knowledge, neither William G. Matta, president and general manager of WLOA, nor George Matta, commercial manager, was a Communist.

Case Suggestion

Rep. Francis Case (R-D.S.) suggested that a transcript of Mr. Cvetic's testimony, with respect to the alleged Communist broadcasts, be sent along to FCC.

The Commission also has before it a demand by Sen. Herbert O'Connor (D-Md.), chairman of a Senate Judiciary Immigration subcommittee, that FCC "take appropriate steps" to insure that Communist propaganda is not aired on American stations. His group has been studying Polish program activities of the Polish-owned, Communist-tainted Gdynia—American Steamship Lines [Broadcasting, Feb. 20].

FCC has denied knowledge of the programs and has asked Sen. O'Connor for "any facts which you believe would be of interest to the Commission." Earlier testimony had indicated telegrams among Polish diplomatic officials, prior to launching the series, that transcripts would first have to be filed with FCC. Two stations carrying the programs have discontinued them.

LOBBY REPORT

$8 Million Spent in 1949

AN UNOFFICIAL lobby report shows a total spending in 1949 by registered lobbyists of nearly $8 million, it was revealed last week. Of this amount, the all-inclusive field of power and communications showed an expenditure of $553,405.

Included in this category were publications, electric companies and electric co-ops, and International Telephone and Telegraph Co., American Cable & Radio Corp., an ITT subsidiary (owner of Commercial Cable Co., All America Cables & Radio Inc. and Mackay Radio & Telegraph Co.), and Clear Channel Broadcasting Service (CCBS).

Harold Hough, WBPAP Fort Worth, listed as CCBS treasurer, reported that CCBS received $55,166. Part of the reported figure ($26,149) is allocable to lobbying, the report said. American Cable, which seeks legislation permitting merger of its firms and the cables of Western Union Telegraph Co., reported James A. Kennedy, vice president, as having received a salary of $22,500 “no part of which is allocable.” ITT showed no expenditures but listed Kenneth E. Stockton, president of American Cable, as having received a salary of $45,000.

The lobby report, as prepared by the staff of the Congressional Quarterly News Features, Washington, was released to the Congressional Record Monday by Rep. Frank Buchanan (D-Pa.).

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOP-KA

Page 80 • March 6, 1950

Broadcasting • Telecasting
February 24 Decisions

BY COMMISSION EN BANC

Renewals for following FM stations were granted for period ending March 1, 1952:


WKNM-AM Kingsport, Tenn.—Granted renewal of license for period ending March 1, 1952.

WTAD-FM Quincy, Ill.—Same.

Temporary Extensions

Licenses for following experimental TV stations were further extended on temporary basis to June 1, 1952:


Temporary Extensions Granted

License for following experimental TV stations was further extended on temporary basis to June 1, 1952:


License Renewals

Following are grants of license renewed for new remote pickup stations for following FM stations on 1952.

WNEC-FM New Bedford, Mass.—Granted license for new remote pickup station.

WQNN-AM Atlantic City, N. J.—Same.

WKNY-FM Youngstown, Ohio—Same.

WVBC-AM Norfolk, Va.—Same to 9-15-52.

WJZ-AM Baltimore, Md.—Same.

KSNM Monterey Peninsula Broadcast Co., Salinas, Calif.—Granted license for voluntary assignment of license to Salinas Newspapers Inc. (no monetary consideration).

WBFM-FM Youngstown, Ohio—Granted license new remote pickup station.


KTRG-AM Corpus Christi, Tex.—Grant license new remote pickup station.

WTME-FM Pittsburgh, Pa.—Same.

WQY-AM Wheeling, W. Va.—Same.

KDFD-AM Golden, Colo.—Same.

WPM-AM Portland, Ore.—Same.


WORC-AM Providence, R. I.—Same.

WPGX-AM Newburgh, N. Y.—Same.

KBEK-AM Henderson, Ky.—Same.

WNCI-AM Nashville, Tenn.—Same.

WLPJ-AM Muncie, Ind.—Same.

KXJ-AM Muncie, Ind.—Same.

KDFM-AM Fort Worth, Tex.—Same.

WPAZ-AM Santa Ana, Calif.—Same.

KSL-AM Salt Lake City, Utah—Same.

KDWB-AM Des Moines, Iowa—Same.

KTVX-AM Springdale, Ark.—Same.

KSHK-AM Kansas City, Mo.—Same.

KTRA-AM Fort Wayne, Ind.—Same.

KQV-AM San Antonio, Tex.—Same.

KLST-AM Lubbock, Tex.—Same.

WCSB-AM Richmond, Va.—Same.

WENR-AM York, Pa.—Same.

WIBA-AM Milwaukee, Wis.—Same.

WJZ-AM Baltimore, Md.—Same.

WML-AM Des Moines, Iowa—Same.

WTOV-AM Youngstown, Ohio—Same.

KPLM-AM Sioux City, Iowa—Same.

WBBC-AM Birmingham, Ala.—Same.

KFOX-AM Dallas, Tex.—Same.

WAVY-AM Norfolk, Va.—Same.

KOCR-AM Oklahoma City, Okla.—Same.

WGR-AM Buffalo, N. Y.—Same.

WDKK-AM Fort Wayne, Ind.—Same.

KEXT-AM Corpus Christi, Tex.—Same.

KTRG-AM Corpus Christi, Tex.—Same—Grace license for new remote pickup station.

WDOD-AM Rockford, Ill.—Same.

WFMU-AM Greenwood, N. J.—Same.

WPUN-AM Poughkeepsie, N. Y.—Same.

KSH-AM Kansas City, Mo.—Same.

WQNN-AM Atlantic City, N. J.—Same to 9-15-52.

KSYX-AM Austin, Tex.—Same.

WJLL-AM Livonia, Mich.—Same.

WIBB-AM Fort Wayne, Ind.—Same.

WBAB-AM Atlantic City, N. J.—Same.

WJHC-AM Hattiesburg, Miss.—Same.

KQTM-AM Odessa, Tex.—Same.

KBGO-AM Des Moines, Iowa—Same.

KQIV-AM Clearfield, Utah—Same.

WSPD-AM Youngstown, Ohio—Same.
Applications Cont.

WPMP Passaic, N.J.—Mod. CP new AM station for extension of completion date.

WMPC Los Angeles—Mod. CP increase power etc. for extension of completion date.

License for CP

WABG Greenwood, Miss.—License to cover CP station.

License Renewal


TENDERED FOR FILING

AM—1490 kc

WHL Hammonton, N.J.—CP change from 720 kc 250 w D to 1490 kc 250 w untl.

March 1 Decisions...

BY COMMISSION EN BANC

Motion Denied

KMPC Los Angeles, WJR Detroit, WNG Cleveland—Denied (1) motion of G. A. Richardson et al to amended application, (2) for more definite statement of matters of fact and law asserted and for a bill of particulars in the transfer and renewal proceedings involving these stations, and (2) petition filed same date for clarification of procedure in Section 9(b) of Administrative Procedure Act. (As previously reported hearing in this case is scheduled to start March 10 in Los Angeles before Examiner J. Fred Johnson Jr.

