Twelve-year-old Judith Anne Prelipp, of Seymour, Wisconsin, won a radio for herself, another for her classroom, and a trip to Chicago to be guest of honor on the WLS National Barn Dance.

49 other boys and girls, from big Chicago to the smallest rural community, from public, parochial and private schools in the Midwest, won radio sets for themselves and companion sets for their classrooms.

But much more important ... 5,271 boys and girls who submitted essays to the WLS “School Time” contest, gave extra thought to what it means to be an American citizen ... to our American way of life.

WLS “School Time,” only daily classroom series broadcast by a commercial station in the Midwest, takes pride in this vigorous response to its continuing efforts to help build better citizens—true Americans—for tomorrow.
LOUISVILLE IS NOW ENJOYING

Television in the

WHAS Tradition

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, Director  NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.  PRIMARY AFFILIATE CBS TELEVISION NETWORK
ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
You Get 4 Top Programs at a Cost of Only 2

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

THE UNEXPECTED STAR-STUDDED CAST
39 Fourth Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

Network Calibre Programming to Fit Local Sponsors’ Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell" of "Life of Riley" and "AI" of "My Friend Irma"). Already being used in some 100 markets in less than one year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

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IS BOB HOPE going CBS? Transaction, similar to his pal Bing Crosby's deal, on capital gains basis, has been offered by CBS. Conversations followed word of plan of Lever Bros. to cancel out Hope on his NBC show. Hitch might be TV rights, since there's question whether Hope contract with Paramount permits kinescoping. Crosby has full TV rights.

WHETHER MUTUAL will tie-up with M-G-M may be settled within few weeks. After months of conversation, it's now reliably reported that mid-April deadline has been set on acceptance of proposition to M-G-M board which entails Mutual shareholders receiving about $1,600,000, and with commitment that M-G-M will operate network for minimum of five years.

THERE WILL be no final determination of new general manager of NAB until full board of directors gets together in pre-convention huddle in Chicago about April 16. Board advisory committee met in New York last week and decided to explore matter further. Five-man committee conferred with William B. Ryan, general manager of KFI Los Angeles, regarded as formidable prospect for $25,000 post, but its function is simply recommendatory to President Miller and full board. Committee hopes to bring in unanimous choice.

IN LAST-DITCH effort to quell Cuban radio uprising against tentatively approved U. S.-Cuban NARBA treaty (story page 25), U. S. Ambassador Robert Butler may confer with Cuban President Prio early this week to urge a new agreement. Same high-level approach was made in attempt to unnerve U. S.-Cuban differences at earlier Montreal sessions.

FRED ALLEN reportedly considering launching television show on NBC-TV from Chicago, probably next fall if plan materializes. Comedian understood to believe Chicago is more sympathetic to artistic enterprises than commercial hotbed of New York.

ALL-RADIO PRESENTATION COMMITTEE, at meeting this week, will consider offer of Schwerin Research Corp. to conduct audience reaction tests on "Lightning That Talks" preliminary to preparation of 20-minute version of promotion film for showing to general public.

WHO WILL HEAD FCC's new Broadcast Bureau—key spot in regulation of radio and TV under realignment plan? Harry Plotkin, senior assistant general counsel, is awowed candidate and believed to have support of Chairman Wayne Coy. But another name mentioned is John A. Willoughby, who relinquishes acting chief engineer's post effective April 3 when Curtis Plummer, present assistant chief in charge of TV, assumes newly created chief (Continued on page 90).

**Upcoming**

- March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.
- April 12-19: NAB Convention Week, Stevens Hotel, Chicago.

(Other Upcomings on page 89)

**Bulletins**

**GENERAL FOODS** lining up spot series to start April 1 in 20 markets for Baker's 4-in-1 cookie dough and West Coast spots for Yankee coffee to start April 3. Agency is Benton & Bowles, New York.


**RAdio SET production maintains fast pace.** OUTPUT of radio receivers in February (AM, AM-FM, FM and auto sets) totaled 766,393 units, maintaining unexpectedly high level of last quarter of 1949, according to Radio Mfrs. Assn., representing about 85% of industry total. Total output of all types of receivers was 1,127,453 units. TV production totaled 367,065 sets compared to 335,588 in January, up 9%. Weekly average output was 91,766 TV receivers. Of month's TV sets, 42,940 were equipped to tune FM band. Production of FM and FM-AM sets totaled 86,455, bring total number of February sets with FM tuners to 129,385.

**RMA reported** 3,029,000 TV sets were produced by the entire industry in 1949 along with 7,456,000 home type radios other than those in TV sets, and 3,064,000 auto radios.

**SPEED RICHARDS HEARINGS.** WEEKEND and night sessions slated in FCC's Los Angeles hearing on news-slanting charges against G. A. (Dick) Richards, to permit Examiner J. F. Johnson to return to Washington by April 3, when he assumes duties as Chief Hearing Examiner and undertakes new hearing assignment. Meanwhile, in Friday's session Clete Roberts, former public affairs director of Mr. Richards' KMPC Los Angeles, compelled with subpoena requiring him to produce papers which Richards' counsel claimed were being withheld. Originally he had been expected to produce these at today's (Monday) session (see early story page 22).

**Business Briefly**

**P & G ACTIVITY** • Procter & Gamble Co., Cincinnati (Dreft), planning early morning tests aimed at farm audience in Des Moines and other mid-western markets. Company (for Oxydol) also mulling TV version of Budah radio series this fall on ABC, Agency, Dancer-Fitzgerald-Sample, New York.

**JOE DIMAGGIO TO NBC** • Joe DiMaggio Show moves April 15 from Sat., 11:30-12 noon on CBS to Sat., 7:30-8 p.m. on NBC. M&M Ltd., Newark (candy), is current sponsor but change in sponsors expected with move to NBC.

**HEIDT TV SHOW** • General Motors (Buick Div.) through Kutner Agency, and Philip Morris (cigarettes) through Blow Co., New York, considering TV version of Horace Heidt show. Philip Morris sponsors radio series on CBS, Sunday, 9:30-10 p.m.

**BERLE TAKES TOP RANK IN NEW YORK HOOPER RATINGS** • TOP THREE programs in New York Hooper ratings, based on all homes, for February, were television. Highest ranking radio show was fourth in list of first 15. Nine TV shows and six radio shows composed first 15.

Leaders were Milton Berle (TV) 25.6, Arthur Godfrey's Talent Scouts (TV) 17.6, Toast of the Town (TV) 16.5, Arthur Godfrey's Talent Scouts (radio) 14.5. Among "radio only" homes, leading programs were Arthur Godfrey's Talent Scouts 21.3, Radio Theatre 21.1, Bing Crosby 19.3. Among TV homes, leading programs were Milton Berle 68.3, Arthur Godfrey's Talent Scouts 45.3, Toast of the Town 42.4.

**ELLIS A. GIMBEL** • ELLIS A. GIMBEL, 84, chairman of the board, Pennsylvania Broadcasting Co. (licensee of WIP Philadelphia), died late Thursday in Philadelphia following four-day illness. Mr. Gimbel, uncle of Benedict Gimbel Jr., WIP president and general manager, also was chairman of board of Gimbel Bros., department store chain founded by his father, as well as philanthropist. Among survivors present at death were Ellis A. Gimbel Jr., son; Mrs. Fridolyn Graham, daughter, and Mrs. Richard Gimbel, daughter-in-law.

**JOIN COMPTON AGENCY** • DONALD S. FROST, formerly with Bristol-Myers Co. and Robert L. Nourse Jr., formerly with W. Earl Bothwell Inc., have joined Compton Adv. Mr. Frost will headquarter in New York office of agency as account executive for Drene shampoo and Mr. Nourse will be based at Hollywood office as account executive.

**LANTZ TO BRISTOL-MYERS** • WALTER F. LANTZ, formerly with Lambert Pharmacal Co., New York, has joined Bristol-Myers Co. as advertising manager.
WDEL-TV advertisers are certain of three important things. First, they are assured the clearest picture for their products. Second, they reach the entire Wilmington, Delaware market—the chemical capital of the world. Third, their advertising is seen and heard by an established, enthusiastic audience showing a consistent and phenomenal growth. NBC network shows and versatile local programming make WDEL-TV a necessity in this market. Write.

WGAL-TV is an advertising must in the large, prosperous Lancaster, Pennsylvania market. It is the first and only television station in the area, no other TV station reaches this important section. The number of its viewers is showing an amazing growth. Audience loyalty and appreciation are assured through skillful local programming and the top shows of all four television networks—NBC, CBS, ABC and DuMont. No matter what your product—if you want to sell this extensive Pennsylvania area you need WGAL-TV. Write.

Represented by Robert Meeker Associates

STEINMAN STATIONS
Clair R. McCollough, General Manager

WGAL WDEL-TV WGAL-FM
Lancaster, Pa.

WKBO WRAW

WDEL WDEL-TV WDEL-FM
Wilmington, Del.

WORK WEST WEST-FM

March 20, 1950 • Page 5
WE'RE GLAD WE WON... because it proves, to every radio time buyer, something that's well worth knowing: WFBM has one of the nation's soundest, most sales-producing promotion programs—not just for Kroger's, but for ALL of its advertisers!

We appreciate this fine acknowledgment of our efforts for promotion of Kroger's recent $65,000 Brand Name Treasure Hunt in a contest conducted among 31 of the nation's top stations. And, we're pleased to share top honors with WCHS, Charleston, and WAGA, Atlanta.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF Flint — WOOD Grand Rapids — WEOA Evansville

Page 6 * March 20, 1950
Radio—America’s Greatest Advertising Medium

WJR

C. B. S.
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Manager

March 20, 1950 • Page 7
ANY ADVERTISER

Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO
FEWER DOLLARS
SPENT...
EACH DOLLAR
WORKING HARDER

Shrewdly invested, your Spot Radio
dollar works at peak advertising efficiency
—only the markets you want—on the
station that serves it best—with
both program and time pointed at
the very audience you want.
That means waste pared way, way down
...effectiveness piled on thicker.
You harness radio's mighty power
and drive it along the specific road
you want to travel.
No better starting point than this
potent station roster.

Represented Nationally by
EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
CHIC-O-LINE SHOWS 90% GAIN AFTER 9 MONTHS ON KOMA

In March, 1949, nine months after the Chickasha Cotton Oil Company began a daily quarter-hour program on KOMA in behalf of Chic-O-Line feeds, the general manager wrote, “We show a gain for the year of 1948 of about 90 percent.”

In the last six months of 1948 Chic-O-Line moved from 17th to 3rd position in the state in total tonnage feed sales, proving once again that intelligent advertising, good sales strategy and quality products all team up to make for successful business.

We invite you, too, to take advantage of KOMA’s 50,000 watt primary coverage and its 194,090 radio homes (BMB, 1949). Let us or Avery Knoedl give you the complete picture of why KOMA is Oklahoma’s best buy in radio.

J. J. Bernard
General Manager

AGENCIES

WILLIAM KOSTKA, formerly with United States Brewers Foundation, New York and NBC, assumes management of W. W. MacGruder Inc., Denver agency, as executive vice president and general manager. Firm name changed to MacGruder, Bakewell & Kostka Inc. ROBERT D. MACGRUDER is president of new firm and GEORGE BAKEWELL Jr. is secretary-treasurer. Mr. Kostka will continue his public relations firm, William Kostka & Assoc.

HERBERT L. STEINER, who joined Ben Sackheim Inc., New York, on Jan. 1, elected a vice president and director of company.

JOHN WILSON, formerly copy supervisor with Kenyon & Eckhardt, New York, joins Dancer-Fitzgerald-Sample Inc., New York, in its copy department.

FARQUHAR & BAIR Adv. formed by JOHN T. FARQUHAR and EDWARD J. BAIR Jr. Offices in First National Bank Bldg., Utica, N. Y. Mr. Farquhar has been associated with agencies for past 12 years in radio and television director. Mr. Bair was art director at Devereux & Co., Utica. TED R. DAKOYE joins firm as account executive and merchandising director. Mrs. VIRGINIA BAIR is space buyer and production manager.

JACK PETERSON, formerly radio producer at CBS Chicago and more recently with Herb Hoorn Inc., Los Angeles, joins Barna Chase Co., San Diego as radio-television director.

E. JOHNNY GRAFF, program director of WBKB (TV) Chicago, named vice president in charge of radio and television for Kaufman & Assoc., Chicago agency.


FRANK BRUGUIERE, formerly with Avery & Brugiere Adv., San Francisco, joins Blay Co., same city.

GILBERT McCLELLAND, former director of MBS Midwest operations, joins radio department of Leo Burnett Agency, Chicago.

RUTH JAROS CERRONE, formerly with Pedlar & Ryan, New York, joins creative staff of Sullivan, Stauffer, Colwell & Bayles, New York.


STUART B. SMITH, formerly manager of Canadian Adv. Agency Ltd., Toronto, joins James Lovick & Co., Toronto, as director and manager of Toronto office. He formerly was with Young & Rubicam, Toronto.


ANTON BONDY, formerly with J. Walter Thompson Co., New York, and BBDO, same city, joins media department of Kenyon & Eckhardt, New York.

BUD HOLTZMAN joins Gerome Adv. Inc., St. Louis, as head of television department. He formerly wrote radio scripts for WENR, WGN and WCFL all Chicago, KMOX St. Louis and Playmakers Production Co.

W. H. LONG Co., York, Pa., advertising agency, elected to National Advertising Agency Network.

YOUNG & RUBICAM, New York, commended by Greater New York Chapters of the Red Cross for “outstanding cooperation” for donations to volunteer blood program.

BILL JONG, formerly of Art Center, Los Angeles, joins Hal Stebbins Inc., that city, as production manager.

MARION E. WELBORN, for past two years partner in Associated Adv., Los Angeles, joins Walter McCery Inc., as business manager for three agency

(Continued on page 79)
THE VOICE OF DIXIE
ALABAMA'S
MOST POWER-FULL STATION

690 KC
50,000 WATTS

appoints

RADIO REPRESENTATIVES INC.

as

National Sales Representatives

Offices in
NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

- WVOK serves Dixielanders with “their” kind of music
- WVOK carries more “live” hill billy music than any other Birmingham station
- WVOK pulls more mail than any other Alabama station (over 5,000 letters per week)

Cover Alabama’s rich number one market . . . and receive plus coverage of all Dixieland . . .

BUY WVOK
BIRMINGHAM

Iralee Benns, Pres.

W. J. Brennan, Com’l Mgr.

* construction permit
we're finally settled 'n rarin' to go, at
OUR NEW AUDITORIUM STUDIO

PILLSBURY MILLS, Minneapolis, for Pillsbury's Best Flour, will sponsor Jack Hunt folk music, transcribed quarter-hour strip, on 40 stations from today (Monday) through May. Agency: Leo Burnett, Chicago.

BEST FOODS Inc., New York, for Rit dyes and Shinola shoe polish, begins one-minute and chainbreak schedules for both products in from 75 to 80 markets early in April, to continue through June. Markets increased on each about 15% since last spot campaigns. Agency: Earle Ludgin, Chicago.

PHILIP MORRIS & Co., through Blow Co., New York, to sponsor interviews by Dizzy Dean preceding and following Yankee home games over WABD (TV) New York, beginning April 21. Schedule calls for 63 daytime games and 14 night games.

CHEMICALS Inc., San Francisco (Vano products), signs for sponsorship of Frank Goss new broadcasts, three times weekly for 82 weeks on KCBS San Francisco and Columbia Pacific Network, starting April 3. Agency: Garfield & Guild, San Francisco.


HEWLETT Bros., Salt Lake City (jams, jellies, syrups, preserves), appoint Ross Jurney & Assoc., same city. Firm starts mid-morning show over KDYL Salt Lake City. Ralph Herbert is account executive.

SHOTWELL Mfg., Chicago (marshmallows, candy), names Reincke, Meyer & Finn, same city, to handle its advertising. Media plans will be set within fortnight, with radio and TV being considered.


PURE OIL Co., Chicago, will sponsor one-minute and 20-second sound-on-film commercials in evening hours in 13 markets, five per week, for 13 weeks starting end of April. Agency: Leo Burnett, Chicago. Petroleum products and automotive accessories will be advertised.

ADLER Co., Cincinnati (socks), begins first TV test in Chicago on WNBQ (TV) with two 20-second spots weekly for six weeks. Agency: Ruthrauff & Ryan, Chicago.

MOGLIN Co., Los Angeles (Perma-Broom), appoints Compton Adv., Hollywood, to handle advertising, effective June 1. Media plans now being discussed.

ATCHISON, TOPEKA and SANTA FE Railway, Chicago, through Leo Burnett Agency, same city, will sponsor one-minute sound-on-film TV spots in Chicago, Detroit, Los Angeles and New York from April 3 for six weeks. Each market will have 26 spots.

WESTCHESTER AQUARIUM appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used.

Network Accounts • • •

ARMSTRONG CORK Co., through BBDO, New York, buys Tuesday, 9:30-10 p.m. time on NBC-TV, beginning June 6, for new dramatic program being built by NBC-TV and as yet untitled.

BILTMORE TUNA, San Francisco, starts sponsorship of Cisco Kid, Frederic W. 21v package, on 12 Don Lee stations, Wednesday, 7:30-8:00 p.m. PST. Contract for 26 weeks. Agency: Harrington-Richards, San Francisco. INTERSTATE BAKERIES Corp., Kansas City, Mo., (Weber's Bread) currently sponsoring program on 12 Don Lee stations through Dan B. Miner, Los Angeles.

HOTPOINT Inc. purchases one-shot on CBS radio network, 5-6 p.m. Sunday, May 14 for special Mother's Day show. Maxon Inc., New York, is agency. Show will be dramatic program.

GILLETTE SAFETY RAZOR Co., sponsoring three major basketball games from Madison Square Garden on 26-station ABC-TV Network March 16, March 26, April 3 telecasts, starting at 10 p.m. and running to conclusion. Include National Invitation Tournament and National Collegiate Athletic Assn. eastern finals, and annual East-West all-star game. Agency: Maxon Inc., New York.

(Continued on page 79)
Last Summer, sixty national spot and local advertisers (25% more than the year before) used WCCO all Summer long. Just as they did all year round. Many for the tenth straight year.

They have found that Summer campaigns on WCCO make their sales grow. Because during June, July and August their customers in WCCO territory spend more than $686,000,000 on all kinds of retail products.

Better still, WCCO produces big Summer profits at a low Summer cost-per-thousand. In fact, since 1946, WCCO's average daytime Summer Hooper has jumped up 38.3%. And the cost-per-thousand has dropped 29.8%!

To be sure your sales grow all year round, join WCCO's sixty year-round sponsors. Just ask us or Radio Sales about a hot sales-personality (like Bob DeHaven, for one). You'll find WCCO sends sales UP with the temperature!
From Where I Sit
by Joe Marsh

Handy and Easy
Are Both Wrong

Handy Peterson and Easy Roberts got in quite an argument the other day over at Fred’s Garage about the best spot to fish up at Green Lake.

“Opposite the old sawmill is the best spot,” says Handy. But Easy “pooh-pooh’s” him. “I’ve seen the biggest fish caught off Cedar Point,” says Easy. “I’ve been catching them there for years.”

Then Fred goes and brings out the biggest mounted rainbow trout you ever saw. “Bet you that was caught at the sawmill,” comments Handy. “Cedar Point,” says Easy. “Well,” says Fred, “you’re both wrong. I caught this baby right out in the middle!”

From where I sit, there are always two (or more) sides to every story. Let’s live and let live in the true American tradition of toleration. Your opinion is worth a lot, but so is the other fellow’s—whether it’s on politics, the best fishing spots, or whether he likes a temperate glass of beer and you like buttermilk.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Page 14 • March 20, 1950
a truly portable Field-Intensity Meter

- Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio... and operates almost as simply. You tune in a signal, adjust a built-in calibrating oscillator and receiver gain... and read signal intensity directly in microvolts-per-meter. No charts, curves, or correction factors to worry about. No computations to make.

Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2C enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location "down-in-the noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; A r-f amplifier stage provides a very high order of image rejection.

Power supply; Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

A lot easier now to get the facts on your coverage, service area, and antenna efficiency... with RCA's new portable WX-2C. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19-CC, RCA Engineering Products, Camden, New Jersey.

BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

March 20, 1950 • Page 15
**Feature of the Week**

PROMOTIONAL play by KLER Rochester, Minn., on the hidden coin trick brought thousands of coin seekers milling about downtown streets in search for one of the payoff digits, according to General Manager Walt Bruzek. The coin promotion, part of the “Golden Opportunity” campaign by KLER, utilized 16 teams of “coin droppers” who distributed 362 pieces between 7 and 8 p.m. on Feb. 20. Eighteen Rochester merchants cooperated in the drive which emphasized opportunities in America and acquainted people with call letters, frequency and program offerings of the station.

At deadline for the return of coins, 362 coins had been turned in, KLER, an ABC outlet, reports. Grand prize, consisting of a two-week vacation in Hawaii, was awarded to Mrs. W. C. Robinson, Rochester housewife, who brought in the first large coin. Other prizes ranged in value from electric blankets and toasters down to Zipp lighters. Contest was preceded by newspaper ads, station spot and merchant participation.

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**On All Accounts**

WHEN he was in elementary school, Milton Joseph Stephan’s favorite subject was composition. This subject was to lead him into radio and television and eventually to his present position as director of radio and television for Allen & Reynolds Advertising Agency in Omaha.

Today, the radio and television department of Allen & Reynolds, under Milt’s direction, is producing, writing and creating shows and announcements for over 50 clients.

Milt was born in Omaha on Aug. 11, 1924. After discovering his bent for composition in his early school years, he augmented this by practicing more than the required amount of subjects for a college preparatory course, with journalism, advertising or law in mind.

When he left high school, however, Milt decided upon practical experience over attending a university. While vacationing in California, he decided to seek employment there. For better than a year, he was associated with a patent medicine firm and watched closely the methods used in its marketing and advertising.

His entry into the advertising world was interrupted by the war. Milt had three years’ service in the Navy, two of which were continuous overseas duty.

Still planning to make radio advertising his career, he ex-sail made his official entry into radio: via an Omaha station and soon became director of continuity for commercial production at Omaha Mutual outlet, KNON. Although television had not yet reached Omaha, Milt put in every available moment preparing for the advent of the medium.

He joined A & R July 12, 1946. Milt considers every campaign his favorite - while he’s working on it. Looking back on several campaigns, however, he especially likes to recall the Peter Pa Bread “Strength an Energy” series of transcribed spots with Jim Ameche narrator.

Lately he has written and produced spots designed to increase the sales of TV sets in Omaha. This series of spots is the backbone of an industry-wide campaign sponsored by the Nebraska-Iowa Electrics Council, and designed to introduce television sets into 8,000 mor homes within a 30-day period.

From the family standpoint, Milt has purchased a new home and engaged to be married in May. He is a Master Mason, Nebraska Blu Lodge #1, A. F. & A. M. He like to hunt and fish and, in addition hopes some day soon to start building and collecting scale model replicas of automobiles.
Daytime listeners prefer WGAR. Hooperatings (Dec. '49-Jan. '50) show that from 8 A.M. to 7 P.M. weekdays, WGAR has the first five top rated shows... and 12 of the top 15! WGAR programs are first in 28 out of the 44 quarter-hour periods!

Population goes hand in hand with promotion. WGAR paid for lineage on station and program promotion appears regularly throughout the year in 15 leading northern Ohio newspapers. One copy of each of these newspapers with a WGAR ad, stacked together, would tower 18 feet! WGAR believes in advertising!

in Northern Ohio... **WGAR**

the SPOT for SPOT RADIO

Right: Mr. William E. Hunger, President and Treasurer of the Union Oil Company of Ohio, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association, Cleveland Rotary Club and Cleveland Chamber of Commerce. Left: Mr. L. L. Altman, Vice President and Secretary of the Union Oil Company, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association and National Paint, Lacquer and Varnish Association. Union Oil is a WGAR advertiser.

Don Hyde with "This Is Cleveland" is one example of a WGAR program available for sponsorship. "This Is Cleveland" features Clevelanders in the news and life in the city from an unusual angle. It includes such on-the-spot tape-recorded events as a jury-fix and the confessions of a dope addict.

**RADIO... America's Greatest Advertising Medium... WGAR... CBS... 50,000 watts... Represented Nationally by Edward Petry & Company**
Well, not intentionally. But BROADCASTING-Telecasting will tell anyone who wants to know exactly how hundreds of national spot and network advertisers used radio and television in 1949. You’ll find it all in the APRIL 17th ISSUE . . . which incidentally is the same issue covering the NAB convention.

**from A to Z**

Here you’ll find the stuff that planning board sessions and leading time buyers consult all through the year . . . BROADCASTING’s copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries. On April 17th we’ll tell . . .

* national spot expenditures in 1949 by 29 product groups
* network gross expenditures in 1949 by product groups
* who spent the most advertising dollars and where in 1949
* how competing products split their advertising budgets between radio and television

* active spot accounts in 1949
* individual product analysis showing leading network and spot advertisers

**plus - - - advertisers analysis,** the forecast by key people of business prospects for broadcast advertising during 1950.

Yes, sir, right here between the covers of BROADCASTING you’ll find this wealth of information. It’s a really complete analysis of network and spot advertising by every major classification of industry, company and product divided according to radio and television.
WHAT EVERY TIME BUYER, EVERY RADIO DIRECTOR WILL WANT
... this treasure house of data with year 'round worth ... an exclusive source for fundamental facts on broadcast advertising.

WHAT EVERY STATION SHOULD DO (now)
In a word, advertise.
And we mean in the April 17th NAB Convention issue of Broadcasting. Think what extra attention such an information-packed issue will command ... what extra circulation you'll get. Over 17,500 total circulation.
This is no one-shot venture, but something invaluable—where the very people (advertisers and their agencies) you want to reach can see your station's story for the rest of 1950.

WILL THEY SEE YOU REPRESENTED THERE?

DEADLINE IS APRIL 7th.
...so don't be an April 18th mourner who wishes he'd done what you can still do. Get in Broadcasting's April 17th NAB issue for sure, right now. Regular rates prevail.
On a one-time basis that's - - -

Page ........................................ $350
Half Page ................................. $200
Quarter page .............................. $120
Eighth page ............................... $70
Sixteenth page ........................... $45

Write or wire (collect) your reservation to Broadcasting, National Press Building, Washington 4, D. C.

BROADCASTING - - - more than ever "the" magazine preferred by the buyers of radio and TV time.
KOM Storm Service

REGULAR commercial schedule was dropped by KOM Sioux City, Iowa, from 2:30 p.m. to midnight when the March 7 blizzard swirled through the Midwest. During that time period, the station accepted 5,000 telephone calls from people stranded on farms and in cities within a 60 mile radius of Sioux City. Requests included aid for a youngster stricken with polio, information for a separated family, night quarters for two homeless horses and messages of whereabouts for scores of isolated family members.

Clearing Service

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WHLI.
Up here in the Red River Valley, every day is like a circus. . . Yessir, we all make big money—$1750 more per family than the national average—and we're able to buy doggone nearly anything we want!

WDAY, Fargo, keeps our wealthy hayseeds right up-to-date on brand names of all kinds.

Here are the Dec. '49-Jan. '50 Hooper comparisons:

<table>
<thead>
<tr>
<th></th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
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<tr>
<td>WDAY</td>
<td>63.9%</td>
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<td>Station “B”</td>
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<td>4.9%</td>
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<td>Station “E”</td>
<td>4.8%</td>
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Get all the facts about this remarkable station, today! Write to us or ask Free & Peters!
YOU don't have to jump to any hazardous conclusions to determine what station is really outstanding in the Shreveport area. KWKH's superior experience and programming Know-How produce statistical proof of leadership!

KWKH's Clear-Channel, CBS signal comes in strong and clear in hundreds of booming Mid-South counties. New BMB and mail-pull figures prove that KWKH is an outstanding favorite throughout these rural areas!

Shreveport Hooperatings (Dec. '49-Jan. '50) tell the same story of KWKH's urban superiority:

KWKH got a 70.9% greater Share of Audience than Second Ranking Station, for Total Rated Periods!

KWKH was first, weekday mornings, by an overwhelming 118.9%!

Let us send you all the facts—today!

50,000 Watts  CBS  

The Branham Company
Representatives

Henry Clay, General Manager
BMB'S SUCCESSOR

Broadcast Audience Measurement Inc. Formed

(Also see story page 50)

FORMATION of Broadcast Audience Measurement Inc., an industry-wide successor to the soon-to-be-dissolved Broadcast Measurement Bureau, was begun in New York last week.

The new corporation, first proposed at the NAB board meeting a month ago in Arizona [Broadcasting, Feb. 13], would acquire the assets and liabilities of BMB and perhaps eventually set in motion and conduct further audience measurement.

The decision to attempt the organization of the new corporation was made at a meeting of committee chairmen of the American Association of Advertising Agencies and the Assn. of National Advertisers.

A statement released after the meeting said incorporators of the new research organization would be chosen "from among those agencies, advertisers and broadcasters who have already indicated their desire to be associated with the inauguration of the new corporation."

It was learned that Don Petty, NAB general counsel, was preparing incorporation papers and hoped to acquire the signatures of 15 incorporators.

Present Proposal

At this stage of the plan, it is proposed that nine broadcasters and six agency and advertisers' representatives become incorporators. The numerical representation on the board of directors of BAM would be also distributed in the same ratio.

The identities of those proposed as incorporators were not known.

Earlier it had been reported that among broadcasters who had volunteered to act in that capacity were J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; Frank King, WMBR Jacksonville, Fla.; and Clair R. McCloough, Steinman stations.

The AAAA will not participate officially in the incorporation of BAM, it was learned. Agency representatives who sign as incorporators will do so independent of the association. A similar position will be taken by the ANA, it was believed.

The action of the three committees last week was described as preliminary. The intention was to start the formation of the new corporation, leaving details of its structure and functions for later discussion.

According to the present plans, Broadcast Audience Measurement Inc. would be financed by stock issues. Broadcasters would pay the bill, with agencies and advertisers refraining from financial participation.

It was reported that the committee hoped that Mr. Petty would complete the job of incorporation within two weeks—in advance of the NAB convention where the proposal would certainly be a subject of discussion.

NAB board approval of the launching of a successor organization to BMB, which will expire June 30, the end of its fiscal year, unless its life is unexpectedly prolonged by the NAB board, was given at the Chandler, Ariz., meeting a month ago.

The plan approved by the NAB board envisioned a research corporation of $1 million authorized capital, financed by an issue of $10 per common stock.

As outlined by the decision of the NAB, ANA and AAAA committees last week, the organization would seek the approval of the BMB board of directors to take over assets of BMB upon the latter's dissolution. These assets would consist principally of BMB Study No. 2 reports on stations.

Station Reports Released

The station reports have already been released, it was reported, by more than 600 BMB subscribers, and complete sets of reports have gone to about 350 agencies and advertiser members of the ANA radio and television group.

BMB is now busy servicing requests for additional information, and this service job would be another BMB function inherited by the proposed BAM.

It was emphasized that BAM, if organized to succeed BMB, would carry over not only the assets but also whatever liabilities existed.

Outstanding among the latter is $75,000 owed to NAB which advanced it to aid the production of Study No. 2.

It is regarded as probable that the debt can be repaid to NAB, assuming station subscribers pay outstanding obligations by the end of June.

The nature of future research projects to be undertaken by the newly proposed corporation was, of course, undecided. Agencies and advertiser representatives attending last week's meeting were understood to have vigorously urged the continuation of industry-wide research, but the kind of measure.

(Continued on page 50)

COX, HOWELL MERGE Affects Atlanta AM-TV

ATLANTA'S TWO newspapers—the Journal (WSB-AM-FM-TV) and the Constitution (WCON-AM-FM and TV under construction)—have been merged, it was learned authoritatively by Broadcasting last Friday. The consolidation has been made in order to dispose of the radio TV properties on the ground that the newspaper has diligently pursued construction of the TV station, slated to begin operation this summer.

The WCON radio properties are believed to entail an investment of close to $1,000,000.

While details were lacking, it is understood that no financial consideration is involved in the transfer, the cost, it is presumed, would be met by WGST, operating on 920 kc., with 5,000 w. day and 1,000 w. night, or to WATL, using 5,000 w. on 1300 kc. WGST is now the Mutual affiliate.

WCON began in 1947, and is managed by David Carpenter.

The station is now on program tests, and under an FCC hearing ordered last week because of an application to modify its antenna array from six to four towers. It is understood the radio properties barely broke even in 1949.

WSB, one of the nation's pioneer stations, began operation in 1922. The property was acquired by Gov. Cox and his son, James Jr., ten years ago in a transaction that included the Journal Co., and WAGA, which was subsequently sold to Fort Industry Co. Jr. Leonard Reinsch is managing director of the Cox stations (WSB, WIOD Miami and WHIO Dayton). WSB and its associated stations are managed by John W. Butler Jr.

March 20, 1950 • Page 23
RADIO'S NEEDS

Outlined By McLaughlin

RADIO NEEDS new, fresh programming, a cost structure in balance with that of television in major markets and creative personnel with "the kind of thinking that brought radio to its peak between 1930 and 1940," Advertising and Sales Promotion Manager John B. McLaughlin of Kraft Foods, Chicago, asserted Wednesday. He spoke to members of the Chicago Radio Management Club.

Speaking from the advertiser's viewpoint, Mr. McLaughlin added, "The public is no longer offering the same potential audience in major markets that it could a few years back, so it seems that your product (radio) can no longer demand and get a premium price. When are you going to recognize the situation and make cost adjustments? Unless something is done quickly, advertisers like Kraft who are in both radio and TV are going to be fewer and farther between."

"Our problem is that to cover our markets properly we must have both AM and TV. Perhaps this will mean increased buying of regional sections of networks, or a combined TV-AM network package, or a simple rate adjustment to compensate for radio losses in TV markets."

