Down here in Baltimore, we teach 'em pretty young about the BIG audience W-I-T-H supplies its advertisers. Of course, we have to let them grow up before we give them the whole story.

But sooner or later they all learn that W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town.

A survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H. That's a big plus!

That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.

W.I.T.H

Baltimore, Maryland

TOM TINSLEY, President • Represented by HEADLEY-REED
Alice had a wonderful time. 

But think how many more wonderful things could have happened to her in the age of radio and television.

In WMBG-WTVR-WCOD land new adventures happen daily. And these First Stations of Virginia make them happen.

For instance, WMBG was the first station of Virginia to broadcast during the daylight hours.

First to own recording equipment.

WTVR (now entering its 23rd month of operation) was the South's first television station.

First in the country to sign for an NBC-TV hookup.

Yes, Alice had fun.

But she should have lived in WMBG-WTVR-WCOD land.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
FOR SALE:
SPOTS IN ST. LOUIS
CARDINAL BASEBALL BROADCASTS

For ten years we have handled the broadcast of the St. Louis Cardinal baseball games. These have been broadcast over a large network of midwest radio stations which last year numbered 69 and will be greater during the 1950 season.

Heretofore our client, Griesedieck Bros. Brewery Company of St. Louis, who hold a three-year exclusive contract for these broadcasts, have shared commercial spots in a limited way. For 1950 a unique new plan in handling the advertising spots on these games has been adopted and five spots of 40 seconds each are being made available to advertisers who see the attractive buy this offers.

MISSOURI
Cape Girardeau KFVS
Carthage KDAM
Columbia KFRU
Flint River KFMO
Hannibal KHMO
Independence KIMO
Jefferson City KWOS & KWOS-FM
Joplin KFJB
Kaneo KBOA & KBOA-FM
Kirksville KIRX
Lebanon KLWT
Mexico KXEO
Nevada KNUM
Poplar Bluff KWOC & KWOC-FM
St. Genevieve KGAM
St. Joseph KRES
Sedalia KDRO & KDRO-FM
Siloam Springs KSIM
Springfield KTTS-FM

IOWA
Bloomington WJBR & WJBR-FM
Carbondale WBNZ
Canton WBYT & WBYT-FM
Decatur WSOY & WSOY-FM
Galesburg WRG
Harrisburg WEBG & WEBG-FM
Harrin WJPP & WJPP-FM
Jacksonville WALS-FM
Macomb WFKM
Marion WIVL
Peoria WYXL
Quincy WJQ & WJQ-FM
Springfield WQDI-FM

ARKANSAS
Blytheville KLPL-FM
Fort Smith KJXK
Jonesboro KDJR
Paragould KDRS
Springdale KBRS

MISSISSIPPI
Brentwood KOKX
Campbell KOKX-FM
 Corinth WCMA

Write or Call Radio Stations or Their Representatives

RUTHRAUFF & RYAN, Inc., Advertising
812 OLIVE ST., ST. LOUIS, MO.
Closed Circuit

THAT NEW "Sadowski Bill" realigning FCC procedure is reported ready in draft form but is being kept under lock pending review by Rep. Sadowski (D-Mich.), currently ill. It's supposed to be modeled after a model which FCC submitted as answer to pending McFarland Bill (8-1973). Disclosure of FCC proposal [Broadcasting, March 6] led security-con-scious Sadowski staff members to exact promise of probe by FCC to determine source of leak.

FAST TALK about color TV problem being settled any day now, with wide open standards, can be regarded as over-zealous. While FCC thinking is crystallizing, it's obvious to close observers that considerable paper work will be involved even after FCC counts noses. Multitude of questions which must be answered before standards are evolved probably will be recounted by FCC Chairman Wayne Coy in scheduled March 14 speech before Oklahoma Radio Conference in Norman. Related issue of thawing VHF freeze also should come in for Coy treatment.

GEYER, NEWELL & GANGER, New York, preparing radio and television spot announce-ment campaign for Nash Motors, Detroit, to start April 13 in more than 150 markets. Con-tract understood to be for four weeks.

FCC STAFF's independent study of transit radio and its status as "broadcasting" service is still perking. Staff has now sent letters to some 45 FM stations asking for copies of their contracts for transcasting, storecasting, fac-tycasting.

EDWARD R. MURROW, Mary Margaret McBride and George Denny Jr. reported in run-ning for One World Radio Award. Final selec-tion will be made at a membership meeting in the near future.

WNBT (TV) NEW YORK understood prepa-ring one-hour morning show featuring Ed Herlihy, 10-11 a.m. five times weekly in Tom Brennan type format, as part of its daytime programming starting in May. Hour long pro-gram is Martin Stone production package.

NEWEST NAB convention idea still in discus-sion stage, is speechless lunches at Manage-ment Conference. Delegates would eat in Stevens auditorium, then move through ramp into adjoining theatre to hear two scheduled mid-day speakers—FCC Chairman Coy and Carlos Romulo, UN General Assembly president.

NEGOTIATIONS to open up Dominion Net-work in afternoons now nearing completion. Several advertisers interested, General Foods planning two-quarter-hour periods on 29 Do-minion stations, would pipe in NBC shows When a Girl Marries and Portia Faces Life to Canadian network.

FURTHER CONSIDERATION of appoint-ment of NAB general manager expected at (Continued on page 78)

Upcoming

March 29-April 1: ANA Convention, Homestead, Hot Springs, Va.

(Other Upcomings on page 30)

Bulletins

STERLING DRUG INC., through Dancer-Fitzgerald-Sample, New York, begins sponsor-ship of Monday, Wednesday, Friday broad-casts of My True Story ABC, Monday-Friday, 10-10:25 a.m., effective May 1. Libby, McNeil & Libby, through J. Walter Thompson, dropping these periods April 7. Sterling now sponsors Tuesday and Thursday broadcasts.


SID SILVERMAN

SID SILVERMAN, 51, publisher of Variety and Daily Variety, died early Friday morning after long illness at his home in Harrison. Surviving are his son Syd Silverman, 18, and his mother, Mrs. Sime (Hatty) Silverman, widow of founder of Variety. Mr. Silverman was one of the youngest theatrical critics when as a child of 7, he wrote reviews under pen name of Skige. He had been publisher of paper since death of his father in 1945.

Plummer Is FCC Chief Engineer

CURTIS B. PLUMMER, 37, chief of FCC Engineering Bureau's Television Division, was named FCC Chief Engineer Friday succeeding John A. Willoughby, who has held position on "acting" basis since January 1948. Mr. Wil-loughby was named assistant chief engineer.

J. Fred Johnson Jr. of FCC hearing division was appointed Chief Hearing Examiner.

Appointments were among seven announced Friday in followup to staff-wide reorganiza-tion commenced by Commission preceding day (story, page 25). Other appointees:

Chief Accountant William J. Norfleet will head new Office of Chief Accountant established in initial reorganization move.

General Counsel Benedict P. Cottone will head new Office of General Counsel.

Harold J. Cohen, assistant general counsel in charge of common carrier division, will head newly created Common Carrier Bureau.

William K. Holl, FCC's acting executive offi-cer, was appointed on permanent basis.

Designation of new Chief Engineer came suddenly, though there has been frequent speculation Mr. Willoughby might be replaced.

Business Briefly

WISE EXTENDS • William H. Wise & Co., New York (publishers), extends two Get More Out of Life programs on CBS, adding 13 weeks for Sat. 2:30-3 p.m. series and four weeks for Sun 2:30-3 p.m. series, both effective March 26. Agency, Huber Hoge & Son, N. Y.

TONI COMMENTARY • Toni Co., Chicago (home permanents), to sponsor Carol Douglas and Bill Cullen in beauty-fashion commentary on ABC starting March 20, Mon. Fri., 11:25-11:30 a.m. (CST), originating in New York (see page 18). Agency, Foote, Cone & Belding, Chicago.

WERE APPOINTS • WERE Cleveland names William G. Rambeau Co. as national representative.

GEN. CARLOS P. ROMULO TO ADDRESS NAB CHICAGO MEETING


Overall theme of convention is "The American Broadcaster's Responsibility in the World To-day."

Gen. Romulo, famed as orator, statesman, soldier and Pulitzer Prize-winning editor, is considered one of world's most eloquent speak-ers. During World War II he served as Gen. MacArthur's aide on Bataan and Corregidor and in Australia. He went with Gen. Mac-Arthur to Philippines for assault landings at Leyte and took part in recapture of Manila.
in Detroit

Again its...

PLAY BALL!

WITH THE

DETROIT TIGERS

PLAY BY PLAY • NIGHT AND DAY • AT HOME AND AWAY

STARTING APRIL 18

AND STARTING SOON WKMH GOES . . .

5000 Watts

Yes!

as Michigan's Most Powerful Independent . . .

THE TIGER IS . . .

Soon

WKMH

1310 KC

Fred A. Knorr
President and Gen. Mgr.

MONEY-WISE TIME BUYERS
ANALYSE COSTS

Weed
and company
National Representatives
You can't lose with these 5 ACES!

- Time and again sales-conscious advertisers who move their goods and sell services in Flint's prosperous trading zone constantly use popular station WFDF to reach its dollar-loaded audience. They know WFDF's listeners prefer it morning, noon and night.

Proof is as near as Hooper's December, 1949-January, 1950 Station audience index which shows WFDF delivers an average of more than two and one-half times the audience, in total rated time periods, as the nearest runner-up station.

There are plenty of blue chips in the prosperous Flint market for the alert advertiser. Get your share with WFDF.
the nation's 21st market... Scranton-WILKES-BARRE... with 674,000 prosperous consumers.

Scranton-WILKES-BARRE... the nation's 21st market...

HOW TO COVER A BIG MARKET... AND GET RESULTS!

Pick a station the people listen to... morning, noon and night. Pick a station with Hoopers of 56.6 mornings, 59.0 afternoons, 72.0 evenings! Pick a station that has dominated the market for 25 years! Ask your John Blair man about WGBI.

Mrs. M. E. Megargee  George D. Coleman
President    General Manager
CBS Affiliate  910 KC  1000 Watts day, 500 Watts night

(Figures from Hooper Station Audience Index for Scranton—Jan., Feb., 1949)
GREATEST SALESMAN
THE HOOPERS!

Latest Hooper proves WWL outranks all New Orleans stations in share-of-audience. Evenings, WWL takes a greater share than next 2 stations combined!

...and South's Greatest Salesman delivers you a Great Multi-State Audience, too
Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

INTENSE PRIMARY
(50%+ to 90%+) ... 114 Counties
PRIMARY
(25%+ to 50%+) ... 128 Counties
PLUS
(10%+ to 25%+) ... 401 Counties
TOTAL ... 643 Counties

HE HELPS YOU MERCHANDISE, TOO
You get still another valuable plus from WWL — effective promotion for advertisers. Through personal calls on distributors and jobbers, widespread use of point-of-sale material, and other activities, WWL gets you plenty of action on the selling front — more by far than any other New Orleans station.

South's Greatest Salesman
WWL
NEW ORLEANS
50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY
When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives

JOHN BLAIR & CO.

Page 10 • March 13, 1950
1021 INSERTIONS A YEAR!

WFBR daily newspaper advertising — placed on radio log pages exclusively—runs in 1 morning, 2 evening and 2 Sunday Baltimore papers! This hard-hitting promotion of your shows—and by the same token, your spots—is backed up by space in 6 weekly papers in Baltimore and surrounding counties to reach additional audience in WFBR territory, for an average of 1021 insertions a year!

To the best of our knowledge—no other Baltimore radio station can match this intensive promotion effort. It’s another reason why, in Baltimore, you get the most for your money on . . .
WHEN fire swept Spokane's Ridpath Hotel late last month causing an estimated loss of over $1 million, CBS outlet KXLY played a leading role—one that evoked many words of praise and commendation.

From the time the flames were discovered until it became necessary to vacate the studios because of danger of the wall between the two buildings falling, George McGowan, KXLY program director, gave a flame-by-flame story of the next-door fire. CBS programs were cancelled. Mr. McGowan, from a vantage point in the Symmons Bldg. cooperated with the Spokane fire department by telling people to stay home and not come down town and get in the way.

After the fire chief closed the studios and control rooms because of collapse danger, KXLY tied into CBS lines at the transmitter for the rest of the night.

Another contribution by KXLY was use of its “fire door” which had been installed from its main studio into the Ridpath Hotel for the purpose of giving an escape to studio guests in case of fire in its Golden Concert Studio. Fire officials credited the door for saving lives of Ridpath Hotel patrons as it gave them the opportunity to get out of the hotel after elevator serv-

(Continued on page 18)

**Feature of the Week**

**On All Accounts**

PAUL WILLIAM COPELAND is his full name, but he prefers just plain Bill. Born in Columbus, Ohio, Aug. 12, 1917, Bill has by a circuitous route found his way back to Columbus and to Byer & Bowman, advertising agency, where he is presently radio-TV di-

rector.

This is Bill's fourth hitch at Byer & Bowman. His first was in 1936 when he came to B & B from the Duplex Printing Co., same city. Prior to that, in 1934, he graduated from East High School, Columbus. During his high school years Bill owned, edited and distributed house-to-

house a Kluge-printed shopping newspaper titled Oak Street Buyers’ News.

He took a short stint at Ohio State U. right after he graduated from high school but discarded it in 1936 for a copy job at B&B. He returned to O. S. U. in

'37, '38 and '40 for night-schooling, mix-

ing it with some classes at Franklin

U. during the same period. He left B&B for a short time to become editor of The Military Review, a Fifth Corps area sheet which promptly folded, and so he returned to the B&B fold.

In 1942 young Copeland left the firm again, this time to beat the pavement for the Columbus Star—a tabloid weekly. Three months later he was drafted and spent nearly four years in the service. Two of the four years were spent at Lae, New Guinea, as radio operator and m. c. at the Red Cross Club. Bill wrote a column for the Columbus Dispatch, called “Hello Back There.” In addition he wrote a weekly short story for The Columbus Star—this for three years without missing a week.

Discharged Jan. 13, 1946, Bill was back at B&B on Jan. 17 same year, with his present title. Among his accounts are The Franklin Brewing Co., with nightly sportscast on WCOL, weekly mystery half-hour on WBNS, film spots on WBNS-TV, and the Ohio Fuel Gas Co. which sponsors nightly newscast on WBNS-TV. Others include Buckeye Foods (Buckeye Potato Chips), film spots on WBNS-TV and WLAC (TV) Columbus; Central Bldg. Loan & Savings Co., spots on WCOL; Ashland Oil & Refining Co., basketball & football on a special network.

Bill got his TV experience by doing his own kid show as “Stony Craig,” but bowed out to Hoody

(Continued on page 18)
On July 15, 1940, the Champlin Refining Co. of Enid, Oklahoma, through the Ford Advertising Agency, contracted with WNAX for 312 Class “A” quarter-hours of news. Ten years later, March 1, 1950, marked the 3,004th consecutive Champlin-sponsored newscast on WNAX.

Champlin’s is just one of the stories in WNAX’s bulging file of advertisers who use WNAX year after year. More than 25 per cent of the national selective accounts now on WNAX were WNAX advertisers in 1940! These advertisers renew again and again because they get a consistent return on every advertising dollar invested with Big Aggie.

Big Aggie Land, a Major Market, served only by WNAX, embraces more than a million radio families in 308 BMB counties of Minnesota, the Dakotas, Nebraska and Iowa.

In 1948, folks in Big Aggie Land with a buying income of nearly $5-billion—greater than Los Angeles, Washington, D.C., or St. Louis... accounted for $4-billion in retail sales—greater than San Francisco, Philadelphia or Detroit.*

Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.
Mutual delivers "the game of the day"
---LIVE, PLAY-BY-PLAY BROADCASTS---
---FROM MAJOR LEAGUE BALL PARKS---
---DIRECT TO 75,000,000 AMERICANS---
---6 DAYS A WEEK, ALL SEASON LONG---

By unprecedented arrangement with major league baseball, the Mutual Broadcasting System will bring “THE GAME OF THE DAY” throughout the 1950 season, in live action, direct from the top ball parks to a coast-to-coast audience never before within play-by-play earshot of the nation’s favorite sport.

Starting April 18 and continuing throughout the full season, Mutual will deliver “THE GAME OF THE DAY,” Monday through Saturday, in complete, play-by-play detail. A special network of 350 Mutual stations has been set up to carry these broadcasts to some 75,000,000 people in 31 states.

Al Helfer, Mutual sports ace, will call the action of each day’s game, with between-inning color by Art Gleeson, outstanding West Coast sportscaster.

This “GAME OF THE DAY” coup widens still further the Mutual margin as Number One Network for sports—a title earned by its consistent, year-round schedule of championship sports coverage. And, following the regular 1950 baseball season, Mutual will again carry—exclusively for the 12th consecutive year—the World Series, play-by-play, as well as the mid-season All-Star Game.

Advertising opportunities in “THE GAME OF THE DAY” are as broad in scope as the marketing areas it will reach: the 24-week series is available for cooperative sponsorship. For details, call or write the Cooperative Program Department, MBS, 1440 Broadway, New York 18, N. Y., or Tribune Tower, Chicago 11, Ill.

---MUTUAL BROADCASTING SYSTEM---
SHOP BY MAIL, New York, appropriates $200,000 for television and radio promotion throughout the country. Agency is Scheck Advertising, Newark. Firm chiefly interested in women's participation shows.

PURITY BAKERIES, Chicago, for Taystee bread, to sponsor TV show, Hoop-Candy, in several major markets. TV spots used now. Agency: Young & Rubicam, Chicago.


PARK & TILFORD (All-fabric Tintex tints and dyes), through its agency Storm & Klein, New York, started its annual spot announcement campaign March 6. Contracts are for 10 weeks.

REDDI-WIP Inc., Los Angeles, through William Kester & Co., same city, enters radio for first time with 36 weekly spot test campaign on KFWB Los Angeles, through March. If successful, test will be followed in June with 18 week spot campaign on several Los Angeles stations. Firm currently running two TV spots weekly on KECA-TV Los Angeles, and KFMB-TV San Diego.

BESTE'S PROVISION Co., Wilmington, Del. (bacon, hams, etc.), appoints Kates-Haas Adv., same city, to prepare extensive state-wide campaign starting April 1. Radio will be used.

AXEL BROS., New York (Columbia Diamond Rings Div.), appoints Bayard Adv.-Service, New York, to handle its advertising campaign. Firm is considering both radio and television. Definite plans are expected to be announced within a month.

Network Accounts • • •

LIBBY, McNEILL & LIBBY, Chicago (food products), renews sponsorship for an additional 13-week period, of Auction-Aire ABC-TV, Fri., 9 p.m. Negotiations also underway to clear time on additional ABC stations. J. Walter Thompson, New York, is agency.

TONI Co., Chicago, will sponsor half-hour video show on CBS and five-minute AM strip on ABC for its home permanent wave during peak seasons, spring and summer. Starting dates are April 5 and March 25. CBS slot is for alternate Wednesdays from 8 to 8:30 p.m. CST with ABC daytimer from 12:15 to 12:30 p.m. CST. Neither format has been set. Agency: Foote, Cone & Belding, Chicago.

GENERAL MILLS, Minneapolis (Wheaties), will sponsor special, one-time broadcast, Welcome Back Baseball, MBS, Sunday April 16, 7:30-8 p.m., EST and 8:30-9 p.m. PST. Bob Hope, Bing Crosby and prominent baseball personalities will participate. Knox-Reeves Adv. Inc., Minneapolis, is agency for Wheaties.

CANADA DRY GINGER ALE Inc., Chicago, sponsor of 5-5:30 p.m. portion of Super Circus, ABC-TV, Sun., 5 to 6 p.m., adds five stations to line-up now carrying show. Agency: J. M. Mathes Inc., New York.

EQUITABLE LIFE ASSURANCE SOCIETY, New York, renews sponsorship, effective March 8, of Plus Is Your PFI, ABC, Fri. 8:30-9 p.m., for an additional 52-week period. Company has sponsored show since April 1946. Warwick & Leger, New York, is agency for firm.

KAR SEAL Corp., Los Angeles (wax auto polish) April 1 starts weekly sponsorship of Newspaper of the Air on 12 Don Lee stations Saturday, 10-11:15 a.m. PST. Contract is for 26 weeks. Agency is Mogge-Privett Inc., Los Angeles.


WESTINGHOUSE ELECTRIC Corp., Pittsburgh, which has sponsored Ted Malone Show for past five years, will cancel five time weekly, five-minute show, on ABC, effective mid-March.
Only a combination of stations can cover Georgia's first three markets.

**WAGA**
ATLANTA
5000 W • 590 Kc

**WMAZ**
MACON
10,000 W • 940 Kc

**WTOC**
SAVANNAH
5000 W • 1290 Kc

**The Trio Offers Advertisers at One Low Cost:**
- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties
- in Georgia's first three markets

**The Georgia Trio**
The C.B.S. Affiliates in GEORGIA'S First 3 Markets

**WAGA**
ATLANTA

**WMAZ**
MACON

**WTOC**
SAVANNAH

Represented, individually and as a group, by
New York  •  Chicago  •  San Francisco  •  Dallas
Atlanta  •  Detroit  •  Kansas City  •  Los Angeles

THE KATZ AGENCY, INC.
Out of 47 West Coast regional shows

**"The Cisco Kid"** moved up to 9.4 from 8.9 for the same period, "Cisco Kid" outrated all other 1/2-hour Westerns by 50%!

---

**Sensational Promotion Campaign**—from buttons to guns—is breaking traffic records!

This amazingly successful 1/2-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

---

**Editorial, Broadcasting:**

My thanks and my compliments go to you on account of the editorial in Monday's (Feb. 27) BROADCASTING. It is something of a task to keep so many members of a large family reconciled to a uniform program where so many conflicting interests are involved. A little "assess" like this once in a while is really a big help.

Justin Miller
President
Nat. Assn. of Broadcasters
Washington

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**All-Sweet’s Plan**

**EDITOR, BROADCASTING:**

I read with interest your article and editorial in BROADCASTING, Feb. 13, regarding free time. Here is a new twist on an old idea, to get free radio time. Our local hospital called this morning and wanted us to give a lot of free publicity to them, telling this story.

For each empty carton of All-Sweet margarine that is turned in, the hospital will receive five cents.

All-Sweet’s advertising executives must have stayed up all night working this out, saying to themselves: "How can local radio refuse? It is all for charity." This is all very nice, and I know that five cents per package is a big budget for advertising, but where would the poor radio station (who gives and gives and gives) be if each company worked out a plan like this?

I assume there are many radio stations who will go along with this. WSKI did not! I think that radio’s record is very good, and all of us give free time to worthy causes, but think of the thousands and thousands spent each day to work out something that radio stations will take free. Everyone gets paid except radio!

Paul H. Martin
General Manager
WSKI Montpelier-Barre, Vt

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**FM Needs Selling**

**EDITOR, BROADCASTING:**

Our broadcasting industry makes great claims as to its terrific selling power. Some of us would have the advertising world believe that we could sell hot air heaters to the Zulus at high noon. Maybe we could if we'd try! But the shame of it all is that we can't even sell a product in which our own industry has invested millions.

That product is FM and the reason we can't sell it is because any promotional ideas when ever we have put our heads together have turned into moths. A product must be advertised in order to be sold. WJ are who have AM outlets have the means to put FM to work. Just turn to almost any page in BROADCASTING and glance at the large type. Let's prove ourselves. We have a market surrounding us.

(Continued on page 12)

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**Feature**

(Continued from page 19)

Ice stopped and stairways became blocked with flame and smoke! Floor in the KXLY studio was damaged.

Typical of the comments or KXLY's coverage of the fire was a letter received by E. B. Craney, president of Symond Broadcasting Co., owner of KXLY, from R. W. Jones, vice-president of The Ohio National Bank.

"After returning home," said Mr. Jones, "we listened to KXLY until the announcer was obliged to leave his quarters. The description of the event was given in a most interesting manner and under the circumstances in which the announcer was broadcasting he was not nearly as excited as probably one would expect him to be .... Yet to be highly commended for giving the public this type of service!"

---

**On All Accounts**

(Continued from page 12)

Doody on a competing station. Actual experience he claims gave him more studio know-how than a dozen books.

In 1948 Bill Copeland and Annotla Auteri were married. They now have one son, Bobby, eight months old.

Versatile Bill can literally and figuratively "change his tune." He has a fledgling music publishing firm called "My-Bob Music," named after the aforementioned son. With a BMI license the firm's white hopes are in four Copeland tunes, one of which is "If Summer Is Good To Me," a BMI published tune recorded on an old label by the Bus Brown Combo, and backed up by another. "You Gotta Get Up Mighty Early To Be the Early Bird!"

Besides working for success in his job at Bar. 

**Broadcasting** • Telecasting

Page 18 • March 13, 1950
The new RCA 45 RPM Conversion Kit, MI-11883—installed. The kit is complete with (a) clutch assembly (speed changer); (b) brake-arm assembly; (c) switch and cam shaft assembly; (d) microswitch; (e) dial plate; (f) shaft coupling; and (g) adapter hub.

The fine-groove tone arm and pick-up for "45 RPM" are available extra.

**Play 45 RPM’s on 70-series Turntables—**

**with RCA Kit MI-11883**

**NOW you can handle 45’s, 78’s or 33-1/3’s—fine-groove or standard—with this kit, and a second tone arm (available extra).**

**Easy to install**

You install the single-unit, ball-type speed reducer between the two flexible couplings in the main drive shaft of your turntable. You transfer the motor switch leads to the micro-switch—included with the kit. That's all there is.

**Easy to operate**

A motor-control knob on the deck of the turntable controls the speed. Position No. 1 stops the motor. No. 2 shifts the speed control to the 78-33 1/3 rpm speed-change lever (on turntable deck). No. 3 shifts to "45 rpm" position (speed lever set at 78 rpm). You can shift speeds instantly in either direction while turntable is running.

**Same RCA broadcast dependability**

Sturdy construction and accurate mechanical alignment assures you the same quiet, trouble-free service for which more than five thousand RCA turntables are famous.

**Order your kit (s) today**

RCA ENGINEERING PRODUCTS
DEPT. 19 CB, CAMDEN, N. J.

☐ Send me_45 RPM Conversion Kit(s) MI-11883 at once. Price each, $70.00*.

☐ Send me_fine-groove tone arm and pick-up (s), MI-11884. Price each, $70.00*.

NAME________________________

ADDRESS______________________

CITY__________________________ STATE____________________

STATION______________________

*Price applies only in continental U. S. A.
sn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency timebuyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

If you're still flirting with the notion that you need several magazines to surround the men who control the choicest advertising budgets...well, you're just peddling uphill needlessly.

It doesn't take five...three...even two publications to woo the attention (and recognition) of the people who really count. You can commune with them through a single medium — through the well-thumbed, well-noted pages of BROADCASTING.

For almost 20 years now, BROADCASTING has been the solid, authoritative reporter of everything significant about its namesake industry. So much so that today virtually anybody who has anything worthwhile to do with radio and TV timebuying decisions is a close reader of BROADCASTING. The moral is obvious. While these often-unattainable people are studying the pages of BROADCASTING, you have a chance to speak up (through those same pages) about yourself.

You have a chance to speak up before a bigger, more important assemblage of bigger, more important people than any other radio or TV publication can gather together for you. They may not read the others. They always read BROADCASTING.

ry these facts on your adding machine:

The largest and oldest publication in its field, with 15,300 weekly paid circulation.
More paid circulation among radio advertisers and agencies than any competing publication.
The highest survey-proven readership of all radio trade journals.
Home subscriptions (in addition to office copies) by key advertiser and agency personnel controlling more than 85% of all national radio expenditures.
More advertising linage annually than all other radio journals combined.
An advertising cost—to reach these decision-making advertiser and agency readers—of less than one cent per impression!
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALES MAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

* also WPTF-FM *
RALEIGH, North Carolina

National Representative FREE & PETERS INC.
LICENSE FEES

A TWIN MOVEMENT in progress on Capitol Hill last week which, if successful, would assure license fees on all commercial stations. Although not yet jelled, proposals have been forwarded along two separate paths:

- The Democratic leadership in the House has decided to sound out Treasury Dept. officials on the practicability of assessing license fees on stations and on civil airlines.
- A Senate committee staff is investigating services performed for radio and communications by the FCC with a view toward making the agency assess license fees during the current fiscal year.

A meeting last Thursday of Administration leaders, including Reps. Robert L. Doughton (D-N.C.), chairman of the House Ways and Means Committee; Jerrold Cooper, (D-Tenn.); Walter A. Lynch (D-N.Y.), all members of the Doughton committee; House Speaker Sam Rayburn (D-Tex.), and John W. McCormack (D-Mass.), House Majority Leader, reviewed the revenue problems.

It was reported that the session resulted in the naming of Colin F. Staln, chief of staff of the Joint Committee on Internal Revenues, to Taxation, to explore with Treasury officials the feasibility of levying fees on stations and also on civil aeronautics services.