License Extended

KVOF Mexia, Tex.—Present license extended on temporary basis to June 1.

WIPR San Juan, P.R.—Same.

KWQW, Tex.—Present license FM station extended on temporary basis for period of 30 days from March 1.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

FCC Granted CP—Granted extension to March 27 to file exceptions to initial decision issued re application of Lawrence Best, Co., Lawrence, Kansas.

KULH Davis Valley, Okla.— Granted dismissal without prejudice of application to change hours of operation from D to untl.

KHOA Des Moines, Ia.—Granted extension to March 30 to file exceptions to initial decision issued re application.

WOW Omaha, Neb.— Granted extension of time to March 10 to file exceptions and request oral argument to initial decision issued in proceeding re KIOO Omaha, nebraska.


WMAY Springfield, Ill.— Granted leave to file a motion in hearing presently scheduled for March 14 in proceeding re application of KSGM St. Genevieve, Mo.

WJW Cleveland—Granted extension to March 10 to file reply to petition for reconsideration of grant of application filed by the State of Ohio and the U. of Ohio.

Madison, Wis. WJRA Huntingdon, Va.—Granted extension to March 19 to file opposition to petition for rehearing filed by WYAR Parkersburg, W. Va.

By Examiner J. Fred Johnson

KMPC Los Angeles, WJR Detroit, WNG Cleveland—Denied motion requesting prehearing conference in connection with applications for transfer of control and renewal of licenses and scheduled preliminary conference for 3:30 pm, March 1, to discuss and attempt to reach agreement among all parties with respect to (a) simplification, clarification and limitation of issues of hearing; (b) stipulations respecting fact; (c) procedure to be followed at hearing; (d) limitation of number of witnesses; (e) necessity and desirability of prior exchange of exhibits; (f) any other matters that may tend to expedite proceedings.

WBOB Jacksonville, Fla.—Granted continuance of hearing on application; hearing continued from March 3 to May 5.

By Examiner Jack P. Blume

KTBD Tyler, Tex.—Granted indefinite continuance of hearing on application.

By Examiner Penney Litvin

Louis Wismmer, Pasco, Wash.— Granted continuance of hearing and for reapplication of and that of Cascade Beats, Co. in Richland, Wash. continued from March 22 to April 24.

By Examiner James D. Cunningham

FCC Granted CP—Denied continuance of hearing for 60 days in re applications of John and Grace Albouque, N. M.; hearing continued from Feb. 28 to May 1 in Albuquerque.

WBCN Schenectady, N. Y. and Winlow P. Loutzen (transferees)—Granted extension for filing proposed findings in December and 1950; ordered that final date for filing proposed findings be extended to March 21.

WCPM Midland, Texas—Granted extension of time for filing proposed findings, in re application extended to March 13.

By Examiner John J. Dempsey

WJBF Augusta, Ga.—Granted continuance of hearing re application and that of WBIR Atlanta, hearing continued from March 8 to May 12.

By Examiner Elizabeth C. Smith

WLCS Baton Rouge, La.—Granted continuance of hearing re application and that of KGAN Beats Co., Baton Rouge, La.; hearing continued from March 11 to April 10.

By Examiner John J. Dempsey

WYCB Greenville, S. C.—Granted continuance of hearing re application and that of Houston Beats, Albany, Ga.; hearing continued from March 8 to May 1.

By Examiner J. D. Bond

KFBO Berlin, N. Y.—Granted petition to amend application to specify 100 w daytime; to specify time extended to file application; to delete all reference to nighttime operation, and to specify revised financial program data; accepted amendment, and removed application from hearing docket.

(Continued on page 87)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
Washington, D. C.
Member AFCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
3-3000

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 8111
Washington 4, D. C.
Member AFCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
Washington, D. C.
Member AFCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
Washington 4, D. C. 2347
Member AFCE*

There is no substitute for experience
GLENN D. GILLET
CONSULTING RADIO ENGINEERS
932 NATL. PRESS BLDG. NA. 3373
Washington, D. C.
Member AFCE*

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1032 Warner Bldg.
Washington 4, D. C.
Member AFCE*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCE*

ANDREW
CORPORATION
SPECIALISTS IN
Allocation • Design • Installation
365 E. 72nd St., Chicago 17, Ill.
PHONE: TRiangle 4-4600

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Member AFCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCE*

McIntosh & Inglis
710 14th St., N. W.—Metro 4477
WASHINGTON 4, D. C.
Member AFCE*

E. C. PAGE
CONSULTING RADIO
ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. Mi. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Member AFCE*

KEAR & KENNEDY
1703 X ST., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Member AFCE*

JOHN CRETZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON 5, D. C.
Member AFCE*

GUY C. HUTCHESON
1100 W. ABRAM ST. AR-6721
ARLINGTON, TEXAS

A. R. BITTER
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1220 WASHINGTON 6, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Bld.
Riverside, Ill.—Riverside 6552
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
720 Milton Road, Rye, N. Y.
Rye 7-1413

Member AFCE*

BROADCASTING • Telecasting
March 6, 1950 • Page 83
Help Wanted

Managerial

Successful sales manager—Texas ABC station. Good opportunity for Michigan man. Equity plan—profit sharing. Apply and resume. Box 474E, BROADCASTING.

Sales manager-salesman, 25-35 years old with three years experience for largest Michigan network station. Own car, personal interview at own expense in salary negotiations. Make offer. Box 476E, BROADCASTING.

Manager with good selling background and record for 500 watt daytime inde- pendent station in southeast Michigan. Excellent opportunity within approximately 90 days. Inquire. Both management and sales. Opportunity for present staff man. Send resume to Manager, KHAS, Hastings, Nebraska.

Enlarging staff. Field managers cover- ing Chicago, Boston, Toronto, and Miami City areas. Good percent- age, plus expense, retirement, and life insurance. Write Employment Bureau, Box 471, Philadel- phia.

Salesmen

Long established station with excellent record seeks experienced and aggressive salesman who is well established in that territory. Opportunities in Okla- homa, Arkansas or Tennessee area. Opening the position is well paid. Send resume. An experienced salesman would likely immediately equal or better present man. Must have complete background and the ability to be independent. Box 472E, BROADCASTING.

Experienced radio salesman for well financed FM AM station in small town in southwestern Michigan competition is light. Good opportunity. Write resume. Box 473E, BROADCASTING.

Immediate opening experienced sales- man. Aggressive, no high pressure, 250 watts. Sold Mutual. Salesman-own account on all local business. One man sales territory, 55% commission. Send complete story, recent sales to date. Box 474E, BROADCASTING.

Experienced salesman wanted for full-time sales position in town of 18,000. State full information in first letter WMDY, Midland, Michigan.