For 25 years radio did an effective talking-of-ideas job for advertisers at the lowest cost, Mr. McLaughlin said. TV, however, has chopped out large segments of AM audiences. There is a place for both media and always will be, he said, but there must be "a realignment of thinking, some changes in concept and a determination of just where each will fit into an advertiser's picture and help him solve his marketing problem."

"Must Sell Use"

"Today the art of advertising, more than ever before, is that of fitting ourselves into people's lives on their terms and in their interests. We must sell more than just the product, we must sell uses of that product. Advertisers must study the vehicles we employ to carry our sales messages and also aim to improve the selling effectiveness of those messages."

Video's fast growth is "frightening, and is offering a real threat to the present structure of radio. It is rapidly getting to the point where an advertiser cannot afford not to be in TV in major markets," the Kraft executive said. He predicted that TV will capture 50% of the nighttime radio audience in major markets by the end of the year.

Talking about the importance of radio in people's daily lives, he said that radio has been on the downward path since 1940 because there has been nothing really new. Listeners have "almost started to develop an immunity to certain kinds of programs and commercials, and the McCarthys, Bennys and Hopes have lost about a third of the audience they commanded," he said.

"One by one we see the expensive shows being dropped because they aren't paying off. Radio frantically adds more giveaways, quizzes and mysteries, which are not the answer."

The Arthur Godfrey type of freshness and newness is reviving jaded appetites, he said.

Today's Costs Out of Sight

"Twenty years ago it was the advertisers who could afford to experiment in an endeavor to find new stars that would be winners, but today the cost is out of sight. Now, it must be the networks which do the experimenting, but they are not doing it. Certainly simply changing a big nighttime show into a daytime show is not going to be the answer, nor is network raiding the answer."

RALFAEL to RFE

WILLIAM RALFAEL, with the script and production department of ABC, resigned last week to become program manager of Radio Free Europe, the voice of the National Committee for Free Europe, which will soon begin channelling recorded shows to Europe in six languages.

ATLANTIC PLANS

Baseball Coverage Expanded

THIS year will be the greatest of Atlantic's 15 consecutive years of baseball broadcast sponsorship, Richard Borden, advertising manager, Atlantic Refining Co., announced recently.

He said all home and away games of the Philadelphia Athletics and Phillies would be covered. The broadcasts will be handled by WIBG and WPEN, the former covering the Athletics' schedule and the latter the games of the Phillies [BROADCASTING, Feb. 27, 20]. WPEN has announced alternating sponsorship of its games by Atlantic, Supplee-Seabest and Ballantine Ale & Beer. TV coverage also is being arranged for both the Athletics and the Phillies.

Other Atlantic Plans

As part of its expansion program, Atlantic has contracted for broadcasts of New York Yankees home and away games over a 12 station network, nine in New York state, and one each in Scranton, Pa., New Britain, Conn., and Springfield, Mass. Day and night home games of the Boston Red Sox and Braves, and of the Pittsburgh Pirates and of the Baltimore Orioles in the International League are included in the program. Atlantic said. Each Saturday afternoon during the season, the company will broadcast a reconstruction of the "game of the week" in the major leagues over WRNL Richmond, WBTM Danville and WSLS Roanoke, all in Virginia.

A regional network will carry Philadelphia games to Eastern Pennsylvania. Mr. Borden added. If no game is played at Shibe Park, Atlantic said, the network will air the Philadelphia team's contest beings played that day or night away from home. Atlantic agency is N.W. Ayer & Son, Philadelphia.

PAT STANTON (I), writer, producer and broadcaster of A Ramble in Erin, new feature on WOW New York, will return to the air—by Richard E. O'Donn, president of WOW, on the occasion of Mr. Stanton's bringing his well-known show to the New York station."

BEN STROUSE

Is NAB FM Director-at-Large

BEN STROUSE, WWDC-AM-FM Washington, was elected to the NAB board as an FM director-at-large last week in a run-off election following a tie with Cy Lawrence, WCOP-AM-FM Boston. The two were deadlocked last month in the mail ballot for 17 board posts [BROADCASTING, March 6].

The return on this initial ballot had brought 12 new faces to the reorganized board, leaving only the FM post undecided.

Strouse's Plurality

With over 70% of FM station-casting ballots in the run-off voting, Mr. Strouse is understood to have had a plurality of about 36 votes. Run-off ballots had been mailed to FM members March 3.

Mr. Strouse has been active in NAB committee affairs and was a director of FM Assn. before its merger with NAB. He will serve a one-year term. Frank U. Fletcher, WARRL-AM-FM, Arlington, Va., was re-elected as the board's FM director-at-large for a two-year term, having the most votes in the February balloting.

NAB Secretary-Treasurer C. E Arney Jr. last week mailed a ballot to members covering a proposed by-laws amendment which would allow contracts with staff personnel for more than a year. The amendment would give President Justin Miller power, with board approval, to enter into employment contracts for periods in excess of a year.

March 31 Deadline

The amendment is designed to stabilize the NAB structure, Mr. Arney explained. Ballots must be returned by March 31.

At its February meeting in Arizona the board approved the proposal to take a referendum on the matter. The board tabled until its June meeting a proposal to set up a retirement plan for NAB employees.

Drawn for BROADCASTING by Sid Hix

"... so in parting, 'Your Tax Collector' personally hopes that you did remember March 15!"
HOPES for a U. S.-Cuban NARBA treaty, which had been accepted as an accomplished fact a few days earlier, was reported virtually doomed last week by a last-minute Cuban revolt.

Instead of the agreement they had anticipated—and which they had reached "in principle" [BROADCASTING, March 6, 13]—negotiators for the U. S. delegation and at least some of the Cuban representatives were likely to terminate discussions with an agreement to disagree now and hope for fruitful negotiations later. A resurgence of the "radical" element of the Cuban broadcasting industry was blamed by U. S. observers for the reversal of the past few weeks' trend toward an amicable settlement of U. S.-Cuban allocations differences.

The minority in the 5-2 Cuban industry vote for tentative acceptance of the U. S. allocations proposal was reported to have swung Cuban radio officials, now that NARBA evolves upon much more far-reaching channel rights.

Other War Seen

Thus the chances of a U. S.-Cuban ether war, which seemingly had been averted, loomed again even though it was accepted that U. S. delegations and at least some of the Cuban representatives would push for retention of the status quo pending new negotiations.

Further discussions, if they prove necessary, presumably would come with resumption of the overall NARBA conference. This is slated between April 1 and Aug. 1, but authorities felt last week a later date might be necessary to accommodate Mexico, which U. S. and other representatives are hopeful of briefing before New NARBA evolves.

U. S. hopes of reaching a bilateral agreement with Mexico in the meantime—an agreement comparable to the U. S.-Cuban treaty which had seemed certain—would be seriously threatened by failure of the Havana discussions, U. S. observers agreed.

It had been hoped that such a conference could be achieved in four weeks [BROADCASTING, March 13]. Any bilateral agreement thus reached with Mexico, authorities believed, could serve as a basis for a treaty between the two nations even if overall NARBA negotiations should fail.

Similarly it had been planned that the NARBA could be signed within a few weeks [BROADCASTING, March 13]. Any bilateral agreement thus reached with Mexico, authorities believed, could serve as a basis for a treaty between the two nations even if overall NARBA negotiations should fail.

LICENSE FEE BILL

Would Set Treasury Study

Further stimulus to legislators' efforts to assess license fees on commercial stations [BROADCASTING, March 15] was added last week in developments which included:

Rep. Obert R. King (D-Calif.), member of the House Ways and Means Committee, introduced a bill (HR 7711) which would direct the Treasury Secretary to study ways of collecting fees and charges by government agencies as a revenue-raising measure.

Sen. John L. McClellan (D-Ark.) indicated the FCC would be receptive to this bill if certain fees for certain of its special services which at the present time are "a burden of the taxpayers at large." Colin F. Stuckey, chief of staff of the Joint Committee on Internal Revenue, Taxation, was expected to launch into the license fee proposals by the House Democratic leadership when the present tax revision problem is cleared.

The King measure would call for a report by the Treasury to Congress on ways and means of placing such charges on services which are rendered by agencies of the government. Agencies of the government, the bill points out, means "executive departments, commissions, boards, Government corporations, and other establishments in the executive branch of the government."

Details of how the licensing move started in Congress were disclosed to BROADCASTING in the meantime. A close associate of Sen. McClellan and the author of this newspaper publisher had approached the Congressman with the suggestion that the House Ways and Means Committee look into the matter of charging "fees for agencies' services which fall outside the scope of public benefit." The idea was transmitted to members of the House Committee. Sen. McClellan, it was said, had also been informed of the proposal and he proceeded with his committee investigation.

FCC Activity

Sen. McClellan last Wednesday said the FCC had been "particularly active" in studying the question of charging fees for special services. He released an FCC report received by the committee, which, he said, shows "the types of reporting that the committee is interested and appears to point up the practicality of shifting to the recipients and beneficiaries a greater portion of the actual cost incurred by the Government in rendering special services which at the present time are a burden of the taxpayers at large."

In a report by Senate committee, the FCC indicated it would be inclined to go along with the Congressional group on assessing fees and establishing licensing. The FCC said:

"Applications for construction permits are required in the case of all new broadcasting stations and other stations with the exception of amateur, ship, aircraft, and railroad mobile stations. These construction permit applications constitute the Commission's most important workload."

"In the case of broadcast stations, many of them—and the number is constantly increasing—must go to a formal hearing, since the granting of one application very often means that one or more other applications must be denied. (The Communications Act requires that applicants be afforded the opportunity of a hearing if the Commission is unable to find, from the application, that it should be granted. In such cases it could be required to accompany each such application.)"

The FCC emphasized that "the processing of applications for new (Continued on page 58)
NAB CONVENTION

PROGRAM plans for the NAB convention week event to be held April 12-19 at the Stevens Hotel, Chicago, began to assume final form last week.

Basic events for the second annual Independent’s Day, conducted for unaffiliated stations, were scheduled by Ted Cot, WNEW New York, who is serving as program consultant at the request of the NAB Unaffiliated Stations Committee, and Lee W. KBKR Baker, Ore., committee chairman.

Unlike the Management Conference opening at noon April 17, Independent’s Day will be conducted at the workshop level and stress basic sales and business problems. Theme of the management sessions is “The American Broadcaster’s Responsibility in the World Today.”

The Monday morning FM agenda is making progress. Detailed plans for this 24-hour session, immediately preceding the formal management opening, were discussed last week by the FM Committee at a meeting in Washington (see FM page 30).

Babcock to Speak

It was learned last week that H. E. Babcock, widely known farmer, businessman, educator and author, will address the Management Conference the afternoon of April 18 on “The American Broadcaster’s Responsibility in Agriculture.” Mr. Babcock is a director of Aveo Mfg. Corp. and other corporations. He is a former chairman of the Cornell U. board of trustees.

Mr. Babcock pioneered many modern farm techniques on his farm near Ithaca. He has talked and written extensively on his concept of a food and farm program based on a strong animal agricultural soil building and better diet for the country as a whole.

Last December he was awarded the Distinguished Service Award by the American Agricultural Editors Assn.

Other Management Conference speakers include FCC Chairman Wayne Coy; Paul G. Hoffman, ECA administrator; Herman W. Steinkraus, president, U. S. Chamber of Commerce; Carlos Romulo, UN General Assembly president.

The complete agenda has not yet been announced.

Industry Panel Planned

Industry panel for the annual FCC-Industry Roundtable to be held April 15 in connection with the NAB Engineering Conference is about complete. Taking part for the industry will be E. K. Jett, vice president Baltimore Sus stations, WMAR-FM and WMAR-TV; Raymond F. Guy, manager of radio and allocations engineering, NBC; Frank Marx, ABC vice president; E. M. Johnson, MBS vice president; William B. Lodge, CBS vice president or J. W. Wright, CBS chief radio engineer. (FCC participants and engineering agenda appeared in the March 15 BROADCASTING.)

Sunday Program

The Sunday Independent’s Day program, which will have no set speeches, will be opened by Mr. Baker, whose topic is “It Ain’t July 4 but It’s Independent’s Day.” Dr. Sydney Roslov, president of The Pulse Inc., will discuss out-of-home listeners, described as radio’s unexplored audience. He will submit a research report on this audience, supplemented by color slides. A panel will follow, with Hugh M. Feltey, KING Seattle, and Norman Glenn, Sponsor, among the participants.

Edgar Kobak, business consultant, newly elected NAB board member for small stations and former MBS president, will address the Sunday luncheon. He has been given an assignment “to tell everybody...

In the afternoon a sports panel will be moderated by Patt McDonald, WHHM Memphis. Leonhard H. Marks, of the radio law firm of Cohn & Marks, will discuss legal aspects of sports broadcasting.

Ben Strouse, WWDC Washington, elected last week as an NAB board member representing FM stations (see story page 24), has been invited to discuss programming and selling sports adjacencies. The NAB legal staff is to submit a report on laws dealing with sports.

New Program Sources

Panel on development of new program sources for sales will be moderated by Arnold Hartley, vice president and program manager of WHN New York. Carl Haverlin, BMI president, will give a demonstration talk on BMI’s services. Ed Gruskin, chief radio officer, ECA, will fly from Paris to bring the Orchestras of the World transcription series, recorded in European musical centers by ECA for the use of independents.

Spokesmen for record companies will outline their programming tools. John L. Sinn, executive vice president of Frederic W. Ziv Co., will discuss specialized program services and representatives of tape recording companies will show how to use tape in sales and programming.

Taking part in a panel on mail order business will be Cecil Hoge, partner of Huber Hoge Inc., New York, and Alphonse Rei, vice president and general manager of WOV New York.

With its emphasis on various types of commercial service available to the Monday morning FM session is expected to attract heavy attendance, since most delegates will have no need to be present at the calendar, other than the equipment exhibits.

At its Monday meeting the NAB FM Committee recognized that many AM station operators attend this convention, will be seeking facts to help them in deciding what to do with their FM service.

For this reason the committee decided to have four key speakers, who will discuss four types of special FM service—FM networking; leasing of FM sets to busines firms and service; transit; and VHF storage. Three of these —store broadcasting, leasing and transit—reach out-of-home audiences.

One speaker, probably Edward A. Wheeler, WERAF (FM) Evans.

(Continued on page 48)

AAA, ANA SESSIONS

TOP radio advertiser and agency officials will address next week’s conventions of the Assn. of National Advertisers, meeting at the Homebound, Hot Springs, Ark., and the American Assn. of Advertising Agencies, meeting at the Greenbrier, White Sulphur Springs, W. Va.

Over 700 industry representatives are expected to attend the sessions, which will be held almost concurrently. The ANA convention gets underway Wednesday, March 29, the AAAA March 31. Members of both associations will combine for a joint meeting Friday evening following conclusion of the ANA meet. Sessions will wind up following day.

Television’s relation to radio and other media will be explored by ANA at the Wednesday meeting, with Niles Trammell, chairman of the board, NBC; Frank Stanton, CBS president; A. C. Nielsen, president, A. C. Nielsen Co., and other leading executives.

ANA Theme

Theme of the ANA meet is how advertising can produce more sales, and how TV faces today on a number of levels.

Meanwhile, more than 500 agency, media and advertisers are expected to attend the ANA’s 23rd annual convention, including 210 from AAAA member companies.

Opening day sessions Thursday will be limited to member agency personnel. With sessions to be opened to some 125 media guests and others the following day, the Wednesday meeting will be a preview of TV film commercials. A discussion of TV problems from the viewpoint of agency management will follow.

Keynote address this year will be delivered by Commerce Secretary Charles Sawyer at the annual dinner Friday evening. He is expected to talk on “Advertising’s Responsibility to the American Economy.”

Secretary Sawyer will be introduced by Stuart Peabody, Border Co., secretary of the new advertising advisory committee.

Clarence B. Goshorn of Benton & Bowles, New York, chairman of the AAAA board of directors, will preside at the first open session Friday evening, Louis N. Brockway, Young & Rubicam, introducing a symposium on advertising personnel.

Ben Dubin, WOR, New York, chairman of the AAAA media relations committee, is slated to discuss a new project proposed by his group, while advertising ethics (Continued on page 48)

Convene Next Week

COUNTING up the measure of success in the WDSU New Orleans originations of ABC’s Old Gold Original Amateur Hour recently are it to it: Nick Keesey, vice president in charge of radio, Lauren A. Mitchell; Robert D. Sweazy, WDSU general manager; Ted Mack, show’s m. c., and Lloyd Marx, Amateur Hour’s director.
A REORGANIZATION PLAN concentrating FCC's executive and administrative functions in the Commission Chairman was sent to Congress by President Truman last week.

The breadth and seeming exclusivity of the powers which the Chairman would have as contrasted with those of his colleagues aroused concern among observers and seemed to pose the plan for close scrutiny if not outright opposition on Capitol Hill.

The President's proposal, one of 21 affecting government agencies, came on the heels of Commission initiation of its own wide-scale reorganization of the FCC staff along functional lines [Broadcasting, March 18].

Within the framework of the general policies, decisions and determinations made by the full Commission, the Chairman's plan would have charge of administrative and executive functions including "(1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds."

Control to Chairman

Thus, observers pointed out, the Chairman would have substantial control over the Commission's purse strings, the selection of its personnel, and the assignment of its work.

The fact that the Chairman's actions in these respects would be subject to general policies of the Commission, and that his appointments of heads of "major administrative units" would be subject to full Commission approval, these observers felt, would not materially limit his authority or substantially enhance the controls of his colleagues.

Since the Chairman is always an Administration appointee, it was pointed out, he could generally count upon his colleagues—or at least a majority—to rubber-stamp his proposals.

Congressional authorities for the most part reserved judgment pending further study of the proposal, but indicated they may have serious questions to ask.

Under the Reorganization Act of 1949, the proposals with respect to each agency will be come effective in 90 days unless disapproved by one or both Houses of Congress.

Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, to which the FCC and four similar agency reorganization plans were referred, said the proposals represent "an extremely important regulatory step," involving "a matter of principle."

He pointed out that the plan would in effect place the Chairman directly under the Executive Branch of Government, whereas he and other Congressional leaders regard such agencies as arms of Congress.

Sen. Johnson did not, however, attempt to pass judgment on the proposal but said it and those affecting other agencies would be considered by his committee in a meeting Wednesday (March 22).

Rep. Robert Crosser (D-Ohio), chairman of the House Interstate Commerce Committee, and Foreign Commerce Committee, took much the same position, saying he too wanted to study the proposals more fully. He observed that he welcomed efficiency in regulatory bodies so long as the efficiency does not go too far, but speculated on the dangers of giving men "too much power" and making "Frankenstein's" of them.

More critical observers felt the President's proposal could in effect transform the agencies into "one-man commissions," would reduce theirstanding as "judicial" agencies, and would violate the principle of "independent" regulatory bodies.

In submitting his proposals President Truman said they stemmed from the work of the Hoover Commission on Organization of the Executive Branch and should result in ultimate economies. With respect to the regulatory agencies, he said, the objective is "to establish clear and direct lines of authority and responsibility for the management of the Executive Branch."

The heads of departments and the chairmen of the regulatory bodies will be made clearly responsible for the effectiveness and economy of Governmental administration and will be given corresponding authority, so that the public, the Congress, and the President may hold them accountable for results in terms both of accomplishments and of cost.

...In regard to the regulatory agencies, the plans distinguish between two groups of functions necessary to the conduct of these agencies.

(Continued on page 59)

BROADCASTING • TELECASTING

A. C. NIelsen plans 'Tooled Up' for added service

A.C. NIelsen Co. is "tooled up" for the tasks of future studies. C. E. Hooper and associates, for example, recently examined the economics of an "electronic digital computer" and its potentialities for use in the economy of Office of the Administration, Examiner J. Fred Johnson Jr., to be chief hearing examiner in charge of the Hearing Division.

OTHER top flight FCC appointments included (1 to r) Harold J. Cohen, assistant general counsel in charge of common carrier division, to head of the new Commission Branch of Government, whereas he and other Congressional leaders regard such agencies as arms of Congress.

Sen. Johnson did not, however, attempt to pass judgment on the proposal but said it and those affecting other agencies would be considered by his committee in a meeting Wednesday (March 22).

Rep. Robert Crosser (D-Ohio), chairman of the House Interstate Commerce Committee, and Foreign Commerce Committee, took much the same position, saying he too wanted to study the proposals more fully. He observed that he welcomed efficiency in regulatory bodies so long as the efficiency does not go too far, but speculated on the dangers of giving men "too much power" and making "Frankenstein's" of them.

More critical observers felt the President's proposal could in effect transform the agencies into "one-man commissions," would reduce their standing as "judicial" agencies, and would violate the principle of "independent" regulatory bodies.

In submitting his proposals President Truman said they stemmed from the work of the Hoover Commission on Organization of the Executive Branch and should result in ultimate economies. With respect to the regulatory agencies, he said, the objective is "to establish clear and direct lines of authority and responsibility for the management of the Executive Branch."

The heads of departments and the chairmen of the regulatory bodies will be made clearly responsible for the effectiveness and economy of Governmental administration and will be given corresponding authority, so that the public, the Congress, and the President may hold them accountable for results in terms both of accomplishments and of cost.

...In regard to the regulatory agencies, the plans distinguish between two groups of functions necessary to the conduct of these agencies.

(Continued on page 59)
FLATLY accusing FCC's star witness of withholding important papers, counsel for G. A. (Dick) Richards in the FCC hearing on his news policies late last week demanded the submission of a sworn statement to compel delivery of the material. The subpoena was issued near the end of the first week of the hearing on charges that Mr. Richards, principal owner of WJR Detroit and WAGAR Cleveland, had ordered KMPC staff members to "slant" news reports. The hearing opened in Los Angeles last Monday.

Clete Roberts, former KMPC director of public affairs, whose cross-examination was started Thursday after three days of testimony for FCC, was expected to produce the demanded papers when he returns to the stand today (Monday).

The papers were described as "letters, memoranda, notes, newscast scripts and commentaries, correspondence, Gen. MacArthur biographical folder, and other material." Under cross-examination Mr. Roberts testified that some material removed from KMPC files at the time of his discharge in February 1948 are now "under my daughter's bed." Counsel for Mr. Richards had previously asserted that "we regard the papers as having been stolen or destroyed.

Mr. Roberts conceded claims that he had "fought" Mr. Richards orders several times, but denied Richards counsel's charge that he had been "excellent, loyal, and had used sly tactics behind Rich-ards' back" in his presentation of newscasts.

He said that as long as violations of Mr. Richards' orders were done "with the knowledge of the manager of KMPC," he did not feel it was "sly or disloyal.

He is currently admonished by defense counsel against injection of remarks that his defiance of Mr. Richards' orders was known to the station manager.

He said a station owner "has a right to an opinion on the news if he labels it as such," that he himself had expressed personal opinions on his commentaries.

Recording Request Denied

A Richards request that the hearing be tape-recorded was denied by Examiner Johnson, Jr. at the outset of the sessions. Hugh Fulton, Washington and New York attorney appearing as Mr. Richards' chief trial lawyer, argued the hearing involves free speech and censorship and therefore would be of public interest. Examiner Johnson upheld FCC's contention that recording should not be permitted.

Meanwhile the Commission late last week had not acted upon a defense motion by page 28 for a subpoena requiring FCC authorities to deliver all material the Commission has on the case.

On this Mr. Fulton stated:

"Because we believe that there may have been conferences between members of the Commission or its staff and others outside KMPC having no official connection with these proceedings, and material received was not written, and because it is probable that one or more of the Commissioners themselves received a request and demand that all such material be furnished me in order to assist them in the examination, by cross-examination and otherwise, to present the true facts. . . . Any denial of this would necessarily mean that the Commission res-erves itself to the right to receive and consider unidentified material from anonymous sources which might be false and inaccurate.

Richards' Counsel Petition

Richards' counsel also petitioned FCC to set aside its order designating an examiner to conduct the hearing. The petition claimed the proceeding is an "investigation instituted upon the Commission's own motion" and that the hearing should be held before the full Commission.

Opening week's developments indi-cated the hearing may consume four to six weeks. It involves the renewal applications of Mr. Rich-ards' stations and also his proposal to transfer control to a voting trusteeship consisting of Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Kingler, vice president of General Motors and general manager of its Pontiac Division.

Outlining FCC's charges, Mr. Ford said "these proceedings will cause us to prove that you did not act in good faith . . . . When Mr. Richards gave instruc-tions to his employees regarding the content of news broadcasts and the manner in which they were to be presented."

"Suggested Voice Inflections" "These instructions increased in detail, particularly at KMPC, to the point where he ordered broadcasts distorted to substantiate his per-sonal dislikes and even suggested voice inflections."

"Mr. Ford claimed that granting the applications would be against public interest. He charged "the facilities of these powerful stations were used in the interest of Mr. Richards, not in the interest of the public."

Mr. Fulton replied with a 28-page presentation, which he ins-tisted was the first time the defense had had to go to record in the case. Asserting repeatedly that Mr. Richards did not falsify his sta-tions' news broadcasts or order delivery of "deceitful, disloyal and deceitful tactics" to the audience, he said: "There is no evidence whatsoever that Mr. Roberts ever went to Mr. Richards and said: 'I want you to put that program on, Mr. Rights.'" Mr. Fulton characterized his as a "rough dia-logue." (Continued on page 88)

LBS PLANS

WITH negotiations for a New York office nearly completed and April 1 set as a tentative opening date, Liberty Broadcasting System has begun a daily five-hour program scheduled over some 180 affiliated stations.

Site for LBS' New York opera-tion was not disclosed by Gordon McLendon, network president, who said details would be announced shortly, along with a complete list of stations and markets already signed by Liberty.

The network hopes to sign between 250 and 300 stations . . . most of them independents . . . by mid-April, and plans to program 18 hours daily in all 45 states by next year [BROADCASTING, Feb. 27]. Queries on affiliation have been coming into Liberty steadily during the past weeks, Mr. McLendon said. Programming got underway March 11 with broadcast coverage of exhibition baseball (New York Yankees vs. St. Louis Cards), two program features, musical score-board and murmur-talking, and other entertainment.

Current programs, aired six days a week, will be augmented by other fare, to be fed from other stations affiliated in such cities as Miami, St. Louis and from the West Coast, it was indicated. KLIF Dallas is the key originating outlet for Lib-erty programs. Mr. McLendon, himself, is active in the actual broad-casting of shows, his face occasionally seen on TV networks.

Among the 160 stations, some 17 are spread throughout California, with over 20 outlets fanning the West Coast. Key markets include Portland, San Francisco, Los An-geles-Pasadena and Seattle. It is expected that independent affili-ates in these cities will originate programs once the reciprocal-pro-gram operation is initiated.

Invades West Coast

Mr. McLendon acknowledged that Liberty is "attempting to gain a competitive position" on the West Coast, which Don Lee-MBS has heretofore considered its domain. He felt, however, that the competition would have a "safeguard" ef-fect on regional network competi-tion.

Noting reports that Don Lee may someday raise its daily rate of broad-casting to meet the Liberty thrust, Mr. McLendon said even if the former offered lower rates to its stations, particularly on base-ball coverage, LBS still would re-tain an advantage in point of dollar volume sales.

He pointed out that Liberty holds rights to 210 major league games, compared to less than 100 for Don Lee-MBS, and stated that half of the Don Lee-MBS contests were "exclusive."

Additionally, since Liberty is stressing baseball coverage, it can maintain a more elastic schedule without, having to sacrifice the latter for network shows.

In any event, Mr. McLendon said LBS "welcomes the competition" which would arise as a natural re-sult from the Justice Dept.'s deci-sion giving the green light, in effect, to regional network expan-sion. He likened the situation prior to the ruling as one akin to the television freeze which he noted has throttled competition among stations.

As to rate structure, LBS has evolved a policy whereby stations will be billed on the basis of (1) retail sales in the market in which it is located and (2) population of the city itself. Populations for any two cities being equal, the sales figure will determine the card rate, Mr. McLendon said. There is no standardized rate card for the network, he added.

Page 28 • March 20, 1950

Network Underway; Rate Policy Set

BROADCASTING • Telecasting

Roberts Subpoenaed for More Material

Harry Roberts Subpoenaed

FOR More Material

Richard's hearing continued Wednesday with the Commission's special master, Examiner Johnson, addressing charges of deceit and disloyalty made by Mr. Ford, before Richards' counsel.

Mr. Ford was expected to present his own evidence today (Wednesday).

Mr. Ford has charged that Richards' newscasts are "flamboyant, misleading and intended to be confusing and deceptive.

Mr. Ford stated that Richards' network has "deceived, disloyal and unethical tactics" to the audience, he said: "There is no evidence whatsoever that Mr. Roberts ever went to Mr. Richards and said: 'I want you to put that program on, Mr. Rights.'" Mr. Fulton characterized his as a "rough dialogue." (Continued on page 88)

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A WARNING to broadcasters to clean up programming or risk public demands for "the more drastic remedy of governmental action" was sounded by FCC Chairman Wayne Coy last Tuesday in a speech at the U. of Oklahoma's Annual Radio Conference (also see story below and TELECASTING p. 14).

"Poor taste," he said, "is not in the public interest."

Citing "poor taste and crime programs on the air," he said the Commission has "been getting an increasing amount of mail and an increasing amount of verbal complaint, too, on both subjects." The complaints, he said, use such words as "degrading antics," "vulgar double entendre," and "downright indecency.

He pointed out that the law forbids "obscene, indecent or profane language," but contains no prohibition against poor taste, apparently on the assumption that "licensees would exercise good judgment in exercising good taste."

But, he cautioned: "It seems to me that the question of just how bad poor taste can get before it verges over into downright indecency may be settled one of these days if the present drift in that direction is not checked."

"In Hands of Public"

Chairman Coy reiterated that he did not think the Commission competent to "determine the kinds of programs that we should see and hear," and that he felt "it would be big 'downright indecency' for seven people to have any such authority.

"The real control of American radio is in the hands of the public," he said.

Warning that "clearly there must be a day of reckoning," he said:

The Commission is rightly prohibited from censorship by another hand. It is required to see that the stations operate in the public interest. Violating the law regarding obscenity, indecency and profanity is not in the public interest. Poor taste is not in the public interest.

I think it is far better for the radio station licensees and the networks to clean house before public opinion demands the more drastic remedy of governmental action.

It is far better for the 3,000 licensees and the radio networks to do what they know in their hearts is the right thing to do than to have such delicate matters go to court. The real test is for settlement upon a commission of seven members in Washington, D. C.

'Aware' of Situation

Mr. Coy said he was "fully aware" that many broadcasters carry network shows containing material which they would not allow in a local origination. Because it comes from a network "on an all-or-none basis," he said, "they feel helpless and act that way because they must.

When a comedian gets so big that his network can no longer handle him, then we have a case of the tail wagging the dog. The boy who used to express himself with chalk on a wall is now provided with a television console."

The world has moved from the horse-and-buggy days to the electronic age but this type of commercial, he said, 'still peddling live, for cash,' humor. The radio and the television carry him straight into the home without having taken the precaution to see that he is housebroken. "Profanity is sacrificed for profits."

The result is off-color television—tainted telecasting.

"Turning to 'crime on the air,'" Mr. Coy said: "Is the recipient of mounting protests against the merchants of death and hawkers of horror on radio and television, that 'our files of letters protesting crime programs are bulging,' and that 'the situation is rapidly worsening'?

He quoted from protests received by the Commission—some directly from listeners, others relayed via Congressmen—and from studies and reports on crime programs.

No Day-to-Day Judgment

He pointed out that FCC cannot pass upon a licensee's day-to-day judgment in matters of bad taste or in the handling of crime programs "except in gross instances," and that renewals are based upon considerations of "the overall operation of a station during its entire license period."

"That effective day-to-day check on a licensee's program," he said, "is an immediate and intelligent reaction from the listening public."

Asked: Is it possible that broadcasters who make such a fetish of surveys and audience reaction measurements are overlooking the most obvious and the most effective fast-finding technique of all—that of merely sitting down with representative listeners and asking questions that will cause them to think the programming is not to their taste? . . . operators to reduce their losses or to get larger profits?"

Following the conference's "Great Expectations" theme, Mr. Coy said "the broadcasters and the public have every right to expectations for a high order for the future of broadcasting." But he cautioned that "these expectations will not be realized unless we all work together to keep broadcasting's sights high, to avoid the shoddy and to keep improving the product."

American Radio's Role

He continued: American radio generally offers such a wealth of wholesome entertainment and helpful educational and cultural programs that it cannot afford to do itself a disservice by allowing a few thoughtless offenders to tarnish radio's good name.

Radio's general reputation as one of the most important forces in our society, a key leader in community betterment and as a preeminent factor in American homelife has been built up through the years by the dint of hard work, imagination, vision and public spirit on the part of thousands of people in the broadcasting industry. The continuing job of all of us is to protect the gains already made and to strive for an even greater future.

Mr. COY

9th Radio Conference Held

In his address Monday, Mr. Noth also pointed to the inadequacy of the Voice of America. He stated that to his knowledge no other government agency has had so much trouble in obtaining the most elementary funds for what he termed its "shoestring budget" if compared to other expenditures for the enforcement of our national policy and security.

Urging creation, or perfection, of a bigger and better international broadcasting tool, Mr. Noth said: "We must in all instances convey that spirit of fearless freedom and fearless striving for peace which

"Great Expectations," Chairman of the sessions was Dr. Sherman P. Lawton, co-ordinator of radio at the U. of Oklahoma.

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REPORTS showing the FM circulation of AM stations subscribing to the No. 2 study of Broadcast Measurement Bureau are being compiled by BMB and will be published in the near future, according to Dr. Kenneth H. Baker, acting president.

Failure of the original station reports released early this year to show FM circulation caused a stir at the Monday meeting of NAB's FM Executive Committee, held in Washington. The committee adopted a resolution voicing its feelings on the subject.

The resolution called on NAB to tell BMB that the committee feels AM ratings should show the audience of FM duplicating stations. It expressed the committee's belief that the FM information obtained in March 1948 by BMB on its audio checks could be made available to subscribers.