Sen. Walter F. George (D-Ga.), is chairman of the joint group, Rep. Doughton is vice chairman.

Stems From White House

Unusual significance attaches to the House move, since it indirectly stems from the White House. President Truman’s opposition to cancellation of the so-called luxury excise taxes, and the concerted Congressional drive to eliminate or reduce most of the war-time impost resulted in efforts to develop new sources of revenue.

The high-level conferences of the House leadership followed a session with President Truman during which it is understood he emphasized the need of maintaining most of the excise taxes. He did not suggest the radio and aviation license fee, or franchise tax approach, it was learned.

The tax suggestion came from Rep. Cecil R. King (D-Calif.), a Ways and Means Committee member, during the closed door discussions on Wednesday, and the study was authorized the following day. He pointed out that in California the state levies a flat fee for oil-drilling permits which must be paid even if the hole eventually proves dry. It is understood he talked about big profits made in radio and the high cost of administration. He also pointed the air lines aspect, with discussion centering around the “franchises” which was given by the government in both instances.

Whether this topic was broached to the President following the House leadership discussion was not ascertained. It is known, however, that FCC Chairman Wayne Coy conferred with the President last Wednesday, although he had no listed appointment. Later the same day, CBS President Frank Stanton and House Interstate Commerce Committee Chairman Robert Crosser (D-Ohio) made scheduled calls on the Chief Executive.

For more than a dozen years proposals intermittently have been made for franchise taxes or license fees for radio. These have ranged from “$1 per watt” proposals to charges for filing of papers with the Commission to defray its administrative expenses, much in the manner in which the courts charge filing fees. All died aborning, however, because of the obviously discriminatory aspects, and in the recognition of the fact that farmers do not defray the cost of the Agriculture Department, nor industry the costs of the Department of Commerce or of other Government agencies which render them service.

Senate Group Probe

Meanwhile, a more long-range investigation, but with the same end in mind, is underway in the Senate by staff members of the Senate Committee on Expenditures in the Executive Departments. The probe, led by Chairman John L. McClellan (D-Ark.), already has resulted in a request that the FCC provide detailed material.

LICENSE FEES

According to a committee spokesman, FCC has been asked to show what services it renders the radio and television industry. The committee seeks to sift out those services which go beyond public benefit. Although the probe has been progressing for some weeks, disclosure came early last week by Sen. McClellan, who stated:

The FCC’s most extensive licensing and inspecting service without which wireless communications in the United States would be a bedlam of confusion. Further, through its inspection service the safety of shipping interests is safeguarded through issuance of adequate wireless transmitting and receiving equipment.

The FCC now has outstanding over 500,000 authorizations for transmitters of all kinds and licenses for more than 600,000 radio operators of all classes. There is essentially no charge whatsoever for these invaluable services from which tremendous benefits accrue to the recipients thereof, and the Committee expects

(Continued on page 76)

LIGHTNING IMPACT

Debut Reactions Vary

Slightly more than half thought it made a good sales talk for radio. Slightly less than half thought it did not.

As to how “Lightning That Talks” compared with promotion films for other media the audience had seen, 81.1% thought it was tops, 41.4% thought it was better than average, 40% thought it run-of-the-mill, and 10.5% thought it below average.

Among the New York Radio Executives Club audience, the group that appeared to be the most critical of the picture were those from advertising agencies and advertisers.

Only 10.5% of the agency respondents thought the film excellent, while 35% of them thought it poor, and 34.2% of them regarded it as fair while 30.3% thought it good.

More than half (51.5%) of the agency respondents thought it did not make a good sales pitch for broadcasting.

Among advertisers who answered the questionnaire, 20% thought (Continued on page 40).

INDUSTRY film, “Lightning That Talks,” opened last week in Manhattan and in several other cities with mixed success. On the basis of a painstaking survey by Broadcasting, it was plain that the film failed to attain a sweeping endorsement among its audiences.

Among 309 representatives of agencies, advertisers, stations, networks and other elements of the industry who gave Broadcasting their reactions to the film after attending its New York showing Thursday, more thought it was fair than thought it good, and more thought it poor than excellent. The great majority thought it either good or fair.

From other cities where the picture was displayed last week ranged from enthusiastic to cool.

At Canton, Ohio, the picture was reported to have made a “striking impression” on an audience of 63 industrialists, retailers, wholesale and distributors Thursday.

At Osceola, Ark., 75 business leaders gave it a cool reception. At Hopkinsville, Ky., 240 retailers and other business people viewed it with widely disparate opinions. Equally varied reactions were reported in Minneapolis and St. Paul.

A private screening by WOW New York for a group of clients in the Italian foods field resulted in “tremendously favorable” response.

At the biggest showing last week, before an audience of 500 at a luncheon meeting of the New York Radio Executives Club at New York’s Roosevelt Hotel, Broadcasting distributed questionnaires to get reactions. A total of 309 was returned. Of the total, 110 were from persons associated with advertising agencies, 101 from station and network people, 85 from station representatives firms, 15 from advertisers and 30 from other categories. (Complete tabulation of survey on page 40.)

Majority Liked

Among all respondents, 71.5% thought the film was either good or fair; 11.8% thought it excellent, and 16.7% thought it poor—the least favorable choice given on the questionnaire.
duPONT AWARDS

Beatty, WNOX, WWJ Cited

NBC COMMENTATOR Morgan Beatty, WNOX Knoxville and WWJ Detroit received the 1949 Alfred I. duPont memorial awards at a dinner in New York last Saturday (March 11).

In addition to the three awards, made annually since 1942, two special citations were issued to ABC-TV and to WPIX (TV) New York, the first recognition of television by the duPont committee.

Each of the three principal awards includes a cash prize of $1,000.

The awards and citations were presented at a dinner held at New York's St. Regis Hotel, with ceremonies broadcast by ABC.

The commendations attached to each of the three main awards were like those which have been given since the founding of the prizes, a memorial to the late financier.

Mr. Beatty's commendation was "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Station Citations

The commendations for both WNOX and WWJ were "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively."

The special citation to ABC-TV was for its telecasts of the film Crusade in Europe, based on Gen. Dwight D. Eisenhower's book.

The citation was "in recognition of appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the communities served through the television presentation of the histori-
FCC REORGANIZATION

Common Carrier Bureau Initiated

FCC'S AWAITED staff-wide reorganization [CLOSED CIRCUIT, Dec. 12, 1949; BROADCASTING, Feb. 20] was initiated last week with a realignment of the Commission's common carrier operations which set the pattern for wholesale changes to come in broadcasting and other FCC departments.

As the first step toward complete establishment of its staff on a functional basis, FCC Thursday: abolished the Carrier Bureau which will include law, accounting, and engineering personnel;

- abolished the existing Bureau of Law, Accounting and Engineering, which heretofore have comprised the major staff divisions; and
- created separate offices of General Counsel, Chief Engineer, and Chief Accountant which will serve as major staff units with broad authority and responsibility.

Complete reorganization, assume the jurisdiction of the old law, accounting and engineering bureaus with respect to broadcasting, safety and special services, and field engineering and monitoring.

The changes become effective April 3 and will be followed by the creation of three additional bureaus—Broadcasting, Safety and Special Services, and Field Engineering and Monitoring—on a par with the new Common Carrier Bureau. The reorganization, bureau by bureau, may take several months.

No Appointments Made

The Commission's announcement and orders gave no hint of likely appointments as heads of the Common Carrier and newly established bureaus, except to say all positions will be filled from within the present staff of the Commission.

It was expected that the new offices of General Counsel, Chief Accountant, and possibly Chief Engineer would be headed by the men in those positions in the present organization—Benedict P. Cottone, William J. Norfleet, and John A. Villoughby, respectively.

There has been recurrent speculation that a new chief engineer may be appointed to succeed Mr. Villoughby, who has occupied the engineering post on an "acting" basis since George E. Sterling was advanced to Commissioner on Jan. 1, 1948.

Harold J. Cohen, assistant general counsel in charge of the Common Carrier Division of the Bureau of Law, was regarded as FCC's probable choice for chief of the new Common Carrier Bureau.

Plotkin Broadcasting Chief

Harry M. Plotkin, assistant general counsel in charge of broadcasting, was considered the principal contenders for the same position in the forthcoming Broadcasting Bureau.

George S. Turner, assistant chief engineer, was seen as one of the leading candidates for chief of the Field Engineering and Monitoring Bureau, while initial speculation on the ultimate Safety and Special Services post covered several prospects.

- Each of the new bureaus will be "responsible to and subject only to the Commissioners themselves," FCC's announcement said. Thus each bureau chief will have to answer only to the Commission for his conduct of the regulatory affairs in his particular field.

- Under the realignment, the General Counsel, Chief Engineer, and Chief Accountant are slated to serve as the Commission's top-level technical advisors and representatives. For each the Commission has asked the Civil Service Commission for a $12,200 to $13,000 pay rating, as compared with the approximately $10,000 they now receive.

These heads and their "principal assistants" would be disassociated from the prosecutory and investigatory activities of the functional bureaus.

Their duties, FCC has indicated to the House Interstate and Foreign Commerce radio subcommittee, will include such functions as participation in rule-making, international conferences and litigation, and the making of recommendations to the Commission on proposed legislation.

Broadcasting, March 6]. These and other duties were spelled out for them in connection with common carrier affairs.

- Their responsibilities presumably will not extend to all of the functional bureaus. An assistant chief probably will be designated for each of the three offices.

New Set-up

The four new bureaus meanwhile will be organized into divisions, with fifteen in each.

In the Comon Carrier Bureau there will be an Office of the Chief, a Telegraph Division, Telephone Division, International Division, and Statistics Division.

In addition to a chief of each division, a deputy chief of the entire bureau probably will be chosen. The Office of the Bureau Chief also will include a Field Coordination Unit and an Administrative Unit.

In abolishing the Bureau of Law and creating the Office of the General Counsel, FCC transferred to the latter the "positions and personnel in the immediate office of the general counsel and the positions and personnel in the Litigation and Administration Division of the Bureau of Law."

The Litigation and Administration Division is headed by Assistant General Counsel Max Gold- man, with Richard A. Solomon as chief of the Litigation Branch and A. Harry Becker chief of the Administrative Branch. The "immediate office" of the general counsel includes Joseph M. Kittner, assistant to the general counsel.

The "positions and personnel" of the Law Bureau's Broadcast Division and Safety and Special Services Division were transferred to the Office of the General Counsel "until further order of the Commission." They are slated for eventual inclusion in the new Broadcast Bureau and Safety and Special Services Bureau. As units of (Continued on page 277)

NUMBER SHOW

By J. FRANK BEATTY

ANOTHER giveaway program idea with a giveaway gimmick ($100) has thrown 15 markets into varying stages of excitement and is starting to assume national aspects.

It's a $100 number-reading program that is giving the humble social security card a significance never conceived by its government mental creators. Within the last fortnight the idea has started to acquire angles:

The Social Security Administration, not very happy about it, is investigating.

- FCC has heard, and is conducting a "routine inquiry." Some areas are going through hourly crises as listeners check up on the latest number.

- Stations in 35 other markets are clamoring for exclusive rights.

- Participating sponsors are delighted, stations report.

- Some stations not on the plan are said to be having fits about its audience impact.

This attention-getting device, described by one broadcaster as the "biggest thing since the Man From Mars incident," is the creature of H. E. Hudgins, copy chief of Azrael Adv. Agency, Baltimore. The plan was worked out by Mr. Hudgins and Maurice Azrael, head of the agency.

Since the first of the year, the Azrael agency has been working seriously on its brain-child and has taken out copyright protection. One of the first to try the idea was WBMD, Baltimore daytime independent [BROADCASTING, Feb. 5].

That agency, located in Paterson, N.J., said the Azrael agency selects potential social security numbers for each station, guided by the area formula governing first digits on Social Security Administration cards. Every hour the station reads a number. If a listener has the number on his card, he can call at the station and pick up $100.

How about potential lottery aspects of the scheme? The Azrael agency says it has been advised the plan is legal. More than one participating station has made a separate check and is convinced it's legal.

While chance of winning might appear remote, winners are ap-
PERPETUAL BANKS ON RADIO
Builds Goodwill With WRC

By DAVE BERLYN

FEW OTHER radio advertisers can meet the claim of Perpetual Building Assn., Washington, in patting its competitors on their collective backs with altruistic accents twice a morning three times a week.

This is precisely what Perpetual, bearing a banner of "the nation’s largest saving and loan institution," did when it joined NBC’s network show, *World News Roundup*, which it sponsors Tuesday, Thursday and Saturday over WRC Washington.

Banking its ideas on a sound program, Perpetual is making its innovation pay off in goodwill dividends. Always tradition-minded and filled with pride of its stability and promise of security to home owners, Perpetual believes in carrying through this spirit to radio listeners.

The seed was planted for the program’s different-type commercial—commending the history and accomplishments of a competing bank or loan institution in the capital city’s area—a relatively short time ago.

**Started in 1949**

Perpetual first took to the morning show the beginning of 1949 when Mr. Harold C. Baltz, decided the type of institutional-flavored advertising his firm favored should be extended from the printed page to depositors’ radio sets. The news program was chosen, it was explained, because it was traditional morning radio fare for a wide audience in a long established time slot and because it was produced with network caliber.

In addition to being proud of its own record, Perpetual believes the entire field of savings, loans and such types of banking has a story to tell. Braving the stigma of sensationalism, he lined up the names of competing institutions, the company proceeded to tell the

**FCC Actions**

**THIRTEEN new AM stations approved by FCC last week included two new outlets for Hawaii, one of which went to Royal V. Howard at Honolulu and the other at Hilo.** 2000-clear channel, seven existing AM stations won improved facilities. Four new Class B FM outlets approved for New York metropolitan area, three of which went to existing AM operators. KBTV (TV) Dallas granted transfer for $1,000,000 to ABC there. Six other assignments also approved. Details of these and other FCC actions may be found in *Broadcasting* on page 59 and in FCC Roundup on page 75.

**GALE ELECTED**

ELECTION of Samuel C. Gale, of General Mills Inc., Minneapolis, as chairman of the Advertising Council, succeeding Charles G. Mortimer Jr. of General Foods Corp., was announced by the council last Thursday following the annual board of directors meeting.

Mr. Mortimer, vice president in charge of marketing for General Foods and council president for the past three years, was named to head the policy planning committee of the council board. Theodore S. Reppel, council president since 1946, was re-elected.

Mr. Gale, vice president in charge of advertising, home service and public services for General Mills, has been a director in the council for two years. Last year he was chairman of the advertising subcommittee of the council board. Theodore S. Reppel, council president since 1946, was re-elected.

Mr. Gale, vice president in charge of advertising, home service and public services for General Mills, has been a director in the council for two years. Last year he was chairman of the advertising subcommittee of the council board. Theodore S. Reppel, council president since 1946, was re-elected.

**To Be Ad Council Chairman**

Other elections included Freder R. Gamble, AAAA president, and Paul E. West, ANA president, as secretary and treasurer, respectively. Allan M. Wilson and George P. Ludlam were re-elected vice presidents.

**Mid Time Contribution**

About a $100 million worth (advertising is contributed annual) by radio and television station newspapers, magazines and outdoor billboards. Because time and space are frequently donated by various companies, it is necessary for the board to get the “fullest” cooperation, Mr. Gale said. He added that the council’s progress to date has been “significant” in the east, but that greatest stress would be laid on western territories.

Any campaigns adopted by the council must have the approval of the council’s public relations and policy planning committee. Its newest can page—the decennial census—occupy this month on radio, television, and in other media.

Page 26 • March 13, 1950
NARBA TURMOIL LESSENS

Cuba Pact Subject to Senate

WORK on the new U. S. - Cuban NARBA treaty [BROADCASTING, March 6] reportedly was near completion in Havana late last week, while industry protests against "secret agreements" abound. However, assur-
ances that the document will be subject to Senate scrutiny and ratification.

Barring any dissociated developments, the task of working out final details and drafting the agreement was expected to be completed within a few days — perhaps over the weekend. The final step is analysis of tentative agreement below and tabulation page 42.

Industry indignation over failure to serve notice of the proposed terms upon the affected stations was calmed by guarantees that the document will not be "final" until it is ratified by the Senate.

It is alleged that a part of the complete NARBA, on which negotiations among all participating nations are scheduled to resume some time in May, would be used as a separate bilateral agreement with Cuba in event no overall NARBA agreement is reached. In either case, it would be subject to Senate ratification.

Chairman Ed C. Johnson of the Senate Interstate and Foreign Commerce Committee, spurred by protests from broadcasters and Senate colleagues alike, was poised in the week to lodge a stinging protest with FCC and the State Department. He announced a Tuesday-morning conference with FCC Commr. Rosel H. Hyde, chairman of the U. S. NARBA delegation, before Mr. Hyde flew back to Havana for the final round of negotiations.

Without discussing the merits of the proposed agreement, Sen. Johnson told BROADCASTING:

"I can assure you that I am satisfied with Commr. Hyde's assurance that the Senate would have the chance to ratify either a new NARBA agreement or a treaty worked out between the United States and Cuba.

"When that time comes, Sen. Johnson continued, "we can judge the effects of the agreement on its merits."

Tentative terms reported unoffi-
cially from Havana indicated Cuba would:

- Give up all operations not authorized by the expired NARBA or the new agreement;
- Recognize special rights on the three 1-A clear channels on which she had privileges under NARBA — 640 kc (KFJ Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis)—for prior use and elimination of "unusual NARBA rights on 1-A 890 kc (WENR-WLS Chicago);
- Get Class 2 authority on 16-1 channels;
- Receive rights to use power above 5 kw on the same number of channels on which she had similar rights under NARBA (these would be 550, 570, 590, 630, 790, 910, 920, 960, 980, and 1150 kc);
- Be permitted to increase the limitation to seven existing U. S. regional stations;
- Be accorded "special" protection to Cuban 250-1 stations on at least eight regional channels (890, 1250, 1270, 1290, 1340, 1470, and 1590 kc);
- Be permitted to operate with 1 kw on the 1340 kc local channel.
- Operate a 1-kw part-time station on the 1-A 1160 kc channel, limiting the operations to protect KSL Salt Lake City, the U. S. dominiant, in accordance with NARBA.

The granting of "special" protection to Cuban stations on 11 frequencies, authorized to Cuba, would affect no existing U. S. station except KFRC Houston (950 kc). Two Puerto Rican outlets — WIRS 740 kc and WNEL San Juan (860 kc)—would also be affected, but it was pointed out that these may be moved in accord with the agreement to have agreed tentatively to make directional antenna changes satisfactory to Cuba.

Additionally it was learned that

- Cuba relinquishes rights to one of the four U. S. 1-A clear channels she was authorized to use under the old NARBA—Proponents of clear-channel broadcasting insist that there was no victory for clear channels alone. They argue the U. S. will thus have one more channel for the "super-stations" with which they can "exploit" — that is, break down.
- Cuba use of U. S. 1-B clear channels — The agreement, proponents claimed, merely adds insignificant interference to two or more U. S. 1-B clear channels. When the U. S. station will suffer only in an area of about 200 square miles in a "possibility anyone lives." In the other the Cuban interference will be "much less than the interference already existing" from U. S. operations.
- Cuba "high power" on U. S. regions — There is no increase in the number of regions involved (10), and Cuba undertakes to protect the U. S. stations in accordance with U. S. standards. As to Cuban compliance with protection terms, treaty proponents claimed "the vast majority of some Cuba "high power" are now convinced of the need for cooperation with the U. S. in the interest of "true broadcasting."

Additionally, it was felt the new NARBA will provide better enforce-
ment provisions.

4. Interference from low-power Cuban stations to U. S. regions—Seven instances of increases in the RSS value of interference to U. S. regions were cited. The amount of

(Continued on page 42)

TENTATIVE U. S.-CUBA TREATY ANALYZED

HOW DOES the tentative new U.S.-Cuba treaty differ from the treaty page this compare with the 1946 NARBA agreement which expired last March 29?

In the answer, the follow-

ing channel-by-channel analysis has been prepared with the assistance of Commdr. T.A.M. Craven, Washington consulting engineer, former FCC administrative chief engineer, a leading figure in the original NARBA sessions, and a member of the U.S. advisory delegation at the U.S.-Cuba negotiations in Havana.

The comparison undertakes to show the principal special rights accorded Cuba under the tentative new agreement as against those provided in the 1946 NARBA or Interim Agreement, which expired March 29, 1949. It is broken down according to (1) Cuba 1-A clear channels; (2) use of U.S. 1-B channels by Class 2 stations in Cuba; (3) Cuba use of "high power" on regional channels; (4) instances of new interference to U.S. regional stations.

In addition, Cuba would retain her NARBA right to use up to 250 kw on any local channel and would participate in the "interference tests" she has conducted contrary to her NARBA allocations. The new agreement also would provide for additional provisions of Cuban operations in future U.S. grants on 11 channels, and for U.S. to exceed

"normal" protection to Cuban stations on eight other frequencies.

In the following breakdown, U.S. clear-channel stations listed in parentheses are the dominants on the respective frequencies:

**CUBAN USE OF U.S. 1-A CHANNELS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cuba Use</th>
<th>New Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>640 kc</td>
<td>KFI Los Angeles</td>
<td>1946 NARBA authorized 25 kw at Havana</td>
</tr>
<tr>
<td>670 kc</td>
<td>WMAQ Chicago</td>
<td>1946 NARBA authorized 1 kw at Havana</td>
</tr>
<tr>
<td>830 kc</td>
<td>WCCO Minneapolis</td>
<td>1946 NARBA authorized 1 kw at Havana</td>
</tr>
<tr>
<td>890 kc</td>
<td>WENR-WLS Chicago</td>
<td>1946 NARBA authorized 1 kw at Havana</td>
</tr>
<tr>
<td>910 kc</td>
<td>1150 kc</td>
<td>1946 NARBA authorize 25 kw at Havana</td>
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<tr>
<td>920 kc</td>
<td>960 kc</td>
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<tr>
<td>980 kc</td>
<td>1150 kc</td>
<td>1946 NARBA authorize 25 kw at Havana</td>
</tr>
</tbody>
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**CUBAN USE OF U.S. 1-B CHANNELS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cuba Use</th>
<th>New Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>660 kc</td>
<td>WNWC New York</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
</tr>
<tr>
<td>700 kc</td>
<td>WJW Detroit</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
</tr>
<tr>
<td>720 kc</td>
<td>WBMB Chicago</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
</tr>
<tr>
<td>740 kc</td>
<td>KFJ Los Angeles</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
</tr>
<tr>
<td>760 kc</td>
<td>WBBM Chicago</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
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<tr>
<td>770 kc</td>
<td>WBBM Chicago</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
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<tr>
<td>790 kc</td>
<td>WBBM Chicago</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
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<tr>
<td>810 kc</td>
<td>WBBM Chicago</td>
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<td>WBBM Chicago</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
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<td>850 kc</td>
<td>WBBM Chicago</td>
<td>1946 NARBA authorize 1 kw at Havana</td>
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<tr>
<td>870 kc</td>
<td>WBBM Chicago</td>
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(Continued on page 42)
IRE CONVENTION

Over 16,000 visiting engineers from 23 states, Canada and England gathered in New York last week to hear technical papers and inspect over $7 million worth of equipment on exhibit for the 39th annual convention of the Institute of Radio Engineers.

Session's were held at the Hotel Commodore and Grand Central Palace Monday through Thursday, with 150-technical papers read during some 30 sessions. In addition, a total of 250 exhibits were on display. Seven symposiums, including one television, commanded the attention of IRE members and other visitors.

IRE 1950 Medal of Honor was awarded to Professor Frederick E. Terman, dean of the School of Engineering, Stanford U. Otto H. Schade, research engineer, RCA Victor Div., received the Morris Liebmann Memorial Prize. Fellowship recipients included A. V. Bedford, research engineer, RCA Labs., and Jack R. Poppele, MBS-WOR New York.

Guy Honored

Raymond F. Guy, NBC engineer and new IRE president, was honored at a luncheon Tuesday. Speakers included Maj. Gen. F.L. Ankenbrandt, communications director, Air Force Dept., and Sir Robert Watson-Watt of England, new IRE vice president. Stuart L. Bailey, outgoing IRE president, was toastmaster.

The institute's annual awards for merit in radio-electronics and 30 fellowship awards were given at the annual banquet Wednesday evening. Speaker was Harold B. Richmond, chairman of the board, General Radio Co. Toastmaster was Donald G. Fink, editor of Electronics magazine.

New developments revealed at the exhibit were:

A new circuit design which makes possible a new simplified three-tube receiver, giving five-tube performance, and a radio set selling for as little as $8—by W. K. Volkers, consulting engineer.

An amplifier tube which may improve TV reception, especially on the fringe of a TV station's area, and enable better receivers with fewer tubes—RCA Labs.

RCA high-vacuum tube (Type 5831) capable of 500 kw of continuous output, with power four times that of any previous RCA tube.

Improved radio circuit techniques applicable to standard broadcast receivers, television and other radio receiving systems—Sylvania Electric Products Inc.

Test equipment—oscillators, frequency meters, and noise generators—for the UHF television band—Polytechnic Research & Development Co.

A flying spot scanner picture generator, for television studio operations, which can carry the program load at certain daily periods, thus freeing an iconoscopic chain for previewing film or for rehearsals. Unit also can be used as a basic picture generator for color TV experiments, and as a compact television camera for industrial television—by Philco Corp.

New transmitting equipment designed for use in UHF channels proposed by FCC for commercial telecasting was described last Wednesday by two RCA engineers. They read papers on the RCA Type TFU-1, a UHF transmitter, and RCA Type TFU-20, a high-gain slot-type antenna and radiating system for TV transmission.

This equipment currently is being operated by NBC under an experimental authorization in the UHF installation at Bridgeport, Conn., in the 529 mc-535 mc band. The transmitter and antenna were described as helpful in the utilization of UHF frequencies for TV, thus relieving the limited channel situation in the present VHF band. At a Monday session Ralph Bown, Bell Telephone Labs, urged radio and communications engineers to "lead the way" in finding out what the future holds for television. He expressed hope that engineers would be impressed with the thought that television has a "wider destiny and a deeper obligation than merely to serve as mass amusement."

He characterized video as a "servant" to each individual.

DuMont Color System

DuMont Labs last Monday unveiled its new color television system for industrial use [TELECASTING, March 6]. System may be installed in medical schools, clinics or hospitals, and now is available commercially. It is designed for 18 mc, 356 lines at 180 fields per second, and is described as affording picture resolution better than that obtained with black-and-white equipment with full color added.

TV broadcasting's problem of narrow bandwidth and compatibility which has restricted picture resolution and color fidelity in other color systems was ignored in the design of the closed circuit system, Dr. Allen B. DuMont, president of DuMont Labs, noted.

IRE session break finds Jay Quinn (r), of Fairchild Recording Co., explaining operation of a thermo-stylus recording kit to Frank H. McIntosh (center), of Frank H. McIntosh Co., and Blair Faulds, General Precision Corp.

DuMont's industrial color television system gets attention from this group at IRE meet (l to r): Seated, R. E. Kessler and Harry R. Smith; standing, Herbert E. Taylor, T. T. Goldsmith and G. R. Tingley, all of DuMont.

Cost of the color system for one camera chain from pickup eye to monitoring scope was set at $19,985. The system was described as "wired" video rather than "air" television by DuMont engineers.

Among the exhibits at the convention were a 16mm Telecasting projector, a large screen projector (86 inches by 27 inches), film processor and experimental TV camera chain developed in the laboratories of General Precision Equipment Corp. and manufactured by its member companies.

GPE has been eyeing the growing interest in theatre television as well as projection TV for restaurants, bars, and hotels, for which it is prepared to furnish projection equipment. GPE comprises 12 companies, among them the Theatr Equiment Contracts Corp. which handles installment contracts.

Additionally, GPE has a working agreement with Pyle Ltd., the British TV firm, for pushing the latter's complete portable TV cameras and experimental camera chain.

Also shown was the new tylo TV antenna mast made by Winc Turbine Co. and designed for outdoor television support especially, for mobile or non-urban areas. The antenna mast also is adaptable to other communications uses.

A new type of transmission line called the "G-String" and having commercial and military applications, also was described during the convention. The line may serve at
National Safety Council Honors WHO for Fourth Consecutive Year!

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

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

The Award is further proof of WHO's public-spirited programming, its awareness of community responsibility, its desire to furnish "Iowa Plus" listeners with the finest radio service in America. For advertisers there's an added significance—WHO's consistent leadership means greater advertising values for any product, in any season, at any time of the day or night.
IRE Convention
(Continued from page 28)
a means for distributing TV programs on a wired basis, according to
Dr. G. Goubau, Signal Corps En-
engineering Labs.
Principle involves an ordinary
wire conductor with a specially
treated surface. Where a single
unit of the coaxial cable can carry
only one TV program at a time,
the "G-String" would enable
transmission of a number of services,
including television with facilities
crossing the country.
Additionally, the new transmis-
sion system could lead the way to a
system of television distribution to
homes with telephones enabling
listeners to see as well as hear them-
selves.
Standby station generating
equipment provided power for hun-
dreds of pieces of technical ap-
paratus during the exhibit, because
of the electric power shortage.