Announcers

Immediate opening, good opportunity for experienced announcer of all types. Organ and piano. Submit audition disk and complete details. Box 475E, BROADCASTING.

Wanted—Play-by-play sports an- nouncer for top rate baseball and college basketball and coverage regular accounts. Must have some handling of large events. Network affiliated station in midwest city of 50,000 population. Box 476E, BROADCASTING.

Special events man to work regular shift and special events plus occa- sional mc. Network station in Da- nosa. Send independent photo and resume. Box 477E, BROADCASTING.

Announcer. Straight staff with network affiliation. Reasonable rates expected. Prefer Michigan man. Send disc, qualifications, references. Box 478E, BROADCASTING.

Wanted: Announcer with first ticket. No combination work. No maintenance. No agent. Must have own facilities. Will consider man with poten- tial but no announcing experience. Tell all first contact WRC8, Aahokee, N. C.

Situations Wanted

Managerial

Manager—Radio Music. Must own all equipment. Send photo and references. Box 311E, BROADCASTING.

Solid radio manager available. 22 years experience. Knowledgeable of all phases of management, including affiliate operation. To cooperate with HJZO in bringing emphasis to balance better and commercial DJ. To omit our requests and be available for any network or any television. Available by own arrangement. Box 312E, BROADCASTING.

Situations Wanted (Cont’d)

Salesman or saleswoman, can write- produce and announce. Young, ag- gressive background, proven record in business. Box 317E, BROADCASTING.

Announcers

Are you looking for a salesman who can handle top account and do both local and regional for your sta- tion? Drawing area has not America. Presently employed. Please write Box 318E, BROADCASTING.

Well experienced and seasoned sales- man seeks wide experience. Not looking for a position on silver platter. Hard worker. Has more ideas than qualified to supervise station or sales, but not too good to do the manual. Prefer references and high sales record. Available first of May. Box 319E, BROADCASTING.

Executive type, sales success, college- trained. Has complete background in the business. Box 320E, BROADCASTING.

Excellent sales background, produces, sells selling shows, programmers. Ambi- tious young college graduate seeks good opportunity to advance. Prefer without high pressure methods. Can produce your needs and promote your interests. Stable, reliable. References available. Box 321E, BROAD- CASTING.

Executive type, sales success, college- employed, desires to change market. Box 323E, BROADCASTING.


WGCJ, Gulfport, Mississippi has open- ing for chief engineer.


Production-Programming, others

Wanted—Girl for continuity and traffic. Will accept girl with minimum amount of experience. Needs job immediately. Will be in midwest city of 50,000 popula- tion. Box 308E, BROADCASTING.

Continuity writer, experience neces- sary, good rate. Box 309E, BROADCASTING.

WGMG, Gulfport, Mississippi has open- ing for chief engineer.

Salesmen

Situations Wanted

Situations Wanted (Cont’d)

Attention Florida stations! Veteran sales man with play-by-play experience available. Send photo, details on request. Box 313E, BROADCASTING.

Baseball play-by-play. Experienced College graduate. Box 322E, BROAD- CASTING.

Attention sports stations! Topnotch play-by-play man looking for advance- ment. Prefer employed. Station not car- rying baseball this year. Box, photo, details on request. Box 323E, BROAD- CASTING.

Excellent sportscaster. Desires base- ball position. References available. Box 324E, BROAD- CASTING.


Here’s the man to take over your sports department and special events, 4 year solid experience at play-by-play position in all sports. Also participation and disc shows. Contact directly for responsible position with ample money. Will work with ability and experience. Married. Box 326E, Chicago. Write Box 327E, BROAD- CASTING.

Announcer—dj; completely experienced covering football, basketball. Wood Ridge, New Jersey. Box 333E, BROADCASTING.

Professional announcer desires staff work or teaching job. 10 years radio background. Box 334E, BROADCASTING.

Brand new, never before used an- nouncer—dj. Age 20, single. Immediate delivery. Box 334E, BROADCASTING.


Announcer with 11 years experience, net work, sales manager. Wants to move to West. 21 years, immediate delivery. Box 336E, BROAD- CASTING.

Manufacturer of complete radio equipment. Desires experienced sportscaster who can handle staff work competently, but not necessarily a star, but one who can learn with you. Your letter will bring no obligations. Enclose references and photo promptly. Please write Box 341E, BROAD- CASTING.

Versatile announcer, dj. Ambitious, young, college trained. Good voice and ad-lib ability. Outstanding suc- cess in regional accounts. Also hard selling experience. Annie and disc shows, Broad musical educa- tion. Substantial station northeast area. Box 342E, BROAD- CASTING.

Combination office man announcer. Independent work for busy department. Own equipment. Full experience. Sixty dollars. Virginia. Box 343E, BROADCASTING.

Combination announcer-engineer, thorough. Strong emphasis on all-station operation. Presently employed, de- sires change. Excellent references, good wages. Box 344E, BROAD- CASTING.

Announcer, graduate oldest broadcas- ting school in country. Produced, sang, emceed amateur shows in Chicago night club. Has perfect voice, can do top ten and 5000 watt NBC affiliate. Consider. Offer a chance to start immediately. Box 345E, BROAD- CASTING.


Let’s be truthful. You can use an- other. Young, college trained. 2 years radio school, all phases, one year small station. Yesterday broke. Box 353E, photo. Disc. photo on request. Box 353E, BROADCASTING.
Negro compey man, two years experience, good on all phases. College, Box 345E, BROADCASTING.

Announcer—Good staff man. Two years experience, complete set of head phones and earphones, former engineer and transmitter, plays metropolitan New York station which requires announcer. Has complete knowledge of all phases of radio. Latest d.j. authoritative news reporting, stories, copy writing, stagecraft, gale's, advertising, variety, serio, etc. Married, one child. Disc on request. Box 339E, BROADCASTING.

Sportsman-experienced play-play, staff. Baseball, Basketball, Football. Box 305E, BROADCASTING.

Announcer—Experienced play-play, staff. Baseball, Basketball, Football. Box 345E, BROADCASTING.

Announcer—Presently college graduate. Seeks all phases. Box 371E, BROADCASTING.

Downtown newsmen are coming from the Washington, D. C. area. Outstanding references from present employer. Box 319E, BROADCASTING.

Mansman, hillbilly-popular, deep voice. Arthur Godfrey type. Box 7452, Court House Station, Asheville, N. C.

Technical

Engineer 1st class, telegraph. 7 years' experience. No telephone answering. Box 4755, BROADCASTING.

Engineer, 6 years experience in studio and transmitter installation, opera- tion, and repair. Has made excellent work. Box 359E, BROADCASTING.

Thoroughly experienced chief engineer. Details Box 788E, BROADCASTING.

Engineer—2 years transmitter, remotes. 3 years Army radio, radio experience. Has made excellent work. Box 365E, BROADCASTING.

Young single engineer desires position with progressive station going into TV. Will accept salary immediately. Box 328E, BROADCASTING.