AMA Data First

Dr. Baker told Broadcasting that AM data had been made available first because AM money paid for them. He reminded that the reports of individual AM stations carry an asterisk indicating they have FM affiliates, a suggestion originally made by the FM Committee.

He said the FM figures will be "roughly comparable" to AM reports but will be issued in memo form to the stations involved (AM subscribers with FM outlets). While AM data do not reflect coverage where less than 10% of the audience is reached, Dr. Baker said the FM data may include FM coverage as low as 5%. He added that BMB does not claim figures below 5% are accurate.

Respondents who filled out BMB cards had a chance to indicate the FM stations heard but these individual reports are accepted only when the FM dial position is indicated. This dial position was not required in the case of AM stations. The FM provision was based on the widespread use of double AM-FM call letter announcement by many stations.

Lower Figures

Preliminary estimates indicate that the FM figures shown in the BMB data will be lower than those of FM stations are selling. Estimates of total number of FM-equipped sets in the hands of the public range from 4½ million to 6 million.

Everett L. Dillard, WASH (FM) Washington, a retiring NAB board member, said FM coverage data is completely undisclosed to date in BMB reports, with an AM station getting no credit for the coverage of its duplicating FM affiliate. This penalizes everyone with an FM duplicating station, he said, and fails to give the total audience of AM-FM duplicating stations.

In other words, Mr. Dillard added, an AM-FM operation is reported with fewer listeners than it would have shown had the station been AM-only.

Frank U. Fletcher, WARL-FM Arlington, Va., recently re-elected to the NAB board, felt BMB should make its FM information available to subscribers since present reports seem to penalize stations that have developed an FM audience by duplicating AM programs.

Edward A. Wheeler, WEAW (FM) Evanston, Ill., and WOKZ FM-Alton, Ill., said: "It is difficult to understand how BMB could 'unintentionally' be responsible for penalizing FM stations because of duplication on FM. Most of the audience of a duplicating station is taken from the AM station and the stations must get credit for this audience. BMB must publish its supplementary FM data immediately!"

Would Change Rules

The FM Committee voted to ask NAB's Legal Dept. to file a petition with the FCC asking for amendment of the rules to establish protection for the 50 AM frequency blocks (entire nation but the Northeast). Present protection is granted only to the 1000 AM/m contour.

A breach of serious interference to FM outlets is foreseen if FCC doesn't grant this protection, according to committee members. The NAB board voted last summer to ask FCC to grant this protection but no formal action was taken until last month. At that time a letter was sent to FCC Chairman Wayne Coy and the other Commissioners calling attention to the board's July resolution.

Chairman Coy said an action of the sort should be initiated outside the FCC and invited NAB to file a petition to amend the rules.

At its Monday meeting the FM Committee drew up an outline of the program for the special full day session to be held Monday morning, April 17, prior to the formal opening of the NAB Management Conference at Chicago (see convention story page 26).

Attending the committee meeting were Chairman Matthew H. Bonebrake, KOY-FM Oklahoma City; Victor C. Diehm, WIAS-FM Harwich, Mass.; Sells, vice director NAB FM Dept.; Ralph W. Hardy, director, NAB Radio Division; C. E. Arney Jr., NAB secretary-treasurer, Messrs. Dillard, Fletcher and Wheeler.

WQUA MOLINE SALE

Le Musarier Buys Control

SALE of 85% of stock of Moline Broadcasting Corp., licensee of WQUA Moline, Ill., was announced last week subject to FCC approval. Bernard J. Musarier, president of WQU Moline, sells his 85% interest to Dalton Le Musarier for approximately $150,000. Mr. Le Musarier is owner of KDAL Duluth, Minn., and minority stockholder of WIRL Peoria, Ill.

Transaction was handled by Blackburn-Hamilton Co. WQUA operates with 250 on 1230 kc. Vernon Flammboe, manager of WQUA, will retain his 5% interest and his present connection with station as will other stockholders owning the other 10% of the corporation.

SCOTUS HIT

By 'Yale Law Journal'

SUGGESTION that the U. S. Supreme Court outlaw completely the padding of radio and television schedules to punish broadcast stations and newspapers for reports on pending criminal cases was made last week by the Yale Law Journal.

Discussing the "Baltimore Gap" case, in which a city court had attempted to fine several stations for broadcasting news about an arrested suspect, the editors suggested the Supreme Court's refusal to review a Maryland court of Appeals decision had left the contempt rule "dangerously without control." Contrary to the editors' suggestion, the Supreme Court recently denied a petition by the state to hear the upsetting of the city gag rule [Broadcasting, Jan. 16].

The Journal noted that the refusal to review the case "as an unusual dissouion of any implication that it approved the Maryland decision." Effect of this action is to leave courts free to decide "whether the "clear and present danger" contempt rule, it was suggested.
PLUS ONE ELAND

Now that mama eland has a baby, there's plus one eland in the St. Louis Zoo.

There's a radio station in Baltimore with a great big plus for advertisers. It's W-I-T'H, the BIG independent with the BIG audience.

Here's how the PLUS comes in: first, W-I-T'H delivers more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T'H.

That means low-cost results. That means that small appropriations accomplish big results on W-I-T'H. Call in your Headley-Reed man and get the full W-I-T'H story today.
By BILL THOMPSON

LAST Aug. 28 about 65,000 devotees of the square dance converged on a large parking lot in the Hampton Village section of St. Louis. They came at the invitation of Grasso Bros. Fuel Co., which had an $8,000 stake in the affair.

Much of this amount was laid out for a 10-piece cowboy band, handsome trophies for the best costumes, and a multitude of other entertainment features. But about 29% of it went for promotion—exclusively via radio.

"I got off light at that," says Frank Grasso, president of the firm. "Think what it would have cost to corral a mob like that by other advertising methods. Besides, it was worth it to find out just how potent radio can be."

Early last July Mr. Grasso started dreaming up "the greatest of all outdoor folk dance festivals." XXLW St. Louis made his dream come true. One of the station’s representatives, F. Lee Price, sold him a half-hour of square dance music six days weekly (7:30 to 8 p.m.), with the sixth session featuring live "callers." Roy Queen, one of the most popular dispensers of folk music in the St. Louis area, turned the disc. Cost to Grasso Bros. was a little under $200 a week.

Station-Client Team

Almost at the outset, the show started promoting the proposed festival, and XXLW officials, notably General Manager S. E. (Art) Sloan, showed the new client what the word "cooperation" means. Mr. Sloan furnished sleek horses for a parade on the night of the fest, and he lined up the 5,000-car parking lot where the event was staged. He also arranged for choice spot adjacencies on XXLW. Toward the end of the promotion these totaled 15 a day.

Working hand in hand with him was Roy A. Shannon, president of the St. Louis advertising agency by that name which handles the Grasso account. Mr. Shannon persuaded the Greater St. Louis Folk & Square Dance Federation to cooperate and to encourage outstanding square dance callers of the area to participate. He also obtained help from the Missouri Folk Dance Supply Co. in nearby Kirkwood, Mo., which provided records and consulted with him on technical aspects of the show.

The results of all these preparations were best described by the day after the festival by an official of Grasso Bros. In a letter to an insurance company executive who had inquired as to radio’s effectiveness as an advertising medium, C. F. Price, sales manager, wrote:

"I was amazed with the results of a check we have made as of the above date (Aug. 29) over the corresponding period of last year. This year’s new coal tonnage amounts to five times that of last year. At this writing we have not proven this to be all due to radio, but we are satisfied the greater part of the credit is due to this type of advertising. Just last night the results of our advertising through XXLW amounted to the staggering figure of approximately 65,000 people seeing or hearing the name of our firm in one concentrated area."

No Halt for Strike

The company continued its sponsorship of the Roy Queen show throughout the coal strike last fall. Having wisely stored a superabundance of fuel in anticipation of the walkout, it was able to attract dozens of new customers. By November, with its telephones ringing an average of 40 times an hour, it reported an increase of 30% in the number of patrons. During the month, it sold a total of 150 carloads of coal.

This same month, The Black Diamond, a leading trade journal in the coal industry, paid tribute to Grasso Bros. "outstanding" record.

"How can this be?" it asked. "Retail coal is supposed to be a dying field. Many retail outlets report loss of 30% of their customers. The inroads of oil and gas heat are said to be restricting the coal business insofar as domestic use is concerned.

10 New Clients Daily

"The Grasso brothers wouldn’t know from that. They are much too busy finding new coal customers, far too involved in being of maximum service to their present 15,000 customers in the metropolitan St. Louis area to worry about losing business. On the contrary, they have consistently been gaining customers at the rate of 10 a day."

The Black Diamond noted that "in the field of advertising, the operations of the brothers Grasso leave one a little dizzy and almost out of breath.

"Liberally borrowing techniques long employed in selling soap and cigarettes," it continued, "they have treated their fuel products just like any other household commodity ... and with such results. First of all, they sponsor a highly listenable 30-minute radio program six days a week."

By Dec. 1, Grasso Bros. had in-
creased its radio budget more than $100 weekly for spot announce-
ments on the “Spider” Burks show, which has one of the highest Negro
ratings in the midwest. The firm aimed a spot at a day at upping fuel
oil sales among low-budget families. At mid-winter, gallonage had
increased 6,000 a day and the company found it necessary to buy
two new 1,500-gallon fuel trucks.

“We got an added bonus from this type of business because
the family with a space heater always pays cash,” Mr. Grasso observed.

This month (March) Grass Bros., starts Saturday night spon-
sorship of an hour-long “barn dance” type of show over WIL,
known as St. Louis’ leading sports station because it has an exclusive
contract for the Cardinals baseball broadcasts. The program will orig-
inate at the Ideal Roller Rink, one of the largest and most modern
roller skating emporiums in the country. Frank Grasso has offered a $100
bounty to see the best performing skaters.

50% Allotted to Radio

Although 14 years old, the company never used radio until last July. Yet, in 1950, it will spend
more than $15,000 in what Mr. Grasso describes as “the most effective medium of all.” This is 50% of
his advertising budget for the year. The remainder will be di-
vided between neighborhood newspapers and direct-mail advertising.

Only 34 years old, Frank Grasso
decided in 1938 that his father’s truck gardening business was not for him. The only thrill he got out of
it was hauling 1,000-bushel loads
of tomatoes to Chicago’s South
Water Street Market. With a few
dollars supplied by his father, Tony
Grasso Sr., he bought an old truck
and with his brothers Joe, 16, and
Toni Jr., 12, he began making coal
deliveries to neighbors. As busi-
ness (and his brothers) grew,
Frank discarded his notebook-in-
the-pocket type of bookkeeping.
Young Tony, with the help of an
accountant, set up a system, and Joe took over dispatching and
trucking. This left Frank free for
general administration and promo-
tion.

Volume Grows

The accounting is still handled by
Tony today, but he has a $5,000
bookkeeping machine and the ad-
vice of a firm of legal consultants.
Before radio arrived “like light-
ning” last year, three young ladies
did the work of the new machine.
Now only one of them operates the
device, while the other two handle incoming orders for coal and oil.

Brother Joe, who commanded a
fleet of seven coal trucks and seven
oil tankers before the company en-
tered radio, now has 50 carriers in all. They are brightly painted, and
bear the company name in letters a
foot high. Lacquered to make the
finish more durable, they are washed once a day, if necessary, to keep them attractive.

Following the successful square
festival, Frank Grasso kept
the cowboy band on his payroll. He
hauled them around to civic func-
tions in a $5,000 special Buick Riviera sedan, done up in purple
and yellow with a miniature chrome-plated horse as radiator
ornament. An oversized set of
longhorn steer horns is mounted
about the windshield, and a plastic
horse sign along the top reads: “Grasso Coal Yard Cowboys.”

This aggregation raised $3,000

SALT RIVER SUIT
CBS Reply Expected This Week

CBS is expected to file an answer on a motion of dismissal in Chi-

The Day of the Festival . . .

TOP—KXLW St. Louis, the station that first put Grasso Bros. Fuel Co. on the
air, broadcasts the festival program. At lower right, in broad-brimmed
hat, is Frank Grasso.
MIDDLE—The parade that preceded the festival also found several local
merchants taking advantage of the event to promote their own products.
BOTTOM—This is just one small segment of the crowd of approximately
65,000 that attended the festival.

PROPOSAL that radio be exempted
from the Lobby Registration Act
will be made when the House Se-
lect Committee on Lobbying Activ-
ities begins its hearings March 27.
Rep. Frank Buchanan (D-Pa.)
chairman of the committee, told
BROADCASTING he personally will
ask the committee to place radio
on equal footing with “newspapers and other publications” specifically
exempted by the Act. Under Section 308 of the lobbying law which is part of the Reorganization
Act of 1946, exemption is granted to “newspapers or other regularly published periodicals.”

The Congressmen also disclosed that
they plans to ask Judge Justin
Miller, president of NAB, “or some other industry representative,”
to appear before the committee and
discuss “why radio should be given exemption.”

His disclosure came on the heels of
an announcement March 6 that the committee
hearings March 27 “with an academic review” of the lobbying problem.
Scheduled to follow this review are studies of the role of governmental
agencies in influencing legislation and the
future role of lobbyists in seeking
to influence departmental and agency
actions.

Halleck (R-Ind.) to request an additional appropriation of $48,000 for the hearings, said he could not
determine at this time how far, if at all, the committee would go into communications aspects of the
departmental studies.

The Buchanan committee is try-
ing to determine whether certain or-
ganizations have failed to register
as lobbyists and whether certain
registrants have complied with the Act (BROADCASTING, Jan. 23).

NEWS SALEABILITY
L. A. Panel Airs Problems

MORE interesting news presenta-
tion and fewer newscasts were chief suggestions forwarded by a three-man panel representing net-
work radio, local station and adver-
tising agency on “How to Improve the Saleability of Radio News” at the Los Angeles Radio News Club
meeting March 10.

Frank (Bud) Berend, NBC
Western Division sales manager,
spoke for network radio; Clyde
Scott, manager of ERTA Holly-
wood, represented local stations,
and Thomas C. Dillon, vice presi-
dent of BBDO, gave the agency
slant. All panel members agreed
that newscasts for the most part
needed livening up and more em-
phasis on human interest and local
angle. They further urged more up-to-the-minute reporting of the
news. A discussion followed the
talks.

March 20, 1950  •  Page 33
GENERAL FOODS Will Use More Radio In 1950

GENERAL FOODS expects to spend more for radio time in 1950 than in 1949 but not as much for radio talent, Charles Mortimer, vice president of the company, said last week in New York during a news conference to reveal the firm's 1949 annual financial report.

He also explained that the company would be spending more in television for the same number of shows.

The corporation's net sales reached a new high of $474,637-193 during 1949. Clarence Francis, chairman, and Austin B. Iglehart, president, stated in a jointly signed annual report to stockholders. This compares with net sales of $468,386,031 during 1948.

It was the 16th consecutive year in which net sales for the company surpassed any previous year. Net dollar earnings were also the best in company history with $27,445,941, equal, after preferred dividends, to $4.77 a common share. In 1948 net earnings were $24,555,792, or $4.25 a common share. There were 5,575,463 shares of common stock outstanding both years.

$13 Million in Dividends

Out of the $27 million in earnings, $13 million was paid in dividends to holders of common and preferred stock. The remaining $14 million was retained in the business.

"Although television made great strides in its development as an advertising medium in 1949, we continued to spend most of our advertising dollars in magazines, newspapers, and on radio. We invested more money in advertising last year than in 1948. The additional investment was necessary in order to produce higher sales and better earnings," Mr. Francis stated in the report.

As the commercial value of television grew in 1949, General Foods added to its television shows. In March, Sanka coffee began sponsoring The Goldbergs, a CBS-TV program telecast Monday, 9:30-10 p.m. EST. Maxwell House coffee began its sponsorship of Mama in August. In October, Jell-O took over sponsorship of The Aldrich Family which is telecast Sunday, 7:30-8 p.m. EST on NBC-TV.

There was one addition to the company's radio shows in 1949—-and that was the radio version of The Goldbergs. Sponsored by Sanka, it is broadcast over CBS Friday, 8-9:30 p.m. EST.

TIME SALES

'49 Billings Remain High

RADIO time sales made a good show in 1949, although it had been thought that the increasing sponsorship of television programs would reduce radio advertising, according to the current analysis of advertising conducted by Standard & Poor's Industrial Surveys, New York.

Some networks, such as CBS, were able to augment broadcasting revenues and the 1949 total of gross billings for the four major networks was only 6% below the 1948 total, the analysis revealed. The report also said that improvement in the quality of television programs is likely to be substantial this year. Seeing some increase in overall revenues and continued heavy costs, Standard & Poor said networks engaged in both radio broadcasting and telecasting should experience a revenue rise.

Because of keen competition for markets, advertising budgets are expected to remain large and prevailing rates indicate that revenues will be well maintained over coming months, according to Standard & Poor.

McDonald at Boston

JOSEPH A. MCDONALD, ABC vice president and general attorney, spoke on some of the legal aspects of the broadcasting business at the Boston Radio Executives Club March 8. Head table group also included President Craig Lawrence, WCPB Boston general manager, and the five-newly elected directors: Harold E. Peck, WEEI Boston general manager; Ferald Harrison, president of WMAS Springfield and WLLH Lowell; Paul Provandie, Paul Provandie Inc. agency; Stacy Holmes, E. A. Filene Sons, and Bert Georges of Transcar Corp.

KFVD Los Angeles Harlem Matinee has added half-hour daily to its Monday through Saturday hour schedule.
WNOX gratefully acknowledges the ALFRED I. du PONT AWARD • 1949 • 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 community

Scripps-Howard Radio, Inc. WNOX
KNOXVILLE, TENN.

CBS 990 kc 10,000 watts Represented by Branham
SALES
AIN'T
POPPING
LOUD IN
CORK (Ky.)!

If you think it will do you any good to put the advertising signs on Cork (Ky.), Mister, you're babbling over with a case of Pollyanna-tis! Cork simply doesn't have the people or the dough to produce a sales-cyger!

But if Cork's crew can't help you, the Louisville Retail Trading Area certainly can! Its 27 Kentuck-y and Indiana counties are effervescent with high-proof people, business and money—almost as much business and money as in all the rest of the State combined. And WAVE pours out its soul to this one great market exclusively!

Shall we start pouring for you—now?

LOUISVILLE'S
WAVE

5000 WATTS · 970 KC

FEDERAL Trade Commission has entered a complaint against Koken Cos. Inc., St. Louis, alleging the firm's product, Vanish, is not a cure or an effective treatment for dandruff contrary to its representations in radio and periodical advertising. The FTC maintained in its complaint that Vanish "does not have any beneficial therapeutic effect in the prevention, treatment or cure of unhealthy scalp or hair conditions, and it will not promote the health of the scalp or hair." Firm was given the usual 20 days in which to answer the complaint.
ARE YOU MAKING YOUR BEST BUY IN CHICAGO?

If you're on WGN in Chicago, your answer is "yes". Because advertisers and agencies all over the country recognize WGN as the top power and prestige station in Chicago... the station that gets results. When they have a choice of local stations, WGN is tops on the list.

Of the four network stations, WGN consistently carries more local business than any other.

This is strong evidence to consider when placing your clients' advertising. Take your cue from other dollar-wise advertisers. Take advantage of WGN's responsive listening audience.

Remember, too, for years WGN has reached more people each week than any other Chicago station."

This is the biggest market place in the world... bigger than any other place where people go to find the things they want to buy.

Where else do so many people get together, week after week—from every part of the country?
Where else can you find 25 million people standing in front of the same counter at the same time focused on the same product? Only in Radio.

In all radio CBS draws the largest crowds—a million and a half more customers than any other network.

And every year these crowds of customers grow bigger. That’s why, when America’s leading business men offer for sale the things most people want to buy, they showcase them in the biggest and busiest market place in the world... The Columbia Broadcasting System
Editorial

The Fee-Bite

IN THE QUEST for new money to meet expanding cost of Government, two separate moves are under way in Congress which would assess license fees, franchise taxes or other imposts upon users of Government service. Radio, as always, is singled out as a latent source to be tapped upon.

How far these projects will go we do not know. Every other attempt in the last dozen years has died aborning, because of obvious discrimination against radio. This year, however, the pressure is on — not necessarily against radio, but all new revenue sources.

It is significant that the FCC is the first to pop up with a written report to the Senate suggesting how its licensees can be tapped. The Senate Committee asked for comments on Feb. 20 and got its report on March 8. That's about as fast a job as the FCC has ever done, and infinitely speedier than its elapsing time in handling the simplest of applications.

We won't belabor the pros and cons of radio license fees or franchise taxes now since hearings obviously will be held before any definitive action occurs. A bit of simple arithmetic: The FCC uses a budget of about $7,000,000. Let's say that half goes to the mass radio media operations. These media did about $450,000,000 in net times sales in 1949. They paid Federal taxes accordingly. They've already paid for their portion of the FCC's administration — and then some — but had no voice in the management of the FCC's affairs.

One more point. The payment of license fees or filing fees would be no hardship for the larger stations or the networks. No matter how slight, they would be burdensome to the smaller operators. Last year, according to the FCC's own statistics, 25% of the licensed stations lost money.

Take a Look, Congress!

WHEN THE Hoover Commission for reorganization of the executive branch of Government was functioning last year, both the official and private word was that it would have little or no effect upon the FCC.

That does not appear to be the case, now that President Truman has submitted his plan to Congress. It would vest in the Chairman of the FCC (and in those of other administrative agencies) almost limitless power with respect to appointment and supervision of personnel, and to the assignment of duties.

When viewed in juxtaposition with the FCC's own functional reorganization announced within the last fortnight, the President's proposal becomes even more sweeping. Indeed, there would appear to be little need for a seven-man commission. The chairman, his new high-level administrative council (general counsel, chief engineer and chief accountant) and the provision for new major bureau chiefs would seem to preempt practically all the policy and executive functions of the FCC's tiny personnel possibly exist.

The complaint has been that the lawyers have been running the FCC policy. The McFarland Bill (S-1973) which unanimously passed the Senate, and which now is being fought by the FCC commissioners in the House, would seek to correct that abuse and place responsibility where it belongs — with the seven-man Commission.

The combination of the FCC's functional reorganization and the proposed plan of the President would seem to shovel new power precisely where the Senate unanimously said it should not reside when it passed the McFarland Bill.

FCC chairmen come and go. There have been eight in the 16 years of the FCC's tenure. There have been good and bad chairmen; strong and weak chairmen. Under a good chairman, the President's plan might work well. Under an unscrupulous one, dire things could happen.

The reorganization plan seems to ignore the fact that the FCC is a bi-partisan agency. Not more than four of its members can be of the same political faith. As we read the President's plan, the Chairman should control personnel and all funds. He could hire and fire virtually as he sees fit. There might as well be a Commission of seven Democrats, or perhaps it would be just as effective to have just one member — an administrator — and thereby save the salaries and staffs of the six other commissioners.

The President's plan is premised upon direct lines of authority for the management of the "executive branch." We have never understood that the FCC is responsible to the Chief Executive alone. Congress has always maintained that the FCC is its creature to which it delegated its legislative authority because it has neither the time nor the expert knowledge to handle it.

There are aspects that need clarification. We hope Congress takes a good, hard look before permitting the plan to become effective. That happens automatically unless House or Senate or both act within 60 days.

Signs of Our Radio Times

A FEW WEEKS AGO the All-American Conference against Communism was held in New York. The Administration is sponsoring legislation to broaden and make permanent the loyalty program for Federal employees in so-called 'sensitive' agencies. Communism has taken over China and its seething millions. The Soviet presses into non-Communized Asia and Europe. The Berlin blockade is on-again-off-again. Soviet delegates — keep the UN doors revolving in their successive walk-outs. And there's the go-ahead on the hydrogen bomb.

All this means more to radio than news of this turbulent day. It is of the very essence of radio.

The All-American Conference at its Jan. 29 meeting recognized this vital point. There was specific mention of the "steady infiltration" of Communism into radio — as well as into the schools, colleges, press and screen.

We have called attention before to the tendency in radio to give short shrift to talk about Communistic-boring-in. Communists and Communist sympathizers should have no place on our air or even behind the microphone.

Though most people have forgotten it, we are still living in the era of the local emergency. Therefore it is the duty of broadcasters to ascertain that those with views contrary to our form of government be excluded.

The insistence of the labor unions that they will assume the burden is interesting but of little help in this regard. Let's not forget the lessons of World War II; of the Axis Sallys and the Lord Haw-Haws; of armed guards around stations and no admittance of any sort to no audience-participations or man-on-the-streets.

A microphone in the hand of an Orson Welles some years ago brought pandemonium when he depicted an illusory invasion from Mars. What might a Communist do with a story on a hydrogen bomb invasion even today?

BROADCASTING • Telecasting

WALTER CECIL BRIDGES

IN VIGOROUS Great Lakes country, sailing as a way of life calls for the skilled hand of a weathered seaman. A sailing addict, Walter Cecil Bridges, steel-eyed manager of the Arrowhead Network, directs his radio affairs with the same steadiness of hand he displays in maneuvering a lake-traveling boat.

That direction — the building of a sound regional group of stations — has never been allowed to swerve from a Bridges-chartered course. And affable but blunt-spoken Mr. Bridges will tell you that his future aims may someday materialize in the organization of a network double the size of Arrowhead's present six stations.

Mr. Bridges, 53, although a radio pioneer, has the appearance and energy of the seasoned youth who has only started a career of network building.

Walter Cecil Bridges was born Sept. 28, 1896, in Arcola, a typical medium sized southern Illinois town. Here Mr. Bridges spent his boyhood days, completing grammar and high school. His father, Walter Nelson Bridges, was in the poultry business. He now lives in Ohio. The art of broadcasting was then still an image in the minds of practical dreamers, of whom Walter Bridges was one.

A wizard at tracing circuits and putting things together on a workable basis, Mr. Bridges first tested his radio legs as an amateur operator in 1913. The first World War, marking stepped-up sound wave experimentation, found Mr. Bridges in Navy uniform receiving his first sound instruction. His Navy stint took in the years from 1917 to 1922.

Upon discharge from the Navy, Walter Bridges plunged into the work which was to be his lifetime career. Business experience began in 1922 with the formation of the Superior Radio Co. in which he and a partner manufactured radio sets. While producing receivers, Mr. Bridges decided to have a look-in on the other end of the business — broadcasting.

This desire blossomed into his first enterprise on the air, WPFAC with 100 w at the head of the Great Lakes. Later, when the Superior Radio Co. dissolved, Mr. Bridges in 1924 started WEBC Duluth, Minn., now the 5 kw key station for Arrowhead and licensed to the Head of the Lakes Broadcasting Co. Mr. Bridges is general manager of the station.

Looking back on his long span of radio experience, Mr. Bridges finds the most satisfaction in the realization of his dream of many years — the creation and maintenance of a suc-(Continued on page 42)
KOIN
the number one* radio station
of the OREGON MARKET

CELEBRATES

25 YEARS

OF SUCCESSFUL SERVICE AND SELLING

FOR 25 YEARS KOIN HAS BEEN AN INTEGRAL PART
OF OREGON—THE FASTEST GROWING STATE IN THE NATION

1st weekday mornings . . . 1st weekday afternoons
1st evenings (Sunday through Saturday) 1st total
rated time periods (Hoover station audience index, Oct. '49 through Feb. '50).
Respects
(Continued from page 40)

successful regional network.

He is a believer in sound broadcasting. It is his opinion that AM broadcasting will long outlive those in the business who are gloomily predicting its demise. While an energetic preacher of AM radio, Mr. Bridges also is an unflinching booster of FM. He says FM is technically sound and that it is only a matter of time before frequency modulation will be the system preferred for sound broadcasting.

In the same breath, he shuns the prediction of immediate radio-replacement by television. While he doesn’t ignore its existence—a nigh impossibility today—the Arrowhead keynotes TV as too costly, particularly to the advertiser who pays the bills. It is Mr. Bridges’ opinion that the operating cost of video must be reduced and technical refinements advanced.

Having probed his way in broadcasting by acquiring an intricate knowledge of its engineering parts, he is unimpressible when it comes to radio planning and production. Instead of thinking in past radio terms, Walter Bridges sees a new avenue of approach opening up in commercial radio.

His approach to radio is based upon the belief that productions must be improved and that the advertiser should get his deserved return on the dollar. Mr. Bridges brushes aside the term “announcer” and refers to the men at the microphone as “air salesmen.” On this same theory he calls radio salesmen “merchandising salesmen in radio.” The latter, he says, must do something for the advertisers and not just order takers.

In the Bridges office, the accent is not so much on getting contracts as it is on getting results from contracts and renewals. In this way, the follow-up on sales in the Bridges organization keeps the advertiser first in mind. And it is this philosophy which Mr. Bridges believes will make his network the strongest in regional merchandising and permit expansion.

‘Human Dynamo’

Walter Bridges is a constructive man. Short, weighing about 160 lbs., usually hatless, and bubbling with energy, he resembles in many ways the proverbial human dynamo. It is said about Arrowhead that Mr. Bridges gives drive to any man who works with him.

A devotee of good music such as opera, ballet and symphony Mr. Bridges also can be found listening to a hot jazz number. While he pores through countless volumes of classical literature for intellectual fare, he is equally at home with a detective yarn.

At Superior, Wisc., Mr. Bridges lives a modest life, maintaining a simple home that has housed his family for many years. His wife is the former Ella Gleason. They have one daughter, Mary Gleason Bridges.

He works constantly to improve his summer home at Whitefish Lake in Wisconsin. As an outdoor man, Mr. Bridges spends a good amount of his hobby time cultivating various types of shrubbery and trees. In addition to his forestry abilities, he raises pet animals and then releases them from their wired homes to return to the wilds of the woods surrounding the location.

A hard-working community man, Mr. Bridges is member of the American Legion and Kiwanis Club, among others.

And, not content to leave radio “at the office,” he maintains a 1 kw amateur transmitter and radio tower at his summer home. Radio not only is his livelihood and first interest but also his perpetual study.

POLITICAL TIME

Young Answers Taft Charge

SEN. ROBERT TAFT’s charge that the President “commandeers at will” time on all four radio networks has been branded by Rep. Stephen M. Young (D-Ohio) as “an irresponsible statement, an insult to the free enterprise broadcasting industry, and an affront to the American people.”

Rep. Young, speaking on behalf of the Democratic Party, offered his rebuttal on Bert Andrews’ weekly ABC broadcast Feb. 25. A week earlier, on a similar broadcast, Sen. Taft (R-Ohio) had accused the party of operating the “biggest” propaganda machine in political history, and charged that President Truman could “commandeer” network time anytime he felt inclined. Sen. Taft referred specifically to the President’s Jefferson-Jackson Day address carried by all networks.

Rep. Young said that each network was notified of the speech and decided independently to carry the broadcast. “Senator Taft probably forgets . . . that radio is private enterprise and that each network does its own programming,” he added.

Capital Comment, official organ of the Democratic National Committee, in denying the Taft charges noted that “on virtually every occasion in the last three years when Republicans have asked for and received time to answer Presidential speeches, Taft has appeared on the Republican broadcast.”

ABC To Mull Bingo Ban

FURTHER HEARINGS on a proposed ban on radio bingo broadcasts will be held at Ottawa March 25, when the Corp. board of governors meets in the court of the Board of Transport Commissioners in the Ottawa Union Station. Applications also will be board for new AM stations.

ACWU PLANS

More Radio-TV Use Seen

WITH at least $14,000 of a new advertising budget initially appropriated to radio, American Clothing Workers Union (CIO) is further eyeing radio and television to put across its institutions “buy a union-label suit” message.

ACWU invaded the radio field for the first time March 7 in New York with sponsorship of ABC’s Town Meeting of the Towns over WABC and WOR New York. The union previously had not used radio. Union and agency officials think it may well double its overall ad allocation (to an even $1 million) at the national conference in Cleveland May 15. Such a resolution now is in the mill.

While radio plans hinge on the outcome of the meeting, radio and television spot campaigns probably will be explored if additional funds are made available, according to George Pampell of Ben Sackheim Inc., New York, which handles the union account. He conceded that use of both media already has been mulled, and added that TV is a “natural” for the label campaign.

Pat Buford

WORD has been received of the death Feb. 12 of Pat Buford, 47, former owner and manager of KHBB, Okmulgee, Okla., in a Me- Allen, Tex., hospital, following a brief illness. Mr. Buford operated KHBB from 1942 to 1949 when the station was sold to the Times Publishing Co. He moved to the Rio Grande Valley last October. He leaves his wife and three sons, all of McAllen.
No question about the really BIG voice in this rich Midwestern market! It's WOWO. In survey after survey, WOWO programs lead in listenership... morning, afternoon, and night.

And remember... when you buy WOWO, you're not buying just the prosperous area within Fort Wayne's city limits. You're buying an urban-and-rural market that covers 49 BMB counties! You're buying a loyal station-audience of nearly 300,000 Radio Families. That's as big as St. Louis! For availabilities, check Paul Mills at WOWO—or Free & Peters.
College Network

CLAIMED by its participants to be the first direct line intercollege broadcasting network in the country, the Pioneer Broadcasting System will have its formal opening and first official broadcast on Wednesday evening (March 22) at Smith College. The network is comprised of student-operated stations WAMP Ambler College, WMUA U. of Massachusetts and WCSR Smith College. Student heads of the college stations point out that the joint programming will enable each station to extend its time on the air to 69 hours a week and to reach about 9,000 listeners.

LINEUP of newly elected officials and directors of the Illinois Broadcasters Assn. [BROADCASTING, Feb. 27] includes (1 to t): Leslie C. Johnson, WBHF Rock Island, vice president; J. Ray Livesay, WLBH Mattoon, secretary-treasurer; Harold Safford, WLS Chicago, president; and Directors Arthur Harre, WJJD Chicago; Charles Caley, WMBD Peoria; Merrill Lindsay, WSOY Decatur, and Charles Cook, WJFF Herrin. Election was held at the association's annual meeting at the Leland Hotel in Springfield, Ill.