RIVERS GRANT
Savannah Outlets Oppose
IN WHAT is believed to be the
first such action of its type, the
existing stations of Savannah, Ga.,
last Wednesday filed a formal com-
plaint with FCC against a new sta-
tion-grantee there. E. D. Rivers Jr.
FCC on Monday granted Mr.
Rivers 1 kw daytime on 900 kc in
Savannah.
The charge, filed by the Savan-
hnah Radio Council, is that Mr.
Rivers has not operated WEAS
Decatur, Ga., in the way he told
FCC he would, which raises "seri-
ous question as to Mr. Rivers' qual-
ifications to conduct and operate
the proposed station at Savannah."
The council asks that the non-hear-
ing grant be set aside and the ap-
lication set for hearing.
The Savannah Radio Council is
composed of WCCP WVAR-AM-
FM WFRP WSAV-AM-FM and
WTOC-AM-FM, all Savannah.

FTC VACANCY
Truman Names Hutchinson
MARTIN A. HUTCHINSON, 57-
year-old Richmond attorney, was
named last week by President
Truman to succeed the late Ewin
L. Davis on the Federal Trade
Commission. Mr. Hutchinson
would fill out a term that expires
in September 1953. Senate con-
firmation would make him fifth com-
mmissioner and fill out FTC's re-
mainin vacancy.
Mr. Hutchinson's clients in Rich-
mond have included WMBG and
WWVR (TV).
Mr. Hutchinson, a Democrat
who has described himself as
"liberal" and "independent," ran
unsuccessfully against Sen. Harry
P. Byrd (D-Va.) for the Demo-
ocratic nomination for the U. S.
Senate in 1946. Sen. Byrd has not
indicated whether he will take
exception to Mr. Hutchinson's
nomination. Chairman Edwin C.
Johnson (D-Col.), of the Senate
Interstate & Foreign Commer-
ces Committee that will consider
the nomination, said hearings have not
yet been scheduled.

In recent years, Mr. Hutchinson
directed political activities in oppo-
sition to the Democratic organiza-
tion headed by Sen. Byrd in Vir-
ginia. Posts held in the state by
Mr. Hutchinson included secretary
to the Democratic Central Com-
mitee and secretary of the Com-
monwealth.

IRI9 Convention

(Finished from page 28)

LOW PRICED!
1/2-Hour Western Adventure
Program . . . Available 1-2-3
times per week. Transcribed
for local and regional
sponsorship.

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

21x28
Page 30 * March 13, 1950

BROADCASTING * Telemcast
This year Vancouver observes the 125th anniversary of its founding. The first settlement in Washington, the "cradle of Northwest industry", is in 1950 heart of southwestern Washington's industry, agriculture, hydro-electric distribution. Separated from Portland's metropolitan area only by the width of the power-laden Columbia River, Vancouver shares with its sister city a new-found prosperity — through an influx of multi-million dollar industry and a new generation of modern pioneers that has given the KGW coverage area the nation's greatest population increase during the last decade.

Through Comprehensive Coverage KGW DELIVERS VANCOUVER... as it delivers the rest of the fastest-growing market in the nation.
Station WMMN

PRODUCTION SHEET

Date: SUNDAY, MARCH 5, 1950

<table>
<thead>
<tr>
<th>Time</th>
<th>STD</th>
<th>PROGRAM</th>
<th>SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>JM</td>
<td>NEWS THIS WEEK IN WEST VIRGINIA</td>
<td>LS</td>
</tr>
<tr>
<td>12:15</td>
<td>PL</td>
<td>BLUE BARON</td>
<td>ET</td>
</tr>
<tr>
<td>12:20</td>
<td>JM</td>
<td>IMPERIAL ICE CREAM</td>
<td>SA</td>
</tr>
<tr>
<td>12:30</td>
<td>JM</td>
<td>THE WMMN SUNDAY SHOWCASE</td>
<td>SA</td>
</tr>
<tr>
<td>12:45</td>
<td>SP</td>
<td>DODGE JEWELRY COMPANY</td>
<td>FS</td>
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<tr>
<td>12:55</td>
<td>JM</td>
<td>HARTLEY'S SA 3</td>
<td>5</td>
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<td>1:00</td>
<td>BP</td>
<td>SELECT BAKING CO.</td>
<td>SA</td>
</tr>
<tr>
<td>1:15</td>
<td>JM</td>
<td>STANDARD FURNITURE</td>
<td>SA</td>
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<tr>
<td>1:30</td>
<td>BK</td>
<td>VAN DORN WORKE</td>
<td>ET</td>
</tr>
<tr>
<td>1:45</td>
<td>LA</td>
<td>CHICK FOSTER</td>
<td>ET</td>
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<tr>
<td>2:00</td>
<td>JM</td>
<td>DUGALB CHEVROLET CO</td>
<td>SA</td>
</tr>
<tr>
<td>2:15</td>
<td>SP</td>
<td>AIR LANE TRIO</td>
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<td>SHEP PHELPS</td>
<td>ET</td>
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<tr>
<td>3:15</td>
<td>SP</td>
<td>SELECT BAKING CO.</td>
<td>SA</td>
</tr>
<tr>
<td>3:30</td>
<td>JM</td>
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<td>SA</td>
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<td>BK</td>
<td>LEE WHITE</td>
<td>ET</td>
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<td>ET</td>
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<tr>
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<td>SA</td>
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<tr>
<td>4:30</td>
<td>SP</td>
<td>1ST NATL. BANK OF FAIRMONT</td>
<td>SA</td>
</tr>
<tr>
<td>4:45</td>
<td>BP</td>
<td>AL THRACE</td>
<td>ET</td>
</tr>
</tbody>
</table>

✓ denotes Lang-Worth talent.
Says Allen (Dutch) Haid:

"Sunday afternoon, in many communities, is not too productive of commercial radio time. To combat this situation in Fairmont, West Virginia, WMMN came up with its 'Sunday Showcase.'

"The enclosed log (Sunday, March 5, 1950) speaks for itself. Note that 17 of the 19 quarter-hour commercials are programmed from the Lang-Worth Library. We are now entering the second 26-week flight of the 'Showcase' with every quarter hour re-sold! This proves conclusively that both our idea and your talent are commercially solid.

"We take off our hats to Lang-Worth! The flexibility of the library, together with its personalized openings and closings, makes possible this very satisfying revenue, every Sunday afternoon.

"WMMN, with 5000 watts power, has been doing a big job in North-Central West Virginia for the past 22 years. With CBS, Lang-Worth, and a red hot staff with plenty of 'savvy,' WMMN keeps in the number one spot by a large margin."

(Signed) Allen L. Haid,

Operating VP, WMMN, Fairmont, W. Va.
... and There Was Light

A WEEK ago there were portents of another conflagration in the inter-American ether waves. Today the threat is being carried by both the United States and Cuba for peace, justice and radio tranquility. These nations now have tacitly agreed to allocations which the experts say will result in a minimum up-settlement of the present dispute in both nations.

Most significant is the fact that the agreement, in one fashion or another, entails ratification by the Senate and does not become operative until it receives full diplomatic treatment. Thus, it can be used as a model in devising the new NARBA treaty which would embrace Mexico, Canada, and other signatory Latin nations. It will be interspersed in NARBA if an accord is reached. If not, then through a bilateral agreement, subject to Senate ratification, Cuba and the United States will make its terms effective.

In the interim, steps will be taken to eliminate existing make-shift allocations, outside the original treaty terms, whereby Cuban stations are operating on U. S. assignments without essential protective safeguards. Under the agreement, Cuba gets special rights on 10 regional and three 1-A clear channels and certain on 12 A and 10 C. With provisions for directional installations adequate to protect mutually the assignments in both countries.

This situation was resolved last week when FCC Comr. Rosel H. Hyde, chairman of the U. S. Delegation, returned from Havana for hurried sessions with the State Department, the FCC and Chairman Ed Johnson of the Senate Interstate Commerce Committee. It is an open secret that the Senator was primed to blast with more of his rhetorical T. N. T. because many of his colleagues had complained about the "secret" negotiations which would "sell out" a constituent, subject to Senate ratification. When it was ascertained that there would be a full dress treaty and that the allocations would not become operative until Senate ratification, hostilities properly were called off.

Broadcasters who protested had learned of the scope of the proposed agreement by radio's vaunted underground. They fought back, particularly against the secrecy element. Once they learned that there would be no agreement until ratified by the Senate, their main objections were withdrawn.

The new Cuban communications ministry is responsible, and it is generally felt it will live up to its commitments. Provisions for directional arrays would give strongest possible protection, our delegation reports. Because this has not been so in the past, those broadcasters who had not been apprised of the agreement, understandably sought more information. Chairman Johnson's interest, engendered by inquiries from his colleagues, has cleared the atmosphere.

The solution to one of radio's knottiest problems appears to have been achieved despite the momentary confusion which obviously stemmed from lack of information. The U. S. always has championed open covenants openly arrived at. This approach was evident in this current incident. As soon as there was freedom of access to the information, the fire of unrest and confusion was snuffed out.

Merited Merits

THERE ARE few in radio—or outside of it—who will challenge the wisdom of the duPont Awards for 1949. Morgan Beatty, recipient of the commentator's citation, has long been distinguished in his field. He is more than a commentator; he is a fast-reporter with an insatiable thirst for the news behind the news.

WWJ Detroit and WNOX Knoxville are distinguished stations under distinguished ownership and management. Each has had more than a quarter-century of operation—WWJ since 1920 and WNOX since 1921.

The surprise came in special citations for television, marking duPont's recognition of that kaleidoscopic medium. It was done without consulting or press-agentry, in the traditional duPont manner. The winners are ABC-TV for its challenging telecasts of Eisenhower's Crusade in Europe, and WPIX (TV) New York for its current news and events.

It is significant that neither of these TV ventures brought monetary profits to their telecasting entrepreneurs. The rewards come in recognition of jobs well done, and of building that helps public acceptance and eventual economic return, in the time-tested American way.

Budgeteering

IF APPROPRIATIONS determine the amount of work which will be done, President Truman's FCC budget proposal, now under House Committee scrutiny, leads us to expect a 2.7% increase in FCC accomplishments during the next fiscal year. This seems little enough to expect. The obvious conclusion would be that FCC should have more money.

But if increments are based not only on work to be done but also on past attainments, then there is an equally obvious suspicion that 2.7% is alpinty if not too much. Thus Mr. Truman's FCC budget leaves us with what FCC would call mutually exclusive conclusions.

There can be little dispute that the past year has not seen many FCC missions completed. That applies whether "past year" is fiscal or calendar.

In the past calendar year, FCC made some changes in its predecessor; revised its Mayflower Decision (14 months after hearings were completed); repelled the Avcro Rule; adopted special rules relating to time-reservation practices (the same day they were first proposed); and adopted anti-giveaway rules (now in suspension). To get the fiscal-year total, take the calendar-year list and subtract the giveaway.

To be sure, FCC did a lot of other things during the year, including a great deal of work on television. These are the major policy accomplishments. Many other policy questions were left unanswered—for the second year in a row, in the case of the vitally important clear-channel case. There are also the NARSK-networks fight (awaiting decision for a year); proposed new multiple-ownership rules (heard in January 1949); qualifications of anti-trust law violators; minimum hours for FM; and television rule. Meanwhile, new controversial "policy" proceedings have been instituted, multiplying the demands on time, talents and tempers.

Some of FCC's pending business was FCC-proposed, and some of it has been hanging fire so long that we begin to suspect the Commission really no more than a lifted eyebrow, but also by the proposed rule. It would be in the interests of good administration and orderly process, we submit, if the Commission would concentrate on the business already at hand. Thus will the public interest—and the budget dollar—be served most sensibly.

(Continued on page 68)

BROADCASTING • Telecasting

Our Respects To—

JOSEPH ALBERT MCDONALD

Tf ABC ever has to call in haste for the services of an office boy, bowling alley pin boy, engine room wiper, coal passer, ship carpenter's helper, deckhand, dishwasher, elevator operator, an axeman or rodman or transitman in a surveying crew, a draftsman, naval architect or salesman of heavy machinery, it has but to summon Joseph Albert McDonald.

Mr. McDonald is now fully occupied as vice president, general attorney and secretary of ABC, but in an emergency he could fall back on the wild assortment of jobs embraced in his disparate experience.

The network would be well advised, however, to refrain from adding duties to those already performed by Mr. McDonald; he has enough to do.

In addition to coping with the routine intricacies of keeping the network legal—not an easy job with federal regulations as tricky as they are today—and of officehip in the company, Mr. McDonald finds time to be an expert in labor relations and copyright law.

At the moment ABC has 48 different labor contracts with 11 different union groups. Mr. McDonald has negotiated all of them. When not embroiled in a labor negotiation, he is apt to be delving into the obscurities of copyrights. His is a full schedule.

The wonder is that Mr. McDonald today is a broadcasting attorney and not a shipbuilder. His early schooling fitted him to be a naval architect. Between then and now he was blown off his course.

Born in New York City June 8, 1908, Mr. McDonald attended grade and high school in the Bronx. He received a scholarship at Webb Institute of Naval Architecture, graduating with honors.

Part of the Webb training obliged students to go to sea during summer vacations from classes. It was during those periods that Mr. McDonald ran through some of the less desirable stations he has held.

In the third summer at Webb, he took a lubber's job with a marine insurance firm. In the course of his work he occasionally was assigned to accompany admiralty lawyers on inspections of ships the company insured.

The comparison between the lot of a deckhand, a function to which he had been inden- turized the summer before, and that of a lawyer skilled in admiralty law, roused in Mr. McDonald a desire to attend law school. After graduating from Webb in 1924, he decided to enter Fordham for legal training.

Mr. McDonald, whose ambition for high BROADCASTING • March 13, 1950
Business is always better in Washington, D.C.

Washington was the only major market in the U.S. to show an increase in retail sales in 1949.

This rich market established an all-time retail sales high. And WTOP delivers the largest audience in this rich market—36.4% greater than any other station.
ENGINEER MEET

Tentative NAB Agenda Set

A. C. NIELSEN and Co. reports that reaction to its purchase of C. E. Hooper's National Rating Services is "extremely good." Orders for NRI and requests from prospective clients for interviews with representatives of the Nielsen Company are "rolling in at an unmeasurable rate," according to a company spokesman.

Charles A. Wolcott, vice president of operations manager at the company's New York office, reports that he is besieged with calls for appointments indicating that broadcasters, agencies and advertisers in New York and elsewhere are interested in bringing themselves up to date on what the Nielsen service offers.

Active Promotion

Meanwhile, the Nielsen company has flooded the industry including Hooper subscribers, with literature giving a quick grasp of what may be expected from NRI.

“All Nielsen network services are now available to you,” says a special bulletin to Hooper subscribers. “National Nielsen-ratings will be furnished for prior months to facilitate the changeover and to provide national rating trends. Complete NRI analysis data for current and back months also can be provided.”

A letter from Mr. Nielsen to the broadcasting industry cited the company’s "magnificent tough job" in its "massive" audience research service of unmatched accuracy, reliability and usefulness—a service on which a great industry could safely rely in reaching its most vital decisions.

Mr. Nielsen paid tribute to advertising...
Transit radio is your most ACCURATELY MEASURABLE advertising medium with GUARANTEED Low Cost!

F O R E X A M P L E , Y O U G E T

★ A counted audience, by half-hour periods. You know exactly how many people your advertising reaches. No “guesstimates,” no surveys necessary.

★ A selected audience. Breakdowns of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

★ Low cost. With this precise audience information and transit radio’s low rates, you can see at a glance your guaranteed cost-per-thousand.

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS . . .

(And coming soon in scores of others):

Cincinnati, Ohio
Des Moines, Ia.
Evansville, Ind.
Flint, Mich.
Houston, Tex.
Huntington, W. Va.
Jacksonville, Fla.
Kansas City, Mo.
Omaha, Neb.
Pittsburgh, Pa.
St. Louis, Mo.
Tacoma, Wash.
Topeka, Kans.
Washington, D. C.
Wilkes-Barre, Pa.

★ ★ ★

And remember, Transit radio Gets Results!

Why not call TODAY for the fact-full story from

TRANSIT RADIO, INC. [New York
250 Park Ave.
Mu.H. 8-3780
Chicago
35 E. Wacker
Fin. 6-4281

And in CINCINNATI, OHIO

Transit radio is WCTS-FM

Times-Star Bldg.—GA. 1331
Affiliated with WKRC—WKRC-TV and the Cincinnati Times-Star

March 13, 1950 * Page 37
NATIONWIDE count of radio and television sets will get under way in April 1 when 140,000 enumerators begin the biggest statistical job in the world's history—collection of the 1950 decennial census figures.

Individual stations and networks are participating in pre-census activities by carrying program material and announcements dealing with the census and designed to prepare the occupants of the nation's homes for the arrival of the enumerator.

The data collected will provide a community statistical picture of the nation's people, dwellings and farms. More than 450 field offices of the Census Bureau are completing preparations for the decennial count, according to Frank R. Wilson, information assistant to Roy Victor Peet, new bureau director who was sworn in Thursday afternoon.

NAB sent a notice to stations Thursday advising them to avoid use of the word "census" in any private audience or set ownership studies. A suggested technique for PM set measurement, based on a formula suggested in 1948 by the PM Executive Committee, has been used in a number of cities. NAB asked stations to check up on any studies they are conducting to make certain there is no possible use of the term "census." This word, it was felt, could cause confusion in the minds of homeowners who naturally associate "census" with the government's decennial count.

Actual taking of the census is to be completed by the end of April. Population data are to be on the hands of the President by Dec. 1, and have priority in the long computation process. Radio and television set figures for the nation as a whole may be available before the year-end via the Census Bureau's sample technique but county breakdowns may not become available until early next year.

Audience contacts through broadcast and TV stations on behalf of the census already are running far into multi-million figures. Top network programs have been built around the census, references have been placed in scripts of all types and the number of announcements has run into record figures.

Seay Joins Law Firm

TEMPLE W. SEAY has joined the Washington law firm of Dow, Lohnes & Albertson the firm has announced. A former attorney for the U. S. Board of Tax Appeals, now the Tax Court of the United States, Mr. Seay also served as vice chairman of the Processing Tax Board of Review. Meredith M. Daubin will continue his association with the law firm as tax counsel.

WHAT Philadelphia increases power to 250 w on 1340 kc, and ups programming to 18 ½ hours daily. WHAT-FM now has continuous operation of 18 ½ hours per day.

NETWORK BOXSCORE

<table>
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<tr>
<th>Spots</th>
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<th>Network</th>
<th>Time</th>
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February Additions

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<tr>
<td>Bowery's Inc.</td>
<td>Radie Harris</td>
<td>MBS</td>
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<td>Sorensen &amp; Co.</td>
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<tr>
<td>Miles Labs</td>
<td>Ladies Fair</td>
<td>MBS</td>
<td>5:30-5:45 pm</td>
<td>Wade Adv.</td>
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<tr>
<td>Miles Labs</td>
<td>One Man's Family</td>
<td>NRC</td>
<td>5:30-6:30 pm</td>
<td>Wade Adv.</td>
</tr>
</tbody>
</table>

February Deletions

| General Mills | Sam Hayes, Night | NBC | Tues., Thurs., Sat., Sun., 10-11 p.m. | Knox Reeves    |
| Fruchtlauf Treiler Co. | This Changing World | ABC | Tues., Fri., 8-8:30 p.m. | Zimmerman-Keller |
| Revere Camera Co. | Date With Judy | ABC | Thurs. 8:30-9 p.m. | Roche, Williams & Cleary |

February One-Timers

| Ford Dealers of America | Affairs of Peter | MBS | Mon., Feb. 6, 8:30-8:55 p.m. | J. Walter Thompson |
| Ford Dealers of America | Official Detective | MBS | Tues., Feb. 7, 8:30-8:55 p.m. | J. Walter Thompson |
| Ford Dealers of America | Can You Top This | MBS | Wed., Feb. 8, 8:30-8:55 p.m. | J. Walter Thompson |
| Ford Dealers of America | I Love A Mystery | MBS | Fri., Feb. 10, 8:30-8:55 p.m. | J. Walter Thompson |
| Ford Dealers of America | Crime Fighters | MBS | Mon., Feb. 13, 8:30-9:15 p.m. | J. Walter Thompson |
| Ford Dealers of America | Mutual Newsreel | MBS | Fri., Feb. 17, 10:15-10:30 p.m. | J. Walter Thompson |
| Ford Motor Co. | Blondie | ABC | Thurs., Feb. 9 & 16, 8:30-8:45 p.m. | J. Walter Thompson |
| Ford Motor Co. | Escape | CBS | Tues., Feb. 14, 9:30-10:15 p.m. | J. Walter Thompson |
| Ford Motor Co. | Lum and Abner | CBS | Wed., Feb. 15, 10:30-11 p.m. | J. Walter Thompson |

BROADCASTING • Teletcasting
BIGGER COVERAGE IS ANOTHER FEATHER IN OUR CAP!

GET IN THE SWIM WITH WESTINGHOUSE STATIONS

LOOKING FOR NEW FRONTIERS IN SALES?

GO WESTINGHOUSE, YOUNG MAN!

THAR'S GOLD IN THEM YANKEE HILLS

WESTINGHOUSE RADIO STATIONS INC
KDKA - KYW - WBZ - WBZA - WOWO - KEK - WBZ-TV

SALES DRAGGIN'? USE WESTINGHOUSE!

KEEP THOSE SALES ALOFT, CAPITANO

HEAP BIG AUDIENCES!
'Lightning' Impact
(Continued from page 28)

"Lightning" was excellent, 13.4% good, 33.3% fair, and 33.3% poor.

More than half (57.1%) of the advertisers said they did not think it was worth the money spent.

BROADCASTING's questionnaire also invited respondents to make general remarks about the film. One comment received repeatedly was that the sound and the quality of the film itself were poor.

This attitude was confirmed by members of the All-Radio Presentation Conference and the production staff of the film. Whether because of inadequacies in the film projection system, or in the film itself, or quirks of acoustics in the ballroom of the hotel where it was shown, the "Lightning" presentation in New York was undeniably not up to professional cinema projection. A similar report of poor sound quality came from Osceola, Ark., where the picture was shown in a local theater.

One respondent said, briefly and to the point: "Try again."

Another agency comment: "It's embarrassing."

A broadcaster said: "Write it off as a bad investment."

A station representative who thought the film good, said: "I believe the film will induce most skeptics to try a test broadcast schedule."

Another station representative, however, summed up his reaction more succinctly: "Ugh."

One advertiser said: "Wonderful job."

An agency respondent said: "Twenty-five years ago this might have meant something to the prospective advertiser. Today it's got nothing—says nothing."

A common reaction made by respondents in several categories was criticism of the singing out of newspapers for a competitive sales talk. One agency respondent, who was otherwise favorable to the film, said: "The anti-newspaper pitch—bitter. One bad apple in a mighty appetizing barrel."

A station representative, commenting on the question as to whether the film was a useful sales tool, said: "Lacked conviction and sell. The impression it leaves is—too little, too late."

To get non-New York reactions to "Lightning," BROADCASTING queued broadcasters in other cities where the film was shown last week.

Ted Woods, manager of KOSE Osceola, Ark., said that the picture "received a very favorable reaction in the Arkansas town of 5,000 population Wednesday, March 8."

"KOSE was host to about 75 businessmen and women at a lunch preceding the showing in a local theater," Mr. Woods said. "The sound was not of the best quality, and the story was slow in getting started, dragging in spots."

Too, many of those attending thought the newspaper angle might have been handled with a little more tact."

F. E. Lackey, president and general manager of WHOP Hopkinsville, Ky., said that at the local showing before 240 prospective advertisers some comments ran from "best sales film I ever saw" to non-favorable toward the portion of the picture devoted to a comparison with newspapers. "On the whole," said Mr. Lackey, "I would say the film was well received. We have secured two unsolicited contracts as a direct result of the showing. Personally, I would have preferred omitting the portion attacking newspapers since ours is a small one-newspaper, one-town station. You could tie some clubs and church with the publisher and sell our time on the basis of positive results, not against the paper's failures."

"Nice Party"

Mr. Lackey said he was favorably disposed toward the film "if for no other reason that (the picture gave us an insurance and a party that most everyone enjoyed."

Tony Moe, sales promotion manager of WCCO Minneapolis, said that the film was shown before the St. Paul Advertising Club on Tuesday and before the Minneapolis Advertising Club the next day and that in both cities it attracted "almost the entire club membership."

"Reactions to the film were mixed," said Mr. Moe, "and ranged from 'very good' and 'not strong enough' to the other extreme of 'unfair to newspapers.'"

Julius Glass, promotion manager of WIBG Canton, Ohio, said that 63 industrialists, retailers, wholesale and distributors were shown the film at a luncheon sponsored by the station in the Onesto Hotel, March 9. The picture made a "striking impression" in Canton, he said.

Provokes Thought "Comments ranging from 'a thought provoking vehicle' to 'a revelation of what radio is not only as an advertising channel but what it does for and means to the consumer' were among the opinions voiced," Mr. Glass said.

He reported "the general consensus was favorable."

"But more definite reactions are expected to be formulated when WIBG's sales staff make personal follow-up calls on those invited," Mr. Glass said.

Ralph Weil, general manager of WOV New York, said that at a showing of the film to before a group of clients and prospects in the Italian food field the picture got a "tremendously favorable" reception.

"The film is right down our alley," Mr. Weil said. "It's especially valuable to us in deals with advertisers on the local level, clients and prospects to whom we want to show how radio moves products off the merchant's shelves."

"We followed the showing with a five-minute talk on the use of Italian food products in the New York market, applying the general principles of the film to the specific situation in which both we and our guests are primarily interested."

The BROADCASTING survey, conducted at the Radio Executives Club showing last Thursday, elicited a response of 309 out of about 500 total attendance. No questionnaires were distributed to the press.

The three questions asked by the BROADCASTING survey were:

(1) What was your over-all reaction to "Lightning That Talks!?"

To this, respondents were given a choice among four answers: excellent, good, fair and poor.

(2) Do you think it makes a convincing sales pitch for radio?

The choice of replies to this was: yes and no.

(3) How does it compare with presentation of other media you have seen?

Four choices among others were offered to this: tops, better than average, run-of-the-mill and below standard.

A breakdown of answers appears in the tables below.

Here's The Reaction Following N. Y. Showing...
Mr. Hogan (seated) completes the contract in the Universal Recorders sale with approval of Mr. Dunn. corders, he is also senior partner in Hogan, Price & Co., Beverly Hills, Calif., investment firm.

Mr. Dunn, pioneer in West Coast radio and television, will devote full time to his four San Francisco stations—KPIX (TV) KSFO and shortwave outlets KWID KWIX. He also holds the Muzak wired music franchise in that area. New officers of Universal Recorders will be elected shortly.

**RICHARDS CASE**
Postponement Again Denied
LAST-MINUTE petition of attorneys representing the G. A. Richards stations for postponement of the FCC hearing scheduled to open in Los Angeles today (Monday) was denied Thursday by FCC Examiner J. Fred Johnson, who will preside at the hearing. The proceedings will review news policies of Mr. Richards’ stations—KMPC Los Angeles, WJR Detroit and WGAN Cleveland. Examiner Johnson had previously denied an informal request for postponement [BROADCASTING, March 6].

**WIBW is heard most...**
where...herds mean most

Out here in Kansas, herds of dairy and beef cattle mean big profits. The farmers who raise these herds prefer WIBW to any other station.

**Dr. F. L. Whan’s statewide interviews analyzing the Kansas Radio Audience for 1949, show WIBW the outstanding favorite in farm homes. WIBW led its nearest competitor by a 3 to 1 margin.**

It’s so easy to make your product first choice among these prosperous Kansas families. Just use the station that’s their first choice—WIBW.
Treaty Analyzed
(Continued from page 27)
time at Oriente. Some interference still involved.

1070 kc (KNX Los Angeles)—Not assigned under NABRA. Havana Agreement would provide for 5 kw directional at Pinar del Rio and 750 w fulltime at Camaguey.

*1080 kc (KRLD Dallas and WTIC Hartford)—Not assigned under NABRA. Havana Agreement would grant 500 w day and 100 w night at Havana, resulting in slight interference to KRLD.

*1090 kc (KTHS Hot Springs and WBAL Baltimore)—Cuba has had 550 w day at Oriente and 250 w night and 100 w night at Havana, she would have 250 w fulltime at Oriente and 250 w day and 100 w night at Havana, causing some interference.