Engineer, 20 years experience, 1st class license. Installation, maintenance and operation of 10,000 watt TV stations. Has all necessary equipment. Box 320E, BROADCASTING.

Chief engineer 10 years experience all phases of TV operation. Box 249E, BROADCASTING.

Experienced engineer, 18 months—full knowledge control board and re- cognition of all phases of work. Has been in present position 6 months. Has ability of TV engineer. Box 257E, BROADCASTING.

First phone, experienced, transmitted, console, remotes. Married, car. Wish to return to Chicago. Box 285E, BROADCASTING.

Engineer, 1st phone. Veteran. 17 months transmitter. Technical school graduate wants to work. Will travel. Box 245E, BROADCASTING.

Engineer, first phone, seeks better future. 2 years experience. Can sell announce. Married, car. Box 234E, BROADCASTING.

Desire position engineer or combo, 4 years experience, CHEI graduate, 1st class license. Inquire. Box 344E, BROADCASTING.

Engineer—Experienced chief, installation, operation, transmission. Prefer Florida. Box 347E, BROADCASTING.

Position wanted as engineer or engi- neer-announcer, preferably straight engineering. 4 years commercial experience, 2 years television training, 4 months projectionist experience. Has one kilowatt transmitter. Hold TV license. Box 342E, BROADCASTING.

Holder of first class phone license. Will announce and do work. Experience: none—Ambition: plenty. Box 335E, BROADCASTING.

Engineer, licensed—three years ex- perience. Speaker, transmitter, disc. Have car. Any location. Box 342E, BROADCASTING.

Combination operator-announcer and salesman, 13 years experience. Experi- enced as chief engineer of 50 and 1 kW also construction and installation. Fam- iliarity with all types of TV and station. Box 376E, BROADCASTING.

Young, experienced combination man 2 years experience AM-FM, experienced on remotes, transmitter and con- sole operation. No announcing. Single, home and car. Will travel. Box 365E, BROADCASTING.

Experienced construction engineer, 11 years' experience. Has made excellent work. Constructed 3 new stations since war. Has experience, management and sales experience. Good references. Write 369E, BROADCASTING.

Engineer—1st class phone, 3 years radio com- munications—no broadcast experience. Will relocate Box 1028E, BROADCASTING.

First experience class radio telephone operator. Will work with 500 watt New York City FM station. References from same will travel. Box 372E, BROADCASTING.

Ambitious RCA Institutes grad with first phone ticket and 3 months varied experience. Will locate anywhere. Box 229E, BROADCASTING.

Wanted engineering or combination job. Some engineering experience. 5 years commercial experience. Box 338E, BROADCASTING.

Engineer, experienced, console, trans- mittor. Young, single, do not smoke or drink. Desires position. E. u. e. BROWN, Aiden, Idaho.

Engineer, 1st phone, graduate of FM. Army experience. Wishes position with announcement company. Has 200-600 watt to travel, available immediately, Lean- der Bubbiles, Kettle River, Min- nesota.

Graduate radiating school. Holder first class license. Will accept reasonable salary in station manager position. Box 115B, Centre- ville, Mississippi.

Available Immediately—Engineer, 1st class license with 2 years experience. Will consider position without experience. Will accept position 8 East 3rd St., New York, New York.

Vet to be married, have car, 1st class license, wants job (amateur). Has 6 months broadcast. Presently employed, desires work in New York or vicinity. New Jersey or New York. Box 334E, BROADCASTING.

Young, single, first class ticket. Grad- uate of leading school AM, FM, TV. Experience in sales, wants position to learn, will travel. Nichol, Napolio, 309 Jefferson, Des Moines, Ia.

Man, experienced radio technician, first class license in radio telephone, technical school grad- uate. Can work start in any city. Box 391E, BROADCASTING.

Wagner, 1111 Williams Court, Brooklyn, New York.

First phone seeks permanent broadcast position. Two years experience, Am FM. Will travel. Ernest C. Wood, 888 Fifth Ave, Brooklyn, N. Y. St. 9-3370.

Miss Brown—Must you spend all your time in the ladies lounge? I want you to know I have a request. Ask program direc- tor/announcer listed in this week's edition. He says his college trained with three years experience in news, covering a lot of plenty of programming ideas and a few good ideas. He has a family, is presently employed. But he needs a job. His new progressive station run on a 4 sound track radio. Says he'll send tape, details for you to see if you're interested. So please come out, Miss Brown—I want to buy the guy and see what he'll go. His address is Box 331E, BROADCASTING.

Diversified experience, will accept any offer to start. Motion picture background. At present freelance personality. Former New York production man. Graduated with distinction. College, Box 339E, BROADCASTING.

Program director experienced gales. Formerly heard on radio station, Specialty sports. Married, will accept any offer to work. Box 396E, BROADCASTING.

Radio-TV program director, 12 years experience in all phases of pro- duction-programming. Desires change where personal merit offers opportunities. Will accept any offer to work. Box 305E, BROADCASTING.

Young, professional man, 5 years Army service. Radio telephone experience. Has been desirous of working with new and full time TV stations for over a year. Has desires position with progressive station. Will accept position in any section of country. Box 334E, BROADCASTING.

Professional experience as vocal, encoder, announcer. Will accept position with station having where personal merit offers opportunities for advancement. Williams, 171 S. Lyman, Oak Park, Illinois.

Experienced traffic director desires position in radio on eastern coast. College education. Journalism major, New York University. Writer-anouncer, 57, seven months experience 250 watt station. Box 227E, BROADCASTING.

Writer-anouncer, 57, seven months experience 250 watt station. Box 227E, BROADCASTING.

Professional experience as vocal, encoder, announcer. Will accept position with station having where personal merit offers opportunities for advancement. Williams, 171 S. Lyman, Oak Park, Illinois.

Preliminary tape editing by network engi- neer. Ampex, Brush machines. Phone President 2-2550, New York.

Television

Technical

First phone license, Class "A" ham. 18 years professional sound technician. Has been interested in film. Box 371E, BROADCASTING.

Production-Programming, others

Production-man, writer, radio and TV experience desires spot on TV produc- tion. Formerly employed. Minimum $75.00 per week. Box 338E, BROADCASTING.

TV director: 16 months assistant direc- tor major network outlet. Familiar with all phases of TV, can write to stagecraft. Can build any TV program. Desires offer where he can work in intern in intern, if necessary. Box 356E, BROADCASTING.

Works with having CP's for TV or TV stations seeking creative ideas, sales and production ability. Here is proven reality. He is A. A., has gifted experience in all phases of TV work. Box 336E, BROADCASTING.

(Continued on next page)
Help Wanted (Cont'd)

Production-Programming, others

WANTED—Manager for local southern station in town of 50,000. Network newspaper affiliation with FM. Salary and percentage of profits guaranteed. New man sitting on-style. Prefer southerner or person with several years experience in south. Send picture, references, experience in first letter. Box 385E, BROADCASTING.