NAB DUES

Goldman, Shaffer Defend Rise

TWO NAB members have come to the association's defense in response to criticism of the board's recent increase in dues paid for the four lower income brackets.

Simon R. Goldman, WJTN Jamestown, N.Y., chairman of NAB's Radio Committee, suggested M. Robert Rogers, vice president and general manager of WQQW Washington, who protested the increase [BROADCASTING, March 4], was in effect saying, "Dollar for dollar, I lost. I didn't have a fire, so, therefore, I'll cancel my insurance." Mr. Goldman said newspapers, lawyers, doctors and other groups long ago learned the value of being together in a strong trade association. He said Broadcast Advertising Bureau, which Mr. Rogers criticized, has furnished WQQW "with tools that sell radio, providing he and his salesmen make use of them. We do in Jamestown and as a result find that those services are outstanding and excellent; the best that have ever been supplied for use by small broadcasters on the local level."

He continued: Secondly, BAB is selling radio throughout the country, which means that every broadcaster, big or small, will benefit. The spearhead attack in regard to Army advertising is a good example. Perhaps WQQW will even get some of that business, due to BAB's leadership. Mr. Rogers admits that the employee-dealer department of NAB has saved him and other broadcasters thousands of dollars. But he doesn't appreciate the work being done on the other fronts in behalf of the industry by NAB. . . . Sometimes the benefits are much bigger and broader, and include not only the individual but his fellow broadcaster as well.

Shaffer Letter

Sales techniques developed by BAB "have helped us at WJER (Dover, Ohio) get off to a flying start," General Frank E. Shaffer last week wrote Mr. Rogers.

Mr. Shaffer added: WJER is mighty small compared to WQQW but we have had wonderful cooperation from BAB. On one problem I picked up the phone and got an immediate answer from Mitch (Maurice B. Mitchell, director). On many occasions I have had my queries answered by letter more promptly than one might imagine considering their comparatively small staff. The increase in dues is going to hit us with a new operation (on the air Feb. 21) but we believe that we will receive many dollars for each one spent, even though our dues were to go for other purpose than to keep BAB alive.

Thwing & Altman

IN AN item appearing in BROADCASTING, March 13, agency for William H. Wise, sponsor of Get More Out of Life on CBS, was incorrectly identified. Agency for the publisher is Thwing & Altman, New York.
In Detroit, WWJ is more than a great radio station . . . more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit’s FIRST station, has consistently been the leader in community service and enterprise.

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

When you give your product story the benefit of WWJ’s community acceptance, it receives added prestige, more attentive ears, less selling resistance . . . resulting in increased sales in a market that did three billion dollars retail business last year!
Faith Is In The Heart and On The Air!

Across the nation...in small hamlets or midst city skyscrapers...faithful folk eagerly await religious music...the rich and comforting music of beloved old hymns, great sacred chorals and anthems, fine gospel quartets and organ interludes. The SESAC Transcribed Library supplies that ever-growing need with THE LARGEST COLLECTION AND VARIETY OF RELIGIOUS MUSICAL SELECTIONS OF ANY LIBRARY IN THE WORLD!

SESAC non-denominational programs welcome all faiths.

Trinity Choir of St. Paul's Chapel, New York
Gospel Songs by the famed

Stamps—Baxter Men
Stamps—Baxter Song Fellows
Stamps—Baxter Quartet
Stamps—Baxter Mixed Quartet
Anna Raskas, Catholic Hymns & Sacred Songs
Choir Girl Trio, Songs of Devotion
Carillon and Organ, Sacred Melodies

The “Little White Chapel”—a SESAC Script acclaimed by listeners—one of many continuity shows included in the celebrated SESAC Script Service with music from the SESAC Transcribed Library.

PLUS

Hundreds of outstanding American Folk—Band—Concert—Hawaiian—Novelties—South American and Spanish renditions included in over 3500 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH!

SESAC, INC., 475 Fifth Avenue, New York 17, N.Y.
YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*

BUT . . .

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

If you're shooting for real penetration in Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids, are the stations to use.

BMB and mail-pull figures prove that this CBS combination has an exceptionally large rural circulation.

And within their home cities of Kalamazoo and Grand Rapids, WKZO-WJEF get top Hooperatings year after year.

*J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.

For Total Rated Periods (Dec. '49-Jan. '50) WKZO actually got a 59.8% Share of Audience and WJEF, 26.5%!

In addition to giving advertisers about 59.7% more listeners than the next-best two-station combination in these two cities, WKZO-WJEF cost 20% less!

Let us or Avery-Knodel give you all the truly amazing facts. You'll really be impressed!

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
AAAA, ANA

(Continued from page 36)

will be reviewed that morning in a session to be introduced by Fairfax M. Cone, Foote, Cone & Belding, AAAA vice chairman.

Appearing on the ethics agenda are George Reeves, J. Walter Thompson Co., who will view the Wheeler-Lea act governing advertising content, and Julian L. Watkins, H. B. Humphrey Co., agency copy.

Saturday sessions will include a preview of the new $40,000 sound and full-color animation picture on advertising's role in the American free enterprise system. A first draft of the film also will be shown at the ANA meet. Mr. Cone will preside.

Other sessions will cover developments of the advertising research foundation; the new BMB study (No. 2) with Albert Dempe- wolff, Celanese Corp., and BMB director as speaker; the 1950 census, discussed by Dr. Vargil Reed, J. Walter Thompson Co.; and advertising public relations. Mr. Brockway will review work of the Advertising Council Inc. He is chairman of the council's executive committee. Contributions Mr. Peabody will trace the attitude toward advertising as reflected in 1941 and the progress it has achieved.

Thursday Sessions

Closed circuit sessions Thursday will begin with an executive session and election of officers and directors, and a proposal to incorporate AAAA as well as an AAAA member group insurance plan. Other discussions will center on agency management problems. Officer and director nominations will be submitted by the AAAA advisory council headed by Thomas D. Bahlke, Renyon & Eckhard, New York.

AAAA board of directors' organizational meeting will be held Thursday at 5 p.m. when the board will elect an operations committee to meet monthly in intervals between board meetings. 1950 association budget also will be up for approval.

Members of the board of governors of the six AAAA regional councils and 15 local chapters will meet Wednesday prior to opening of the convention.

A hospitality committee, headed by Mrs. Clarence Goshorn, will handle arrangements to entertain the 160 ladies expected to attend. Miss Elaine Carrington, advertising director as speaker; the ladies luncheon affair Friday. A ladies' golf tournament for members and guests, with gross, net and tournament prizes, will be held that afternoon.

Opening session of the ANA Wednesday March 29 will go into the theme "What I Expect From Advertising Today." Participants include James J. Nance, Hotpoint Inc., on the top management viewpoint; Ben Wells, Seven-Up Co., on advertising management; and Philip Liebmann, Liebmann Breweries, on the advertising manager's viewpoint.

A "gidget musical" will be entitled "The ANA Hot Springtime Review," featuring the Suzari Marionettes and words by Warwick & Legler.

Sandberg Presides


Problems of industrial advertisers will be taken up Thursday morning with L. Rohe Walter, Flintkote Co., as keynoter. Taking part will be E. O. Smith Corp.; M. Russell Kambach, J. M. Sharp, Aluminum Co. of America; Russell Applegate, Gilbert Miller, DuPont.

A. W. Lehman, managing director of the Advertising Research Foundation, will speak on business paper studies conducted by the foundation. William H. Collins, Dravo Corp., will review results of an ANA survey of industrial advertising.

Thursday afternoon's agenda includes a discussion of ABC by Thomas H. Young, U. S. Rubber Co.; President Marion Harper Jr., president of Inc.; McCann-Erickson, will speak on the topic "What Price Television," with a panel discussion following.

Radio and Television Panel may be moderated by A. N. Halverstadt, Procter & Gamble Co. Chairmen will be Mr. Harper; Niles Tram- mel, NBC board chairman; Frank Stanton, CBS president; Leonard Bush, Compton Adv.; A. C. Nielsen, head of A. C. Nielsen Co. Two others will be named later. Panel topics range from TV impact on radio listening to the FCC "freeze" and the prospects for color.

Friday Agenda

Friday morning's program includes a talk on status of advertis- ing by W. B. Potter, Eastern Kodak Co., AAAA board chairman. Guy Berghoff, Pittsburgh Plate Glass Co., and David Tibbott, New England Mutual Life Insurance Co., will speak on the public relations campaign to promote understanding of industry and advertising. Fred Willkie, Joseph E. Seagram & Sons, will discuss community relations.

A. O. Buckingham, directing an ANA study of advertising budgets, will discuss his findings. Stuart Peabody, Borden Co., will explain work of the Commerce Dept. Advertising Advisory Committee. Cyrus Ching, U.S. Federal Medi- aion Director, will review labor.

At the Friday luncheon Philip Graham, publisher of the Wash- ington Post (WTOP), will wind up the three-day meeting with an in- terpretation of world events and their impact on business and advertising. The delegates will leave Friday afternoon for the joint session with AAAA.

NAB Convention

(Continued from page 26)

ton, Ill., is expected to discuss how these services can be maintained profitably.

Matthew H. Bonebrake, KOCY- FM Oklahoma City, chairman of the FM Committee, is scheduled to preside at Chicago. The committee has as its task to discuss FM networking since KOCY-FM feeds a combined AM and FM hookup.

The morning's program is expected to show FM stations how to make the most of supporting case histories to be cited. Speakers will be selected to present both sides of the AM-FM duplication argument. If time permits, a question-answer session will be held.

Among topics to be taken up at the FM session will be a proposal to hold a National FM Week during the summer. This event would not be directly sponsored by NAB but would be designed to bring together all groups and persons interested in development of FM broadcasting for an intensive promotion effort.

KCMO Farm Tour

KCMO Kansas City's 25 "touring farmers," now on a farm inspection tour of the Midwest [Broad- casting, Feb. 6], received official welcome to Paris by Mayor George DeGaulle, brother of Gen. Charles DeGaulle, station has reported. After a visit to Paris, each member of the party studied first hand French farming and agri- culture conditions and spent a night at the home of a French farmer. KCMO's Director of Agri- culture C. W. Jackson is accom- panying the tour.

RADIO'S DUTY

Catholic Meet Hits Shows

CHANGE that radio and television programs "are failing to meet their responsibility to the Christian home" was voiced Wednesday in Detroit at the 18th annual conven- tion of the National Catholic Con- ference on Family Life. Business, radio and television leaders were urged to present more programs with "principles of family life."

Noting that the sponsor "has much to say as to what is put on the air," Richard E. Hobbs, radio chairman of the Detroit Archdio- cesan Council of Catholic Men, told the 500 delegates "radio and television fill the need for entertainment, recreation and relaxation for the family, but too often they miss the source of the principle of family life." He added that an increase in strictly religious programs is not necessary but that "there is a much greater integration of religious principles into every pro- gram.

SERIES of 13 broadcasts, For the Living, dramatizing known facts about cancer, currently being carried by WPAX Falls Church, Va.

WLS "School Time" Helps

Build Better Citizens

Clear Channel Home of the National Barn Dance

Page 48 • March 20, 1950

BROADCASTING • Telecasting
The 1949 Alfred I. duPont Radio Awards

**ONE**—to Morgan Beatty, NBC's ace newsman, heard daily at 7:15 p.m. (EST) on News of the World, sponsored by Miles Laboratories, Inc.

the 1949 Alfred I. duPont Radio Commentator Award for:

Accurate coverage of the day's biggest news stories.
Expert analysis of world and national affairs.
Reliable interpretation of significant events.
Aggressive reporting of the news as it happens.
Consistently excellent gathering and reporting of news by radio.

Just as Morgan Beatty has distinguished himself in 1949... So NBC newsmen and correspondents have always been the recognized leaders in gathering and reporting the news with traditional accuracy and timeliness.

**TWO**—to our longtime affiliate, WWJ, Detroit, one of the two 1949 Alfred I. duPont Radio Station Awards for:

"Outstanding and meritorious service in encouraging, fostering, promoting and developing American ideas of freedom... Loyal and devoted service to the nation and to the community served."

This honor is particularly timely in 1950 as pioneer station WWJ rounds out a quarter century of operation. From its first broadcast, WWJ has been a notable example of American radio at its best.

**NBC... America's No. 1 Network**

The National Broadcasting Company
A service of Radio Corporation of America
FCC Reorganization
(Continued from page 27)

cies. One group includes the sub-
stantive aspects of regulation—such
as, the determination of policies, the
formulation and issuance of rules, and the
adjudication of cases. All
these functions are left in the board
or commission as a whole.

The other group of functions com-
pares the day-to-day direction and
internal administration of the complex
staff organizations which the com-
missions require. These responsibilities
are transferred to the chairman of the
agencies, to be discharged in ac-
cordance with policies which the com-
missions may establish. The chair-
man is to be designated in each agency
by the President from among the
Commission membership.

Agencies affected by the ad-
ditional allocation of powers to the
chairman include, aside from FCC, the
Interstate Commerce Commis-
sion, Federal Trade Commission,
Federal Power Commission, Securi-
ties and Exchange Commission,
National Labor Relations Board, and
Civil Aeronautics Board.

Other Studies

Meanwhile in its separate staff
reorganization into functional units
the Commission last week prepared
for consummation of plans for a
new Common Carrier Bureau ef-
fective April 1, to be followed by
studies looking to ultimate creation
of a Broadcast Bureau and a
Safety and Special Services Bu-
reau.

It had not been decided whether
the next study would deal with the
broadcast of the safety-special ser-
vice functions. A fourth bureau—
Field Engineering and Monitoring
—also will be set up, but the divi-
sion presently handling this work
is already established substantially
along functional lines and a mini-
um of reorganization will be nec-

essary.

Linked with the reorganization
move, appointments to the new
high-level Office of Chief Engineer,
Office of General Counsel, and
Office of Chief Accountant were
announced March 10 [BROADCASTING,
March 13].

Curtis B. Plummer, chief of the
present Engineering Bureau's TV Division,
was named chief engineer

succeeding John A. Willoughby,
who has been acting chief since
January 1948, while the incum-
bents in the other offices—General
Counsel Benedict P. Cottone and
Chief Accountant William J. Nor-
fleet—were appointed to the same
positions in the realigned organ-
ization.

At the same time it was an-
nounced Mr. Willoughby will be as-
sistant chief engineer; Harold J.
Cohen, assistant general counsel in
charge of common carrier division,
will head the new Common Carri-

er Bureau; William K. Holl, acting
executive officer, will get perma-
nent status in that post, and Ex-
aminer J. Fred Johnson, Jr. will be
the Commission's Chief Hearing
Examiner.

Plotkin Likely Candidate

Harry M. Plotkin, assistant gen-

eral counsel in charge of broad-
casting, who has figured in most
major FCC activity in the broad-
cast field over the past several
years, was reported as the most likely
candidate for the important post
of chief of the new Broadcast Bureau.

In the establishment of the Com-
mon Carrier Bureau, appointment of an assistant to Mr. Cohen and
of division heads is expected some
time this week or early next. The
entire bureau is tentatively slated
to quarter in Temporal Bldg. "T",
at 14th St. and Constitution
Ave., NW, Washington.

BOND DRIVE

Planning Meeting Slated

THE TREASURY Dept.'s savings
bond campaign and plans for its
continued expansion are slated for
discussion by Treasury officials
and leading broadcasters and tel-
ecasters in conferences to be held in Wash-
ington this week.

Department officials said Sunday
that a Treasury official had been
asked to attend a meeting on
Tuesday and that approximately
the same number of telecasters had
been invited to a similar meeting
on Wednesday. An industry com-
mittee may be formed to help de-
velop campaign policies.

EMPLOYE luncheon followed by a
show featuring old-time entertain-
mers of the 20's was occasioned by WLW Cincinnati's 28th anniversary, March 2. James D. Shoue (l), board chairman of the Crosley Broadcasting Corp., cuts the cake for Rheiny Gou (center), enter-

tenor who made the first broadcast under the WLW call letters, and Robert Dunville, president of Crosley Broadcasting.

Nielsen
(Continued from page 27)

single film the minute-by-minute
listening to four different receivers
(either radio or TV or both). No
special wiring is required as each
receiver uses the electric light lines
to transmit its signals to a single
center, which may be located in the
basement or any other part of the
house.

Many of the new malleable Audi-
ometers have already been installed
in radio homes throughout the

country, and the New York Nielsen
tv Index has relied largely on this
new type since inauguration of the
service in August 1949, thereby
saving a step in the delivery time by

60%.

As his service grows, Mr. Niel-

sen hopes to reveal to the industry
more clarity than the recently intro-
duced ratings which fluctuated in a
range of more than 2 to 1, viz: 15%;
20%; 27%.

Another sponsor recently boasted
of a weekly average of 18% of the
total TV audience for his five-
night schedule. Day-by-day reports
showed he had 20% Monday,
33% Tuesday, 16% Wednesday,
4% Thursday and 17% Friday.

The big Tuesday increase was a
cause for program precedents. a
more substantial show on the same
network, audiences tuned in early. TV
week's low rating was because that
day was a good day opposite him

in another network.

Mr. Nielsen released to BROAD-
CASTING a current study showing
that for January total radio usage
per person was 10% less than in January 1949
(based on an area sample repre-
senting 63% of the U. S.). The out-
date continued during even live
in hours in metropolitan areas, where
the TV impact is greatest. A 2s

10% was in metropolitan evening
usage (in the 63% area) reflected
a continuing downward trend in
evidence during the closing months of last year, he noted.

A study of national radio-televi-
sion usage trends among all five
shows that in January, 2 p.m.
(New York time), 25.8% o
the homes selecting radio a
matched with 24.9% in De-
ember. 1.8% were using TV as
again. 1.2% TV's share of total
radio TV audience was 6% in Janu
and 5% in December. From 5 to
8 p.m. radio usage in January was
25.5 vs. 30 slightly in December.
8.5 to 11.5 PM., TV's share of p
radio audience compared to 12% in Decem-

bro usage vs. 42. TV's share of 2
radio audience during the
Dear was 9% less in Janu-
and 3% in December.

1 during the

munity compared to 12% in Decem-
Radio usage from 8 to 11 p.m. vs.
34. in January, 34. in December. 2
of homes used TV in Jan-
6.1% in December. TV share of the total time was 16%.

During January, Mr. Nielsen said, combined hours of radio and
television usage per total radio
home per day totaled 8 hours, 1
minutes as compared with 4 hours
5 minutes in December; 4.8 in
November, and 4.2 in October.
Television, October to January in
clined, took 18, 12, and 1
minutes of the day. Radio moved
from 25 to 20 minutes in De-
ber to 20.2 in November. 4.21
December and 4.41 in January.

BMB's Successor
(Continued from page 28)

ments that might be done by BA
 were a subject for future discus-
sion.

Present at last Wednesday's meet-
BMB headquarters, New York
were: For NAB: James M. Miller,
presi-
dent; Henry P. Johnston, WSGN Bir-
mingham; Charles Caley, WMB!
Omaha; Jack Scholz, WIS (Mil-
Columbus, S. C.; Calvin J. Smith, KF
Los Angeles; Mr. King, Mr. Mas
Petty and Mr. McCollough.
For ANA: Pat H. Evac, presi-
M. L. McElroy, ANA; Lowry Crites,
General Mills Inc., and Henry Schen-
scribed abou-
For AAAA: Frederick R. Gamble,
president; Kenneth Godfrey, AAA-
Carlos S. Go, Kaiser Agency in
Leonard B. Hoffman, American Ad-

correspondence, Inc. and Linnea Nelson, J. Walter
Thompson Co.

GAMES of Birmingham Alabama
Barons baseball club will be aire
this season with WAPI Birmingham,
Mon.-Thurs. and Sat-
Friday, Tuesday and Sunday games
be broadcast by WAPI Birmingham.
WPIX First Television Station in America to win The du Pont Award

WPIX has received the Alfred I. du Pont Award for “outstanding public service... through the television presentation of current news and events.”

WPIX is pleased with the recognition and proud to serve the public interests of the largest city in the world.

“TelePIX Newsreel” 6:30 P.M. and station closing daily, except Saturdays.

“News on the Hour” 7 P.M. and station closing daily.

THE NEW YORK NEWS TELEVISION STATION
License Fee Bill
(Continued from page 25)

stations is the most costly function performed by the Commission.

Following group of FCC activities were shown by the agency for which charges might be made:

"(1) Radio application filings, (2) applications for authorizations under Title II of the Communications Act and Cable Landing License Act, (3) continuing regulatory or 'servicing' activities, (4) inspections, (5) equipment tests and approvals and (6) miscellaneous filings — which would cover such items as petitions, motions, appearances and similar papers filed chiefly in connection with the conduct of hearings."

On radio regulatory functions, the FCC suggested that "charges might be assessed on a yearly basis or might be required in connection with applications for licenses and renewals of licenses." In regard to equipment tests and approvals, the Senator said his committee was interested particularly in the "advantage to a manufacturer."

FCC Plans Survey
The FCC told the committee that it plans to survey the matter of charging fees "in other instances of issuance of licenses and in the rendition of other services" but that the current reorganization of the Commission has held up progress. In its report to the committee, the FCC said a proposal had been advanced in Congress in 1928 in the form of an amendment of the Radio Act of 1927. That would have set a definite schedule of charges to be made by the then Federal Radio Commission. The bill never cleared the Senate committee which studied it the FCC said.

Meanwhile, a spokesman for Rep. King emphasized that the congressman's requested study by the Treasury Dept. would hinge on Congressional approval. Then would come the subsequent reporting of recommendations by the Treasury Secretary, hearings by the committee and a final draft of legislation. At that rate, the spokesman said, concrete proposals "are a long way off."

Evidence that some radio-in-
formed members of Congress were not over-Excited or over-concerned about the license tax proposals was seen last week. Sen. Ed. C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, said: "That tax thing has been kicking around a long time.

While the California newspaper publisher who suggested the license-tax plan was not identified it is known that John A. Kennedy, editor and publisher of the San Diego (Calif.) Journal, had proposed a charge for the issuance of FCC licenses and for other government services [Broadcasting, Jan. 9]. Mr. Kennedy wrote in his newspaper that there was no reason why the FCC could not charge for the license services it renders "to more than 2,000 broadcasters on the air."

Mr. Kennedy, who is part owner of WSAZ Huntington, W. Va., and former operator of the West Virginia network, had emphasized that broadcasters are in business "not only as a public service but obviously because radio appeals to them as a pleasant way of earning their bread and butter." These sentiments have been echoed on Capitol Hill by proponents of station license fees.

WCFM (FM) ELECTS

D. C. Outlet Lists Officers

LOUIS H. BEAN, of the office of the Secretary, Dept. of Agriculture; Tilford Dudley, assistant director of the OIO Political Action Committee, and J. C. Turner, vice president of the Central Labor Union, AFL, have been elected to the board of directors of the Cooperative Broadcasting Assn., owner and operator of WCFM (FM) Washington, it was announced last week.

Re-elected to the board were: Wallace C. Campbell, Edward Behre, Mrs. Leon Henderson, Simon H. Newman, Paul R. Ashbrook, Leon Berkowitz, Gardner Jackson, Robert Morrow and Robert N. Nathan. New officers of the association elected by the board are Mr. Campbell, president; Mr. Behre, vice president; Mr. Newman, treasurer, and Mr. Dudley, secretary. Cooperatively owned, WCFM is now in its second year on the air.

CANADA RADIO

New Review Includes CBC

CANADIAN broadcasting, and especially the Canadian Broadcasting Corp., will be reviewed by the present Canadian Parliament at Ottawa with announcement that a 25-man radio committee is being established.

Revenue Minister J. J. McCann announced in the House of Commons at Ottawa that the committee will report "observations and opinions" on the annual reports of the CBC, will review aims of CBC, and the impact of its regulations, as well as its future developments, revenues and expenditures. Private broadcasting interests, who are governed by CBC regulations, are expected to be heard. The Parliamentary Radio Committee will consist of 17 Liberals, 5 Progressive-Conservatives, 2 CCF (socialists) and 1 Social Credit party member.

HOUSE HEARINGS

May Resume In Mid-April

There is strong feeling on Capitol Hill that House Interstates and Foreign Commerce radio subcommittee will come to life abut mid-April, it was learned last week. Rep. Robert Crosser (D-Ohi.) the committee chairman, said hearings on pending communications problem cleared away by the group as soon as possible. The subcommittee has indirectly tabled hearings on proposed radio legislation [Broadcasting, March 6].

At the same time, it was indicated Rep. A. L. Bulwinkle (D-N.C.), ranking Democrat on the House committee next to Rep. Crosser, plans to return to Washington to take an active part in committee proceedings following the Easter recess of the House slated for April 6-18. Rep. Bulwinkle originally headed the subcommittee before his illness about a year ago.

Chairman Crosser said that if Rep. George Sadowkski (D-Mich.) who has been the committee chairman, is unable to continue leadership of the subcommittee following the recess, Rep. Dwight L. Rogers (D-Ma.) in all probability will replace him. However, should Rep. Bulwinkle wish to direct the group's activities, it is presumed that Mr. Rogers would step aside.

Proceedings Delayed

The delay in committee proceedings, accentuated by Rep. Sadowski's prolonged illness, has put into effect a slow down in radio legislation that was expected to result from President Truman's appointment of a new Communications Policy Board: The Michigan Congressman now is not expected to take up his office duties for at least another two weeks. Mr. Crosser emphasized his desire to have Mr. Sadowski pilot the subcommittee through the remainder of the session, but the latter's illness has placed a damper on that hope.

The Congressional group's schedule that lies dormant includes consideration of the pending Sadowski Bill (HR 6949) to set up an overall frequency allocations board; the Senate-passed McFarland Bill (S 1763) to reorganize FCC procedures, and the new Shepard Bill (HR 7310) to require licensing of networks. Also waiting upon Rep. Sadowski's green light is his prepared bill realigning FCC procedures that has been a weighty load after FCC's answer to the pending McFarland Bill [Closed Circuit, March 13; Broadcasting, March 6].
To the PRESS and RADIO:

Subject: COMPARING PRICES

March 8, 1950

Railroads get more now for moving freight and passengers than they did before the war, of course, but when compared with prices of other things railroad charges are relatively lower -- not higher. Here's the picture, comparing current prices, rates and revenues with those of 1939:

Railroad rates would have had to be higher today but for the way in which railroads have held down costs through more effective utilization of man-power, materials and machinery in producing transportation.

These gains in efficiency have resulted in cumulative savings running into the billions of dollars, which have been passed on to the public. Such savings are due partly to increases in traffic volume, and partly to improved methods made possible by heavy investment in better railroad plant and equipment. What has been done in those directions points the way -- the only way -- to still better service in the future, produced at the lowest possible cost and sold at the lowest possible rates.

Sincerely yours,

William T. Faricy
Philadelphia Court Upholds Port Huron Decision

A RADIO broadcaster is not liable for libel in the broadcast of an uncensored political speech, a Philadelphia federal judge ruled last week.

The case involved KYW Philadelphia (Westinghouse Broadcasting Stations Inc.) fighting against a libel suit brought against it and four other stations by Attorney David H. Felix, of Philadelphia [Broadcasting, Feb. 20, 6].

Judge Kirkpatrick's ruling, dismissing the complaint lodged against KYW, in effect upheld the FCC's famous Port Huron decision which held a station may not censor a political broadcast even if it contains libel.

Mr. Felix had charged in his complaint filed with the Federal Communications Court in Philadelphia last November that all five stations on Oct. 24, 1948, and/or on Oct. 25, 1948, aired a political speech which allegedly was a "false and malicious publication by broadcast."

The other stations were WCAU, WFIL, WPEN and WIBG.

Viewpoint Upheld

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The judge upheld this viewpoint. He said:

"If in view of this Section (315), this defendant could not have censored Mr. Meade's speech in any way... without violating the law, then it follows that it was without fault in the matter of the broadcast."

In regard to the Port Huron decision, Judge Kirkpatrick said it gives "fair notice that any violation of the Act in the matter of censorship of political addresses means, in all probability, loss of the station's license and the consequent extinguishment of its business." Therefore, the judge said, the broadcaster could not censor the speeches without violating the law.

He continued:

"The plaintiff contends that the provision of the Act which withholds the power to censor political addresses applies only to speeches made by the candidates for office. If this is so then the defendant would have been free... to blue-pencil it (the speech) or to refuse it altogether and would have been fairly chargeable with fault had it permitted defamatory matter to go out from its station."

In upholding the meaning of Section 315 of the Communications Act, Judge Kirkpatrick said: "If a candidate for office who authorizes another to make an address in the furtherance of his campaign for office does not thereby 'use' the station within the meaning of the law, the purpose of Section 315 fails. That Section manifestly was enacted in order to safeguard one of the most important features of the democratic process, namely, the opportunity of the people who are going to vote for candidates to hear a full and free discussion of both sides of the issues which affect their choice."

Mr. Felix had asked $60,000 in damages from each of the stations involved.

LIBEL ISSUE

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Okla. U. Meet

(Continued from page 29)

...gives us life, and which will give hope and comfort to those friends and associates long strength and hope. Tyranny will be equal to our determination to uphold liberty, and in this spirit which, at the same time, is watching for the counsels who are eagerly watching for any sign of our lack of vigilance, for any of our false steps.

Opening sessions on Sunday included, in addition to the school broadcasts demonstrations, addresses by Dr. Whan, who discussed "10-Watt FM Transmitters for Schools," and Mr. Mabrey, who spoke on "University Telecasting on Commercial Stations."

Pointing to the important role the university can play in television, Mr. Mabrey expressed the opinion that the university can improve the relations between stations and audiences by having an adviser familiar with the stations' problems. He added that the university session is the first in regional plans, and help the public get acquainted with some of the possibilities of the work so they will expect more when the national hookups come through.

Speaking of the threats of FM broadcasting passing out of the picture and only television, wiping out AM and FM, Dr. Whan advised his audience of students and visitors to "look at the possibilities of the immediate present and what is to come." He stated that, while the Act is being liberalized the rates and provided for the licensing of educational institutions for 10 w, although the main objection to schools using FM now seems to be that it costs too much. The only thing the FCC wants to know, according to Dr. Whan, is how much the educational station does, if they are not using their time, the station can be given to some other institution.

Theaters Push TV

Turning to television during the Tuesday afternoon session, Mr. Bacus said that in competing with the movies, video in his area has been pushed from the start by Interstate Theatres of Texas.

In his address on "Sales, Service and Showmanship," Mr. McAllister noted that "telecasting is a business, the shining light in radio is business." He went on to say that the one thing that links success with radio in your ability to be human.

At Monday's news clinic, Mr. Drake suggested: "You can bring your listeners the voices of the people in the news, thanks to tape and wire and beeper. How about a recorded interview with an eyewitness of some event? How about a tape with the city engineer telling your listeners how soon they can start knocking out the next stretch of paving? We've made a fetish of on-the-spot reporting."

Giving a solution to the economic problem that plagues small station managers in gathering local new, John L. Sow, new director of KSIS Woodward, Okla., said, "Make every employe have a news reporter 24 hours a day."

In his address on "What a Station Expect of Perspective Employees," Mr. Sow, program director of WKY Oklahoma City, cited health first, for "radio is a demanding occupation." He placed education next and remarked that education once the character of hand-in-hand. He stressed that students should learn all about the English language in order for it to be a better tool and for use in ad lib programs.

Don't Remain Static"

Monty Mann, of Ray K. Glenn Advertising Agency, Dallas, Texas, cautioned his listeners: "Don't ever permit yourself to remain static in advertising, but don't overlook the fact that it depends on you."

Other speakers on employment at the Oklahoma Conference included T. M. Ruben, president and general manager, KGNU Guymon, Okla., and Maybelle Conner, Central High School, Oklahoma City.

In addition to Mr. McAllister, speakers on sales and market problems included: Webster Benham, commercial manager, KOMA Oklahoma City; G. E. Watson, manager of KBIX Muskogee, Okla.; and Clem Speurry, advertising director, Oklahoma Tire & Supply Co., Tulsa.

The television seminar also was addressed, in addition to Mr. Backer, by Paul Knoll, motion manager of KSD-TV St. Louis; F. M. Randolph, KOTV Tulsa; Hoyt Andre, WKY-TV Oklahoma City.

Tuesday Session

The dinner on Tuesday, bringing the conference to a close was addressed by Mr. Tower and Norman R. Glenn, general and president, Sponsor magazine. Conference sessions were chaired by William Morgan, owner and general manager, KNON Norman; Mr. R. Ben- cord; Martin Ogilvie, general manager, WFAA Dallas, and Lawrence H. Snyder, dean of the Oklahoma U. graduate school. The news clinic was organized by William L. Thompson, School of Journalism, Oklahoma U.
"tell me, Philip:

Anything new on tv, in New York, during 1950?"

"New? Why, old fellow, there's something sensational! Haven't you heard?"

"Why, no—do flutter it out..."

"WOR-tv—and only WOR-tv on channel 9, in New York, will carry the BROOKLYN DODGERS' GAMES IN 1950!"

"Hah—a thing called baseball, no?"

"Baseball? That's an understatement, old man. It's AMERICA! It's one of the greatest things that'll happen in the Spring, except—well, maybe a second choice called love."

"Well, Philip, you can combine, can't you?"

"Certainly can, old boy—both go together—but if I were a sponsor, or his advertising agent, I'd pick some stuff now around the games, or on the station that's carrying one of the biggest things in tv for 1950—the DODGERS' BASEBALL GAMES on WOR-tv channel 9, in New York?"
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

One of Paramount’s TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S. . . . with some good markets still open.


FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the “Leakin’ Lena.” The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bearcub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker; Susie, a pigtailed cutie; and Clownie, a circus stray.