1110 kc (WBT Charlotte and KFAB Omaha)—Cuba has had 5 kw at Havana (directional at night). This would become 250 w daytim."er.

*1130 kc (KWHK Shreveport and WNEW New York)—Cuba has had 250 w directional at Oriente and 250 w fulltime at Camaguey, with no interference indicated. New agreement would add 1 kw day and 250 w night at Oriente, causing slight interference to WWOVA.

*1190 kc (WOVO Ft. Wayne and KEK Portland)—Cuba has had 5 kw at Havana, causing some interference. This would become 5 kw directional or 250 w non-directional, still resulting in some interference. Additionally, 250 w fulltime would be added at Camaguey.

1520 kc (WKBW Buffalo and KUFL-AM downtown Oklahoma City)—NABRA assignment. Would be used at Havana with 250 w day time only, or fulltime with directional.

2500 kc (no 1-B assignment in U. S.)—No NABRA assignment. Would be used at Camaguey with 500 w.

1550 kc (Cuban 1-B channel under NABRA)—Cuba has had 5 kw at Havana and 250 w at Camaguey. Havana Agreement would provide for 10 to 50 kw directional at Havana, and 250 w at Oriente.

TOTALS—As of last March 29, Cuba had 17 stations on 12 channels, with interference to U. S. stations on five channels. Under Havana Agreement, total is 23 stations on 15 channels, with interference to U. S. stations on seven channels.

CUBAN HIGH POWER ON REGIONAL CHANNELS
(These are the regional channels on which Cuba would have rights to use power in excess of the normally permitted 5 kw.)

650 kc—Cuba had no high-power rights under expired NABRA. Havana Agreement provides for station at Havana using 10 kw directional or 2.5 kw non-directional.

570 kc—NABRA authorized 15 kw directional at Las Villas, whereas Cuba reportedly used 10 kw. New Havana Agreement would put limit at 10 kw directional, also at Las Villas.

590 kc—25 kw directional at Havana under NABRA. Unchanged.

600 kc—10 kw directional authorized by NABRA, 1 kw used. Under new agreement Cuba would give up high-power rights on this channel.

630 kc—25 kw directional authorized by NABRA, 15 kw used. New agreement retains 25 kw directional authorization, station to be at Havana instead of Las Villas.

790 kc—10 kw directional authorized by NABRA, 5 kw used. New agreement authorizes 10 kw directional, station to be at Havana.

910 kc—Same as 790 kc above.

920 kc—10 kw directional authorized by NABRA, 5 kw used. New agreement provides 10 kw directional or 5 kw non-directional at Camaguey, and 1 kw at Pinar del Rio.

1190 kc—10 kw directional authorized by NABRA, 5 kw used (later notification indicated use of 5 kw day and 1 kw night). New agreement provides for 10 kw directional or 2 kw non-directional, station to be at Havana.

960 kc—10 kw directional authorized by NABRA, 1 kw used. High-power rights on this channel were relinquished.

968 kc—No high-power rights under NABRA (permitted power of 5 kw was used). New agreement provides for 10 kw directional at Havana.

1160 kc—Same as 960 kc above.

1270 kc—10 kw directional authorized by NABRA, but not used. High-power rights to be relinquished.

TOTALS—10 channels under NABRA; 10 under new agreement. (Directional antennas would be designed to avoid interference to U. S. stations under agreements.)

NEW INTERFERENCE TO U. S. REGIONALS
(Work reportedly was still in progress on this phase of negotiations late last week. Information shown below, therefore, is tentative.)

WBDO Orlando (580 kc)—Present RSS 2.37; new limit 2.80; increase 0.43.

WUSN St. Petersburg (620 kc)—Present 2.13; new 2.70; increase 0.57.

WJAX Jacksonville (930 kc)—Present 2.61; new 2.85; increase 0.24.

WDSU New Orleans (1280 kc)—Present 2.54; new 3.10; increase 0.56.

WMOA Pensacola (1370 kc)—Information not definitely ascertained.

WCSB Charleston, S. C. (1390 kc)—Present 2.73; new 3.26; increase 0.53.

WALA Mobile (1410 kc)—Present 3.04; new 3.22; increase 0.18.

NABRA Turmoil Lessens
(Continued from page 27)

increase ranges from 0.18 to 0.57% millivolts, which treaty advocates felt "is insignificant and probably could not be measured." To fight over this portion of the treaty, they maintained, would risk "undue chaotic interference" as the number of stations in the entire southern, southeastern and eastern part of the U. S.

5. Interference with U. S. local channels—Supporters of the agreement said there is only one instance of Cuba having been involved, and that involves only 250 w. The local case involves a 1 kw on 1340 kc. They felt, "there would be no harm whatsoever to any local channel stations in the U. S."

6. Modification of U. S. operations to accommodate Cuban stations—Such cases, it was reported, are relatively few in number." Advocates claimed one U. S. station stands to gain: and that two Puerto Rican stations affected are, in any event, "too remote in time and location" to be affected because of the construction of U. S. air stations.

7. Protection to Cuban stations—the agreement provides that certain Cuban operations be protected from interference created by future U. S. grants. Advocates felt that "in most instances this works no hardship on existing U. S. licensees and has but a minor effect on future assignments," although "in a few instances existing licensees would be incarcerated in proceeding with presently planned improvements." Protection requirements imposed on Cuba would balance out, "to some extent at least," the increases in interference which the seven regions would receive from Cuba.

Open Mike
(Continued from page 18)
every one of us, just outside our Alamo-territoires, and let's do it now—summer is coming when fading and atmospherics are a source of grief to us all. 'n short let's plug our FM outlets and get back to broadcasting.

Joseph W. Doherty
Engineer
WTRI-FM Troy, N. Y.

LEOPARD HUNT
WKY Reports Coverage

WHEN the Oklahoma City zoo's leopard escaped from his pit a fortnight ago, WKY-FM TV reported it gave the story the most intensive spot and public service coverage. WKY said thousands of calls flooded its switchboard during the time.

In addition, the station's news bureau fed telephone interviews twice to NBC, three times to KNRT Des Moines, and once to WJTV Jacksonville, KDKA Pittsburgh, WIOD Miami, KITE San Antonio, and KRMG Tulsa.
Du Mont Daytime Television

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

★ Low time costs!
★ Low-talent costs!
★ Big sales results!

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
TELECASTERS will have to reconcile costs of television, destined to increase, with stepped up agitation by advertisers and their agencies for more and better sales effectiveness. Speakers at the second annual National Television Conference sponsored by RCA in Chicago last week by the city's Television Council.

More than 225 video executives met March 6-8 at the Palmer House for panel discussions and speeches on all phases of the medium. Although cost problems were recurrent in meetings and conversation, interest centered also on: 
- Lack of availabilities and adjacencies, with little prospect of relief because of the "freeze" and possible reconstruction of time slots to allow more commercial time.
- Development of a code of conduct, with emphasis on good taste, decency and truth.
- Double-spotting, which gains added revenue for the telecaster but sets precedents in commercialism which will be hard to break.

Original programming, outside the realm of Hollywood and New York with their high-budgeted shows and top-rated personalities, along simple lines and patterned to the local scene.

Rapid development of daytime programming, termed the difference between making a profit and breaking even.

Need for comprehensive TV measurements in coverage, sponsor-identification and impact.

Establishment of uniform standards, technical and production, among stations, with special reference to TV film producers who find requirements incompatible.

More intimate knowledge among agencies, stations and clients about how to move goods from shelves.

Costs were surveyed from every angle, but conferences were most concerned about the average or small budget advertiser who finds TV's doors closed because of prices.

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**AGENCY BILLINGS**

By FLORENCE SMALL

ELEVEN advertising agencies in New York registered television network billings, including time, talent and production costs, of more than $1 million during 1949, with one agency tabulating as high as $8 million and three others exceeding $3 million.

These were the salient facts uncovered in a special survey by TELECASTING last week.

Basing its figures on both production (including talent) and time costs, TELECASTING learned that the lead agency by a wide margin is J. Walter Thompson Co. Its $8 million outlay outstrips by $3 million its two closest competitors, Young & Rubicam and Kudner Agency, both of which had yearly totals of $5 million.

William Esty ranks third in annual television expenditures with $3 million followed by Cunningham & Walsh (then Newell-Emmett) with $2,800,000 spent in 1949.

Those New York agencies which spent more than $1 million but less than $3 million for television billing in 1949 are Lennen & Mitchell, $2 million; McCann-Erickson, $2 million; Benton & Bowles, $1,700,000; N. W. Ayer, $1,500,000; Campbell-Ewald, $1 million and Kudner & Eckhart, $1 million.

J. Walter Thompson's production costs for 1949 were approximately $5 million for the following shows: Tournament of Champions, International Boxing Club, Through the Crystal Ball, Ray Kyser's Collegiate Musical Knowledge, The Clock, Auction-Aire, Kraft Television Theatre, Kukla, Fran & Ollie, Dione Lucas, and The Hartmans.

Young & Rubicam devoted an estimated $2,500,000 to production costs for the following shows: Bigelow Show, Phil Silvers Arrow Show, The Fred Waring Show, Author meets the Critics, The Meredith Willson Show, The Goldbergs, Paul Whiteman Goodyear Revue, We, the People, Arthur Godfrey's Talent Scouts, Gulf Road Show with Bob Smith, Silver Theatre and Crusade in Europe.

Kudner Agency allocated an estimated $3,500,000 for production costs of the following programs: Martin Kane, Private Eye, Texaco Star Theatre, Opening Night at the Metropolitan Opera, Fireball Fun For All, Stop the Music, Admiral Broadway Revue.

**William Esty's Costs**

William Esty & Co. designated an estimated $1,600,000 in production costs for the following: The Colgate Theatre, Golden Gloves Boxing, Madison Square Garden, Man Against Crime, Camel Sports Car. and Camel New York Garden and the International Finals of the Golden Gloves.

Cunningham & Walsh spent an estimated $1,700,000 for production costs on the following: Arthur Godfrey and His Friends, Chesterfield Supper Club, and The Dog Show.

Lennen & Mitchell allotted an estimated $1 million for production costs on the following: Original Amateur Hour and Stop the Music.

McCann-Erickson expended an estimated $1 million in production for the following 1949 shows: Roller Derby, Greatest Fights of the Century, Navy-Notre Dame Game, U. S. Army Championship Boxing Bouts, The Wayne King Show, The, Swift Show and Studio One.

Benton & Bowles outlayed an estimated $850,000 in production costs for the following: This is Show Business, Who Said That, Meet The Press and Mama.

N. W. Ayer spent approximately $750,000 for production costs on the following: Your Showtime, football games, Singing Lady and Kukla, Fran & Ollie.

Campbell-Ewald production costs during 1949 were an estimated $600,000 for the following programs: Inside USA, football games, Chevrolet Tele-theatre, Chevrolet on Broadway, and Roller Derby.

Kenyon & Eckhardt, expended approximately $500,000 in production for: United Nations, Toast of The Town and Ford Theatre.

The breakdown of the relation between production and time costs would seem to indicate that during most of 1949 television tended toward the broad economic philosophy of radio wherein time and production incline generally to equal each other. However, toward the latter part of the year and early in 1950 production costs rose, and are rising, according to agency sources in a ratio of three to one, with production costs almost tripling the cost of time.

Maintenance of quality programs is video's first need, in the opinion of John B. McLaughlin, advertising and sales promotion manager of Kraft Foods Co., Chicago, a keynote speaker at the opening luncheon.

"More important in maintaining the industry," Mr. McLaughlin said, "is whether spot advertisers are to be allowed to coast along in the wake of large commercial sponsors and reap benefits they don't pay for. Often, because of his greatly lowered time cost, the spot buyer can spend more money on dramatic commercials than we can. He really gets a greater impact on
ATTENTION getter in this conference banquet group is Thomas L. Rowe (r), chief engineer, WLS Chicago. Others are (l to r) Chuck Gay, TV director, Kircher, Helton & Collett Agency, Dayton, Ohio; J. Leonard Reinsch, managing director, WSB-TV Atlanta; Glenn Snyder, vice president, WLS Chicago.

AMONG guests at the head table at the TV conference banquet are (l to r): Judge Justin Miller, NAB president; Mayor Martin Ken- nelly of Chicago; George Harvey, WGN-TV Chicago sales manager and president of Chicago TV Council, and Herb Graffis, toastmaster and Chicago Sun-Times columnist.

THIS head table group at the Chicago Television Conference luncheon Tuesday includes (l to r) Richard Graver, vice president, Admiral Corp.; Carl J. Meyers, chief engineer, WGN Inc., Chicago; Robert J. Burton, vice president, BMI; Hugh Davis, executive vice president, Foote, Cone & Belding, Chicago; J. A. Frye, Stromberg Carlson, and E. Y. Flanigan, general manager of WSPD-TV Toledo.

CBS with making no progress in its color system since 1940, and said RCA and CTI have made great progress since October. He pointed out that there are 170 lines in the CBS picture, 230 CTI, and 250 RCA, with 275 lines now used in black-and-white transmission.

Film must get the quality of live shows, and will be under a stigma until then, George Harvey, president of the Chicago Television Council, said at the Wednesday luncheon when introducing Russ Johnston, vice president of Jerry Fairbanks Films, New York.

Coverage vs. Costs

Sooner or later we will have to measure TV as any other medium, Mr. Johnston said, referring to coverage, sponsor identification and impressions, all of which will be related to cost.

Shows without an element of immediacy can be circulated on film to avoid high cable costs, he said.

He outlined the firm's new Multicam system, with motion pictures being shot by multiple cameras synchronized to a sound track and an optical system which follows the focus. "We have the flexibility of an electronic camera, can take low medium and close shots at the same time, and can film a half hour show in a half hour."

Gil Berry, western sales manager for DuMont TV Network, read a speech slated to be given by Chris Witting, general manager of the network. He pointed out that (Continued on Telecasting 12)

AMONG those attending Monday night's TV conference banquet were (l to r): Reynold Kraft, Poul H. Raymer Co., New York; John McPartlin, WNBQ (TV) Chicago sales manager; Robert D. Sweeney, W2DU-TV New Orleans; Joy Shepard, WGN-TV Chicago; J. E. Shoverman, NBC vice president, Chicago; Jack Russell, Mutual Entertainment Agency; Jules Herbeau, WNBQ manager; Earl Thomas, TV Inc., New York.

our audiences than we do. At the moment they are spending their money more wisely than we are. This problem is even more serious in TV than it ever was in radio, where it is no longer profitable to carry a one-hour show."

Tracing Kraft's TV history, Mr. McLaughlin said his firm in 1948 spent $1 for every TV set in the U. S. Early in '49, this went down to 50c, and to 25c late in the year. His 1950 estimate—between 15 and 18c. "That represents real progress," he said.

Denny for McConnell

Charles R. Denny Jr., NBC executive vice president, substituted for President Joseph H. McConnell in delivering the second keynote speech. Outlining TV's dimensions, Mr. Denny said the audience today sees one dramatic TV performance outnumbers all those who see all of Broadway's dramas in an entire season. Chicago TV circulation is double that of Life magazine, he pointed out.

New concepts of programming, as in the "Chicago approach," were defined by Ted Mills, executive TV producer at NBC Chicago, and Beulah Zachary, producer of NBC's Kukla, Fran & Ollie. The panel was conducted by Fred Killian, program director, ABC-TV Chicago, who introduced also Fred Bel- ton, art director, J. Walter Thompson Co, and Steve Hatos, manager of James L. Saphier Talent Agency, both Chicago.

Mr. Mills, producer of Garroway at Large, said: "Whatever good things are coming out of Chicago are good because we are poor financially. This forces us into production and conception techniques which can make our lack of money a blessing, and these things apply to stations anywhere outside New York and Hollywood."

Color came in for a hearing at the Tuesday luncheon, when NBC Chicago Commentator Clifton Utley sparked discussion by Martin Codel, editor of a Washington newsletter, Television Digest and FM Reports, Richard Graver, vice president, Admiral Corp. Mr. Codel, chief engineer, WGN-TV Chicago, and J. Hugh E. Davis, executive vice president, Foote, Cone & Belding.

Color Question

Mr. Utley read messages to conference from color experts. President R. C. Cosgrove of the Radio Mfr. Assn. reaffirmed the group's position that color is not ready. Sen. Edwin C. Johnson derided the "pessimistic approach and reluctance to push forward." Programwise, color TV won't cost a nickel more, and the impact will be 1 to 1 over black-and-white. Color television is a commercial reality today, he charged.

RCA President Frank Folsom pointed up the "little or no effort" color talk has had on black-and-white set sales. CBS President Frank Stanton said color TV is an "accomplished fact," irrespective of FCC hearings. Dr. Allen B. DuMont of DuMont Labs, said that because of the incompatibility of the CBS system, introduction would cause a turmoil. RCA and Color Television Inc., in his opinion, have promise for future developments.

Color has been delayed because (1) almost no one can afford to broadcast color on a substantial scale, and (2) even if it were perfected and ready, it would come slowly because gadgets would be needed for reception and transmission, according to Mr. Codel. It will be a long time before advertisers think it worth while. Nobody's color is ready or even in early prospect, he said. "To promise color any time soon might seem to be progress being made in black-and-white."

"Compatibility is the key, because you can't build a new audience from scratch. Colorcasts must be received on the black-and-white sets."

Admiral Position

Admiral favors compatibility, Mr. Graver asserted. When asked about possible costs, he said it depends on the additional number of tubes needed, the picture tube and the expensive cabinet. Color sets may cost "several hundred dollars more" than black-and-white. "There is no evidence of color hampering in any way the keen desire for black-and-white sets today. The industry can't and isn't meeting current demand. Customers mention color but are not waiting for it," he said.

Mr. Meyers of WGN-TV charged
Good Local Programming for New York, Plus Service
As the ABC-TV Key, Is the Dual Role of WJZ-TV

In the 18 months since New York’s Mayor William O’Dwyer welcomed WJZ-TV to the air (for the benefit of TV historians, the date was Aug. 10, 1948), it has served a two-fold function. That of originating a general program service for the nationwide audience of the ABC video network which it serves as a key station and of providing good local programming for its own viewers in the New York metropoli-

tan area.

Actually, there has been little conflict between the two sides of this dual service, according to Murray Grabhorn, ABC vice president and general manager of WJZ-AM-TV. “If we create a program of network quality—and we have to if we’re going to com-

pete successfully for the New York television audience with the six other TV stations on the air here—it would make little sense to put it on the air here in New York but to withhold it from the rest of the network,” he said.

WJZ-TV’s local operation is completely integrated with that of the ABC-TV network. There is only one employee whose salary is charged exclusively to WJZ-TV, Harold Day, who serves as liaison between the program department and the spot and local salesmen. This sales staff sells not only the five TV stations owned by ABC but its AM stations as well, differ-

ing from network sales, where AM and TV are separated and a salesman handles one or the other but not both.

“The reason for different procedures for network sales and spot and local sales, is really very simple,” Mr. Grabhorn explained. “The network salesman is normally presenting a plan to a client, a partic-

ular program which fits into or can be made the basis of a complete advertising campaign for a particular product. That’s creative sell-

ing, and if the salesman tried to work in two media at once, he’d be selling against himself.

“It’s different in the spot and local level; here selling is competitive not creative. When an agency starts to buy spots the nature of the campaign is set; the salesman’s job is to deliver information about rates and availabilities and to try to get his stations on the list. Since the same buyer usually buys both radio and TV, our ex-

perience has been that having the same salesman for both is more effective than assigning different men to AM and TV. We tried that, but it didn’t work.”

Although other sales executives may not agree with this theory, it’s hard to quarrel with its results. ABC-TV’s spot and local sales in the opening months of

Four of the five advertisers who started with Market Melodies are still on its sponsor list, which has now expanded. They are Stahl-

Meyer (meats), Hills Brothers (Dromedary Mix), Brooklyn Union Gas Co. (ranges, refrigerators), Snow Corp Marketers (frozen orange juice). The only original sponsor to drop out was Foremost Dairies (rice cream), a hot weather advertiser who contracted for a summer campaign only.

The fact that these accounts con-

continue to sponsor Market Melodies at a cost of roughly $50 a week indicates that the program must be doing a satisfactory sales job. More specifically, WJZ-TV cites such direct sales results as 254 orders from one announcement of a $15 reconditioned vacuum cleaner; over 700 sales of a $2.95 set of Christmas tree ornaments from

five announcements; over 300 sales of a $1 set of toy balloons from one announcement; an average of $600 worth of sales apiece from a series of announcements for a $2.95 Jiffy Stitcher.

Outstanding success of the Tele-

phone Game, which averages 1,000 calls a day, is for Swift & Co., one of its four sponsors. Swift gives the program entire credit for opening up the New York market for its peanut butter, reporting that sales have mounted so steadily the company has had to appoint two additional brokers to handle the new retail accounts.

Last fall WJZ-TV experimented with a pre-Christmas Holiday Hints series, Friday evening half-

hour telecast demonstrations of holiday gift or service ideas, pre-

sented by Anne Russell and Walter Herlihy, co-conductors of Market Melodies. This series of straight commercial demonstrations and sales talks, without any entertain-

ment in the usual sense, was so successful that the station is plan-

ning to repeat it this year, possibly for other holidays as well as Christ-

mas.

The Fitzgeralds, veteran radio husband-and-wife “breakfast table” team, do two half-hour shows a week on WJZ-TV in the early morn-

ing hours and are numbered among the station’s “sold out” local programs. A similar happy fate is anticipated for the Roy Heatherton Show, a sidewalk superintendent program filmed at various spots around New York, which recently has been added to the WJZ-TV early evening schedule.

These programs, plus most of the station’s network origina-

tions, are telecast from the ABC Tele-

vision Center, three connecting build-

ings on West 65th St., just

March 13, 1950

ABC PRESIDENT Robert E. Kintner (l) shakes hands with William Zeck-

endorf, now a member of the net-

work’s board of directors and also a

president of Webb & Knapp, follow-

ing completion of the ABC acquisi-

tion of its Television Center. Webb

& Knapp handled the real estate deal.
off Central Park. Five live studios, the largest 100 feet square with a 16-foot ceiling, a film projection room, paint and carpenter shops, scenery warehouses and prop store-rooms, film laboratory, kinescope recording room, plus offices, dressing rooms, and control rooms occupy more than 300,000 cubic feet of space.

By housing all the various elements needed for a video program together, the Center saves time and manpower, eliminates warehouse and trucking charges and altogether lowers production costs by 20% to 25%, say ABC executives, who expect this to swing many top video programs to ABC in preference to other TV networks. Two theatres, the Ritz and the 68th St. Playhouse, accommodate programs with studio audiences. There also are two mobile units for remote pickups.

Equipment includes 18 studio cameras (one mounted on a Houston crane), six field cameras, seven microphone booms, four film cameras, six motion picture projectors (two 35mm, four 16mm), two microwave units, four video recorders. All of the equipment is RCA except for three DuMont studio cameras.

The WJZ-TV transmitter, an RCA TT 5A 5 kw unit, was transferred last month from its original location on the 43d floor of the Pierre Hotel to the 85th floor of the Empire State Bldg. In moving the transmitter 26 blocks, downtown, and that much farther from the ABC-TV station, the station more than doubled its height of its transmitting antenna.

ABOUT 300 persons work for WJZ-TV and the ABC network in New York, including some 60 engineers and technicians, 80 in programming and six in sales, plus about 150 assigned to TV duties in continuity acceptance, news, publicity, accounting, and other departments of the network organization.

Top executives include Mr. Grabhorn; Clarence L. Whitely, sales manager of WJZ-AM-TV; Frank Marx, ABC vice president and chief engineer of WJZ-TV; Alexander Stronach, ABC's national director of television program operations and program manager of WJZ-TV.

Facilities of WJZ-TV and the ABC video operation in New York have cost the network some $5,700,000 to date. About $1,400 capital investment in video plant and equipment in Detroit, Chicago, Los Angeles, and San Francisco as well as New York. Amortization of this sum, plus heavy operating costs which the network's TV revenue does not yet offset, caused ABC last fall to cut the air time of WJZ-TV from seven to five days a week, coinciding with the opening of the network's more expensive sustaining programs.

Robert Kintner, ABC president, said at that time that the curtailing was a temporary measure to allow ABC to strengthen its video programming on the other five nights without unduly tapping the network's resources. ABC's net revenue for the first nine months of 1949 showed a net loss of several hundred thousand dollars, the week of February 12-18, for TV.

Even with the curtailed schedule, Mr. Kintner said that the network was spending at the rate of $1,200,000 a year for TV sustaining shows.

WJZ-TV's current five-day, 33-hour weekly program schedule may be divided into a number of ways; 12% hours of local programs and 29% hours of network shows; 29% of live programs and 3% hours of films, including two hours of kinescope recordings of programs originating at other ABC TV stations; 18 hours and 55 minutes of commercial programs, including 11 hours of local participation shows but omitting WJZ-TV's new-

roughly classified into program types, the WJZ-TV schedule for the week of February 12-18 contained: 2% hours of kid shows, 1% hours of comedy, 1 1/2 hours of drama, 7 1/4 hours of sports (chiefly the roller Derby), 5 hours of quiz spots, and 14 hours and 5 minutes of sustaining programs.

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THE list of outstanding programs WJZ-TV has originated for the ABC-TV network begins with the all-star variety show from New York's Palace Theater, the Mecca of vaudeville, which inaugurated the station's program service on Aug. 10, 1948.

On election night, WJZ-TV fed returns to the network under the sponsorship of Kaiser-Frazer Sales Co., with commentaries by Walter Winchell, Drew Pearson and the rest of the ABC news corps, aided by George Gallup who, as the evening wore on, swallowed his own predictions in full view of the ABC-TV audience. Later that month, WJZ-TV telecast the opening of the opera season at the New York Metropolitan Opera House covering the full performance of Verdi's "Otello" plus between-the-act interviews with opera stars and notables from the audience. This opera telecast, a first in video history, was sponsored by the Texas Co., which repeated its sponsorship of ABC telecast opera a year later at the Met's 1949 opening.

Viewers early realized the viewing appeal of the Derby's fast, furious, and frantic action, and for the second year is feeding an hour or more of this sport each week, with Blatz Brewing Co., Chesapeake Mfg. Co. and Chevrolet Dealers Assn. currently sponsoring these programs.

Another notable WJZ-TV network origination is the video version of Stop the Music, mystery melody jackpot program, sponsored by Admiral Corp. and P. Lorillard Co. The program, sponsored by Goodyear Tire & Rubber Co. and Kellogg's Singing Lady series are other top ABC TV shows fed to the network by WJZ-TV.

The World War II documentary film series, Crusade in Europe, first telecast from WJZ-TV to the network with Time Inc. as sponsor is now being repeated as a local series on WJZ-TV and other ABC video affiliate stations. Bowery Savings Bank is sponsoring this second run on WJZ-TV.

WJZ-retransmitting on Channel 7.

For an hour of Class A time (7:10-10:30 p.m., Monday through Saturday, 6:10-9:30 p.m., Sunday) is $2,000. For an hour of Class B time (6:10-9:30 p.m., Monday through Saturday) is $2,300. For an hour of Class C time (10:30 p.m.-12:30, May through Sunday; 1-6 p.m., Sunday) the base rate is $1,500. The Class C rate (all other time) is $750 an hour. Discounts run from 2% for 13 or more broadcasts to 20% for 20 or more.

While its primary role will always be that of a network key station, WJZ-TV will work to expand its local operations, particularly in the daytime hours.

"Programs such as Market Melodies have clearly demonstrated that television fits into the retail sales picture in a way that radio never has," Mr. Grabhorn said, reporting that plans are nearing completion for a new daytime program to be sponsored by a New York department store. "We do not plan on all-day sustaining programing," he added, "but we do expect to expand our daytime operations as we find programs that will fill a need for our viewers and our sponsors."

FLORIDA FIRM
Pelican Productions Formed
ORGANIZATION of Pelican Productions, firm specializing in filmmaking sporting events in Florida for television use, has been announced. The firm's address is P. O. Box 639, St. Petersburg, Fla.

Officers are Phillip Dana Boose, president; Lyman E. Rogers, vice president; Raymond I. Whitely, secretary and treasurer. Mr. Boose has been in television and radio in Philadelphia and the New Jersey area. Prior to that, he was a sportscaster for WTSF St. Petersburg.

Tavern TV Ban
BAN on the use of television in city taverns and off-sale liquor establishments was voted by a split board of two to two by the Duluth City Council last Monday (March 6).
It's 'Super-Circus' For Canada Dry

By JANE PINKERTON

APTLY NAMED in Super Circus, for it begins with super audiences and ends with super sales. Such is the conviction of ABC television, the Canada Dry Ginger Ale Co., New York, and J. M. Mathes Agency, New York.