Wanted—Combination research and promotion manager for metropolitan southern station. Need man to head publicity department and work directly with station director. Send picture, references, experience in first letter. Box 396E, BROADCASTING.

Television

Baseball Television

Midwest stations have immediate openings for experienced producers-directors. Must be able to handle sports, switching. Also need baseball camera operator. Major League pick-up with 3 RCA cameras and Zoomar lenses. Send resume of experience.

Box 360E, BROADCASTING

For Sale

Box 371E, BROADCASTING

Help Wanted

Managerial

Salesmen

ATTENTION EXPERIENCED SALESMEN

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

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient times. Mail applications and full information to:

Box 835D, BROADCASTING

Announcements

SPORTS COMMENTATOR

50 kw station in out of the main market cities is looking for an alert, rugged, experienced sports commentator. Man must be able to speak with authority on all sports. Contact him as candids, distinctive delivery, will be near, strong on personality and price. He'll have had a record of success elsewhere in the field as a commentator and play-by-play man. He'll be a good mind, capable of developing quick contacts among coaches and players. He's been blessed also includes standout accomplishments in collegiate or professional sports competition, it will help. Write full details and include photographs.

Box 393E, BROADCASTING

Miscellaneous

WANTED—Experience mail-order pitchman for 50 kw station inaugurating all new programming. Send disc, salary wanted and proof of your ability to pull mail, first reply. Only sober, conscientious men need apply. Box 394E, BROADCASTING.

HELP WANTED

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox tower, 175 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $6500.00 total price. J. W. Lipscomb & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

50 kw transmitter, RCA 1000-B, available about March 1. Modifications include factory built around all or complete voltage feedback and A.C. on all tube filaments. $7200 worth of operating and spares and spares parts. Box 190E, BROADCASTING.

For sale: Hewlett-Packard model 3335 FM frequency and modulation monitor. New, complete and on special. Set up for 197 Mc. Can be used on any frequency with proper calibration that can be obtained from H-P. Cost originally $3330. Write Box 165E, BROADCASTING.

Used AM and FM equipment: General Electric 2 kw FM amplifier, model 3A-1, used approximately 2 years. Excellent condition. Also, 250 watt AM Televox transmitter, converted to broadcast specifications, approved by FCC during war. Complete except tubes and crystals. Make offer to offer to Box 312E, BROADCASTING.

Andrews coaxial conductor. Have 16 2-foot-lengths of 31/8 coax never unpacked from original case. 25% off list price if you take the lot. For northern Indiana. Box 302E, BROADCASTING.

PT-900 Presto tape recorder, will accept tape or wire recorder in trade on brand new Presto tape recorder. Give complete details your equipment. Box 295E, BROADCASTING.


WE 300E, 1 kw FM transmitter, 3A4 bay coverless antenna, Hewlett-Packard 3335 FM monitor, RCA 723-E console. All price or less. Chief Engineer, Lowe Bidg., Syracuse, N. Y.

For sale—165 foot Wincharger tower with lights and guy and 250 watt transmitter. Both in perfect condition and available now. WDBC, Escanaba, Michigan.

$12,150 FM WE 5065-2 complete, spares, $7,000. D. R. Martin. Box 476E, BROADCASTING.

Wanted to Buy

Stations

Interested buying local: regional station, midwest, south. Supply prices, confidential information, experimental broadcaster. Box 219E, BROADCASTING.

Equipment, etc.

New or used Taylor 250 watt portable transmitter, wanted. Price condition, price, etc. to WKWM-A-reach. P. N.

Miscellaneous

We offer, frequency measuring service, complete quartz crystals, new, re-griinding or repairs. Frequency monitor service. Call or write for price and service. Frank Nelson Electronic Co., Box 31, Temple, Texas. Phone 5091.

"Through Government Lenses" ($7.50 postpaid) the new, press-claimed, manual-catalogue facilitating use of government departmental photographic servive. Important savings possible on set materials, group research, special motion picture sequences, etc. Write for free folder on catalogue and special search services. Washington Commercial Co., Inc., D. 1939 Fiftyfifth St., N. W., Washington 5, D. C.

NEW YORK STATE

$75,000.00

One of the best radio opportunities in the east. This station has always operated profitably under absentee ownership. Located in an important and growing market. Due to very favorable circumstances we can arrange sound financing for at least 60% of the purchase price.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDI A BROKERS

WASHINGTON, D. C.
James W. Blackburn
Sterling 4341-2

CHICAGO
Harold K. Murphy
Sterling 4341-2

SAN FRANCISCO
Ray W. Hamilton
233 Montgomery St.
Exbrook 2-5672

DISC JOCKEY PLAIN OR FANCY?

We've got them all—milkmen, night-owls, cowsboys, kyp- sies, sunshine boys, debunkers, highbrows. If they spin rec- oords as good as it we've got them. Or, can get them for you.

We're a talent agency, specializing in disc jockeys.

If you have a D. J. job to fill—find the right man for you. If you have a timeslot that's ailing, we can provide a whole Club's educational program.

Just tell us what you need. We'll do the rest. No ads for you to run, no preliminary interviews, no letters to discourage false alarms to answer. We do everything—at no cost to you.

Kaye-Deutschman, Inc.
1440 B'way, N. Y. 18, N. Y.

—EVERYTHING IN DISC JOCKEYS—

Adds Radio-TV Course

NEW COURSE, "Radio and Televisi-

on," has been added to the cur-riculum of the Pittsburgh Adver-

tising Club's educational program. It will be conducted by Marjori Thoma of KDKA Pittsburgh an offer an introduction to radio or television, their history, administration, services, production, sales, cost, cost, and other phases, the club announced last week. Also added to the regular "Advertising Pro-

duction" series under direction of Prof. Homer E. Sterling of Car

negie Institute of Technology, will be Advertising Agency Pro-

cures. The latter will emphasize agency problems, methods and work.
AARCH 1 APPLICATIONS  

ACCEPTED FOR FILING

License for CP

KCBV Cloquet, Minn.—License for new AM station.

WBND, Wilmington, Del.—License for new AM station to increase power.

Request for renewal of license renewal AM sta-

tion: WPFD Flint, Mich.; WMBR Mar-

gret, Tex.; WMH KFLY Spokane, Wash.; WLEL Stevens

Unit, Wis.

SA 560 kc

KFRM Kansas City, Mo.—SA AM station to operate on 5 kc, 5 kw, AM.

For a period ending no later than

July 15, 1949.

Modification of CP

WYOR Birmingham, Ala.—Mod. CP

WBOC, Reidsville, N. C., 250 kw to 500 kw, FM.

WREC Erato, La.—Extension of CP AM station increase power etc. for exten-

sion of completion date.

KBDO Sandusky, Ohio—CP

FM station to change from 1030 kc to 1290 kc, 5 kw.

KWTO Charlotte, N. C.—CP new AM station.

KALW San Francisco—Mod. CP new

commercial educational FM station change Engineer's Date.

WTVT Charlotte, N. C.—Mod. CP

FM station completion date 9-30-50.