RESULTS: Beany’s Los Angeles sponsor, Budget Pak, Inc., offered a plastic toy, “Train of Tomorrow,” for 50¢ cash and wrapper from 19¢ or 29¢ candy item. This self-liquidating premium, in the 10 weeks from September 12 to December 2, 1949, pulled 84,000 replies—a looker-listener cash outlay of $64,680 of which $42,000 was cash remitted, $20,160 spent for candy, and $2,520, postage.

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • Hollywood 9-6363
New York Sales Offices • 1501 Broadway • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
ASCAP LICENSING CHANGES

The Industry attorneys last week were pondering the effects of ASCAP-government anti-trust consent agreements which direct changes in ASCAP licensing methods covering the entire network telecast fee would be paid by producers instead of theatres.

While attorneys have not fully analyzed the provisions of the agreements, which in effect serve to abandon the government's anti-monopoly action, many felt the action would prove beneficial to radio and television and afford greater freedom of music for films.

The government announcement, by Atty. Gen. J. Howard McGrath, came almost simultaneously with a resumption of negotiations between ASCAP and a TV broadcasters committee on the per program licenses covering use of ASCAP music on television. ASCAP officials had been working out details of the consent decree since last December when the group last met.

Generally, it was felt that the new decree carries forward the spirit of provisions of the 1941 order, and takes recognition of the principle that the telecasters shall not be influenced by ASCAP as to choice between blanket and per program licenses.

Additionally, attorneys feel the agreement serves to clarify the definition of broadcasting as a separate art, by specifically adding provisions covering TV stations.

Imposes Restraints

The agreements enjoin and restrain ASCAP from "requiring or influencing" a broadcaster or telecaster to negotiate for a blanket license before bargaining for a per program license.

Fee issued by ASCAP to an unlicensed television or broadcaster for a per program license should take into consideration the "economic needs and situation" of stations which air "relatively greater percentage" of sustaining programs and few commercial announcements.

In addition, the judgment pointed out, should be a "genuine economic choice" by stations between the per program and blanket licenses.

The fee, for both commercial and sustaining programs, at the option of ASCAP, requires payment of a specified amount for each program using ASCAP composition or be based:

1. In the case of commercial programs—upon the payment of a percentage of the sum paid by the sponsor of such program for the use of the broadcasting or telecasting facilities of such radio or television broadcaster, or

2. In the case of sustaining programs—upon the payment of a percentage of the rate card which would be applicable for the use of its broadcasting or telecasting facilities in connection with such program if it had been commercial.

The second judgment supersedes the 1941 consent decree which followed radio's revolt against the society's exorbitant demands and resulted in reorganization of the society. The transaction also would revoke ASCAP's internal organization; prescribe how ASCAP will deal with commercial users of its music; require ASCAP to make changes as to eligibility for membership, conduct of its elections and distribution of its revenue; prohibit ASCAP from using motion picture exhibitors; and cease practical operation of ASCAP under foreign licensing of foreign music in this country.

The "International Cartel" phase, covered in the first judgment, could conceivably have some long-range effect on broadcasters and telecasters who might contemplate use of British, French and other foreign musical works. ASCAP is ordered to "terminate all arrangements" which have given it exclusive control in the United States.

Herbert Bergson, assistant attorney general, in an accompanying statement said the agreement (Continued on Telecasting 14)

COLOR HEARING ENDING

FCC'S COLOR TV hearing swung sharply into the home stretch last week as Acting Chairman Paul Walker spurred witnesses and counsel to keep testimony and "clarifying" examination to the point where the court did not solve the compatibility problem. RCA promptly called this an admission of CBS system's "weakness" and evidence of "superiority" of RCA's compatible, all-electronic system (See story Telecasting 13).

A revelation by Phileco it has single tri-color tube of its own in the laboratory on which "pictures" have been viewed, although no other details were given. The firm claimed it's still too early to set color standards and said more development should be allowed.

The Commission expressed questions of witnesses on the viability of establishing multiple color standards covering all major systems brought general opposition to such a plan.

The hearing appeared to be moving into the last lap as only a half-dozen further witnesses still were to appear for direct testimony by last Thursday night, Colomat Corp., New York plastic fabricator admitted to the proceeding just a fortnight ago (Telecasting, March 13), was expected to testify Friday about the $9.95 color converter it has developed for the CBS system.

AT&T To Appear

American Telephone and Telegraph Co. had to appear to present a summary of existing and forthcoming television relay facilities. Dr. G. H. Brown, research engineer of RCA Labs, Div., is to present additional technical data relating to noise levels and other similar problems while CTI indicated it may have brief additional evidence. Both CBS and NBC are scheduled to give details on color programming problems.

The hearing is slated to run this week also on Wednesday, Thursday and Friday. It was hoped cross-examination would begin next week.

Meanwhile, the Commission denied the petition of Packard-Bell Co. to appear at the hearing and testify on its concern over the potential "monopoly" situation in the color manufacturing field (Telecasting, March 13). FCC indicated that Packard-Bell, Los Angeles set manufacturer, has no "substantial scientific data" to contribute.

CBS led off the hearing last week with further testimony by Dr. Peter C. Goldman, its engineer and research department director. The inventor of the CBS system stated inclusion of the horizontal interface principle in his field sequential system is a refinement which can be added after proper field testing and would not affect standards CBS already has set.

(Continued on Telecasting 11)
By DAVE GLICKMAN

WITH 15 years of radio and more than 101 straight weeks of television advertising to its credit, Eastern-Columbia, Los Angeles department store, has parlayed its trade name via audio and video into one of the best known in American retailing.

Utilizing a catchy singing commercial with hard selling copy, plus short, sharp, buying and promotion, this 58-year-old firm has built that trademark into one of the nation's outstanding success stories.

Tick, Tack, Tock, Time To Shop At Your Downtown Department Store Eastern-Columbia, Broadway at 9th.

A simple little jingle, but it has caught the public fancy in the past five years of consecutive multiple daily use as an audio signature. And this radio merchandising formula has been potently adapted to video since Eastern-Columbia started using that medium more than 101 weeks ago. Many a network star, such as Jack Benny, Frank Sinatra, Eddie Cantor and Dennis Day, also helped to enhance the value of the firm name by gaging the jingle on their weekly program.

Separate Stores
From its founding in 1892 until the late 1930s, Eastern and Columbia were two separate home furnishing and apparel stores, connected only through similar ownership. In 1931 the first move toward their eventual merging came with completion of the present 14-story building on corner of Broadway at 9th St., in downtown Los Angeles, now a landmark because of the big clock and tick-tack chiming in its majestic tower. House under the same tower, the stores still did business as Eastern and The Columbia.

Consistent users of newspapers, Eastern and Columbia had on occasion used spot radio to advertise locally. There was no regular schedule and no way then to check results.

Then, in 1955, Edward C. Stodel, head of Stodel Advertising Co., servicing the account, convinced J. M. Sieroty, now president and general manager, and James P. Seyerter, advertising director, that radio should be employed as a regular direct selling medium.

That was 15 years ago when the firm utilized a weekly quarter-hour Hollywood news and star interview program on KFI. The original $118 weekly radio appropriation has since grown to more than $1,000 per week.

Stodel's Aims

After joining of the two firms into a full-fledged department store under name of Eastern-Columbia, in early 1939, it became one of Stodel's prime tasks to make radio accomplish three vital assignments: (1) Identify Eastern-Columbia as a complete major department store; (2) make its "off-the-center-of-town" location, corner Broadway at 9th, a byword among shoppers; (3) sell downtown Los Angeles shopping to a highly decentralized community.

Stodel's perfection of the Eastern-Columbia jingle, currently sung by the Sportmen from Jack Benny's CBS show, not only accomplished that mission, but has today made it a nationally known institution, referred to often by advertising men and retailers for its phenomenal success.

But through the years, while the 10-second Eastern-Columbia jingle became the symbol of the perfect radio signature, that firm completed the formula with 10-seconds (approximately 25 words) of hard-selling, live product copy. This compact package is presented on a permanent schedule, at select premium time, on the four major network Los Angeles stations—KNX KFI KECA KHJ.

Following three years of preliminary study and experimentation, Eastern-Columbia got its first taste of television in February 1948 when Stodel convinced executives of the firm they should utilize facilities of KTLA (TV), then the only Los Angeles TV station operating commercially.

Formula Set Up

Stodel advised Eastern-Columbia to make its initial step into the new medium along the following lines: (1) Adapt to TV as closely as possible its successful radio formula (in other words, create an audio film version of the original tick-tack jingle to precede all commercials); (2) start with one or two choice spots in order to experiment with display methods, production technique and customer reaction.

At first Mr. Sieroty voted to delay the venture on grounds that the then 5,500 set ownership was too small in comparison to a major Los Angeles newspaper's 450,000 circulation. However, a few weeks later when a major TV set manufacturer offered Eastern-Columbia the opportunity of co-op sponsorship of two wrestling and boxing telecasts on KTLA, Mr. Sieroty gave approval. Thus started the store's more than 101 weeks of consecutive commercial telecasting.

Jingles on Film

Calling in a well-known maker of motion picture stunts, Stodel created a 10-second version for televising the Eastern-Columbia jingle signature used on radio. With aid of a special Zoonar lens, the big Eastern-Columbia building is panned from the well-known clock tower to street level entrance, in perfect synchronization to the singing jingle. As the last "Eastern-Columbia, Broadway at 9th," is sung, the camera reaches the front doors of the building and then dissolves into the particular store department to be featured, ready for selling.

With the initial telecast, immediate and favorable high unit sales results were achieved. Five television sets were sold.

Pleasantly surprised by the response, Mr. Sieroty and Advertising Director Seyerter immediately approved scheduling of two permanent participation announcements weekly in Shopping At Home on KTLA.

Preparations Made

Intense study and preparation were made to determine the best methods of display, proper backgrounds and settings, camera angles and modeling. Significant to the amount of effort expended by the Stodel staff to make their first announcements a commercial success is the fact that three other major department stores using the same program at that time apparently were not encouraged enough to stay on. They discontinued using television advertising for...
nearly a year, Stodel said.

On the first four participations, Eastern-Columbia, in cooperation with leading appliance manufacturers, demonstrated heavy merchandise. It was also the initial television venture for some of these manufacturers who have since become regular users of the medium.

On theory that TV shoppers could be sold on “what you see is what you get,” Eastern-Columbia also pioneered in establishing the “shop-by-phone” service on all its commercials.

On the first telescast, a $99 Thor Gladiron was presented. Two were sold immediately by phone, plus three the following day in the store. Cost to advertise was $60. Volume return, $300. And within the 10% cost which the sponsor requires, Stodel points out.

A $329 Leonard refrigerator was featured next, resulting in two immediate phone call orders and one store sale. Volume, $1,000.

After four weeks of similar success, Mr. Sieroty fired a tough test at Stodel. Could TV sell low cost merchandise in volume comparable to newspaper advertising, he asked?

Test Items

Three items were presented for the test. They were a 42-piece set of silverplate for $31.95 in a $3.95 chest, and a $3.96 white goose-down bed pillow. It took less than three minutes to display and present the selling points. Results were eye opening. Some 45 immediate phone orders came in for the silverplate set, with 17 additional orders for chests and 35 for pillows. Total sales were in excess of $1,000. They inspired confidence in the order process, a pay-out on cost per advertising before the store opened for business the next day. And what’s more, Mr. Sieroty will tell you, the store sales turned out to be, as it has been on most items even since, about one to one to phone orders.

The original schedule on KTLA was expanded first to three, then to five weekly participation telescasts during five organization. Time budget was upped from $50 to $300. Under Stodel’s direction, Eastern-Columbia’s advertising department, display and art staff and merchandising heads were indoctrinated with the basic requirements of presenting their products successfully over TV. All reportedly were enthusiastic, the word of many exceptional results of the new media spread throughout the store.

Special Phone Service

To handle the orders a special seven-day weekly, 24-hour-a-day telephone service was set up, first with a leased number arrangement. Later Eastern-Columbia’s own phone number was used. All television phone orders were systematically received by trained operators who classified and routed them through the order department for extra prompt servicing.

Although the “carriage trade,” an encouraging factor in those early stages was that the first retail customers responding to television reportedly were better than average credit risks. And many were more nearly pre-sold after seeing the merchandise advertised on TV than from any other medium, Mr. Stodel declares.

Store sales personnel were quick to observe the marked reaction of customers to televised sales messages, it was found in a check made throughout the organization. Reported one saleslady, following a telescast announcement featuring Quaker Lace Table Cloths: “The customer came in and said, ‘I want to BUY (not see) the table cloth I saw on television last night.’ ”

“I suggested that she see it first on a table setting but she replied: ‘That’s unnecessary. I saw it on television. I know what it looks like. Just wrap it up.’ ”

Some 45 other customers responded to this TV advertised, standard priced $8.80 article in one day, according to Mr. Sieroty, “and 21 were by telephone.”

After one TV spot sold 18 glass top wrought iron dinette sets, priced at $49.50 each, an Eastern-Columbia salesman declared: “It took me a half hour pointing out features of the dinette set to a drop-in customer before I could complete the sale. Yet they televised the set in a minute and six people immediately phoned in orders; 12 more made purchases the following day.”

Conclusion of the sales staff is that television, more than any other medium, sold more than merely advertised. An extremely small percentage of return merchandise confirms this point, department heads state.

When KFI-TV started operating in the fall of 1948, Eastern-Columbia braved more than doubled its television advertising budget to $750, with as many as a dozen telescasts weekly.

Spot Concentration

With development of a highly potent one-minute, live commercial formula, all but two Shopping at Home participations on KTLA were dropped. These three-minute shows had served their purpose in working out methods of display, modeling and direct selling, according to Mr. Stodel. Employing the same policy as is used in radio, Eastern-Columbia started concentrating on fast, hard-hitting spots between high circulation featured shows.

Stodel was one of the first to produce a motion picture type continuity format for live, one-minute commercials, often making possible from 6 to 8 different camera angles or shots in 45 to 50 seconds of visual action, utilizing two cameras.

All spots open with the now familiar Eastern-Columbia televised jingle signature, dissolving quickly into an establishing view with a beautiful model demonstrating the merchandise. The model is employed to keep viewer’s eye at all times directed at features described by the on-scene announcer, Stodel explained.

Formula calls for shots establishing setting usage and full impression of it. It always calls for at least one intense close-up for emphatic impression of the product on viewer, Mr. Stodel explained. Windup is a dissolve to the phone service slide and then to a slide version of the Eastern-Columbia signature.

Value Is Proven

Not every television promotion was a sensation, Mr. Stodel admits. But he believes it proved its value as a potent, direct selling media of major importance to a big retailer. Experiments also were made, presenting one-minute spot promotions on the same day a telet soap ad on the item was run. To assure maximum interest the ad carried a line, “See it pictured on Television Station KTTC tonight at 8:30.”

In turn, the television presentation opened with a full shot of the newspaper ad before a dissolve to the actual display.

An $8 Edwin Knowles dinnerware set sold this way and clicked off 100 orders, over half by phone, for an $800-plus volume, said Advertising Director Scyther.

As 1949 rolled along, one factor became evident to Mr. Scyther and (Continued on Telecasting 12)
JOHNSON

Says No Kinescope Censorship
Implied in Bergman Blast

A PROVISION in his movie-licensing bill which could deal a crippling blow to television kinescope recording will be deleted, Sen. Ed C. Johnson (D-Colo.) told TELECASTING last Thursday. He said all references to television in the bill, part of his moral crusade against the motion picture industry, were inadvertent and would be withdrawn.

Simultaneously he wrote FCC Chairman Wayne Coy in protest against reported plans of Ingrid Bergman and Roberto Rossellini, to "the show of his motion picture...to pare a series of half-hour dramatic films for TV release in the U. S. this summer."

"While I hope that neither the Congress nor the FCC will be compelled to fix programming standards for the industry," he wrote, "nevertheless I feel that I should call your attention to the brazen threat which is implied" in these reports.

Sen. Johnson's letter, commending Contr. Coy's speech delivered at the U. of Oklahoma (see story, page 29), continued:

"It would be most unfortunate if American television licensees were to be unwisely enough to deal with such immoral characters, since television naturally enters the home physically and entertains the family circle in a most intimate relationship. I am really grateful that television for the relatively splendid job that has been done thus far."

In Sen. Johnson's bill (S 3207) introduced in the Senate last Wednesday reference was made to include the transmission of film on, or by means of, standard television equipment. As originally drawn,

GOOD BEHAVIOR
WCAU-TV Rewards Children

A PLAN of insuring good behavior in children—reportedly drawing overwhelming response from teachers, parents and children—has been launched by WCAU-TV Philadelphia.

Using a western film exploitation scheme with a parent-teacher tie-in, the plan, as described by Charles Vanda, director of television for WCAU-TV, consists of two main ingredients. These, he says, are a daily first run western, The Ghost Rider, and a "performance card" for parents to check if the child does one good deed a day, if he did homework before television and if he watched the program. More than 9,000 "report cards" were received a little more than a week after the program's premiere. Response was so great, Mr. Vanda adds, that WCAU-TV is repeating the afternoon program each evening at 11 for adults.

The youngsters with the best card for the week get a television set for his own room, a complete Gene Autry outfit and a day at the King Ranch Eastern annex in Chester County, Pa. Monthly winners also get a personalized-embossed watch from Mr. Autry.

PRISCILLA, trained pig on national tour for General Mills Inc., makes TV debut on WOSI-TV San Antonio's The Tree House, children's show. With Priscilla are (l to r): Russell E. Pancost, local distributor for General Mills, and Jack Keasler, who is assistant general manager of WOSI-AM-TV.

ATTENDED in the queen's robes at debut of TV version of Queen for a Day on KTVL (TV) Hollywood is Jack Bailey, m.c. of both TV and MBS AM show. The queen's "retainers" are (l to r): Forrest Owen, radio dir., Wode Adv.; Jim Morgan, Raymond R. Morgan Co.; Bill Gordon, Don Lee-MSB.

FAYE EMERSON, star of Arnold bread's The Faye Emerson Show which is seen Monday on WCBS-TV New York, 11:11:15 p.m., chats during rehearsal with Dudley Calhoun III, exec, v-p radio and sales mgr. for Arnold, and Les Rounds, B&B acct. supervisor.

THIS "on-location" group discusses shots in series of filmed TV commercials for K&E produced Ford Theatre and Toast of the Town. L to r: Jack O'Hara, K&E technical staff; Bob Wolfe, v.p., K&E, Hollywood; Will Robinson, K&E coml. supervisor; Lou Marks, technical staff.

Telerama.

AT SPECIAL screening of CBS-TV's Alan Young Show, sponsored by Esso Standard Oil Co., starting this month, are (l to r): V. G. Carrier, asst. mgr., Esso advertising and sales promotion; Curt Peterson, partners, Marschalk & Pratt, agency; R. M. Gray, Esso mgr. of adv. and sales prom.

ATTIRE for the TV debut of TV's Hollywood are Gordon R. Young, Tara, and MBS dir., Russell Lee Wolfe, and Frank E. Houn Gray, Esso sales of the firm. Starting this month is the Alan Young Show, sponsored by Esso Standard Oil Co., and for the long-expected smoked tomato advertisement by Dr. Pepper.

Meanwhile, over in the House, Rep. Homer D. Angel (D-Ohio), who chaired the general sentiments of Sen. Johnson and Comr. Coy. He declared that "unnatural interest" and "lastings impression" were instilled in adolescent minds by the "multitude of salacious and sex-stories and crime problems" that are "depicted on the screen and over the television circuits ... radio ... daily newspapers, magazines, books, radio, and television and all mediums of expression would be the inevitable next victims."

AMA to Discuss TV

EFFECT of TV on other media is the topic of a panel discussion to be held March 28 at the radio-TV luncheon meeting of the American Marketing Assn. at Hotel Shel-тон, New York. Participants will be announced shortly.

AMERICAN TV

Showings March 27-April 7

TWO-WEEK series of demonstrations of the American television system and equipment will be staged March 27-April 7 by Radio Mfrs. Assn. for the benefit of a group of European radio dignitaries invited by the State Dept. to visit the United States.

The European delegations will represent 12 nations belonging to the Study Group II of the International Radio Consultative Committee (CCIR), of which the U. S. is a member. Later, they will inspect television in France, the Netherlands and Great Britain prior to attempting to reach an agreement on international TV broadcast standards.

BROADCASTING • Page 60
Television Station

W T T G
WASHINGTON, D. C.

owned and operated by
ALLEN B. DUMONT LABORATORIES, INC.

announces the appointment of

HARRINGTON, RIGHTER & PARSONS
INCORPORATED

as national representative

effective March 9, 1950

☆

WAAM, Baltimore
WBEN-TV, Buffalo

WFMY-TV, Greensboro
WDAF-TV, Kansas City

WTMJ-TV, Milwaukee
WTTG, Washington

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Television Station Representatives
WHEN television enters the home, radio can count on taking a sustained back seat. Although a large interest in television may be expected to wane as the length of set ownership increases, televising will continue to predominate radio listening during telecasting hours.

These conclusions may be drawn from the latest Television Audience of Today report issued by Adver- test, Inc., Des Moines, Iowa.

By half hour periods the survey covers radio listening and televiewing in 546 television homes in the New York-New Jersey television area. Monday through Friday and Saturday-Sunday television habits are reported for 210 homes owning television six months or less and 356 homes owning television seven months or more.

Although televiewing starts slightly earlier on Monday through Friday in homes which have owned sets over seven months—0.3% shown in the 10:30-11 a.m. period—the percentage of homes which devote time regularly to watching video is smaller. In the under six-month group, televiewing starts in the 11-11:30 a.m. period with 3.3%.

Largest Group 10:10-30

Largest percentage of television families reportedly use the set in the 10:10-10:30 p.m. time segment Monday through Friday for both length of ownership classifications. In the under six-month group, however, 94.3% are reported for TV (Table I) while in the over seven-month group the figure is 75% (Table II). While neither group reports any radio listening at that time, the under six-month ownership classification shows only 0.6% using both radio and TV simultaneously or 5.2% using neither. The homes which have had video over seven months both radio and TV are in use in 8.5% of the homes while 16.7% report neither in use.

The 10:30-11 a.m. period shows the largest percentage of radio listening in both length of ownership classifications. In those homes which have had video for over seven months radio set use averages higher than in the newer TV homes. It is worthy of note however, that radio listening is higher in the 12-1 a.m. and 8:30-9 p.m. periods in the six-month ownership homes than in the over seven-month homes. This increased radio audience appears to come from homes and persons who prefer radio to those viewing television since the video percentage increase is from the preceding half-hour period Monday through Friday.

Combining all television homes, the percentage of those listening to the radio leads those watching television until 3:30 p.m., Monday through Friday. Advertisers report.

The 10-10:30 p.m. period, which shows the largest percentage of homes watching TV, has 82.4% regularly engaged Monday through Friday. In this time segment radio shows nothing, 5.5% of the homes have radio and television going and 1.6% have neither.

On Saturday and Sunday the percentage of television homes which are viewing video predominates, however the percentage of homes watching radio during telecasting.

In those homes which have had television for six months or less radio listening is higher percentagewise after 5 p.m. than in those homes which had it for over seven. In the over seven-month classification, however, the percentage of homes doing both in this period is much higher (Tables III and IV).

In all television homes contacted professing their preferences were the most popular radio fare still listened to. News, news commentaries, classical music and comedy followed closely in the rankings.

When respondents were asked whether they, or members of the family, listen to sporting events which are presented on radio but not television, 24.6% said they always listen. Occasionally listen was the reply of 23% while 33% said they never listen.

Weekly Television Summary

March 20, 1950 Telecasting Survey

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<th>City</th>
<th>Outlets On Air</th>
<th>Number of Sets</th>
<th>Source of Sets</th>
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Advertest Surveys Televising

(Report 103)

TABLE I

MONDAY THROUGH FRIDAY AND TV HABITS IN HOMES OWNING TELEVISION FOR SIX MONTHS OR MORE

<table>
<thead>
<tr>
<th>Time</th>
<th>Radio</th>
<th>TV</th>
<th>Both</th>
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(Continued on Telecasting 10)
IT'S A KNOCKOUT!
Another TV Success Story

Baltimore, Md.—WMAR-TV added another “TV Success Story” this week with the sale of more than $7,500 worth of merchandise through a single half-hour program which cost the sponsor $240.00. The client manufactures and sells a vertical type food mixer and blender. A half-hour film devoted mainly to selection of health foods and the use of fruits and raw vegetables was produced, using the mixer, which retails for $29.95, in the demonstration. No advance publicity or promotion was given the program.

A special telephone number and address were flashed on the screen for less than one minute at the conclusion of the film-lecture, and viewers were urged to place their orders.

Within the next 48 hours, a total of 262 orders had been received by both mail and telephone, totalling $8,044. The client, Natural Foods Institute of Olmsted Falls, Ohio, has ordered a series of subsequent programs of the same type on WMAR-TV.
null
Color Hearing
(Continued from Telecasting 8)

gested. Neither transmitting nor receiving equipment would be made obsolete, he added.

The CBS refinement was "inspired" by earlier Philco testimony on horizontal interlacing as a means to improve monochrome pictures, the witness indicated under questioning by Comr. Robert F. Jones.

Dr. Goldmark explained "intensive work" has been done on this project in the CBS laboratory during the past four months. Under questioning he indicated the first completely "satisfactory" test results were achieved Monday night, with the CBS system operating on a closed circuit basis with a 4 mc video band. He asserted "double the overall resolution which we had previously obtained" was achieved.

Dr. Goldmark said a number of synchronizing methods are under consideration, "none of which represents complicated circuitry in view of the fact that, in contrast to RCA's required sampling, the horizontal interface sampling does not demand nearly as close tolerances, especially since it has nothing to do with color rendition."

Asked for details on the synchronizing methods, Dr. Goldmark said some were like RCA's method and others were not. He said he "preferred not to elaborate on them" at this time, but did not consider synchronizing a "major problem."

Inviting the Commission and interested parties to visit CBS and witness the development, Dr. Goldmark said that "although it is purely a laboratory arrangement, I am confident that it establishes that the CBS pictures which you have seen by no means represent the maximum potential of the system."

Goldmark Testimony

Prior to revealing the new refinement, Dr. Goldmark presented extensive testimony comparing resolution, one picture element by one picture element, and optimum viewing distances of the three chief color systems. He concluded that "whether we take theoretically optimum viewing distances or people's actual viewing distances, one thing seems clear—the CBS resolution falls safely within all possible requirements."

He elaborated the CBS system permits the closest viewing distance of all three systems, while on the basis of actual viewing habits, as shown by a Rutgers University survey, "the CBS system and RCA systems and possibly the CTI system, too, are ceilings on resolutions which are far higher than what the Rutgers survey shows the vast majority of people actually require." He added that no matter where people sit, "they will always be able to tell good colors from bad."

Dr. Goldmark said the CBS system with 408 lines and incorporating the earlier-developed "crispening" circuit, calculated on the same basis as 525-line monochrome with viewing ratio of 4 to 1, "permits a viewing distance to picture height ratio of 5.3 to 1."

RCA's dot sequential system, he said, has to be viewed according to an 8 to 1 ratio to take effect of the "interfering dot structure." At this distance he charged the RCA picture would resemble only 283 lines. The CTI distance was cited as 12 to 1 with effective picture of 170 lines.

When Comr. Jones indicated concern over the patent situation in TV if any single system were adopted, Dr. Goldmark stated among other things that patent licensees are becoming more demanding of service from their licensees and hence the patent monopoly problem is becoming less important.

Dr. Goldmark said CBS would license anyone to manufacture under its system if adopted and asserted the fees would be "nominal."

Sees 'Confusion'

Asked by Comr. Jones if adoption of more than one system would cure the competition headache, Dr. Goldmark said he saw only "confusion" in a double standard. CBS is not afraid to do compete, Dr. Goldmark said, provided the Radio Mfrs. Assn. "promises to make CBS sets." He added, "I have a bunch they're not excited about the idea."

To questioning by Comr. Frieda B. Hennock, Dr. Goldmark said he believed RCA's system would not be ready for standards even with its newly announced tri-color tube.

On Wednesday afternoon Prof. John W. Riley Jr., chairman of the Rutgers University Sociology Dept., presented his survey of home viewing habits, made in New Brunswick, N.J., in February. Among main tendencies revealed, he said, were these:

1. Most viewers normally sit at least 8 ft. from the TV screen and two-thirds at distances greater than 8 ft.; (2) About 50% sit within 20° of the perpendicular to the screen, or almost straight-on, while the other 50% is equally divided between 20° to 30° and over 30° from perpendicular; (3) size of room does not appear to control seating distance although people tend to spread out more in larger rooms; (4) children under 10 tend to sit in front, people over 40 toward the back; (5) most viewers choose seats on basis of custom and comfort although about one-third are conscious of distance as determining factor in choice.

On Thursday, Oscar Katz, CBS director of research, presented detailed surveys of public reaction to the CBS color showings during January and February in Washington at the Walker Blvd.

On the first study, covering the Jan. 12 to Feb. 1 showings and based on 9,423 returned questionnaires, Mr. Katz said 96.9% rated CBS color as "much more" (83.8%) or "somewhat more" (13.1%) enjoyable than monochrome while 21.8% rated the overall quality of monochrome re-

(Continued on Telecasting 19)
Stodel Adv. Co. As TV set ownership soared, ad bid costs, not only of time, but of facilities, models, rehearsal, delivery, etc. This called for a re-examination of TV merchandising, on the part of Eastern-Columbia.

The plan decided upon by Messrs. Scyster and Stodel, with Mr. Sieroty's approval, was to feature items in cooperation with major manufacturers that could be filmed and used over a period of time. Live spots were to be used only for important one-time sales promotions.

Utilizing some of Hollywood's best known cameramen, film editors and writers as well as actors, Stodel Adv. Co. planned and then produced all spots on items that could be repeated at least six or more times.

Most manufacturers, recognizing the success of Eastern-Columbia's sales technique, quickly cooperated on long range campaigns. Because of Stodel's original policy of motion picture action scripts, it proved practical to test out copy and camera shots on a live broadcast before filming from the very same script.

Products Stressed

Film spots, with Eastern-Columbia's direct selling approach have included such big suppliers as Leonard refrigerators, Wedgewood gas ranges, Emerson television and radio, Karistan rugs, Hoffman television, Proctor toasters, Cameo curtains, Health-Way bar bells, as well as many others, including upholstery and seat cover manufacturers.

These films are being presented in such major Eastern-Columbia spot adjacencies as Hopalong Cassidy on KTLA; Arthur Godfrey, Ed Wynn Show, Suspense and Man Against Crime on KTTV, as well as high rated feature Sunday film on KFI-TV.

All Eastern-Columbia film commercials are made silent, using synchronized electrical transcribed announcements for live copy. This, according to Mr. Stodel, has been found much more practical than sound on film spots where regular copy changes are desirable and often necessary.

Eastern-Columbia has made one major venture in TV shows to date. It was an original musical revue Campus to Campus on KECA-TV last fall. The quarter-hour program preceded telecast of every major college football game from Los Angeles Coliseum. With a top Hollywood cast, the revue used as many as five changes of scenes and process background settings.

Commercial producers were cleverly integrated into the 15-minute shows with apparel merchandise modeled by featured members of cast. Several leading manufacturers cooperated. Cost per show was $500.

Direct sales results reportedly were excellent. Cooperating firms whose merchandise was modeled confirmed this.

Although Eastern-Columbia still maintains a sizeable radio spot schedule, it is probably the first department store which is a big user of air-time to surpass its AM budget on TV. Last November, for example, the video appropriation was well over the $1,000 mark, according to Mr. Scyster.

Present plans of Eastern-Columbia call for a continuance of the one-minute live and film spot formula of direct selling approach. The Tick-Tock jingle film signature with variations, including novel animated cartoons of the firm's building, will continue to be used.

Commending the job television advertising is doing for Eastern-Columbia, and the part played in that success by Stodel Adv. Co., Mr. Scyster in a letter to Mr. Stodel, said in part:

It is noteworthy that you have made television advertising pay off for us as far back as the first of 1948 when there were approximately 10,000 set owners in the entire California area, and you are still doing it today, as it passes the $560,000 set ownership mark.

**KBTV( TV) PLANS**

To Be Integrated With WFAA

OPERATIONS of KBTV (TV) Dallas, acquired by the Dallas News from Potter Television Co. [CLOSED CIRCUIT, March 13], will be integrated with that of WFAA Dallas, News affiliate, according to Martin B. Campbell, WFAA general manager.

The change in call letters to WFFA-TV will be deferred for a time, Mr. Campbell said. "For the immediate future," he stated, "we will be integrating the two operations, radio and television, and making permanent changes and improvements in the technical equipment and augmenting the present staff of KBTV with personnel from WFAA."

**Mitchell Named**

Bert Mitchell, WFAA production manager, has been appointed to direct the integration of WFAA's AM and FM service with TV. Headquarters and studios of WFAA are in the Santa Fe Bldg. Annex, while KBTV is housed in its own new building at 3000 Harry Hines Blvd., just north of the downtown district.

James M. Moroney, vice president of the News and supervisor of its radio properties, is cooperating with Mr. Campbell in handling the merger of the two stations. Mr. Moroney negotiated the purchase.

Mr. Mitchell, who attended the Chicago Television Council March 6-8, planned his return itinerary to Dallas by way of Cincinnati to visit WCPO-TV, WLWT (TV) and WRKC-TV and Atlanta's WSB-TV and WAGA-TV, to observe operations there.

Last month, Ray Collins, assistant manager of WFAA, made observations tours of WDSU-TV New Orleans and WMCT (TV) Memphis. To get some slants on women's TV programs, Julie Benell, WFAA woman's editor, begins a five-day stay today (March 20) at WTMJ-TV Milwaukee.

In the summer of 1948, Mr. Campbell and Mr. Collins took NBC's TV training course in New York, which Mr. Mitchell and Louis Breault, WFAA continuity director, took the following February.