Sponsored by Canada Dry on the network from Chicago each Sunday since last April, Super Circus occupies a five-ring stage in the minds of network, agency and client personnel. The format lends itself to successful merchandising tie-ins with retailers, gives distributors a conversational subject with a universal, family appeal, and proves that video cameras are adroit enough to catch the multifarious maneuvers of 40 dogs and three trained seals at one time.

The hour-long (4 to 5 p.m. CST) show, presenting only circus performers conditioned to big-top operations, is a blend of skillful direction, a sawdust and tent atmosphere, unpredictable animals, blatant band music and a beautiful girl. All these add up to entertainment popularity and more than more Canada Dry sales. Bubbling is the byword.

Although Super Circus originated as the ABC-TV Chicago show, Sept. 17, 1948, it remained unsponsored until April of last year, when the beverage firm decided to try a medium new to the soft-drink industry. ABC signed Canada Dry for the first half hour and conducted in March what is believed to be the industry's first closed circuit TV meeting.

Canada Dry President Roy W. Moore; William M. Collings, vice president in charge of company-owned operations; William S. Brown, vice president and advertising manager; and Ralph O. Nims, manager of the sales and merchandising department, spoke directly to network and district personnel in the eight cities originally comprising the ABC-TV network. Mr. Moore and Charles C. Barry, ABC vice president in charge of TV, outlined the firm's promotion and sales plans for the circus show.

That initial 13-week contract has been renewed three times, and J. M. Mathes officials hope to continue sponsorship indefinitely.

Phil Patton and Greg Garrison, producer and director, have worked together as a team on the circus epic since it went commercial. Mr. Patton began working for ABC Chicago on a freelance basis (he used to do Ladies Be Seated on AM), and recently was named executive producer for ABC television there. He and Mr. Garrison also produced the television of Ladies Be Seated with Tom Moore, telecast as a sustaining on the network for 10 weeks early last year.

They coordinate duties of 34 persons, excluding talent, at ABC's Civic Studio, the former Chicago Civic Theatre, in the Civic Opera Bldg. It is on the western fringe of the loop at the Chicago River. The 34 men and women assigned include—on stage and in the control room—eight stage hands, two floor managers (Grover Allen and John Fitzpatrick), Assistant Director Dick Orner; three cameramen, a daily pusher, two microphone boom operators, an audio engineer, Technical Director Frank Koerner, two video control operators and a switcher.

Mr. Patton supervises overall production and auditions. Mr. Garrison takes over in the control room and handles rehearsals. Originator and owner of the package Stand by for Crime, formerly telecast via ABC, he was a motion picture producer and writer and studio production director at WFIL-TV Philadelphia. In 1947, Greg Garrison, then scarcely 24 years old, directed the ABC portion of both national political conventions for the Republicans and Democrats.

TELEVISION has proved such a happy medium for Canada Dry that the firm plans soon to expand its present 16-station network to include St. Louis and Milwaukee.

Canada Dry's first year has been "a very exciting one, and a profitable one from the standpoint of expense and actual leadership. We are the only beverage sponsoring a network program, and we consider that important," said Read H. Wight, radio and television director for Mathes agency.

Canada Dry has used radio every year of the 16 it has been in business, buying shows such as Jack

* * *

BLONDE AND BEAUTEOUS Mary Hertline, bandleader who doubles on the trumpet, relaxes backstage with Cliffy the Clown (Cliff Souhait). In the background are (l to r): James L. Stirton, general manager of ABC's Central Division; Horst W. Roder, manager of Canada Dry's Chicago division; Ringmaster Claude Kirchner, and Allen R. Schaedel, regional manager for Canada Dry.


BANCY, Information Please and Meredith Willson. The first TV experiment took place about two years ago when Sports Sparks, a minute film about sports, was telecast in Syracuse by and Milwaukee for franchised bottlers. Although the company maintains 29 of its own plants, it also issues bottling franchises to more than 90 local firms.

Super Circus time charges are paid for by the parent company in company-owned distribution areas. In other non-company plant markets, the local bottler chips in on time costs. Talent and production fees are absorbed by the national company. Its weekly share of costs adds up to less than $5,000, including time charges.

The company is thus spending about $250,000 of a reported $3 million advertising budget on its network television show. Most of the needed allocations go to local rather than national advertising, however, because of the need to merchandise locally to build mass market sales with direct deliveries. This is why stress is placed on the local franchise-holder, the distributor and the salesman. "Because Canada Dry salesmen go into retail outlets more than most other salesmen, we have a fine talking point with Super Circus," Mr. Wight explained.

Super Circus is bolstering the sponsor's three-way objectives to create a sales demand for products for ginger ale, sparkling water and its other products, Spur Cola and Hi-Spot. It reportedly now has about 20% of the ginger ale business in the country. Working on a 50-50 arrangement with bottlers, Canada Dry gives them promotion packets at cost, including transparencies and punch cards. Print spots are aired occasionally, but usually only in areas out of Super Circus range. . . .

A CRASH of Clifty the Clown through a paper hoop announces the opening of Super Circus, as the amusement band passes and Ringmaster Claude Kirchner steps to the center of the stage. From there, for an hour, he introduces the acts, smooths over gaps when donkeys balk at coming on stage and intrigues children in the studio with his long red coat and white, fitted trousers.

Five acts, ranging from four to 14 minutes, are packed tightly into a fast format that includes several band selections, kid stunts, clown routines and commercials. As the first half closes at 4:20-40, Mr. Garrison and his staff have 20 seconds before the second portion to reset the large stage, remove commercial props for the sustaining period, open the traveler, set the band, get a new hoop for the clown and set the cameras.

The kid stunts have from four to eight children vying in foot races, balloon-punching contests and pie-eating clashes. The winner gets a dollar, and non-winners—usually elated about their fate—dip eagerly into fish bowls filled with pennies. They keep whatever they can carry away.

The same conviviality and informality applies to commercials, which have been acted by Charlie Flynn since the show started. He wears a tight-jacketed bus boy outfit, wandering in and out of the studio audience where he passes out free bottles of ginger ale. Up on stage, he delivers a casual but solid-sell commercial.

To get a tighter and better camera closeup on the commercial, which is always live, Canada Dry redesigns a bottle label for video use only, removing small and extraneous printed matter to avoid fuzziness.

Acts are booked two or three weeks in advance, usually through two Chicago agents. Price ranges up to $500, which was paid for Tom Pack and his herd of four baby elephants. Most performers (there have been as many as 16 persons in one act) have never played night club dates, and all have been circus headliners. Many work the show between circus and winter dates.

Along with magicians, trampoline artists, sword swallowers and tumblers there has been a menagerie of animals — universally popular. At least one animal act is booked for each show. Animals, because of their inability to take coaching, often provide comic relief to an already funny show. Animal stories in Super Circus' private collection include gags about the chimpanzee that threw a bicycle at the bandleader, a four-minute hole filled with music because a jackass refused to come on stage, the seal that played "How Dry I Am" (not at the sponsor's request) on a horn combination, and the dog (in a troupe of 40 frantic hounds) who sauntered up to a prop fire plug and was ready to sanction same when the screen blacked out and cameras switched. Thousands of irate viewers wrote in after seeing Unbangi the Hollywood "gorilla," race across stage, clamber up the back of a dolly pusher into the lens of the camera and tear off through the audience. In the excitement, they hadn't heard Unbangi identified as the best gorilla impersonator in Hollywood.

As a joke on a band man, Director Garrison rented a skunk for $7.50, thinking this was a new low in expenses. In two days of rehearsal, the skunk (dressed up by Star Mary Hartline, a property girl and the assistant director) delivered its lesson and was finally used. Total cost—$32.50.

Three cameras are spotted in the studio, one on stage right, one in front of center stage on a platform extension into the audience (permitting dollying in and out), and a third at the back of the 800-seat house. For trapeze acts performing as high as 60 feet, the rear cameraman sits on the floor and shoots almost straight up with a wide angle lens. A Zoomar for extreme closeups was used for the first time in January and is used consistently now.

Elephants and camels are the largest in the circus ark to crowd through the stage doors. The camel was brought in for a quick walk-around when appearing in the Fashion Play at the Opera House. Elephants, which always get rave notices from fans, have stumped across the reinforced floors on several occasions.

Because of the scattered camera angles, the producer must follow whatever is happening, even if it is not scheduled. As a result, all miles are covered to blend with the backdrop, and flown by pin rail. Thirteen others are used—three for the audience, three downstage (10 feet apart), three for the orchestra, two upstage and two standbys. . . .

The permanent cast centers around Ringmaster Kirchner, who traversed the talent obstacle course from being Sally Rand's first Barker at the Century of Progress in Chicago in 1933 through announcing to successful freelance work in Chicago. He has several radio programs. Sharing the spotlights with him is blonde and lovely, 22-year-old Mary Hartline, who stars on ABC's Junior Junction. Miss Hartline, in private life Mrs. Harold Stokes, wife of ABC Chicago's program director, is also a fashion photographic model. She has brought to the show kudos galore, winning such titles as Sweetest Television Star of the Year (1949), Chicago's Number One Career Girl (1948) and Miss Television of 1949 (from ardent Phi Gamma Deltas at the U. of Michigan).

Sharing the bandstand with Bruce Chase, Miss Hartline plays occasional trumpet solos and takes part in the children's portions. Working with her are Clifty, the (Continued on Telecasting)
**Industrial TV**

RCA System Shown at IRE Meet

A COMPACT TV system designed to be black-and-white but said television, was unveiled by RCA Convention in New York (see story page 28).

The new RCA system comprises two units—a TV camera similar in 1949, moving into production and meeting the needs of suitcases a master control monitor, and is based on RCA's Vidicon tube, which is described as less than one-tenth the size of the telectron, and simpler in application.

The system produces black-and-white pictures at normal lighting levels and can be adapted to produce pictures in natural colors, according to Dr. V. K. Zworykin, vice president and technical consultant of RCA Labs, who directed development of the system.

It was also revealed that RCA engineers are conducting research in development of tubes like the Vidicon for use in RCA's new all-electronic, high-definition color TV system. Eventually, it will be developed further to make it a valuable device in commercial monochrome telecasting, and the entire system eventually could be transmitted by present television studio equipment, it was explained.

Details of the industrial system were revealed in technical papers offered at the convention by Dr. Weimar, Zworykin's chief engineer, who helped demonstrate the system, and Richard C. Webb.

**Technicolor**

**Buys Geer Tube Patent**

TECHNICOLOR Motion Picture Corp. has bought the patent on a color television tube invented by Dr. Willard Geer, of the U. of Southern California, the company announced.

Dr. Herbert T. Kalmus, Techni-

color president and general man-

ager, said the company had appro-

priated more than $50,000 for re-

search and development and that much of that amount would be spent on development of the tube for professional and commercial uses.

Part of the development of the Geer tube will be done at the Stanford Research Institute, Palo Alto, Cali., and the rest at the Techni-

color laboratories in Hollywood. RCA also will contribute to the Stanford research project.

According to the company, the Geer invention consists of "a single television tube in which three electron beams are directed upon a specially-formed phosphor bearing screen made so as to present a separate surface to each beam. There is a black level "background" in the face of each such surface is a differ-

ent phosphor material which, when activated by each of the elec-

tron beams, yields an appropriate picture. The combination of the three colors would give a television picture in natural color which is viewed on the surface of the television tube.

 especially for industrial and edu-

cational and color-televised commer-

cial color Last Wednesday at the IRE National page 28).

of the RCA Labs. Mr. Webb and J. N. Morgan, research engineer, were credited with development of the overall system.

"RCA scientists developed the system so it is almost compatible with standard television broadcast-

ing techniques," Mr. Webb said.

"Home television receivers can be adapted to use as monitors by the addition of a single tube, with accompanying resistors and capacitors at a very modest cost."

The two-part TV package prob-

ably will be offered at an estimated cost of $6,600 with delivery in six months, according to M. C. Bank, of RCA Engineering Products Di-

vision.

"This service eventually will be available in color, as well as in black-and-white," Dr. Zworykin explained. "While surveys have indi-

cated that black-and-white cover-

age will meet the requirements in most industrial uses, engineers at the present time are working on color equipment to full-

fill needs that may arise."

**Camera Size**

RCA's first color camera prob-

ably would be larger than the one in the new compact system but would be considerably smaller than existing ones, it was said.

The entire system operates on 110-v, 60-cycle alternating current and consumes only 350 w, according to Mr. Webb. He said it is capable of transmitting a signal 600 feet over a coaxial cable closed circuit, with "enormous flexibility" for a wide range of industrial, scientific and medical applications.

The Vidicon measures one inch in diameter and is six inches long. The master control unit is 24 inches long, 19 inches wide and 14 inches high. Weighing 48 pounds, it con-

tains its own seven-inch-monitoring kinescope and 44 tubes—about 50% more than the average home TV receiver. Camera is 10 inches long, 3½ inches wide and five inches high.

The RCA system was described as indicating "great promise" for color television, which Dr. Zworykin said can be a "powerful instrument of education."

**WSW-TV Dedicated**

WSW-TV Sacramento, N. Y., oper-

ating on Channel 5 (76-82 mc), was dedicated formally March 5 by "Uncle" Bob Schopp, president of WSW-AM-FM-TV. Dedication ceremonies, which followed a limited schedule operation for 17 days, included a film record of the sta-

tion's pictures, and a show showing behind-the-scenes opera-

WSW-TV reports its an-

tenna is 1,666 ft. above mean sea level.
WXEL Excels in TV Service to the populous Western Reserve area

The northeast Ohio area established as the Western Reserve in 1785, is today a nation's center of industrial, agricultural and intellectual advancement. The 17-country area now included in the original government grant has been served on Channel 9 since December 17, 1949, with a widely diversified program for all types of audiences.

For its visual power of 21 KW, and oral power of 13.5 KW, station WXEL uses a self-supporting Truscon Steel Radio Tower with an overall height of 437 feet to the top of a General Electric 6-bay television antenna. This is another example of the specialized services of Truscon engineers, long skilled in designing radio towers to meet specific conditions all over America.

Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
CELOMAT UNIT

To Participate in Color Hearing

CELOMAT Corp., New York plastics fabricator, has been given permission by FCC to participate in the color television proceeding, which resumes Wednesday, to tell about its $9.95 color converter for sets adapted to the CBS system. FCC denied participation to Wells-Gardner & Co., Chicago, and Communications Measurements Lab., New York.

The Commission's proceeding is expected to continue with further direct testimony by CBS. This week's session will run Wednesday through Friday, receiving results of field tests and other developments since the color hearing was recessed last Nov. 22.

The hearing resumed Feb. 27 for a three-day session with no meeting scheduled last week because of the 1950 convention and radio engineering show of the Institute of Radio Engineers in New York [TELECASTING, March 6]. The hearing is set also for March 22-24 and 26-28.

New bid to testify was filed last week by Packard-Bell Co., Los Angeles set manufacturer, which expressed concern over the potential "monopoly" situation in the color manufacturing field.

CELOMAT informed the Commission that it was ready to manufacture a color converter for use with TV sets adapted to receive the CBS color system and that the retail cost for the converter would be "about $9.95." The firm said the unit could be distributed nationally through the same channels which now handle Celomat's TV set magnifier.

FCC granted the Celomat request to testify since the cost of making color converters was raised during the hearing before it recessed last November.

Wells-Gardner Request

Wells-Gardner requested permission to testify about its test with regard to the demand by the public for large size pictures in home television receivers with "probable public reaction to certain features of the three color television systems" and with "the effect of continuation of the VHF freeze and failure to proceed with a VHF-UHF allocation plan upon such small businesses as Wells-Gardner." However, the Commission considered this late request as not within the scope of its request for field testing and data on new developments and hence denied it.

FCC rejected the CML request on the ground it proposes a color system not within the scope of the Commission's original issues in the proceeding. CML claims it has an 8-mc dot-sequential color system which will operate in the UHF band permitting simultaneous transmission and reception of multiple other broadcast and non-broadcast services on the same signal [TELECASTING, Feb. 27]. FCC specified 8-mc band for color, the same as monochrome.

The Commission also noted that the CML system admittedly still was a theoretical system and "has not undergone a program of research and development in the laboratory to determine fundamentals and to explore basic problems."

Packard-Bell Position

Packard-Bell indicated FCC in the public interest should hear the "views of a small, non-diversified manufacturer of television receivers from the West who is concerned about the concentration of monopoly power in the hands of a few manufacturers, who wishes to present facts concerning the television situation in the West, and who is particularly concerned that in the transition from black-and-white to a color system that has not been adequately field tested for commercial development there is a strong likelihood that companies like it might be forced out of business."

The firm indicated its vice president, Robert S. Bell, would be available for testimony. Packard-Bell had gross sales of about $5,500,000 in 1946, 80% of which was in TV sets, the firm said. Present sales are running at a $12,000,000 annual rate.

Meanwhile, two distinct viewpoints were evident last week among color hearing observers. One view—that FCC seriously is considering allowing the double standard, both CBS and "compatible" RCA, at least in the VHF—was stimulated by comments of Comr. Wayne Cox and Frieda B. Hennock during examination of RCA and other witnesses a fortnight ago [TELECASTING, March 6].

Other View

The other view—that FCC, at least in majority, will hold to its call for a system compatible with monochrome—was claimed to be strengthened during the same session by the concern of Comr. George E. Steiring on any system which requires at the present such mechanical parts as a motor-driven color wheel.

CBS witnesses had emphasized that its system and all of the principal color methods fundamentally are all-electronic and that the CBS color wheel was only a device to make color TV practical and inexpensive next year.

Comr. Robert F. Jones at one point had observed that all of the systems, in spite of their basic all-electronic characteristics, at present utilize some form of "mechanical" operation to produce the color. He noted the CBS color wheel and the complex optical systems involved in the RCA and Color Television Inc. systems.

Film Report


Nassour Studies Inc., Hollywood (independent motion picture producer), going into TV production with series of quarter-hour films starring Sabu as modern-day Aladdin. Seeking national sponsor. Firm plans five additional film series.


Film EQUITIES is the No. 1 Distributor of TV Film in the U.S. Today

- Film Equities acceptance and reputation is built on its superior service.
- When stations want film—and when they want it in a hurry—they know that they can pick up the telephone and the Film Equities will be able to deliver what they want when they want it.
- This service, built up over several years, is the fundamental reason for more Film Equities film being used in TV than by any other distributor.
- Television stations the nation over know that when they call on Film Equities, Film Equities delivers the film.

Let us show you what we mean.

FILM EQUITIES 1501 Broadway
LONGACRE 4-8234
Constance Lazar, Television Director
FURTHER hearing was held before FCC Examiner J. Fred Johnson Jr. last week to decide whether or not the Commission should require interconnection of the inter-city television relay facilities of American Telephone and Telegraph Co., and those of Western Union Telegraph Co.

AT&T has issued a loud "no" to WU's equally vigorous "yes" on the interconnection issue.

The Bell System contended Western Union's AT&T would compete with it unless WU furnishes customers with Bell facilities to piece out its own channels, which amounts to a private subsidy by one competitor to another. Western Union stated television is growing rapidly and will need both AT&T and WU facilities, indicating WU can compete with Bell System.

 Held Monday through Wednesday, the FCC hearing last week was recessed until April 10 when it's expected another week will be required to close the case. FCC last December had ordered the common carriers to interconnect their facilities with those of private broadcasters for the present because the common carrier channels are inadequate.

In mid-February FCC requested AT&T to further amend its tariffs to allow broadcasters to feed programs picked up off the air into the Bell System network for further relaying [TELECASTING, Feb. 20]. AT&T last week, however, in a petition opposing this request, charged that the issues and evidence in the earlier interconnection hearing did not support FCC's conclusion to order AT&T to accept in-bound traffic of this nature. The telephone company further contended that such 'patchwork' networking would be technically and operatively inefficient and uneconomical in the long run.

A preliminary dispute at last week's proceeding was whether the case involved the question of general interconnection or interconnection only in a specific instance such as the WU New York-Philadelphia link, presently its only existing TV relay facility.

KTTV (TV) MOVES

Sets Nassour Studios
For Film Making

UNDER a long term lease, with option to buy, KTTV (TV) Los Angeles within next 60 days will move from present quarters to Nassour Studios, 5746 Sunset Blvd., Hollywood.

Deal was worked out by Norman publisher and president of KTTV Inc., with Edward and William Nassour, owners of Nassour Studios. Under the arrangement, KTTV will go into production of low budget television films, with national distribution to be handled by Television Sales, station subsidiary recently set up for syndicated programs.

Agreement in no way interferes with independent film production of Nassour Inc., it was said.

Under the 10-year lease with options, signed last Tuesday, KTTV will eventually take over the entire film lot consisting of executive offices, four soundstages, and workshops. Station will discon-

On March 1st, WMCT joins the Cable!

This is big television news in the Memphis market area, and even greater significance to advertisers throughout the Nation.

Already television set sales in Memphis and the Mid-South have reached 20,000, according to information received from distributors.

With the coming of the Cable, there will come also, a tremendous new interest and a new and greater audience than ever before.

For program and spot availabilities, we suggest you contact your nearest Branham office, now.

MEMPHIS TELEVISION

National Representatives

The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 - MEMPHIS

AFFILIATED WITH NBC

Also affiliated with CBS, ABC, and DuMont
TV's Rising Cost
(Continued from Telecasting 8)
DuMont has pioneered in low-cost production, opened new time periods and developed profitable shows for inland stations and advertisers. Spurred by high costs, he charged that prices must be about the same cost per thousand as in other media.

Because there are not enough hours to put TV on a sound and profitable basis even if all hours are sold, DuMont has gone extensively into daytime programming.

TV in movie theaters was discussed by Robert H. O'Brien, secretary-treasurer of Paramount Theatres, New York. TV will alter but not replace theatre-going, because people will always want to leave their homes for entertainment, Mr. O'Brien said.

An opposing view, asserting that TV is moving the theater into the home, was expressed by H. C. Bonfig, advertising manager of Zenith Radio Corp., who talked about programming with it. "If you are a broadcaster and talent make a living out of TV," he claimed.

Ralph Liddle of Commonwealth Edison, Chicago, was moderator of the theatre TV discussion.

Research Important
Research will play an important role in TV, according to Hugh M. Bevill Jr., NBC's director of plans and research. Five leading fields in which research can help TV, he said, are improved set figures by markets, better and more frequent ratings, better measurement of TV audience size among non-set owner families, knowledge of how to build more effective commercials and documentation of TV's sales effectiveness.

He proposed that ratings be made every third rather than every four weeks because of shows aired biweekly. Reporting a large bonus for sponsored because of high non-owned viewing, he said a recent NBC New York survey showed the network has a total weekly audience of 20 million viewers five years and older, of which are outside TV homes.

Appearing with him were Dr. Charles L. Allen, director of research, Northwestern U.; C. Nielsen, president of the Chicago market research firm bearing his name; Lawrence Roslow, general manager, The Pulse Inc.; James Shuler, president, research bureau; Charles Callard, vice president of Jay & Graham Organization (Videodex), a d W. Ward, WGN-TV, Chicago, and W. B. Hooper Inc. Robert Salk of The Katz Agency, Chicago, was moderator.

Speakers on the opening panel were Robert Bannister, general manager, WDSU-TV new Orleans; Harry Bannister, general manager, WJTV-TV Atlanta; Robert Strachan, director, TV program operations, New York; Seymour Mintz, advertising manager, Admiral Corp., Chicago, and Jeff Wade, vice president in charge of radio and television, Wade Adver-

CONE BUDGING
Chicago; James Sturton, general manager of ABC's Central Division, moderated.

Video will support itself in any market because the impact is there, Mr. Sweeney said. He said TV is possible in a 20,000 set market. "We have a transom business already, and have reached the point where some of our radio advertisers are going into TV, and wish to get back a radio before long." Youth and imagination are prime requisites, he said.

Mr. Bannister, terming TV a constant news story because it has captured the public imagination, said video gives pricelessly public to advertisers. Discussing the 66 stations that increased much in the next three years because of the freeze, and time needed for allocation hearings, he pointed out that 14 and 16 million sets by the end of next year will still be confined to 58 markets.

Mr. Strachan of ABC said "a thoughtful educational job needs to be done before TV is economical. TV will never be cheap, but it will have to be cheaper if we are going to meet the average American, and the backbone of magazine and radio advertising.

Mr. Wade, whose major AM-TV account is Miles Labs, (Alka Selley, Belding, Vitamins), said TV is almost a must for the radio advertiser. Advertisers, however, are looking for economy in programs and TV's sales effectiveness "like they've never looked before," he said.

Admiral Advertising Manager Mintz pointed up need for more accuracy in planning and the "we spent four times the original estimate on the Admiral Broad- way Revue, for example," he said. An answer he recommended for profit both ways—ineffective day-time shows.

Problems of stations in various markets were outlined Tuesday morning by John Mitchell, manager, WBKB, (TV), Chicago, and his panel: Robert Lommis, sales manager, WTTV (TV) Bloomington, Ind.; E. Y. Flanagan, general manager, WSPD-TV Toledo; Roy McCaff, manager, WEND-TV, Chicago; Hoyt Andrews, assistant to the president, WKY-TV Oklahoma City, and F. Van Konyenburg, general manager, WTCN-TV Minneapolis.

"TV pays off—or does it?" was answered by A. L. Johnson, advertising manager, International Shoe Co., St. Louis; Bud Gore, advertisement manager, WBBM (TV), Chicago; Dr. Edward Hines Lumber Co., Chicago; E. L. Waddington, radio director, Miles Labs, Elkhart, Ind.; Hal Borke, radio director, J. Walter Thompson Co., Chicago, William Fisher, TV production director Young & Rubicam, Chicago, and Harry Goodman, president, Harry Goodman Productions, New York.

Holman Faust, account executive at Schwimmer & Scott, moderated.

Ten panelists appearing at the closing session were introduced by E. H. Malcomson, Howard Agency, Chicago. They were Monte Passnacht, WEND-TV; Norman Heyne, Ruthrauff & Co., Chicago; Frank B. Ward Dorrell, WGN (TV) Chicago; Jo Betzer, Sarris Inc.; Jerry Campbell, Bell & Campbell-Hall; Robert Knapp, Schwimmer & Scott; Norman Lindquist, Atlas Film Co., Chicago; and Arthur Fielden, Campbell-Ewald, Detroit; Carl Haverlin, Broadcast Music Inc., New York, and Gordon Kinney, Advertising Council, New York.

Conference Registration

Ed Abbott, Foote, Cone & Belding, Chicago; Dr. Charles Allen, Northwestern U.; C. Nielsen, president of the Chicago market research firm bearing his name; Lawrence Roslow, general manager, The Pulse Inc.; James Shuler, president, research bureau; Charles Callard, vice president of Jay & Graham Organization (Videodex), a d W. Ward, WGN-TV, Chicago, and W. B. Hooper Inc. Robert Salk of The Katz Agency, Chicago, was moderator.

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PREVIEWING WNBQ-NBC (TV) Chicago show, Grand Marquee, feature films series, is the program's sponsor, Paul E. Hauser (r), president, Hauser Nash Sales, Chicago. With him at the station's studio are (l to r): Charles J. Zeller, radio-television director, Guenther-Bradford Agency; George Morris, WNBQ account executive, and John McFadden, station sales manager. Show is telecast Saturday at 9:30 p.m. (CST).


WHAS-TV Joins CBS-TV

WHAS-TV Louisville, Ky., affiliates with CBS-TV network as a full primary affiliate effective March 20. This brings to 57 the number of CBS affiliates. The station replaces WAVE-TV Louisville, a secondary affiliate.

CONNOLLY NAMED

Heads CBS-TV Program Sales

THOMAS D. CONNOLLY, manager of CBS radio program sales since July 1948, last week was appointed manager of CBS TV program sales.

Mr. Connolly joined CBS as a member of the sales promotion department in 1939 after long service in department store sales and advertising. In 1940 he became director of program promotion of the network. In February 1948, he became assistant manager of program sales and was elevated to the management the next July. He is a graduate of Harvard U.

WJIM-TV PLANS

Equipment Tests Start

WJIM-TV Lansing, Mich., commenced equipment tests on Thursday (March 9), Harold F. Gross, president and general manager, announced last week.

Owned by WLM Inc., the new outlet operates on Channel 6 (828-88 me) with power of 2.5 kw aural, 5 kw visual.

MARY WOOD

Mary Wood's Cincinnati Post Survey verifies and confirms PULSE—HOOPER—VIDEODEX that WCPO-TV is Cincinnati's No. 1 TV Station.

We quote from Mary Wood's column of February 24th:

Best Shows on WCPO-TV:

• "two of top 3 shows are on WCPO-TV"

Most Popular Station!

"WCPO-TV 1st—WLW-T 2nd—WKRC-TV 3rd"

Enthusiastic TV City!