TENDERED FOR FILING

WPAB Ponce, P. R.—CP to change

250 kc to 5 kw.

WKEE Kennewick, Wash.—CP to change

to 610 kc 1 kw.

Modification of License

WJKS Puntlaki, Tenn.—Mod. license change from 730 kc 250 w-d to 730

250 w-d 1 kw.

APPLICATION RETURNED

3RD Los Angeles — Radio Bexta.

The above application for license was

RETURNED for new renewal.

AARCH 2 APPLICATIONS

ACCEPTED FOR FILING

Modification of License

WABCD Mobile, Ala.—Mod. license to range from using Daily Mail, The

KSCO Lebanon, Kan.—Mod. 2

1140 kc 250 w-d to 1140

250 w-d 1 kw.

License Renewal

Request for license renewal AM sta-

tion: WJAX Jacksonville, Fla.; KFVS Cape Girardeau,

Mo.; WQXW Bridgeport, Conn.; KPU Glens Falls,

N. Y.; KXED Roanoke, Va.; WAXA Hunting-


License for CP

WAAP-FM South Dakota—License for CP

FM station.

Modification of CP

Mod. CP, CP station in use for exten-

sion of completion dates WMIN-FM

Weston, Wis.; WSYT-FM Syracuse,

N. Y.; WMTU-FM Syracuse, N. Y., SE.-TV, SYTV Westfield, N. Y.

Mod. CP, new commercial TV station

extension of Engineer's Date.

TENDERED FOR FILING

AM—1480 kc

WBHL Richmond, Va.—CP AM sta-

tion: 1480 kc to 250 w-d to 1480

kw 5 kw.

AM—1230 kc

KXRN Renton, Wash.—CP AM sta-

tions.
### Advertisers Expenditures

(Continued from page 30)

<table>
<thead>
<tr>
<th>Class (continued)</th>
<th>Sponsor and Product</th>
<th>1949 Exp.</th>
<th>1948 Exp.</th>
<th>$ Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>VII</td>
<td>NORMEL GEORGE A.  &amp;  CO.</td>
<td>403,016</td>
<td>53,820</td>
<td>+349,194</td>
</tr>
<tr>
<td>VIII</td>
<td>Spun &amp; Other Canned Meats</td>
<td>66,334</td>
<td>451,924</td>
<td>-385,590</td>
</tr>
<tr>
<td>VIII</td>
<td>HUNT HOUSEHOLD FINANCE CORP.</td>
<td>8,811</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>MUSICAL CAR CO.</td>
<td>511,628</td>
<td>278,942</td>
<td>+232,686</td>
</tr>
<tr>
<td>VIII</td>
<td>ILLINOIS WATCH CASE CO.</td>
<td>21,287</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Compacts, Cigarette Cases, Dresser Sets, etc.</td>
<td>288,870</td>
<td>222,748</td>
<td>+66,122</td>
</tr>
<tr>
<td>VIII</td>
<td>INDEPENDENT CITIZEN COMMITTEE FOR ELECTION OF HERBERT LEHMAN</td>
<td>13,473</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Politic</td>
<td>13,473</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>INDEPENDENT CITIZEN COMMITTEE FOR THE ELECTION OF FULTON DARRELS POLITICAL</td>
<td>14,944</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Politic</td>
<td>14,944</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>INLAND STEEL CO.</td>
<td>11,744</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>INSTITUTE OF RELIGIOUS SCIENCE</td>
<td>6,240</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>INTERNATIONAL HARVESTER CO.</td>
<td>541,303</td>
<td>782,719</td>
<td>-241,416</td>
</tr>
<tr>
<td>VIII</td>
<td>All Products</td>
<td>223,241</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>MASTERCRAFT CO.</td>
<td>337,862</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>INTERNATIONAL MILLS CO.</td>
<td>30,740</td>
<td>118,437</td>
<td>-87,697</td>
</tr>
<tr>
<td>VIII</td>
<td>Robin Hood Flour</td>
<td>422,408</td>
<td>853,674</td>
<td>-431,266</td>
</tr>
<tr>
<td>VIII</td>
<td>INTERNATIONAL SILVER CO.</td>
<td>215,881</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Sterling Silver &amp; Silverplate</td>
<td>206,319</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>INTERNATIONAL TELEPHONE &amp; TELEGRAPH CORP.</td>
<td>85,839</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Farnsworth Radios, Phonographs, Television Sets, Radio Equipment, Communication Equipment</td>
<td>74,737</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>N. Y. Telephones &amp; Phonographs</td>
<td>11,112</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>JERGENS, ANDREW</td>
<td>400,342</td>
<td>804,832</td>
<td>-404,490</td>
</tr>
<tr>
<td>VIII</td>
<td>Jergens Lotions, Toilet Soaps, Perfumes, etc.</td>
<td>400,342</td>
<td>804,832</td>
<td>-404,490</td>
</tr>
<tr>
<td>VIII</td>
<td>JOHN-MARINVILLE CORP.</td>
<td>1,211,695</td>
<td>844,306</td>
<td>+367,389</td>
</tr>
<tr>
<td>VIII</td>
<td>Laundry Products</td>
<td>917,748</td>
<td>1,181,372</td>
<td>-263,624</td>
</tr>
<tr>
<td>VIII</td>
<td>KAYSER-FRAIZER CORP.</td>
<td>736,486</td>
<td>957,708</td>
<td>-221,222</td>
</tr>
<tr>
<td>VIII</td>
<td>Appliances, Supplies, Accessories &amp; Servicing</td>
<td>15,431</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>KIDS-DO</td>
<td>43,401</td>
<td>1,048,640</td>
<td>-1,005,140</td>
</tr>
<tr>
<td>VIII</td>
<td>All Products</td>
<td>43,401</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>LANGDON UNITED BAKEDIES INC.</td>
<td>43,966</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Bakery Products</td>
<td>438,324</td>
<td>404,195</td>
<td>+34,129</td>
</tr>
<tr>
<td>VIII</td>
<td>LEHMAN, H. C.</td>
<td>401,084</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>LEWES PHARMACAL CO.</td>
<td>7,114,391</td>
<td>5,317,036</td>
<td>+1,837,355</td>
</tr>
<tr>
<td>VIII</td>
<td>LIBERATOR BROS.</td>
<td>2,058,827</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Life Boat Supply</td>
<td>2,058,827</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>LIBBY, McCLELLY &amp; LIBBY</td>
<td>1,135,747</td>
<td>1,778,550</td>
<td>-642,803</td>
</tr>
<tr>
<td>VIII</td>
<td>LIBERTY, WILLIAM</td>
<td>1,569</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Libresol &amp; Myers Tobacco CO.</td>
<td>5,258,772</td>
<td>5,043,752</td>
<td>+185,020</td>
</tr>
<tr>
<td>VIII</td>
<td>Chesterfield Cigarettes</td>
<td>4,662,321</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>LONGINES-WITTNAUER WATCH CO.</td>
<td>985,148</td>
<td>163,670</td>
<td>+821,508</td>
</tr>
<tr>
<td>VIII</td>
<td>Luminaires 6000</td>
<td>480,347</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Winsor 7000</td>
<td>743,726</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>WORTH 6700</td>
<td>473,726</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>LOURIS &amp; CO.</td>
<td>2,122,871</td>
<td>1,164,420</td>
<td>+958,451</td>
</tr>
<tr>
<td>VIII</td>
<td>Old Gold Cigarettes</td>
<td>32,239</td>
<td>64,983</td>
<td>-32,744</td>
</tr>
<tr>
<td>VIII</td>
<td>Washing Powder, Detergent, Scrubbing Powder, Detergent, Scrubbing Powder, Detergent, Sang</td>
<td>32,239</td>
<td>64,983</td>
<td>-32,744</td>
</tr>
<tr>
<td>VIII</td>
<td>LUDEN'S INC.</td>
<td>1,174,307</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>All Products</td>
<td>58,034</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>Candy</td>
<td>89,280</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### FCC Roundup