**EDITOR'S NOTE: WCTU concept...**

By Ken Cowan-Tom Hutchins, Henry J. Kaufman & Assoc.

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[Page 12 • TELECASTING | March 20, 1950 | Page 66]
Color Hearings (Continued from Telecasting 11)

Color was heard from a CBS color signal, viewed in monochrome on the CBS color set and conversely the quality of standard black and white television.

He said 32.1% rated the monochrome of the CBS color signal as 4, "unsatisfactory," whereas the average color monochrome while 40% said it was about the same and 3.7% said CBS monochrome was poorer. These last comparisons resulted in least attacks upon the validity of the studies by opposing parties and FCC's assistant general counsel, Harry Plotkin, assisted by H. H. Goldin, chief of the commission's Economics and Statistics Div. Mr. Goldin subsequently was asked to take the stand to defend his criticism.

For some time other the parties have attacked the comparison of color with monochrome during the CBS medical and public demonstrations but this possibility via the CBS system and not via the regular monochrome standard. Such comparison unfairly "biases" viewers, it was contended. Other "bias" was asked of guest relationships, and question phrasing or language.

Against Double Standard

On Thursday afternoon, David B. Smith, vice president in charge of engineering for Philco Corp., took a vigorous stand against a double standard test period and even adoption of any single system at the present time. To question-

ing by Mr. George E. Sterling, he indicated he would "abandon CBS" as a system competitor.

Replying to interroagation by Comra. Jones and Hennock, Mr. Smith claimed there is no such thing as a "limited commercial" tested possible under the double or all-standards trial since the public automatically would put its foot in the door as soon as it bought the sets involved. He said Philco would be unwilling to sell sets under such circumstances and indicated it would not produce them for such testing.

Picking any single system now for standards, Mr. Smith said, is merely taking the word of the proponents that it will do what he claims it will. Mr. Smith stated he considers 6 mc compatible standard in the VHF and UHF possible now but that specific standards must await further development. He warned against a possible second freeze ensuing in UHF allocation if sufficient care is not taken now to do this right.

Comra. Jones pressed the Philco witness concerning his firm's similar position during the 1940 proceeding looking toward adoption of monochrome standards, and pointed out that during those hearings it was claimed $10 would be the cost to make a set workable on two line and field standards. The Commission changed the record of this monochrome hearing seeming to kill the "voodoo put out in im-

compatibility of lines and fields" during the present color proceeding.

In his prepared statement, Mr. Smith said during the fall hearing Philco indicated it was "consider-

ably interested in the possibilities of multiplex systems and dot pattern presentation" and that this work "has continued." He said that on Feb. 14 experimental transmission of monochrome and color signals was begun from Philco's VHF studio.

Mr. Smith indicated the laboratory work included study of the characteristics of all three proposed systems and it was during this discussion mentioned development of a single tri-color tube.

Mr. Smith estimated that to adapt an existing monochrome set in the home to receive CBS color in monochrome would run $75 to $100. This would be according to Philco production methods and include service costs. To convert to color would be another $100 to $150, he said.

Meanwhile, CBS last week petition

ated the Commission to strike earlier testimony by Radio Mfrs. Assn., witnessing relating to cost estimates for conversion and adoption of existing and future sets to receive the CBS system. CBS charged that FCC had asked for further revised estimates passed on new data to be supplied, that CBS had supplied voluminous information to RMA, and RMA now has indicated it has no further evidence. CBS contended the earlier testimony is hence rendered "obsolete".

DuMONT PLANS

Reovpas Production, Programs

REORGANIZATION of DuMont TV Network's production and programming department has been announced by James L. Caddigan, DuMont director. All production facilities will be integrated and programs will be supervised by a central group of executives rather than a local studio official, according to Mr. Caddigan.

Four major sections have been organized handling program development and procurement, production, studio supervision and training. Alvin Hollander, formerly supervisor of Studio A, has been named manager of production facilities, new post; Don Russell was named chief announcer, and Miss Duncan MacDonald was chosen to head the new training section.

White-Sanford

Named To CBS-TV Post

HARRY S. WHITE, president of World Video Inc., will join CBS as associate director of television programs, Charles Underhill, CBS-TV program director, announced last Wednesday. White's appointment is effective next Monday (March 27).

Simultaneously appointment of Herbert Sanford, a member of the CBS-TV programming department, as assistant to the director of programs, was announced.

The CBS announcement Wednesday that it plans to adopt certain "sampling" principles, which according to RAC are inherent in the RCA all-electronic color system, was interpreted by an RCA official last week as an admission of the "weakness" of the CBS mechanical disc method.

RCA revealed its plan to adopt "sampling" and "horizontal interlace" methods of achieving high picture resolution in its color system (see Telecasting 3).

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Div., hailed the CBS announcement as a "significant move" to adopt "important elements" of the RCA system and added: "Despite this latest move, however, the CBS system will still lack compatibility with the present black-and-white television system. The flaws of color breakup and flicker will still remain in the altered system."

Adrian Murphy, CBS vice presi-

dent and general executive, chal-

lenged RCA statement. He said: "The RCA statement is sheer ef-

frotery, a gross distortion of the facts and a misrepresentation of the CBS color television system. The RCA color television system has proved that it works as a highly satisfactory broadcast medium. There is no indication that the RCA system is practical for broadcasting. On the basis of existing evidence the RCA system is 'unadaptable.'"

Sanford At KBTV (TV)

J. CURTIS SANFORD is vice president and general manager of KBTV (TV) Dallas, Tex. In the Directory of Film Buyers at U. S. Television Stations [TELECASTING, March 6] Mr. Sanford was erroneously identified with KEYL (TV) San Antonio. The film buyer for KEYL should be Mortimer Dank, program manager.
statement said that ASCAP music will be licensed to broadcasters and telecasters and other users on “reason-
able, non-discriminatory and n commercial practicable terms.” Addi-
tionally, the two judgments will “fulfill the Commission's objective of disse-
imination of popular and standard music,” he observed.

Performance Rights

ASCAP was “ordered and di-
ted” to issue licenses for perfor-
ance rights of its compositions: (a) To a radio broadcasting net-
work, telecasting network or wired music service, as the case may be, of
the ASCAP repertory by any, some or all of the stations in the United States
affiliated with such radio network or television network by subscriber-
ists in the United States affiliated with any wired music service and do not
require a subscription to each station or subscriber for such perform-
ances. (b) To a manufacturer, producer or distributor of a transcription or rec-
ording of a composition in ASCAP’s repertory which or shall be recorded for
performance on specified commercially sponsored radio programs or television programs, as the case may be, or any transcription of such a network or by a
other specially prepared recording intended for radio broadcasting or for
television broadcasting purposes (or to any advertiser or advertising
agency on whose behalf such transcription
or recording shall have been
made) of the right to authorize the
broadcasting, by radio or by television, as
the case may be, of the recorded compositions by means of such trans-
cription or recording by all radio
stations or television stations in the
United States enumerated by the lic-
ensee, without requiring separate li-
censes for such enumerated stations
for such performances.

Commenting on the consent de-
ree, Fred E. Ahlert, ASCAP presi-
dent, said it “will insure to any
commercial user of music, who
questions the copyright in an im-
partial court review.” He added
that ASCAP will continue to make
available to radio and TV stations,
the public and other commercial users, information on its repertory.

THE ALTERNATIVES among which
color television issue were summed
in a speech at the U. of Oklahoma's
day, when FCC Chairman Coy
announced the details of the
issue. He said he “hoped” but would
not “predict” that the answers will be
found in time to permit lifting the television licensing freeze “be-
fore the end of the year.”

The alternatives he listed in-
cluded the possibility of establish-
ing broad color standards that
might be applied to the major competing color systems
—those of RCA and CBS and pos-
sibly that of Color Television Inc.

Such a system might not begin building adapters into their new TV receivers, so as
to reduce the obsolescence factor in event FCC ultimately adopts stand-
dards based upon the CBS system.

Referring to the advantages
which would come with develop-
ing one standard, he pointed out
on which RCA, CTI and others are
working independently, with RCA
promising a demonstration of its
results within a few weeks—Mr. Coy
said:

“I hope with all my heart such a tube develops and that when it is
shown it will be perfect. How-
ever, in the case of this tube in the case of other much-heralded
color television marvels, neither the Commission nor the rest of the
industry can afford to count such development to have come within the
past few months I have seen too
many press releases describing perfect color television badly mut-
lated by bad performances.”

CBS Progression

He pointed out that the CBS sys-
“has progressed further than any of the other two systems, but is
currently limited as to picture size and will not permit color trans-
missions to be received in mono-
color; and also has been marred
by an adapter. The RCA system, he
said, is “compatible” and has shown
improvements, but presently relies
on a system of three tubes which makes for “costly and
bumersome procedure” and “involves fundamental problems of registra-
tion.” He did not feel he should speak
into the entire CTI system
“until I have seen a demonstration with which [CTI officials] are satis-
fied.”

Chairman Coy said the Commis-
sion regards it as “a reasonably
safe risk to allocate the UHF band
for commercial television,” on the
basis of data compiled from experi-
ence and from experts and survey-
ors in this area. Hearing on the pro-
posed UHF allocations is slated
later in the current proceedings.

He summarized the basic color
question facing the Commission as
follows:

...Certainly a 6-mc color televi-
sion system that would allow black-
and-white receivers to receive color transmissions would be most desirable. At the pres-
tent time we do not have such a fully developed system. On the other hand,

FCC must choose in settling the
up by FCC Chairman Wayne Coy
Annual Radio Conference last Tues-
day. (For his speech, see page 29).

We do have a workable system with
good color but handicapped by limitations on tube size and which cannot be received by
present black-and-white receivers when color is on.

Must we create a color television system which would be, or is, ready to be
received on existing receivers in black-and-white?

Must we create a color television system which would be, or is, ready to be
received on existing receivers in black-and-white?

Or must we permit all of the sys-
tems to have more time for exper-
imentation and development?

If more time were to be allowed for experiment and development of all color television systems, could
the freeze be lifted and permit black-and-
white television to be restored? Should the freeze be kept on until it is possible to write engineering
standards for color television?

If there were to be time for further experimental and developmental work, is there any action which, taken now, would be sure to put into production the device that would result in
a color television system compatible with present black-and-white systems?

Given the assumptions I have just stated, could it be expected that the
television receiver manufacturers could immediately build manual or automatic adapters in all television receivers? Would the relatively small cost of these additional to a set be worth it in terms of giving the widest possible latitude for
decision after future experimentation extending perhaps a year or more?

Or must we write multiple standards and let the public decide in the
market place which is the better sys-
tem? Is there any way to assure the future use of all color sets if such a
proposal is followed? Is it a propo-
sal in which the public will
accept the risks and costs in-
volved?

Or must we reject all of the sys-
tems now and say that we will proceed immediately with black-and-white television in both bands and let color wait until another generation or two, and in present hearings. There is no question in my mind but what the Commis-
sion’s actions with respect to color have moved forward the devel-
opment of color television by months and years.

As a member of the Commission I take pride in the fact that we have
been so diligent in looking after the public interest but I am sure that the
result will be a far better, far sound-
er, and far more enduring system of television than if we rejected the con-
testants now and leave the present time and left it to chance to be
developed at some unknown place and at some unknown date in the future.

WREC Amends TV Bid

WREC Memphis, a pioneer in te-
levision experimentation, has amend-
ed its contract for a commer-
cial TV to seek Channel 6 (82-
88 mc) instead of Channel 7 (174-
180 m). The station is owned by
Ward, M. B., and is located in
Jason 1928 for experimentation with “mechanical” television in the 4700-4900 kc band. His Memphis
commercial application was filed in

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March 20, 1950

BROADCASTING • Page 58

COMPOSITE COLOR SYSTEM

‘Best Part of All Systems’ Urged by Johnson

COMPOSITE color television standard
using the better parts of all systems
was advocated last week by Sen. Edwin C. Johnson (D-Col.),
chairman of the Senate Interstate
Commerce Committee.

Questioned about his color atti-
\nage after viewing a demonstration
staged by Color Television Inc., San
Francisco, Sen. Johnson said he
foresees “much progress ahead” in
the field. He added that he hoped a
national standard could be worked
out with room for continued im-
provement.

“Anyone who has seen the im-
provement in RCA and CTI can’t be
against tremendously improved.”

I place great faith in multi-color tubes—not RCA’s alone but the
others on which many people are working—that energy has been
devoted to that phase—we’re going
to get something.

“It makes you believe in the
American System when a little out-
fit like CTI can do what these
people have done.”

CTI showed its system last
week in a Statler Hotel suite in
Washington. Color pictures ap-
pear only in five per cent and
and the TV receivers commented favorably on the

Carl I. Wheat, CTI's Washington
attorney, told TELECASTING CTI
filed for a chance to show its system in San
Francisco where it has laboratory
facilities. He said pictures will be
much better in viewing on
Washington through use of hori-
izontal switching and three colors per line.

CTI was especially proud of a picture showing the system’s resistance to color break-

Black-and-white sets appeared to show
faulty definition at close range though the images were ac-
curately enough at a distance of 10 feet.

Use of horizontal switching will bring a high-fidelity black-and-
white signal, it was stated. CTI
also said it was only showing two
colors per line but would show three in San Francisco.

Page 14 • TELECASTING

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NO MORE! NO MORE PLUG-IN CARTRIDGES!
NO MORE EXTRA PICK-UP ARMS!

with the new..... Fairchild TURRET-HEAD ARM

NOW. All 3 CARTRIDGES in ONE ARM
lateral, vertical and microgroove - or any other combination desired

SIMPLY TURN KNOB
to select cartridge . . . .
Pressure Changes Automatically

New miniature version of the Fairchild moving coil cartridge permits this revolutionary advance. Arm is amazingly simple and low priced. A new passive equalizer keeps total cost at a minimum. Write for complete details.

- Optimum Performance Assured — Separate Cartridge for Each Function
- New Viscous Damping — No Arm Resonance
- New Miniature Cartridges—Lateral, Vertical, Microgroove
- A Fairchild Masterpiece

Fairchild RECORDING EQUIPMENT CORPORATION
154 St. & 7th Avenue
Whitestone, New York
CANCER MONTH

Radio Will Aid ACS Crusade

MORE than a million dollars in contributed talent and radio time has been lined up for "Cancer Control Month" which opens April 1, the American Cancer Society announced in Washington last week. The national goal for 1950 is $14,655,000.

An array of radio and screen stars will assist the cancer society's crusade to put over the message of need for more funds for its three-pronged attack through research, education and service, it was announced. Transcribed messages by screen stars Edward Arnold, Cary Grant and Roy Rogers have already been produced and other stars are being recruited for April broadcasting, according to the society.

The talent line-up also includes the orchestrations of Guy Lombardo and Xavier Cugat, Mollie McGee in a serious role making a short appeal for cancer funds, Contralto Marian Anderson, and Commentator Fulton Lewis Jr.

In addition, all of the 61 ACS divisions will develop local live talent shows to be presented on time pledged during the drive by a majority of the stations throughout the country. During the 1949 campaign, 1,059 stations used ACS transcribed programs, the society said, representing an estimated $1,137,192 in time given by the stations.

KAFA (FM) PLANS

Seeks Listener Support

KAFA (FM) Berkeley, Calif., last week announced formation of a sponsoring committee of San Francisco Bay Area civic leaders to spearhead a drive to support the station by listener subscription rather than commercial advertising.

The station has been broadcasting for almost a year on a non-commercial policy. It has been declared a non-profit, educational corporation by the federal government. Listener donations for its support are tax deductible.
ARKING KUNSMAN appointed assistant general manager of duPont's Hollywood Film Department. He has been with the company for over 30 years, and was formerly manager of company's celluloid division.

JERRY ALBERT, director of advertising and public relations for United World Films, named editor of National Television Film Council's official publication, Telecite, which will begin publication in April. WILLIAM HOL- LAND, of Hyperfilm Films, will act as chairman of the board of directors of the company.

RAY L. POLLEY, former advertising production manager at Lockwood-Shackelford Adv., Los Angeles, joins Capitol Records, same city, in similar capacity.

TERRY GILKSON, singer-composer, completes series of quarter-hour programs entitled The Solitary Singer, recorded by Audio-Video Recorders Inc.

JACK MELVIN purchases interest of his partner DAVID SILVERMAN in Melvin-Silverman Inc., Hollywood public relations firm, with company name being changed to Melvin, Newell & Rector. Joining firm are BETTY NEWELL, formerly assistant to Mr. Melvin at Foote, Cone & Belding, Hollywood, as secretary, and account executive; and ROY RECTOR, formerly operations supervisor and television director with WKY-TV Oklahoma City and prior to that with KOB-New, joining as vice president. New firm has offices in Hollywood Plaza Hotel, 1637 N. Vine Street. Phone in Rialto 7-388.

IRENE FORMAN, formerly in charge of theatrical and radio research for The Ann Miller radio program of Bruce Chapman Productions, joins JERSEY ALBERT, public relations and advertising organization in New York.


MAGNECORD Inc., Chicago, announces new PT6-EL, continuous loop panel which firm says now makes it possible to repeat recording without rewinding original spool. Messages from two to 15 minutes long can be played.

Equipment

JACK C. GARDNER & Assoc. appointed Bendix Radio district merchandiser for Maryland and Southern Delaware.

GEORGE P. LOHMAN appointed field sales representative for RCA Victor Home Instrument Dept. in northern part of company's East Central Division, with headquarters in Cleveland. He entered radio 28 years ago with RCA, his most previous position being with Allen B. DuMont Labs Inc., New York.

EASTMAN KODAK Co., Rochester, N.Y., announces new Model 22, East- man 16mm Projector, for 115 volt, 60 cycle, AC operation, with various accessories. Illustrated brochure is available by writing company.

WALTER S. BOFF, former procurement manager of RCA International Div., appointed manager of radio and appliance sales of the division.

GREAT testimonials to radio are these letters filed high in CBS Hollywood mailroom in response to radio star Gary Moore's (r) request that listeners drop him a line to help convince a prospective sponsor of his CBS show's appeal. Gathering the mail are A. E. Joselyn, CBS Hollywood operations di- rector, and Mr. Moore. Over 92,000 letters reportedly were received in the first three days following the call.

WGA-GRANT

Taken To Court of Appeals

COMPLAINT against FCC's August 1949 grant establishing WGA-F Valdosta, Ga., was filed forthrightly against the U. S. Court of Appeals for the District of Co- lumbia by the losing applicant in the proceeding, Okefenokee Broadcast- ing Co. Okefenokee in mid-February was denied reconsideration of the grant by the Commission [Broadcasting, Feb. 20].

The losing applicant charged that the Commission improperly deprived it of comparative consideration in the proceeding and failed to give full opportunity to be heard. FCC in its final decision to award 5 kw fulltime on 910 kc, directional night, to WGA-F Valdosta Broadcasting Co., for WGA-F had concluded Okefeneoke lacked the requisite qualifications to become a broadcast licensee and hence did not warrant comparative consideration.

Radio news and program department of Johnstown (Pa.) Democrat for Jan. 13 was read in part or in whole by 69% of paper's male readers and 72% of the women. Advertising Research Foundation reported after it had sur- 
v ed paper's readers in 136th study in continuing series of newspaper readership analysis.

World Renewals

WORLD Broadcasting System has announced the signing of 20 more stations for renewal and extension of the firm's transmitted library service. Stations are:

WCRB, Thomasville, Ga.; WFRL, Freeport, III.; WINS Michigan City, Ind.; KM1B Monroe, Ia.; WEKN Abil- 

KOB TAX CASE

DECISIONS of the New Mexico Supreme Court in two cases involving KOB Albuquerque's protest against [BROADCASTING, March 6] appear to have settled the station's dispute with attorneys who have reviewed the opinions in the cases (5236, 5237).

However, it is believed, the opinions do not clear up confusion over the interstate nature of the broadcasting business. The tax status of local broadcasts apparently has not been affected.

The court did not issue a flat ruling that broadcasting is interstate commerce and exempt from such a tax. Instead it held the station liable for a small tax covering business adjudged solely intrastate, for which no tax had been paid under protest.

NAB took part in the litigation as a friend of the court. In one case KOB Chief Justice Greene reaffirmed a former decision that the lower court for its stand that interstate and intrastate business could not be separated. This in effect held KOB liable for covering taxes on 'local' broadcasts and was based on a procedural technicality which foreclosed offering of new evidence that had been available at the first trial.

In the meantime, KOB had argued into contention the tax on another four-month period which had been the subject of this appeal.

The court held in the second case that none of KOB's receipts were subject to the tax. This procedural technicality did not appear in the second case, where the station brought in evidence as to the interstate nature. The lower court had held the station exempt from the tax in its entirety, and the high court affirmed this decision.

Going into the interstate angle, Chief Justice Greene wrote:

We held in the first appeal that all local broadcasting is not necessarily interstate commerce merely because such broadcasts may be heard beyond the borders of a state; and that the burden was on the appellant (appele here) to establish a right to the return of the tax, money, or some part of it, which it paid to the state under protest.

This burden appellee did not meet as to local broadcasting. It rested its case wholly upon the assumption that all broadcasting, local or otherwise, over its station was interstate commerce; which we held, and now hold is not necessarily true. There is no finding or evidence indicating that any of the local broadcasts over KOB was interstate commerce.

The decision included a reference to the U. S. Supreme Court's dismissal of the Arkansas tax appeal "for want of a substantial Federal question."

WJBC... beams FM
400 feet above Bloomington

another Completely Engineered
TOWER by IDECO

The WJBC radio tower...a solid base, 346-foot guyed steel triangular tower, 54-foot RCA FM Pylon antenna (designed to support additional 50-foot TV antenna) was completely engineered by IDECO. Bloomington Broadcasting Company picked an IDECO tower for two important reasons:

Triangular-Section Safety — Extra rigidity...reduced wind load...freedom from distortion...triangular design — important factors that contribute to IDECO’S outstanding safety record.

Complete Engineering — IDECO engineering covers everything from the solid base to the 54-foot beacon light... transmission lines, service ladders, platforms, and special accessories. Prefabricated sections fit together easily and quickly...no field cutting or welding is necessary.

IDECO radio towers are in service from coast to coast. Investigate before you build or buy a tower...find out how IDECO can relieve you of all tower responsibilities. Write today for bulletins RT-46 and SSR-1.

International Derrick and Equipment Company
Columbus, Ohio • Torrance, California

More and Better

TWO NEW BABIES in one day is the boast of C. H. Fisher, president of KUGN Eugene, Ore., in announcement heralding the grant of "shiny new construction permit for a bountiful 1000 w on 500 kc unlimited time" to KUGN Inc, on Feb. 24th. The louder and jucier KUGN was followed by a grant to the same owners for the new Voice of Oregon-Washington Broadcasters at Hood River, Ore., on 1340 kc with 250 watts.

Technical

CURTIS C. NEILSON, transmitter operator, promoted to assistant chief engineer at KSL-AM-TV Salt Lake City. He has been with the station for 10 years with four years service with armed forces.

JOSEPH H. COPP, former audio and division systems engineer for Central Electric, appointed audio facilities engineer for ABC, He succeeds John L. COVLIN, who has joined Commercial Radio-Sound Corp., New York as chief engineer.

ULEN B. DU MONT LABS, Passaic, N. J., announces new DuMont-Holmes "Superspeed" projector in its line of TV broadcasting equipment. Heart of projector is intermittent sprocket which pulls down in approximately 300 microseconds and makes it dual purpose tool for TV stations. First use as direct projector image orthicon camera pickup; secondly it may be used as background projector for studio production. Projector is offered in two models, universal and heavy duty, prices are $2,985 and $4,860 respectively. Both will be available in limited quantity for March delivery.

SERLIANT Assoc., Los Angeles, announces new Concertone Console, model 702, designed to hold basic Concertone Magnetic Tape Recorder, No. 601. Console features platinum harn-ertonite finish, is 24 inches wide, 16 inches deep and 36 inches high, with recessed base.
PRESS AND RADIO CLUB

Media Cooperate Socially in Des Moines

PRESTIGE lifter of both radio and the press in Des Moines is the opening of the new Des Moines Press and Radio Club. Cooperation between the sound and printing professions brought about its establishment.

As a result, the city now boasts a smartly decorated club room. A former supperclub was redesigned and redecorated as quarters for meetings, luncheons, dinners and social activities. A professional finishing job would have cost more than $5,000 but with a membership volunteer unit working "after hours" and on Sunday, the work was completed at a cost of only $500, members report.

The newly-organized group already lists 975 charter members. Charles McCuan, KRNT Des Moines newscaster, is president. Other officers are: Merrill Gregory, managing editor, H. Robert Farmer, secretary; Gene Godt, WHO Des Moines newsmen, treasurer.

The clubrooms are large and attractive highlighted by a radio-depicting panel painted by Bud Sauers and a Fourth Estate panel by Will Connor. Both men are of the Register & Tribune art department.

BOSTON MEET

WERE Sets April 15

TECHNICAL papers, exhibits and a visit to WBZ Boston's Radio and Television Center will highlight the 1950 New England Engineering Meeting at the Somerset Hotel in Boston on April 15.

Bulk of the day will be devoted to discussions and presentations of technical papers dealing with radio and television. Topics include industrial television, a new pulse generator for television, transient phenomena in loud speakers, a multichannel PAM-FM radio tele-metering system, design and utilization of a four-phase radio frequency oscillator, a novel coaxial noise diode termination, and an experimental AM transmitter employing crystal-controlled magnetron.

Feature field trip will be the visit to WBZ's facilities following the late afternoon scheduled windup of paper delivery. W. H. Hauser, WBZ chief engineer, is in charge of the radio engineers' luncheon and Harold A. Dorschag, WEAI Boston chief engineer, is chairman of the papers committee. Business session is scheduled for 4:30 p.m. with the meeting's conclusion set for 6:30 p.m.

Columbia Development

COLUMBIA RECORDS Inc. has developed a new record-cutting technique, the thermal engraving process, now being used for long playing microgroove records. The method produces a cleaner groove with greatly reduced loss of high frequencies, William S. Bachman, director of engineering and development, Columbia Records, has revealed.

CANADA RATINGS

U. S. Network Shows Lead

AMERICAN network programs took the lead in the national rating report of Elliott-Haynes Ltd., Toronto, for February. First 10 evening programs, with rating, were: Charlie McCarthy 86, Fibber McGee & Molly 34.1, Radio Theatre 33.8, Amos 'n Andy 33.8, Our Miss Brooks 28.2, Bob Hope 27, Twenty Questions 25.3, My Friend Irma 25.2, Aldrich Family 23.9, and Mystery Theatre 22.2. There were a total of 20 commercial network evening programs in the February rating report.

Five leading daytime programs were Big Show 34.1, M.P. Perkins 25.7, Happy Golly (Canadian program) 15.9, Road of Life 15.3, and Pepper Young's Family 15.5. Leading French-language evening programs were: On Hommage et son Peche 39.2, Radio Carabin 38.9, Metrocine 38.3, Radiodiffusion du Rire 37.6, and En Chantant dans le Visioir 25.2. Leading French daytime programs were: Jeunesse Dorée 29.5, Rue Principale 26.7, Maman Joueuse 25, Quart d'Heure de Detente 22.9, and Grande Source 22.6.

KRIC Baseball

FOR the fifth consecutive year, KRIC-AM-FM Beaumont, Texas, will broadcast all games played this year by the Beaumont Rufneks, Class AA Texas League and New York Yankee farm baseball club, the station has announced. KRIC holds an exclusive contract with the club and has tentatively arranged to feed the broadcasts to other Gulf Coast stations. Last year four additional stations carried the KRIC originations. Ed Dittert, KRIC's sports director, again will handle play-by-play, the station said. Sponsorships are on a cooperative basis with local merchants buying time.

Detroit’s Most Effective Selling Team!

[Insert table with radio stations and their ratings]

Represented nationally by The Friedenberg Agency, Inc.

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NEVER to be one who would turn his back on newsmakers, Craig Lowe, WSGN Birmingham news and special events director, slumped into action when his scheduled Air Force flight to cover Caribbean maneuvers for station's listeners changed plans. Upon arrival in Washington coinciding with end of the cold strike, Mr. Lowe contacted local U.S. representatives, who were able to call William Mitch, president, District 20 UMW, Birmingham, from conference table. Upon arrival in Washington facilities, Mr. Lowe gave WSGN listeners first-hand official report of signing of soft-coal contract, with Mr. Mitch urging workers to go back on their jobs.

Teen-Agers Program

DIFFERENT East Bay high school is featured each Saturday on KROW Oakland, Cal's Teens, Tunes and Topics show conducted by Ray Yeager, disc jockey. Students of selected high school pick five favorite tunes each week. Interviews by Mr. Yeager of student leaders are also presented.

WBZ-TV's 'Caravan'

LOCAL Caravan of Stars bowed to WBZ-TV Boston audiences on March 18 with Dick Todd, Canadian singing star, as program's first guest star. Other celebrities scheduled to appear on weekly shows are Frank Fontaine, Mary Astor, Betty Hutton and others. Program originates from WBZ Radio and Television Center Thursday at 7:30 p.m. Col. Charles E. Hastings Jr., pilot in both World Wars, produces program.

Promote Savings Bonds

AIMED at promoting U. S. Savings Bonds, WWDG-AM-FM Washington has begun non-political and non-controversial program called Labor Speaks in cooperation with Treasury Dept. and organized labor. Program, which is heard Tuesday at 10 p.m., features speeches by labor leaders with its theme-the note the purchase of savings bonds.

DKOY Air Science

SCIENCE students' appetites are whetted in Excursions in Science, science information program produced by General Electric Research Lab, Schenectady, N.Y. and aired weekly. The program's fifteenth minute highlights informal discussions of particular phase of science by leading authorities in field. Material covered by each broadcast is condensed in a "scientific paper" and sent to listeners upon request.

Dignitaries on WBUR Script

HOUR-LONG documentary on WBUR Boston, U.'s station, marked the station's inauguration on March 1. Written into script and playing themselves were President Daniel L. Marsh, of B.U.; Mayor John B. Hynes; Gov. Paul A. Dever and Prof. Samuel S. Gould, station director and head of department of radio, speech and dramatics at Boston U.'s school of public relations.

Baseball Coverage

MAJOR LEAGUE baseball games emanating from the East will be broadcast by KALI Pasadena, Calif. Station acting as Los Angeles outlet for new National Liberty Network, will carry broadcasts of National League games live and recreations of American League contests.

Airs Practical Politics

COMBINING education programming with political analysis, WMRR Marlon, Ohio, carried broadcast from Grey Chapel at Ohio Wesleyan U. by Guy Gabrielson, chairman of the Republican National Committee.

Science Quiz

WESTERN Pennsylvania high school students again will compete for college scholarships in 1960 School Science Experts' quiz series to be heard on KOAG Pittsburgh Monday nights for seven weeks beginning March 27. Student scientists from public, private and parochial schools in KDKA area will take part in competition which is held annually as forerunner of Budd Planetarium School Science Fair, exhibition of science demonstrations planned and built by high school students. On seventh broadcast, May 8, six finalists will vie for "championship" title and scholarship awards. Ed Young, KDKA production chief, will be moderator on programs.

Appeals to Women

NEW quarter-hour television series, Women in the News, featuring on-the-spot films of happenings regarding the fairer sex, starts on KFTV-Los Angeles Program. Features Adelaide Haxley, radio and fashion reporter who also will conduct weekly interview with important woman personality. In addition to servicing and editing film recordings being filmed by camera crews in 18 key cities of country.

TR's New Accounts

TRANSIT RADIO Inc., New York, has signed four new advertisers this month. They are Bauer & Black (Blue Jay products) started March 6, through Henri, Hurst & McDonald; Bell Telephone of Pennsylvania, through Grey & Rogers, Philadelphia; General Foods (Birds Eye frozen foods) through Young & Rubicam, March 1; Manhattan soap through Duane Jones, starting in mid-April. Most contracts are for 52 weeks.

The stars of today and tomorrow are

...with the new era in

Thesaurus

Music by Rock

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

Book Studies BBC Monopoly


IN this historical study of the monopolistic organization of broadcasting in Great Britain, R. H. Coase, reader in economics in London U., describes how the monopoly came into being. He then considers what effect it had on the development of and policy towards competitive services such as wire broadcasting and foreign commercial broadcasting intended for listeners in Great Britain.

The volume also contains a summary of the views which have been held on the monopoly of broadcasting in Great Britain as well as an examination of the arguments by which the monopoly has been justified. Book also is timely as the BBC's current charter expires on Dec. 31, 1951.

Amateur Radio Map

AMERICAN Radio Relay League of West Hartford, Conn., has announced its new and revised edition of the amateur radio map of the World. A four-color special projection by Rand McNally, the map has been especially prepared for use by amateur radio stations primarily in their "DXV" or long-distance international communications activities. Price of the 30 x 40 inch map is $2.

Pictorial Discs

A PICTORIAL phonograph record, designed partly for use as inexpensive transcriptions of radio programs, has been developed by Vis-I-Disc Corp., according to International Public Relations Corp., which represents the record firm. The new records are made of unbreakable composition plastic, light in weight, and will be produced for 78, 33 1/3 and 45 rpm speeds in 7, 10 and 12-inch sizes. Firm uses a process which permits reproduction of art work from Kodachrome in full color over the face of the disc.

WLS "School Time" Helps

"Build Better Citizens"

Clear Channel Home of the National Barn Dance

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Production

JACK EDMUNDS, formerly producer for NBC and CBS and head of program operations for ABC in Washington, appointed program super-

visor of KPCC Houston, Tex. From 1931 to 1936 with NBC, he produced the Ed Wynn show, Rudy Vallee Hour, Paul Whiteman's show and Chase & Sanborn show. At CBS, where he spent four years, he produced the Andre Kostelanetz show, Let's Pretend, Sunday afternoon symphony broadcasts and Abe Lincoln in Illinois series.

JOHN S. LUGT joins staff of KSL-TV Salt Lake City as producer. He formerly was with New York Daily News and its WPIX (TV) New York and also with Martin Stone Agency.