"Viewers look 2 hours in afternoon and 4 hours 20 minutes at night in Cincinnati"
Advertest Surveys Jan. Advertisers

March 15, 1966 Telecasting Survey

Weekly Television Summary

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<th>City</th>
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**Number of Advertisers by Product Groups**

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<td>2. Apparel, Footwear &amp; Access.</td>
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<td>3. Automotive, Automotive Equip. &amp; Access.</td>
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<td>4. Berry &amp; Wine</td>
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<td>5. Building Materials, Equip. &amp; Fixtures</td>
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<td>6. Confectionary &amp; Soft Drinks</td>
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<td>7. Consumer Services</td>
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<td>8. Construction &amp; Contractors</td>
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<td>9. Drugs &amp; Cosmetics</td>
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<td>13. Horticulture</td>
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**Total** | 73 | 393 | 1,687 |

**Telecasting**

**March 13, 1950**

**BROADCASTING**

**Page 14**
WHIO

FIRST in Radio
FIRST in Television

CHECK ANY SURVEY ANY DATE

WHIO RATED FIRST IN DAYTON, O.

WHIO-TV

AFFILIATED WITH THE DAYTON DAILY NEWS AND THE JOURNAL-HERALD

WHIO REPRESENTED NATIONALLY BY G. P. HOLLINGBERY COMPANY
WHIO-TV REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
AFCCE* (Member)

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCE*

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Labs: Great Neck, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
902 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

Washington, 1422
44e CHURCH
PORTER INTERNATIONAL
Commercial Radio

Riverside, 1339
RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1222
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash. D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE*

ANDREW
CORPORATION
SPECIALISTS IN
Allocation • Design • Installation
363 E. 7th St., Chicago 19, III.
PHONE: Triangle 4-4000

Dixie B. McKey & Assoc.
1520 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1319 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCCE*

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. Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

Philip Merryman & Associates
• 114 State Street
• Bridgeport 3, Conn.
• Bridgeport 5-4144
RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

G. R. BITLER
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Kingwood 7631, 9541

SILLMAN & 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. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
RYE 7-1413

Member AFCCE*
March 6th

**ACTED FOR APPLICATION TO EXTEND DATE TO TELECAST DIRECT AUDIO PROGRAMS.**

[Further text discussing various applications and hearings]

March 7th

**BY COMMISSION EN BANC**

[Decision text]

March 8th

[Further text discussing various applications and hearings]

March 10th

[Further text discussing various applications and hearings]

**ACTIONS OF THE FCC**

March 3 to March 10

[Detailed actions taken by the FCC during this period]

**SERVICE DIRECTORY**

[Directory of various companies and services]

**COMMERCIAL RADIO Monitoring Company**

[Company details and contact information]
FCC Actions (Continued from page 59)

 decisions Cont.: KMA-765 San Francisco; KA-3888 Ogden Utah; KA-3885 Cedar Rapids, la. following granted mod. CP's for completion dates as shown: WWOK Birmingham, Ala. to 9-28-50, (cond.) WJ-773 FM-Johnson City, Tenn. to 11-16-50; WXK (FM) Buffalo, N. Y. to 9-24-50; WFBM-FM Fort Oglethorpe, T. N. to 8-6-50; WJL Columbus, Ohio—Granted license covering use of trans. WHK Rogers City, Mich.—Granted new license AM station; 960 kc, 1 kw D, 1950; WBAI Bedford, Va.—Granted new license AM station; 1540 kc 250 w. WMOST Columbus, Ohio—Granted license covering use of trans. KVMY Twin Falls, Idaho—Granted mod. license to change main studio location. WTVN Columbus, Ohio—Granted CP to change trans. WNYH Chicago, III.— Granted mod. CP for extension of completion date to 4-30-50. Subject to approval is without prejudice to any action Commission may take in response to pending applications for renewal of license of stations licensed to grantee. Following remote pickup renewals granted regular basis to Nov. 1, 1950, following which term may result from proceedings in Docket 23 (60), KA-498 and KA-501 area Columbus, Ohio; KA-497 area Northwest Indiana and KA-308 area Charleston, W. Va.; KA-6419, KJ-278 area Louisville, Ky.

"PECA" SERIES PHOTO-ELECTRIC CONTROL

Factory-set to turn lights on at 35 f.c.; off before 58 f.c. as specified by CAA. Low-wattage circuit insulation. High-wattage industrial type resis-
tors. 8 volt to 140 volt circuits. Service, light automatically turn on.


PROGRESSIVE PERFORMANCE —

LUMBER PRODUCTION —

WAKAK UPHOLD

ALAN FREED, former WAKR Akron, Ohio, disc jockey, has been ordered by Summit County Common Pleas Court not to broadcast in the Akron area.

Judge B. J. Roetzel, handing down a decision in favor of WAKR Akron, Ohio, disc jockey, has been ordered by Summit County Common Pleas Court not to broadcast in the Akron area.

WAKAK, Akron, Ohio, disc jockey, has been ordered by Summit County Common Pleas Court not to broadcast in the Akron area.

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USED BY EFFICIENCY-CONSCIOUS BROADCASTERS

...THROUGHOUT THE WORLD!

Phasing Unit for 6 tower directional antenna system.

Special Antenna Tuning Unit for a directional system. Includes pattern switching and isolation coil for sampling cable.

Special 50KW Antenna Tuning Unit built for a South American station.

ANDREW phasing and tuning equipment has a long record of complete dependability and economy!

Whether your installation requires a single tower or a nine-tower directional array it will pay you, too, to specify ANDREW Equipment.

Andrew Corporation
363 East 75th Street - Chicago 10
World's Largest Antenna Equipment Specialists

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES
BROADCASTING • Telecasting

Government

JOHNSON CITES RISE

In 1950

Each “listener that U. S. advertising reaches in 1950 will have on the average 39% more purchasing power than in the ‘good’ pre-war year 1940.”

That was the statement made by Arno H. Johnson, vice president and director of media and research, J. Walter Thompson Co., as he summed up facts on the existing economy for the Advertising Club of Washington at a luncheon last Tuesday.

Pointing out that this means “real” purchasing power, after full correction for both higher taxes and higher prices, the agency executive cited as important factor the impending maturity of U. S. Savings Bonds—bond-maturity begins this year at the rate of $1 billion and increases steadily for three years to a peak of over $8 billion, then levels off to an average yearly redemption of over $5 billion.

Saying that many business men underestimated buying power during 1949, he cited as an example cut-backs on television set production by manufacturers and on their inventories by retailers. Before the end of 1949 television sets were in such great demand that one major New York retailer suspended advertising because he didn’t like to encourage buying when sets couldn’t be delivered, Mr. Johnson said.

Giving a quick run-down of the facts, Mr. Johnson said:

- Total real consumer purchasing power can be 6% above 1949 (which would be 60% over 1940).
- In 1950 real purchasing power per capita can be 36% above 1949 (which would be 38% increase over 1940).
- In 1950 surplus income over basic living standards can be 6% over 1949 (or four times as large as 1940).
- In 1950 markets for “goods and services” can be $10 billion greater than 1949.
- Consumer debt is unusually low in relation to disposable income or individual savings.
- Consumer holdings of liquid assets are 3½ times 1940, with double the purchasing power.

Mr. Johnson pointed out that “we need a recognition of the opportunities that exist for increased markets.” The delicate balance between recession and prosperity can be kept safely on the side of prosperity in 1950, he said.

OKLAHOMA MEET

Coy Scheduled To Speak

FCC CHAIRMAN WAYNE COY is scheduled to give the principal address at tomorrow night’s (March 14) closing session of the fifth annual U. of Oklahoma radio conference which opened Sunday in Norman. Richard P. Doherty, director of NAB’s Employ-Employer Relations Dept. is to address tonight’s meeting. His subject will be “Economic Trends and the Broadcasting Business.”

The Oklahoma meet is “Great Expectations,” according to Dr. Sherman P. Lawton, conference chairman and coordinator of radio instruction at Oklahoma. In attendance are station managers and personnel, advertising agents and radio students from the southwest.

Sessions are scheduled on sales and market problems, news television, FM and problems of getting started in the industry. Opening day of the conference was largely devoted to demonstration broadcasts by students from southwestern colleges and universitities. Meetings are being held at the extension study center on the north campus and in the radio instruction laboratories on the main campus.

FIFTH Annual National Gagwriters Convention will be held in New York March 31. The National Laugh Foundation will present its seven “Comedy World Awards” during convention.

RUSH

Preparing copy—auditioning dry runs for TV—split second timing—al long the line it’s RUSH RUSH RUSH

Build up energy push and go for the RUSH with KEVETTS the candy like tablet 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-2

Azusa, California

How to use

Now is the time to put KDAL on the list for your next food campaign. Avery-Knodel will be glad to give you availabilities.

Buying Power

Howard C. McCoy in Germany

HOWARD M. CHAPIN, advertising director of General Foods, is slated to return to the United States in about two weeks to complete a special 45-day assignment as a consultant to U. S. High Commissioner for Germany John J. McCoy, the State Dept. said last week.

Mr. Chapin's activities centered at Frankfort where he has been advising Commissioner McCoy. The State Dept. said Mr. McCoy, who also acts as ECA administrator for Germany, requested Mr. Chapin’s aid. Commercial McCoy, the State Dept. added, is authorized to make requests for consultants from time to time.

Howard Chapin

Aids McCoy in Germany

Skywriter

DULUTH, MINN. “Had to get way up here with my rear cockpit to read the zooming Retail Food Sales figures for the Duluth-Superior Market,” gasps Otto Mattick. “And to add a note about KDAL helping them get this high.” Otto’s right on both counts. Food sales are higher here. This is now America’s 51st Food Market. And KDAL has helped attain this position. Ask our food accounts. They’ll tell you how we dominate the audience in the nation’s 51st Food Market. And how we’ve zoomed sales for them. We can do it for you, too.

Skywriter

Management

JONES EVANS appointed general manager of WHW, Naniteck, Pa., succeeding MILTON LAUGHLIN, resigned. Mr. Evans entered radio in 1927 at WBBR Wilkes-Barre, Pa., later moving to WBAK same city as commercial manager. For past three years he has freelanced. Mr. Laughlin moves to WAEQ Allentown, Pa.

HUGH M. SMITH, formerly manager of WGWC Selma, Ala., and before that general manager and part owner of WLUA Laurel, Miss., appointed general manager of Covington Stations, WCOV - AM - FM Montgomery, and WGWC Selma, Ala.

DAVID H. BROWN, previously in legal firm representing WOR New York, and MBS opens his own law office for general practice at 70 Pine St., New York. He will give special attention to radio and related matters.

ELMER J. AND JOHN G. BUCKNUM, owners, assume active management of KBVW Corona, Calif., following resignation of JOHN PIERSON, station manager. MARY BUCKNUM is commercial manager.

EARL H. GAMMONS, CBS Washington vice president, is confined to his apartment at the Wardman Park Hotel with a mild case of virus pneumonia.

JOHNNY A. MICHEL, recently retired U. S. Navy lieutenant commander, appointed supervisor of Employee Service Section of NBC. He succeeds DONALD BOGART, resigned.

EUGENE P. WEIL, supervisor of sales for WOTY, WRBG (TV) and WCVM (FM) Schenectady, N. Y., is winner of Toastmasters International contest, held in Schenectady. R. H. SOLOMON, also of the same stations, placed third in contest.

HARRY SEDGECROFT, president of CFRB Toronto, and director of Canadian Assn. of Broadcasters, is in England negotiating with British advertisers to use radio in Canada to promote their export sales.

JOHN H. POOLE, owner of KSMABJFM Santa Maria, Calif., and KALI Pasadena, is the father of a boy, John Jr.
Respects

(Continued from page 34)
work is appalling, rejected parent- 
inal offers to take him to a legal 
education. He took a fulltime job 
as a draftsman with the New York 
City Board of Transportation to 
pay his way in Fordham Law 
School at night.

Despite the fact he was working 
at a fulltime job, he finished law 
school in par—three years. That 
was 1928. He had a degree in 
naval architecture, a bachelor's de- 
gree in law, and a furious desire to 
marry a girl he had met four 
years before at a Webb school 
dance. But he still felt uneducated 
and too impoverished to wed.

He took a job with a New York 
law firm, Hunt, Hill & Betts, and 
transferred to New York U. Law 
School to take his Master of Laws 
degree, again confining his aca- 
demic efforts to the night.

Today Mr. McDonald's recollec- 
tion of the period of his Fordham 
and New York U. legal studies is 
featured by a feeling of vast relief 
that it is over.

"I still feel naked whenever I 
find myself on the Third Ave. El 
without a stack of law books," he 
said recently. The Third Ave. El 
was his transportation between 
work and law school.

He obtained his master's degree 
in one year and continued with 
Hunt, Hill & Betts until Jan. 1, 
1932.

Joined NBC in 1932 

Until a friend, who had joined 
the NBC legal department, pointed 
out the wonders of radio, Mr. Mc- 
Donald was still bent on a career 
of admiralty law. He scuttled that 
notion when, on Jan. 1, 1932, he 
accepted a position as staff attor- 
ey at NBC.

Meanwhile, believing that his 
mind was trained enough to keep 
him from starving, Mr. McDonald 
made Louise Cruger Muth, the 
girl he had met at the Webb dance in 
1924.

It is a testimonial to his talents 
for conciliation that one of Mr. 
McDonald's good friends today is 
the fellow student who was the 
date of Miss Muth at the dance and 
who incausantly introduced her to 
Mr. McDonald.

The McDonalds now have three 
children, Joseph F., 13, Louise, 10, 
and Ruth, 8. They live in suburban 
Pelham, N. Y.

After Mr. McDonald had served on 
the New York legal staff of 
NBC for five years, he was trans- 
ferred to the network's Central Di- 
vision in Chicago as attorney. It 
was during his service there that he 
first became involved in labor 
negotiations. This was the period 
in which AFRA was organizing in 
Chicago, and Mr. McDonald was 
involved in the brony negotiations 
with the talent union.

When he was reassigned to the 
network's New York headquarters 
as assistant general counsel in 1943, 
he was counted at least a 
fledgling expert in labor matters. 
Accordingly, he found himself han- 
dling NBC's interests in the then 
raging jurisdictional dispute be- 
 tween the AFM and NABET over 
representation of turntable opera- 
tors.

In February 1945 he joined ABC 
as general attorney. He was ap- 
pointed secretary of the corpora-

tion soon afterward and was 

appointed vice president Nov. 15, 
1945.

Mr. McDonald is a member of 
the New York and Illinois bars, a 
member of the Copyright Commit- 
tee of the Bar Assn. of the City of 
New York, the Communications 
Committee of the American Bar 
Assn., the Communications 
Committee of the New York County 
Lawyers, the FCC Bar Assn., 
the Illinois and Chicago Bar Assns., 
and the Employer-Employe Rela- 
tions Committee, the Legislative 
Committee and the Music Advisory 
Committee of the NAB.

Mr. McDonald is a director of Broad- 
cast Music, Inc. and of Tele- 
vision Broadcasters Assn. He belongs to 
the Pelham Country Club and is 

president of the Webb Institute 
Alumni Assn.

He is one of the few high execu- 
tives in radio who regularly keep 
office hours on Saturdays. What 
with his ABC responsibilities and 
industry-wide activities, he has 
little time for recreation.

One avocational hope entertained 
by him and Mrs. McDonald is the 
acquisition of a boat. They owned a 
sloop when they were first mar- 
rried but sold it when he was trans- 
ferred to Chicago. They are at 
the stage now of shopping for another.

Meanwhile, Mr. McDonald's prin- 
cipal recreation is bowling.

McANDREW NAMED 
Heads Radio Correspondents

WILLIAM R. McAndrew, gen- 
eral manager of NBC's WRC and 
WBWB (TV) Washington, was 
elected president of the Radio Cor- 
respondents' Assn. at a meeting 
in Washington last Tuesday. Mr. McAndrew 
succeeds Elmer Davis of ABC 
who becomes executive officer of 
the board.

Others named were: Vice pres- 
ident, Francis W. Tully Jr., Washing- 
ton Reporters Inc.; secretary, Bill Shadel, CBS; 
treasurer, Hollis Seavey, MBS; 
members at large, George Marder 
of United Press Radio, George 
Reddy of Arrowhead Network, and 
Bex Good of Transradio Press.

Mr. McAndrew is one of the 32 char- 
cher members of the Radio Cor- 
respondents' Assn. and is one of four 
members of the original ex- 
ecutive board which activated 
the Senate Radio Gallery in 1940. He 
formerly served as Washington di- 
rector of news and special events 
for the NBC network. Mr. McAndrew 
joined NBC in 1956 and was 

executive news editor of Broad- 
casting from 1940 to 1942. He returned to 

NBC in 1944.

GUILD CITES TWO STATIONS

CITATIONS for outstanding 
achievement in radio were voted 

fortnight ago by New York News- 
paper Guild to two New York sta- 
tions, WMGM for Books on Trial, 
and WQXR for outstanding music 

programs.

KRNT is the LEADER in Des Moines!

HOOPER SHARE-OF-AUDIENCE

DEC., 1949—JAN., 1950

TOPS IN MORNING — 8 A.M. TO 12 NOON

<table>
<thead>
<tr>
<th>Station</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRNT</td>
<td>40.1%</td>
</tr>
</tbody>
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TOPS IN AFTERNOON — 12:00 TO 6:00 P.M.

<table>
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<th>Station</th>
<th>Share</th>
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<tbody>
<tr>
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<td>40.6%</td>
</tr>
</tbody>
</table>

TOPS IN TOTAL RATED TIME PERIODS

<table>
<thead>
<tr>
<th>Station</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRNT</td>
<td>32.0%</td>
</tr>
</tbody>
</table>

KRNT DELIVERS THE AUDIENCE YOU MUST REACH TO SELL! ... OUR LONG LIST OF REPUTABLE ADVERTISERS — NATIONAL AND LOCAL — PROVES THE STATION'S ACCEPTANCE AND ABILITY. ASK A KATZ MAN FOR DETAILS.

The station with the fabulous personalities and the astronomical Hoopers

March 13, 1950 • Page 63
LOCKE RETIRES

RAYMOND P. LOCKE, president of Tracy-Locke Co. Inc., Dallas advertising agency, last week announced his retirement from the firm which he founded in 1913. His stock interests in the company have been purchased by his Tracy-Locke associates, Mr. Locke said.

Morris L. Hite, executive vice president who has been with the company since 1937, succeeds Mr. Locke as president. Clay W. Stephenson, with the firm since 1948, has been elected to the board of directors and will serve as executive vice president. In another organizational change, John H. Wellenkamp, in addition to his duties as vice president and treasurer, becomes general manager of service operations, a newly created post.

Two additions to the staff also have been announced. Philip McHugh, formerly with CBS in New York and Brown Radio Productions Inc., Nashville, was appointed head of the radio and television department. He comes here with the Bruce B. Brewer Advertising Agency's Minneapolis office, will serve as account executive.

In announcing his retirement, Mr. Locke also stated: "My retirement is according to long-range plans, as projected in 1918 when I first entered the advertising agency business on my own. I have worked hard and conscientiously; always our clients have been first. For all these 37 years, we have subscribed to the philosophy that 'advertising must pay its way and pay a profit."

Leonard D. Taylor

LEONARD D. TAYLOR, 51, former account executive for WNJR Newark and WJZ-TV New York, died of viral pneumonia March 2 in Montclair, N.J., after a brief illness. Mr. Taylor also served with the Hearst papers in Chicago for 10 years. In recent months, he had been associated with Video Varieties Corp., New York.

HENDERSON MOVES

WFBC Airs Dedication Show

LOCAL, state and national dignitaries were heard in a broadcast originating from WFBC Greenville, S. C., when new quarters of the Henderson Advertising Agency in Greenville were dedicated. The agency, established three years ago by Jim Henderson, was congratulated by Gov. J. Strom Thurmond, Senators Burnet Maybank (D-S. C.) and Olin D. Johnston (D-S. C.), Rep. Joseph R. Byrnes (D-S. C.) and Mayor J. Kenneth Camp of Greenville. The Feb. 26 broadcast was transcribed for delayed broadcast by WKIK Columbia, S. C.; WAYS Charlotte, N. C., and WCOG Greensboro, N. C.
NIGHTTIME BIDS
FCC Turns Down 4 Daytimers

BIDS of four daytime-only stations requesting special night operation authority were turned down by FCC last week as being contrary to the North American Regional Broadcasting Agreement, now being renegotiated. Meanwhile, WKSR Pulaski, Tenn., has asked for night operation on grounds NARBA is no longer legally effective.

In a memorandum opinion and order, the Commission denied the requests of WPIT Pittsburgh, WKYW Louisville, WACE Jackson- ville, Fla., stating the frequencies involved are clear channels assigned to Mexico for Class I-A outlets under NARBA and according to the "gentlemen's agreement" with Mexico the U.S. has agreed to assign only Class II stations on these channels.

FCC said since both Mexico and the U.S. have "continued to abide by the terms" of the agreement, "we are unwilling to embark upon a course of action which will violate heretofore well-established basic principles and regulations which have governed and continue to govern the use of the standard broadcast band as between countries of North America." FCC noted also that NARBA is being renegotiated.

WKSR, assigned 250 w daytime on 730 kc, has asked for 100 w night operation. The station said NARBA is no longer law and likewise the "gentlemen's agreement." WKSR wished to provide Pulaski its first local night service. WPIT, also on 730 kc with 1 kw day, had requested 250 w at night while WACE, on channel with 1 kw day, wanted 1 kw directional operation at night. WKYW, on 900 kc with 1 kw day, sought 100 w at night and WIVY, on 1050 kc with 1 kw day, wished to operate additionally from 6 a.m. to local sunrise.

Suspension Denied

WGNN (FM) Chicago, companion operation of WGN there, was denied permission by FCC last week to go off the air as a power conservation measure. WGN said it wished to cooperate with the blanket order of the Illinois Commerce Commission requiring all commercial users of electricity to cut consumption 25% during the coal shortage. FCC's wire to WGNN said in part:

"The Commission is concerned with proposal to completely curtail FM service. If the emergency justifies you in keeping your FM station silent, the same consideration would seem to require you to curtail operations of your AM and television stations."

CGJX Yorkton is to increase power from 1 kw to 5 kw early in the spring. Northern Electric transmitter will be installed.

When you're comparing radio stations

...make sure to check their Service-Ads as well as their listings in SRDS

Says one Time Buyer: "When I'm using STANDARD RATE I'm looking for certain things. I'm not reading. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make it a point to check it."

Have you noticed, too, how Service-Ads help, especially when you're working fast? Service-Ads like WHDH's shown here, which supplements and expands the WHDH listing with the kind of information that helps you decide which stations you want.

WHDH

Service-Ads like this in SRDS Radio Section help Time Buyers pick the right stations.

March 13, 1950 • Page 65
free... to new subscribers

The 1950 BROADCASTING YEARBOOK

For a limited time only, this $5.00 YEARBOOK will be sent as a bonus to new BROADCASTING subscribers.

- Analysis 1949 radio-tv adv.
- Media costs
- Radio-tv billings
- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
- 55 directories—550 p. complete radio-tv index

MAIL COUPON TODAY!

1050 BROADCASTING • Telecasting • Broadcasting 679 National Press Building, Washington 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5.00) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00
☐ Please bill me

NAME
COMPANY
ADDRESS
CITY ZONE STATE

YEARBOOK Special

Page 66 • March 13, 1950

COMMUNITY COVERAGE

WTAG Wins Praise From Its City Government

WTAG-AM-FM Worcester, Mass., has been cited officially for its efforts to tell the public about the city's new council-manager form of government. In passing a unanimous vote of thanks, the Worcester city council specifically cited the current Your City Government show, a weekly presentation Sunday at 12:30 p.m.

Giving city officials a chance to inform the public on what is going on at City Hall, the program each week features two councilmen who discuss problems being tackled under the recently established "Plan E" form of government. The last program each month is taken over by the city manager who reports on progress for that month.

WTAG-AM-FM has been providing this type of coverage since last fall when the city started to vote under a new form of city government. Instead of the old mayor-council system, the voters now faced rule under proportional representation, a system with which they were unfamiliar.

Hess Series

Realizing the necessity for public education, WTAG introduced a weekly series done by Clyde Hess, the station's news analyst. Figuring that the best way to get information on the new government was to ask the cities that already had it, Mr. Hess questioned authorities in five cities already operating under council-manager government. General theme of his questions was, "How is this council-manager form of government working for you folks? Do you like it? Is it practical?"

The answers were recorded by respondents and air-mailed back to WTAG. Then Mr. Hess took the disc, wove them into "interviews" which were filled out with his own comments and interpretations of the answers in terms of Worcester's problems. This series ran for the five Sundays preceding the elections.

The show, A Plan of Two Cities, so impressed the Massachusetts Committee for the George Foster Peabody Radio Awards that it was given first award for public service in the Bay State.

Several other programs of this type were used, including the question-and-answer series, The ABC's of Plan E, done by Newman Dick Jacobs and also running up to election time.

The Your City Government Show, planned for a limited run, proved so popular that the program is now a permanent part of the WTAG-AM-FM schedule.

DECCA RECORDS Inc, New York, declared quarterly dividend of 12½ cents per share on capital stock, payable March 28 to stockholders of record at close of business March 14.

TAB SESSION

All Officers Are Re-elected

OFFICERS and directors of Tennessee Assn. of Broadcasters were re-elected Feb. 24 at the annual TAB meeting held in Nashville; with 125 delegates attending an all-day session.

President F. C. Sowell, WLAC Nashville, said TAB now has 40 station members. He reported the "Let's Sell Optimism" promotion campaign had proved successful, with stations in a dozen states now conducting drives based on the TAB format.

An agency panel stressed importance of setting rate and coverage policies and sticking to them. Taking part were Hugh Murphy, Lake - Spio - Burman, Memphis; Albert Noble, Noble-Dury & Assoc., Nashville; John Fontaine, Nelson Chesman Co., Chattanooga.

Maurice B. Mitchell, director of Broadcast Advertising Bureau, took over the afternoon. Henry W. Slavick, WMCT (TV) Memphis and a retiring NAB director, reviewed the growth of TV in Memphis and said it has not reduced the volume of AM advertising. Henry Stone, WSM Nashville, described his recent trip to Germany with a Grand Ole Opry troupe.

Officers of TAB are Mr. Sowell, president; Earl W. Winger, WDOD Chattanooga, vice president; Jack M. Draughon, W6X Nashville, secretary-treasurer. Board members are T. B. Baker, WKDA Nashville; John P. Hart, WBR Knoxville; Marshall H. Pengra, WATO Oak Ridge.

KOCS Shuffle

CARLTON R. APPLEBY, manager of Ontario (Calif.) Daily Reporter, in a reorganization has in addition assumed supervising management of the newspaper-owned KOCS. He takes over duties of Stanley Davis, assistant manager, who resigned. Active department heads are Floyd Hall, business manager and chief engineer; George Crofford, program director, and James Rennie, commercial manager.
SMOOTHLY running activities between station executives and school officials resulted in "High School Day" on KVOX Colorado Springs, Colo., between 6 a.m. and 11 p.m. Feb. 28, virtually every job on staff was taken over by 60 high school students, chosen from 100 who applied. Students had been practicing during previous week and were able to handle news writing and announcing chores with comparative ease. Staff members supervised all activities, but some of their work appeared on the air. Even selling activities were handled by students. Unprecedented number of calls were received commenting on day, station reports.

Pictured Promotion
SINGLE-page bulletin, with pictures of five studio shows featured on WAAM (TV) Baltimore, illustrating station's program line-up, sent to trade by WAAM. In center of page, surrounded by pictures which bear show outlines describing show's format, is statement concerning number of hours devoted to local color network shows. Bottom of page carries caption noting station's ABC-TV and DuMont affiliation.

Cool, Clear Water
'LAN originated on Great Gildersleeve show on NBC, calls for sending of water canteen to 16 different cities, where ounce of water is added by each local water commissioner. Canteen is sent to NBC affiliates in cities from Los Angeles to Washington, and bears large tag remarking that it will eventually be sent to water commissioner of New York City. Mr. Gildersleeve, if show, is water commissioner of fictional town.

Descriptive Booklet
BROCHURE, which includes pertinent data concerning WEDV-TV (TV) this spring, is being circulated. Booklet, which bears WEDV's growth in that area, sent to trade by station. Rate card, coverage map, line-ups of station equipment and market statistics, are given on mimeographed sheets which have been tapped to folder. Excerpts from letters, in original handwriting also are given.

Bulletin Announces
LARGE white bulletin from WFMF Youngstown, Ohio, sent to trade bearing announcement of station's new broadcast frequency 1390 kc with 5 kw. Brief text remarks that city is nation's "fourth largest steel center and Ohio's third market." Facts on ABC affiliation and other data conclude bulletin.

Shamrock Green
SHAMROCK GREEN ink on white paper make up latest promotion from WOW Youngstown, Ohio. Head reads, "The Irish Will Love It and So Will Everyone Else." Announcement of show of Ramble in Erin, hour of Irish music, folk songs and guest stars, is made. Show is aired Non-Fri., 11 p.m.