(Continued from page 87)

**Applications Cont.**

- Radio Inc., vice president 5.6%; Walter C. Schlobak Jr, engineer WVQO-MI mi

- WKvincia, vice president 6.8%; Thomas N. Gallagher, owner Gallagher Real Estate Co., 10%; Arthur F. Vahovskis, civil servant, A.L. Central, All National Guard 12.5%, Filed Feb. 22.

- Eastland, Ted Alcoom, Dabney Sr., F. James Dabney and Bryant C. Craig d/b as Marine Eye Co., 1386 550 w. day. Estimated construction cost $750,000. Mr. Alcoom is a member of law firm Dabney and Dabney 200; Dabney and Dabney 200; Dabney and Dabney 200. Dabney and Dabney 200 is a division of Dallas Institute of Mortuary Science, station manager 40%; Bryant C. Craig formerly a partner in KIHN Hueco, OKLA. and KJZT 565, Frank Burke Feb. 22.

- Brandon, Pa.—David M. Baltimore, 1400 520 w. unlimited. Applicant is a wholly owned subsidiary of BSRB Brandon Inc. Entered under the S.B. of Brandon Inc. 20; Brandon Inc. 20; Brandon Inc. 20. Filed Feb. 22.

- Georgetown, Del.—Rollins Bestco, 500 Kw. 118.1 dek. Points in company include: John W. Rollins, Lewes R.D. 1, president; Earl D. Rollins, treasurer 2%; Earl D. Rollins, treasurer 2%; Earl D. Rollins, treasurer 2%; Earl D. Rollins, treasurer 2%; Earl D. Rollins, treasurer 2%. Filed Feb. 22.


- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.

- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.

- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.

- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.

- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.

- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.

- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.

- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.

- fluoride of calcium, a whitening agent, was added to the toothpaste to help reduce plaque formation.
<table>
<thead>
<tr>
<th>Class</th>
<th>Sponsor and Product</th>
<th>1946 Exp. $</th>
<th>1948 Exp. $</th>
<th>$ Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>NATIONAL DAIRY PRODUCTS CO.</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>II</td>
<td>Dairies Products</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>III</td>
<td>Cheese</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>IV</td>
<td>Dairy Products</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>V</td>
<td>Parkay Products</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>VI</td>
<td>Cheese</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>VII</td>
<td>Cheese</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>VIII</td>
<td>Cheese</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>IX</td>
<td>Cheese</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>X</td>
<td>Cheese</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>XI</td>
<td>Cheese</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
<tr>
<td>XII</td>
<td>Cheese</td>
<td>370,487</td>
<td>379,675</td>
<td>+92,188</td>
</tr>
</tbody>
</table>

**PETER PAUL**

$2 Million Account to Maxon

Peter Paul Inc., Naugatuck, Conn. (candies), has appointed Maxon Inc., New York, to handle its advertising, effective April 1. The advertising budget is said to be about $2,000,000. Radio and television are being considered strongly in its immediate advertising plans.

Peter Paul was formerly handled by Platt-Fobes in New York and Bratsch, Wheeler & Staff in San Francisco.

March 6, 1950 | Page 89
THREE RIO GRANDE OUTLETS ARE REPORTED SOLD

NEGOTIATIONS for acquisition of control of three Rio Grande Broadcasting Co. stations—KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos—by Herbert Wimmerly, H. W. Bumpas, and Albert Cadwell reported Friday to have been completed. Sales price understood to be about $140,000.

Rio Grande, controlled by President Albert E. Buck and Frank Rand, retains its fourth station, KACR Gallup. Mr. Bumpas, manager of WIBR Baton Rouge, reportedly slated to manage three stations under new ownership. Merle Tucker, currently manager of Rio Grande, including KGAK. Sale is subject to customary FCC approval. Buyers represented by P. W. Seward, Washington attorney; sellers by Washington firm of Dow, Lohnes & Albertson.

KOAT, KTRC, and KRSN are affiliated with ABC and Zia networks. All are 25,000 watt outlets, KOAT on 1450 kc, KTRC on 1400 kc, and KRSN on 1480 kc. Gallup station is on 1250 kc with 250 w.

BETTER BUSINESS BUREAU ATTACKS FUR CAMPAIGN

NEW YORK Better Business Bureau condemned radio advertising campaign conducted by Ben Tucker's Hudson Bay Fur Co., heavy radio use, as "misleading and exaggerated." Campaign featured "contest," involving award of $25 gift certificate to each of first 25 listeners who submitted correct titles to song being played.

Bureau representatives sent more than 25 entries and received more than 25 gift certificates, bureau charged. Some of entries deliberately contained wrong answers. Bureau alleged company had advertised on air 50% price reduction on furs. BBB shoppers found that furs were actually being offered at reductions of less than half-price, bureau asserted.

STEWARD BOARD TO MEET

PRESIDENT TRUMAN'S Communications Policy Board called to first session March 10 in Washington by former FCC Comr. Irving L. Stewart, president of U. of West Virginia and chairman of new five-man group [BROADCASTING, Feb. 27]. First order of business to concern objects, staff and procedures. Meeting coincides with eastern trip of Dr. Lee A. DuBridge, president of California Institute of Technology and board member.

CENSUS HEAD CONFIRMED

BOY VICTOR PEEL, director of Institute of Politics at Indiana U., was confirmed by the Senate Thursday as Director of the Census. He succeeds Philip M. Hauser, acting director, who returns to the U. of Chicago.

ED NORTON RECOVERING

ED NORTON, chairman of the board of the WAPI stations in Birmingham and the WMBR stations in Jacksonville, Fla., is recuperating from an operation performed Thursday at South Eastland in Summerville, Birmingham. His condition was described as good.

HOMER MCKEE

FUNERAL services for Homer McKee, 69, vice president at Roche, Williams & Cleary, Chicago, conducted Friday afternoon in Evans- ton, Ill.