HUGH HOLDER joins staff of WOCG Greensboro, N. C., as program direc-
tor. He formerly was with WAYS Charlotte, N. C.

STERLING QUNILAN, publicity di-
rector of WBEK (TV) Chicago, named program director succeeding E. JOHNNY GRAFF, resigned (see Agencies).

M. MAXINE MULVEY, formerly of KOIL Omaha, Neb., joins writing staff at Denver.

NEWTON THOMAS Jr., formerly with WRVA Richmond, Va., joins announcing staff of WXGI Richmond.

BILLY NEWMAN appointed chief an-
nouncer.

JEFF EVANS joins WLDY Ladiesmaid, Wis., as chief announcer-engineer. He formerly was chief engineer at KRUL Corvallis, Ore.

GRETC EN THOMAS appointed women's director of WERE Cleveland. She formerly was with WTAG Wor-
cester, Mass., and WFTC Hartford, Conn. She also was formerly a network actress.

LUELLA ENGEL joins WPFB Middle-
town, Ohio, to conduct her own show, devoted to homemaking, Mon.-Fri.

GUY KIBBEE, stage and scene actor, joins panel of Mutual-Don Lee Sports for All heard Thursday, 8:30-8:56 p.m. (PST).

TOM CARR, motion picture producer and director, signed by Gilford-Schlicht-
ter Productions, Hollywood as teleplay director of KECA-TV Hollywood's The Marshal of Gunfight Pass. Mr. Carr also is scheduled to do a second season of the television show. JANE ADRIAN joins cast of Marshal program.

ERNE KERN, formerly with WAOV Vincennes, Ind., joins WCSI (TV) Cincinnati where he will prepare films for the show. He replaces RONNIE MOORE who will do television work in Cincinnati.

DICK JOY starts as announcer on NBC Light Up Time and REJ Holly-
wood Nancy Dixon show.

DICK HAYMES and JO STAFFORD signed as permanent members of weekly CBS Carnation Contented Hour starting March 26. Mr. Haymes will act as m.c.; Miss Stafford as featured feminine singer. This marks first permanent replacement of program's featured singer, Buddy Clark, who died several months ago. Program then will feature different singers from week to week.

MARY MARLOW, formerly with Sammy Kaye's band, joins music staff of WOC Davenport, Iowa. She will appear on both radio and television.

NORMAN WHITE, production direc-
tor, WJR Detroit, named general chairman of Detroit Goodfellow foot-
ball game. Game is a fund raiser for needy children every Christmas.

LEE MORRIS, announcer at WSB Atlanta, Ga., is the father of a boy, John Lee.

PATRICK MICHAEL CUNNING and MARCIA DRAKE CUNNING, Holly-
wood and San Francisco TV actresses-producers-directors, are the parents of a boy, Christopher. The Cunnings originated and operated Studio A, independent TV production studio in Hollywood, before moving to San Francisco.

BILL OSTBERG, announcer at WTAM Cleveland, Ohio, joins board of directors of the National Association of Broadcasters.

DON QUINN, writer of NBC Fibber McGee & Molly and Halls of Ivy shows, will receive Joe Miller award as "top gag writer in the country" from Gag-

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WKRC CAMPAIGN

Daytime Listening Stressed

In an attempt to capture the overall audience lead in Cincinnati, CBS outlet WKRC has announced launching of a program drive with emphasis on daytime listen-
ing.

Claiming top Cincinnati Hooper for evening listening, WKRC has scheduled six local shows additional-

ly on its daytime schedule. Of these, four are sponsored. Neighbor-

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sor a housewives interview and a song and chatter show, both by

DICK HAYMES and JO STAFFORD, formerly members of the program, will become permanent members of the show. Mr. Haymes will act as m.c.; Miss Stafford as featured feminine singer. This marks the first permanent replacement of program's featured singer, Buddy Clark, who died several months ago. Program then will feature different singers from week to week.

MARY MARLOW, formerly with Sammy Kaye's band, joins music staff of WOC Davenport, Iowa. She will appear on both radio and television.

NORMAN WHITE, production direc-
tor, WJR Detroit, named general chairman of Detroit Goodfellow foot-
ball game. Game is a fund raiser for needy children every Christmas.

LEE MORRIS, announcer at WSB Atlanta, Ga., is the father of a boy, John Lee.

PATRICK MICHAEL CUNNING and MARCIA DRAKE CUNNING, Holly-
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DISCUSSING the April 1 CBS debut of the Rock Bar Ranch, and the product, are (left to right): William W. Neale, chairman, Mr. Neale & Battile, Atlanta advertising agency which has handled the account since its inception; W. E. Brock, Jr., president, Brock Candy Co.; Sunshine Sue (Mrs. John Workman), star of the show, and Tom Connolly, manager of program sales, CBS.
**Promotion**

TO produce a series of one-minute interviews now being broadcast 24 times weekly over WLAW Lawrence, Mass., Chief Announcer Richard Hickox traveled 1,000 miles by automobile. Sponsored by Megowan Educator Food Co. of Lowell and Chicago, series is being presented to listeners to stimulate consumer interest in New Educator Saltine container called "Inner Crisp" bag. Grocers in WLAW listening area were interviewed regarding their opinions on value of container. As additional promotion, past customers were provided with supply of peck cards by Megowan Co. to mail to customers and friends to notify them of times they would be held over station.

Square Dance Promotion

KWG Stockton, Calif., McClatchy Broadcasting Co. outlet, and sponsor report all-out promotion of recent broadcasts of The Saturday Night Square Dance. Station sent letters to leaders of all dance groups in listening area informing them of broadcasts and carried spot announcements and newspaper advertising on show. In turn, Danilay's Dry Goods Co., sponsor, had store personnel dress in square dance costumes and featured square dance fashions. Square dance music also was played over store's public address system all day long.

"Name the Stars"

OFFERING $3,500 in prizes for the winning answers, WEAU-AM-FM Eau Claire, Wis., has been conducting its "Name the Stars" contest in which persons are asked to identify 44 radio stars whose pictures are run in newspapers, along with 50 words or less on "My favorite WEAU star is ..." Station reports that "Name the Stars" offers tremendous "tune-in" hype to listeners. Car offered as first prize is displayed daily in surrounding towns and second prize, spinet organ, is played on air each evening.

Breweries for Lombardo

BREWERS, among purchasers of The Guy Lombardo Show, produced and transcribed by Frederic W. Ziv Co., are being sent promotion pieces by Ziv Co. Prepared by W. B. Philley, sales promotion manager, mail piece is sent to president of every brewery in country—with carbon copy of letter going to ad agency of each brewery. Letter points out show's consistent top ratings in key markets. As "read on" inducement, name and address of recipient are typed in red ink.

Limerick Contest

BOY or girl sending in best concluding line for any one of three limericks, is being awarded new, completely equipped bicycle by WXXW Albany, N.Y.'s Sherb Herrick on his 499 Club, heard weekdays. Contest, beginning March 31, is in conjunction with World Music Inc.’s publishing of "Bicycle Song."

Turner's Pull

MORE THAN 1,400 requests for handicap ticket sales catalog were received by Umer Turner after one-time offer during debut of his new WBBH (TV) Chicago show, Hobbes for Profit, station reports. Show is sponsored by Warner Electric Co. Mr. Twhir, who demonstrates home handicaps that can be converted into profit items, is news editor of station. He is spon- sored through Paul Grant Agency, Chicago.

Favors From KCBS

PARTY favors carrying promotional material plugging Party at the Palace, noon-9 p.m. Mon.-Fri. audience participation show, sent to trade by KCBS San Francisco. Material contained brief profile of M.G. Bill Weaver, Vocalist Ellen Connor and Ray Hackett and his orchestra, stars of program. Walter Conway, KCBS promotional man- ager, originated promotion stunt.

Hotel Tie-In

KENYON & ECKHARDT, New York, distributed 2,600 cards to hotel patrons visiting city, as promotional tie-up with The Ford Theatre production of "Room Service" on WCAU-TV Phila- delphia. Cards calling attention to Ford dramas and hotel's room service were placed on tables in hotel rooms. Twelve hundred cards were distributed its coverage of Hotel Greeter's Assn. meeting at Benjamin Franklin Hotel. In addition red and white cards with hotel's name on lapel pins in shape of keys were sent to radio and TV editors throughout country. Cards read: "Recipient will please use this key as a reminder to enjoy "Room Service'."

"Daytime Drama" Parade

FASHION line, featuring McKetrick-Williams Co. designs named after 10 best known Procter & Gamble daytime serials, has been announced. Called "Daytime Drama" dresses, each product reflects P&G shows. Among them are "Peggy Young" (Pepper Young's Family-NBC) and "Anna Malone" (Young Dr. Malone-CBS). Kick-off of promotion will be first of nation- wide series of fashion shows at Stork Club luncheon in New York. Projects to be bolstered by program commer- cials and other forms of advertising.

"Sell With Del"

"YOU Sell With Del" is bold-face legend on new direct mail promotion piece sent to trade by KPIX (TV) San Francisco. Copy tells of proven sales effectiveness of KPIX afternoon disc jockey show featuring former band leader Del Courtnay. "When you buy..."
THIS trio chatting at cocktail party during the IRE convention and show in New York March 6-9 includes (l to r)-Haraden Pratt, chief engineer, Mackay Radio and former president of IRE; FCC Comr. Friede Hennock, and Raymond Guy, manager, NBC radio and allocations engineering.

Agencies
(Continued from page 10)
offices in Beverly Hills, New York and San Francisco. Prior to joining Associated, Mr. Welborn for four years had his own Los Angeles agency, Marion E. Welborn & Assoc.

TED WHITE, manager of Beaumont & Homam, Seattle, appointed public information chairman for Seattle-King County Chapter of American Red Cross campaign.

S. S. (Bud) SPENCER, West Coast radio and television director of Foote, Cone & Belding, is the father of a boy, William Jeffrey, born March 11.

KENNETH W. AKERS, president of Griswold-Eshleman Co., Cleveland, appointed to managing committee of Advertising Hall of Fame. Committee named annually to supervise operation of Advertising Hall of Fame.


FEDERAL Adv. Inc., New York, acquires entire floor of 383 Madison Ave., directly opposite its present quarters. On April 1 agency will move and consolidate its entire staff in that space. For past two years accounting and research departments have been located at 1 Park Ave.

KATZ Adv., San Francisco, moves to new quarters in Russ Bldg.

EDWARD S. KELLOGG Co., Los Angeles, opens Portland, Ore., office in Panama Bldg. at 834 S.W. Third Ave. Phone is Broadway 0710.

New Business
(Continued from page 11)

BLATZ BREWING Co., Milwaukee, March 30, renews sponsorship of Roller Derby, ABC-TV, Thurs., 10:30 p.m. to conclusion, for additional 26 week period. Program will be carried by 13 ABC-TV stations.


JULES MONTENIER Inc., Chicago (Stopette deodorant), will begin sponsorship on April 12 of What's My Line, CBS-TV quiz program now heard on Thursday evening, but changing to alternate Wednesdays in 9-9:30 p.m. time-slot. Agency: Earlie Ludgin, Chicago.

WANDER Co., Chicago (Ovaltine), renews effective April 27 Howdy Doody on NBC-TV, Mon.-Fri., 4:45-5 p.m. segment. Agency: Grant Adv., Chicago.


Adpeople
R. C. PECK, who has been with Cities Service Oil Co., New York, since 1946, appointed advertising and promotion manager, succeeding ROBERT S. BLOUNT, recently named sales manager of Boston Division of Cities Service.

ARCHIBALD R. GRAUSTEIN Jr., director of market research for Thomas J. Lipton Inc., New York, resigns to rejoin Lever Bros. Co., as director of market research. He originally joined market research department of Lever shortly after graduation from Massachusetts Institute of Technology in 1937.

JACK C. GRIFFIN, account executive with Sherman & Marquette Agency, Chicago, appointed advertising and sales promotion coordinator of Consolidated Grocers Corp.
“ANY RADIO program that’s good enough for children will have interest for adults,” Gloria Chandler, of Gloria Chandler Productions, New York, declared at the March 4 afternoon session of the Third Annual Western Radio-Television Conference, meeting in Seattle.

Miss Chandler offered a series of recommendations for effective children’s programming to the 85 assembled educators and public service radio specialists:

1. Start with a good story, one that builds in interest and dramatic intensity as it goes along.
2. Push a button in the child’s imagination by capitalizing on his actual experience.
3. Give the young listener a chance to participate—for example, by singing along with the program.
4. Don’t be afraid to try new forms. New technique approaches which should be adapted to the material being used.

Miss Chandler’s observations came in the conference’s closing panel on “What Gives a Program Interest,” fourth of a two-day series of general sessions.

Jennings Speaks

Speaking on the March 5 session, George Jennings, director of the Chicago Radio Council and president of the National Assn. for Education by Radio, told the gathering: “If you can get one teacher in a school building interested in radio as a teaching tool, it won’t be long before that interest spreads throughout the building. And it will very soon extend beyond the building—to the parents.”

He cautioned, however, that radio programming for in-school listening must be built in close cooperation with teachers and curriculum people, in order to supplement most effectively the regular classroom teaching.

On television’s usefulness in public service programming, Lee Schulman, program director of KTVG-SF Seattle, noted that the high expense of video operations usually requires that public service ventures be combined with commercial possibilities.

At an earlier session, Don S. Somerville, school specialist in radio at Oregon State College, predicted that in-school use of television would develop five times as rapidly as had radio in schools. He recommended that stations and teachers know what is available in suitable programs for students.

Speaking on “Letting the Public Know About Programs,” Milo Ryan, associate professor of journalism at the U. of Washington and former promotion director of KIRO Seattle, urged the educators and others interested in public service programming to cooperate fully with commercial stations to build audiences, particularly for one-shot shows. Responsibility rests with the person requesting the show to help provide the audience, he asserted.

Tom Herbert, public relations manager of the Seattle Chamber of Commerce, emphasized that those concerned with educational and social agency efforts must court themselves of the idea that commercial stations are required to put on such programs.

John C. Crabbe, radio director of the College of the Pacific, Stockton, California, was re-elected chairman of the Western Radio-Television Conference, and Mrs. Inez Richardson of Stanford U., Palo Alto, was re-elected treasurer. Elected to the new post of public relations coordinator was James M. Morris, program manager of KOAC Corvallis, Ore. Los Angeles was selected as the site of the fourth annual conference, to be held in 1951. William Sener, director of the radio department at the U. of Southern California and manager of KUSC Los Angeles, was named 1951 chairman conference.

Supports FCC

Crane Hits Trafficening

NORTHWEST broadcaster E. B. Crane has told FCC “the extent to which trafficfickrings in authorizations granted by the Commission has been permitted or attempted has been a genuine menace to the radio industry in recent years.” He supported FCC’s proposal to automatically forfeit the construction permit for any station which is sold before program tests commence. [BROADCASTING, Jan. 16]

FCC’s proposed rules would halt an important aspect of this trafficficking,” Mr. Crane asserted. He added, “I have personal knowledge of several recent instances in which the holders of construction permits granted by the Commission have made no serious efforts to construct a station, but very strenuous efforts to sell the permits.” Mr. Crane indicated the salability of CPs “can even be used as a club over existing broadcasters” with the latter being forced to “buy off potential competition.”

Mr. Crane stated he believed that the “trafficfick” CPs would be very infrequent and noted that “the possibility of hardships would be a fair risk for the Commission to impose on every applicant.”

Mr. Crane’s station interests include KKL Portland, Ore.; KKL Futte, KKLJ Helena, KKL Missoula and KKLY Boise, Mont., and KKLY Spokane, Wash.

Trafficfick?

Ironon “CP” is Offered

A QUESTION of potential trafficfick in frequencies was raised as printed pension notices were circulated fortnight ago offering a station for sale as soon as the construction permit is issued by FCC.

The cards carried the name of James Coston, 470 Nellie Ave., Florence, Ala., and said his Washington attorney “advises that my application for CP for Ironon [Ohio] has been processed to point” where a CP will be issued when site selected.

“The price is $1,750. First come, first served.”

FCC authorities said their reception of any application for CP for Ironon (with certain limited exceptions) any CP which is transferred—or the transfer of which is sought in an application filed with FCC—before the station begins program tests [BROADCASTING, Jan. 18].

The Coston card carries this query: “WANT TO OWN A RADIO STATION IN A CITY OF 19,500 WITH NO RADIO STATION NOW?”

It continues:

Ironon, Ohio, 1940 U. S. census had population of 15,531 (estimated now at 19,500). 94% rail is born white, 6,500 telephones . . . 26 manufacturing plants . . . payroll over $12,350,000. 6 savings and loan companies . . . 2 banks . . . 3 hotels . . . 3 hospitals . . . school covered stadium seating 3,400 . . . 5 picture shows . . . 31 churches. All automobiles have agencies there. Big business district. Planning Home would like to have station in their building. Citizens want a station. Ashland, Ky., 5 miles away, has 1 station and population of 35,000 and Russell, Ky., 3 miles away with 3,000 population has no station. Several small towns close by in trade area.

GO AND SEE IRONON FOR YOURSELF . . .

BROADCASTING • Telecasting

BWI Honored

TRIBUTE to service of Broadcast Music Inc. was paid by the Alabama Broadcasters Assn. at its March 10-11 meeting, held at Huntsville. The association noted that BMI is celebrating its 10th anniversary as an industry source of music. President Carl Haverlin and the staff were commended along with board members for their service and their encouragement of fresh material and new talent.
NOVIK ANSWERS

FCC Query on Series

S. NOVIK, president of WLBI New York, has asserted in a letter to the FCC that the station did not invite opinions of a Fair Employment Practices Commission air their views after the station aired a series of editorials supporting FEPC, because to do so "would have been to cause troubles where no controversy, in fact, exists."

Mr. Novik stated his position in reply to an FCC inquiry as to whether the station "took to seek out views differing from those presented in its three editorial series on FEPC Jan. 17." The question of whether the obli- gation of the licensee is satisfied if merely the time is available, if sought, or whether he must affirmatively seek out and present a differing point of view, depends basically upon whether "controversial issues" involved. Mr. Novik wrote. "There are situa- tions where WLBI might editorialize, but not permit an opposing point of view to be presented even though the sponsor could claim that the issue is controversial. A fortiori, in a case such as this, WLBI would not affirmatively seek out opposers and present their view."

The issues of religious and racial balance, said Mr. Novik, may be op- ed by an "isolated few," but WLBI as a whole "cannot be averse to any opposing point of view to be ex- pressed, he said.

Mr. Novik said that if the station "will editorialize on such highly con- troversial issues as government funding, U.S. vs. U.S. & R, rela- tions, present legislation affecting Mrs. or birth control, WLBI could not only "afford oppor- tunity to those who opposed our sit of view but would affirmatively seek out and present a dif- ferent point of view either as a social broadcast, or in the form of a debate or round table discus- sion."

-S. NOVIK

R EXPANDS

Add San Francisco Office

-R REPRESENTATIVES Inc., only organization representing broadcast facilities, has opened a San Francisco office, Frank M. Headley, resident, announced last week.

James A. Alsbaugh, former ac- cept executive of John Bills, and before that an account ex- pect of KJBS San Francisco, has been named manager of the -R San Francisco office, which is located at 314 California St. Tele- phone is Exbrook 2-8407.

NARND SCROLLS

Certificates Being Mailed

NATIONAL Assn. of Radio News Directors is mailing to paid-up members permanent NARND mem- bership certificates, according to Jack Shelley, of WHO Des Moines, NARND president.

The certificate was drawn up by John Bills of WQAM Miami, Fla., member of the board of directors and chairman of the group's con- tinuing study committee of the wire services. Mr. Bills, who had the certificates engraved and printed, is shipping them out for signature by Mr. Shelley as president and Soren H. Munkhof, WOW-TV Omaha, Neb., as executive secre- tary.

"The idea of these certificates," Mr. Shelley said, "is to give NARND members something in the way of a permanent indication of their affiliation on international tables for framing and display on a newsroom wall. . . . We think it is an- other step toward solidifying the prestige with radio management and the general public which NARND has increasingly enjoyed."

PREMIUM MEET

Moran To Speak on Radio-TV

AMONG the top executives to speak before the National P remium Buyer's Exposition in Chicago to be held March 28-31, will be Joseph H. Moran, vice president of Yang & Rubino. Mr. Moran will dis- cuss "Premium Promotion by Radio and Television."

Other speakers will be Carl W. Hei- berg, president of William Golden Sales Inc., Chicago; James Harvey Jeffries of Brown & Williamson Tobacco Co., and Harold Bean, vice president of the Curtis Circulation Co., Philadelphia. E. C. Stevens Jr., vice president of the Curtis Circulation Co., and president of Premium Adver- tising Assn., will be sponsor of the event, will preside.

Farr Joins NAB

SIDNEY FARR, Corpus Christi, Tex., attorney, has joined the NAB legal staff as an attorney and as- sistant to Don Petty, general coun- sel. He succeeds Richard Jencks, who resigned recently to accept a post on the CBS legal staff, and joins Vincent Wasielowski, as an NAB attorney.

SALESMEN!

For BIG Results

In This BIG Market

Use The BIG Station!

FREE and HARRY BURKE

PETERS

BROADCASTING * Telecasting

March 20, 1950  Page 81
Help Wanted

Managerial

Established FM station with pending permits. Fully equipped, located excellent market suburb to N. Restaurateur. Manager will make normal investment and take full responsibility. Background—first letter. Box 516E, BROADCASTING.

Established AM station, needs highly attractive opening for manager of station in major Minnesota market whose indications and past record show topsnotch sales ability. Guarantee plus commission plus override plus opportunity for part ownership. Write Box 555E, BROAD- CASTING.

Salesman

1900 watt network station in Eastern Michigan; excellent market; 15% commission, plus salary, plus guarantee. Draw account. Box 457E, BROADCASTING.

Wanted—Salaries, sales fifty dollars per month, will have a hard worker and hustler, don't apply. Box 495E, BROADCASTING.

Good opening for experienced salesman for money making 25¢ wage station, in a growing city. Terrific paper in wealthiest rural market in state. Full electric, selling combination deal. Necessary. Box 431E, BROADCASTING.

Salesman for 5 kW network station in growing territory. Attractive opportunity. Give full details and references. Box 386E, BROADCASTING.

Announcers

Hillbilly announcer and double in station's administration. Must be available immediately. Midmouth. Box 387E, BROADCASTING.

Wanted—Experienced hillbilly pitcher, for 5 kW station inaugurating all new program. Must be a fire breather. Write full details and proof of your ability to pull ratings. Box 506E, BROADCASTING.

Announcer with first class license. Box 412E, BROADCASTING.

Announcer, experienced, must have RCA board experience for network station, in station's administration. Give full details. Box 515E, BROADCASTING.

Alabama ABC affiliate has immediate opening for capable announcer, strong originator. Good money, or better, able, experienced need apply. Box 491E, BROADCASTING.

A real deal McNeill. If you're on the box for the right one, contact us immediately. We both have a good money, so show both Hillbilly and pop don't wait, contact us at once. Send all details immediately. Box 462E, BROADCASTING.

Situations Wanted

Manager

Forget your management experience, get on location. We need a warm western station tilled of cold news and plaid to big city in California. Twenty unusually successful years of management in both radio and newspaper. Best of qualifications in news operation, sales, promotion, programming, plus an outstanding record in employee relations, public relations, and a civil air. My first concern is not size of station but rather location and community oppor- tion. Give complete resume. Box 418E, BROADCASTING.

Toplight station manager considering change for glistening station in midwestern network station. Previously, a commercial man- ager for a number of radio news operations. Prefer Gulf Coast area, Midwest, but will consider any location. Box 415E, BROADCASTING.

Announcer, 5 years all phases. Also seeks play-by-play. Excellent opportunity, sales, promotion, programming, plus an outstanding record in employee relations, public relations, and a civil air. My first concern is not size of station but rather location and community oppor- tion. Give complete resume. Box 418E, BROADCASTING.

Announcer presently working late Apr. Prefer 250 watt station in west southern Ohio. Box 401E, BROADCASTING.

Announcer, presently doing high network news, sports, disc jockey, straight announcing opportunity. Will work anywhere at once. Send full de- tails. Box 415E, BROADCASTING.

Situations Wanted (Cont'd)

Situations Wanted (Cont'd)

Sportscaster experienced, play-by-play and sideline. Young, good looks, experienced. Box 410E, BROADCASTING.

Announcer with first-class engineering. Excellent opportunities in radio, news, sports, disc jockey, straight announcing opportunity. Will work anywhere at once. Send full de- tails. Box 415E, BROADCASTING.

Two years commercial experience, experienced. Box 430E, BROADCASTING.

Three-way combination. Announcer-engineer-coprywriter offers eleven years professional experience as staff announcer. Nine years as chief engineer of a major network chain, skilled in radio and television, with ability to work in any field. Will work in any city at once. Send full de- tails. Box 494E, BROADCASTING.

Seven years experience, 25¢ wage, announcing opportunity. Radio experience wanted in Midwest. Send full de- tails. Box 475E, BROADCASTING.

Box 430E, BROADCASTING.

Box 415E, BROADCASTING.

Box 430E, BROADCASTING.

Box 415E, BROADCASTING.

Box 430E, BROADCASTING.

Box 415E, BROADCASTING.

Box 430E, BROADCASTING.

Box 415E, BROADCASTING.

Box 430E, BROADCASTING.

Box 415E, BROADCASTING.

Box 430E, BROADCASTING.
Wanted, combination or engineering experience. Employer will do voice. College graduate. Excellent references. Available immediately. Salary $1150 1st Avenue, Beckley, West Virginia.

Announcer-writer, thoroughly seasoned by 8 radio years, 6 1/2 years with same city station. Excellent phone, voice and driving licenses. Desire top position. Box 650EE.

Two announcers needed. Young, single, will consider all fair bids. Box 1762, Chicago.

Technical

Engineer, 2 1/2 yrs. AM-FM, experienced on remotes, transmitter and controls. Operated all classes of equipment on several stations. Wished to travel. Joseph A. Hristuca, 229 Dean St., Brooklyn, New York. Uster 1-0685.


Announcer-writer, experienced by 8 years Georgia Tech. 2 years CREJ, experienced in line production. Box 455E, BROADCASTING.

Announcer. Three years Army radio experience, Graduate RADA Institute. Willing to take billing job. Box 455E, BROADCASTING.

Engineer, experienced technician. AM-FM, experienced on remotes, transmitter and controls. Also has 15 yrs. city experience, as well as all phases engineering. Bears desires employment, as well as present employers. Box 505E, BROADCASTING.

Engineer, experienced, single, can announce. Experience in small station. Featuring moderate sized city. Willing to travel. Want better conditions. Box 555E, BROADCASTING.

Engineer, experienced. Young chief engineer, experienced in installation, maintenance, recording, remote operations. Excellent salary. Box 515E, BROADCASTING.

Engineer, experienced. Radio-telephone and driving licenses. Desire very responsible position. Box 555E, BROADCASTING.

Engineer, experienced. Console, transmitter. Will operate in Chicago area. Married, stable, will travel. Box 555E, BROADCASTING.

Engineer, first class license, desires steady position in eastern stations, all locations considered. Box 555E, BROADCASTING.

Recent BC graduate, young, married, family man, now employed TV servicing. No broadcast experience. Graduated high school, seeks operator or combination position. Box 555E, BROADCASTING.

Continuity writer, excellent background. interested in造型. station. Box 515E, BROADCASTING.

College graduate, B.S. in Speech with 2 1/2 years experience as night manager of Chicago TV outlet. Excellent phone, voice and production experience. Also experienced tape editing and audio production assistant with award-winning Chicago tape show. Desires top position in any major city.-box 155E, BROADCASTING.

Just what you need. A program director-experienced in writing, broadcast and music. All phases of programming, production and administration. Family man anxious to locate permanently in responsible spot. Box 555E, BROADCASTING.

Program manager—new announcer-director. Excellent experience in all phases of programming, production and administration. Family man anxious to locate permanently in responsible spot. Box 555E, BROADCASTING.

Director—radio station—experienced. Box 155E, BROADCASTING.

Music director, ex-Cellent condition, priced for quick sale. Box 555E, BROADCASTING.

For sale—Availalble immediately 260 foot Wincharger 101 gured tower complete with lighting and tuning unit. Price on request. Box 555E, BROADCASTING.

For sale: Twelve Bay Federal square loop FM antenna on 20 foot pedestal with beacon and interconnecting transmission line and connecting cost. Box 791E.

For sale: An RCA type 68 distortion transformer and automatic equalizers all in good condition. Any reasonable offer accepted. Box 555E, May 1. Write, wire or phone Ted Parnes, 554E, BROADCASTING.

For sale: Available at site. $5,90. Wire or write Box 485E, BROADCASTING.

For sale: RCA 78 B C model console,excellent condition, priced for quick sale. Over $1000. Also one BCS studios audio switcher, $10. WLOZ, Bridgeport, 4-1414.

For sale—Have used Guynder-Wilson 900 ohm tower, 300 ft. Complete. Box 455E, BROADCASTING.

For sale-Will purchase exclusive market local stations. east or west coast. Not interested in present income if market has potential. Information and price confidential. No agents. Box 455E, BROADCASTING.

Wanted to Buy

Stations

WILL PURCHASE EXCLUSIVE MARKET LOCAL STATIONS EAST OR WEST COAST. NOT INTERESTED IN PRESENT INCOME IF MARKET HAS POTENTIAL. INFORMATION AND PRICE CONFIDENTIAL. NO AGENTS. BOX 455E, BROADCASTING.

Help Wanted

Salesmen

ATTENTION EXPERIENCED SALESMEN

Leading Transmission Company has openings immediately for salesmen. Must live in station area. Here's a real opportunity to travel and earn a good income and like to travel. Liberal salary and commission. Must live in station area. Full details. Write or call. Box 555E, BROADCASTING.

Send full details of background, experience, promotions offered and salary expectation. Information will be held strictly confidential and interviews will be arranged without interview by letter. Mail applications and full information requested. Box 8530D, BROADCASTING.

Television

Technical

Director film operations. 16 years camera experience. Has worked with all film, color, B&W, negative. Very familiar with all phases of television production and administration. Box 555E, BROADCASTING.

Director. Producer, cameraman—can suit any situation. Desires professional position in production or taking over television station. Box 555E, BROADCASTING.

Director, producer, cameraman—can suit any situation. Desires professional position in production or taking over television station. Box 555E, BROADCASTING.

Production-Programming, others

Director, producer, cameraman—can suit any situation. Desires professional position in production or taking over television station. Box 555E, BROADCASTING.

Production-Programming, others

Three years—first day at mike to present position as station manager. Box 555E, BROADCASTING.

Alert, versatile, dependable, enthusiastic program director-announcer. Age 35. One year experience in sales with successful radio station. Box 555E, BROADCASTING.

Holders seeks permanent broadcast position. Two years experience as engineer. AM 155 w FM. Will travel. Ernest C. Wood, 228 Fifth Ave., Brooklyn, N. Y. 6-3726.

Program-Programming, others

Three years—from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independent operators. Excellent employer. Salaries up to $1500. Positions open. Will consider any city. Box 555E, BROADCASTING.

Alert, versatile, dependable, enthusiastic program director-announcer. Age 35. One year experience in sales with successful radio station. Box 555E, BROADCASTING.

Holders seeks permanent broadcast position. Two years experience as engineer. AM 155 w FM. Will travel. Ernest C. Wood, 228 Fifth Ave., Brooklyn, N. Y. 6-3726.

Program-Programming, others

For Sale

Stations

For immediate sale. Complete broadcast AM 250 watt station including Kayko radio tower, 175 feet, with supporting equipment. Complete equipment can be shipped immediately and can be sold on terms. $5000 00 total. Box 455E, BROADCASTING.

Lachsenbren, San Antonio, Texas.

Andrew coastal conductor. Have 16 20-foot lengths of 3100 coax never used. Will consider all reasonable offers. Box 555E, BROADCASTING.

For Sale

Federal 101-C field meter meter 500-1600 kc recently completely re-equipped with new phasing equipment. Price $400. Box 555E, BROADCASTING.

Two, Presto 80 recorders and 1090 amplifiers in progressive condition. Box 455E, BROADCASTING.

For sale. One RA-250 Raytheon 2500 watt transmitter, 20 kw transmitter, in good condition. Any reasonable offer considered. Box 555E, May 1. Write, wire or phone Ted Parnes, 554E, BROADCASTING.

Complete 250 watt Western Electric converter. east or west coast. Not interested in present income if market has potential. Information and price confidential. No agents. Box 455E, BROADCASTING.

WANTED "KOMO Bangladesh"enburg, California.

One WE 1-F frequency monitor, one 1126-C limiter, reasonable. KFVD, Los Angeles.

WANTED 250 watt Western Electric converter, east or west coast. Not interested in present income if market has potential. Information and price confidential. No agents. Box 455E, BROADCASTING.

Save $10,000. Complete FM transmitting tower with 1,000,000 watts, like new, includes GE BT-2 1 kw transmitter, spare tubes, crystal; WE 5B monitor; GE BY DB 9 bay circular antenna with mast; 100 Wincharger type 300 guyed supporting tower; A light- ning rod; Euro-Hunter type 4415 transmission line, 3 right angle bends, 2 guyed lines, expansion joint, reducers, support brackets, etc. Available at site, $5,900. Write or wire Box 455E, BROADCASTING.

For sale—Available immediately 260 foot Wincharger 101 guyed tower complete with lighting and tuning unit. Price on request. Box 555E, BROADCASTING.

For sale: Twelve Bay Federal square loop FM antenna on 20 foot pedestal with beacon and interconnecting transmission line and connecting cost. Box 791E.

For sale: An RCA type 68 distortion transformer and automatic equalizers all in good condition. Any reasonable offer accepted. Box 555E, May 1. Write, wire or phone Ted Parnes, 554E, BROADCASTING.