Religious Spots
TAPPING a usually unsuspected classification of business, KSOM San Mateo, Calif., is making religious broadcasts pay off by selling spot announcements before and after Sunday Catholic sermon, to church goods stores in two neighboring communities.

KRAM's Neighbors
UNUSUAL revenue source in retailers of communities scattered 10 to 300 miles away uncovered by KRAM Las Vegas, Nev. Utilizing half-hour programs of music and commentary slanted to specific community, under title Know Your Neighbor, broadcast is sold in quarter hour segments to merchants in drug, general merchandise, grocery and gasoline categories.

Free Blotters
BLOTTERS sent to Canadian advertisers and agencies by CKAC Montreal bear message "The good things in life are free—enterprise." Promotion bears call letters of CKAC, signing itself "a free enterprise station since 1922."

Maps Mailed
AMONG first stations to put its new BMM study map into mail is KDAL Duluth, Minn. Maps were sent with additional data showing station's increases to complete agency and client lists in station's files.

Personnel
RAY C. HUFFER, formerly on public affairs staff of WPAA Dallas, appointed sales promotion manager for station. HARRY L. KOENIGSBERG, formerly with station's continuity department, named public relations director.

RONNIE MANDRAS, formerly publicity manager for Standard Radio Transcriptions and West Coast representative for Music Business magazine, joins KFBI-M.TV Los Angeles as assistant to promotion and publicity director.

SAM PARNAS, formerly news writer with KMGG St. Louis, appointed director of press information.

SELVIN DONNESON, with sales staff of WWRL Woodside, N. Y., for past three years, appointed to newly created post of sales promotion manager.

WFMF (FM) Chicago, sister operation of WJJJD there, has told FCC that Muzak Corp. was wrong in its charge that some FM stations are violating the Commission rules by supplying "background" music deleted by means of a supersonic signal—to local business establishments [BROADCASTING, Jan. 23]

Muzak wants the Commission to amend its regulations to allow the firm to distribute its functional music services via regular FM stations in lieu of telephone lines. These special programs would be "carried" on the regular program transmission of an FM station, using a supersonic signal multiplexed to provide several types of special music service such as now programmed by Muzak. The supersonic signal would not affect the regular FM program and it would be picked up in the establishment of the Muzak client on a special receiver.

The piped-music firm believes the FCC's rules must be amended to allow this type of transmission and to allow broadcasting of program material without identifying announcements as now required by the rules.

Muzak told FCC that some FM stations are supplying such a service, indicating they were using their regular programs but eliminating reception of all voice announcements in establishments buying the service by means of the supersonic signal. This high audio-frequency signal causes the special receivers in such establishments to shut off when voice transcriptions are being used.
PRIZE of $1,000 scholarship awarded to Glen Holt, high school senior from Smithfield, N. C., as winner of statewide Student Forum for Safety quiz series. American Mutual Liability Insurance Co. of Boston sponsored contest on WBIC Greensboro, WPTF Raleigh and WBT Charlotte, latter as key station. Sixty students were chosen from area of each station to participate in series of 10 shows, in which they were quizzed, six each week, on safety problems. Eleven show pilots won previous contests against one another to determine six finalists who were quizzed in final show on WBT, which was fed to statewide network.

Weather Facts
TWO shows on KVO Phoenix, Ariz., utilize weather reports in different circumstances. At 6 a.m. daily, News Editor Paul Gribben airs his phone calls from police, sheriff and state patrol headquarters. Highway and road conditions, as well as weather reports are given in calls. Daily comparison of temperatures between Phoenix and Eastern U. S. areas is given by George Graham on his Record Matters show. Purpose of this feature is to heighten the enjoyment of eastern vacationers in Arizona.

‘Alcoholism in Washington’
SERIES of eight broadcasts, Alcoholism in Washington, aired on WMAL Washington will discuss new Washington Alcoholic Clinic, work of Alcoholics Anonymous and court cases. Each one program devoted to advice to family of an alcoholic. During another broadcast, new drug, Antibusite, will be commented upon. Alcoholics of all kinds and circumstances will appear on shows via tape-recordings. Series was written, narrated and tape-recorded by Gunnar White, who is sponsored by D. C. Health Dept., Alcoholic Clinic, Washington Committee for Education on Alcoholism, Washington Evening Star and its WMAL.

Fire Covered
NEAR million dollar fire which raged in Hargrave Military Academy, Chatham, Va., was covered by WDAV Danville, Va., via battery operated Mini-tape recorder. Announcer Dick Campbell described inferno and one incident, in which Mr. Campbell lost his boots which fell building while explosion occurred inside, necessitating a quick trip to safety. Building was covered by Mutual Newreel and used as feature Feb. 22. Recordings of fire were aired on WDAV at 11 p.m. of day on which it took place.

Comedy Series
DOMESTIC comedy series, titled That Young Couple, reportedly first full-length domestic program to be aired in New England video, debuts March 19 on WBZ-TV Boston. Show is live, half-hour production aired every Wednesday at 8 p.m. from station’s studios and featuring members of Brattle Theatre Co. Program is sponsored by Boston Gas Co., written by Ruppert Pratt and production is handled by Al Hartigan of WBZ-TV and Albert Marre of Brattle.

Blowing Its Stack
SEVEN THOUSAND ton smelter stack in Denver, Col., was blown up because it constituted a hazard. Four spectators at dynamic production which reduced it to rubble were described to listeners by KOA Denver, Feb. 25. Three television cameras, all live from scene, were aired by Starr Yelland, announcer, Special Events Director Bill Day and Al McKeel, engineer. At

Production Event
WHEN first production model of XB47, jet bomber, moved off production line at Boeing Wichita plant, KANS Wichita was there to witness and relate spectacle to listeners. Special interview with J. Earl Schaefer, vice president and general manager of plant, was conducted by George Gow, news chief of KANS and Ted Heilheke, promotion manager. Interview, together with short story of event was aired nationwide on NBC’s News of the World that evening.

Disc Panel
Panel of three well-known personalities in music world comment on new releases aired over The Record Forum on KRON-TV San Francisco. Experts vary from show to show and confer with Disc Jockey Arch LeRoux about each record’s quality and chances of success. More it is played. Program has participating sponsors.

New Sports Angle
STORIES and interviews with players, coaches and other National League team members are featured in new sports show, Zero Come the Phillies, on WPEN Philadelphia. Show is heard directly from team’s training camp in Clearwater, Fla., and is aired by Gene Kelly, play-by-play announcer for all Phillies games. After training session, show will originate at WPEN.

Program Highlights
ONE-TIME show on WKTY LaCrosse, Wis., featured George Briggs, U. of Wisconsin agronomist and weed control specialist, in interview concerning all phases of weed control. Also guest on show was Tom Burgees, LaCrosse Tribune farm editor. New series on WKTY is 13 school music broadcasts with bands, orchestras and glee clubs of 27 local high, Junior high and grade schools featured. Weekly programs are sponsored by Consolidated Dairies of LaCrosse.

Drawing Fun
NEW addition to line-up of programs on WBAL-TV Baltimore is Fun With Freedy, audience participation feature. Show is conducted by Edward Freedman, artist, advertising executive and author. Mr. Freedman tells well-known story while viewers, draw along with him pictures illustrating narration. Prizes are given for best drawing in studio audience. Show is aired Saturday, 5:30-6 p.m.

Memorial Program
SPECIAL show was aired Feb. 27 at 9 p.m. on WCOP Boston commemorating the death of Harry Lauder, entertainer. Called Harry Lauder Memorial Show, program was made up of Lauder recordings from personal collection of Program Manager Gene King and script was written by Ed Sullivan, continuity director. Another one-time show on WCOP, Junior Press Conference, in which four high school students quizzed their governor on matters of local and state government, proved so popular with audience and local civic and educational organizations, it will become regular program feature of WCOP.

Polo Telecasts
WHAT is believed to be first telecasting of polo match was started recently with telecasting of first of series of 12 matches from Beverly Hills Polo Club on KNNB (TV) Hollywood. Competing in series from week to week will be top polo teams from U. S. and Mexico. Frank Roche, polo writer and authority, is announcing games; Frank Barton does color; Packard-Bell Co., Los Angeles is sponsoring series with Ted Elwood J. Robinson Adv., same city.

Spot Reports Aired
EXCLUSIVE news reports from cities all over world will be aired on WFIL Philadelphia in next few weeks. Reporter will be Alvah B. Adam, president of Philadelphia Junior Chamber of Commerce, who has gone to the Philippines as delegate at annual J. C. of C. convention. From there he will visit cities in Asia and Europe where he will make tape and wire recordions of news developments of international interest to listeners prominent persons. Shows will be presented on WFIL as special programs or segments of regularly-scheduled newscasts, according to their length and significance.

Geared for Women
INTERVIEWS with industrial executives who are introducing products of special interest to women are feature of Women in Industry show on KF-TV Los Angeles. Demonstrations of new products are made during hour-long segments broadcast by Pacifica, San Francisco, and interviews and Paul Knight as producer.

MAJOR LEAGUE BASEBALL
Things the Bell for LIBERTY!

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

NEWSPAPER

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ANTI-GAMBLING

Sen. Wiley Lauds ABC Show

A BC COMMENTATOR Robert Montgomery’s radio campaign spotlighting Frank Costello's activities has drawn congressional praise from Sen. Alexander Wiley (R. Wis.) in connection with a Capitol Hill movement to probe interstate crime and gambling activities.

Sen. Wiley congratulated Mr. Montgomery, who also is an NBC TV producer, for bringing to his listeners the “whole question” of Mr. Costello’s citizenship rights is issue of repeated denunciation of his alleged racketeering.

Mr. Montgomery for the past three months has devoted most of his broadcasts (ABC, Thursday 8:45-9 p.m. EST) to phases of Mr. Costello’s career, and urged an investigation of interstate gambling. The congressional resolution was proposed by the Senate Judiciary Committee. Sen. Wiley’s comments, urging Justice Dept. action were inserted in the Congressional Record March 2 issue.
**AFA CONVENTION**

**Conce To Address 1950 Meet**

FAIRFAX M. CONE, chairman of Poole, Cone & Belding, will be one of several prominent advertising and industry figures who will address the 46th annual convention of the Advertising Federation of America, to be held at the Statler Hotel in Detroit May 31-June 2.

Built around the general theme, "Advertising's Responsibilities in a Dynamic Market," the three-day program will cover the field from the standpoint of advertisers, media, agencies and creators. Featured speaker at an opening general luncheon session May 31 will be Eric Johnston, president of the Motion Picture Assn. of America. He will discuss "Challenges in a World of Propaganda."

A varied program is being prepared by Detroit host clubs headed by Charles B. Lord, retail advertising manager of the Detroit Times, and Edythe Fern Melineau, radio personality and member of the Women's Advertising Club of Detroit. Ted Little, vice president and general manager, Caumsett Ewald Co., is chairman of the convention's steering committee.

Initial list of speakers was announced jointly by Elliott Shumaker, Detroit general chairman for the convention and advertising manager, Detroit Free Press, and Elton G. Borton, president and general manager of the federation.

**James A. Nassau**

JAMES A. NASSAU, 51, radio pioneer, died Feb. 23 in the home of friends in Glenside, Pa. He entered radio in 1918 as a staff member of 3XJ, first licensed experimental station in the country, at Glenside. In 1923 he joined the former WLTJ Philadelphia, as an announcer, remaining there until going to WFTL Philadelphia in 1935. He was at one time owned WIBG Philadelphia and served as its program director until 1939. In 1949 he joined WABE Allentown as program director, holding that position until his death. He is survived by a brother, Joseph M. Nassau, and an aunt, Sister St. Maurice, S.T.D., of Philadelphia.

**Carrier Current**

JOINT government-industry committee named by FCC last summer to obtain field intensity measurements of line radiating devices and systems is to meet June 6 at FCC's Washington headquarters, the Commission announced last week. Meeting date earlier had been set for March 21. Six working groups are now obtaining field data, FCC said, and are expected to complete their reports to the Commission by June 6. FCC has invited all interested persons to attend the meeting. Among the groups affected in the proceeding are college "wired-wireless" stations.

**Technical**

**JACK MILLER,** formerly with WMBS Miami Beach, Fla., rejoins station as chief engineer.

**Harvey Fritch,** formerly EAGH Pasadena, Calif., engineer, joins KALI same city, as chief engineer.

**William deDufour,** named chief engineer of WFWU (FM), New York, Fordham U.'s station. Recent graduate of the university, deDufour worked on WFUV staff while a student.

**RCA VICTOR,** Camden, N. J., announces Carfone station unit "15," new portable transmitter-receiver, smaller than overnight case, for use as headquarters station equipment in mobile communications systems operating in 152-174 m.c. range.

**Bob Fisher,** formerly of KNOB Long Beach, Calif., and DONALD WILSON join KKWV Pasadena, Calif., as engineers.

**Henry Nieland,** formerly student at Television Workshop, New York, joins camera crew of WAAAM (TV) Baltimore.

**Harold E. Beddington, James W. Edwards, Byron L. Friend and Charles M. Eining join engineering operations staff at WBNIQ (TV) Chicago, under supervision of Howard Lottgens, chief engineer. Mr. Eining was transferred from KOA Denver.


**Andrew Corp.,** Chicago, announces production of ¾ inch rigid transmission line (Type 400) for AM and FM systems.

**Maryn Doering,** transmitter engineer at KKW St. Louis is the father of a boy, Dennis.

**Bob Stone,** KTS (TV) Los Angeles cameraman, is the father of a girl, Sheldra.

**Chuck Ostler,** of WLS Chicago engineering staff, is the father of a girl, Colleen.

**Maurice J. Wynn,** engineer with W Will New Orleans, is the father of a girl.

**Charles Riley,** NBC Chicago maintenance engineer, is the father of a girl.
KRLD MOVES
AM-FM-TV Now in One Bldg.

KRLD Dallas moved its AM and FM studio operations March 3 from the Hotel Adolphus to the new KRLD Bldg. on Herald Square at Pacific, Griffin and Camp Sts., which has been the home of KRLD TV since Dec. 3. Station has maintained studios in the Hotel Adolphus since 1926.

Station staff members made the switch in the hours between midnight and dawn, when office records, furniture, recordings and miscellaneous equipment were hauled to the recently completed new headquarters. Clyde Rembert, KRLD managing director, attributed a smooth changeover to careful advance planning dating back several months.

The KRLD Bldg., over which towers the TV antenna, is across the street from the Dallas Times Herald building, publishing affiliate of UNESCO, New York.

CAB Plans Meeting

PLANS now are nearing completion for the annual meeting of Canadian Assn. of Broadcasters at Niagara Falls, Ont., March 27-29. Guest speaker at the annual dinner on March 28 at General Brock Hotel, will be Dr. Robert Stanforth, liaison officer of UNESCO, New York City.

Mr. Joe Field
Compton Advertising
New York City
Dear Joe:

Notice newsmen's Father Day that's real important ter folks like you. Did you know that WCBS local blamed was UP in 1943 over what hit young Joe's ear too late, WCBS sold more time ter local merchants last year than ever before this big year. WCBS merchants here in Charleston, W.Va., know that the isn't no up time ter pull in yer advertising here's Am's mighty significant over your member Wireless' 1944, they chose WCBS. Am's well aware that what we home folks think is what really counts, we know that you natural feller feels the same way. After all, you must understand that WCBS ter local folks turns to must ter keep their income join' strong. 'Cause that's bounded ter be 'kaceous one must helps listen to, am' Charleston hit's WCBS!

Mr. Joe Field
Compton Advertising
Charleston, W. Va.

John Sinclair appointed pro-
duction director of WKGI Rich-
mond, Va., succeeding ROBERT J. JENKINS, appointed promotion and production manager of station. Mr. Sinclair entered radio as an announcer at KOA and KLZ Denver. He has been associated as production manager, announce-
er, program director or station manager with KSL KUTA, Salt Lake City, KID Idaho Falls, Idaho, KLO Idaho Falls, WIB Sea, KASW Tucson, KWKX Knoxville, Tenn., and WBRW Welch, W. Va. He was production director for WKGI before his recent appointment.

GUNNAR BACK, formerly member of news staff of CBS, and author of prize-winning series, The Undiscovered, and another series, The Lostomane Road, starts new series, Alcoholism in Waltham, on WMAL that city [see Programs].

JERRY SPERLING, formerly an-
ouncer with WPRO Longview, Tex., KALB Alexandria, La., and WSRS Cleveland, joins announcing staff of WERE Cleveland.

MALCOLM RICHARDS, formerly disc jockey for WCPO Cincinnati, joins WJBK Detroit in similar capacity.

ED VIEHMAN, member of WCCO Minneapolis announcing staff since 1941, joins production staff. BILL WIGGINTON rejoins station as announce-
er.

ROBERT L. CARROLL, formerly with WHAP Hopewell, Va., and WTM Bloomington, Ind., joins WCTW New Castle, Ind., as announcer and newscaster.

CHARLOTTE GARNER, formerly with VAG Huntington, W. Va., joins cast of Morgue Message show on WCKY Cincinnati, Ohio.

ROBERT C. MICHEL, formerly program director for WRHT Cortland, N. Y., joins announcing staff of WSBY Syracuse, N. Y.

FRANK SHAPLER, formerly with KFQD Anchorage, Alaska, and KBRY same city joins KRMD Sheepsport, La., as staff announcer and continuity writer.

EARL WIRTH, formerly with WJJD Chicago as program director, and WAIT same city as general manager, appointed coordinator of program and sales departments at Kool Phoenix, Ariz.

JUNE JENKINS, new to radio, joins KKKW Pasadena, Calif., as copy writer.

LOUIS BREAUT, formerly public affairs director for WFAA Dallas, Texas, appointed head of continuity department.

HELEN BOYLE FREDEICK, for-
merside of WIBC Indianapolis, joins WLS Chicago copy staff.

JOE FRANKLIN, former technical adviser for ABC's Paul Whiteman disc jockey program, signed by WPAT Poughkeepsie, N. J., as consult-
ant. Mr. Franklin, who currently is producing half-hour show on WJZ New York, and owns collection of more than 30,000 records, will produce and be m.c. for his own recorded show, Joe Franklin's Matinee. He also will work with station's other disc jockeys.

SCOTT YOUNG, former studio di-
rector at WTMJ-TV Milwaukee and production assistant at KBNH (TV) Hollywood, joins WBKB (TV) Chicago as director. He is former radio actor, announcer and newscaster.

ROBERT F. HOLT, formerly with KICD Spencer, Iowa, and KGFV Kearney, Neb, in various capacities, joins WDTV (TV) Pittsburgh, as as-

tistant coordinator.

JO STAFFORD March 28 joins CBS Club 13 for Tuesday and Thursday singing sessions. She replaces EVELYN KINNE.

JOHN FONDA', film editor and chief projectionist for WAAM (TV) Baltimore, is the father of a girl, born Feb. 24.

BRN ALEXANDER, Hollywood and San Francisco freelance, and LESLIE SPURGEON, formerly Queen for a Day writer now with KRON-TV San Francisco, have announced their marriage.

H. AL H. MOORE, disc jockey for WCAU Philadelphia, is author of book of poems to be published by Andrew Walker Co., Philadelphia. Poems were written for Mr. Moore's show, The Bugle Call.

FRED HENRY, program director, KLAC-AM-TV Hollywood, is the father of a girl.

JACK MCALOY, m.c. of ABC Breakfast in Hollywood, is the father of a girl, Marilyn Lucile.

WJBK Gets Menoues

FREDERICK W. ZIV CO, has an-
ounced sale of its 15-minute "Mr. and Mrs. show, Meet the Menoues, for sponsorship to the Awrey Bakery chain in Detroit. Ziv said the Awrey-sponsored show will be heard for the next three years on WJBK Detroit. Agency is Ralph W. Sharpe & Assoc.

KGVO FIRE
Damage Estimated at $50,000

KGVO Missoula, Mont., found itself without a home when an early morning fire gutted the station's downtown studios Feb. 19. Station was back on the air eight hours after the flames broke out.

Firesmen were still pouring water into the ruins when the station took the air from its transmitter on schedule at 8 a.m. Manager A. J. Mosby had KGVO staffers at work as soon as possible, salvaging what could be saved from the ruins. Staffer Marion Dixon was able to rescue program logs and some transcriptions. Another control board, soundproofing, desks, typewriters and whatever equipment could be collected were installed in a nearby office building.

Though reported to be slightly cramped, KGVO was operating from its temporary headquarters by the next morning. Mr. Mosby estimated loss from the fire at over $50,000. The fire is believed to have started in the record library room to the rear of the two-story structure. About 85% of the records and transcriptions were destroyed—"a loss of about $10,000—"Mr. Mosby said.

The building, owned by Mosby's Inc., was covered by insurance, accord-
ing to Mr. Mosby. He immed-
ately announced plans for re-
building and estimated that work will not be completed for about six months. In the meantime, he added, KGVO will operate from its temporary studios.

Hearings Rescheduled

RESCHEDULE of hearings on fiscal 1951 funds for FCC and other independent offices tentatively has been set for March 21, a Sen-
ate Appropriations subcommittee spokesman said last week. Order of testimony to be taken has not yet been completed. A House App-
ropriations subcommittee already has concluded its sessions on 1950-51 funds. FCC officials testified before that group on President Truman's budget request for an approximate 2½% increase in the agency's appropriations.
AUDIENCE REPORTS

BMB Mails Sets to Stations

BMB LAST WEEK mailed complete sets of Station Audience Reports—850 individual reports, a bundle of some 50 pounds—to members of the American Assn. of Advertising Agencies and Assn. of National Advertisers requesting them, Dr. Kenneth H. Baker, BMB acting president, reported.

He noted that in addition to these reports on BMB subscribing stations, advertisers and agencies may get reports on non-subscribers by requesting them through subscribers serving the same areas, provided that the subscribing stations are willing to pay the cost of tabulating these data. Dr. Baker added that BMB’s millions of punch cards are available through Statistical Tabulating Co., which handled the study, for any special tabulations which stations, advertisers and agencies want to order.

WHHH BARRED

Broadcast of Hearing Denied

WHHH Warren, Ohio, Tribune station, was barred by the Civil Service Commission March 1 from recording Police Chief William Johnson’s suspension hearing.

Transcribing equipment being installed in the court room was ordered removed by commission members after they had rejected WHHH’s request to record the session.

Although no official vote was taken among the three commission members on the subject, all three objected to the broadcast, WHHH reported. H. R. Farrall, WHHH manager, was told by Commissioner Mark Williams that broadcasting the hearing would prevent a fair trial. Mr. Williams gave no specific reason as to how a fair trial would be prevented, Mr. Farrall said.

Robert Meermann, WHHH attorney, argued that there was precedent for recorded broadcasts from this type of session. “Congressional committee hearings customarily permit wire tape recordings and newscaster photographing during their sessions,” he declared. “In this area, it is customary. Tape recordings are made of Youngstown City Council sessions and the same has been done in the past here at Warren City Council meetings.”

Mr. Meermann told commission members that he contacted Chief Johnson’s defense attorney and the Warren safety-service director before the hearing and that neither lodged any objections.

Allied Arts

ALLEN BUCKLEY, formerly KFPI-TV Los Angeles producer, joins the Bogerts (merchandising and advertising consultant), as director of television department.

S. W. CALDWELL Ltd., Toronto, distributor of U. S. transcribed programs, buys Guild Radio Features Ltd., Toronto, and plans expansion of its operations. Caldwell, who is also a recognized radio advertising agency and programming agent for 12 Canadian live radio programs.

RUTHRAFF & RYAN signs two-year agreement for A. C. Nielsen Co’s. National Radio Index, Class A service, including non-network feature.

MAYBELLE CALLAWAY, songstress for WMC Memphis, transcribes series of 13 weeks shows through Frederic W. Ziv Co. for Hamilton Watch Co.

Edd Routt, formerly with KLIF Dallas, Tex., sets up publicity and public relations firm, Edd Routt Co., 5534 4 Gaston Ave., Dallas. Phone: Victor 4-9256.

MORGAN REICHERNER Inc., New York, merchandising and advertising consultant, moves its offices to 366 Fifth Ave., New York. Phone number remains the same.

MARJORIE B. TAHANEY, with RCA Victor record operation for past seven years, appointed sales representative for firm’s Film and Record Sales Div.

JOSEPH P. HIGGINS, with Columbia Records Inc., New York, for over 10 years, appointed associate director of Popular Records Div. Concurrently, PERCY FAITH, orchestra conductor and composer, named musical director of division.

Equipment

ARTHUR CHAPMAN named general manager of Colonial Radio & Television Div. of Sylvania Electric. Mr. Chapman has been with Sylvania since 1938 in various capacities.

JOHN F. HERBST, former buyer and manager of radio, television and appliance division of W. J. Stoune Stores, West Coast branch, appointed western regional manager of receiver sales division of Allen B. Daumont Labs Ltd.

POLARAD ELECTRONICS Corp. moves to new and larger quarters at 100 Metropolitan Ave., Brooklyn 11, New York.

JOSHUA SIEGEL elected vice president in charge of engineering by Freed Radio Corp., New York.

MEXICO STATIONS

Two Outlets Change Location

MEXICO has announced change in location of two Class I-B stations, FOC reported upon notification, according to provisions of the North American Regional Broadcasting Agreement now being re-negotiated [BROADCASTING, March 6]. XENT, Nuevo Laredo, 50 kw on 1140 kc was reported moved to Veracruz and XEML Mexico City, 20 kw on 1550 kc, was reported switched to Nuevo Laredo.

Also announced were two new local 250-w outlets, one on 1450 kc at Ojinaga, Chihuahua, to commence operation about July 2, and one on 1470 kc at Los Mochis, Sinola, to begin about Aug. 1. Call of XEWF has been assigned new 100 w station on 1600 kc at Cuautila, Morelos.

VFW Honors WRCO

CITATION for the donation of its time and facilities in the interest of war veterans, community and national affairs was presented Feb. 20 to WRCO Richland Center, Wis., by the Richland Center VFW Post 2667 at a VFW fathers and sons banquet. Signed by Clyde A. Lewis, national commander of the VFW, the citation was accepted in behalf of the station by Robert Bodden, program director. Presentation was made by Bertell McDonald, junior vice state commander.

RWG CONTRACT

Set With CBS Hollywood

NEW contract between Radio Writers Guild and CBS Hollywood for staff continuity writers was “satisfactorily concluded” March 1, according to joint statement by the union and network.

Terms agreed upon provide for a 12 1/2% increase for all staff writers and establishment of a new rate for newly-hired writers and those assigned to transcontinental sustaining programs. Changes were also made in clauses of previous contract pertaining to duties of staff writers, hours and grades.

Increases are retroactive to date of expiration of old contract, May 1, 1949. New contract is for 2 1/2 years from that date.

Negotiations between RWG and CBS started last April. During January Federal Mediation and Conciliation Service were called upon to break a deadlock which developed in late 1949.

Is someone stealing your copies of BROADCASTING? Don’t buy a safe ... keep ‘em in handy, sturdy, blue-leather binders. Made to last for years, each binder holds six months’ issues. The coupon on the right does the job.

$350 Each

Yes, sir! we’ve got BINDERS ...

... and at reduced prices, too

BROADCASTING - Telecasting

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Help Wanted
Managerial
Successful sales manager—Texas ABC and/or Eastern newspapers preferred. Permanent. Equitable compensa- tion. Send resume. Box 227E, BROADCASTING.
Sales manager for station in medium size market, less than 100 miles from Boston. Salary plus commission. Permanent. Give complete record, references, and sell yourself in first letter. If interested please write. Box 457E, BROADCASTING.
Manager with good selling background— manual—radio, TV, and audio sales. May be short work days in Manhattan, Kansas. Starting salary $60 a week plus commission. Mail your resume. Box 228E, BROADCASTING.
Sales manager for large network station in southeastern city. Salary plus commission. Also benefits and mileage. Position offers all the usual advantages of an executive position in the radio field. Send complete resume. Box 229E, BROADCASTING.
Situations Wanted
Managerial
Announcer
Apply.
Sales manager for station in medium size market, less than 100 miles from Boston. Salary plus commission. Permanent. Give complete record, references, and sell yourself in first letter. If interested please write. Box 457E, BROADCASTING.
Manager with good selling background— manual—radio, TV, and audio sales. May be short work days in Manhattan, Kansas. Starting salary $60 a week plus commission. Mail your resume. Box 228E, BROADCASTING.
Sales manager for large network station in southeastern city. Salary plus commission. Also benefits and mileage. Position offers all the usual advantages of an executive position in the radio field. Send complete resume. Box 229E, BROADCASTING.
Salesmen
1969 network station in Eastern market, seeks experienced salesman, with ability to make good selling. Excellent opportunity for a hard worker and hustler do not apply. Box 426E, BROADCASTING.
Announcer—Wanted—Experienced announcer, who can write and interpret, 15 minutes per week. Send resume. Box 427E, BROADCASTING.
Announcer—Wanted—Experienced announcer, who can write and interpret, 15 minutes per week. Send resume. Box 427E, BROADCASTING.
Situations Wanted
Managerial
Announcer
Announcer, experienced with proven ability. Desires position in large market. Excellent opportunity for a hard worker and hustler do not apply. Box 426E, BROADCASTING.
Salesmen
1969 network station in Eastern market, seeks experienced salesman, with ability to make good selling. Excellent opportunity for a hard worker and hustler do not apply. Box 426E, BROADCASTING.
For Sale (Cont'd)

For sale: 165 foot Winchberger tower with lights and guys and 250 watt transmitter. New, never uncrated. Contact W. C. Kennedy, WILM, Wilmington, Delaware.