NEW RATING SERVICES PLANNED BY HOOPER

TO SATISFY demand for substitute for 36-city ratings, C. E. Hooper on Saturday wrote subscribers to his national network program Hooperatings reports, sold last week to A. C. Nielsen Co. (early story, page 27), he will publish monthly Hooperatings pocketpieces for New York (beginning March 15), Chicago (May 15), Los Angeles and Northwest (beginning April 15), plus summary pocketpieces on network programs for all four reports showing radio vs. TV, radio vs. radio, TV vs TV, and graphic radio-TV comparisons for all reported TV cities.

Radio network programs will be reported on two bases: Random homes and telephone homes. TV network programs will be reported on random homes and TV homes.

In addition, Hooper will also publish city Hooperatings on up to 100 cities, typically three times a year: network program analysis of city-by-city ratings for 100 cities, October 1948-February 1950. Hooperatings chartbook of monthly radio-TV comparisons starting in March with New York, Chicago, Los Angeles, San Francisco, San Diego; adding Philadelphia, Baltimore, Washington, Boston, Detroit in April, five more cities in May, five in June, with a 35-city total promised by October.

RADIO, TV SALES UP

RADIO receiving tube sales up in January over same month in 1949, totaling 22,727,024 compared to 19,506,006 year ago, according to Radio Mfrs. Assn. January figure slightly below 23,807,281 units in December. TV picture tube sales continued at high level in January and showed further trend toward larger screens. Total of 458,729 receiver type cathode ray tubes shipped in January, with value of $11,456,156, compared to 418,491 tubes valued at $11,056,483 in December. Tubes 12 inches or larger are now constituted over 90% of January shipments.

BENNY HAS TOP RATING

JACK BENNY led first 15 program Hooperatings in Feb. 28 report, with 25.9 rating. Radio Theatre second with 24.5, and Arthur Godfrey's Talent Scouts third with 21.6. In order, others are Bing Crosby, Bob Hope, Gabby. Move for special crms, 21; Groucho Marx Show, 19.9; Fibber McGee & Molly, 19.8; Walter Winchell, 18.6; Charlie McCarthy, 17.4; Bing Crosby, 17.3; Bob Hope, 17; Mr. Chameleon, 16.5; Pat More, 16.4; Mystery Theatre, 16.4; Big Town, 16, and Mr. Keen, 15. Of first 15, nine were CBS shows, three were NBC and two ABC.

WEBER TRANSFERRED

FRED A. WEBER transfers from Branham Co., Chicago station representative, to Detroit office to supervise all radio-TV activity. With firm 2½ years, he was salesman for WGNB and Burn-Smith, both Chicago. He will handle Pittsburgh, Cincinnati and Cleveland.

CHICAGO COUNCIL PLAN

RESOLUTION to permit Chicago radio and TV newsmen to record and photograph City Council proceedings in hands of Rules Committee after introduction by Ald. Nicholas Conlon is in consideration and immediate vote turned down.

Closed Circuit

(Continued from page 4)

the-slot TV, cost cool $33,000 to produce. Ceci B. deMille, who may possibly tie-up with Zenith after film production for Phonovision, reportedly commented that Mr. McDonald's film was best commercial reel he had ever seen. Among others who have seen it are Chairs Conlon, WGN, and Lee De Forest, radio inventor who has always opposed commercial radio. Gen. Sarnoff of RCA an William S. Paley of CBS.

NEXT sponsor for NBC's Richard Diamond Private Detective, dropped by Helbro Baetz expected to be Rexall, ready to sign on May 1 basis. Helbro planned spring-fall 1 week sponsorship but walked out when NB said he would not give him 1 week. Dick Powell detective show signed for 13 weeks by Rexall, which drops Phil Harris-Alice Faye show this spring. BBDO is Rexall agent.

LATEST CLIENTS of Functional Music Inc Chicago, Marshall Field Enterprises serv. are WPEN-FM Philadelphia and WACE-FI Chicago-Holyoke Maas, with initial orders of 50 installments, the Corporation air also serves Chicago where it is headquartered.

N. W. AYER & SON, New York, looking for TV spot announcement availability in Philadephia and Chicago for its client, United Airlines.

WHEN FCC last week asked WLJB New York, headed by M. L. Novik, to explain i "editorializing" in behalf of BEF, it receive ready answer. Mr. Novik, one of leading proponents of editorializing before his acquisition of WLJB several months ago, said he believed in "fairness" precept of FCC, that no one had asked for time in which to announce. If they had asked they would have received it, he avers.

GENERAL MILLS 'GLOVES'

GENERAL MILLS, thru Knox Reev agency, will sponsor finals of Chicago Gold Gloves amateur boxing on ABC-TV networ of 26 interconnected stations, March 29, 9:30 p.m. to conclusion and on network of six non connected stations April 1, 9:30 p.m. to conclu sion.

TV CODE DISCUSSION

MEETING of all sales managers of TV a manufacturers called March 23 at Drake Hotel Chicago, by W. L. Stichel, Allen E. DuMont Labs, chairman of Sales Managers Committee of Radio Mfrs. Assn. Proposed standard code of advertising for TV sets to be considered Subject was discussed at RMA's recent Ch cago meeting.

WDAF-TV JOINS ABC

WDAF-TV Kansas city, owned by Kansas City Star, Friday joined ABC-TV network Station also affiliated with CBS-TV an NBC-TV.

O'BRIEN AWARDED DAMAGES


LEWIS JOINS AGENCY

STEPHEN P. LEWIS, formerly with Deutec & Shna, New York, has joined Moore & Ham also New York, as account executive.
No city can experience a fifty percent population increase in the short span of seven years without bursting at the seams with wants. Corvallis is such a city. What's more, it's still growing ... and its wants provide a rich, expanding market for YOU to tap through KGW'S COMPREHENSIVE COVERAGE.

A farm center in the middle of the United States' most productive agricultural area, Corvallis is also a college town. Through research resulting in new techniques, Oregon State College gives incentive to new industry ... provides new profits for agricultural, lumbering, and wood products operations already firmly established.

KGW DELIVERS CORVALLIS ... as through COMPREHENSIVE COVERAGE it delivers the rest of the fastest-growing market in the nation.
Pick a Radio Sales TV Account Executive to show you how to go places in television, and you'll get the pick of the field. For he can brief you on picking up healthy profits in six of your fastest-growing TV markets. That's because each Radio Sales TV Account Executive is firmly grounded in television. He knows (from first-hand experience and down-to-earth research) all there is to know about the six TV stations Radio Sales represents—the cream of the crop in New York (WABC-TV), Philadelphia (WCAU-TV), Los Angeles (KTTV), Charlotte (WTVD), Salt Lake City (KSL-TV), Birmingham (WAFM-TV). Together serving 1,742,000 homes... 48.8% of the nation's TV total. If you're getting ready to take-off in television, or even if you've already logged a lot of TV air-hours, use Radio Sales and you'll go far. At jet-propelled speed!