For sale—Have used Guynder-Wilson 900 ohm tower, 300 ft. Complete. Box 455E, BROADCASTING.

For sale-Will purchase exclusive market local stations. east or west coast. Not interested in present income if market has potential. Information and price confidential. No agents. Box 455E, BROADCASTING.

Help Wanted

Salesmen
**ANNOUNCER—EMCEE**

Large midwestern AM-TV operation needs personable, experienced announcer—emcee for both radio & TV. Salary open. Send resume, photos and background to Box 4063, BROADCASTING.

**WANTED COMBINATION**

**ANNOUNCER-ENGINEER**

The man we want must be a GOOD announce and know PRODUCTION. He must also know engineering. Only EXPERIENCED men will be considered for a position with a good salary and excellent working conditions. We are a Mutual-Don Lee affiliate located in the heart of Southern California's playground—close to mountains, deserts and ocean. If you're FULLY EXPERIENCED, send your resume and letter or die to E. W. Lee, KFMX, San Bernardino, California.

**Situations Wanted**

**ANNOUNCERS**

I filled this opening. Can fill any opening your organization. Young, eager, versatile, good education, good voice. Combination, trained, experienced. New ideas. Steady man, married, will travel. Box 3593, BROADCASTING.

**For Sale**

**Stations**

**MIDWEST OPPORTUNITY**

One kw FM independent station in Northern Illinois. Second richest county in state. Sixth richest in U. S. 72,000,000 retail economy. Only station in county. Has highest elevation in Illinois. Excellent opportunity for advertising executive or agency for market testing. Present owners have other interests. Can be had for less than option to buy or attractive terms.

Box 3553, BROADCASTING.

**Equipment, etc.**

RF bridge—practically new radio frequency bridge, type 916A for sale at substantial reduction. Costs $250. With RF meter.

WIEB

Portsmouth, N. H.

**Employment Service**

**EXCHANGE your worries for top audience-building disc jockey. We're D.J. talent agency that tells your needs. We find right man for you. Costs you nothing. Kaye-Deutschman, 1440 B'way, N. Y. 18, N. Y., 26-2387.**

**For Rent—our skill in finding right disc jockey for you. We're D.J. specialists. Tell us your needs. We do everything. You pay D.J.'s salary only. Kaye-Deutschman, Inc., 1440 B'way, N. Y. 18, N. Y.**

**TRANSPORT**

**Set for Twin Cities Area**

**INSTALLATION of music-equipped vehicles in the Minneapolis-St. Paul area has been assured with Broadcasting Services Inc. signing a contract with the Twin City Rapid Transit Co. authorizing the simultaneous installation of music-equipped vehicles which will commence late this month and transitcasts will begin around June 1 through no FM outlet has definitely been set. Announcement was made by Charles Green, president of the transit firm.**

**Arrangements between the transit company and Broadcasting Services, which is affiliated with Trans Radio Inc., Cincinnati, call for installation of receivers in about 500 buses and street cars in the area. Programming format will be similar to that followed in 20 other TR cities, with schedule to run from 6 a.m. to 10 p. m. or midnight, according to Myles Johns, president of Broadcasting Services.**

**WARD WEEK**

**CBS Stars Aid Promotion**

WARD Johnstown, Pa., attracted national attention to the city's 1960 sesqui-centennial celebration for night ago with special promotion spots by an array of topnotch CBS stars.

A CBS affiliate, WARD calls on the network for cooperation of name stars in planning observance of "WARD Week." Theme of the spots was: "Best wishes to Johnstown, Pa., on its sesqui-centennial celebration and here's wishing 150 years more of good living and good listening to WARD." Contributing special messages were Red Skelton, Garry Moore, Amos 'n Andy, Burns & Allen, Bergen & McCarthy, Art Linkletter, Jack Paar, and others. In addition, spots were aired on such programs as Theatre of Today, Garry Moore Show and Art Linkletter's Family Farm program. Locally WARD aired special local talent broadcasts, remote and giveaways, with varied promotion stunts. City's Mayor Walter E. Rose proclaimed "WARD Week" March 6-11 on major newscasts.

**COMMUNIST TAG**

**Bill Seeks Air Identification**

MOVE on Capitol Hill to require an organization, listed as "subversive," to identify itself as a "Communist organization" when sponsoring a broadcast or telecast has been increased.

This provision is contained in measure (S 2311) to control subversive activities, setting up a "Subversive Activities Control Board" or watchdog panel to keep tabs on Communist and Communist front organizations. Sponsored by Sens. Ernest F. Hollings (R-S. D.), George W. Symington (D-Mo.) and Al Gore (D-Tenn.), the bill last week had hurdled the Senate Judiciary Committee and was expected to come before the Senate.

An identical bill (HR 7866), introduced by Rep. Richard M. Nixon (R-Calif.) in the House, would create the House Un-American Activities Committee. According to Rep. Nixon, the radio-TV section of the bill is designed as "an attempt to harmonize efforts which now apply only to "the organizations already found to be subversive as defined by the legislation."

The bill also would outlaw use of the mails or other means of interstate or foreign commerce unless the following was contained: "Dissiminated by , , , a Communist organization or radio identification would be: "The following program is supported by , , , a Communist organization."

The radio-TV provision reads: "It shall be unlawful for any organization which is registered under Section 7, or for any organization with respect to which there is in effect a final order of the Board requiring it to register under Section 7, or for any person acting for or on behalf of any such organization—to broadcast or cause to be broadcast, by paid or payroll anything on radio or television stations in the United States, unless such matters are described or defined in the following statement, with the approval of the organization being stated in such manner as the Board shall prescribe. A broadcast or telecast of a program is sponsored by a Communist organization."

**WOW SOUTH TOUR**

**Gets Off on Schedule**

WOW OMAHA'S farm study tour of the South began on schedule last week with approval from the U. S. Department of Agriculture. The tour following end of the coal strike. Fate of the 16-day program through 18 southern states and Cuba hung in the balance for a week because of the threat of a possible coal walkout. Tour Leader Mal Hansen, WOW's farm director, said.

The 17-car, all-Pullman special is carrying some 270 farm men to the farm states to the "New South." The tour began March 15, and its return slated for March 30. First stop was the cattle area of Oklahoma. WOW tour members were guests of Gov. Roy Turner. Each day's activities are being recorded for Mr. Hansen's radio-TV Farm Service Reporter program.

**Home Front Block**

CECIL BROWN, Mutual commentator who recently returned from a newspapering tour of Europe and Palestine, has reported that he had no encounters with censorship anywhere in his journey, although he made numerous tape recordings that were mailed back to the U. S. The only governmental interference came from U. S. Customs agents in New York. The first batch of tape reels Mr. Brown airmailed from Europe was held up at U. S. Customs while officers debated how much duty to charge.

**WCFM (FM) STAND**

"Left-Wing" Charge Answered

EDITORIAL in the Saturday Eve News, Page 10, March 4, issue, which cites WCFM (FM) Washington being part of the radio arm of the "left-wing-propaganda machine," was answered March 8 in a broad come-back. WCFM's George M. Bernstein, manager of the station. "We do not comprehend the Post's use of the term 'leftist,' Mr. Bernstein said. "We regard ourselves as moderates on the contemporary scene. . . . If, by 'leftist' the editorial means that we maintain a policy of allowing equal time to all points in a controversy issue, that we do not deny freedom of the airways to unpopular opinions, or that we provide a fair share of our time to all religious groups, then, in truth, we are 'leftist'—but this certainly places radio stations that would not be classified in a rather unfortunate light."

Mr. Bernstein concluded: "Perhaps if the long established radio stations followed a policy of allowing all sides equal time—provided for in the Federal Trade Commission—radio would not be so regarded—it would not be necessary for stations like WCFM to devote so much of their time to broadcasting arguments heard elsewhere." He said WCFM's microphones will remain available to all legitimate points of view. "Moreover," Mr. Bernstein concluded, "WCFM and the station associated with it do more than pay lip service to freedom of the air. They practice it."

**ETC Charge Denied**

PHILCO CORP., Philadelphia, and Sylvania Electric Products Inc., New York, have denied to the Federal Trade Commission that they violated price discrimination provisions of anti-trust laws in purchase and sale, respectively, of radio tubes. FCC's complaint charged that Sylvania has granted lower prices to Philco, which "knowingly" induced and accepted them from Sylvania and other tube manufacturers.
FCC Actions (Continued from page 71)
cisions Cot.: Gulf Beaches Bscg. Co., Inc., St. Petersburg Beach, Fla.—Designated for new AM station, after application for new station on 1300 kc for the same area was denied by DA, and hearing by Waddie City, Fla. party to proceeding.

CP Granted WGRB Miamisburg, O.—Granted CP to change daytime directional antenna pattern. CP may be made effective at any time after party takes necessary steps to correct any discontinuities resulting from the discontinuance of Commission sta- tion at Fort Lauderdale, Fla. (KLYM Yuma, Ariz.—Granted mod. CP to make daytime directional antenna pattern changes. CP may be made effective at any time after party takes necessary steps to correct any discontinuities resulting from the discontinuance of Commission sta-

WCON Atlanta, Ga.—Designated for hearing on June 28 in Washington ap-

Extension Denied KUMO Omaha, Ne.—Denied application for extension of Commission’s order for new station. MDCD, April 15, 1959, to remain silent until receipt of which decision will be set aside and application designated for hearing.

WHOI Allentown, Pa.—Dismissed ap-

Extension Granted WEBW Rockford, Ill.—Granted ex-

March 14 Decisions . . . BY A BOARD

March 15 Decision . . .

ACTION ON ICTIONS . . .

Mr. Frank Silverman
Baten, Barton, Durende, and borne
New York City

Dear Frank: 'knew yer interested in 'perimental work, "cause c'mon berin' at a 'radio station on the scientific side just isn't the same as what we get in a clinic lab' nowadays, is it?" Yes, he says, "it's a bit more challenging these days, isn't it?"

Frank Wolf, the ever-interesting Station Manager, has just returned from a recent trip to Los Angeles where he attended the annual meeting of the West Coast Radio Conference. The conference was held at the Century Plaza Hotel and was attended by representatives from all over the country. During his stay in LA, Frank visited several stations and met with various radio personalities. He was especially impressed by the innovative programming and cutting-edge technology that he saw firsthand. Frank has been invited to speak at several upcoming conferences and is looking forward to sharing his insights and experiences with others in the industry.

Frank Wolf also mentioned that he has been working on a new project that he's excited to share with the team. He's collaborating with several other stations on a joint programming initiative that aims to bring fresh content to the airwaves. The project is still in its early stages, but Frank is optimistic about its potential impact. He encourages everyone to stay tuned for updates on this exciting development.

Frank Wolf also discussed the recent changes in the industry and how they are shaping the future of radio. He emphasized the importance of adaptability and innovation in this ever-changing landscape. He urged everyone to continue learning and growing professionally, and to stay engaged with the broader community of radio professionals.

Frank Wolf concluded his letter by thanking everyone for their continued support and cooperation. He expressed his appreciation for the opportunity to work alongside such talented individuals and look forward to continuing to make positive contributions to the industry. He signed off with his usual playful closing: "Stay tuned for future updates, and keep the radio waves strong!"

Thank you for reading. If you have any questions or feedback, please feel free to let Frank know. He's always open to discussing industry trends and opportunities.

Best regards,

Frank Wolf

P.S. Remember, we're all in this together. Let's keep pushing the boundaries of what's possible in radio and beyond.

Frank Silverman
TR'S ANSWER

TRANSIT radio's triumphate in the battle to make the public know that the FCC has decided upon a complaint that would rule transit-broadcasting contrary to the interests of the public.

The 12-page brief was prepared by Pierson & Ball, Washington law firm, on behalf of Transit Radio Inc., Washington Transit Radio Inc. and the Capital Broadcasting Co. (licensee of WWDC-FM Washington which holds a TR franchise). Transit Radio's volley was directed particularly against the complaint filed before the FCC by Washington Attorneys Franklin S. Pollak and Guy Martin on their own behalf which paralleled complaints filed earlier by Transit Riders Assn. The FCC has the matter under study [BROADCASTING, Feb. 20, 18].

Opponents of music-equipped vehicles, the brief argued, have waged their objections in the "dirt of constitutional phrases cloaking what have no applicability to the factual situation."

It also was argued that (1) the issue at all has been settled by Washington's "railway radio" ruling, (2) the FCC has discretion to change rules to carry out its purposes in the public interest and (3) the petition for FCC action to deal to a certain extent beyond its "(FCC's) jurisdiction."

Meiners, Pollak and Martin had charged in their petition that transit radio is "airborne" to the "public interest" an urged the Commision nation's capital has asked the FCC to deny a complaint that would rule transit-broadcasting contrary to the public interest.

Yes, sir! we've got BINDERS

and at reduced prices, too

Broadcasting-Telecasting
870 National Press Blvd.
Washington 4, D. C.

Enclosed please find □ check □ money order □ bill me, and send ........ binders to:

Name

Firm

Address

City Stote

$350 Each

March 15 Applications

ACCEPTED FOR FILING

License renewal applications filed by following stations are accepted:

WATT Newark, N. J.; WPEN Philadelphia; WQAN Scranton, Pa.

Modification of CP

Following FM stations filed applications for mod. CPs extending expiration dates:


FM Changes


KNOE Monroe, La.; WTHR-FM Indianapolis.

AM-600 kc

KKEI Farmington, Mo.-CP change from 1350 kc to 600 kc (contingent on, and completing construction on, 1350 kc.

AM-1300 kc

WEED Rockford, Ill.; WCT-FM change from 1650 kc to 250 w untl. to 1300 kc 1 kw untl. DA-DA.

KDTH Dubuque, Iowa

Uses Magnecorder

Engineered by the World's Oldest and Largest Tape Recorder Company


A 1960-PN-1A a new easy-personal, high fidelity magnetic tape recorder and amplifier priced exceptionally low at $199.95

Page 86 * March 20, 1950

FCC Actions (Continued from page 85)

Decisions Contd:

Co., Mount Vernon, Ohio, in proceed-

ing denied a motion for an initial decision in proceeding no. 76 to file exceptions to the initial decision in proceeding no. 76 to file complaints upon applications of Pauline K. Wight et al. of New York City and The New York Times, Inc. of Cony, Ark.

THomas H. Beach, Birmingham, Ala.

Granted leave to amend application to change name of applicant to Pyle, Berg, Corp. to change applicant from individual to corporation, and to show revised financial data.

Texas Star Realty, Co., Dallas, Tex.

Granted extension to March 13 to file opposition to the application for rehearing filed by KTRH Houston, Tex., and the application to have a public hearing in proceeding no. 149.

(By Comr. R. M. Webster)

KWKY Burkburn, Calif.-Hearing is a matter of revocation of license of KWKY continued from March 20 to April 3 am. 74th Burkburn, Y Mount.

(By Comr. Paul A. Walker)

FCC General Counsel-General enlargement of time to file objections to proceeding no. 149, and to have a public hearing in proceeding no. 149.

(By Examiner Elizabeth Smith)

WLCI-CO Huntington, W. Va.-Applications to file objections to the license of WLCI-CO and Wise Broadcasting Co., Inc., are scheduled for public hearing in proceeding no. 196, and to have a public hearing in proceeding no. 196.

(By Examiner H. B. Hutchison)

RIDE Vinyl Fair, Grand Rapids, Mich., and Ohio. Ohio Commission's motion, hear- ing in proceeding no. 164 to have a public hearing in proceeding no. 164 is continued until further notice.

March 15 Applications . . .
FCC ROUNDPUND

New Grants, Transfers, Changes, Applications

Summary to March 16

Summary of Authorizations, Stations on the Air

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>Ours</th>
<th>Licensed</th>
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<tbody>
<tr>
<td>AM</td>
<td>2,109</td>
<td>2,086</td>
<td>2,075</td>
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<tr>
<td>TV</td>
<td>393</td>
<td>384</td>
<td>384</td>
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<th>Two on the air</th>
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</table>
| 1010 kc, 1 kw day. Estimated construction cost: $1,100. Principals: Miss Ina Louise Hansen, property owner and manager of KOGG, 51% owner and manager. WPTW is also owned by 50% owner of WWNS.
| 1100 kc, 1 kw day. Estimated construction cost: $1,100. Principals: Miss Ina Louise Hansen, property owner and manager of KOGG, 51% owner and manager. WPTW is also owned by 50% owner of WWNS. |

<table>
<thead>
<tr>
<th>FM GRANT</th>
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<tbody>
<tr>
<td>El Paso, Tex.—Texas Western College the authorizing party representing the El Paso J.C. Penney Co. as the new owner, broad- cast station KPKK, kHz 1550, will operate a FM station. The station will have an operating license fee of $1,250. The filing date is March 13.</td>
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<tr>
<th>TRANSFER GRANTS</th>
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<tr>
<td>KEK L. El Paso, Texas—Transferred to WKBW, Buffalo, N.Y., by WKBW, Buffalo, N.Y. KEK is assigned 1 kw day on 1550 kc.</td>
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<th>GRANT</th>
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<td>WWNS, 780 kc, 250 kw.</td>
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<tr>
<td>O FM and one AM authorizations were deleted as FCC last week. The grants are: Bn 75; 21 T. Deletion and reasons: 12 AM sites, 19.</td>
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<tr>
<th>AM APPLICATIONS</th>
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<td>Riddler, La.—Sabine Beetz, Co.</td>
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<th>W APPLICATIONS</th>
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<td>Castek, L.A.—Sabine Beetz, Co.</td>
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<tr>
<th>U.S.-Cuban Treaty</th>
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<td>(Continued from page 2)</td>
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</table>

On 10 regional frequencies (the same frequencies provided under the old NARBA): Cuban Class 2 rights on 16 1-B channels; 1kw rights on the 1340 kc local channel, and other privileges which would increase the limitations on the seven existing U.S. stations and guarantee that future U.S. grants on 11 channels would protect Cuban operations on those frequencies. The U.S. 1-A channels involved were 640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis), with Cuba relinquishing previous rights on 890 kc (WENR-WLS Chicago). The 1-B frequencies on which Cuba would be accorded special privileges were 680, 810, 850, 1000, 1090, 1060, 1070, 1080, 1090, 1110, 1100, 1190, 1210, 1550, and 1600 kc. Regional frequencies on which Cuba would have “high power” rights were 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc. |

DECCA Records Inc. last year recorded net earnings, after taxes, of $80,870, or $1.94 a share on 776,650 shares of capital stock outstanding, according to the company’s annual report.
Richards' Hearings
(Continued from page 28)

mond," misunderstood by some em-
ployees, and lacking in biased views other-
as usual to those normal to the aver-
age person.

"There is no admission of guilt by Mr. Richards, and there never has been," the lawyer said.

Reviewing Mr. Richards' career and character, Mr. Fulton declared: "He has been and is privately critical of the Roosevelt family. He believes that the action of James Roosevelt in urging the Commission to investigate these stations and to hold these hearings was biased and prejudiced and caused by James Roosevelt's dislike of Richards' political views."

He said Mr. Richards "asserts that he has a right to have and to express privately his own opinions with respect to the Roosevelt family and its motives in their attacks upon him, so long as he does not broadcast false or defamatory ma-
terial concerning them over his radio stations."

William Burns, former radio news writer and now a Los An-
elas Times reporter, was the first

witness. He identified letters which he had sent to FCC Comr. Paul A. Walker in February and March 1946, when he was secretary-treas-
urer of Radio News Club of Los Angeles.

Roberts Second Witness

FCC's star witness, Mr. Roberts, former director of public affairs for KMPC and now KFWB Holly-
wood newscaster, was the second

witness. President of the Radio News Club when the news-slaughtering charges were filed two years ago, he said Richards was anti-Semitic and an arch enemy of the Admin-
istration. He claimed Mr. Richards
directed him to slant newscasts against the Democratic Adminis-
tration and the Roosevelt family, and to minimize the Truman posi-
tion and eliminate the President's speeches. He quoted Mr. Rich-
ards as referring to President Truman as "the neck-slasher salesman in the White House."

Mr. Richards, he declared, spe-
cifically instructed that Bernard Baruch, Edwin Pauley, Howard
Hughes, Henry Wallace and Henry
Kaiser, among others, be treated in an unfavorable light. Gen.
Douglas MacArthur, Sen. Homer
Ferguson (R-Mich.), and Sen. Owen Brewster (R-Me.), were to be highly praised, he said.

Mr. Richards, he said, made un-
complimentary remarks about Wil-
liam Paley, CBS board chairman;
Brig. Gen. David Sarnoff, RCA
board chairman, and Robert Kint-
ner, now ABC president. Identify-
ing them as Jews, Mr. Roberts testi-
died that Mr. Richards said they are "in league."

Backs Republicans

The witness asserted that Mr. Rich-
ards "said newscasters should guard against this Jewish move and we should lend our efforts through the medium of news to strengthen the political position of the Republican party so it could get into power in 1948."

Mr. Roberts said he once told Mr. Richards he was violating his broadcast license by news-slaughtering, and that Mr. Richards replied: "To hell with the FCC. Let them take our license away. We'll go down with the ship."

Mr. Roberts told Examiner John-
son that Mr. Richards frequently held meetings with KMPC staff members to tell them how he wanted them handled. On one occasion, Mr. Roberts stated, he had an-
nouncers practice saying the word "Republican" in an effort to have it sound as good on the air as "Democrat."

He testified Mr. Richards in-
structed him to use material from anti-Administration columnists and news commentators as factual news and to incorporate it in newscasts without mention of source. Any-
thing anti-Administration was in-
structed to be used as fact, he added.

Mr. Roberts said he didn't al-
tways follow instructions and re-
ported that he and his staff de-
veloped a technique of compromise regarding Mr. Richards' instruc-
tions, according to his demands and then slipping in a paragraph that he thought would "give the other side."

"I figured," Mr. Roberts said, "that he would only hear what he wanted to hear."

A CHARGE that FCC "may be
using its authority over radio sta-
tions for political censorship" was
raised in the Senate last week by
Sen. Homer Ferguson (R-Mich.).

In what was taken as a reference

to the Commission's current hear-

ings in the G. A. Richards case,

(Continued from page 2)

(Continued from page 2)

and, specifically, "whether any in-
vestigations had been started as a
result of ... radio licensees who
had shown strong political" 

who were in a position to 

ceived pro

Mr. Ferguson said: "Mr. Cotto

that the Commission's action in cases of this kind."

Sen. Ferguson continued:

These are peculiar circumstances-

Let me make clear that I have no

jection to the fair rules being laid down to permit any licensee to operate his station in the public interest, or to permit the views of any organiza-

to be fully presented to the radi-
appeal after the facts. It should be

of the Commission in applying its rules and into the ques-
tion of a possible bias in their appli-

ation.

If radio-station owners of one party fear that their station is being favor-

and those of opposite leaning at being frowned upon, clearly there is no such atmosphere today. The Com-
mission is embarking upon that
dangerous course of political cen-
sorship.

SUMMER DISCOUNT
Crosley Plans Bonus Ti

A SUMMER bonus time plan w

announced last week by Robert T

Dunville, president and gener-

gal manager Crosley Radio Co.

m. Two full weeks..." applied to WL

Cincinnati and to three Crosley radio television station WLWT Cincinnati, WLV Col-

ison and WLIO Columbus.

The plan will provide a tim-

of up to $25 for spot radio

vertisers and up to 60% for spot television users. It will be more than justified if it helps to solve the summer hiatus problem," Mr. Dunville said.

The new schedule calls for bom-
time during July, August and Sep-
tember. Advertisers using 52-week radio schedules would receive 20% bonus time; new accounts with 10-week schedules 15% bonus and new accounts with 5-week schedules 20%. New accounts for 5 less than 5 months would receive a 25% bonus.

The television stations observe a 40% summer discount in time costs or a 50% bonus in facilities if the same gross amount is spent during the period.

REPORTEDLY lowest-priced three-

portable radio produced by 2C

Victor since the war, currently bei-

to dealers for immediate di-

Radio's new version "Globe Trotter" portable.
**Lightning Talk**

From Scattered Previews

**Upcoming**

March 24: San Francisco Chapter Academy of Television Arts and Sciences, first annual award banquet, St. Regis Hotel, 7:30.

March 24-25: CBC board of governors meeting, Board of Transport Commissioners' court room, Union Station, Ottawa.

March 28: American Marketing Assn., Hotel Metropol, N. Y.

March 28: Toronto Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 30-April 1: South Dakota Broadcasters Assn., Hotel Lawler, Mitchell, S. Dak.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 6-8: New England Radio Engineering meeting, Somerset Hotel, Boston.

April 22-28: Sixteenth semi-annual convention, Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.

May 4-7: Institute for Education by Radio, Hotel New York.

May 7: Ohio Assn. of Radio News Editors, Columbus.


May 15-17: North Carolina Assn. of Broadcasters annual convention, Chapel Hill Hotel.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Shaker Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Warner Hotel, Cleveland.


**OPERATING results for Philco Corp.'s first quarter this year are expected to be better than any initial quarter in firm's history.**

**Lorain Trial Ends**

Decision Seen By June 1

The trial of antitrust charges against an Ohio newspaper which allegedly discriminated against advertisers who bought time on a rival station was completed in Cleveland last week.

Authorities thought the case, involving the Lorain Journal and its rival, the Elyria-Lorain, would be decided some time this spring—but not later than about June 1. The case was heard by Federal Judge Emerich B. Freed.

Upon completion of the Government's presentation, Judge Freed denied a motion for a preliminary injunction for dismissal of the suit.

The trial included testimony of 66 witnesses for the Government and one for the defense. The latter, Samuel A. Horvits, who with his brother Issac owns the paper, contended a newspaper can not be compelled to take advertising; that the Journal did not restrain interstate commerce; and that conviction would violate the free-press amendment of the Constitution.

The Government's presentation undertook to show through numerous witnesses that WEOL is heard outside of Ohio and that therefor...=.ker fire service is involved, and that the Journal had refused or threatened to refuse advertising if merchants who also bought time on the station.

Roy Ammell, president of WEOL, who testified to interstate aspects of WEOL's service, also reported the station grossed $175,000 and netted $2,700 in 1949, and that 16% of its 1949 business was in national accounts.

He said the Journal had refused to print WEOL logs as paid advertising.

Other witnesses included Charles John Thornequist, manager of WONE Dayton and former manager of WEOL, who testified that WEOL had tried unsuccessfully to place an advertisement in the Journal.

**RCA Salaries**

**BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, was paid $140,600 in 1949:** Frank M. Folson, vice president, received $100,000, it was reported last week.

Gen. Sarnoff's 1949 remuneration was $24,540 more than he got in 1948, Mr. Folson's 1949 pay was up $14,640. Mr. Trammell, who in 1948 was given an "incentive compensation" of $25,000 in addition to his $100,000 salary, did not receive such a bonus in 1949.

These and other figures were contained in a proxy statement circulated by RCA last week in advance of its forthcoming annual stockholders' meeting, May 2.

Among NBC executives, only Mr. Trammell's salary was reported in the document.

John G. Wilson, executive vice president, RCA Victor Division, earned $90,000 salary and $25,000 incentive compensation in 1949, an increase of $50,000 over his 1948 pay.

Charles B. Jollife, executive vice president of RCA Laboratories, received $50,000 salary and $75,000 incentive compensation, an increase of $1,960 over 1948.

The law firm of Cahill, Gordon,
FCC HELD DISREGARDING APPELLATE COURT, RULING

U. S. COURT of Appeals for D. C. was told Friday that FCC is disregarding court's opinion in Easton-Allentown, Pa., case [BROADCASTING, Feb. 27]. Easton Publishing Co., which won court appeal, asked court for writs of prohibition and mandamus, requiring FCC to issue findings in case and call off further hearing which has been scheduled.

In petition filed by Elliott C. Lovett, Washington attorney, Easton Broadcasting Co. called for further hearing "in the apparent hope that something might develop to ... support its original conclusion" that Allentown Broadcasting Co.'s application for 1280 kc, 250 w should be preferred over Easton's. Petition argued that court opinion upholding Easton appeal from Allentown grant required only further findings by FCC, not further hearing.

Allentown Broadcasting is operating WHOL under FCC's original decision. Decision has been set aside pending further hearing, but with provision that WHOL may continue operating pending weekend. Application for transfer of WHOL to group headed by Victor C. Diehm, which Easton had protested, was dismissed by FCC but provision was made for submission of amendment reflecting same changes. Easton claims this makes it new application and violates FCC rules.

DR. STEWART SELECTING STAFF FOR POLICY BOARD

DR. IRVIN L. STEWART, chairman of President's Communications Policy Board [BROADCASTING, Feb. 20], hopes to be able to announce selection of staff director for board when it meets in Washington April 20. Most of staff personnel expected to be drawn on loan from FCC and other agencies.

International communications probably will get board's first attention, according to Sen. E. W. McFarland (D-Ariz.), who heads Senate subcommittee making similar study of overall frequency use and communications problems, and who conferred with board members last weekend [BROADCASTING, March 13]. Sen. McFarland said data already collected by his committee will be made available to President's board.

SCRIPPS-HOWARD APPEAL

SCRIPPS-HOWARD Radio appealed to U. S. Court of Appeals for D. C. last Saturday from January 1949 FCC decision denying its application for 5-kw station on 1300 kc in Cleveland and granting rival bid of Cleveland Broadcasting Co. (WERE), FCC based choice of Cleveland Broadcasting on factors of non-newspaper association, local ownership, and integration of ownership with operations. Appeal, filed by Special TV Bureau staff, was drawn up by attorneys of Segal, Smith & Hennessey, followed last month's FCC denial of Scripps-Howard petition for rehearing [BROADCASTING, Feb. 27].

DOWNEY HITS LICENSE PLAN

PROPOSAL by Sen. Ed Johnson (D-Cal.) to license movie film opposed Friday by Sen. Sheridan Downey (D-Calif.) as "dangerous" precedent which "might easily" lead to government censorship of radio, TV, other media. Sen. Downey earlier had promised deletion of clause in bill covering TV film (see story page 60).

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engineer's advisory post. Mr. Willoughby, veteran in 20 years with FCC, and its predecessor FRC, has been urged by friends to see broadcast chief post.

INSIDERS at FCC also are talking about another aspect of Willoughby case. FCC announcement on appointment of Mr. Plummer as new chief engineer also stated Mr. Willoughby would become assistant chief engineer. Office decides, however, do not so state and question has been raised by FCC as to any provision whatever has been made for Mr. Willoughby's continued work with FCC after April 3 when he relinquishes acting chief engineer's portfolio.

YOU CAN LOOK for relative quietness at FCC on controversial broadcasts matters until completion of reorganization of broadcast structure as projected in new functional alignment. Appointment of Harry Plotkin, FCC legal "brain," as chief of new Broadcast Bureau, would be followed by plethora of crackdowns in all phases of broadcast operations.

THERE'S no confirmation but it's true that Feelers have been extended to AFM President Petrillo to see if he'd be willing to take part in proposed labor panel during NAB Management Conference next month. Music boss is undecided but his advisers favor participation.

THOMAS J. Lipton Inc. (tea), through Young & Rubicam, New York, considering spot campaign for ice tea.

DO NOT write off McFarland Bill (S-1973) as dead duck even at this session. Even though Rep. Sadowitz (D-Mich.) is ill and has been unable to follow through with plans for hearings on numerous pending bills, sentiment is building up in favor of action on McFarland measure, to completely remodel procedural work of FCC and place responsibility with Commission, rather than with staff.

IN RE legislative picture, FCC staff is burning midnight oil working up its case for so-called Commission Bill designed as substitute for McFarland measure and which was presented to House Committee several weeks ago [BROADCASTING, March 6]. Commission, or at least majority thereof, plans to go all out in support of Commission bill and opposition to McFarland measure.

POWER of television as teaching medium to be tested by U. S. Census Bureau in training 100 New York enumerators for April house-to-house fact gathering. Special TV training film produced in Navy's Washington and Long Island laboratories.

CBS NEWS SHIFTS

REASSIGNMENT of several CBS newsmen in next few weeks has been announced Friday. William R. Jackson, of Washington staff, takes over Monday-Friday 6-6:15 P.M. Metropolitan Life news show. Eric Sevareid, now on that program, takes over 11-11:15 P.M. news and analysis program. Richard Hosteit, now on 11-11:15 p.m. show, goes to Berlin, replacing Bill Downs who returns to U. S. for Washington assignment.

PEARSON APPOINTED

THREE stations appointed John E. Pearson Co. station representatives, New York, to service them. They are WIL St. Louis, XKBX Omaha and KOLN Lincoln.

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And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money ... plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history
And the quickest, surest way to reach this rich market is via WLW, which attracts once-sixth—16.1%—of all rural radio listening throughout WLW's four-state area.**

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches . . .

85.2% of all rural radio homes in four weeks
69.1% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in
Cincinnati, New York, Chicago or Hollywood.

* Special farm consumer survey—now available
** Nielsen Radio Index, Feb-March, 1949
New scintillation counter, using electron tube developed at RCA Laboratories, gives faster, more accurate measurements of atomic radiation.

What can you hear through an ear of grain?

When agriculturists want to learn what nourishment a plant is getting, they inject radioactive materials into the soil and trace their absorption with sensitive instruments. Industry and medicine also use this ingenious technique.

Until recently, scientists heard what was happening, by following the passage of atomic materials through plants, or machines, or even the human body, with a clicking Geiger counter. Now a more sensitive instrument for tracing atomic radiations—a new scintillation counter made possible by a development of RCA Laboratories—can do the job more efficiently.

Heart of this counter is a new multiplier phototube, so sensitive that it can react to the light of a firefly 250 feet away! In the scintillation counter, tiny flashes, set off by the impact of atomic particles on a fluorescent crystal, are converted into pulses of electrical current and multiplied as much as a million times by this tube. Extremely faint radiations are accurately measured—providing new and needed information in many fields.

See the newest advances in radio, television, and electronic science at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N.Y.