FOR SALE


WANTED TO BUY

Stations

Will purchase exclusive market local, eastern U.S. Any interested in present income if market has potential. All information kept confidential except to agent. No agen. Box 6026, BROADCASTING.

FrBC.- Local station or regional in a station, a successful broadcaster. Will buy control and manage for any who wish to sell. Box 459E, BROADCASTING.

Equipment, etc.

Want used one kilowatt AM transmitter suitable for standby operation. Also a used A & A dynamo or Diesel standby generator. Contact Chief Engineer, KMAQ, San Antonio, Texas.

Wanted, in good service condition, GR 1801-A modulation monitor. GR Type 500-A, 1000-A meter, 192-A distortion meter, WE 1126-C amplifier, WE 24-D amplifier, WE 20-D console and power supply, RCA 700-A and 700-B amplifiers, 250 kw TV field meter, WE 2-A phase monitor. Radio Station WDZB, Akron, Ky.

Help Wanted

Salesmen

ATTENTION EXPERIENCED SALES MEN

Leading Transmission Library Company has openings immediately for men with proved ability and proven experience in the radio field. Here’s a real opportunity to gain experience with a strong and progressive organization. Mail application and full information to Box 833D, BROADCASTING.

MAJOR PURCHASER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Good sales and personal experience preferred. Attach photograph if possible.

BOX 171E, BROADCASTING

MAJOR PURCHASER OF TRANSCRIBED SHOWS WANTS

SALESMAN WANTED

AM & TV

.. for 50,000 watt station in major Atlantic Seaboard market

(not New York). Give details regarding sales record and experience. Must have previous record of results.

BOX 470E, BROADCASTING

(Continued on next page)
HELP WANTED (Cont'd)

TRAVELING SALES REPRESENTATIVE
FOR LEADING TRANSCRIPTION COMPANY
Well-traveled, allied areas: South,
Southeast, New England, Detroit, Colorado.
Submit records, tape copies, references.

ANNOUNCERS

ANNOUNCER—EMCEE
Large midwestern AM-TV operation
seeks experienced, experienced
announcer-emcee for "personality" roles
on both radio & TV. Salary open.
Send pictures, references and
background to Box 49E, BROADCASTING.

ANNOUNCERS

ANNOUNCER—MIDWEST
Large midwestern AM operation
needs personable, experienced
announcer for high profile spot.
Salary open. Send pictures, references
and background to Box 49E, BROADCASTING.

SITUATIONS WANTED

ANNOUNCERS

ANNOUNCER—MIDWEST
Large midwestern AM operation
needs personable, experienced
announcer for high profile spot.
Salary open. Send pictures, references
and background to Box 49E, BROADCASTING.

Employment Service

NOBODY LOVES THE DISC JOCKEY!

Nobody but us, that is. We're a
talent agency specializing in
disc jockeys. In fact, as far as we
know—we're the only D. J.
talent agency in the business.
If you feel, as we do, that
D. J.'s will be here for a long,
long time—maybe we should get
together. We can do two things
for you—(1) If you have a D. J.
job open, we can find the right
man for it—(2) If you have a
time-slot that isn't doing right
by you, we can provide a complete
D. J. package—an experienced
man plus a show format
that has been dollar-tested in
stations like your own.

Just drop us a note. Tell us
what you want, how much you
want to pay. We'll do the rest.
No ads for you to run, no wasted
interviews, no transcriptions to
return, no false alarms to chase
after. We do everything for
you. You pay nothing.

Kaye-Deutschman, Inc.
1440 B'way, N. Y. 18, N. Y.

—EVERYTHING IN DIS JOCKEYS—

BAN curve Radio

Survey Finds Rising Use

MORE than 3,000 commercial banks
—or about one out of every four
banking firms in the U. S.—are
expected to use radio this year,
according to a survey of 1950 bank
advertising completed by the
American Banking Assn.

Out of a total of 2,800 banks
responding to the survey, about 862
said they planned to use radio
advertising, ABA said. Projecting
this proportion to the total of
14,500 commercial banks in the
country, about 3,200 excluding
mutual savings banks, will allocate
a portion of their advertising budget
to radio.

Banks are expected to push such
services as regular checking and
savings accounts and auto mort-
gage and personal loans in that
order.

Radio executives desiring to
obtain a detailed analysis of 1950
bank advertising plans should write
to ABA's public relations council,
12 E. 36th St., New York 16, N. Y.

An allocation of $39 million will
be set aside this year for advertis-
ing purposes, falling under the
$40 million mark set in 1949. Radio
ranks fifth in use of media, accord-
ing to ABA's survey.

Babol Sales Data

Women's Shows Value is Stressed

An elaborate sales presentation on "Radio's Feminine Touch," first of a
series designed by Broadcast Advertising Bureau to stress the value of
particular types of programs, has been mailed by BAB to over 300 mem-
ber stations.

The 32-page desk-top brochure will be distributed to national ad-
vertisers and agencies, along with a new directory compiling facts on
over 1,000 women's programs now on the
air. Directory was compiled by BAB cooperating with Assn. of
Women Broadcasters, in response to requests from agencies and ad-
vertisers. About 1,000 copies of the brochure will be mailed.

Stations will be charged $7.50
per copy for the presentation in or-
der to defray partially the bureau's
expenses in connection with the
project.

Measuring 11 by 14 inches and
containing headline copy and bold
illustrations, presentation provides
case histories and other documen-
tary data for advertisers. Pages
are doubled and by unfolding
the inner pages the sales presentation
becomes a promotion piece.

Cites Advantages

Copy points out eight specific ad-
vertising advantages in women's
programs. Program ads (1) reach
a responsive group of women (2)
get immediate results (3) bring
rapid acceptance of advertising
claims and quick demand for goods;
(4) register believable, lasting im-
pressions; (5) increase and broaden
the advertising budget; (6) add
human interest sales power; (7)
turn loyal listeners into loyal cus-
tomers; (8) deliver influence and
impact on buying minds of women.

Other types of programs slated
for future treatment in the copy
series are news, sports, farm and
transcribed shows. Copy was writ-
ten by Lee Hart, retail specialist
now on leave from the American
operative program under supervision
of BAB Director Maurice Mitchell.

Hammond Named

Gets Raytheon Sales Post

CURTIS R. HAMMOND, promi-
nent sales figure in radio and TV
receiver manufacturing fields, has
been appointed equipment sales
manager of Raytheon Mfg. Co.'s
Receiving Tube Div., with head-
quarters in Chicago. He will take
charge of sales of radio receiving
tubes and cathode ray picture tubes
to equipment manufacturers. Direc-
tion of these sales will be cen-
tered at Raytheon's Chicago ware-
house.

Clifford H. Morse, reporting to
Mr. Hammond, will continue to
supervise the radio and television
sales branch, which has been
renamed The East Coast, with
headquarters at Newton, Mass. Mr.
Hammond joined the company in
1945 after serving 13 years in sales
and sales engineering work with
Ken-Rad Tube & Lamp Corp.

Kpab Case

Injunction Request Denied

REQUEST of Kpab Laredo, Tex.,
to secure an injunction against
FCC's proceeding to revoke the
station's license was denied Feb
28 by Judge Edward A. Tamm of
the U. S. District Court for the
District of Columbia. Meanwhile
the Commission postponed its
Kpab hearing from March 5 to
March 21. FCC has charged
Kpab with transfer without
approval.

Kpab contended that FCC's
hearing was premature and vio-
lates principles of the Adminis-
trative Procedure Act. In its
request for injunction, Kpab contends
should be notified of the errors FCC
alleges it has committed and first
be allowed to correct them in good
faith before such drastic action
is revoked as ordered [BROADCAST-
ing, Feb. 27].

FCC argued the Communications
Act's provisions detailing revocation
procedure allow adequate
judicial relief and hence
Kpab's injunction request was out
of order. FCC also explained that
legislative background of the Ad-
ministrative Procedure Act shows
this act was not intended to set
aside administrative and judicial
procedures specifically established
in older statutes, and in this case
the Communications Act.

Miles Renews

MILES Laboratories Inc., Elkhart,
Ind. (Alka-Seltzer, One-A-Day
Vitamins), has renewed for 52
weeks NBC's News of the World,
featuring Morgan Beatty, Monday
through Friday, 7:15 p.m. (EST).
Account is handled by Wade Ad-
vertising Agency, Chicago.
**FCC ROUNDUP**

**SUMMARY TO MARCH 9**

**Summary of Authorizations, Stations On the Air, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>On Air</th>
<th>Licensed</th>
<th>Cps</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,675</td>
<td>157</td>
<td>187</td>
<td>75</td>
<td>1,041</td>
</tr>
<tr>
<td>FM Stations</td>
<td>714</td>
<td>627</td>
<td>48</td>
<td>24</td>
<td>2</td>
</tr>
<tr>
<td>TV Stations</td>
<td>13</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

*Three on the air.*

**Transfer of Licenses**

**March 9 Applications**

**ACCEPTED FOR FILING**

- AM—600 kc
  - KXRB Tyler, Texas—License to cover AM station to change from 1000 kc 250 w-D to 1000 kc 1 w-D, licensed.

- WTRL Philadephia—License to cover WPGL change in time, limited operation.

- KXRN Lansing, Mich.—License to cover AM license to change from 250 w-D to 610 kc 1 w-D, licensed.

**Licensed**

- KWIE Kennewick, Wash.—License to cover KWUP change in time, limited operation.

**Application Returned**

- WMOR Chicago—License to cover FM station to change from 1000 to 980 kc.

**Licenses Renewal**

- KXPM-AM Stanwood, Wash.—License to cover AM station to change from 1270 to 1340 kc.

**ON AIR**

- KWDR-AM Detroit—New license.

**Applications Pending**

- WJZ-AM New York—Grant of construction permit.

**Notices to Change**

- WAVE-AM New York—Modification of license.

**Transfer of Licenses**

- KUAC Anchorage, Alaska—Transfer of license.

**Applications Accepted**

- WJCA-AM Wayland, Mich.—New license.

**Modification of License**

- WJZ-AM New York—Modification of construction permit.

**Renewals**

- KW-AM Kitty Hawk, N. C.—Renewal.

**Applications Accepted**

- WIRE-AM hot Springs, Ark.—New license.

**Modification of License**

- WAVE-AM New York—Modification of license.

**Renewal**

- WIMP-AM Mineral Wells, Tex.—Renewal.

**Applications Accepted**

- WMEX-AM Technical; WKPA New York—AM station to be changed.

**General Information**

- General Sales Corp., Tullahoma, Tenn.—Grand Total.

- Carroll, II.—Carroll Best, Co., granted.

- Milford, Mass.—Grand Total.

- Everett, Mass.—Grand Total.

- Minneapolis, Minn.—Grand Total.

- New York—Eibbets-McKeever Exhibitions, Inc.—Grand Total.

- Pittsburgh, Pa.—Grand Total.

- Chicago, Ill.—Grand Total.

- Brooklyn, N. Y.—Grand Total.

**APPLICATIONS SUSPENDED**

- WMJY Peoria, Ill.—License to change name.

**APPLICATIONS ACCEPTED**

- KVMS-AM Leesburg, Fla.—New license.

**Renewals**


**Applications Accepted**

- WAVE-AM New York—Modification of license.

**Transfer of Licenses**

- KGBF-AM Berkeley, Calif.—Transfer of license.

**Renewals**


**Applications Accepted**

- WJZ-AM New York—Modification of license.

**Renewal**

FCC Roundup

(Continued from page 75)

Decisions Cont.:sistant manager and program director WHAX’s Haverhill, Mass., and Richard G. Moore and Larry L. Greene, both of Greenfield, Mass., were granted a new license by FCC to operate a new station, WSDK, on Derby St. in Greenfield, joining 19 other WSDK is assigned 1226 kc. 250 watts power. Granted January 31.

KRDV Dinuba, Calif.—Granted acquiring interest in KRDV by KRCO, Inc., a California corporation, having the following members: John A. DeRosa, president, at 1201 W. Main St., Dinuba; Thomas D. Smith, treasurer, at 1215 W. Main, Dinuba; and David L. Hofer of Radio Dinuba Inc., owners of the station, at 1340 W. Main, Dinuba.

FCC Antenna Regulations—FCC granted transfer of control in St. Croix Bstra. for a new station WJCH, owned by James W. Fink, Jr., at 811 W. 4th St., St. Croix, Wis., to James W. Fink, Jr., at 811 W. 4th St., St. Croix, Wis., Mr. Fink pays $5,000 for 67.5% of the station. William F. John, Jr., WKBX, management retains his 22.5% interest and job as program director. Granted January 31.

FCC Reorganization
(Continued from page 28)

the Law Bureau, these divisions currently are headed by Assistant General Counsel Plotkin and Assistant General Counsel Lester W. Spillane, respectively.

Within the office of the Chief Accountant the Commission created an Accounting Systems Division and an Economics Division, each to be headed by a chief of division. The Accounting Systems Division apparently would be concerned primarily with common-carrier affairs, while the Economics Division would also deal with other fields under FCC regulation.

The non-common carrier positions and personnel of the present accounting bureau’s Broadcast Division (headed by LeRoy Schad) and Economics and Statistics Division (headed by H. H. Goldin) were transferred “until further order” to the Office of the Chief Accountant.

Similarly, the new Office of Chief Engineer will take over non-common carrier functions and personnel of the Labor Bureau (headed by L. W. Chapin), Technical Research Division (headed by Edward M. Johnsen), and Frequency Allocation and Treaty Division (headed by L. McManus).

Chief Engineer’s Office

The present office of the chief engineer includes, in addition to acting Chief Willoughby, Virgil Simpson as assistant to the chief; R. E. Bess, U. S. Managing Editor of the North American Regional Broadcasting Committee, and Braxton L. Peele, chief of the cartographic and drafting unit. Assistant chief engineers are William N. Krebs, George S. Turner, and Marion H. Woodward, who is charge of the common carrier division and slated for a new post in the new Common Carrier Bureau.

“Until further order” the positions and personnel of the following two were transferred from the Engineering Bureau to the Office of chief Engineer: Standard Broadcast Division (headed by James E. Cary); Television Broadcast Division (Curtis B. Plummer); FM broadcast Division (Cyril M. Raum); Aviation Division (headed by Edwin L. Morgan); Radio Administration and Service Division (headed by George K. Rollins); Marine Adio and Safety Division (headed by Mr. Krebs); Public Safety and Nautical Services Division (headed by Glen E. Nielsen); and Field engineering and Monitoring Division (headed by Mr. Turner).

Observers felt the functions and titles associated with the new Common Carrier Bureau may be taken to designate the broad type of responsibility and authority which will be vested in the new office. Various spokesmen for the reorganization are quoted as saying that the reorganization is completed.

The Common Carrier Bureau’s functions will consist of “carrying out the common carrier regulatory program of the Commission under applicable statutes, international agreements, and rules and regulations, including the regulation of common carrier rates, services, and accounting, and the licensing of common carrier wire and radio services.”

Its duties include “initiation of rules and regulations, except as otherwise specifically provided in the statute, and for consistency with other rules, uniformity, and sufficiency.”

To file complaints, the Commission’s regulations and to advertise the Commission in proceedings and matters involving rule-making which concern jointly the common carrier matters and services other than common carrier.

7. To maintain liaison with other agencies of government on common carrier matters.

8. To provide representation for the Commission on Commission-wide and inter-agency committees.

9. To deal with members of the public and of the industries concerned.

10. To perform such other duties as may be assigned or referred by the Commission.

11. To exercise such authority as may be assigned or referred by the Commission pursuant to Sec. 5(e) of the Communications Act of 1934 as amended.

First 15 Pacific Hoopratings—February 1950

<table>
<thead>
<tr>
<th>Program</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)*</td>
<td>American Tobacco (BBDO)</td>
<td>40.9</td>
</tr>
<tr>
<td>Charlie McCarthy (CBS)*</td>
<td>Cotta Cola (D'Arcy)</td>
<td>32.1</td>
</tr>
<tr>
<td>Walter Winchell (2 mos.)</td>
<td>Wm. R. Wads (K.E.)</td>
<td>28.7</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>S. C. Johnson &amp; Sons (NLS)</td>
<td>23.4</td>
</tr>
<tr>
<td>Bing Crosby (CBS)</td>
<td>Lippert &amp; Myer (C&amp;W)</td>
<td>25.5</td>
</tr>
<tr>
<td>Red Skelton (CBS)</td>
<td>Premiere (CBS) (Bates)</td>
<td>32.5</td>
</tr>
<tr>
<td>Bob Hope (NBC)</td>
<td>Lever (BBDO)</td>
<td>21.1</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>Wm. W. Young &amp; Son (J&amp;W-LX)</td>
<td>18.1</td>
</tr>
<tr>
<td>People Are Funny (NBC)</td>
<td>Bing Crosby (BBDO (Seeds))</td>
<td>25.0</td>
</tr>
<tr>
<td>Judy Canove (CBS)</td>
<td>C-P (Sears)</td>
<td>20.2</td>
</tr>
<tr>
<td>Eddy Johnson (CBS)</td>
<td>DeSoto-Ply. Dep. (BBDO)</td>
<td>19.6</td>
</tr>
<tr>
<td>Great Gildersleeve (NBC)</td>
<td>Kraft (NLAB)</td>
<td>19.6</td>
</tr>
<tr>
<td>High Noon Faye (NBC)</td>
<td>DeSoto-Ply. Dep. (BBDO)</td>
<td>19.6</td>
</tr>
<tr>
<td>George Burns &amp; Gracie</td>
<td>Black Dog (Cox. &amp; Pru)</td>
<td>18.0</td>
</tr>
<tr>
<td>Allen (CBS)</td>
<td></td>
<td>17.4</td>
</tr>
<tr>
<td>Grinnell Marx (CBS)</td>
<td>DeSoto-Ply. Dep. (BBDO)</td>
<td>17.7</td>
</tr>
</tbody>
</table>

* Second broadcast on same day provides more than one opportunity to hear program.

FRANK MCKINNEY
Mentioned as Army Secretary

ANOTHER broadcaster may become Secretary of the Army, it was reported last week, with mention of Frank E. McKinney, principal stockholder of WISH Indianapolis, as a prime contender for a place on the President’s “little cabinet.”

If named to the Army post, Mr. McKinney would succeed Hordern Gray, president and owner of WJSJ Winston-Salem and WMT (FM) Charlotte, N. C., who has resigned his acceptance of the presidency of the U. of North Carolina [BROADCASTING, Feb. 13]. Secretary Gray plans to leave Washington in August or September.

Mr. McKinney’s radio holding is one of many interests which include private ownership of the Pittsburgh Pirates baseball club (other owners are Bing Crosby and John Galbreath of Columbus, Ohio), of which he is president, and also a presidency of an Indianapolis bank. A treasurer of the Democratic Party’s organization in Indiana, Mr. McKinney had been beckoned to Washington previously to serve as treasurer of the Democratic National Committee, but he declined. He has been associated with study housing shortages at defense establishments, traveling to Alaska and reporting directly to Defense Secretary James Forrestal.

According to news reports, Mr. McKinney conferred with Washington officials earlier this month, at which time the Army secretaryship offer reportedly was made.

WILLIAM WARE
Named KSTL President

WILLIAM E. WARE, former president of the now-defunct FM station WUIA and owner of KSTL St. Louis, it was reported last week. He succeeds Frank E. Pellegrin, who becomes vice president. KSTL is assigned 1 kW daytime and 1 kW nighttime.

Mr. Ware formerly was general manager, vice president and part owner of KSWI and affiliated KFXM (FM) Council Bluffs, Iowa. It was reported he was received options to purchase part interest in KSTL. Mr. Pellegrin, former director of broadcast advertising at NAB, is vice president and manager of sales for Transit Radio Inc., to which he devotes considerable time.

KOH Increases Power

KOH Reno, Nev., outlet of the McClatchy Broadcasting Co., has announced it will increase its daytime power from 1 kW to 5 kW tomorrow. KOH will remain unchanged, the station said. KOH went on the air in 1928 with 100 W. Power was increased to 500 w when it became a McClatchy station in 1931, and to 1 kW in 1940. KOH frequency is 630 kc.

March 13, 1950 • Page 77
**MEXICO CITY SESSION ON NARBA PROPOSED**

CONFERENCE in Mexico City between U. S. and Mexico to work out bi-lateral pact comparable to U. S. - Cuban treaty, in final stages at Havana later last week (story page 27), under conditions of deadline.

Both Cuban and Mexican pacts would be intended for inclusion in new overall NARBA. Suggestion made that all NARBA nations be invited to Mexico City instead of U. S., as originally planned, to enable Congress to draw up a general charter for all. It’s speculative whether special delegation to Mexico City would be same as Havana delegation, headed by FCC Comm. Hyde, or a new group not identified with Havana sessions.

**POLICY BOARD STUDIES FREQUENCY PROBLEMS**

INITIAL PROBLEMS of organization canvassed Friday by President Truman’s Communications Policy Board in group’s first meeting, held at FCC [broadcasting, Feb. 28-27]. Headed by Dr. Irvin L. Stewart, 1934-37 FCC Commissioner and now president of West Virginia U, board is assigned to appraise frequency use and communications problems. FCC Chairman Donn Camp attended session where informal statements were made by representatives of various government agencies interested in use of radio. Next meeting scheduled April 20.

Before meeting, Dr. Stewart met with Sens. Edwin C. Johnson (D-Col.) and E. W. McFarland (D-Ariz.), who had similar communications study underway, and entire board met with latter late Friday afternoon. Whole frequency situation and board objectives were reviewed with emphasis on international communication problems.

**IMPROVEMENT CLAIMED IN CTI COLOR SYSTEM**

SUBSTANTIAL improvement in operations of Color Television Inc.’s color TV system reported Friday following private showing for FCC members and staff executives. Viewers said quality of pictures—particularly color reproduction—were better than in two earlier showings, both for official record of FCC’s color hearing, though some problems in registration and in monochrome reception of color signal were still evident. CTI, CBS and RCA are competing for FCC approval of their respective systems.

Meanwhile, Theodore A. Wetzel, Milwaukee, told FCC his “compatible” color system has advanced considerably beyond the theoretical,” that he actually has transmission and reception equipment and in a few weeks will be ready to request opportunity to demonstrate. FCC earlier had turned down his bid to appear in two earlier showings, both for official record of FCC’s color hearing, though some problems in registration and in monochrome reception of color signal were still evident. CTI, CBS and RCA are competing for FCC approval of their respective systems.

**WHOL REORGANIZATION OPPOSED BY EASTON**

NEW REORGANIZATION proposed by WHOL Allentown, Pa., was opposed Friday by Easton Pub. Co., operator WEEX (FM) Easton, as being contrary to FCC’s rules and unfair in further comparative hearing ordered by Commission on original 1947 grant to WHOL [Broadcasting, Feb. 27]. Easton Pub. loser in competitive hearing to WHOL for 250 w assignment on 1230 ke, petitioned FCC to dis- mist WHOL’s transfer bid, filed in early February.

Further hearing was ordered by FCC upon request of Easton Pub. Commission among other things indicated it wished to reevaluate qualifications of all applicants in view of ownership changes. Easton Pub. in petition explained WHOL ownership change to improve financial condition was approved by FCC while appeal was pending. New transfer of WHOL to group headed by Victor C. Diehm, it was said, also is to improve financial status which was one of original issues in case. Easton Pub. claimed to allow such further change would be to unjustly allow substitution of new applicant and improve competitive position of WHOL.

**CHICAGO URGES UNFREEZING OF TV GRANTS TO CITY**

ILLINOIS delegation in Congress and FCC notified by Chicago city officials that City Council has called for granting of full seven-station TV quota to which it is entitled under present license law, which followed on resolution first introduced by Alderman Pacini in January [closed circuit, Jan. 23].

Council complained that city only has been granted four licenses though it has applications for all seven facilities. FCC freeze will grievously injure Chicago industries and residents and impair city’s ability to compete against New York and Los Angeles as TV center, resolution states.

**INDUSTRY TV GROUP TO MEET WITH ASCAP**

NEGOTIATIONS for per program licenses covering use of ASCAP music on television to be resumed March 15 when committees of TV broadcasters will meet with ASCAP group. This will be first meeting since Christmas as ASCAP officials have been fully occupied with working out details of consent decree to provide clearance at source on motion picture music, with license fees paid by picture producers rather than theaters.

Decree, expected to be filed in New York Federal Court this week, will modify previous consent decree which followed radio’s revolt against ASCAP’s demands and resulted in reorganization of society.

**NAMED ERWIN WASEY V-P**

THOMAS ERWIN named vice president and program director of Erwin Wasey & Co.’s Chicago office.

**DIAZ PROMOTED**

RAY DIAZ, former traffic manager for ABC, promoted to Stations Dept. Friday, and Regina Martin, former operator of ASCAP. New York transmissions, elected to Mr. Diaz’s former job. Mr. Diaz will be in charge of New York, New England and Ohio territories.

**CLOSED CIRCUIT**

ACTION of FCC in WBAL Baltimore renewal case wherein Pearson-Allen seek to wrest 60,000-w facilities from Hearst-owned outlet, may take unusual Commission turn, split 3-2 (Coy, Walker and Webster for Pearson-Allen and Ray, Jones and Whelan for WBAL renewal). Two separate opinions—one written as if to grant WBAL renewal, and other to grant Pearson-Allen—are being prepared. Then exceptions and oral argument would follow prior to “final” decision. Com. Jones didn’t participate because of Pearson vendetta against his confirmation two years ago, in which Mr. Pearson did ignominious prat-fall when Senate unanimously confirmed nomination.

O. L. (Ted) TAYLOR has resigned effective April 1 as manager of KCNO, Amarillo and KFYO Lubbock, Tex., but Taylor Co. will continue to represent stations in national spot. He will devote energies to Taylor company operations and to his owned-stations.

KBTV (TV) Dallas, acquired by Dallas News from Potter Television Co. for $575,000, approved last week by FCC, will become WFAA-TV Dallas, according to statement issued with present call for 60 days, during which two organizations will be integrated and TV programming revamped, and then switch to new call. Overall operations will be under supervision of Martin B. Campbell, WFWA general manager.

NEW APPROACH indicated in renewal of license proceedings involving G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles) scheduled to begin today in Los Angeles. American Jewish Congress and other agencies which figured in pre-hearing interchanges have elected to sit on sidelines as observers, rather than file appearances. I- proceedings are being conducted by FCC, some of whose headquarters organizations will be alerted and new course considered.

ANOTHER “radio day” at White House last Wednesday. Almost in succession, President Truman had interviews with FCC Chairman Wayne Coy, CBS President Frank Stanton and House Majority Commerce Committee Chairman Robert Cross. Following custom, President was not quoted, but it was logically surmised that overall radio-TV pictures were discussed, since Chief Executive has evinced avid interest in subjects of late.

**CBS POST TO OMMERLE**

HARRY G. OMMEERLE, former package producer, appointed manager of program sales for CBS, effective March 20.
THANKS...

...and its distinguished panel of judges for the 12th Annual Radio and Television Promotion Competition.

**WLW:**
FIRST IN
SALES PROMOTION
Clear channel network affiliates

**WLW-T:**
FIRST IN
GENERAL PROMOTION (tie)
Television stations

**WINS:**
FIRST IN
PUBLIC SERVICE and
AUDIENCE PROMOTION
50,000-Watt
non-network stations

Crosley Broadcasting Corporation
RADIO STATIONS EVERYWHERE

BUT ONLY ONE...

You can't catch a mermaid with grubworms. And you can't land your full share of pretty profits in the booming Central South market unless WSM carries your advertising.

With radio stations everywhere WSM remains unique in its ability to reach—to sell an area. To do this the station operates on a 50,000 watt 1-A Clear Channel. But just as important as the interference free signal is the fact that for 24 years WSM has programmed to please an audience of highly specialized radio tastes. This takes smart local production with a staff of 200 entertainers that include some of America's biggest name stars.

Successful advertisers know—you land the Central South's most desirable sales-fish by using WSM.